

Cisco Services.

Making Networks Work. Better Together.



**Cisco Expo
2007**

Cisco Services Leading the Experience for Our Customers



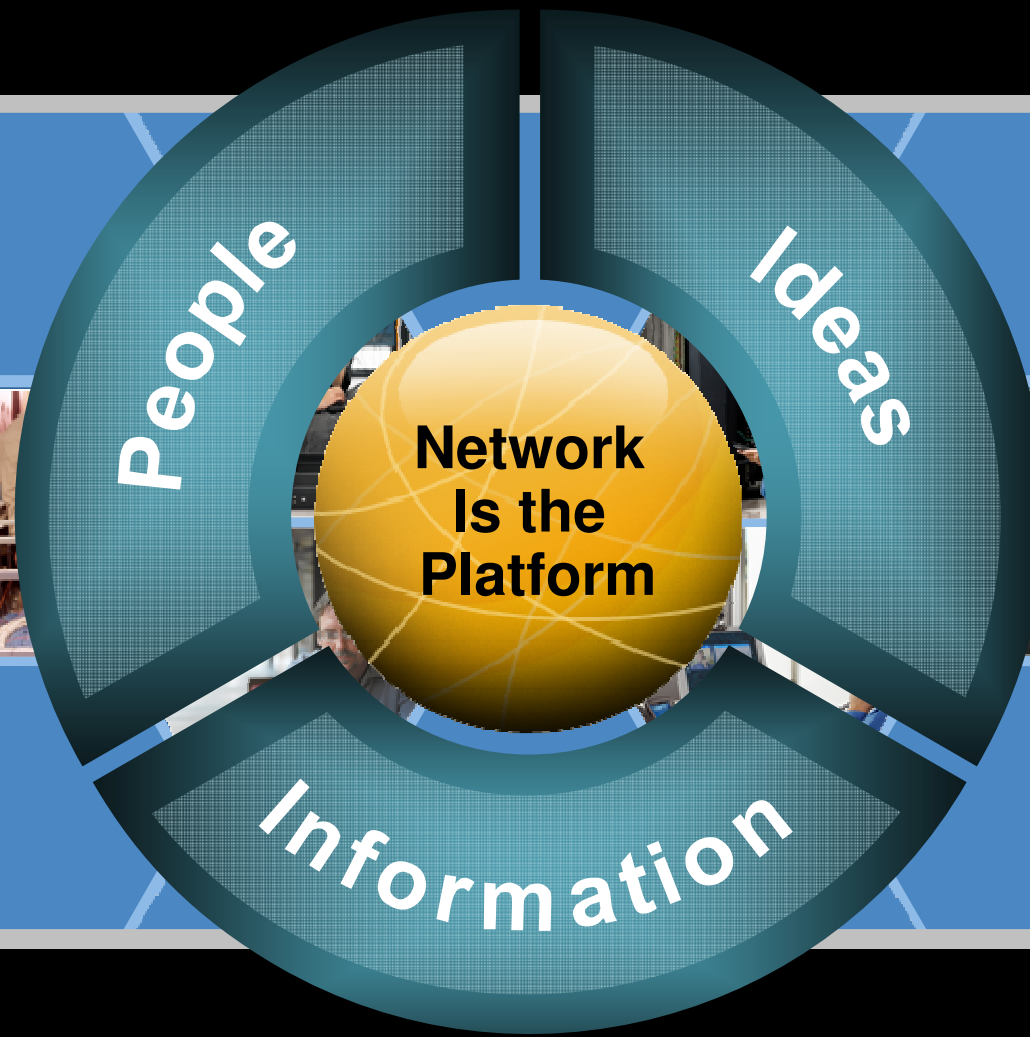
Slobodan Kovacevic

**Enable Your Network
Empower Your Business**

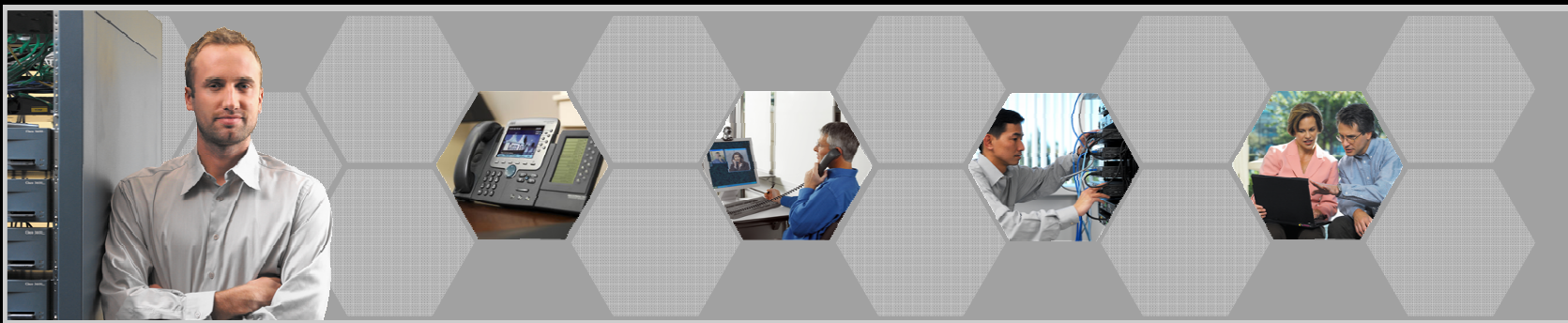
Agenda

- Services @ Cisco
- Technical Services – Service portfolio
- Technical Services – Operational overview
- Collaboration at work – TAC example

Evolving Role of the Network



Business Concerns



Is my network ready for voice?

Is my network ready for video?

Is my network secure?

Is the technology ready?

Are my people ready for this “new technology”

Can I bridge the gap between technology architectures and my business needs?

