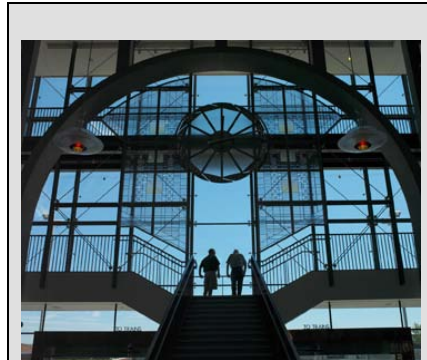


Cisco Network Optimization Service

Optimize your network for business evolution and innovation by improving network performance, preparing the infrastructure for change, and helping your IT staff succeed with new technologies.



Cisco helps you build business success through a team of professionals focused on making sure your network is optimized to support your business objectives.

Complementing your team and the Cisco partners you work with, we help you to:

- Implement changes more successfully by optimizing your lab and testing methodologies
- Improve network stability, availability, and reliability and proactively identify and respond to issues
- Improve your software management practices and reduce network complexity
- Achieve alignment with your network management goals
- More effectively manage changes to your network
- Increase the self-sufficiency of your networking teams by sharing knowledge, best practices, and intellectual property and providing opportunities for continuous learning

Cisco engineers typically hold one or more Cisco certifications and have helped optimize the performance of many of the most successful networks in the world.

Service Overview

The Foundation for Services and Applications

As the platform for enabling business innovation, competitive advantage, and efficiency, your core routing and switching network must be prepared to support new business processes, applications, and technologies. At the same time, the expertise of your team must continue to grow along with it.

Ready, Better, Smarter:

Helping Your Team Prepare, Improve, and Succeed

To help you meet these goals, the Cisco Network Optimization Service combines network assessment, network support, and network learning in a tightly integrated, comprehensive subscription package designed to transform your network into the business asset you expect it to be.

- **Ready: Network Assessment:** Help improve network performance and prepare the infrastructure for future changes.
- **Better: Network Support:** Help make the network more resilient, stable, and predictable.
- **Smarter: Network Learning:** Help increase your team's self-sufficiency by sharing knowledge and leading practices.

“Cisco Optimization Services enabled global expansion, innovation, streamlined processes, supply chain efficiencies, and increase in profitability.”

– Cisco Network Optimization Service Customer, Healthcare Provider

Ready: Network Assessment

Assessments and strategy reviews help you improve network performance and prepare the infrastructure for future changes. We'll help you optimize your lab and test proposed changes, more effectively manage the software lifecycle, build a network management roadmap, and prepare your network and team to manage change. (See Table 1.)

Table 1. Network Assessment Activities, Deliverables, and Benefits

Activities and Deliverables	Benefits
<p>Operations risk management assessment: Review your operational processes pertaining to critical areas of service management; provide recommendations. (Report.)</p> <p>Application visibility and management workshop: Review your application performance goals and any problems you might be experiencing; provide recommendations. (Report.)</p> <p>Unified communications operations support planning workshop: Review your proposed unified communications high-level design and solution requirements and analyze the readiness of the current network and/or voice infrastructures; provide recommendations. (Report.)</p> <p>Curriculum planning review: Review your training requirements by job role and technology and analyze findings; provide recommendations. (Report.)</p> <p>Network device security assessment: Identify measures that might be needed to keep security controls aligned with your company policy and security industry best practices. (Report.)</p> <p>Medianet readiness assessment: Assess the readiness of your network environment to support a medianet. Review your network design, services, and documentation. Examine your network protocols, configurations, and environment. Make recommendations to improve alignment with leading practices. (Report.)</p> <p>Wireless LAN network assessment: Review the current state of your wireless LAN infrastructure and identify vulnerabilities, operational risks, and performance and security gaps; provide recommendations for remediation. (Report.)</p>	<p>Change management assessments, reviews, and recommendations help you to:</p> <ul style="list-style-type: none"> • Equip your staff to manage the network by optimizing your operational processes. • Resolve application performance problems through analysis of application behavior in your architecture and/or design. • Improve staff skills through review of training needs and curriculum recommendations. • Keep your overall network security architecture optimized to address evolving business requirements and threats. • Prepare your network environment to support a medianet by reviewing your processes and plans. • Improve WLAN security to meet compliance requirements and reduce threats to the confidentiality, integrity, and availability of your business information.
<p>Network management architecture roadmap review: Review and analyze your network management architecture, goals, and capabilities; provide recommendations. (Report.)</p>	<p>Network management architecture roadmap review helps you to prepare a roadmap of activities toward achieving alignment with your network management goals and requirements.</p>
<p>Software management strategy review: Analyze your current practices related to establishing and managing software release standards, software migration triggers, and the lifecycle of software in your network; provide recommendations. (Report.)</p>	<p>Software management strategy review helps you to improve your software management practices through analysis and recommendations.</p>
<p>Network resiliency assessment: Review your architecture or design and analyze resiliency requirements for strategic locations within the IP infrastructure; provide recommendations. (Report.)</p>	<p>Network resiliency assessment helps you to improve availability by examining critical locations for alignment with design standards and Cisco's recommended practices.</p>
<p>Data center architecture virtualization assessment: Determine opportunities and steps needed for data center optimization, consolidation, and/or virtualization by analyzing technology feasibility, potential costs, and savings related to server hardware and infrastructure licenses, server and operating system inventory, and performance data. (Report.)</p> <p>Testing and lab strategy review: Review your network test environment, resources, and goals. Analyze your current testing practices and lab strategy. (Report.)</p> <p>Test cycle and review: Test applications, technologies, and so on, based on review of your business requirements and objectives. (Report.)</p> <p>Routing and switching design review: Review your design priorities, goals, and requirements for modifying your existing architecture or design; provide recommendations. (Report.)</p>	<p>Data center architecture virtualization assessment helps you identify future architecture requirements for a data center consolidation or data center virtualization.</p> <p>Testing and lab strategy review, test cycle and review, and routing and switching design review help you to:</p> <ul style="list-style-type: none"> • Improve your lab testing methodologies by identifying testing and current lab strategy capabilities and areas for improvement. • Protect the network by validating proposed changes in a suitably equipped and controlled environment. • Validate that proposed changes meet design goals and objectives.

