



Cisco Smart Services for Small and Medium Business: Solutions for Your Success







Realize the Full Potential of Your Network

Cisco® Smart Services for Small and Medium Business help you realize the full potential of your network investment with the right type and level of service for your business.

Choices to Meet Your Needs

Cisco Smart Services for Small and Medium Business (Table 1) represent an intelligent business decision for a small or medium-sized organization like yours. *Why?* Because they are relevant to your business requirements. They have been specifically designed to meet the preferences and needs of businesses that have 20 to 1000 employees. For instance, whether your business has a large highly skilled IT staff or a limited IT staff, Cisco Smart Services for Small and Medium Business offer a choice of services to complement your internal IT support capabilities. And they are part of a broader Cisco Services portfolio and an even broader family of services from our certified partners, so they can accommodate all your network needs as your business grows or changes.

Table 1. Cisco Smart Services for Small and Medium Business Overview

Service	Cisco Smart Care Service	Cisco SMARTnet Service	Cisco Smart Foundation Service
Type of Service	Proactive networkwide monitoring, assessments, and notifications	Responsive device coverage	Responsive device coverage
Advanced Hardware Replacement	8 x 5 x next business day (NBD)	8 x 5 x NBD 8 x 5 x 4 24 x 7 x 4 and/or 24 x 7 x 2 (onsite parts replacement)	8 x 5 x NBD
Onsite Engineer		Only with onsite option	
Cisco Technical Assistance Center (TAC) Hotline	24 x 7 access	24 x 7 access	Business hours (8 a.m.–5 p.m.) access to special small and medium-sized business (SMB) TAC (access levels vary by region)
Cisco.com Knowledge Base and Tools	Smart Care portal	Full access	Cisco.com SMB knowledge base
Operating System and Application Software	Ongoing updates and upgrades	Ongoing updates and upgrades	Operating system software updates for bug fixes
Eligible Devices	SMB-class products	All	Select SMB-class data products
Integrated Platform-Specific		- Cisco Services for integrated services routers (ISRs) - Cisco SMARTnet Service for Smart Business Communications System	
Delivered By:	Delivered by Cisco certified partner and Cisco collaboratively	Cisco	Cisco



Cisco Smart Care Service: Proactive Monitoring and Networkwide Technical Support Service

An excellent choice for businesses with 50 to 600 network users and a limited IT staff, Cisco Smart Care Service is a comprehensive networkwide service delivered collaboratively by Cisco certified partners and Cisco. This innovative service combines networkwide technical support with ongoing network monitoring and proactive maintenance. By delivering a comprehensive approach to the care and continuous improvement of your network, Cisco Smart Care Service helps you keep your network secure and running optimally.

Cisco Smart Care Service provides:

- **Peace of mind:** Your Cisco certified partner, backed by powerful tools and in-depth training from Cisco, proactively verifies that your network is secure, reliable, and functioning optimally at all times.
- **Network visibility:** Through a secure Web portal, you can view the status of your overall network health, security, and voice performance anywhere, anytime. Your Cisco certified partner maintains a clear, continuously updated picture of each device in your network to provide you with up-to-date status reports, identify potential problems, and make remote repairs such as correcting configuration errors and updating software.
- **Continuous improvement:** Cisco certified partners can perform periodic assessments of your network health, availability, security, and performance to proactively identify potential issues and help ensure that all of your Cisco devices are configured optimally, according to Cisco best practices.
- **A simple, complete solution:** Cisco Smart Care Service provides technical support for your entire business network (including advanced security and IP voice solutions) with a single support contract. You receive expert technical support from your partner, ongoing operating system and application software updates, next-business-day hardware replacement, and direct access to a wealth of Cisco tools and resources.
- **Customized support and maintenance:** Your Cisco certified partner will analyze the size and complexity of your business, your business needs, and your IT expertise, then recommend and deliver a level of service that is appropriate for your business.

For a list of covered devices, visit www.cisco.com/go/smartcareservice.
Click on Q&A to open PDF file.

