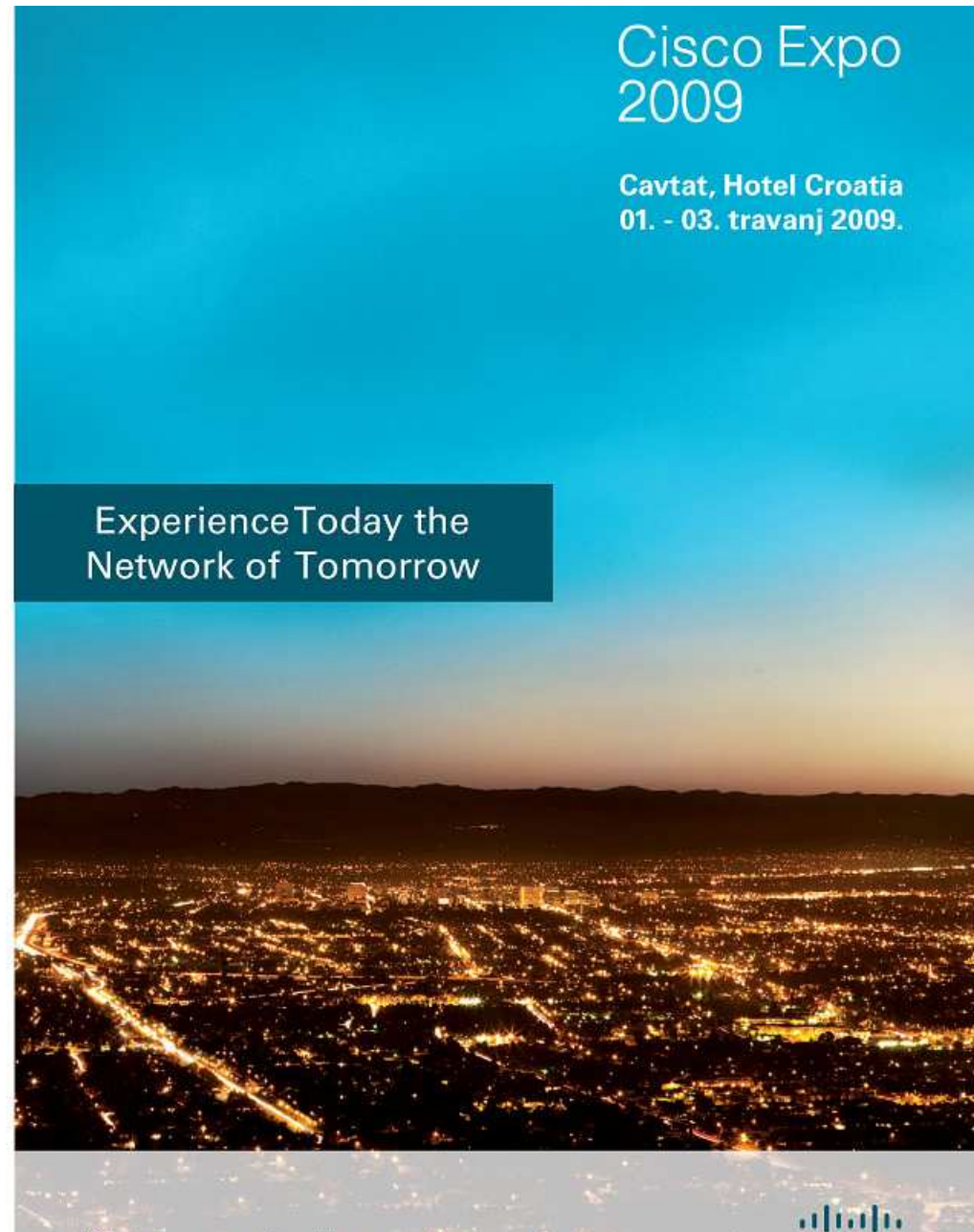




What Cisco services
can do for You?
Benefit of Cisco
services

Erich Ditzel



Sponzor konferencije



Partner digitalnog oglašavanja



Partneri konferencije



Pokrovitelji konferencije



Tehnološki sponzori



Medijski sponzori



Cisco Expo
2009

Cavtat, Hotel Croatia
01. - 03. travanj 2009.

Experience Today the
Network of Tomorrow



Uncertain Situation



Operational Excellence

Let's focus on what we can influence!

