



Cisco Smart Net Total Care Service

Sales Accelerator

OCTOBER 2017





Overview

IT infrastructure is the lifeline that connects businesses and their customers. Cisco Smart Net Total Care™ provides award-winning technical support service along with entitlement to smart capabilities to help your customers resolve problems quickly, mitigate risk, and improve operational efficiency.

Smart Net Total Care helps reduce downtime with fast, expert technical support and flexible hardware coverage provided by the Cisco Technical Assistance Center (TAC). Its integrated smart capabilities provide current information about the customer's installed base, contracts, and security alerts to enhance the efficiency of support workflows.

Figure 1 shows Smart Net Total Care primary workflows and business outcomes.

Figure 1. Smart Net Total Care Primary Workflows and Business Outcome

| | | Risk Mitigation | Operational Efficiency | Faster Problem Resolution |
|---|--|-----------------|------------------------|---------------------------|
|  | Technical Service and Incident Management <ul style="list-style-type: none"> Fast expert technical support from Cisco TAC Advance hardware replacement Automated streamlined processes for incident management | ● | ● | ● |
|  | Security and Product Alerts <ul style="list-style-type: none"> Actionable security alerts Relevant product notices (Hardware and software) Service availability alerts (Hardware and software) | ● | ● | |
|  | Service Coverage Management <ul style="list-style-type: none"> Covered/uncovered, right coverage Renewal preparation and planning Budget planning | ● | ● | |
|  | Product Lifecycle Management <ul style="list-style-type: none"> Up-to-date installed base information EoS/EoL, software version mismatches Automation to reduce cost and risk of manual processes | ● | ● | |

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Customer Business Outcomes

- **Resolve problems faster** by identifying issues quickly and streamlining incident management processes.
- **Reduce risk** by having access to Cisco technical experts and smart tools that improve visibility into their IT infrastructure and support contracts 24 hours a day, 365 days a year.
- **Increase operational efficiency** through proactive management tools and automated processes that make network administrators and managers more productive in their support operations and processes.



What's New

Cisco SMARTnet® Service has been merged with Smart Net Total Care. The updated service includes all the award-winning SMARTnet capabilities along with access to smart capabilities. With its flexible collection and consumption models, Smart Net Total Care enables customers to implement smart capabilities in ways that align with their business and technology needs.



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The updated Smart Net Total Care Service contributes to Cisco's strategy of portfolio simplification and raises the bar on technical support by entitling all support customers from all market segments to smart capabilities.

Smart services provide our customers with rapid problem resolution, improved risk management, and reduced operating costs for their network infrastructure. This in turn helps improve service levels and make the network more responsive to changing IT needs. The network infrastructure can thus become the foundation for accelerating innovation through modern IT initiatives such as fast IT, Internet of Everything (IoE), and analytics.

By making smart services more ubiquitous among our customer base, Cisco is preparing our customers for the future and positioning our customers and partners for rapid growth.



What Buyers and Influencers Care About

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What They Care About

Risk mitigation:

- Be proactive in managing the IT infrastructure to avoid reacting to incidents and thus enable valuable IT resources to focus on strategic projects
- Gain insight into network performance and reliability
- Spend less time troubleshooting and resolve problems quickly

CTO

Uptime and performance:

- Quick problem resolution
- Expert assistance for in-house resources
- Better utilize scarce internal resources

CFO

Cost reduction and financial predictability:

- Extend the life of Cisco hardware devices and software applications
- Provide predictable costs for updates, spares, and so on
- Improve employee productivity and revenue per employee

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For small and medium-size customers

Who know the network is critical to their business operation

The Cisco Smart Net Total Care Service provides fast, expert technical support and access to online tools and smart services

That helps them speed problem resolution

Unlike warranty-only options

It is a proactive maintenance package that helps them resolve problems quickly, mitigate risk, and improve operational efficiency

For enterprise customers with large or complex networks

Who struggle with managing their installed base infrastructure, contract status, and product and security alerts

The Cisco Smart Net Total Care portal provides actionable information and automation

That simplify and enhance the efficiency of support workflows while providing world-class foundational technical services including, TAC access 24 hours a day, 365 days a year, advance hardware replacement, OS updates, and access to online support tools and resources

Unlike spreadsheets and other manual inventory processes

It is a proactive maintenance package that helps them resolve problems quickly, mitigate risk, and improve operational efficiency

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Fast resolution to IT incidents

Fast, expert support 24 hours a day, 365 days a year from Cisco experts and advance hardware replacement helps minimize downtime. Premium-level services help ensure that parts are there when customers need them.

