

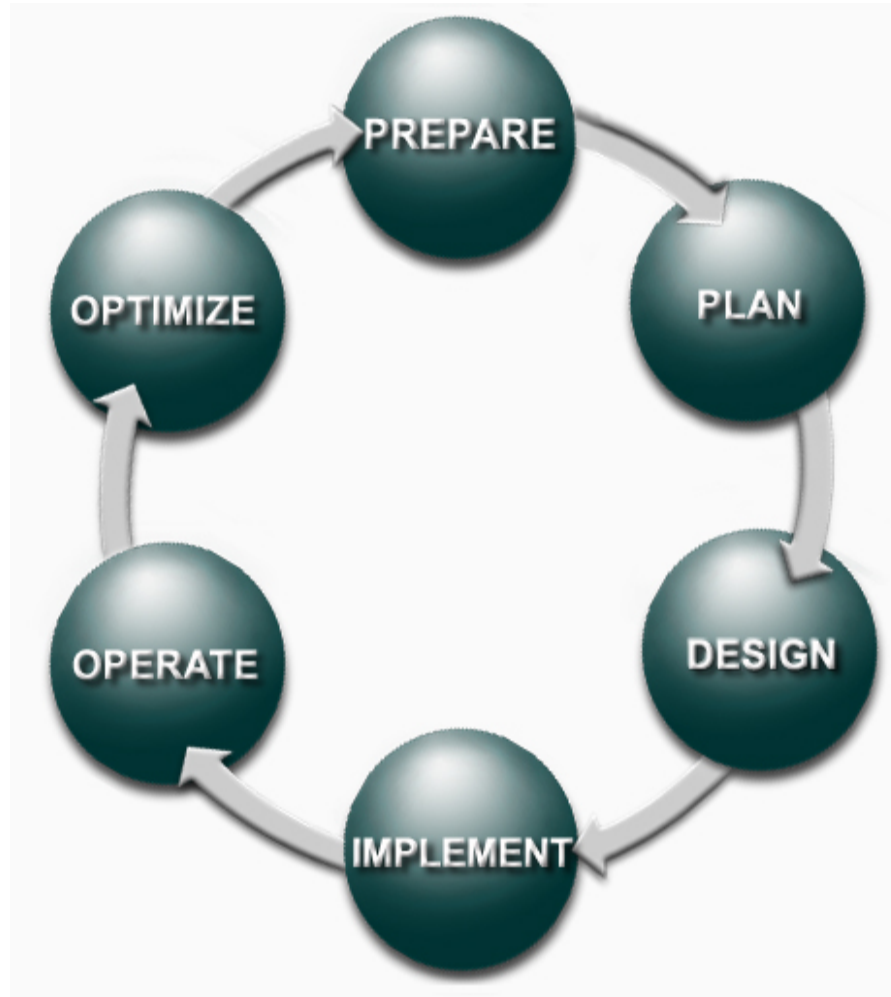
Network Optimization Services

Abdulrahman Al Moaiqel
Technical Leader, Advanced Services

Agenda

- Network Optimization Services Overview
- Ready, Better, Smarter
- Network Performance Analytics
- Network Maturity Benchmarking Analytics
- Network Deployment & Incident Trending Analytics

Network Optimization Services Overview



Experience and Expertise at Your Call

Get the Knowledge You Need and the Experience You Want

- Access experienced network consulting engineers with a unique support team:
 - Over 2400 Advanced Services engineers
 - More than 1500 CCIEs
 - 15 specialized practices
 - 15 Advanced Services solution teams
 - Hundreds of Cisco Network Optimization Service customers worldwide
- Get network optimization engineers who know your network and add value with access to the right resources for your exact needs

Typical delivery team has decades of combined experience, with specialization in areas such as:

- IP telephony
- Security and VPN
- IP contact center
- Content delivery
- Mobile wireless
- Wireless LAN
- Optical
- Multicast
- Quality of service
- Data center
- Network management
- Operations