Service-Led Interactions



**Capturing New Business Opportunities
for Our Customers with Our Partners**

Advantage of the Cisco Partner Network

Cisco has an extensive specialized and certified, global partner network

Cisco partners can provide a range of network lifecycle services to ensure your success including preparing, planning, designing, implementing, operating and optimizing your Cisco network

Offers a single point of contact for your multivendor networking solutions

Confidence that your service solutions are supported by Cisco expertise



The Role of Services in the Platform

Create a
Trusted Resilient
Network

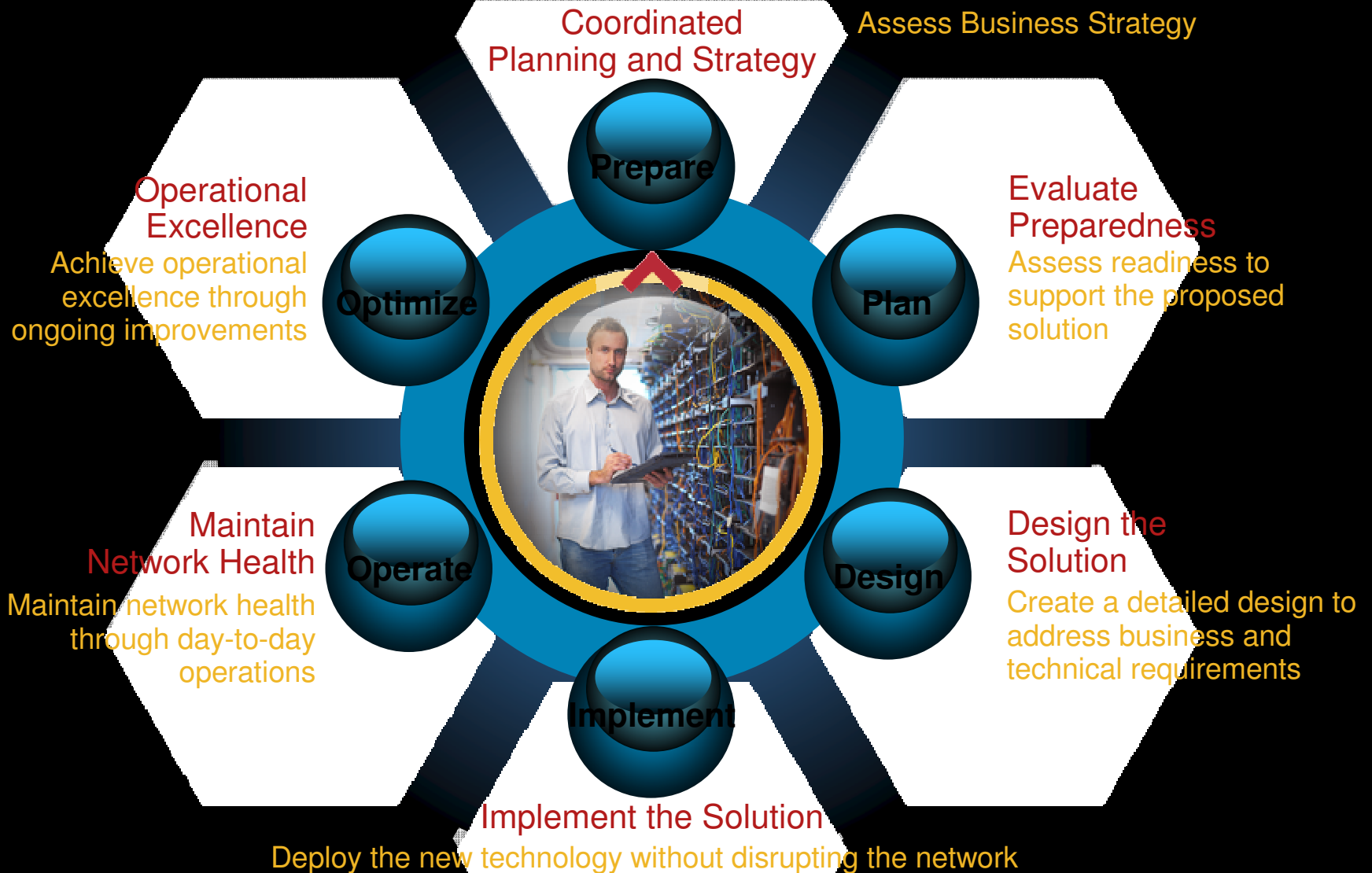
Architect the
Network to Meet
the Needs of the
Business