1. The challenges – very complex task to manage networks
2. Engagement Examples (Olympics)
3. Overview of our Services
4. Collaboration with partners
5. Benefit of Cisco Services



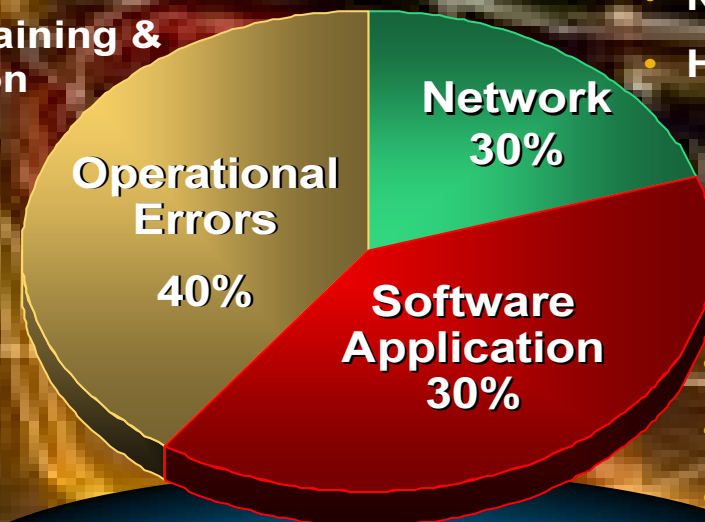
The Challenge – Very Complex Task to Manage Networks



Managing A Network - A Very Complex Task: Customer Challenges

- Change management
- Process inconsistency
- Inadequate training & documentation

- Environment
- Network links
- Hardware

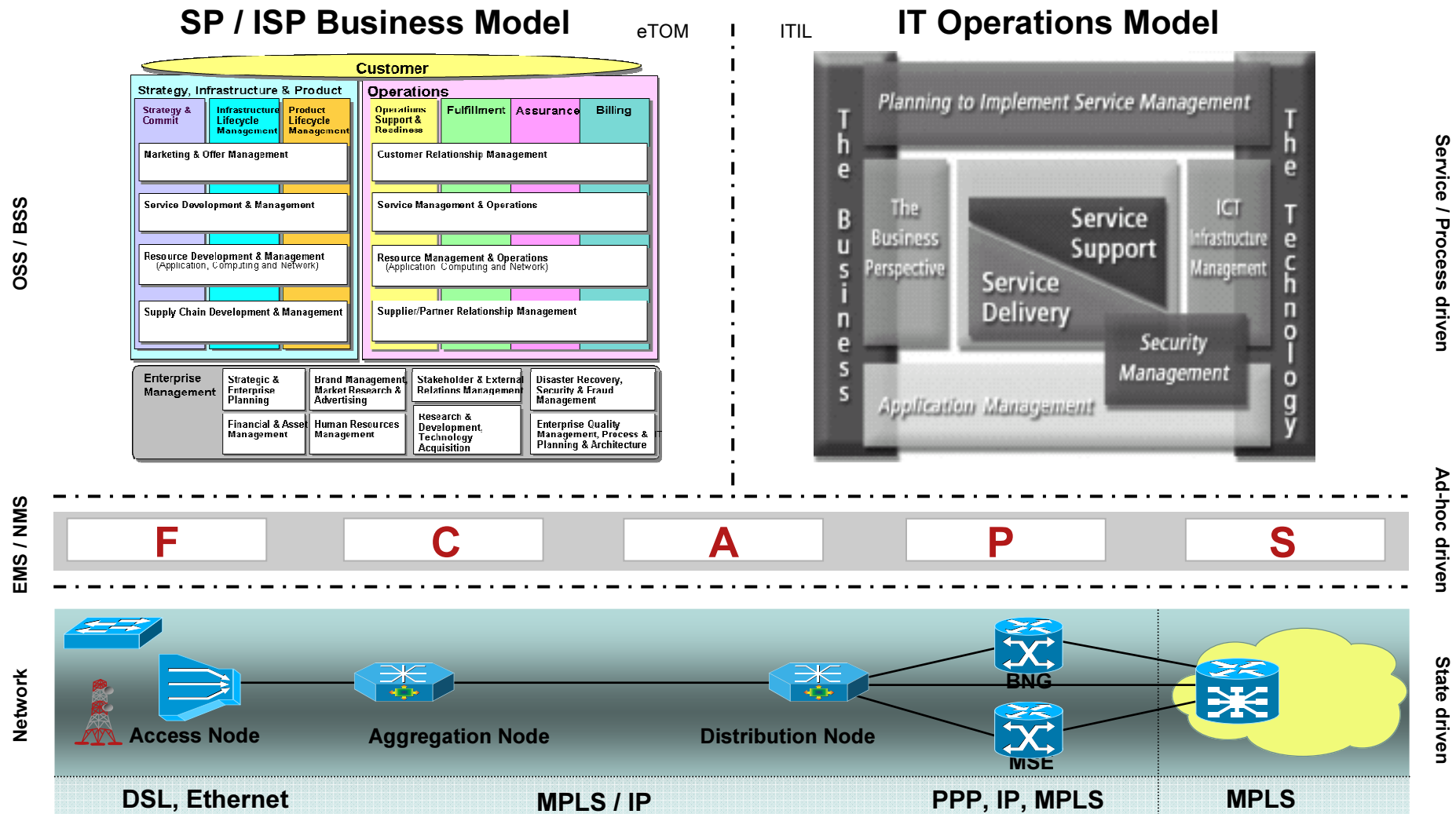


- Application bugs (e.g. DNS)
- S/W Misconfiguration
- Operating System

Source: Gartner Group, CNET

Industry Best Practice ... Cisco Services

Does it make things easier?



