



Delivering the Customer Experience



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Cisco Services
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May 2, 2007

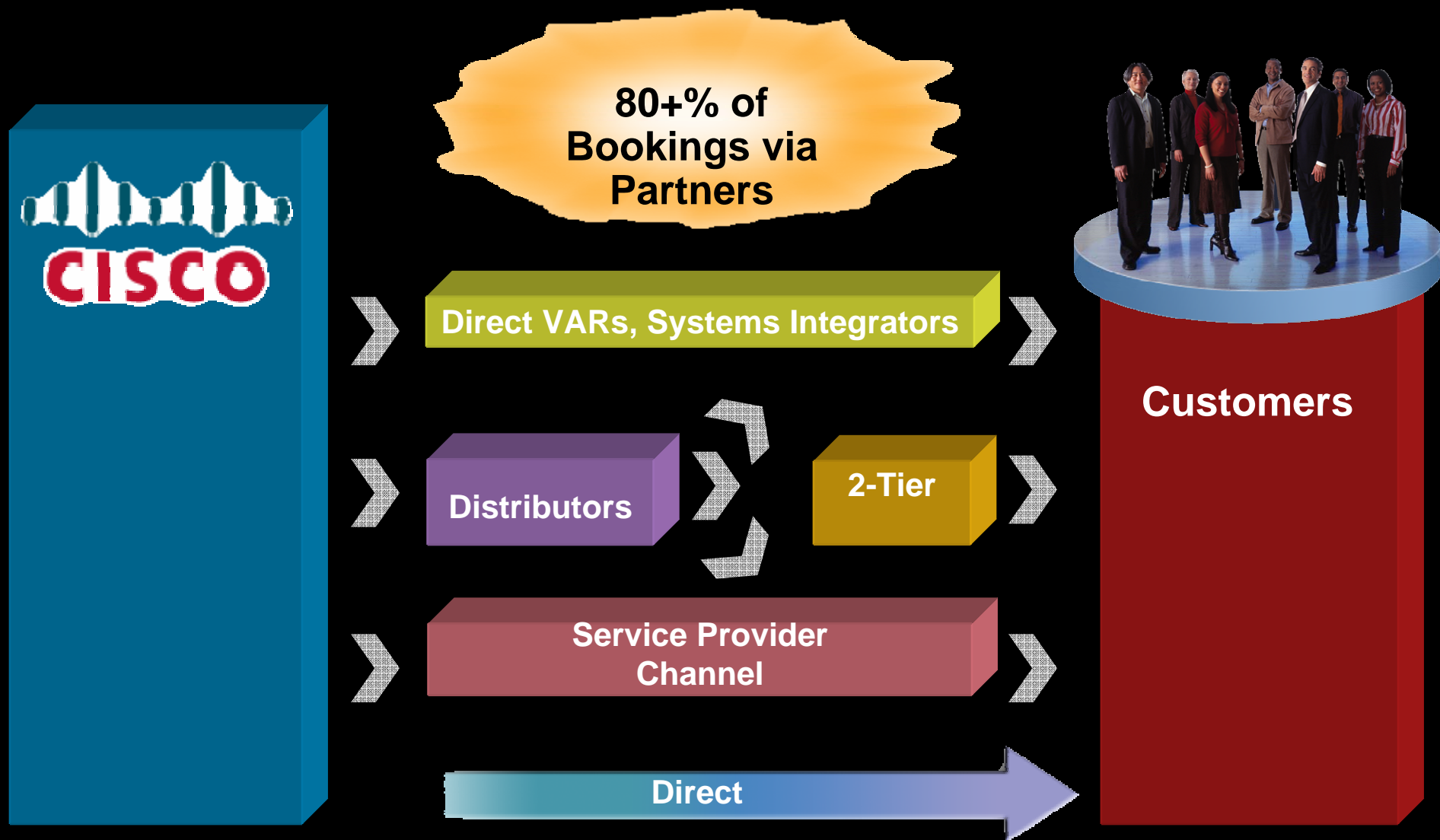
Cisco Services.
Making Networks Work
Better Together.

