



**Cisco Expo**  
**2008**  
10-11 June 2008 HKCEC

Experience the **Transformation**



# The Values of Cisco Advanced Services

A holistic Health Care System  
for your technology visions

**Vickie Choy**  
Manager, Advanced Services

**Cisco Services.**

Making Networks Work.  
Better Together.



# Agenda



**Overview**

**Advanced Services**

**Advanced Services Resources**

**Conclusion**

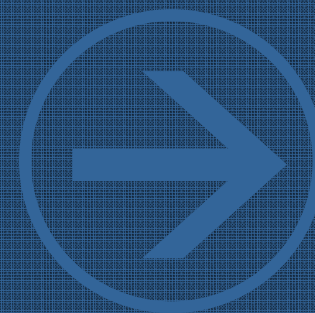
# John Chambers - Perspective on Services...

“It is vital to Cisco’s strategy that we provide our top tier customers with proactive services aimed at helping them succeed in architecting, planning, implementing and supporting their business technology solutions”



## Advanced Services Mission

Accelerate customer success through innovative services, world class people and quality field delivery.



# Agenda



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# Analogy on Advanced Services with Medical Services

## Medical Services



## Advanced Services



VS

Medical Advisory	<b>Services</b>	Advisory
Medical Check-up		Assessment
Prescription, Surgery		Optimization
First-Aids		Operation Support
Doctors	<b>Resources</b>	Subject Matter Expertise
MRI, CAT Scan, X-Ray		AS Tools

# Advanced Services

## - Advisory

Advisory | Assessment | Optimization | Operation



# Analogy to **weight reduction** program - How do we achieve our visions?

Advisory Services provides consultancy services leveraging technologies & applications to meet your business goals



**Solution business case development** →

**Solution strategy and architecture** →

**Solution Governance & Execution** →



# Advisory Services delivers

Advisory Services



## Business Technology Strategy and Architecture Planning

We create a vision and roadmap that aligns with your business and optimizes your communications infrastructure.



## Business Architecture Review

Our teams provide Application Profiling, Architecture Planning and Solution Architecture Planning – complete with delivery of Futures, Gaps, Roadmap and Business Case)



## Program Management Office / Architecture Program Office

We manage individual projects or programs, with responsibility for Cisco® and/or partner resources, deliverables, and rollout.



## Governance and Organizational Change Management

We design next-generation organization and governance structures to ensure customer success.

# Advisory Services - Experienced Consultants with Industry Expertise

<b>Principals:</b>	With relevant business/industry
<b>Enterprise and Network Architects:</b>	With extensive business and technology expertise architecting and implementing enterprise networks
<b>Program Managers:</b>	With complex programs/project management experience
<b>Business Analysts:</b>	With Subject Matter Expertise analysis and business case development experience

## Advisory Services team includes vertical industry experts

- Highly skilled Cisco® IT architects
- Former CTOs/CIOs of enterprise organizations
- Experienced senior consultants with consultancy backgrounds
- Certified project managers

# Advanced Services - Assessment

Advisory **Assessment** Optimization Operation



# Why Assessment?

## Medical Checkup (Assessment)

- It provides reports on **overall health status** of a person.
- It helps to **identify potential risks** which may cause catastrophic problems in the future.
- It helps to **save time and money** to cure a patient and to recover his/her health.
- Get **in control** of the problem before it getting out of hands.