Enable Partners
to Deliver
Globally



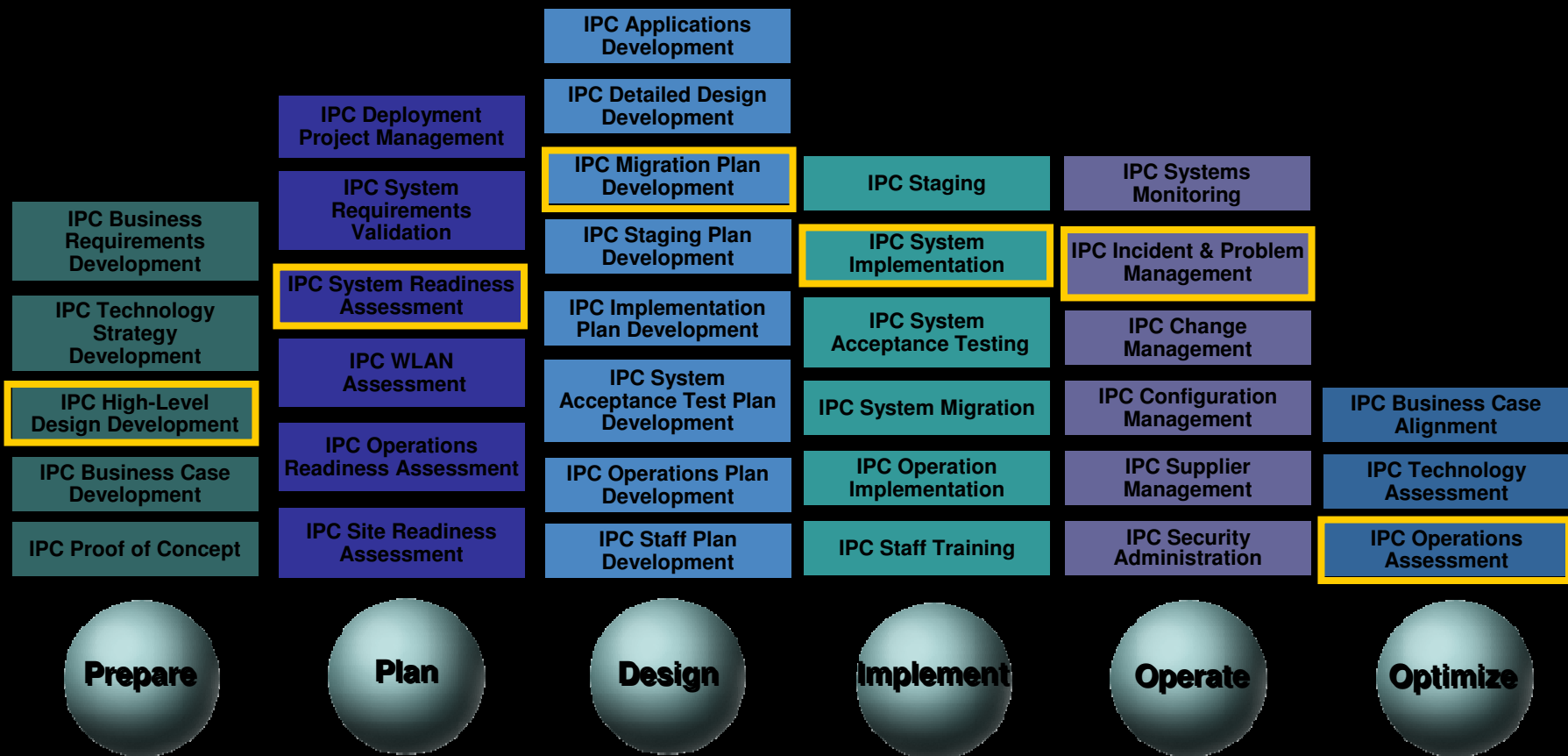
How Do We Do This?