Managing installed base inventory

Maintaining an up-to-date record of the customer's installed base gets more and more challenging as the number of devices and complexity of the network grows. Smart Net Total Care automates the process of updating the installed base inventory, providing dramatic efficiencies over manual methods while also reducing the risk of errors.

Enhancing security

Maintaining network security requires keeping devices current with the most recent OS versions and staying current with network security alerts from Cisco. Whether your customer have a large and complex network or a smaller network, it's difficult to stay on top of this task. Smart Net Total Care makes it easy to maintain an up-to-date installed base inventory and pinpoint the security alerts that apply to the customer's network so that they can take action quickly to avoid security vulnerabilities.

Different response time needs for different network devices

Some devices in your customer's network are mission critical and need premium replacement services, whereas other components can afford longer replacement cycles. Cisco offers the flexibility to have different coverage levels for different devices. Some devices might be covered by a 2-hour advance hardware replacement contract, while other devices are next business day.

Service coverage management

Without good visibility into device-level service coverage, there is a risk that an uncovered device will have an outage, and then the customer will be scrambling to find a solution while the network is compromised. Smart Net Total Care helps ensure that business-critical assets have the necessary service coverage to meet business needs and comply with corporate policies.

Elevator Pitch

For Small to Medium Business

“Are you happy with warranty coverage alone? Did you know that most network issues are not the result of hardware failure? Can you talk to experts 24 hours a day, 365 days a year? Wouldn’t you like more flexible coverage options that include hardware replacement and software support to help you resolve network issues more quickly?”

For Enterprise Customers

“Sounds like you have a lot of manual, error-prone, and time-consuming work in your current installed base process. Are your support processes automated to help manage alerts and track changes? What if you could have direct access to the information you need and view that in actionable reports?”

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Challenge 1:

Networks are critical to 24x7 business operation and require expert advice to quickly identify the issue and find resolution when network performance or availability is compromised.

Challenge 2:

There are too many alerts, and it's hard for you to know if they apply to your Cisco products or if action has already been taken.

Challenge 3:

Difficult to maintain an up-to-date picture of installed devices and spares and contract coverage.

How this affects you...

Every minute of downtime can be costly to the business.

How this affects you...

You can reduce manual effort by using Smart Net Total Care to identify which Cisco security alerts and field notifications apply to your devices and which ones have already been acted on.

How this affects you...

Increased risk that a critical device could be out of coverage and thus result in an extended delay if a problem occurs.

What if you could...?

Have fast access to expert advice and flexible options for hardware replacement?

What if you could...?

Receive only the alerts that apply to your devices and have tools to manage alert workflows?

What if you could...?

Increase visibility into the status of your devices and their service coverage?

With Cisco you can!

Get 24x7x365 access to TAC engineers who can help resolve problems quickly and choose between 2-hour, 4-hour, or next business day coverage for each of your devices.

With Cisco you can!

Efficiently manage alerts by pinpointing which Cisco published product alerts and security advisories are relevant for your devices and assign status information to your alerts to simplify the workflow.

With Cisco you can!

Have regular updates about your installed base and flexible reporting capabilities that help you identify and track what's new, what's changed, what's covered, and what's not. You can also see coverage and device lifecycle status up to 24 months in advance.

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- Any size business, any number of Cisco devices
- Network is critical to their business operation/success
- In-house skilled IT staff want direct, anytime access to Cisco engineers for rapid issue resolution
- Require flexible device-by-device coverage so that different devices can have different coverage options (for example, 2-hr, 4-hr, next business day)
- Need real-time troubleshooting, proactive notifications, and/or premium service-level options to support their critical business network

Smart capabilities might especially appeal to customers with:

- Large, complex, or dynamically changing base of Cisco devices
- Rapid network growth, such as a recent acquisition
- Network redesign and consolidation as the result of a corporate merger
- New technology purchase plans and the need for an inventory of the systems currently in place
- Understanding of the value of up-to-date information about IT assets, but currently rely on manual processes
- Willingness and ability to invest the time and effort in maintaining an installed base and contract management process

Qualifiers and Conversation Starters

For foundational technical support:

- Do you spend too much time troubleshooting and resolving network issues?
- When you have an incident, can you reach experts who can help resolve the issue by phone/fax/ email, 24x7x365?

For smart capabilities:

- How do you manage your Cisco inventory today?
- What is your process for managing and applying OS updates and security alerts?
- How do you know when a device you own has reached end of support or end of life?
- How do you track changes in your Cisco network?
- How do you know if a device is covered by the right level of service?

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Objection

Your Response

Why should I purchase Smart Net Total Care when I have the Cisco warranty?

Smart Net Total Care is much more than just a warranty. Our services provide expert troubleshooting support, advance hardware replacement options, and extensive self-help along with smart capabilities that empower your network operations and support staff to work more efficiently.

