

Cisco Service and Support Solutions

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Solution 2001 Seminar

21 Nov2001

Customer Advocacy

Session Number
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고객의 궁금증

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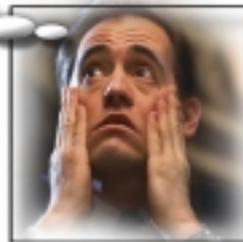
Conflicting Objectives

Reduce Capital and Expense Budgets

Vs.

**Respond to Global
Requirements, Competition**

- 자사의 네트워크에 어떻게 솔루션을 접목 ?
- 네트워크 설계 ? 구축후의 안정성 ?
네트워크 성능 향상 방안 ?
- 수행 능력은 있는가 ? 기술력 향상 방안 ?
- 투자에 대한 회수 방안 ?
- 향후 발전 방향 ?



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Agenda

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- Cisco Services Framework
- Technical Support Services (운영지원 서비스)
- Advanced Services (전문 서비스)
- Cisco Services Go-To-Market Model

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CA Korea Mission Statement

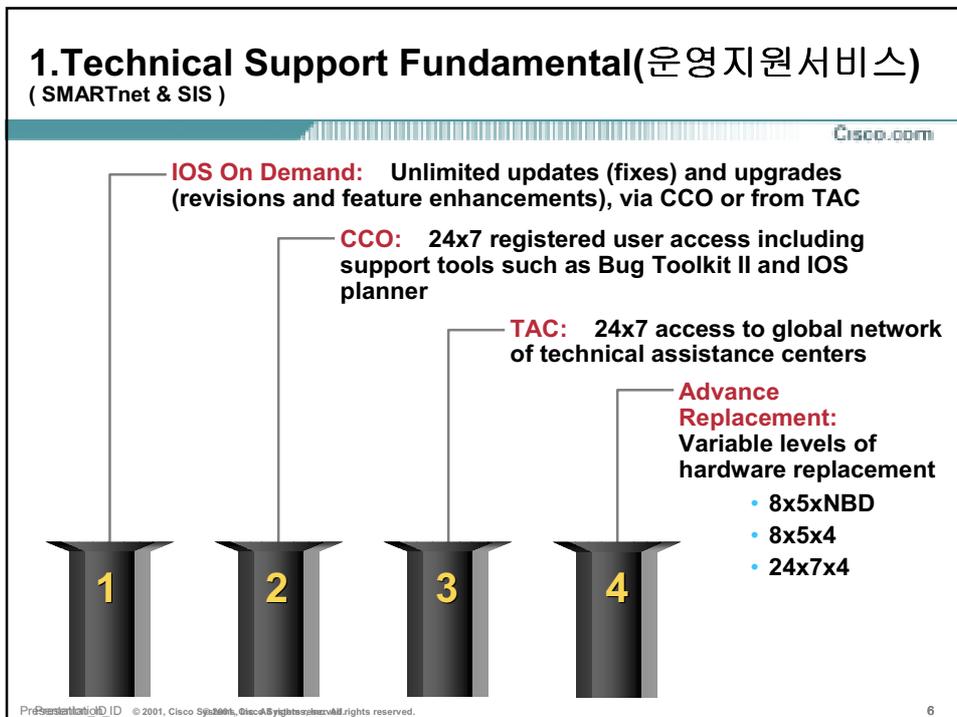
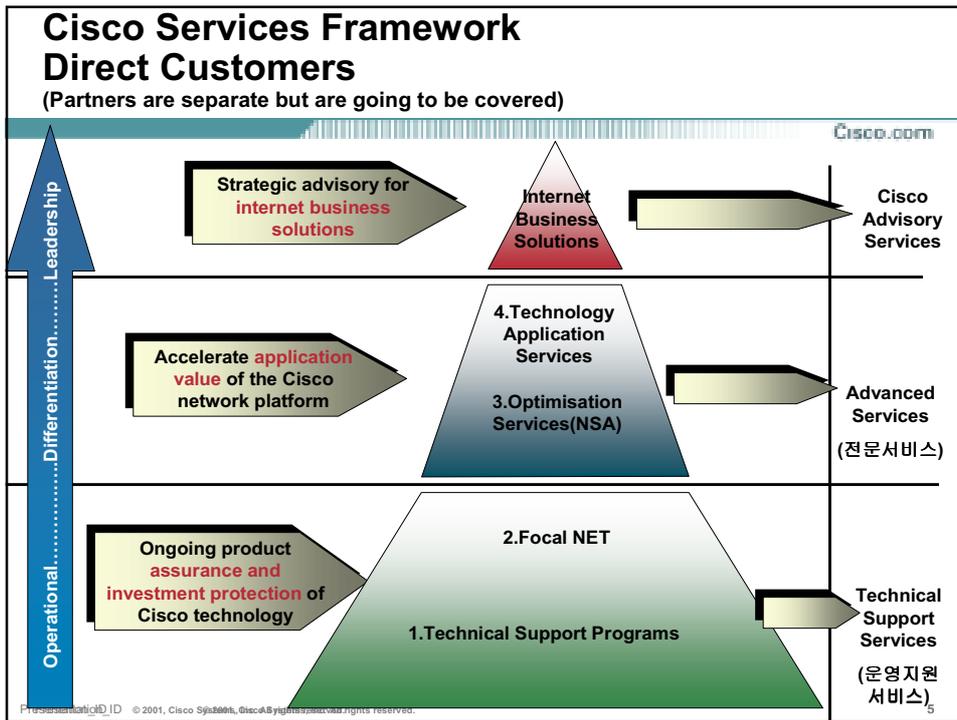
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- Remove all barriers to customers' successful deployment of global networks by understanding their needs and exceeding their expectations.
- 고객이 네트워크를 성공적으로 구축, 운영하는데 장애가 되는 모든 문제점을 해결함
- 시스코의 기술력, 방법론, 툴 및 엔지니어를 고객에게 Seamless 하게 제공하는 것