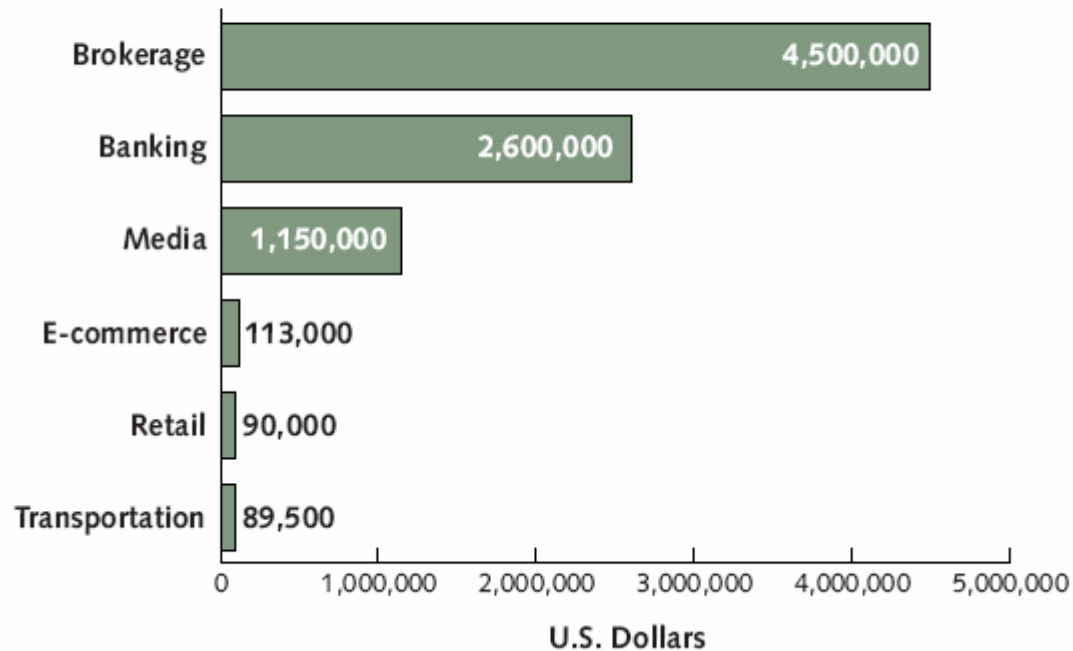


# Network Downtime causes you money

## Exhibit 1

### The Costs of Network Downtime per Hour

Source: The Yankee Group, 2004



# What Is High Availability?

High Availability means an average end user will experience less than five minutes down time per year

Availability	DPM	Downtime Per Year	
99.900%	1000	8 Hours	46 Minutes
99.950%	500	4 Hours	23 Minutes
99.990%	100		53 Minutes
99.999%	10		5 Minutes
99.9999%	1		30 Seconds



**DPM (Defects Per Million)**

$$\text{DPM} = \frac{\text{Total User Outage Time} \times 10^6}{\text{Total User Time}}$$

# What Can Advanced Services Assessment Give You?

## Process & Management

- **Operational Readiness Management Assessment**

Evaluate operational management include incident, fault, inventory management etc

## Performance & Reliability

- **Network Resiliency Assessment**

Current state analysis of IP network infrastructure to identify gaps inhibiting the attainment of network availability objectives

## Security

- **Security Posture Assessment (SPA)**

Provides a snapshot of the security state of a network by conducting a thorough assessment of network devices, servers, desktops, and databases

## Network Readiness Assessment

Analyzes the capacity of a current network to support an Advanced Technology like IPC solution and helps a customer understand the infrastructure and resource changes that may be required to achieve a successful implementation.

# AS Services to Address Customer Concern

## - What is my best fit software and hardware strategy ?



### IOS Software Summary

Advanced Service Technology Group **CISCO SYSTEMS** Version 2.2.1 Sample Customer