CUSTOMER ADVOCACY MISSION

ACCELERATE CUSTOMER SUCCESS WITH CISCO TECHNOLOGY
THROUGH INNOVATIVE SERVICES AND WORLD-CLASS PEOPLE,
PARTNERS, PROCESS, AND TOOLS



Partners Are the Routes to Market for Cisco



CUSTOMER ADVOCACY MISSION

ACCELERATE CUSTOMER SUCCESS WITH CISCO TECHNOLOGY THROUGH INNOVATIVE SERVICES AND WORLD-CLASS PEOPLE, PARTNERS, PROCESS, AND TOOLS

A photograph of four business professionals (two women and two men) standing on a futuristic, glowing green grid background. The grid lines recede into the distance, creating a sense of depth. The lighting is soft, highlighting the individuals against the vibrant green backdrop.

Giving Our Customers Access To Capable, Profitable Partners

What We See Happening: The Marketplace



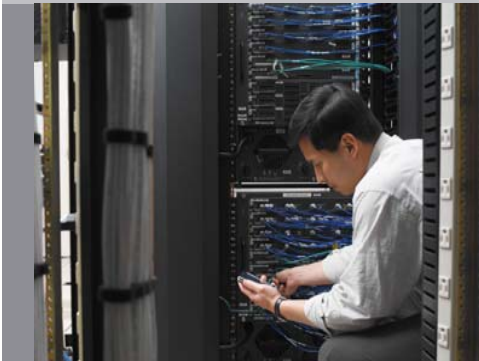
Customer Trends

Full set of services
important to
customer success

Customers expect
proactive day 2
support

Customers needs
becoming more
segmented

Customers demand
same experience from
Cisco or partner



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Lifecycle Services

Services Portfolio

Segment Specific Go-to-Market and Offers

Partner Enablement

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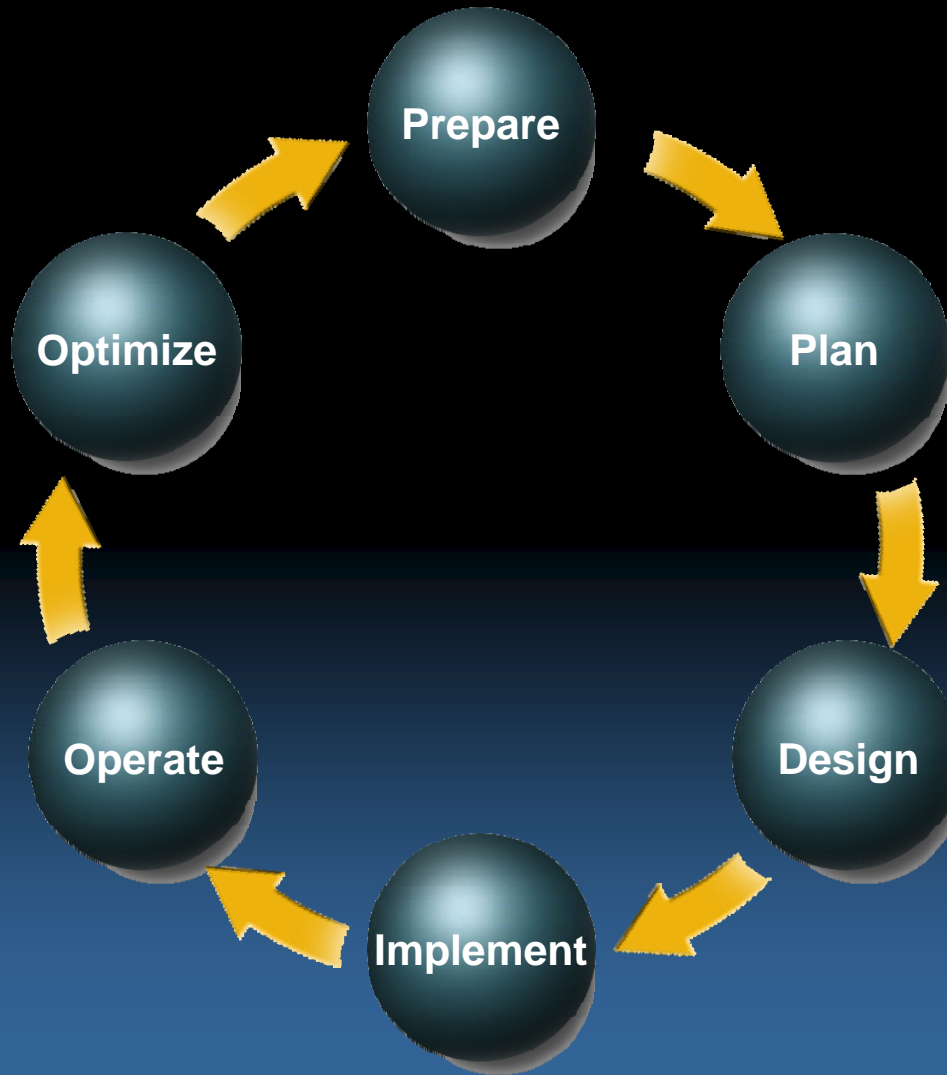
Lifecycle Services