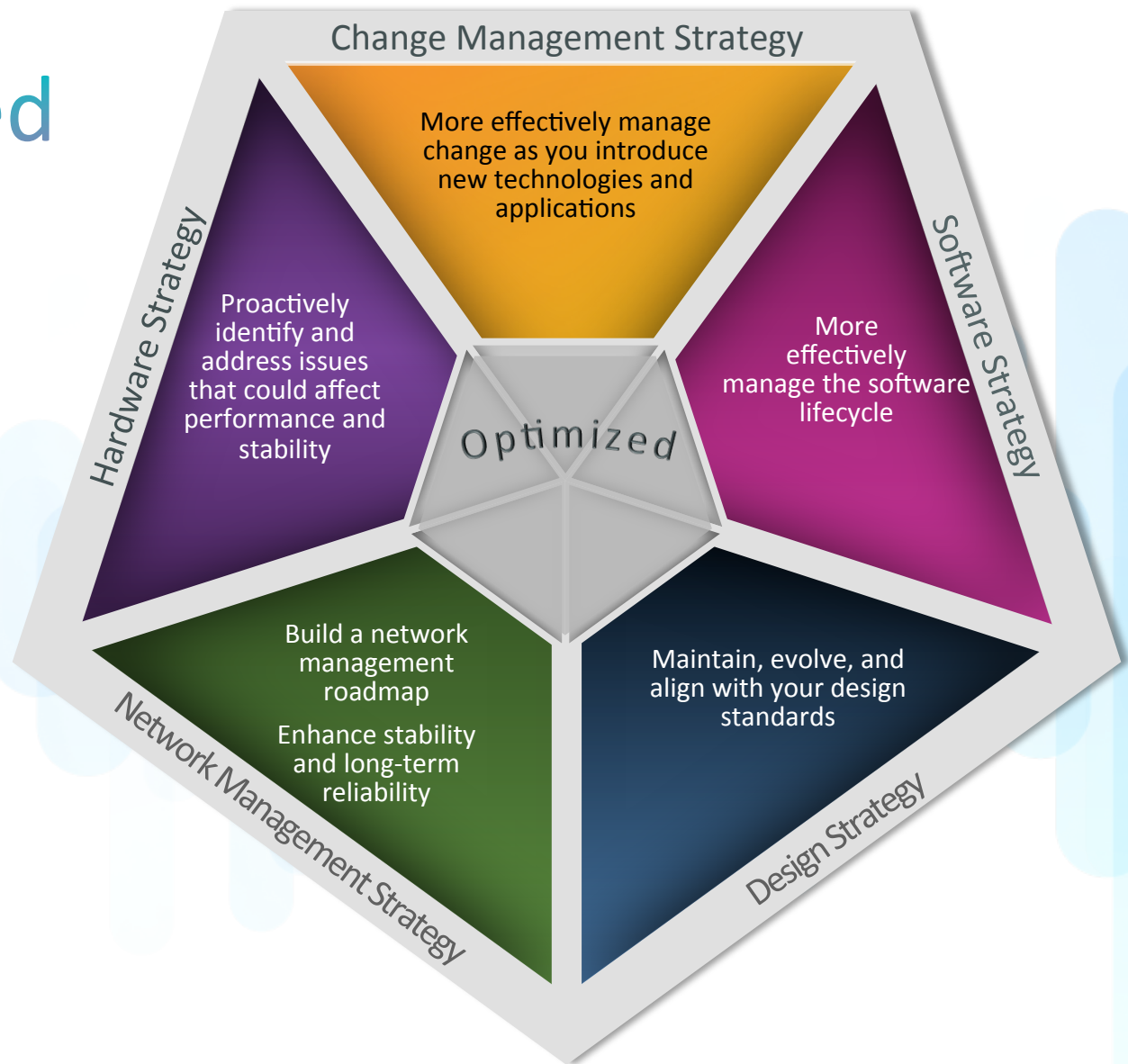
Ready, Better, Smarter

A Tightly Integrated,
Comprehensive,
Yet *Flexible*
Subscription Service

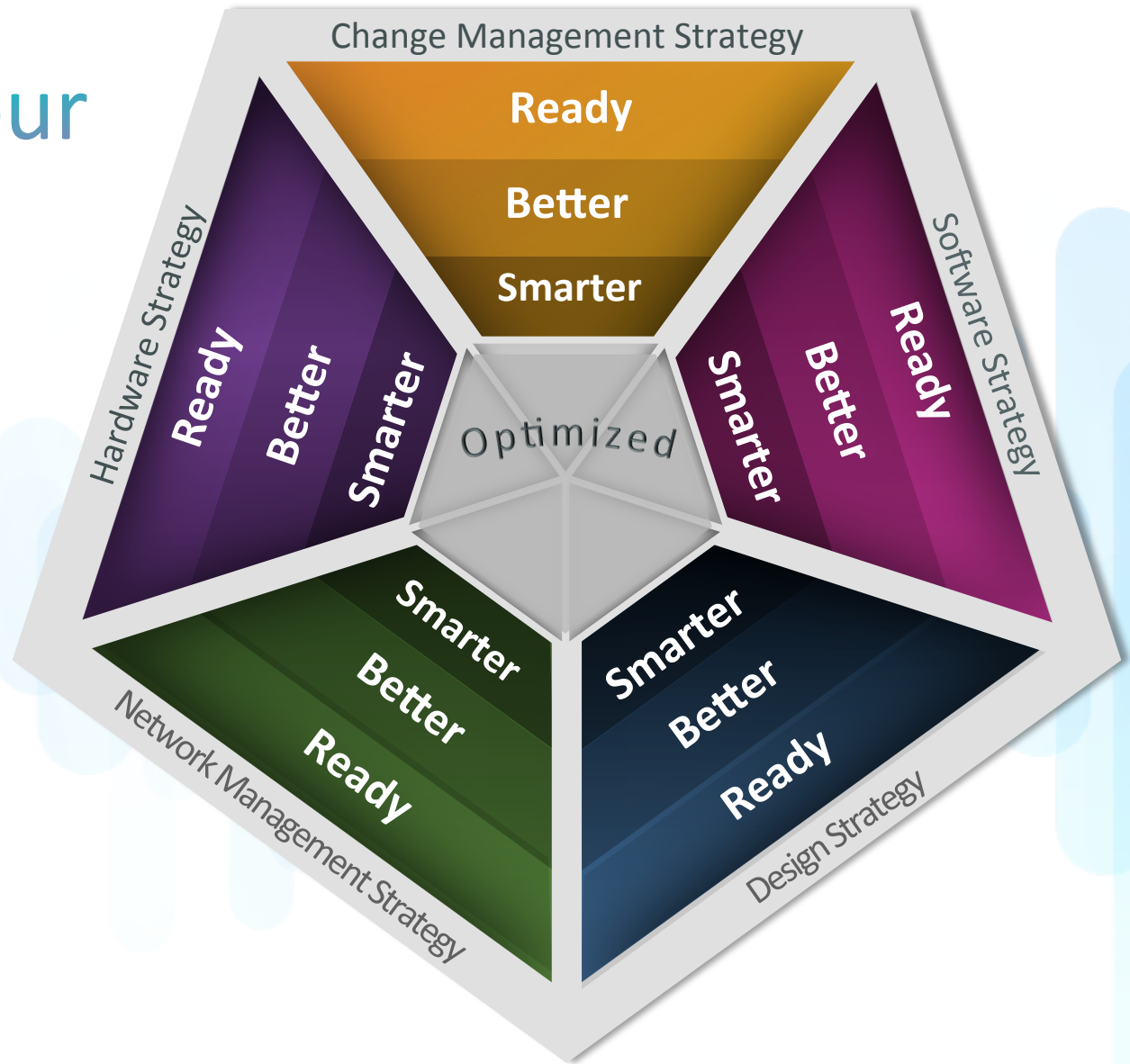
Understand what you need
to do to prepare to support
new applications and future
needs



Five Coordinated Strategies



Flexibility to Meet Your Needs



Deliverables Examples

Strategies Work Together to Help You Get Ready, Better, and Smarter

Ready

Better

Smarter



Change
Mgt. Strategy

IPv6 device readiness
assessment

Network device security
assessment

...

Network improvement plan

Scheduled change support

....

Remote knowledge transfer session

Technical Knowledge Library



Hardware
Strategy

Network resiliency assessment

Ongoing hardware support

Technology or protocol audit

Hardware EoX report



Software
Strategy

Software management strategy
review

Ongoing software support

Configuration best practices report

Proactive software recommendation
report Software security alert



Network
Mgt. Strategy

Network management architecture
roadmap review

Ongoing network management
support

Syslog analysis report



Design
Strategy

Design review
Test cycle and review

Ongoing design support

Topology diagram report

Network Performance Analytics

Help Improve Compliance with Policies and Best Practices
with **Network Performance Analytics (1 of 5)**

- Get a holistic view of your network that draws on hardware, software, security, and syslog data
- Help improve your compliance with policies and best practices
- Better prioritize resources utilization
- Quickly identify exceptions
- Receive an automated network improvement plan delivered through our network analytics portal



Ongoing support across strategies

Cisco experts help you interpret results and take prioritized action

Network Performance Analytics

Help Improve Compliance with Policies and Best Practices
with **Network Performance Analytics (2 of 5)**