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TAC(기술 지원 센터) Functions

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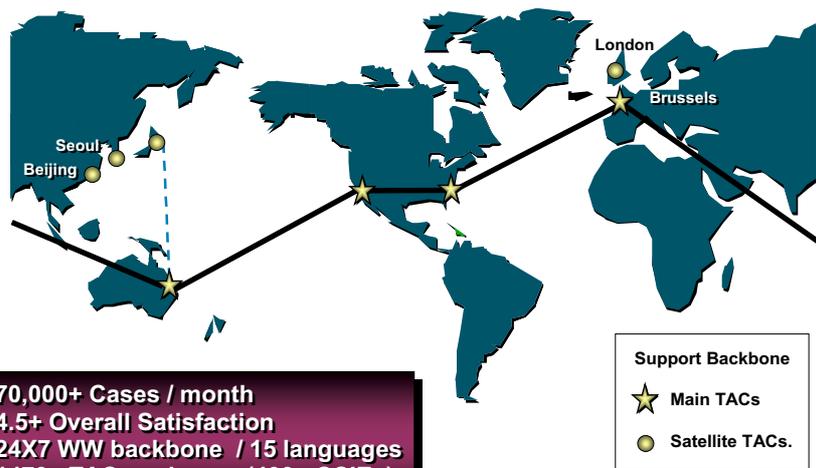
- 1) Resolving cases** --- The TAC solves customer problems, from the time a call enters the Global Call Center to the time the case is closed.
- 2) Building and distributing a knowledge base** --- Case results, including all information obtained during the resolution process, are stored in a knowledge base and published on CCO for all customers.
- 3) Creating diagnostic tools** --- TAC CSEs create diagnostic tools for customers to diagnose problems and for Global Call Center agents to more quickly resolve customer questions.

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Global Backbone Services

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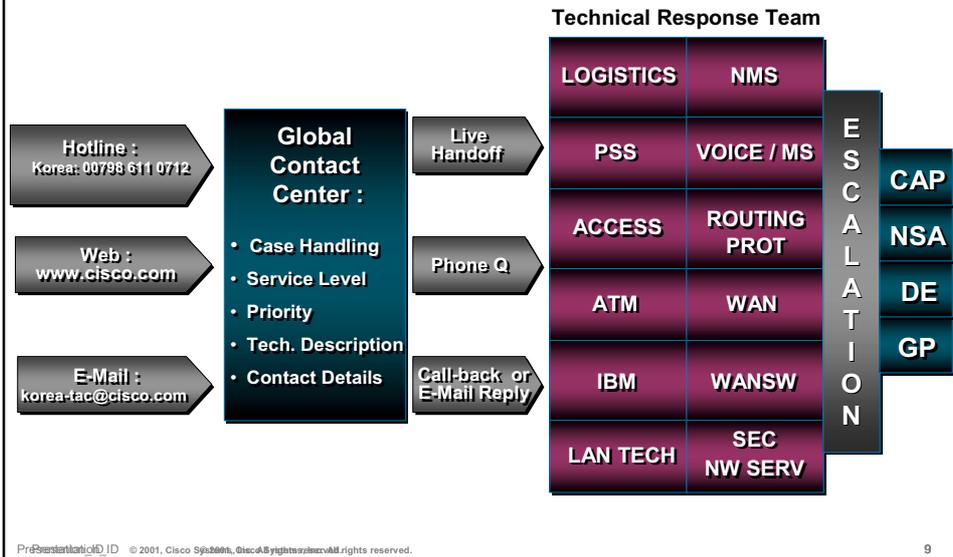