Why is the installed base process necessary? Don't you already know what is covered and not covered in my network?

Customers have complete freedom to purchase equipment and services through any number of channel partners, or they might have obtained equipment through acquisitions. Network devices are constantly moved to different locations or reconfigured to meet changing business needs. The collection process helps to reconcile equipment with contract records and invoicing, providing an up-to-date baseline from which contract status and coverage can be managed more effectively.

I have a good handle on my Cisco inventory.

Smart Net Total Care installations have 90+ percent visibility, with smart capabilities that correlate installed base, contracts, and alerts into actionable information. Customers can benefit from this information to plan and budget contracts and device lifecycles, manage alerts, and improve incident management. In addition, the automated methods of collecting and managing information about your inventory can create substantial savings by eliminating the need for manual processes.

Doesn't Cisco publish security alerts on the web?

Yes, but determining which ones apply to the devices in your network is challenging. Smart Net Total Care can show you the specific alerts and updates that are relevant to the devices in your network and provide a workflow to help you manage them.

Doesn't Cisco publish hardware and software alerts that tell me which devices have reached end of life?

Yes, but determining which ones apply to the devices in your network is challenging. Smart Net Total Care can show you lifecycle-related information so you can easily see if you have these devices in your network. This also includes devices that are scheduled to reach end of service or end of life, aiding in budget planning and helping to minimize surprises.

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| Product/Solution/ Service Name | Short Description |
|---|---|
| Service component (SKU) | The technical support SKU for the device. (Each device has its own unique SKU.) |



Partner Ecosystem

Partner Type and Name What They Offer

Partners and distributors

Smart Net Total Care is a Cisco Brand Service, so it is available to all Cisco authorized resellers to resell, with Cisco providing the service to customers.

Partners and distributors

Customers can grant a partner employee access to the Smart Net Total Care portal, where partners can see device information and contract information, which might be limited depending on whether they sold the contract. More information about this is available in the [Portal Administration and Management Guide](#).



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Smart Assist Service

Why Is This Good for the Customer?

Smart Assist Service can help you accelerate the time to enable and use smart capabilities. It provides assistance for installing the Cisco collector and accessing the Smart Net Total Care portal. It also offers onboarding and enablement services such as smart capability training, support for product inventory collection, installed base (IB) reconciliation (twice per year), and TAC support for the portal and collections.

Asset Management

Cisco Asset Management Service is a comprehensive and personalized consultative engagement that helps you gain near real-time product visibility across your entire network. It can use data from Smart Net Total Care and combines it with other information to provide a complete and accurate view of your Cisco product investments so that you can effectively manage them. This service can be delivered as a standalone offer or through Cisco TS Advantage.

Technical Services (TS) Advantage

Cisco Technical Services (TS) Advantage is for businesses that require personalized, priority-level service and support from Cisco experts. This service facilitates alignment between your network and operational goals, so you can reduce the burden on your IT staff, manage growth effectively, and keep your organization running smoothly. It is available in four levels of support: Bronze, Silver, Gold, and Platinum.

Network Optimization Service

Cisco Network Optimization Service provides in-depth, proactive support throughout the network's lifecycle. This facilitates cost savings that help you build an optimized network for peak performance. We provide support for your network transformation strategy with Cisco architecture leadership, deep technology knowledge, and domain expertise.

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Summary and Link to Full Case Study

Pella

With almost 1000 devices in its network, the tightly staffed Pella IT team needed to work smartly and efficiently, but, above all, it needed to make sure that nothing would be overlooked in maintaining network security. Smart Net Total Care provided detailed discovery of Pella's Cisco network devices and offered proactive support capabilities to help Pella reduce operating costs, minimize downtime, and reduce network risk. See the full case study at <https://www.cisco.com/c/en/us/services/featured-case-studies/pella-corporation.html>.

WesTrac

The lack of detailed device inventory information was contributing to a lack of proper service coverage, higher operating costs, and less-than-optimal use of both people and budget IT resources. Smart Net Total Care made the process of tracking active devices measurably faster and made it easier for WesTrac to monitor service coverage and add coverage where required. See the full case study at www.cisco.com/web/services/it-case-studies/westrac-heavy-equipment-case-study.html.

Saudi Telecom Co.

Physically collecting serial numbers and verifying equipment and OS versions in 1200 cabinets across the kingdom took two to three months and required 60 to 70 staff members. Smart Net Total Care enables Saudi Telecom to maintain up-to-date data about its installed base, making sure that support isn't delayed when needed and saving weeks and months of time in service agreement renewal and RFP submission processes. See the full case study at www.cisco.com/web/services/it-case-studies/stc-service-provider-sntc-case-study.html.