Services Portfolio

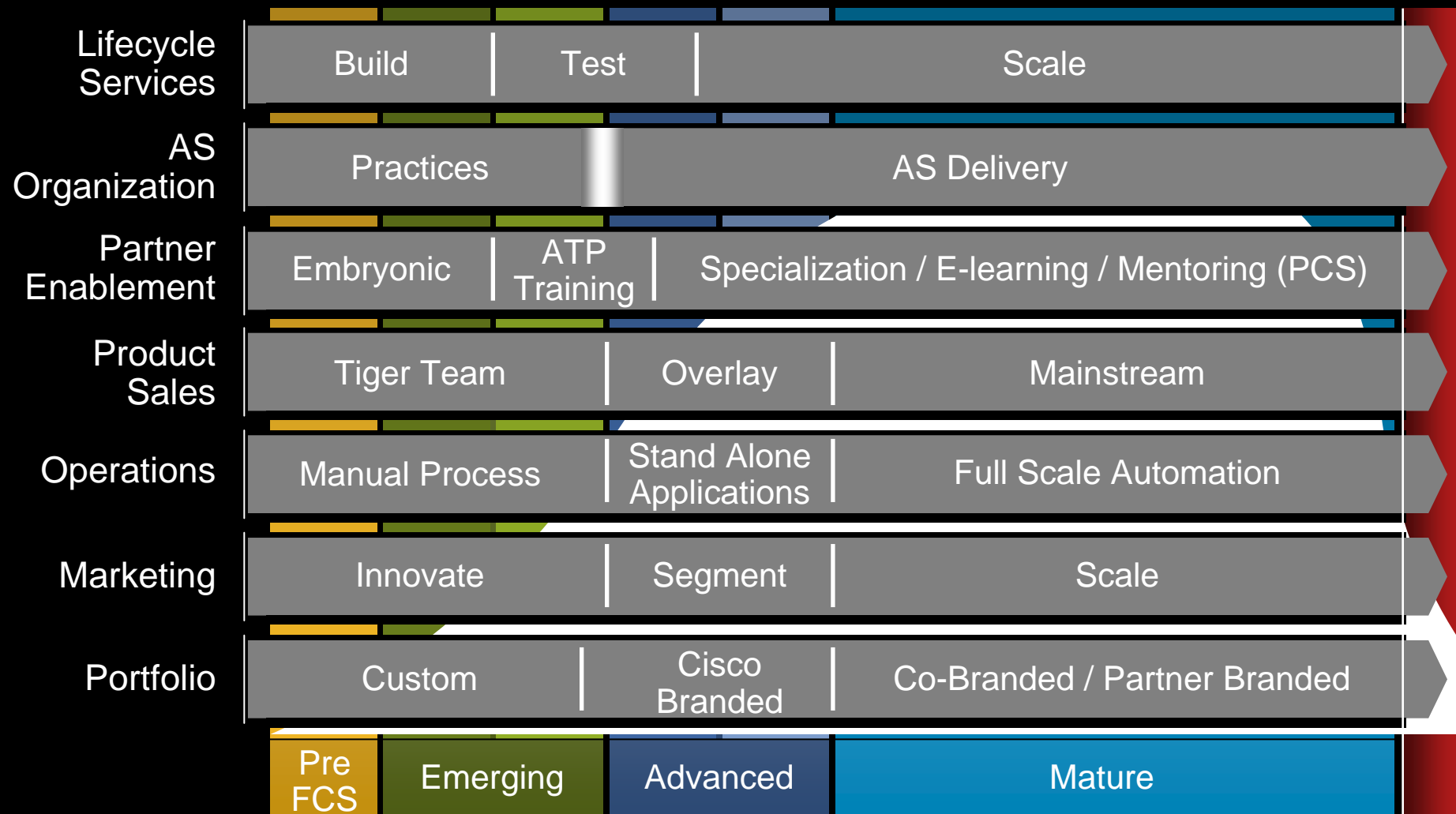
Segment Specific Go-to-Market and Offers