Engagement Examples

**Successful
management of
complex solutions**



Cisco & Beijing Olympic 2008

Cisco was the networking vendor for Sydney, Athens. For Beijing Olympic Games, Cisco provided the following Olympic networks:

- Olympic Gaming Network
- Olympic Admin Network
- Olympic Ticket Network
- Media VPN Network
- Instant Photo Network
- Media Wireless Network
- China Netcom Olympic VIP Network
- Olympic Websites



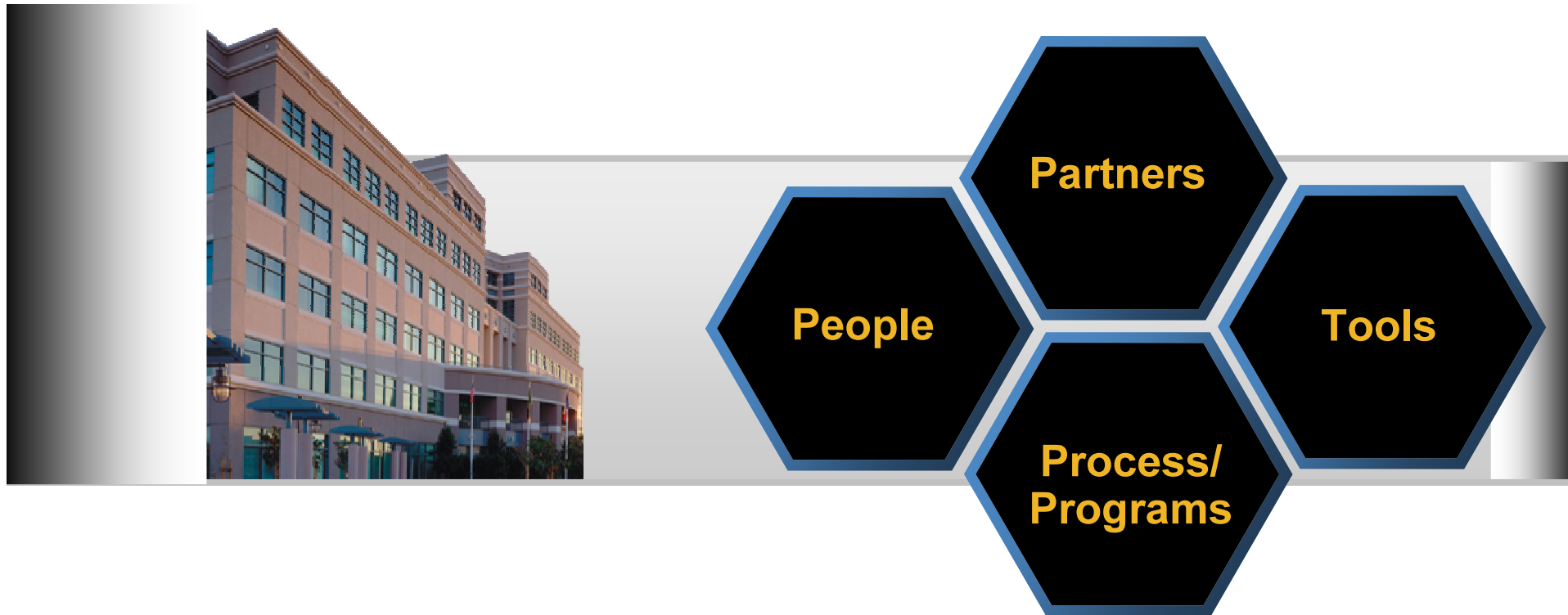
Cisco Olympic Support Resources

- IT Room Technical Support SME and Engineers > 100
- Dedicated Customer Response Team > 200
- Incident Management Team > 100
- Equipment Spares > 3000
- Team & Process Built-Up > 6 Months
- On-site Support Shifts > 1430 Man-day for 20 major sites

Cisco Services Overview



The Cisco Services Advantage



What Are Cisco Services

A comprehensive family of IT services offered by Cisco and our partners to help you continually meet the needs of your business

