



Cisco SMARTnet Service



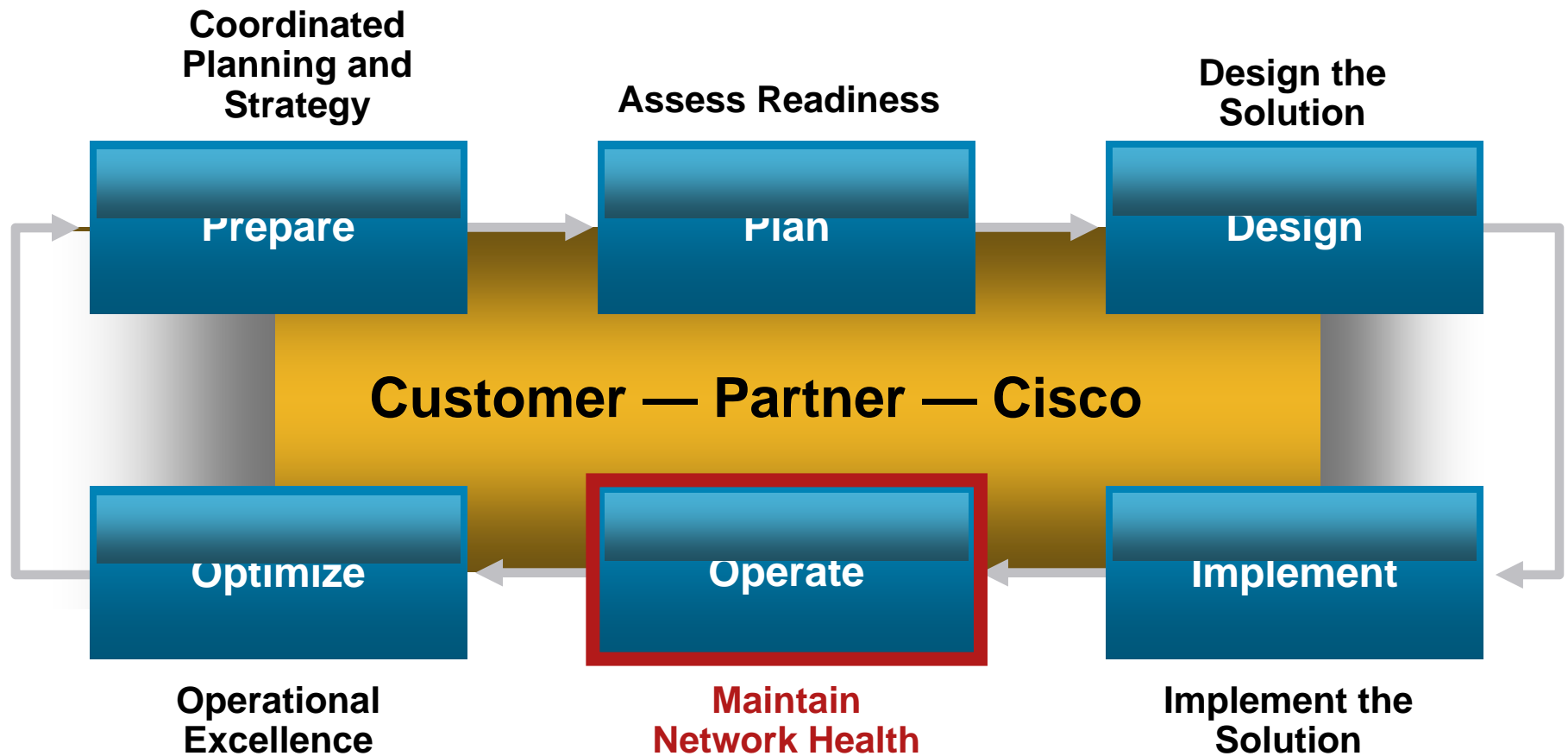
Maintain network health with award-winning Cisco SMARTnet Service

Today's Business Challenges

Global competition
Consolidation
New business models
Rising expectations
Macro-uncertainties
Security