Partner Enablement

Cisco Lifecycle Services Methodology



Engagement Model Across the Technology Adoption Lifecycle



End of Life

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Lifecycle Services

Services Portfolio

Segment Specific Go-to-Market and Offers

Partner Enablement

Creating Services from Intellectual Property

Partner
Brand

Cisco
Brand

Intellectual
Property



Tools/
Delivery
Infrastructure



Lifecycle Services

Solutions



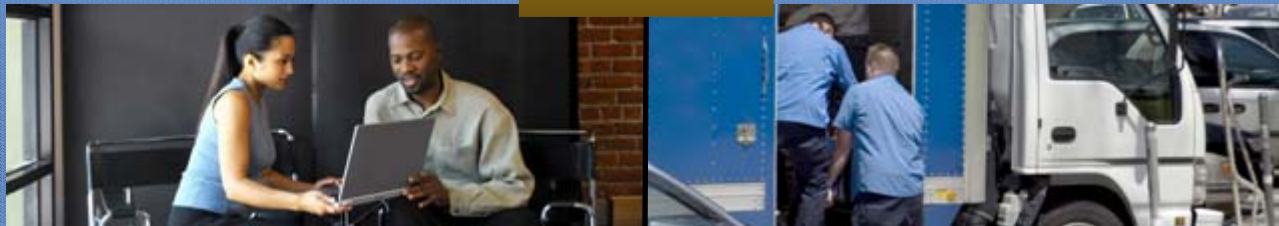
Creating Services from Intellectual Property

Partner
Brand

Collaborative
Services

Cisco
Brand

Intellectual
Property



Tools/
Delivery
Infrastructure

Lifecycle Services

Solutions

Building a Lifecycle Services Portfolio

Cisco Brand – Partner Brand - Collaborative

Cisco Planning and Design
Service Bundle

Cisco Optimization
Services

Smart Foundation

Cisco Remote Mgt. Service
(US and CAN only)

SMARTnet

SAS/SASU

Prepare

Plan

Design

Implement

Operate

Optimize

Key

Cisco
Services

Tools

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Lifecycle Services e-Learning

Steps To Success—Lifecycle Services Support

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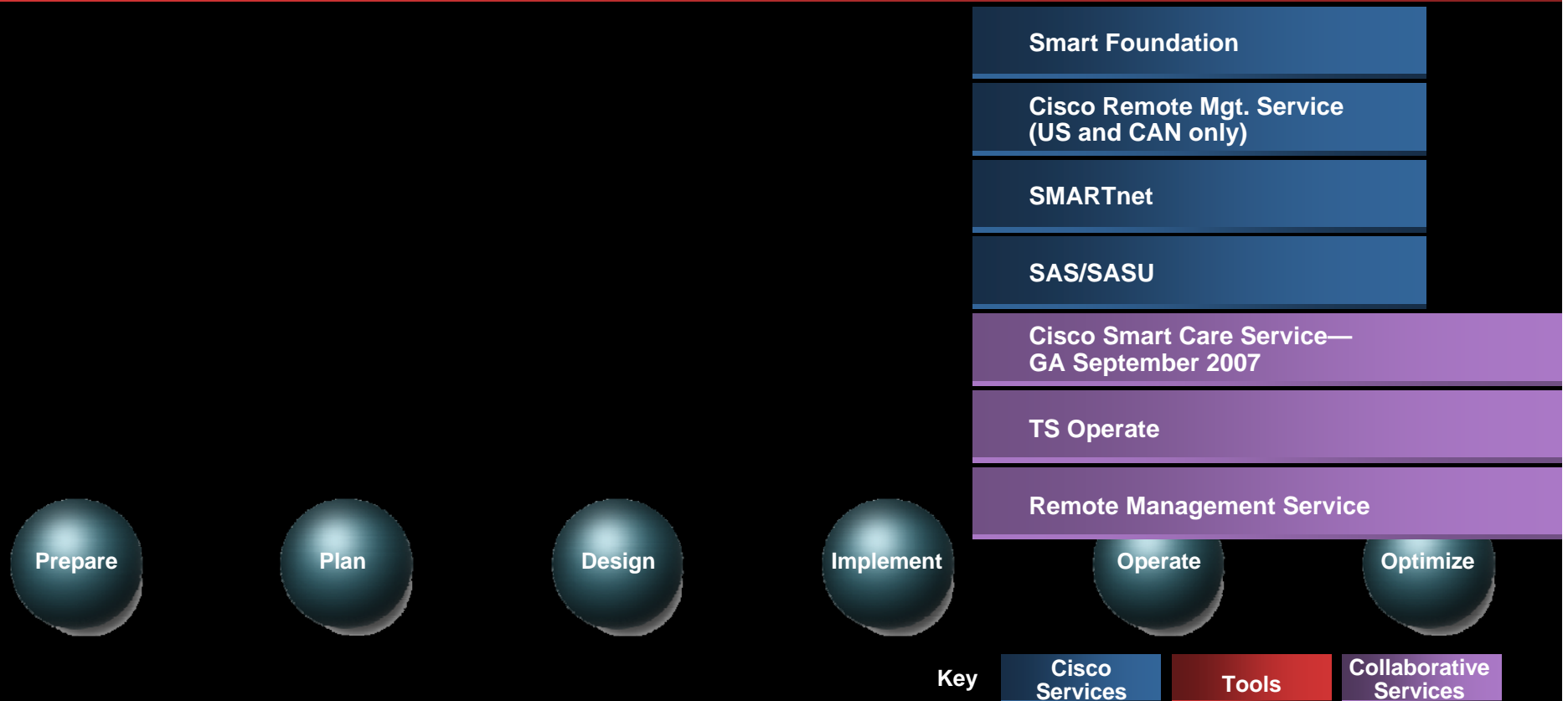
Cisco Brand – Partner Brand - Collaborative