Cisco SMARTnet Service: Direct Anytime Access to Cisco Expertise

Award-winning Cisco SMARTnet® Service is designed for businesses of any size that have complex network needs and an expert IT staff that needs direct, anytime access to Cisco expertise and resources. IT departments are under intense pressure to resolve network issues before they adversely affect business operations. Cisco SMARTnet Service offers rapid problem resolution and improved operational efficiency through a combination of expert troubleshooting assistance, online tools, and flexible device coverage options, providing you with greater network availability while reducing operating costs. Cisco SMARTnet Service provides:

- **Direct access to Cisco TAC:** When a network problem is affecting business-critical systems, you want fast access to technology experts. Cisco SMARTnet Service connects you directly to the Cisco TAC, staffed by Cisco professionals certified in a broad range of Cisco foundational and advanced technologies. Cisco TAC is available 24 hours a day, 365 days a year around the world to support your network needs.
- **Online troubleshooting tools:** Our online troubleshooting tools accelerate problem resolution. You have access to extensive troubleshooting and support resources on the award-winning support site on Cisco.com. A personalized Web portal, "My Tech Support," enables you to find the information you need in one place, customized to your network, including new software releases, bug reports and repairs, and troubleshooting tools.
- **Advance hardware replacement:** When you need dependable, fast access to business-critical parts, your Cisco SMARTnet Service delivers. Choose from a variety of hardware replacement options, including premium options such as two-hour replacement and onsite parts replacement and installation.
- **Cisco Smart Call Home:** With Cisco Smart Call Home you get proactive, detailed diagnostics and real-time alerts about core network devices to help you identify and resolve issues, conserving valuable staff time and improving network availability. Devices equipped with the Smart Call Home technology continuously monitor their own health and automatically notify you of potential issues.



Cisco Smart Foundation Service: Essential Entry-level Support

Designed for businesses with data-only networks, fewer than 250 network users (50 or fewer network devices), and an IT staff with limited network expertise, Cisco Smart Foundation Service offers excellent essential support with entry-level affordability. Delivered by Cisco, this service program provides an easy, affordable way to help SMBs quickly resolve routine issues that may arise when using Cisco SMB-class products.

By helping you resolve problems quickly and easily, Cisco Smart Foundation Service enables you to maintain network reliability and minimize disruption to your business.

Cisco Smart Foundation Service includes these essential services:

- **Access to Cisco technical experts:** You have fast access to the Cisco TAC engineers, who are specifically trained to help SMB IT managers diagnose and resolve problems related to the operation of Cisco network devices.
- **Advance hardware replacement:** This support service is designed to get your network back to full strength as quickly as possible after a hardware failure. When your Cisco TAC engineer diagnoses a hardware failure in your network, we immediately ship a replacement, which means you don't have to lose time returning the failed hardware before we ship the replacement.
- **Online management and troubleshooting tools:** Our online tools can help you efficiently install, configure, manage, and troubleshoot Cisco devices. The online portal was expressly designed for SMBs with limited network expertise and little time or budget to devote to resolving network issues. It provides fast access 24 hours a day, 365 days a year to the resources you need to keep your network and your business running smoothly.

For a list of covered devices, visit www.cisco.com/en/us/products/ps6193/serv_datasheet0900aecd8025e842.html.



Selecting the Service That's Right for You

The following series of questions and answers can help you choose the Cisco Smart Service for Small and Medium Business that is best suited to the needs of your business (Table 2).

Benefits of Cisco Smart Services for Small and Medium Business

With Cisco Smart Services for Small and Medium Business, you increase the network's business value and return on investment by:

- Lowering the total cost of network ownership
- Increasing network availability
- Improving business agility
- Speeding access to applications and services
- Choosing the right service for your business

How Much Service Do You Need?

- Do you have a highly skilled IT staff with sufficient resources? Then consider Cisco SMARTnet Service, a responsive service that provides access to fast, expert help when problems arise.
- Are you a business with a smaller, less complex network, limited IT staff, and a small budget? The Cisco Smart Foundation Service provides essential, affordable support.
- Would you like to reduce the time and effort necessary to keep your network running optimally? Cisco Smart Care Service monitors your network's health, security, and performance, alerting you of issues.

