



Cisco *Know The Network* Solution

Spotlight: **Embratel Brasil**



Quick Facts

Key Objective:
Installed Base Accuracy

Scope of Project(s):
Ran on 8 key networks

Original Contract Value:
US \$831,000

Latest Contract Value:
US \$5,771,396

Latest Contract Accuracy:
Was 73%, now > 99%

Embratel is the premium telecommunications provider in Brazil, offering a wide range of telecommunication services, such as advanced voice, high-speed data transmission, Internet, data communication by satellite and corporate networks, they were approached by Cisco to run a Series of 'Know The Network' checks with fantastic results for both Cisco and the Customer which has cemented the relationship for the future.

What is Cisco *Know The Network* Solution?

Cisco *Know The Network* (KTN) Solution is a portfolio of business capabilities for collection-led intelligent Installed Base (IB) management. KTN is embedded in many existing Cisco Service Programs and may also be offered as standalone through Service Contract Management Practice (SCMP). KTN provides a Single Source Of Truth for Installed Base (IB) business intelligence at all levels.

What was the benefit for Embratel of Cisco *Know The Network* Solution?

Due to high network expansion, Embratel was unsure what was actually covered in their Service contracts with Cisco and when it came to renewal negotiations much of their Installed Base could have been uncovered, leaving them open to risk of downtime. As one of Latin America's leading Telcos this could have become a major issue. Embratel knows that we will now have the correct parts in stock to cover their Installed Base should there be a network problem.

What was the business value for Cisco?

Not only did the process allow Cisco to achieve > 99% contract accuracy on the Installed Base of Embratel which ensures that we can stock inventory correctly and provide the correct level of service, but we also serially generated up to an extra US \$4,940,396 from the original best known contract value of US \$831,000 at start of FY07.

This process has now given Cisco a baseline of Service Delivery Performance on the newly recognized Installed Base which will be a good starting point at time of renewals.

What did they think?

Service Contract Management Practice has helped us tremendously in discovering detailed Installed Base information that by other means we would have not been able to access. We have been able to replenish our depots with the right parts at the right sites hence, increasing CSat and making our operation more profitable. It is a WIN-WIN situation for all of us.

Enrique Brime, Global Service Account Manager, TELMEX

To obtain further information and details on Cisco *Know the Network* Solution in *Emerging Markets*, please contact 'emergingktn@cisco.com'.