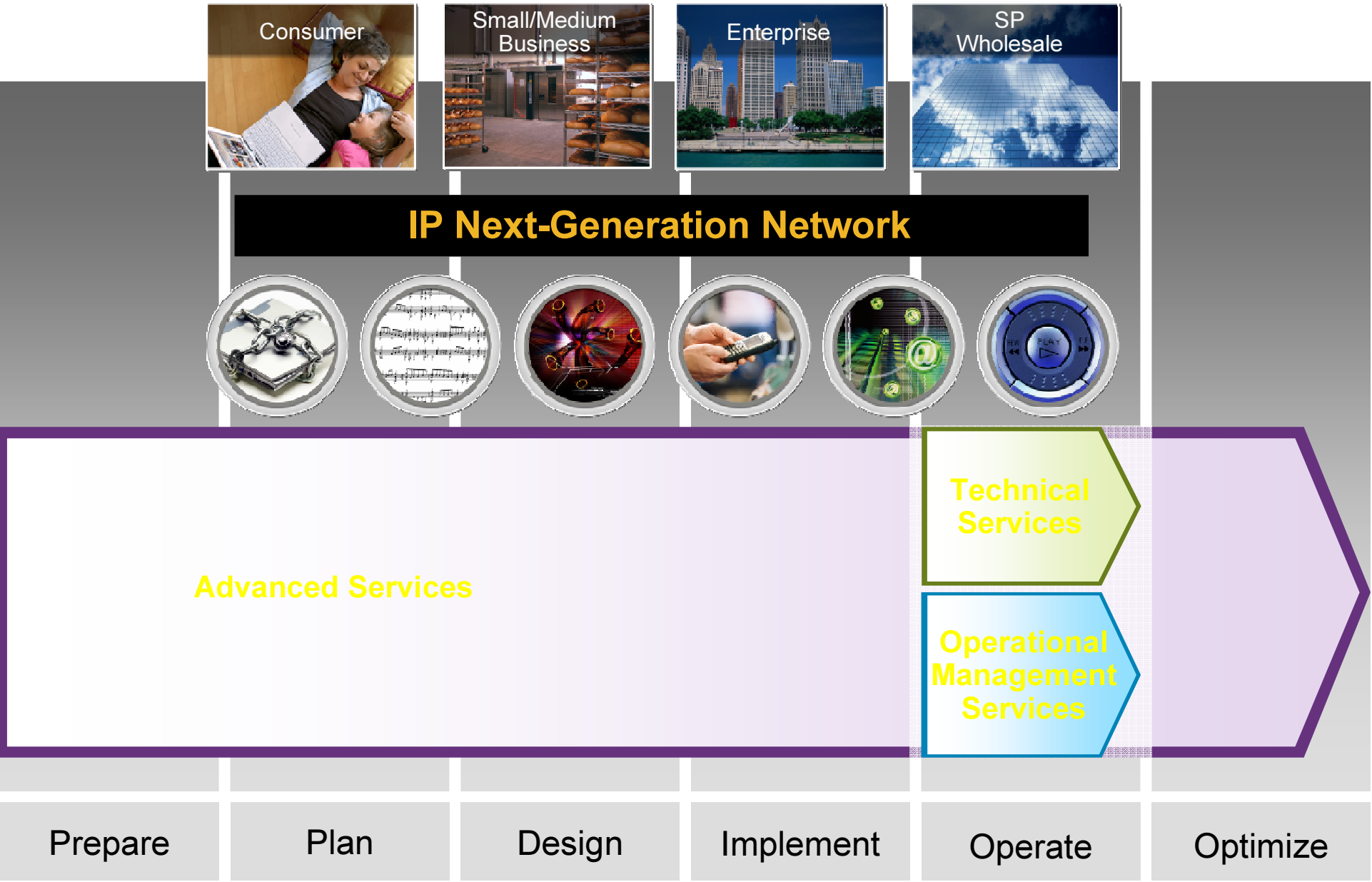
Advanced Services



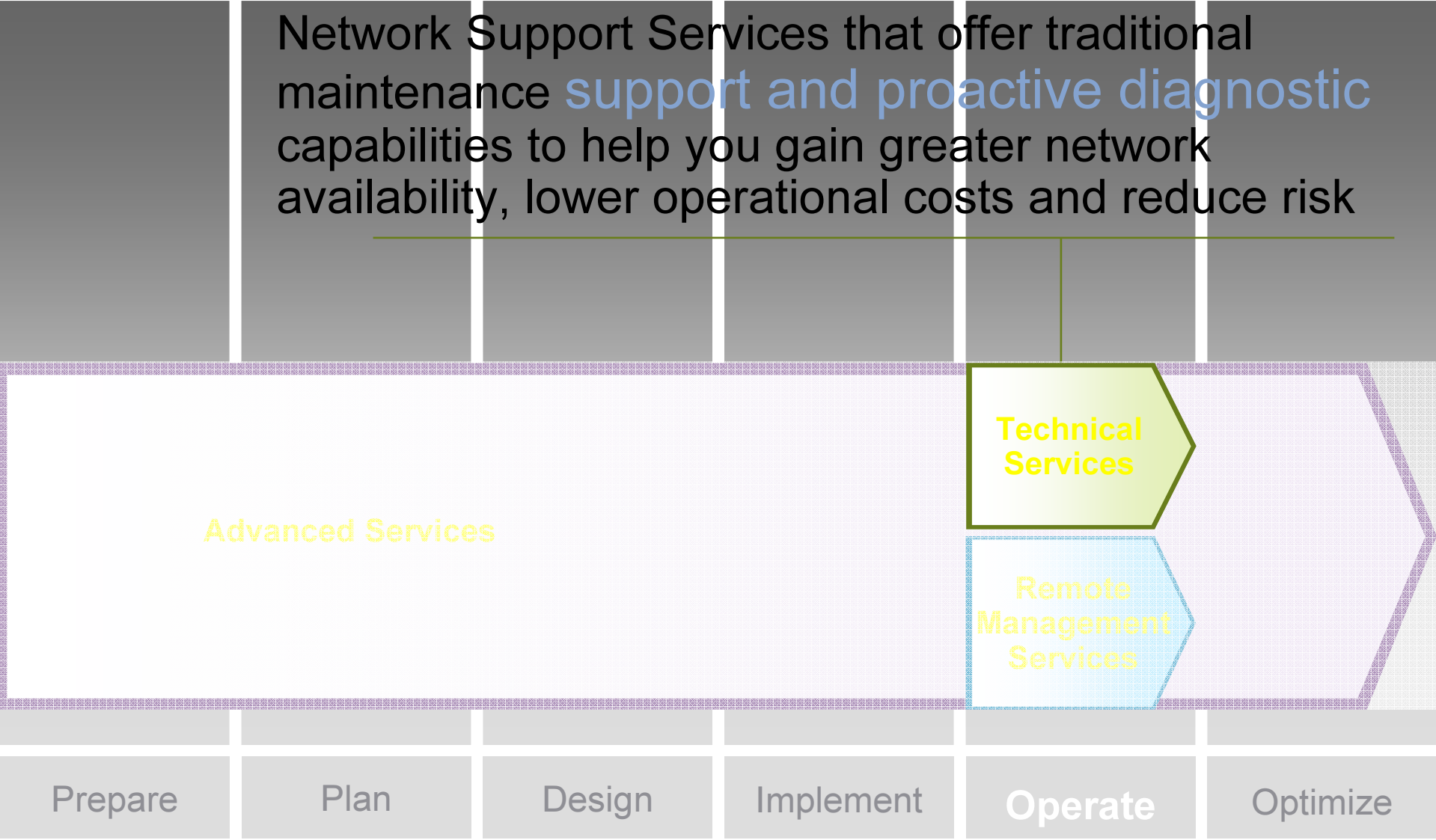
Technical Services