Cisco Planning and Design Service Bundle

Cisco Optimization Services

Lifecycle Services e-Learning

Steps To Success—Lifecycle Services Support



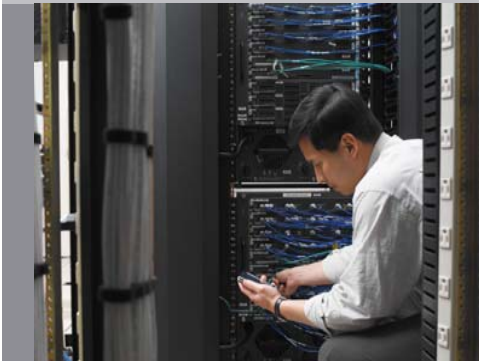
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Lifecycle
Services

Services
Portfolio

Segment Specific
Go-to-Market and
Offers

Partner
Enablement

Driving Transformation In The Enterprise: **Service-Led Interactions**

Service-Led Interactions define a sales engagement dynamic by which enterprise customers, working collaboratively with Cisco sales, ensure that technology investments with Cisco achieve the intended business impact and ROI.



Driving Transformation In The Enterprise: Service-Led Interactions

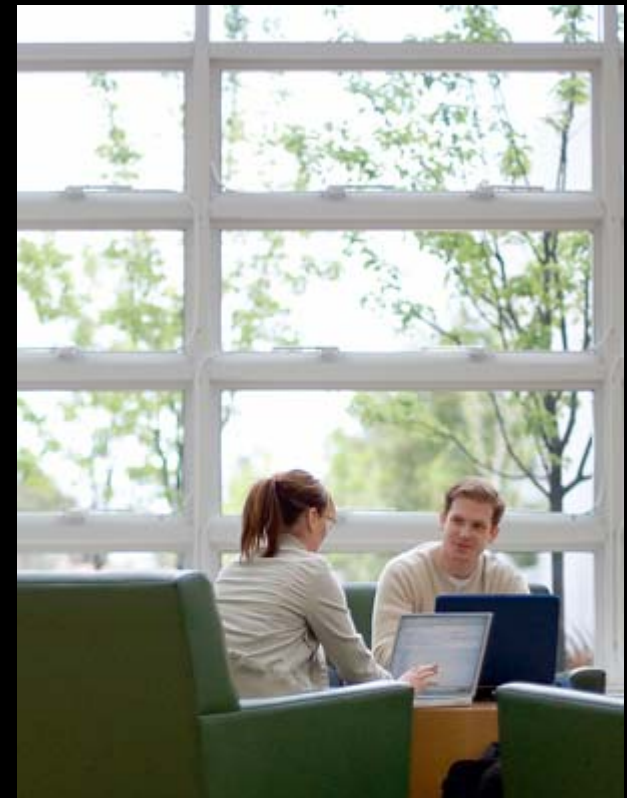
Three Accelerators:



