



What is the Cisco Smart Foundation Service?

Cisco® Smart Foundation Service provides an easy, affordable way to help organizations quickly resolve routine issues that may arise when they use covered Cisco products. Designed specifically for small and medium-sized businesses (SMBs) that do not have a dedicated networking staff, Cisco Smart Foundation Service can enhance operational reliability, reduce total cost of ownership, and help protect the Cisco network investment. Included in the Cisco Smart Foundation Service are the following components:

Cisco Smart Foundation Portal

Cisco Smart Foundation Service includes a suite of online tools to set up, configure, monitor, troubleshoot, and obtain support for covered Cisco network solutions. These tools were expressly designed for your SMB customers with limited network expertise and little time or budget to devote to resolving network issues.

The Cisco Smart Foundation Service portal serves as a launch point for accessing resources and information to quickly resolve support issues. You or your customers can use the portal to:

- Access clear, nontechnical resources and step-by-step guidance to quickly resolve issues
- Open service requests at any time and receive a response within one business day
- Have advance replacement parts delivered next business day where available or same day ship
- Download software bug fixes and operating system software patches, if required
- Manage support contracts online for all covered Cisco Smart Foundation products
- Use simple wizards to set up and configure covered devices
- Create and access a comprehensive network device database
- Quickly recover lost or forgotten passwords for Cisco devices
- Get troubleshooting instructions for issues most commonly encountered in the SMB environment

Elevator Pitch for Customers

With so much depending on your network, even a routine issue can have a major effect on your customers, your employees, and your business profitability. Designed specifically to meet the needs of SMBs, Cisco Smart Foundation Service provides the easy, affordable support you need to help ensure operational reliability, contain costs, and protect your network investment.

How Do I Qualify Customers for Cisco Smart Foundation Service?

Cisco Smart Foundation Service is designed for customers with fewer than 250 network users (50 or fewer network devices) who require essential, easy-to-use networking support for Cisco SMB products. See Cisco Smart Foundation Service Data Sheet for complete list of supported products.

How Does Cisco Smart Foundation Service Benefit Customers?

- Improves operational reliability of the business network with the technical expertise and responsiveness needed to minimize downtime
- Increases productivity by helping to reduce the effects of a potential network problem and allowing IT staff to quickly resolve any issues and focus on the core business

- Protects network investment by extending the life of Cisco network solutions through proactive health check and diagnostic tools
- Provides support above and beyond product warranties
- Reduces costs, since a single uncovered service transaction can cost more than a one-year Cisco Smart Foundation Service contract

A Comprehensive Service Portfolio

Smart Foundation Service (Table 1) is one of a family of Cisco Smart Services for Small and Medium Business. Offering a choice of responsive and proactive services to complement your internal IT support capabilities and meet your network needs, Cisco Smart Services for Small and Medium Business include Cisco Smart Care Service, Cisco SMARTnet® Service, and Cisco Smart Foundation Service. These services are smart based on their relevancy to the business requirements of an SMB like yours. They are part of a broader Cisco Services portfolio.

Table 1. Cisco Smart Foundation Service Components

| Service | Advance Hardware Replacement | Cisco Technical Assistance Center Hotline | Cisco Knowledge Base and Tools | Operating System Software | Eligible Devices |
|--------------------------------|---------------------------------|---|---|---|--------------------------------|
| Cisco Smart Foundation Service | 8 x 5 x next business day (NBD) | Business hours (8 a.m.-5 p.m.) access to special SMB TAC (access levels vary by region) | Full access using Cisco Smart Foundation portal | Operating system software updates for bug fixes | Select SMB-class data products |



Multiyear Incentives

Cisco offers multiyear discounts for Cisco Smart Foundation Service contracts in most countries. To learn more about the incentives available in your country, check with your local Cisco sales representative.

Multiyear contracts:

- Allow customer to take advantage of discount incentives that apply to Cisco Smart Foundation Service contracts
- Remove contract administration and management burdens for the customer
- Eliminate the risk of delayed assistance or problem resolution because a service contract has expired

How Should I Address Common Objections?

Objection

Why do I need services? Doesn't my warranty cover me?

Answer

Your warranty protects against defects in Cisco hardware or software. But if an issue does arise, it will more likely be because of the way the solution has been configured or used and will be outside the scope of the warranty.

Objection

I just paid extra for Cisco quality. Why should I pay even more?

Answer

In case something does go wrong, you can feel safe in having a service that extends the life of your network and maximizes your investment for a very small cost.

Objection

I have never had any problems with the equipment.

Answer

Any new network application or service could affect your network operability, so it is important to have a plan in case issues do arise. The costs of uncovered service and the costs to your business of a delay resolving an outage can be significant.

Objection

I have in-house staff who can handle any network issues.

Answer

Is servicing network equipment the best use of your in-house resources? Cisco Smart Foundation Service can help your staff more quickly diagnose and resolve any problem and get back to focusing on your business. If your staff does need to call for help, they will have the support of Cisco experts who have the most up-to-date knowledge about covered products and have undergone special training to help IT generalists resolve issues.

Objection

I do not have the budget for services.

Answer

Cisco Smart Foundation Service is designed and priced specifically for SMBs that do not have significant resources to devote to network support services. And the small annual fee is much lower than the cost of even a single uncovered support transaction.

Objection

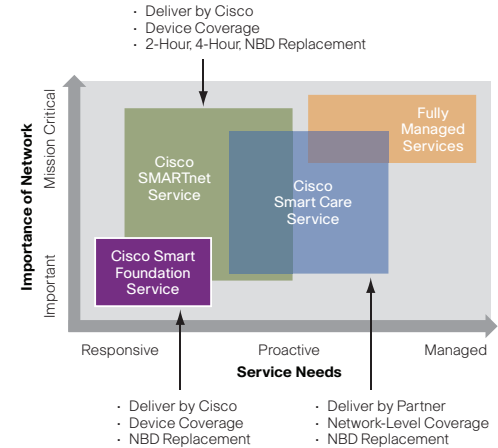
I use spares when I need hardware replacement.

Answer

Remind the customer that if something happens to a spare and the other piece of equipment is not covered, the customer risks costly network downtime by not having the ability to provide a timely resolution to the problem.

Which Cisco Support Option Is the Right Fit?

A customer's choice of support depends on the complexity of the network, budget, and extent of service the customer needs. The following decision matrix can help you determine the right support option.



Resources and Tools

Cisco Smart Foundation Service

www.cisco.com/go/smartfoundation

Cisco Smart Foundation Service Pricing Tool

www.cisco.com/cgi-bin/front.x/pricing?Request=ShowCurrentPriceSrch

Service Contract Center

www.cisco.com/public/scc/

Cisco Marketplace Ordering Tool

www.cisco.com/en/US/partner/ordering/

Cisco Smart Foundation Service Series Expert Training Program

www.cisco.com/E-Learning/pa/bulk/csep_update/m10/m10_t01_p01.shtml