CISCO Services Portfolio

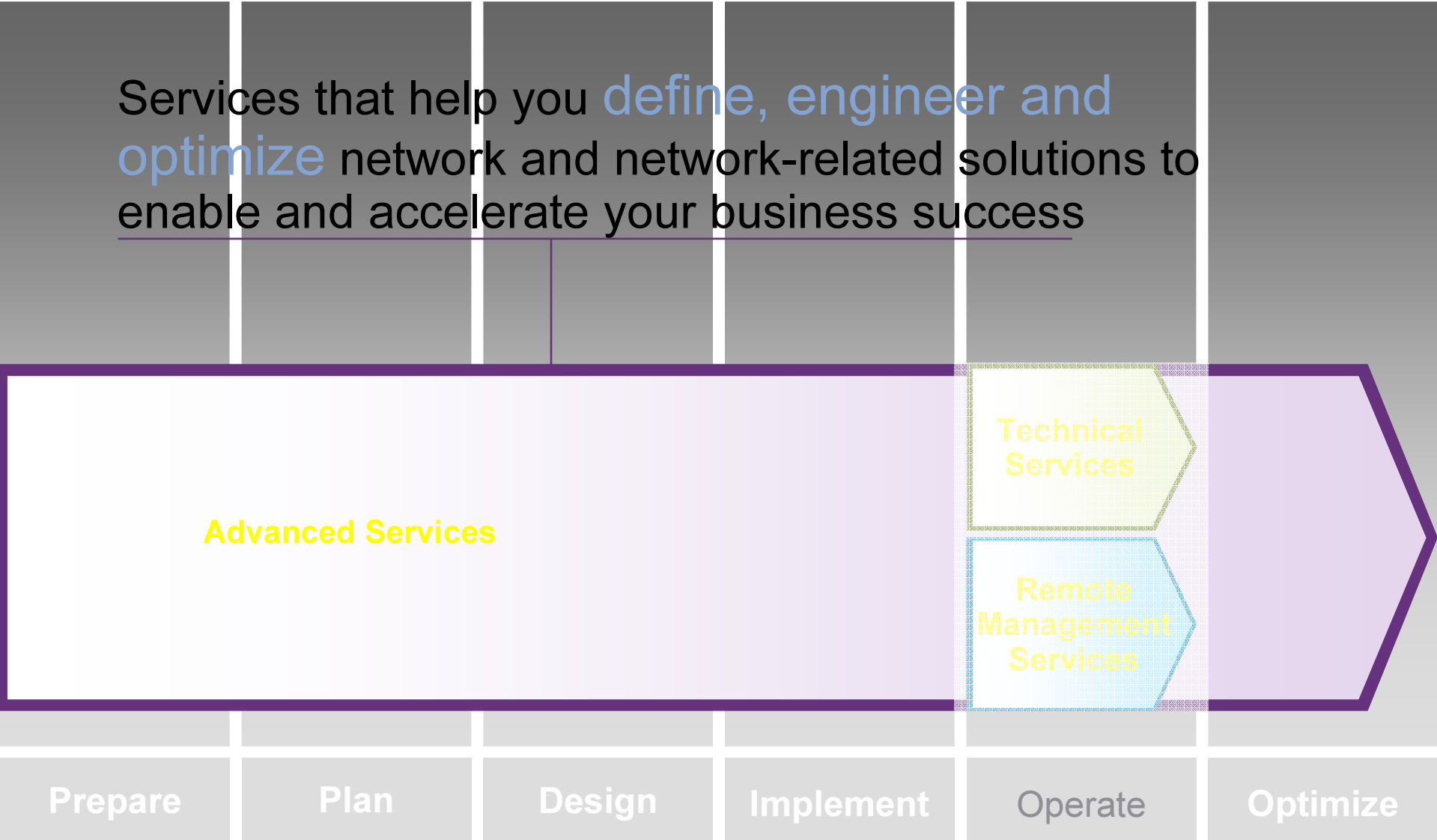


Technical Services



Advanced Services

Services that help you **define, engineer and optimize** network and network-related solutions to enable and accelerate your business success