The Cisco Lifecycle Approach to Support the Network as the Platform



IP Communications Services Stack

An Integrated Solution



Achieve the Best Results

Lower Total
Cost of Network
Ownership

Increase
Network
Availability

Improve
Business
Agility



Technical Services Service Portfolio



Cisco Technical Services: Integrated Solutions for End-to-end Support

Cisco Technical Services Delivery Components:

Cisco.com

Increase your self-sufficiency and productivity with registered access to online tools and knowledge library

OS and Application Software Support

Innovative system and application software and IT-related support that helps maximize your technology investment

Advance Hardware Replacement

Flexible and responsive hardware replacement support that helps maximize your operational reliability

Cisco TAC

Supplement your in-house staff with direct access to Cisco technical experts to quickly resolve issues

Remote Monitoring and Management

Proactively improve network performance to anticipate, monitor, and resolve issues

Proactive Security and Network Diagnostic Alerts

Proactively maintain the integrity of sensitive information, availability, and stability of the network

Cisco SMARTnet

- Cisco SMARTnet support provides Cisco expertise in a broad range of networking environments and technologies
- Rapid issue resolution with access to online and live assistance when you need it

Service Components:

- Registered access to Cisco.com
- Access to Cisco Technical Assistance Center (TAC)
- Cisco OS Software updates
- Advance Hardware Replacement
- Onsite field engineer (Onsite option)

Cisco Software Application Support Services

- Cisco Software Application Support Services protect your investment and help maximize application availability, functionality, and reliability
- Two levels of support
 - Software Application Support (SAS)
 - Software Application Support plus Upgrades (SASU)

Service Components:

- Registered access to Cisco.com
- 24x7x365 access to Cisco Technical Assistance Center (TAC)
- Application software updates
- Application software updates and upgrades*

* SASU only

Cisco SMB Support Assistant

- Cisco SMB Support Assistant is for small and medium-sized businesses that require support on select Cisco SMB Class device
- Designed for timely resolution of problems associated with the typical small and medium business

Service Components:

- Network Management tools designed specifically for SMBs
- Access to Cisco SMB Technical Assistance Center (TAC)
- Cisco OS Minor Software Updates
- Next Business Day Advance Hardware Replacement, where available, otherwise same day ship

Cisco SP Base Support

Cisco SP Base support, offered specifically for service providers as part of Cisco Technical Services, offers the first step in providing service providers the support they need to keep their production networks up and running

Service Components:

- Registered access to Cisco.com
- Access to Cisco TAC
- Cisco OS Software updates
- Advance Hardware Replacement
- Onsite field engineer (option)

Cisco Focused Technical Support

Focused Technical Support helps to improve your organization's operational efficiency and shorten problem-resolution time through high touch customer support services. FTS will speed network restoration time and help you to continuously improve your operational efficiency and network productivity. Taking full advantage of Cisco expertise in networking and operations will help you meet your business objectives more efficiently and at lower cost

Service Programs:

- High Touch Operations Management
Components include: Ongoing case management, weekly conference calls, quarterly data analysis
- High-Touch Technical Support
Components include: 24x7 access to expert technical support, special phone number for reporting technical issues, Cisco High-Touch technical support engineering team, quarterly operational case-trending analysis
- High Touch Engineering
Components include: Network level program resolution (8x5), problem root-cause analysis

Technology-Specific Services

Operate

Offers a combination of integrated service components to best support the complexities of each particular technology or solution

Unified Communications

- Cisco Unified Communications Essential Operate Service
- Cisco Unified Communications Select Operate Service (US & Canada Only)
- Cisco Unified Communications Remote Management Service
- Cisco Unified Communications Software Subscription

Voice

- Cisco Services for Integrated Services Routers (ISR)

Security

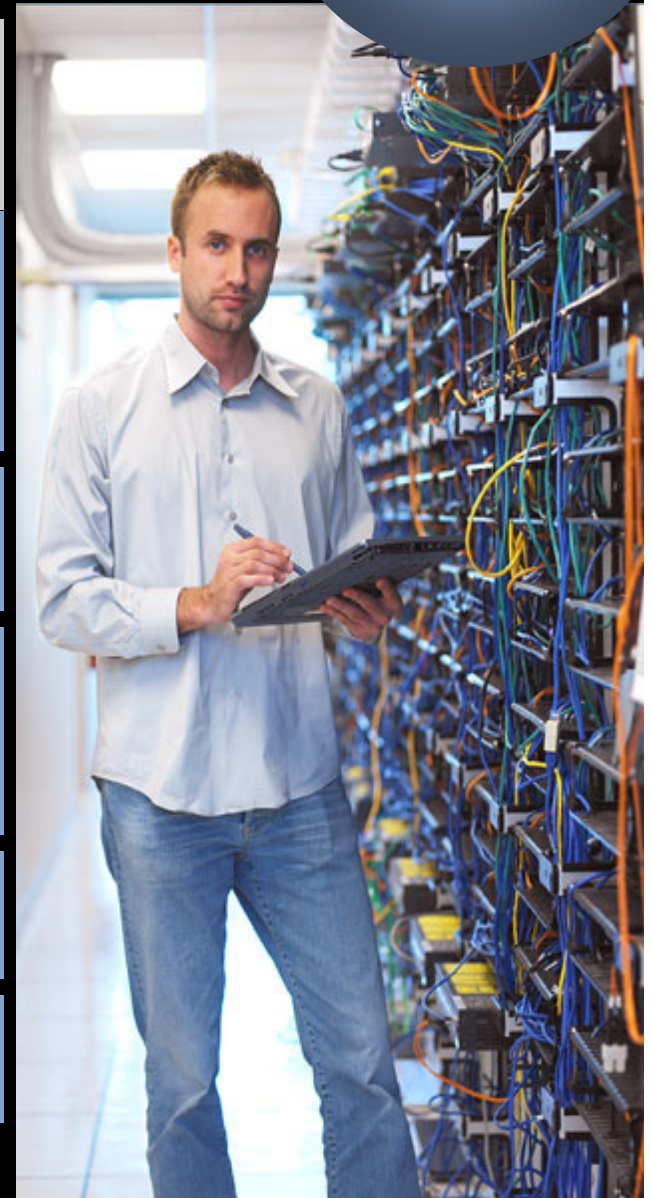
- Cisco Security IntelliShield Alert Manager Service
- Cisco Services for Intrusion Prevention Systems (IPS)
- Cisco Security Remote Management Service