- Address your highest business priorities and operational risks
- Increase visibility into areas of network health, quality, and compliance that require attention and focus
- Measure and track network health and compliance over time
 - Content is refreshed with each upload to our secure, proprietary network data collector
- Simplify executive reporting



Ongoing support across strategies

Cisco experts help you interpret results and take prioritized action

Network Performance Analytics

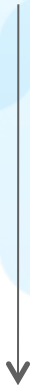
Help Improve Compliance with Policies and Best Practices
with **Network Performance Analytics (3 of 5)**



Change
Management
Strategy



Hardware
Strategy



Deliverables	Benefits: Helps You to ...
Network improvement plan	Prioritize network improvement efforts and quantify progress.
Hardware field notice report	Gain insight into known hardware issues with automated field notice analysis
Technology or protocol audit	Proactively identify issues that might affect performance and stability through data collection and trending
Hardware EoX report	Manage obsolescence by receiving advance notice of product milestones for covered equipment in your network. Budget ahead for capital replacements. Plan for replacement support

Network performance analytics aggregates the output of a set of reports that historically have been delivered only through traditional analysis and reporting

Network Performance Analytics

Help Improve Compliance with Policies and Best Practices
with **Network Performance Analytics (4 of 5)**



Software
Strategy

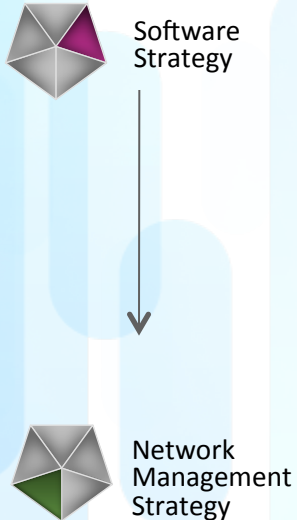


Deliverables	Benefits: Helps You to ...
Custom configuration report	Improve configuration consistency and standardization through recommendations for modifying device configuration attributes
Configuration best practices report	• Improve visibility to your software release standard conformance • Identify potential security and interface configuration risks • Improve protocol configurations and consistency, and device manageability

Network performance analytics aggregates the output of a set of reports that historically have been delivered only through traditional analysis and reporting

Network Performance Analytics

Help Improve Compliance with Policies and Best Practices
with **Network Performance Analytics (5 of 5)**



Deliverables	Benefits: Helps You to ...
Software infrastructure analysis report	Reduce network complexity by receiving the information you need to identify the fewest possible IOS versions for your network equipment while fulfilling various topology roles for your infrastructure
Software security alert	Improve network resiliency and security with timely security advisories
Syslog analysis report	Improve network stability by analyzing system trends to identify repeating, unresolved issues

Network performance analytics aggregates the output of a set of reports that historically have been delivered only through traditional analysis and reporting

Network Maturity Benchmarking Analytics

Identify Opportunities for Improvement Against Peers with **Network Maturity Benchmarking Analytics**

- See where your network stands against anonymous peer networks similar in size and with similar architectures
- Identify the general direction in which to evolve your network to improve operational and technology maturity
- Make better-informed decisions about how to improve your network through peer comparison