Advanced Services Capabilities

Business and
Technology
Strategy
Alignment

Business
Value
Justification

Network
Architectural
Planning

Technology
Readiness
Assessments

Business
Solution
Architecture
Planning

Advanced
Technology
Strategy Support

Foundation
Technology
System Design

Advanced
Technology
Planning and
Design

Network
Migration
Planning
and Support

Advanced
Network
Security
Strategy

Ongoing
Network
Performance
Tuning

Networking
Staff and
Technology
Education

Operational
Readiness
Assessment

Network
Change Support

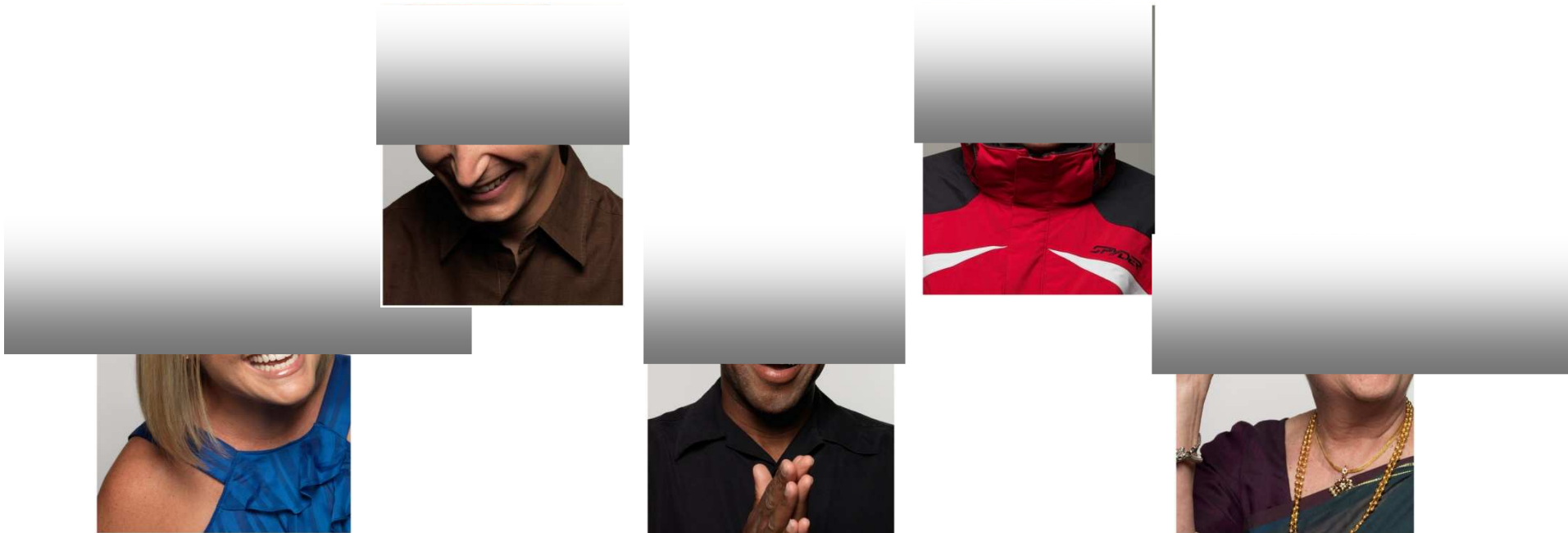
Software
Analysis and
Support

Collaboration with partners



What is Inclusion & Diversity for us ?

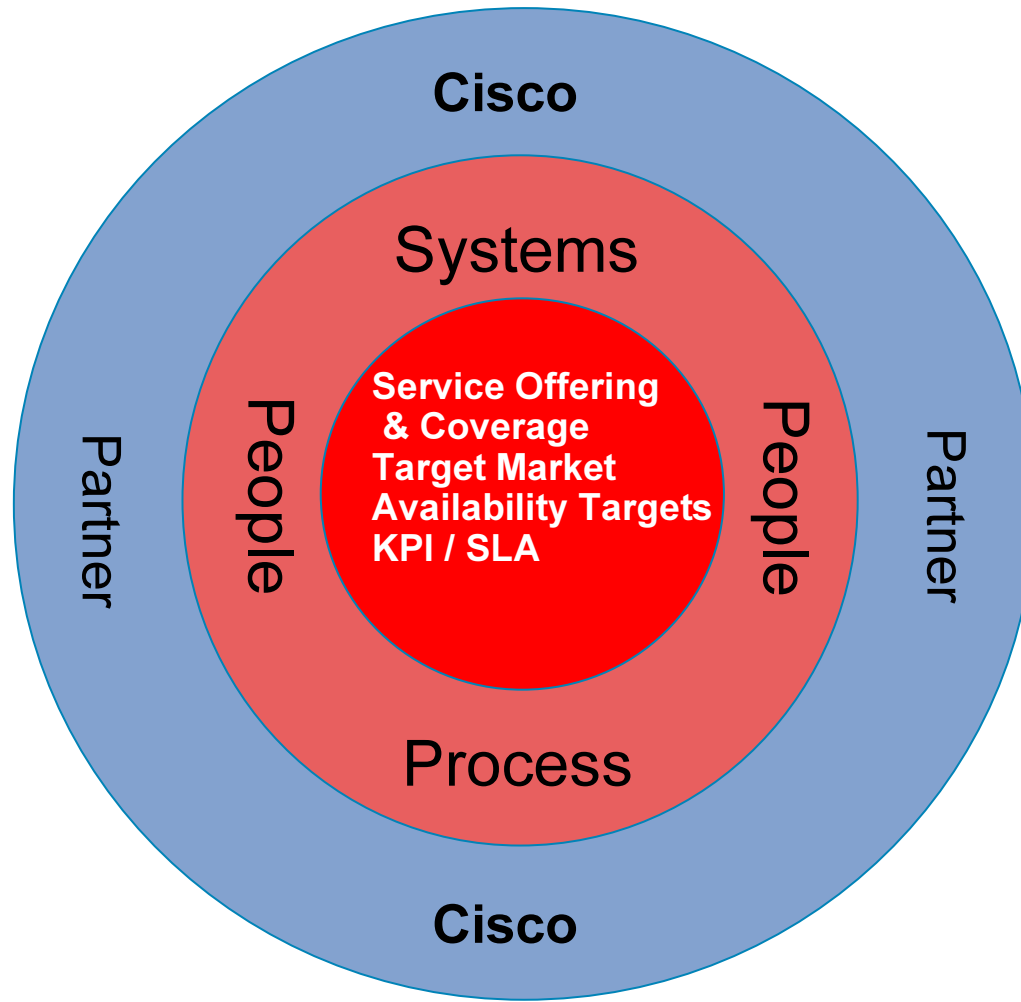
- **Diversity** is simply the collective mix of who we are as individuals
- **Inclusiveness** is how we come together. Inclusion is the end game.