Foundation

- Foundation Technology Remote Management Service

TelePresence

- TelePresence Operate Services



Cisco Unified Communications Services Overview

Cisco and its partners provide a broad portfolio of Cisco Unified Communications Services to support your business critical communication needs

- Cisco Essential Operate Service: (Server HW+ Application SW)
- Cisco Select Operate Service: (US and Canada Only)
- Cisco Remote Management Service (US and Canada only)
- Cisco Unified Communications Software Subscription

Cisco Unified Communications Operate Services

Cisco Essential Operate Service: (Server HW+
Application SW)

Maintain the high availability, security, and operational efficiency of your Cisco Unified Communications network

Service Components:

- Telephone and remote technical and maintenance support services
- Advanced hardware replacement (with the option of purchasing an on-site field engineer support)
- Maintenance and minor release updates
- Cisco.com knowledge base, including access to Software Advisor, TAC Case Collection, My Tech Support, Output Interpreter, peer-to-peer online forums and Technical Services Newsletter

Cisco Unified Communications Services

Cisco Unified Communications Software Subscription

Enhances your communications system and increases business value by offering an economical and timely approach to upgrading to the latest Cisco technology

Service Components:

- Allows you to purchase major software version upgrades of various Cisco Unified Communications products at a reduced cost through a one-, two-, or three-year subscription. You can also optimize your savings by purchasing a multiyear plan
- The Cisco Unified Communications Software Subscription applies to upgrades for major releases only*. Minor and maintenance release upgrades** are part of Cisco Unified Communications Essential Operate Services and Cisco Unified Communications Select Operate Service

Cisco Services for Integrated Service Routers

Integrated Service Router (ISR) bundles enhance the customer experience in implementing ISR technologies, and take advantage of ISR features such as tightly integrated voice applications and wire-speed performance

Service Delivery Components for the Cisco 280 and 3800 series Integrated Services with voice application:

- All the components of Cisco SMARTnet
- All the components of SASU for voice applications

Cisco Services for Intrusion Prevention Systems

Cisco Services for IPS is an integral part of the Cisco Self-Defending Network strategy. Delivering timely information, signature file updates, and comprehensive support, it allows your Cisco IPS solution to stay current on the latest threats so that malicious or damaging traffic is accurately identified, classified, and stopped in real-time

Service Components:

- Alerts and e-mail messages about the latest signatures
- Access to network signature files and signature file-based network-layer protection algorithms
- Access to intrusion prevention operating system software maintenance releases
- Registered access to Cisco.com knowledge base
- Access to Cisco TAC and to specialized security engineers
- Advance hardware replacement

Cisco Security IntelliShield Alert Manager Service

Provides customizable, Web-based threat and vulnerability alert service that allows customers to easily access and receive timely, accurate, credible, and vendor-neutral intelligence about potential threats and vulnerabilities in their environment

Service Components:

- Updates of threats and vulnerabilities that may impact network enabling devices, software, or IT infrastructure
- Built-in tools to proactively manage intelligence within organizations
- Configurable portal with flexible service packages
- Detailed information; historical coverage of approximately 10,000 alerts

Cisco TelePresence Essential Operate Service

System level support provides seamless experience across entire TelePresence - Unified Communications systems, providing high availability, reliability and operational efficiency

Service Components:

- Provides a system-level approach on technical and maintenance support
- Anytime access to highly-trained professionals
- Advanced server hardware replacement
- Application software updates
- Cisco.com knowledge base access