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TAC Technology Teams

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Priority Management

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- The cases are managed by priority, relative to the criticality of the problem - business impact.
- The customer determines the priority of its problem to the right level with the partner.
- The partner opens the case with the right priority.

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Customer / Partner Determines Priorities

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- **Priority 1** Production network down
Critical impact to business operations
24 hour Cisco and customer commitment
No work-around available
- **Priority 2** Network severely degraded
Significant impact to business operations
Cisco and customer committed during business hours
No work-around available
- **Priority 3** Network functionality degraded
Business operations noticeably impaired
Cisco and customer in frequent contact
- **Priority 4** General assistance
Installation, upgrade or configuration assistance
General product information

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Automatic Problem Escalation

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Elapsed Time	Priority 1 (Network Down)	Priority 2 (Severe Impact)	Priority 3 (Impaired Ops.)	Priority 4 (General Assistance)
1 Hour	TAC Manager			
4 Hours	TAC Director	TAC Manager		
24 Hours	VP, Cust. Advocacy	TAC Director		
48 Hours	CEO	VP, Cust. Advocacy		
72 Hours			TAC Manager	
96 Hours		CEO	TAC Director	TAC Manager

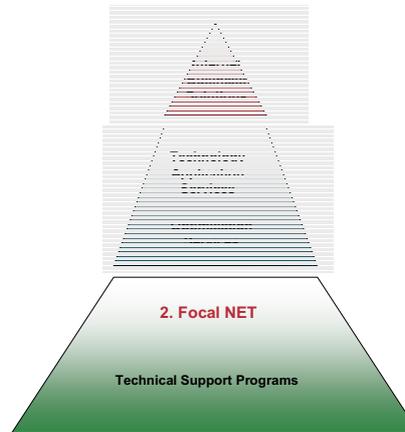
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2. Focal Net

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- Have higher demand for event based **troubleshooting services**
- Require **rapid resolution** on reactive issues
- Require subject matter expertise across wide range of technologies
- Require **designated point of escalation** for operational and satisfaction issues with Cisco open cases, procedures, or issues



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Focal Net Program Focus

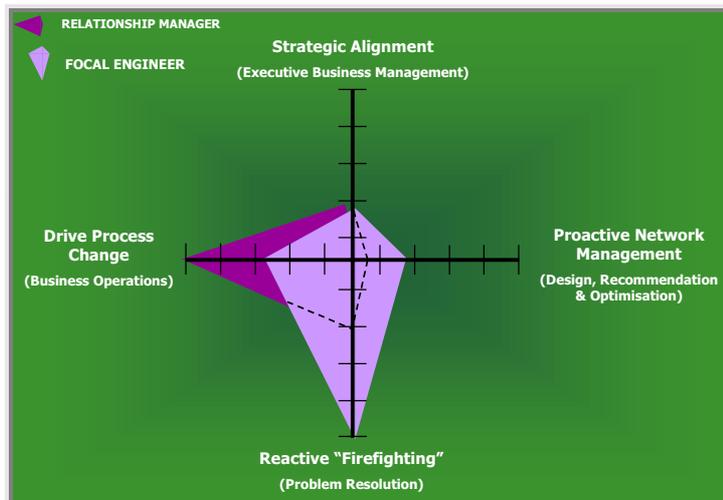
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RELATIONSHIP MANAGER

- > Focused on driving process changes
- > Network needs analysis eg training, change mngt proceed's
- > Monitor case progress
- > Liaise with engineers & customers

FOCAL ENGINEER

- > Advanced technical knowledge
- > Engage with NSA
- > Understand customer's network architecture
- > Liaise with ORM to identify recurring problems