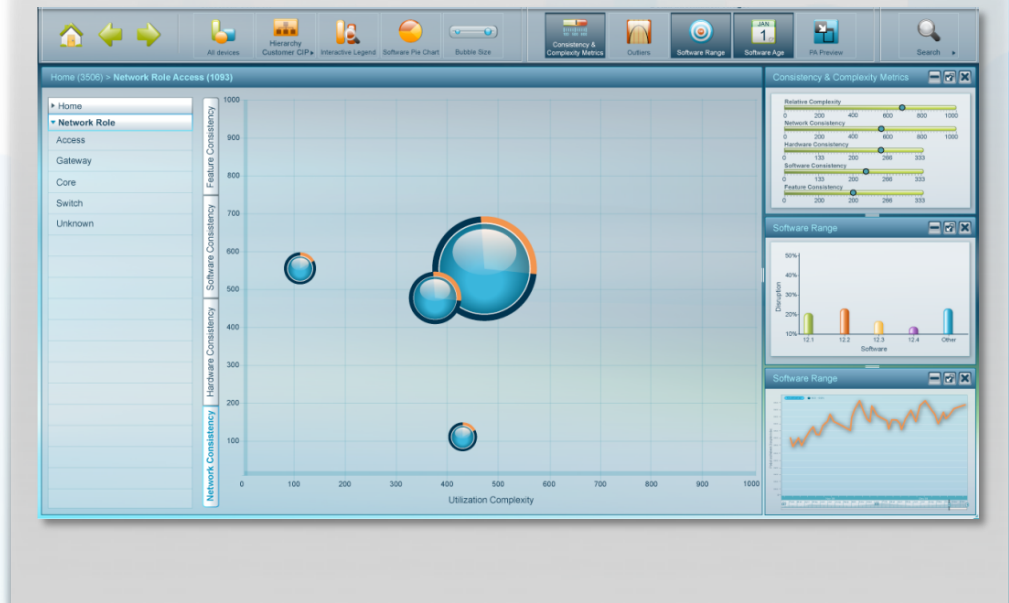
Ongoing support across strategies

Cisco experts help you interpret results and take prioritized action

Network Deployment & Incident Trending Analytics

Help Improve Network Availability and Stability with Network Deployment and Incident Trending Analytics (1 of 2)

- See what is running on your network
- Manage network consistency and complexity
- Improve configuration compliance
- Identify causes of network disruption
- Benchmark your deployments in detail relative to anonymous peers
- Foresee the effects of planned changes to your network



Ongoing support across strategies

Cisco experts help you interpret results and take prioritized action

Network Deployment & Incident Trending Analytics

Help Improve Network Availability and Stability with
Network Deployment and Incident Trending Analytics (2 of 2)



Change
Management
Strategy



Hardware
Strategy



Software
Strategy

Deliverables	Benefits: Helps You to ...
Network incident trending analytics	More effectively address sources of network disruption by gaining visibility to root causes
Hardware deployment analytics	Reduce network risk and simplify troubleshooting and management by verifying that identical devices performing the same role are configured consistently. Identify opportunities for network improvement by assessing deployment consistency and complexity.
Software deployment analytics	
Software feature deployment analytics	

Technical Knowledge Library

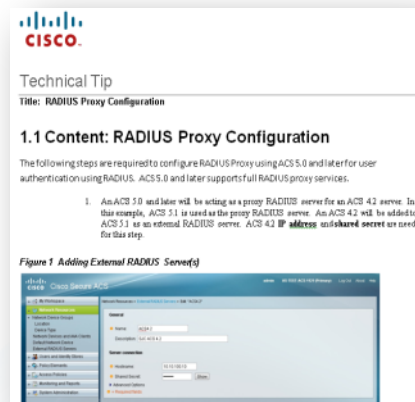
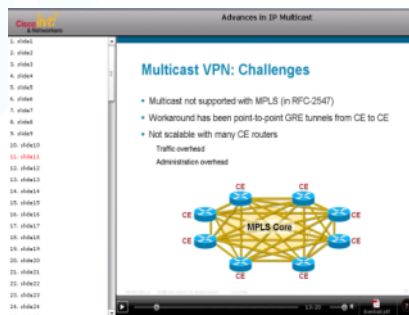
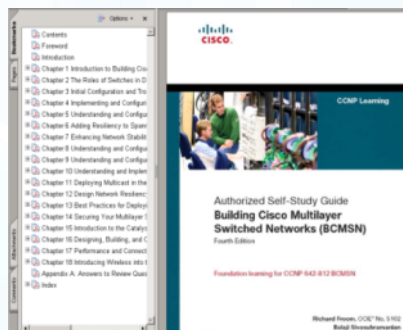
TKL provide end-users with access to valuable Cisco intellectual property, helping them to avoid common problems, and reduce their learning curve on Cisco products and technologies

- Access to Cisco's in-depth knowledge of products and technologies
- Tap into Cisco's breadth of deployment experiences
- Accessible through an internet portal - anytime, anywhere



TKL Contents

- Cisco Press
- Customer Proof of Concept (CPOC)
- AS documents
 - White papers
 - Design guides
 - Sample configurations
- Cisco internal advanced technology validation lab (NSITE)
- Technical Tips
- eLearning courseware



“The Cisco Services agreement gives us access to outstanding people and a breadth of expertise, knowledge, and support. This is what enables us to continue to evolve our capabilities and service offerings faster and with higher quality than if we were trying to do it on our own.”

- Glenn Ward, SVP, Network Operations, Bell Canada

“Our availability has easily increased ten-fold. There are no more outages, no more tickets to deal with, and no more coordinating fixes. As a result, we can now concentrate our resources toward more value-added tasks versus constant troubleshooting.”

- Director, Data Development
Telecommunications Service Provider

“We credit Cisco Advanced Services with preventing incidents that could otherwise affect the customer experience.”

- Ines Pereira, Network Manager, Banesco Banco



Q&A

Thank you.