Network Profile

Home TP DDN BP CH SRCH GRP SWS CFG LOG REP GLB FB Help

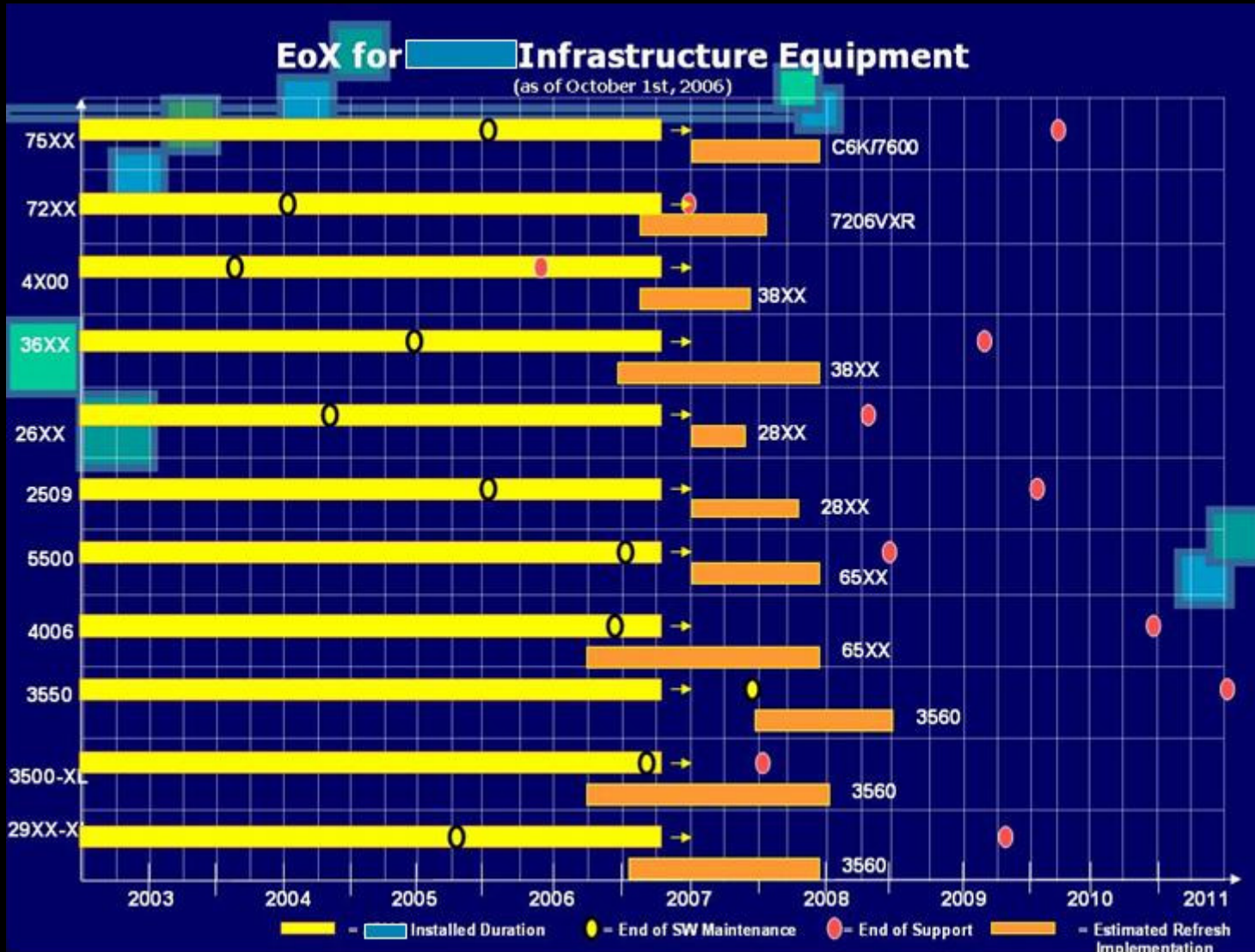
—Select Tool—  Device Name  Quick Search **Track Summary**

Track Maintenance Apply All Tracks Track Summary View Exceptions Search/Clone Tracks Generate Default Tracks

Delete	Track Name	Description	Status	Standard SW Ver.	Total Devices	Total Conform	Total NonConform	% Conform	Delta % Conform	Total SW Versions	Rating	Update Time
<input type="checkbox"/>	<a href="#">2500 - SJC</a>	SJC - 2500	Un-Deployed	12.0(28)	2	0	2	0.00	0	1	Poor	Jan 14 2005 06:17:01
<input type="checkbox"/>	<a href="#">2500 - ORD</a>	ORD - 2500	In Migration	12.2(23a)	12	9	3	75.00	0	4	Fair	Jan 14 2005 06:16:27
<input type="checkbox"/>	<a href="#">2600 MGCP - ORD</a>	ORD - 2600 MGCP	Fully Deployed	12.3 (20040414:202408)	2	2	0	100.00	0	1	Good	Jan 14 2005 06:16:50
<input type="checkbox"/>	<a href="#">261x &lt;48meg - SJC</a>	SJC - 261x <48meg	In Migration	12.0(28)	21	1	20	4.76	0	6	Poor	Jan 14 2005 06:17:02
<input type="checkbox"/>	<a href="#">261x &lt;48meg - ORD</a>	ORD - 261x <48meg	In Migration	12.0(28)	11	4	7	36.36	0	3	Poor	Jan 14 2005 06:17:03
<input type="checkbox"/>	<a href="#">261x &gt;=48meg - RTP</a>	RTP - 261x >=48meg	In Migration	12.2(23a)	3	2	1	66.67	0	2	Fair	Jan 14 2005 06:17:04
<input type="checkbox"/>	<a href="#">261x &gt;=48meg - ORD</a>	ORD - 261x >=48meg	In Migration	12.2(23a)	16	16	0	100.00	0	1	Good	Jan 14 2005 06:16:56
<input type="checkbox"/>	<a href="#">262x/265x/2600XM - RTP</a>	RTP - 262x/265x/2600XM	In Migration	12.2(23a)	6	5	1	83.33	0	2	Fair	Jan 14 2005 06:17:04
<input type="checkbox"/>	<a href="#">262x/265x/2600XM - SJC</a>	SJC - 262x/265x/2600XM	In Migration	12.2(23a)	14	1	13	7.14	0	8	Poor	Jan 14 2005 06:17:05
<input type="checkbox"/>	<a href="#">262x/265x/2600XM - ORD</a>	ORD - 262x/265x/2600XM	In Migration	12.2(23a)	69	69	0	100.00	-1.45	1	Good	Jan 14 2005 06:16:57