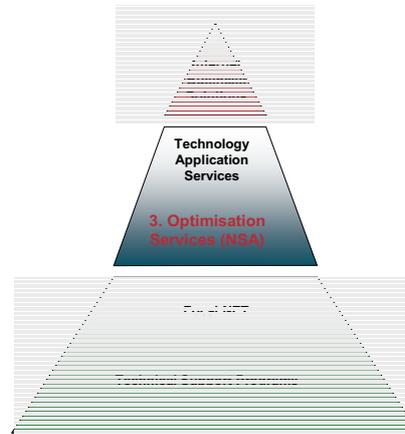
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3. Network Optimisation (NSA)

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- Optimise network for high **reliability and performance** to support business operations
- Maximise **ROI** to provide positive financial impacts to business.
- Assist in making the network a **business objective enabler**
- Provide **expert consultation** in growing and maintaining networks that have become more and more complex.



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Program Description for NSA's

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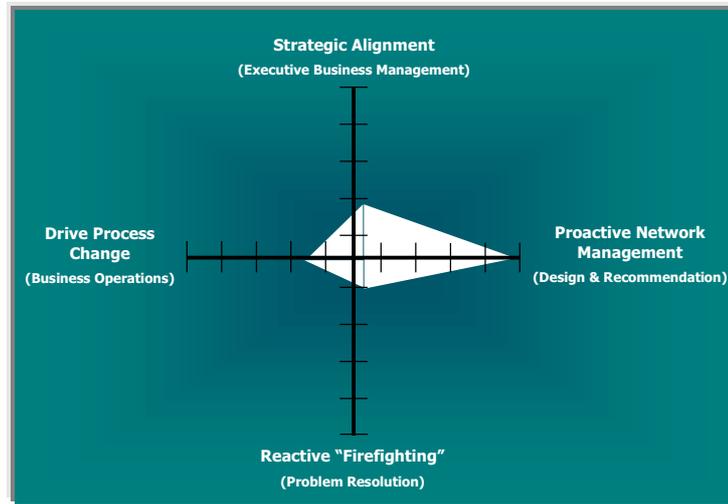
- **Two Annually renewable services (subscription)**
 - NSA Plus
 - NSA
- **Four pre- defined services (transactional)**
 - Network Inventory
 - Network Audit
 - Health Report
 - Design Review
- **Pricing Strategy... (size, value, flexibility)**

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NSA Program Focus

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Service Contents – NSA Transaction Audits

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Service Components	Net Inv	Net Audit	Heath Report	Design Review
Inventory & syslog support using automated tools	✓ *	✓	✓	✓
Administer device / IOS inventory assessment		✓		✓
Cisco h/w, os, and network management s/w recommendations		✓		
Network health reporting using automated tools (bi-weekly)				
Network design review				✓
Network expansion planning				
Remote deployment support				✓
Network optimisation & tuning recommendations				
Full device health & stability audits			✓	✓
Knowledge transfer & mentoring				
Weekly conference calls with customer				
Onsite visits (4 per year)				
Web-based operational assessment				
Problem Management				

* Include high level topology map

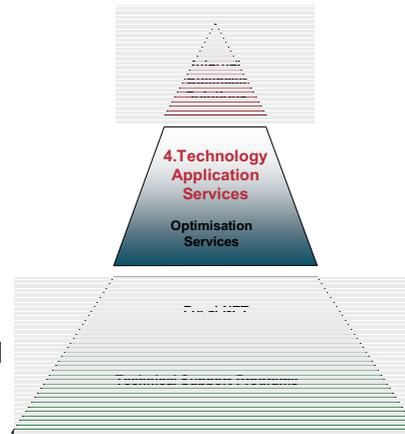
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4. Technology Application System

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- Return on investment
- Faster deployment of **new** network services
- Resource and expertise
- Integration and migration strategies
- Scalability
- All applications are mission critical

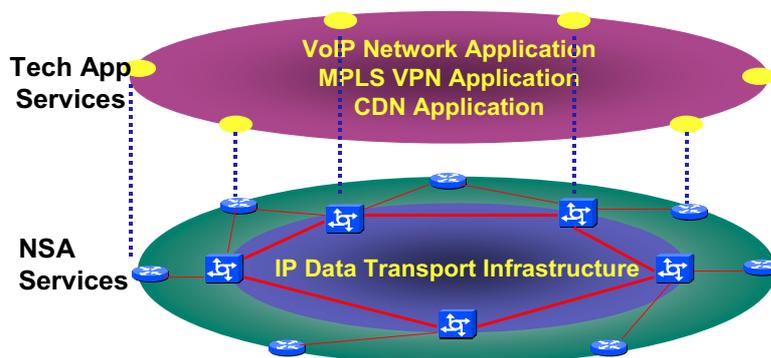


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NSA versus Technology App Services