How Inclusion and Diversity can make a difference in our business ?

- “Nothing is impossible. Everything relies on will, collaboration and team spirit (and Inclusion and Diversity is all about that).”
- Other events could be the opportunity for Cisco to share with partners and customers on Inclusion and Diversity: Executive Business Concept, Net Workers

Define your Support Strategy & Goals



My Roles & Responsibilities

- ❖ Criteria: What we need to provide, what's my strength and core competencies
- ❑ Support Strategy: Full visibility of all required elements

Vendor & Partners

- ❖ Criteria: What need vendors and partners to deliver and what is there core competencies
- ❑ Support Strategy: Provide complementary services

Different Service-Delivery Models

Sold by Cisco or Partner,
Delivered by Cisco



Cisco Services

Sold by Partners,
Delivered by Partner and
Cisco Collaboratively



Collaborative Services

Services collaboration

- **Reactive support – FTS**
 - On site support
- **Proactive support - NOS**
 - **Annual assessments**
 - Network assessment
 - Field Notice Advisory
 - Cisco + Partner implementation of recommendations and corrections
 - **Network health checks**
 - Implementation of the recommendations
 - Upgrading software
 - Replacing EOS equipment
 - **Network support**
 - Upgrading software and configurations
 - **Continuous learning**
 - Partner as Cisco learning partner for Cisco training modules



Areas for collaborative support model

- **Audit offer**
 - audit and assessments
- **Device level**
 - IB clarification and support
 - Partner TAC support
 - Partner CCO access
 - PICA administration – Partner initiated customer access to cisco.com
 - Hw parts replacement
 - IPS signature
 - Partner smart call home
 - SAS/SASU/OS upgrades



Areas for collaborative support model

- **Network level coverage**
 - Discovery
 - Intelligent inventory
 - Reporting
 - Hw replacement SLA
 - Partner TAC support
- **Foundational Optimization Offer**
 - Configuration Best Practices
 - HW EoX Advisory
 - Field Notice Advisory



**How can you
benefit from
Cisco's
modular
services
approach?**



Quantifying The Operational Implications

OM cost before Optimization	\$2.3 M
Total Cost of Downtime	\$750k (> 200 cases availability 99.73%)
Total annual cost	> \$3 M
Investment in Cisco Optimization Services	\$350k
Total Cost of Down time	\$450k (<100 cases availability 99.98)
OM Cost	\$1.9 M
Total annual cost	< \$2.7 M

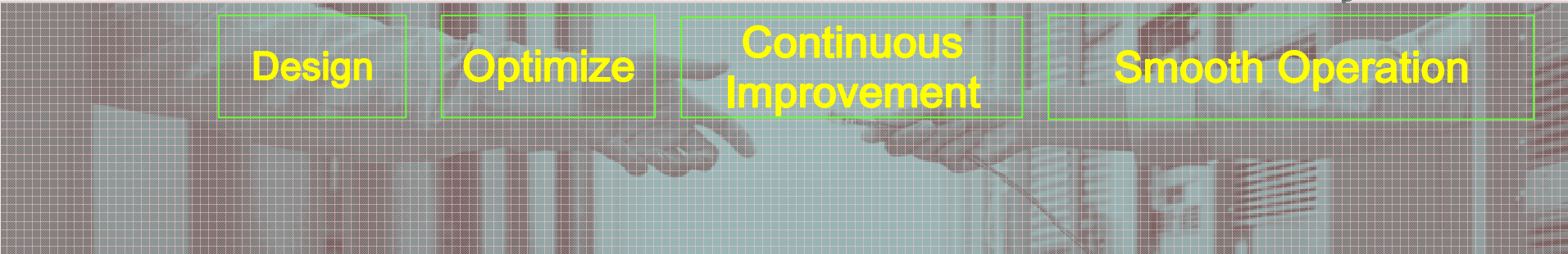
Higher Customer Satisfaction
Drive More & Secure Business Revenue

Growth of Installed base > 15%

Secure

High Available

Manageable



My Lessons learned after 27 years in business , having experienced 4 global crises

- Know your Risks and be prepared
- Focus on Value
- Manage your Resources
- Manage your Cash Flow
- Optimize your business



Key takeaways

1

Know the Risks & Values – focus on what you can influence

2

Optimization Services will drive best practices in Operations, will skill-up your resources or supplement them where applicable

3

Our portfolio is the foundation for IP networks today... and extends to Secure, Flexible, Virtualized network infrastructure

4

Cisco & Partner Portfolio to help customers throughout lifecycle – Scalable & Transparent

How to engage



Align with Cisco to understand what makes you successful, what causes you problems ...

Ca-Croatia@cisco.com

Lead The Experience

Q&A



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