Cisco Remote Management Services

- Provides comprehensive monitoring, issue resolution, and day-to-day management of network devices - 24 hours a day and 7 days a week
- Cisco Remote Management Services are offered on the following technologies:

Cisco Foundation Technology Remote Management Service

Cisco Unified Communication Remote Management Service

Cisco Security Remote Management Service

Service Components:

- Incident Management (includes monitoring & incident resolution)
- Manage day-to-day operational activities
- Change Management
- Availability Management
- Daily configuration archive
- Performance, availability, and fault reports via portal

Technical Services Operational Overview



Cisco Provides Superior, Globally Consistent Services to Its Customers

- Global Center
- Satellite Center
- Regional Center
- 24-Hour Hardware Replacement coverage

Cisco.com

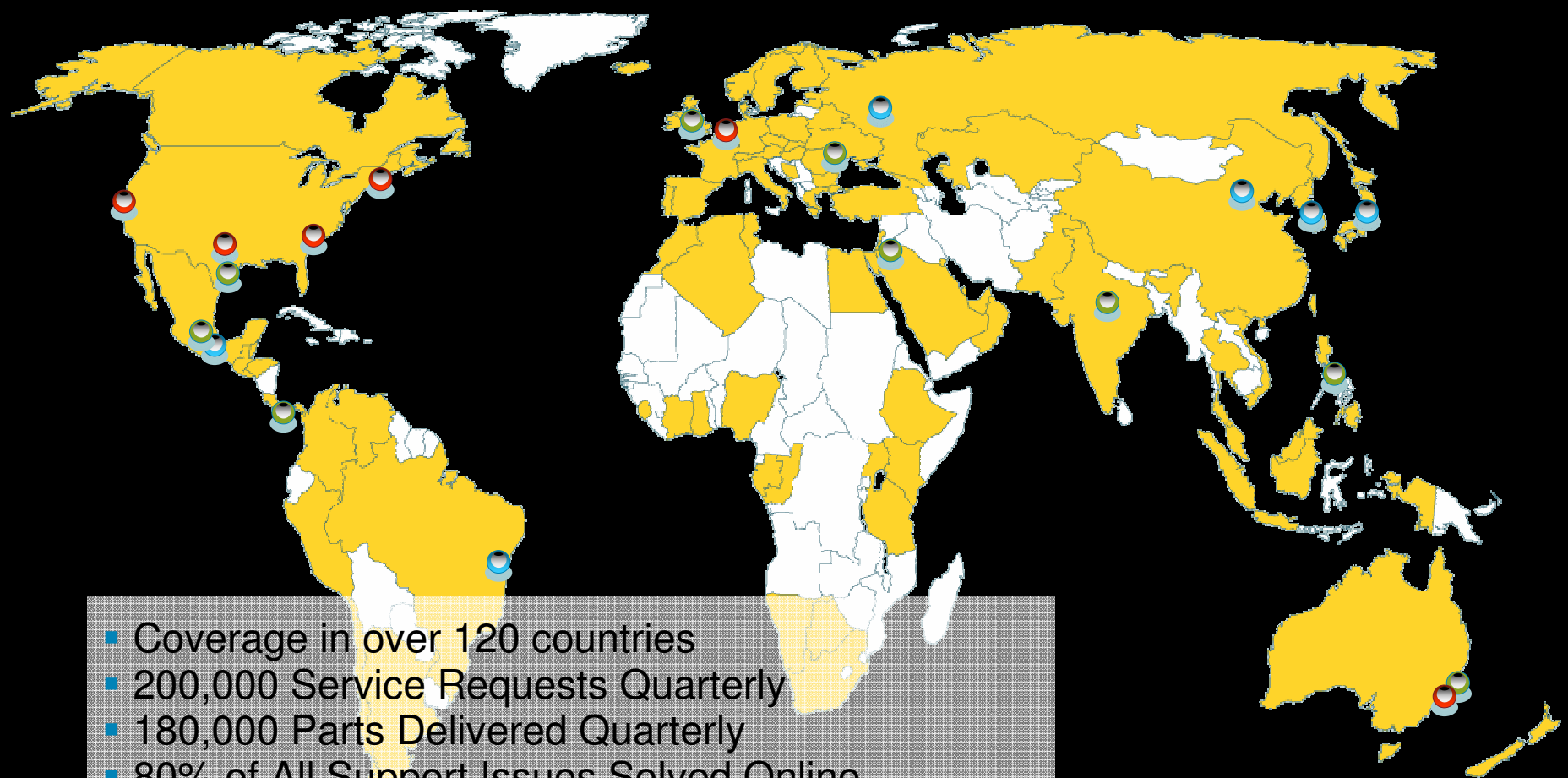
Software
Support

Cisco TAC

Advance
Hardware
Replacement

Remote
Management

Proactive
Alerts



- Coverage in over 120 countries
- 200,000 Service Requests Quarterly
- 180,000 Parts Delivered Quarterly
- 80% of All Support Issues Solved Online