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SECCO

Summary and Link to Full Case Study

SECCO needed a solution that would give the company more control of its inventory and reduce the time lost in troubleshooting service coverage entitlement. Smart Net Total Care has given SECCO a clear and consistent picture of its installed base for the first time. It also enables SECCO to compare its own inventory reports with its partners' records to see if any discrepancies exist. See the full case study at www.cisco.com/web/services/it-case-studies/Secco-manufacturing-case-study.html.



Customer Quotes

“With a lean IT organization, the automation on the Smart Net Total Care back end makes a small team’s performance large in execution and impossible to do otherwise. It’s a force multiplier!”

– John Baldwin, *Pella IT Manager for Infrastructure Projects and Architectures*

“With the time savings provided by Smart Net Total Care, we are now spending more time on other important endeavors. Knowing that our network housekeeping is done has helped us focus on optimizing the network design and mentoring the graduates of our training program.”

– A WesTrac, *Network Engineer*

“This is clearly the right tool at the right time for us. Smart Net Total Care service’s automatic discovery and data collection features are already revolutionizing our work. We will depend on it from now on.”

– Hosam Bayomi, *STC/IT Technical Advisor*

“Smart Net Total Care has helped SECCO dramatically improve our service asset management. Using the solution’s reporting tools, we now have a clear and consistent picture of our installed base for the first time. As a result, we have improved management of our service contracts and gained greater control of our network. And we have saved time in the bargain!”

– Wu Yimin, *Senior Telecom Network Engineer, SECCO*

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Partner Value Proposition

- Increase product sales by identifying and selling replacement hardware when existing hardware nears end of life.
- Augment service revenue by attaching Smart Net Total Care to Cisco device sales at point of sale.
- Gain a competitive advantage by offering a broader range of services to your customers.
- Strengthen customer relationships by becoming a trusted advisor, not just a salesman. Show how the smart capabilities in Smart Net Total Care enhance our award-winning support with proactive tools and capabilities that help customers resolve problems more quickly, improve the efficiency of support operations, and mitigate risk.

Partners interested in opportunities to use the information and analysis created by Smart Net Total Care to enhance their service to their customers must first obtain the customer's permission to access customer data.

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| Service Name | Short Description |
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| Smart Net Total Care | Enhances partners' portfolio of services with Cisco delivered foundational and smart capabilities that help customers resolve problems quickly, mitigate risk, and improve operational efficiency. |
| Smart Assist Service | Provides assistance for installing the Cisco collector and accessing the Smart Net Total Care portal. It also offers onboarding and enablement services such as smart capability training, support for product inventory collection, installed base (IB) reconciliation (twice per year), and TAC support for the portal and collections. |



Cisco Capital Financing

Financing to Accelerate Sales

Cisco Capital® can help remove or reduce the barriers preventing organizations from obtaining the technology they need and help you close the deal more quickly. Total solution financing programs help customers and partners:

- Achieve business objectives
- Accelerate growth
- Acquire technology to match current strategies and future needs
- Remain competitive

Cisco Capital also helps you and your customers achieve financial goals such as optimizing investment dollars, turning CapEx into OpEx, and managing cash flow. And there's just one predictable payment. Cisco Capital operates in more than 100 countries. [Learn more.](#)

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Smart Net Total Care datasheet

<http://www.cisco.com/c/en/us/products/collateral/cloud-systems-management/smart-net-total-care/datasheet-c78-735459.pdf>

Smart Net Total Care at-a-glance

<http://www.cisco.com/c/dam/en/us/products/collateral/cloud-systems-management/smart-net-total-care/at-a-glance-c45-735464.pdf>

Smart Net Total Care customer presentation

<https://salesconnect.cisco.com/c/r/salesconnect/index.html#/content-detail/f27b595a-89ff-4700-8f36-dff198cbcad9>

Smart Net Total Care customer Q&A

<http://www.cisco.com/c/en/us/products/collateral/cloud-systems-management/smart-net-total-care/q-and-a-c67-735475.pdf>



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Cisco Smart Net Total Care website

www.cisco.com/go/total

Smart Net total Care Customer Community

www.cisco.com/go/smartservices

Smart Assist Service

www.cisco.com/go/total



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Smart Net Total Care Internal Jive Site

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Contact Info

Cisco Sales teams can access the Smart Net Total Care Internal Jive site for more information or to ask questions: <https://cisco.jiveon.com/groups/smart-net-total-care>.

Partners can find additional information in the Smart Net Total Care Portal Support page: <https://www.cisco.com/c/en/us/support/services/sntc-portal/index.html>.