Better: Network Support

Help make the network more resilient, stable, and predictable through support as you take action on Network Assessment recommendations. We'll help you proactively identify issues, improve consistency, standardization, and performance, and more effectively manage change.

Table 2. Network Support Activities, Deliverables, and Benefits

Activities and Deliverables	Benefits
<p>Onsite network optimization support: Ongoing onsite support for Cisco Network Optimization Service delivery.</p> <p>Onsite network consulting support: Ongoing onsite technical or project management leadership.</p> <p>Availability and operations gap resolution support: Review your gap resolution plans and support for your efforts to resolve identified operational gaps that might affect availability.</p> <p>Ongoing escalation engineering support: Information provided to the Cisco Technical Assistance Center or High-Touch Technical Support Service engineers working to restore service.</p> <p>Scheduled change support: Collaboratively evaluate the potential effects of proposed major network changes.</p> <p>Network improvement plan: Compile recommendations from other service deliverables into a single plan and track efforts to action them. (Report.)</p>	<p>Support and a network improvement plan help you to:</p> <ul style="list-style-type: none"> • More effectively manage changes to your network by reviewing your implementation procedures and providing remote assistance in efforts to resolve problems that might occur. • Speed service restoration with support from someone intimately knowledgeable about your network and business. • More effectively prioritize and track progress on implementing recommendations through central management of your overall network improvement plan.
<p>Ongoing network management support: Assistance with network management instrumentation.</p> <p>Syslog analysis report: Analyze collected syslog messages for event correlation, device health, and baseline metrics. (Report.)</p>	<p>Ongoing network management support and syslog analysis help you to:</p> <ul style="list-style-type: none"> • Improve long-term network reliability by having visibility to device metrics. • Improve network stability through syslog message trending to identify repeating, unresolved issues.
<p>Ongoing software support: General support pertaining to features and interoperability of software planned for or in use in your network.</p> <p>Software security alert: Analyze Cisco security advisories for issues with potential to affect your network. (Report.)</p> <p>Proactive software recommendation report: Recommendations for software that meets your business needs. (Report.)</p> <p>Software infrastructure analysis report: Analyze your software diversity and conformance to your software release standards, and notify you of release milestones. (Report.)</p> <p>Configuration best practices report: Analyze device configurations for technology and software features, protocols, and network management; provide recommendations. (Report.)</p> <p>Custom configuration report: Compare your networking device configurations to your device configuration template standards. (Report.)</p>	<p>Software support, security alerts, analysis, configuration reporting, and recommendations help you to:</p> <ul style="list-style-type: none"> • Improve network security and resiliency by notifying you of devices and software releases affected or potentially affected by known issues and providing recommendations to mitigate risk. • Improve network performance, reliability, and functionality by providing the information you need to deploy the right software releases for your network. • Reduce network complexity by providing the information you need to manage software diversity and reduce variables. • Improve visibility to your software release standard conformance. • Improve consistency, standardization, performance, and stability by providing recommendations for modifying device configuration attributes.
<p>Ongoing hardware support: General support to help you understand and respond to device information pertinent to your network standards.</p> <p>Technology or protocol audit: Analyze network device metrics pertaining to hardware inventory, stability, performance, configuration, and faults; provide recommendations. (Report.)</p> <p>Engineering recommendation report: Engineering recommendations for your network standards for device stability, performance, or tuning. (Report.)</p> <p>Hardware field notice report: Analyze Cisco field notices for issues with potential to affect your network devices. (Report.)</p> <p>Hardware end-of-X report: Customized information about Cisco product family milestones such as end of sale, end of engineering, or end of life. (Report.)</p>	<p>Hardware support, audits, reports, and recommendations help you to:</p> <ul style="list-style-type: none"> • Proactively identify issues that might affect performance and stability by providing data collection and trending. • Improve consistency, standardization, performance, and stability by identifying trends and providing recommendations for modifying device, feature, and/or protocol attributes. • Raise your awareness of issues that have potential to affect your network devices. • More effectively manage and plan for equipment standardization by notifying you about upcoming supportability milestones for the devices in your network.