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- Professional Services engages in customised projects with specific SOWs

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Technology Application Services Transactional Services

PURPOSE:

- Assess the readiness of the Customer's existing infrastructure to support MPLS VPN

PURPOSE:

- Advise the Customer in the planning & design of an MPLS VPN network

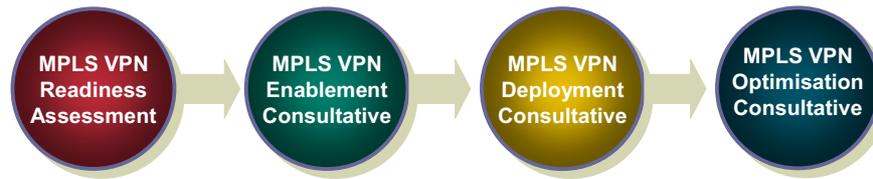
PURPOSE:

- Advisory service to facilitate successful deployment of MPLS VPN technology over Cisco supplied infrastructure

PURPOSE:

- One time Optimisation assessment and advisory service

Example: MPLS VPN



Deliverables:

- Knowledge Transfer
- Presentation on Readiness Assessment and Recommendations
- Written report on Readiness Assessment and MPLS VPN High Level Solution Architecture

Deliverables:

- Detailed solution design recommendations document
- Low level network design recommendations document
- Architecture integration plan
- Initial operating software recommendations
- Cisco Network Management Systems advisory

Deliverables:

- Migration examples and workshop
- Test plan examples and workshop
- Presentation on Transfer of Information to NOC staff
- Configuration templates
- Response to queries by Next Business Day (phone/email).

Deliverables:

- Software upgrade advice for MPLS VPN services
- Assessment report and recommendation on MPLS VPN network architecture & design

Planned TAS Services

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• Technology Application Services

MPLS - SP

SPVoice - SP

Content Networking - SP

Broadband Cable - SP

Broadband DSL - SP

Metro Ethernet - SP

Storage Area Networks - Ent

Long Reach Ethernet -Ent

IP Telephony (AVVID) - Ent

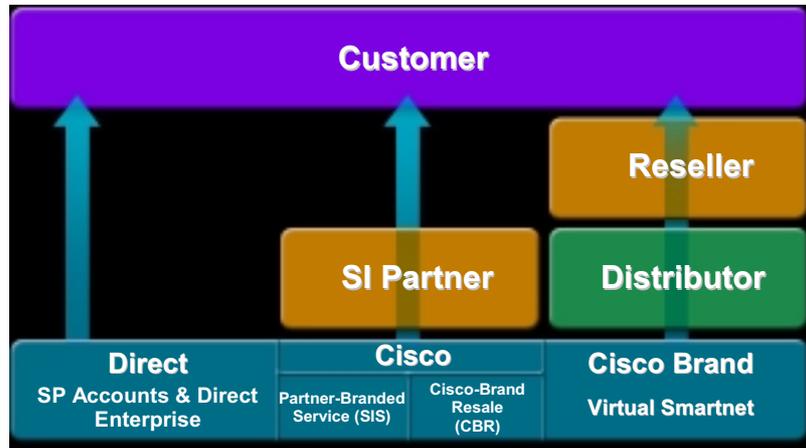
IP Contact Centres - Ent

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Cisco Services GTM Model

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시스코 서비스의 기대효과

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- 1) 안정적인 네트워크를 구축 및 운영 :**
장애 발생후의 문제 해결 접근 방식이 아니라 사전에 필요한 조치를 취하는 예방 점검 서비스
- 2) 통신 비용 절약**
효율적인 네트워크 설계 및 불필요한 낭비 요소를 제거하여 통신 비용을 최소화하고 투자 비용 회수를 극대화 함
- 3) 네트워크 비즈니스의 촉매제(Enabler)**
네트워크가 고객의 비즈니스를 리드하고, 새로운 비즈니스를 창출하는 촉매제 역할에 함
- 4) 시스코의 전문기술 전수**
시스코의 네트워크 컨설턴트로 부터 네트워크 설계, 구축, 운영에 관한 기술을 제공 받으실 수 있음

