



Cisco Systems International BV  
Haarlerbergpark  
Haarlerbergweg 13-19  
1101 CH Amsterdam  
The Netherlands

Dear Channel Partner

**Re: A new approach to buying services support**

At Cisco we know that our channel partners are looking for compelling ways of driving customer satisfaction and improving sales and activation of service contracts.

In response to this need, we have created a new web-based service management tool, called SMS3, that will make it easier for authorized partners to select and order a wide range services from Cisco. The tool, SMS3, links to Cisco's Global Pricelist, allowing you to order from our full portfolio of service options with real simplicity.

By using SMS3, we believe channel partners will be able to ensure a higher contract registration and activation rate, and achieve contract management flexibility and broader customer choices by giving you access to a wider service portfolio. This in turn will help you build customer satisfaction.

In transitioning channel partners on to the new system, Cisco will be bringing to an end the sale of Packaged Services across European Markets and the Eastern parts of the Emerging Markets (Russia, CIS, Middle East and Africa), as of 31<sup>st</sup> October 2007.

Furthermore, please be advised that the Advanced Replacement (CON-AR-VPKGxx, CON-AR-PKGxx-VS) service will be coming to end of sale across European Markets and the Eastern parts of the Emerging Markets (Russia, CIS, Middle East and Africa) at the same time. Cisco will support all one-year Advanced Replacement for the full duration of the contract. All multi-year Advanced Replacement contracts will be supported for one year, with the remaining year(s) converted to the SmartNet equivalent thereafter.

All Packaged Services products that channel partners have purchased up until this date, 31<sup>st</sup> October 2007, must be registered by 31<sup>st</sup> January 2008 using the existing registration procedures to ensure that we can provide continuous service delivery to customers. These contracts will be honored for their full duration. Any Packaged Services products that are not registered by 31<sup>st</sup> January 2008 cannot be activated or supported by Cisco.



Cisco Systems International BV  
Haarlerbergpark  
Haarlerbergweg 13-19  
1101 CH Amsterdam  
The Netherlands

As an authorized channel partner you have access to SMS3 training material by using the following website:

[http://www.cisco.com/public/scc/help/help\\_index4.html](http://www.cisco.com/public/scc/help/help_index4.html)

Here you will find:

- User Guides
- Training Presentations
- Quick Reference Guides
- e-Learning tutorials

In addition to this, Cisco will be running Distributor & Reseller training events, in specific countries, to support the adoption of SMS3 (details of which will be confirmed in due course).

For further information, please contact your Channel Service Account Manager.

We look forward to continuing working with you.

Yours sincerely

A handwritten signature in black ink, appearing to be "Jose van Dijk", written over the "Yours sincerely" text.

**Jose van Dijk**  
Managing Director

09 MAY 2007