Cisco Technical Assistance Center

Resolve Issues Fast to Maintain Network Performance

Cisco.com

Software
Support

Cisco TAC

Advance
Hardware
Replacement

Remote
Management

Proactive
Alerts

Team Attributes	Value
- Highly-trained TAC network and application software Engineers worldwide - Computer science/electrical engineering degrees - Each engineer averages 5 years of industry experience 450+ CCIE professionals	Timely issue resolution
Continuous internal technical training & rotations averaging 27 hours/quarter	Broad expertise in Cisco technologies
Expertise in a broad array of technologies	Ownership of complex issues
Trained in Kepner-Tregoe adaptive troubleshooting methodology	Rapid fault isolation in a complex environment leading to accurate resolution

Cisco Technical Assistance Center

Resolve Issues Fast to Maintain Network Performance

Cisco.com

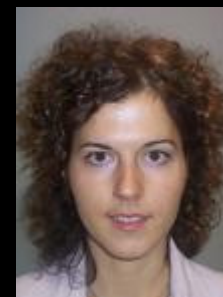
Software
Support

Cisco TAC

Advance
Hardware
Replacement

Remote
Management

Proactive
Alerts



Global Service Supply Chain Service Request Resolution

Cisco.com

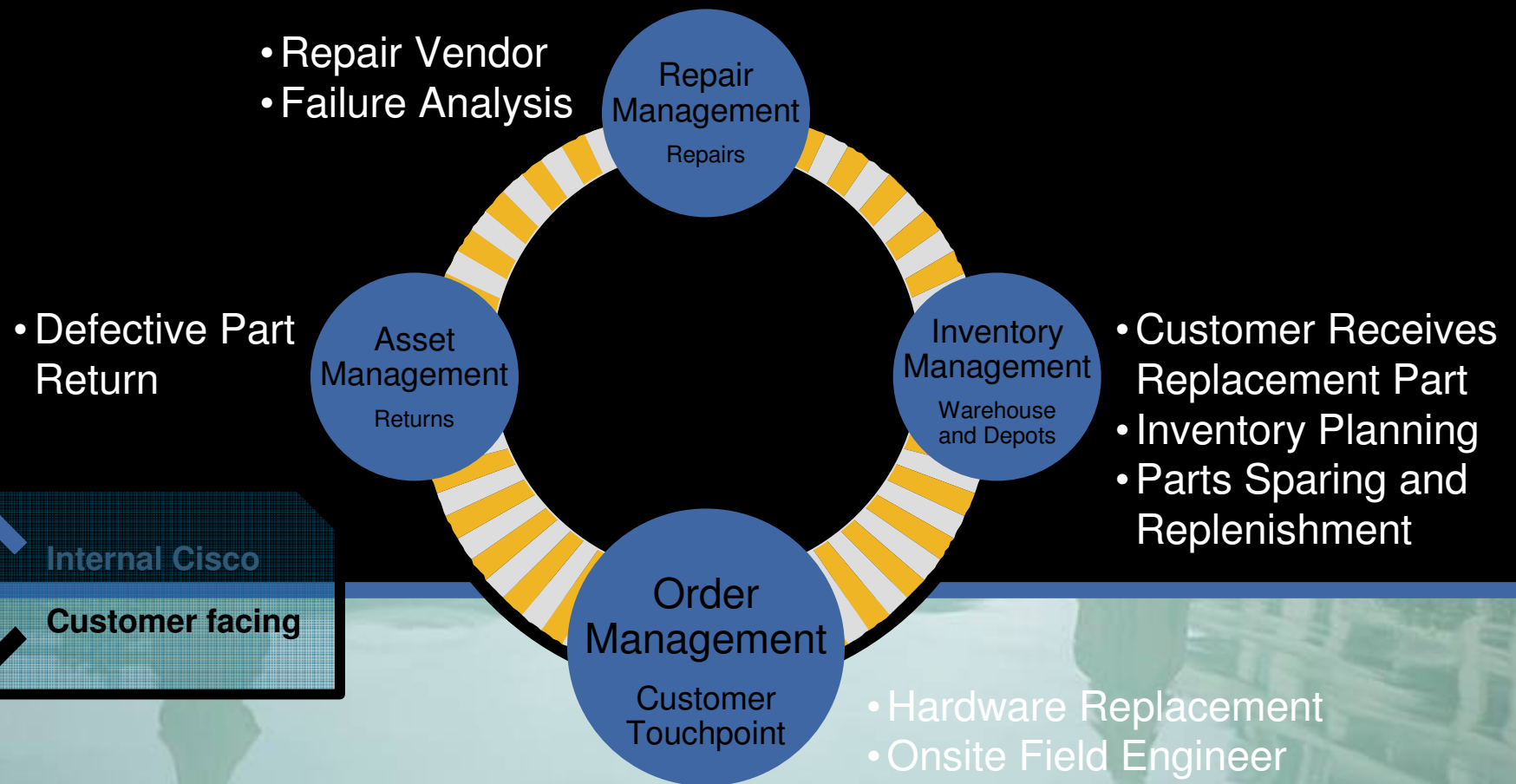
Software
Support

Cisco® TAC

Advance
Hardware
Replacement

Remote
Management

Proactive
Alerts



Advance Hardware Replacement Service Levels

Cisco.com

Software
Support

Cisco TAC

Advance
Hardware
Replacement

Remote
Management

Proactive
Alerts

Warranty (parts only)