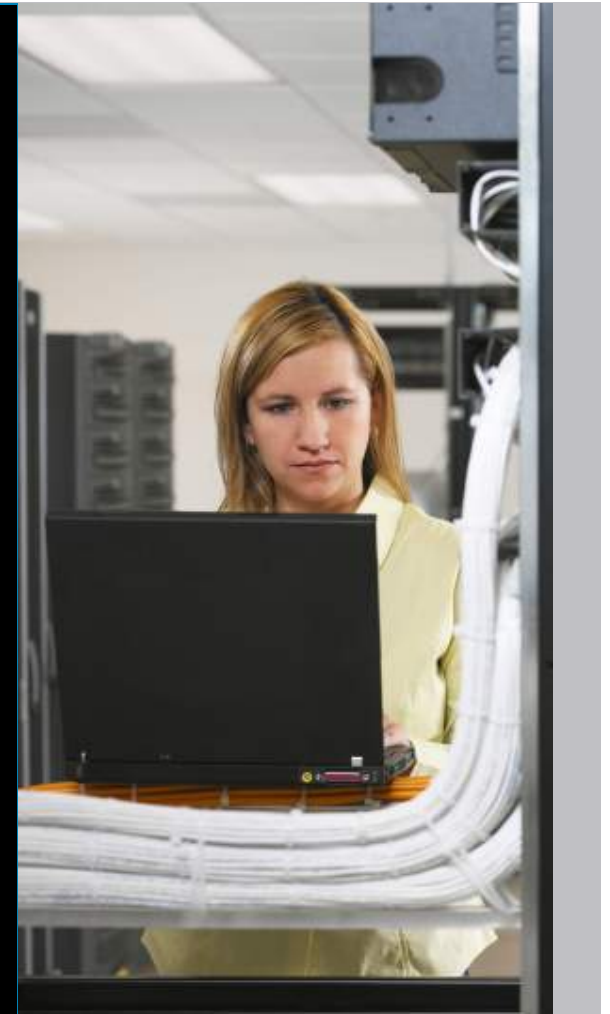
A Lifecycle Approach to Service Total System Protection



Your Network Service Requirements

Network is Critical to Mission Critical

- Risk mitigation and cost control is priority
- In-house skilled IT staff want direct anytime access to Cisco engineers for rapid issue resolution
- Require flexible device-by-device coverage
- Need real-time troubleshooting, proactive notifications, and premium service level options



Cisco SMARTnet Service

Long Term Value

- Protect your technology investment
- Increase operational efficiency
- Manage service and support costs



Receive Award-Winning Technical Support

Industry Recognition Validates Cisco's Commitment to Customer Success

- Consistently recognized for industry-leading services innovation and excellence
- Best practices in service supply chain, web-based support and certification programs



AWARD WINNER

2008-2009



Industry Awards



Industry Leading Support Capabilities

Direct, Remote, and Online

Leverage direct, remote, and online support for the best possible network and application performance:

Direct Access to Cisco Technical Engineers

Advance Hardware Replacement

Web-Based Tools, Documentation (Cisco.com)

Operating System Support and Updates

Proactive Network Diagnostics and Alerts

Technical Assistance Center (TAC)