**Architecture
Roadmap**



**Technology
Absorption**



**Partner
Transformation**

SMB and Mid-Market Service Transformation

Cisco Smart Care Service

Target Customer

**SMB and
Midsize**



**50-600 Network
Users**

**Network Is Critical
To The Business**

**Limited IT
Resources**

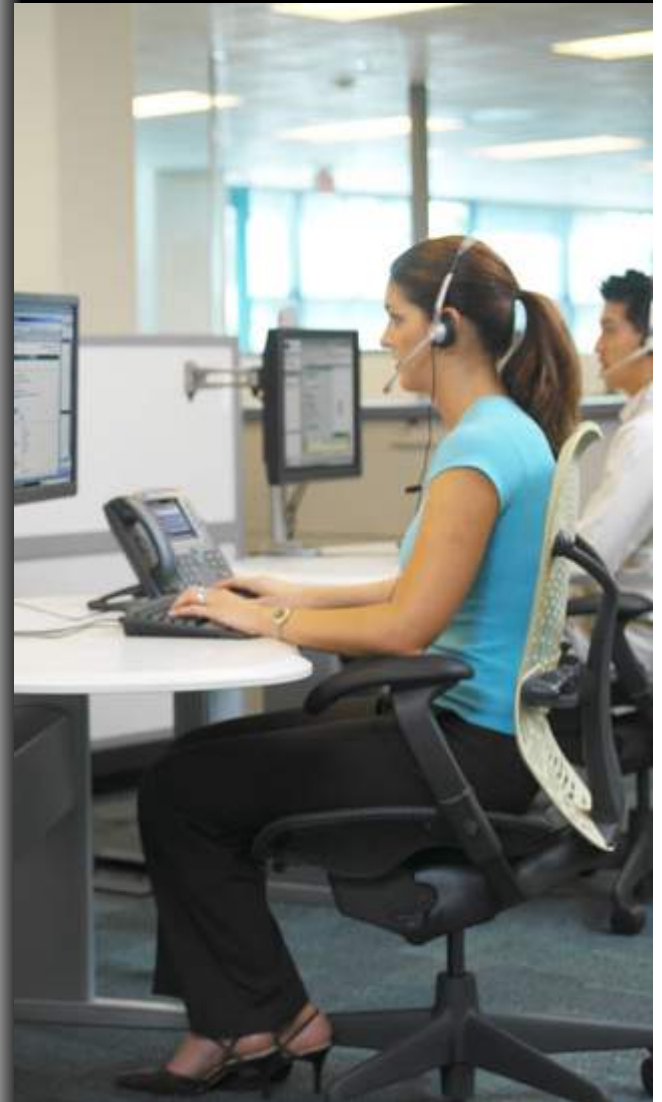
Offered Exclusively Through Cisco Partners

- Cisco will not sell or deliver this offer directly to customers
- Cisco enables partners to develop their own value-added services to meet customers needs
- Partners set the price by adding their services and expertise to a simple pricing foundation



What Cisco Smart Care Delivers to Partners

- 24x7 access to Cisco TAC
- Next business day advance replacement of Cisco devices
- Software updates and upgrades
- Remote network monitoring of Cisco devices on network
- Proactive notifications
- Assess and repair services
- Assess and prepare services



Pricing Simplicity

- Value based—no street pricing
- Flat pricing—all partners treated equally
- Size and complexity dependant
- Price bands—small increments in devices do not increase price