# AS Services to Address Customer Concern

## - What is my best fit software and hardware strategy ?



# Advanced Services - Optimization

Advisory | Assessment | **Optimization** | Operation



# Why Optimization?

## Prescription & Remedy (Optimization)

- Provides **prescription** to address patients' symptoms
- **Ongoing program** to improve patients' health status
- **Dedicated medical personnel** who has knowledge about your health status



Proactively Identify network problem prevent network outage from happening

# What Can Optimization Give You?

## Network Optimization

- Design Recommendation
- Change Support

## Software Optimization

- Software Strategy Review
- Software Risk Analysis

## Performance Optimization

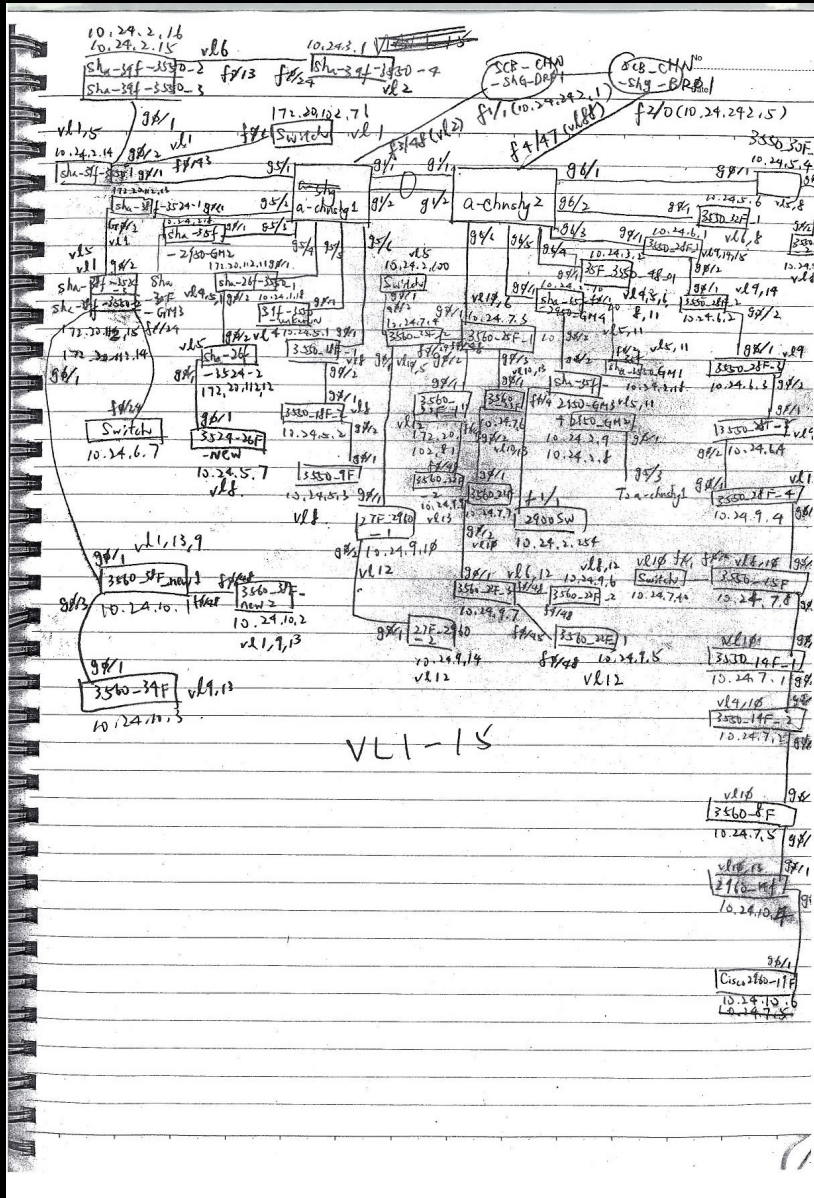
- Network Audit
- Configuration Review

## People Optimization

- Knowledge Sharing
- Technology Training

- Cisco Engineer who have knowledge on your network
- Ongoing advices & optimization plan from Cisco
- Build resiliency into your network
- Assist you to manage new technologies
- Assist you to manage mission critical network
- Provide systemic network tracking documentations