Resolve Issues Fast to Maintain Network Performance

Direct Access to Cisco Technical Experts

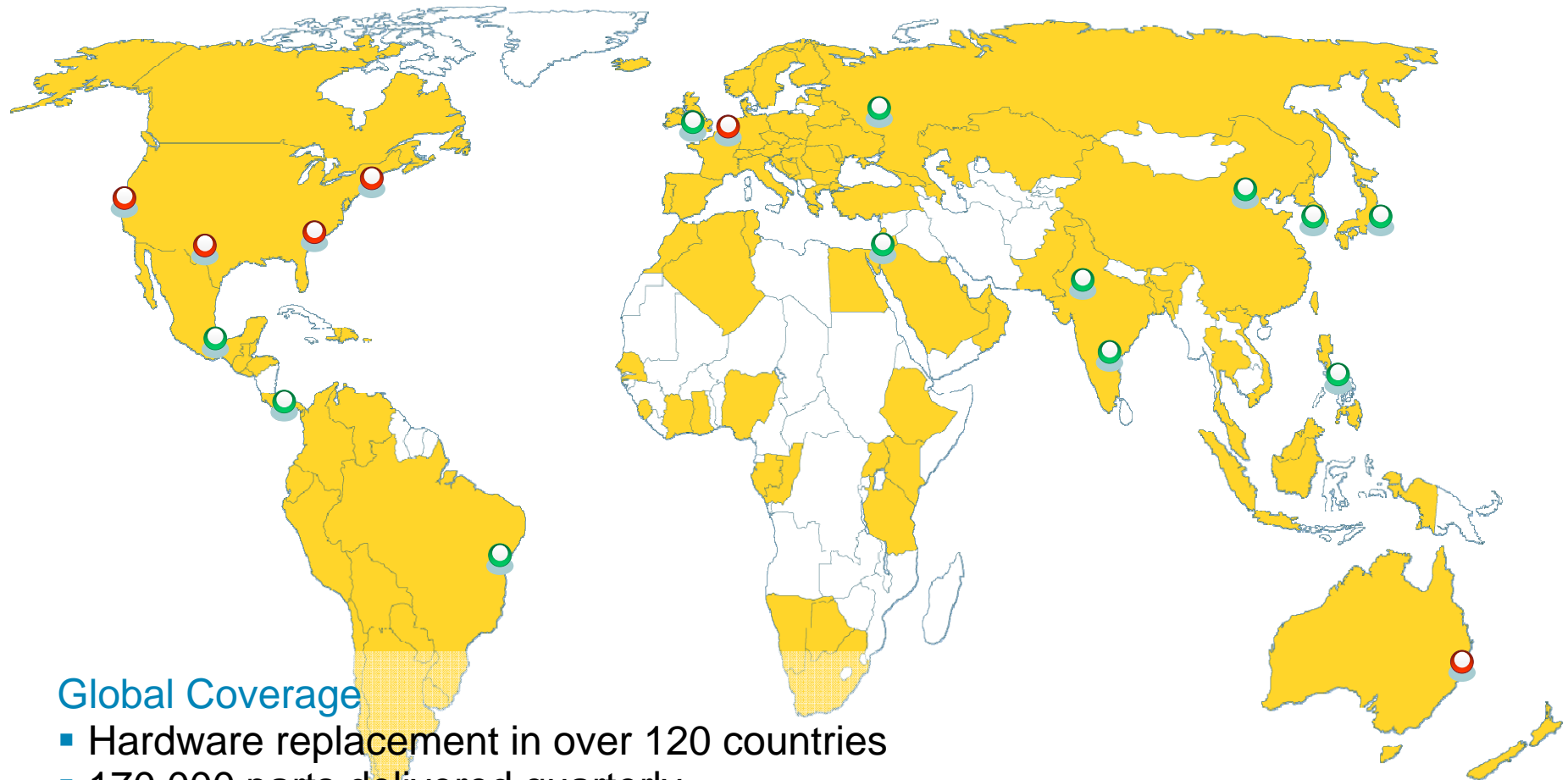
- Highly-trained network and application software engineers worldwide
- Computer science/electrical engineering degrees
- Engineers average 5 years of industry experience
- 450+CCIE professionals
- Expertise in a broad array of technologies
- 24x7 global access by phone, web or email



Superior Service Worldwide

Globally consistent services

- Global Center
- Regional and Satellite Center
- 24-Hour Hardware Replacement coverage



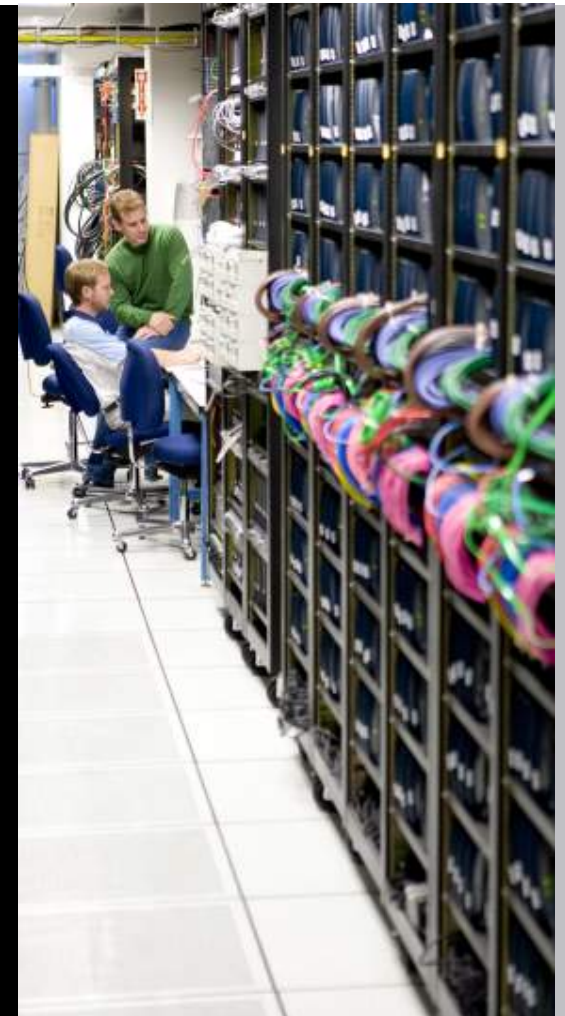
Global Coverage

- Hardware replacement in over 120 countries
- 170,000 parts delivered quarterly
- 220,000 service requests quarterly