How Important Is Your Network to Your Business?

The importance of the network to your business can determine the level of service you need.

- If your network is mission critical, Cisco SMARTnet Service is ideal for your business and can help you rapidly resolve network issues.
- If your network is critical to your business, then you should consider Cisco Smart Care Service, a proactive service that helps you rapidly resolve network issues.
- If your network is important but not critical, you might find that an entry-level service that keeps your operating costs low, such as Cisco Smart Foundation Service, is right

for your needs.

Service from Cisco or a Cisco Certified Partner?

- Do you want service delivered from Cisco or from a trusted Cisco certified partner? Cisco Smart Care Service is provided by a Cisco certified partner and supported by Cisco, while Cisco SMARTnet Service and Cisco Smart Foundation are provided by Cisco.

Do You Need Network-Level or Device-Level Service?

- Do you want the flexibility to choose the service on a device-by-device basis, perhaps choosing NBD hardware replacement for some devices and 2- or 4-hour replacement for others? Cisco SMARTnet Service and Cisco Smart Foundation Service provide this flexibility.
- Do you want the assurance of network-level service? For full-network level service

Table 2. Service Options

	Self-Service	Network Importance	Preferred Provider	Coverage Preference	Hardware Replacement
Cisco Smart Care Service	Proactive	Critical	Partner	Network	NBD
Cisco SMARTnet Service	Responsive*	Critical to mission critical	Cisco	Device	2-hour, 4-hour, or NBD
Cisco Smart Foundation Service	Responsive	Important	Cisco	Device	NBD

*Cisco SMARTnet Service includes proactive diagnostics and real-time alerts on select devices.

choose Cisco Smart Care Service.

A Bigger Picture for Small and Medium-Sized Businesses

Cisco Smart Services for Small and Medium Business are part of the Cisco Smart Business Roadmap. A structured, prioritized evolution path for growing companies, the Roadmap combines customized technology solutions, world-class service, and flexible financing options to help you keep pace with change and make more informed technology decisions. The Cisco Smart Business Roadmap improves the long-term competitiveness of your business by helping you to address the business challenges of today while maximizing the future potential of your technology investments. With most technology providers, the relationship ends after the sale. When you invest in Cisco and Cisco certified partners, a great and powerful relationship is only beginning.

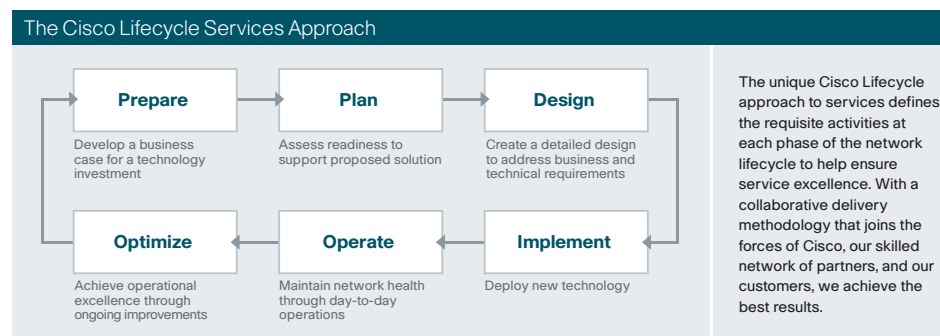
Why Cisco Services Are Better

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. Cisco Services make that happen.

Cisco Lifecycle Approach Delivers Excellence

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. Figure 1 shows the lifecycle phases.

Figure 1. Lifecycle Phases



For more Information, visit the Cisco Smart Services for Small and Medium Business Website at www.cisco.com/en/US/products/ps6888/serv_category_home.html.

To find a Cisco certified partner, visit our Partner Locator at <http://tools.cisco.com/WWChannels/LOCATR/openBasicSearch.do>.



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Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

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