# A customer example



- New manager comes on board
- No up-to-date documentations or network diagrams
- Business users keep complaining network performance

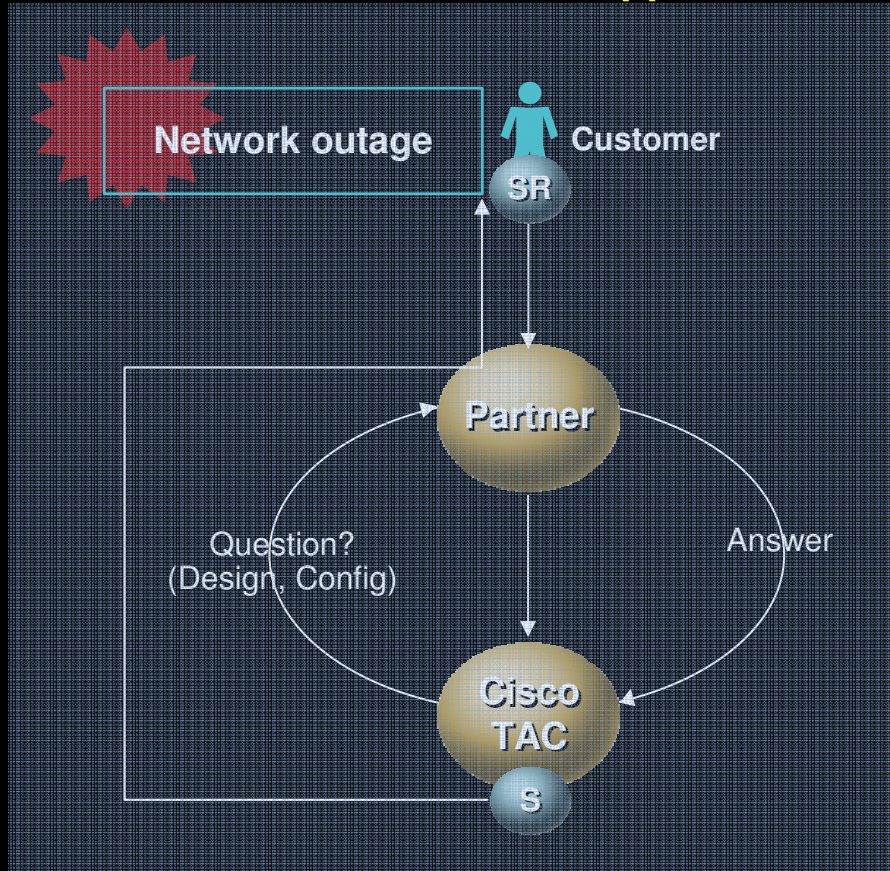
# Advanced Services - Operation Support

Advisory | Assessment | Optimization | **Operation**

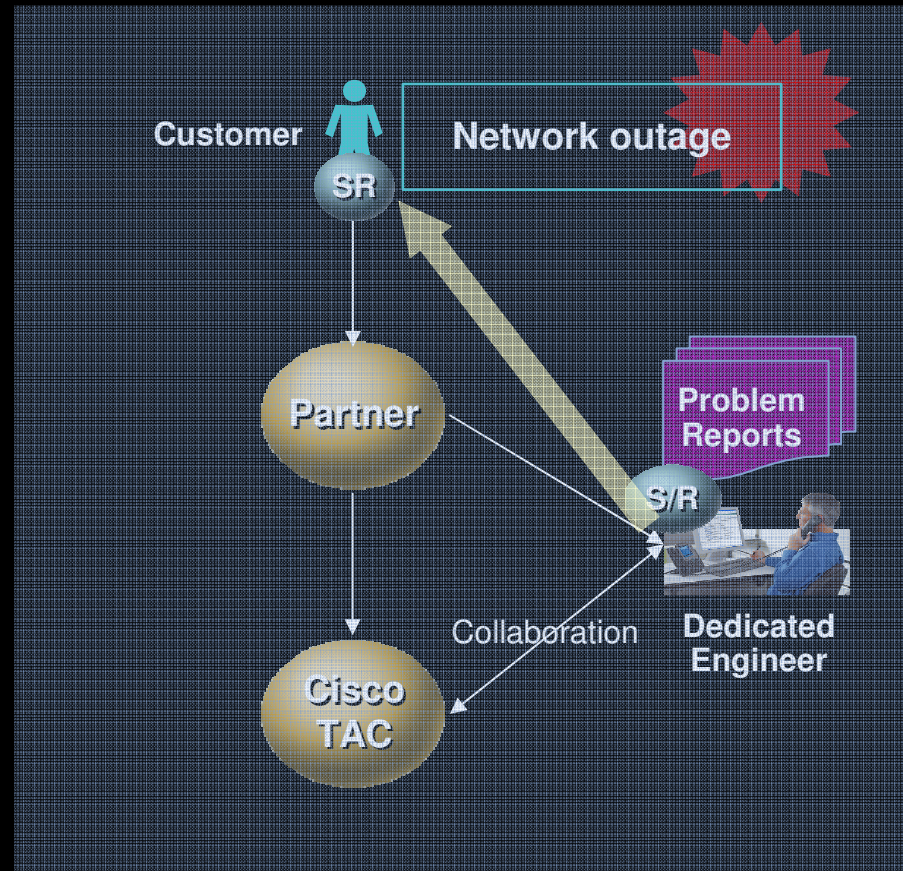


# AS Operation Support Differentiation

## Standard Technical Support



## AS Focused Technical Support



**TAC Engineer**

**Standard Process**

**Standard Service**

**TAC + Dedicated Engineer**

**Optimal Process**

**Premium Service**

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# AS Resources