- Return-to-factory

Service Contracts (parts and field engineers)

- Return-to-factory (parts)
- Advance Replacement (parts)
- Onsite repair (parts and labor)

Contractual Service Levels Supported*

- 2- and 4-hour delivery
- Next Business Day delivery
- 8- to 10-day delivery
- 10-day delivery for return-to-factory
- Consigned/onsite spares
- Same Day Ship

*availability depends of geographical location

Remote Monitoring and Management

Proactively Improve Network Performance

Cisco.com

Software
Support

Cisco TAC

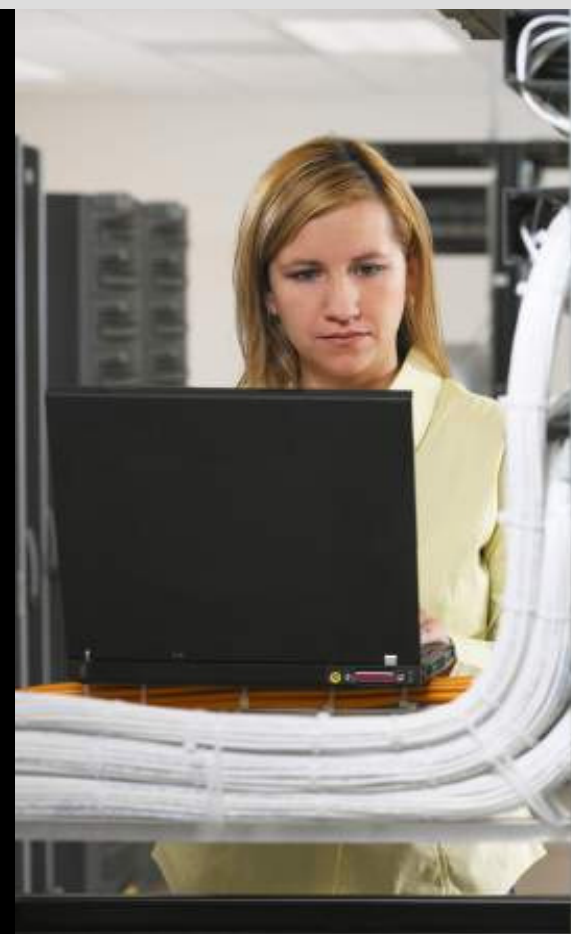
Advance
Hardware
Replacement

Remote
Management

Proactive
Alerts

Increase Network Visibility

- Proactive services that can help anticipate, monitor and resolve issues before they become problems
- Accelerate advanced technology adoption
- Streamline support staffing
- Gain complete network visibility using the Cisco Remote Management Portal
- Maintain read-write access to the supported environment



Proactive Security and Diagnostic Alerts

Protect Network, Data, and Business Continuity

Cisco.com

Software
Support

Cisco® TAC

Advance
Hardware
Replacement

Remote
Management

Proactive
Alerts

Protect Sensitive Information, Availability, and Stability of the Network

- Security

Identity, monitor, and remediate security threats

Web-based, convenient reporting of
personalized network threat alerts

- Network Diagnostics

Less time troubleshooting, faster issue
resolution with detailed device diagnostics
available in real time

Web-based, convenient reporting of
personalized network notices, and diagnostics



What Customers Have to Say

**“Nobody can match Cisco’s
Technical Services.
I measure all of our vendor’s
support against their standards.”**

Michael Takita
Director of IT
Frank, Rimerman & Co. LLP



Cisco Services Industry Recognition

Industry Surveys



Certifications



Industry Awards



- Consistently recognized for industry-leading services innovation and excellence
- Best practices in Service Supply Chain, Web-based Support and Certification Programs

Collaboration at work – TAC example

- Instant messaging
- VT advantage – video calls
- TWiki – collaborative space
- Conferencing tools – Meetingplace, Webex
- Telepresence
- Cisco Unified Presence



Q and A



Cisco Networkers 2008

January 21-24 Barcelona, Spain



Ne zaboravite da se prijavite na Cisco Networkers 2008!

<http://www.cisco.com/web/europe/cisco-networkers/2008/index.html>