Advance Hardware Replacement Maintain Network Operations

Cisco and its partners and vendors help maximize operational reliability

- Deliver globally consistent, timely remote and onsite support through exceptional diagnostic and part-sparing programs
- Provide time-sensitive delivery of replacement hardware
- Support your risk mitigation plans
- Coverage in over 120 countries
- 900+ fulfillment depots



Cisco.com Website

Productivity Tools and Knowledge Library

Self-service for faster issue resolution

- Access to automated troubleshooting tools
- Personalized content and solutions
- 82% of support issues are solved online

Lower operating expenses

- Reduce phone time
- Open and track service requests online

Improve staff competencies

- Extensive, technical knowledge library



Cisco.com Website

Online Tools Accelerate Problem Resolution

Most requested tools and resources

- **Software Downloads:** Get the latest updates, patches, and releases of Cisco software.
- **Software Advisor:** Choose appropriate software for your network device by matching software features to Cisco IOS and CatOS releases.
- **Bug Toolkit:** Quickly find software bug fixes based on version and feature sets
- **Output Interpreter:** Receive instant troubleshooting analysis and course of action for your router, switch, or PIX device using show command output.
- **TAC Case Collection:** Interactively diagnose common problems with solutions provided by TAC engineers.
- **Error Message Decoder:** Look up explanations for console error message strings

Cisco.com Website Resources at Your Fingertips

Extensive troubleshooting and support resources:

- **Command Lookup Tool:** Look up a detailed description for a particular Cisco IOS, Catalyst, or PIX/ASA command.
- **Access to over 90,000 technical documents** including product and technology integration documentation for Cisco and non-Cisco products
- **Through Cisco.com's Online Service Request Management Tool**, you can reduce the time you spend submitting and tracking service requests
- **A peer-to-peer online forum** allows you to share questions, suggestions, and information with other networking professionals
- **A personalized Web portal**, "My Tech Support," allows you to find the information you need in one place, customized to your network,
- **The Cisco Technical Services Newsletter** alerts subscribers to new technical tools, resources and exclusive networking tips every month

Cisco Operating System Software Support

Maintain the Resiliency of Your Cisco Network

Protect your OS investment

- Increase performance of current features
- Add new functionality, often without additional hardware investment
- Enhance network and/or application availability, reliability, and stability
- Extend the useful life of Cisco devices with software updates



Smart Call Home

Proactive Diagnostic Alerts

Protect network, data and business continuity with Smart Call Home feature of Cisco SMARTnet Service

- Proactively maintain availability, reliability, and stability of the network
- Less time troubleshooting, faster issue resolution with detailed device diagnostics available in real time
- Web-based, convenient reporting of personalized network notices, and diagnostics



More than Warranty

| Service Features | Hardware Coverage and Duration | Hardware Replacement | Software Coverage and Duration | Cisco Technical Support | Smart Call Home | Cisco IOS Software Updates | Cisco.com Knowledge Base and Tools |
|---------------------------------|--|---|--|-------------------------|------------------|----------------------------|------------------------------------|
| Cisco SMARTnet/ Onsite Services | All Hardware yearly or multiyear contracts | Advance Replacement <ul style="list-style-type: none"> •8x5xNBD •8x5x4 •24x7x4 •24x7x2 Other •RFR³ | Cisco IOS Software Support Concurrent with Hardware Duration | Yes | Yes ¹ | Yes | Yes |
| Standard Warranty | Replaces defective hardware only | 10 day advance replacement 15 day return to factory ² | Replaces software media during first 90 days | No | No | No | No |

¹ On select devices

² On Optical Networking products. Get more information on Cisco warranty at http://www.cisco.com/en/US/products/prod_warranties_listing.html

³ On select video products

Services for Three Business Segments

**Small-to
Mid-Sized
Businesses**



**Large
Business**



**Service
Provider**



The Cisco Services Difference

- Reputation and recognition for quality and effectiveness
- Scalable, global support system:
 - 1400+ TAC engineers
 - 10,000+ Technical Support field engineers
 - 14,000+ R&D engineers
 - 200,000+employees at Cisco certified partners
- Widest range of services-supported network technologies in the industry
- Extensive proactive service capabilities help you mitigate risk
- Automated troubleshooting tools
- Over 900+part depots around the globe



Cisco Sets the Standard

“Nobody can match Cisco’s Technical Services. I measure all of our vendors’ support against their standards.”

— Michael Takita, Director of IT
Frank, Rimerman & Co. LLP



Cisco Services.

Making Networks Work Better Together.