## - People & Organization

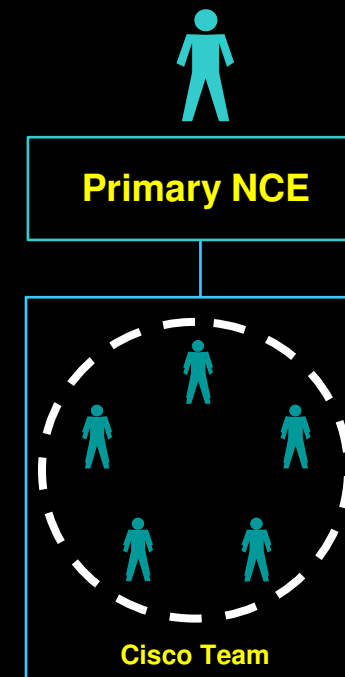
People & Organization | Tools



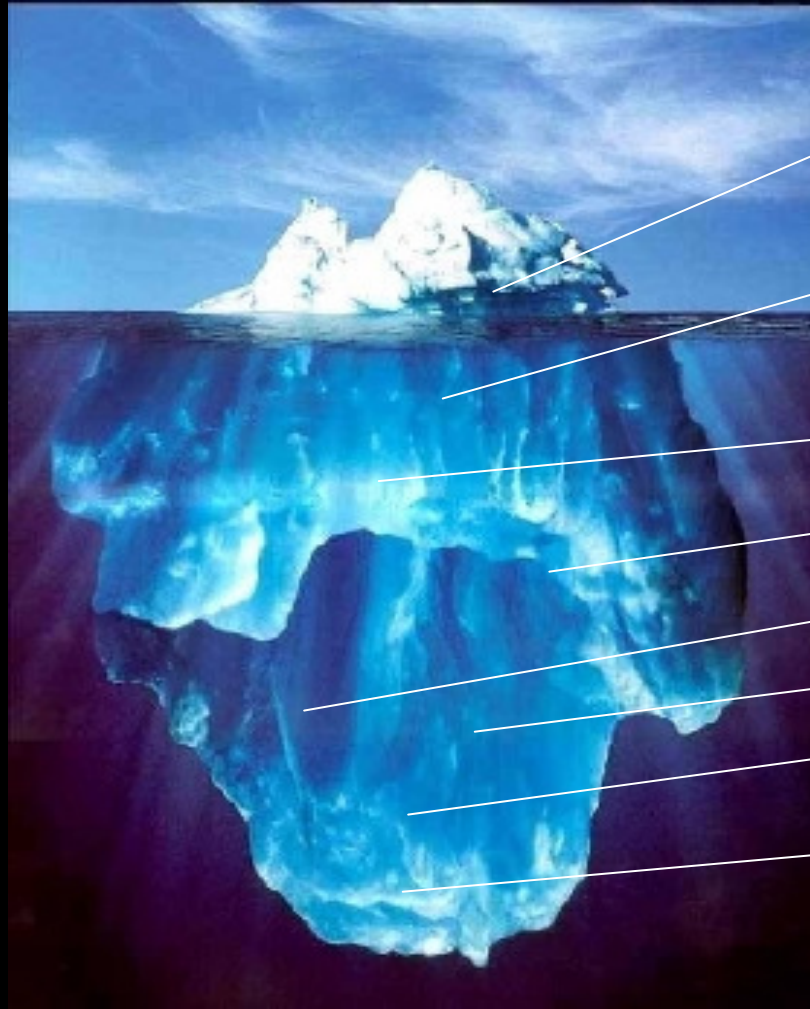
# Cisco World Wide Expertise

The Cisco Advanced Services engagement is led by a highly coordinated delivery team, starting with a designated **Primary Network Consulting Engineer (NCE)**.

The Primary NCE acts as the main Cisco technical resource on the engagement and is the liaison for technical experts, intellectual property and focused AS networking tools required for supporting the network.



# Advanced Services - Full Support Model



## Visible to Customer

Primary Engineer (NCE)

Technology Experts (Security, Wireless, Content Networking, Storage, etc.)