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컨설팅 서비스 현황(국내 / 해외)

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Finance	Telco & ISP	Manufacturing	Insurance
Bank of America	America Online	Boeing	Cigna
Citi Bank	AT&T-CITS	Compaq	America Family
Fist Union National	MCI- Infolink	Ford	Insurance
Bank	MCI- NetOps	General Electric	Prudential
Merrill Lynch	Nextel	HP	USAA
Vanguard	South Western Bell	Intel	
Fidelity Investments	Sprint	Kraft General	
State Street Bank	U.S.West	Food	
SSB(Smith Barney)	BT	Procter & Gamble	
CSFB		Sony	
		Dupont	
		Motorola...	
		GE	
		GM	

Airline

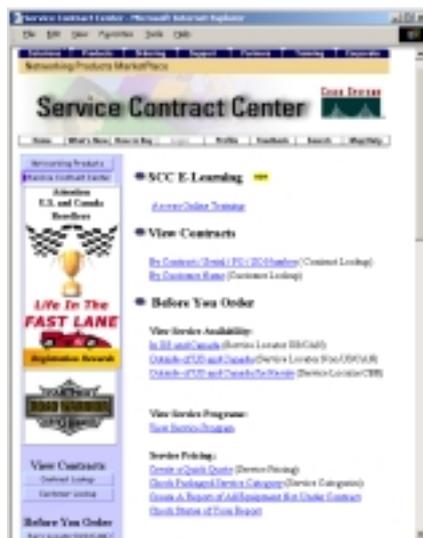
Australia Air Force

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Service Contract Center

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<http://www.cisco.com/public/scc/>

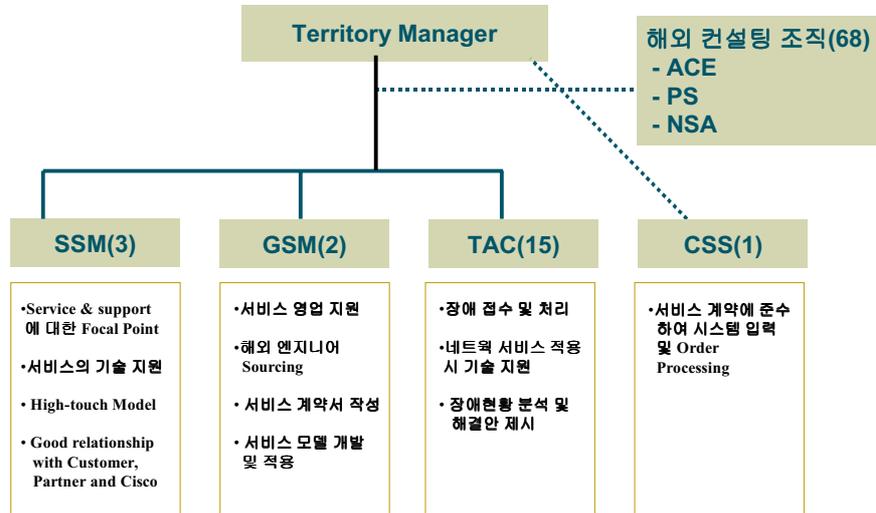
- 서비스 공급 지역 확인
- 서비스 견적
- 서비스 제품 정보
- 계약 확인 및 갱신

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Service Organization

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Cisco Contact – 서비스 영업 팀

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- 서비스 주문, 절차, 계약 갱신에 대한 문의
윤달연 대리 – **Service Sales Representative**
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Partner's Technical Support Role

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- Understand the problem.
- Perform first diagnosis of problem.
- Collect information (traces, dumps,...).
- Correct configuration errors.
- **Deliver known solutions found on CCO.**
- Open a TAC case when needed.
- Provide the network configuration.
- Take ownership of the customers problem.

Service Summary

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- **Operation (Tech. Support)**
 - SmartNet, SIS98
 - Focal Net
- **Advanced Service (Opt.)**
 - NSA Plus, NSA
 - Network Inventory
 - Network Audit
 - Health Report
 - Design Review
- **Advanced Service (Tech. Appl. Svc)**
 - MPLS, SPVoice, Content Networking,
 - Broadband Cable, Broadband DSL,
 - Metro Ethernet
 - SAN, LRE, IP Telephony(AVVID),
 - IP Contact Centre
- **Shared Delivery with Partners**