Activities and Deliverables	Benefits
<p>Ongoing design support: Ongoing design support for incremental changes to the network or architecture.</p> <p>Topology diagram report: Graphically depict connectivity and spatial relationships of your production configurations per device.</p>	<p>Ongoing design support helps you to:</p> <ul style="list-style-type: none"> • Improve network stability and availability by supporting you in maintaining and evolving your design standards. • Bolster predictability by providing guidance for tuning the network in accordance with your design goals. • More effectively respond to issues that arise when you make changes to the network or how the network is used. <p>The topology diagram report helps you to visualize and communicate about your network topology.</p>

Smarter: Network Learning

A robust set of resources and capabilities help prepare your staff to succeed with new technology. (See Table 3.)

Table 3. Network Learning Activities, Deliverables, and Benefits

Activities and Deliverables	Benefits
<p>Remote knowledge transfer session: Deliver remote knowledge-transfer sessions about Cisco products and technologies you use.</p> <p>Cisco Technical Knowledge Library: Provide access to multimedia resources and online documents in the Cisco Technical Knowledge Library.</p> <p>Formal training: Onsite, hands-on multiday training sessions focusing on topics related to deployment and integration of Cisco products and technologies.</p>	<p>Knowledge transfer, Cisco Technical Knowledge Library access, and formal training help increase the self-sufficiency of your network support team by sharing knowledge, best practices, and intellectual property and providing opportunities for continuous learning.</p>

Tracking Value Against Your Success Metrics

It is critical that the value you receive from Cisco Network Optimization Service remains in continual alignment with your company's goals and success metrics. Cisco provides periodic business reviews to keep you and your management informed.

Optimizing Beyond the Foundation

The Cisco Network Optimization Service is the foundation of the Cisco Optimization Services portfolio, focused on optimizing your core routing and switching network to meet future needs and helping your team succeed with new technologies.

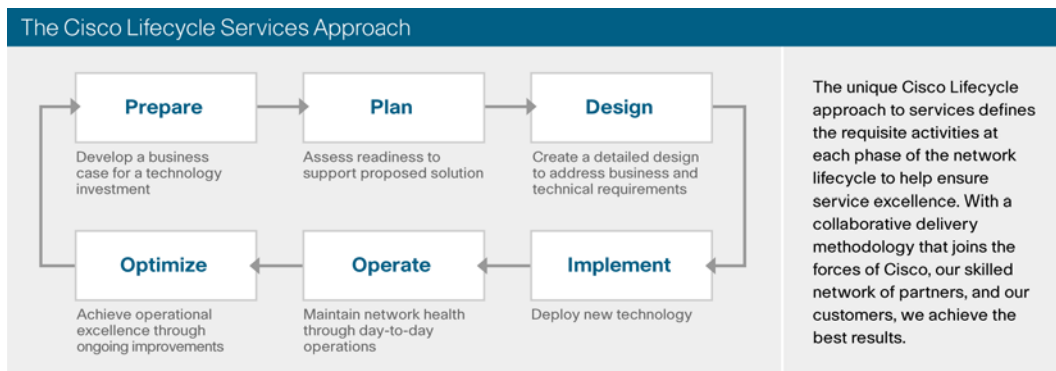
Cisco Advanced Technology Optimization Services can also be purchased to help improve the performance of other technologies on your network: application and visibility management, Cisco TelePresence™, Cisco Unified Communications, Cisco Unified Contact Center, data center, security, wireless LAN, and outdoor wireless.

Why Cisco Services

Cisco Services make networks, applications, and the people who use them work better together.

Today, the network is a strategic platform in a world that demands better integration between people, information, and ideas. The network works better when services, together with products, create solutions aligned with business needs and opportunities.

The unique Cisco Lifecycle approach to services defines the requisite activities at each phase of the network lifecycle to help ensure service excellence. With a collaborative delivery methodology that joins the forces of Cisco, our skilled network of partners, and our customers, we achieve the best results.



Cisco and Partner Expertise: Better Together

Cisco engineers and Cisco Certified Partners are among the industry's elite in providing integrated, collaborative, adaptive solutions. Jointly with our partners, we form the largest collection of industry certified experts in the world supporting the most complex networks to meet and exceed the needs of our customers. Cisco teams can collaborate with partners to foster consistency and alignment with Cisco methodologies, tools, and leading practices.

Availability and Ordering

The Cisco Network Optimization Service is available globally and can be purchased from Cisco and Cisco Certified Partners. Service delivery details might vary by region.

For More Information

For more information about Cisco routing and switching services and to read a commissioned study from Forrester Consulting, "The Total Economic Impact™ Of Cisco Network Optimization Service," visit www.cisco.com/go/services/routing-switching. For more information about Cisco network systems, visit www.cisco.com/go/networksystems.



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Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
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Singapore

Europe Headquarters
Cisco Systems International BV
Amsterdam, The Netherlands

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