Engineering Labs

Leading Practices

Network Tools

Lessons Learned

Business Unit/ Engineers

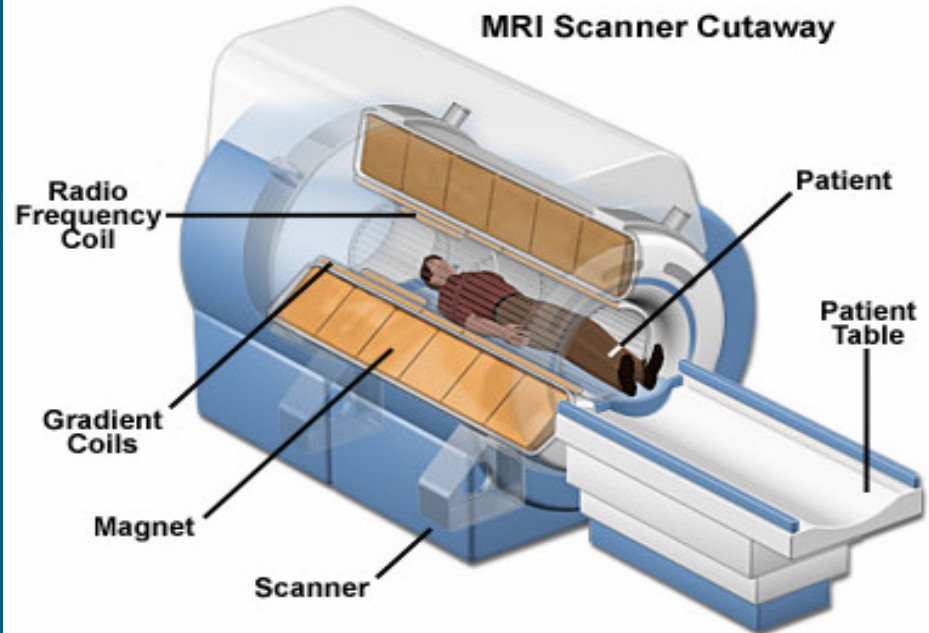
Peer Engineering Support

Virtual Team Support

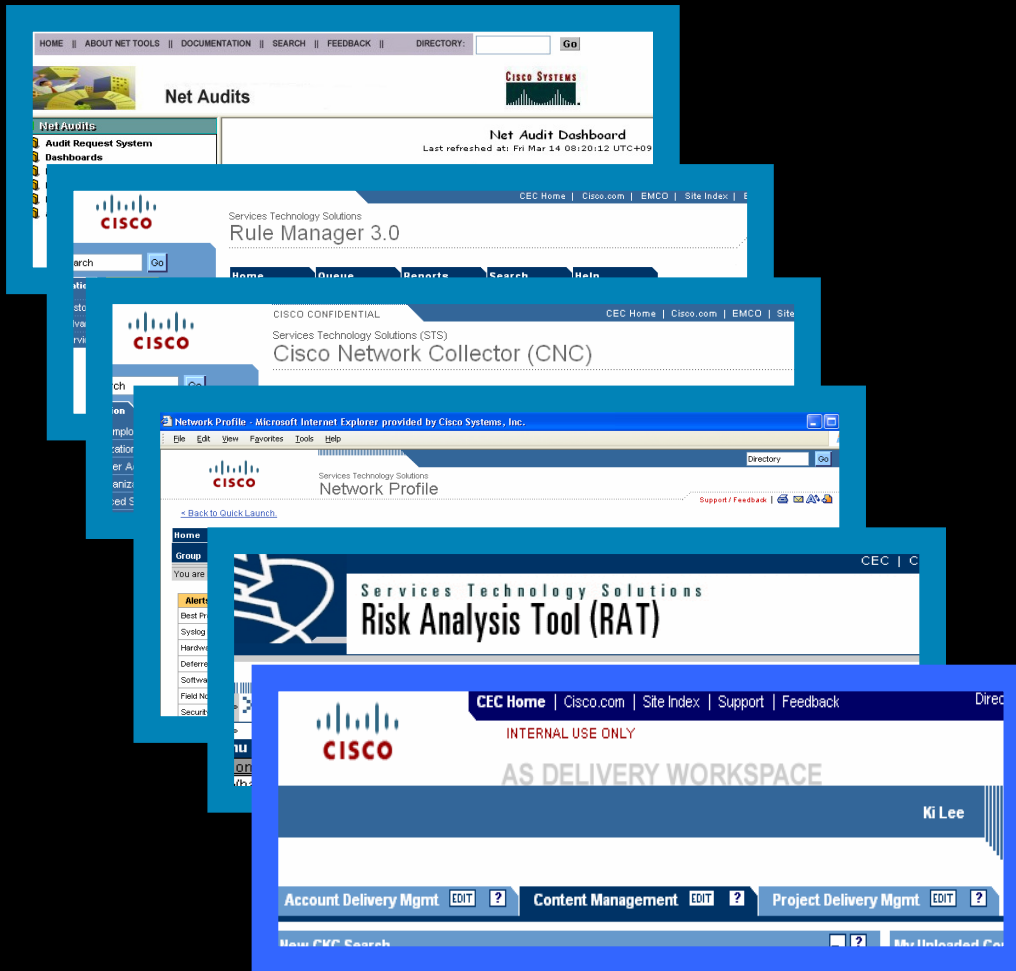
# Advanced Resources

## - Tools

People & Organization | Tools



# Proactive Monitoring with Advanced Services tools



Assessment

Optimization

Operation Support

# Advanced Services Tools

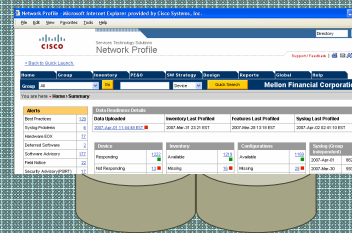
## Customer side



- Knowledge repository for analyzing network
- Automation system for generating analysis reports

## Cisco side

### Network Profile



Internal Database & applications

NetAudit

### Other Tools

RAT/TRAP  
STAMPS  
TOPIC  
Cisco Web  
etc

Reports

Reports

# Advanced Services automated tool

Device Name	Chassis	OS Version
CR9999991A.rtp.samplecompany.co	cisco3640	12.2(23a)
CR9999992A.rtp.samplecompany.co	cisco7206VXR	12.2(23a)
CR9999993B.rtp.samplecompany.co	cisco7206VXR	12.2(23a)
WR9999991G.rtp.samplecompany.c	cisco2620	12.1(1)
wr9999999b.rtp.samplecompany.com	cisco3640	12.1(4)
CR99999998C.rtp.samplecompany.co	catalyst8540csr	12.0(16)W5(21)
CR99999997D.rtp.samplecompany.co	catalyst8540csr	12.0(16)W5(21)
er99999996b.rtp.samplecompany.com	cisco2514	11.0(16)
er99999995c.rtp.samplecompany.com	cisco7206	12.0(3c)
wr99999994f.rtp.samplecompany.com	cisco2612	11.3(6)T

- Network inventory
- Network software status
- Major events, failures
- Mis-configurations
- More ...

# Agenda



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# Peace of Mind