Cisco Smart Care Service Benefits



Profitability

Customer Loyalty

Growth

Security

Simplicity

Productivity

Partner

Customer

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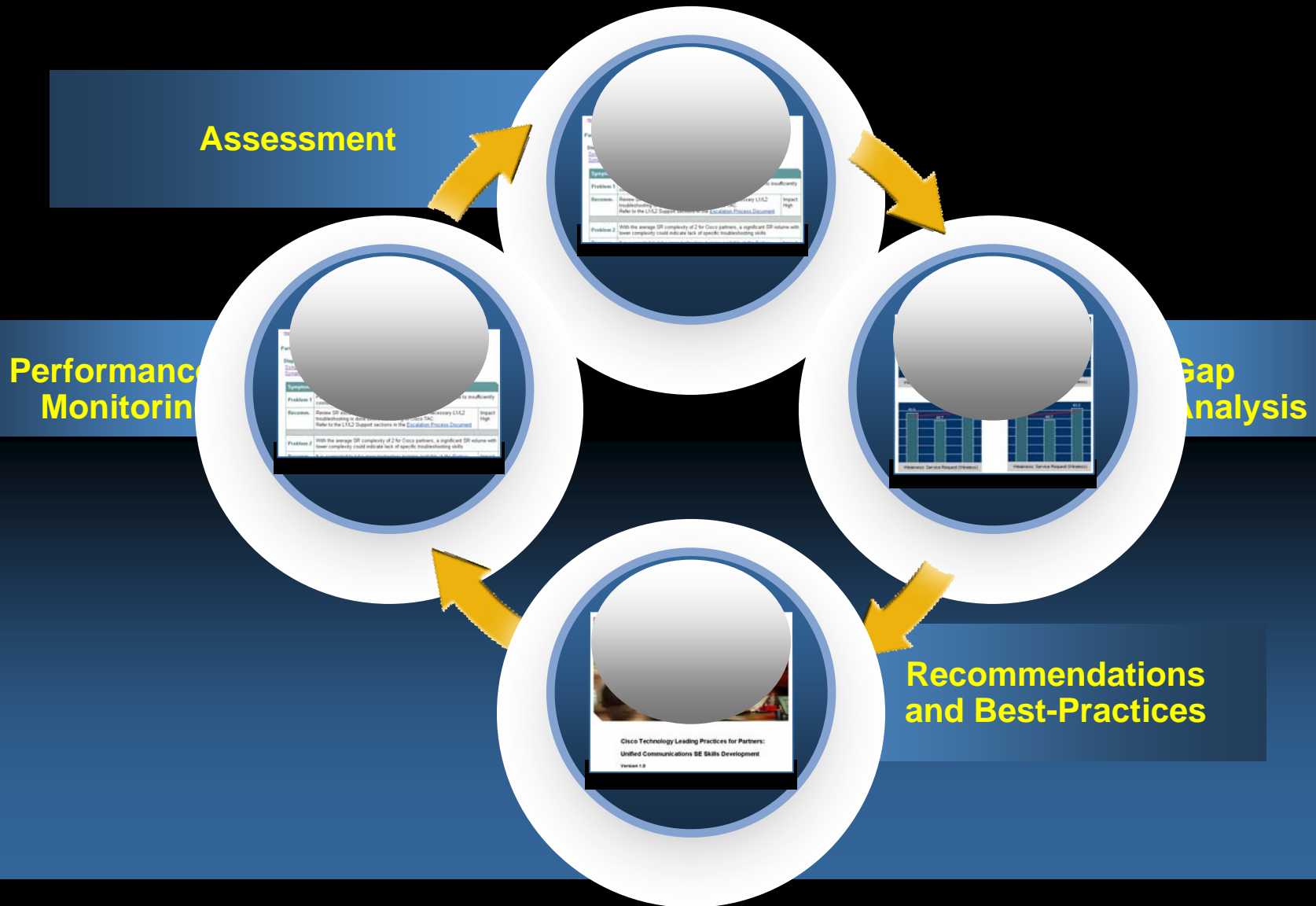
Enabling Our Partners

**Business Knowledge
(Practice Building)**

**Professional Knowledge
(Individual Skills)**

**Methodologies,
Processes and
Tools (Practice Building)**

Partner E-Consulting Process: Assessing and Developing Partner Capabilities



Cisco E-Consulting For Partners: Providing Business Intelligence



Informed
Decisions

Turns basic data
into valuable
analysis

Compares data
against industry
peers

Provides
customized
recommendations
and activities

Available in
May

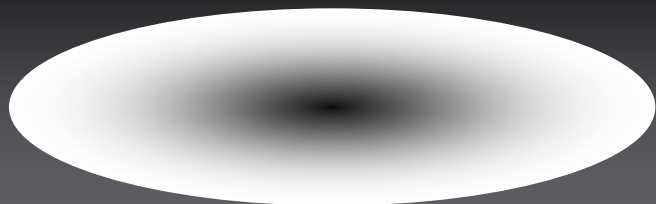
Cisco Service Contract Center



**End-to-End
Service
Management
Process**



**Generate Quotes and Orders
Quickly**



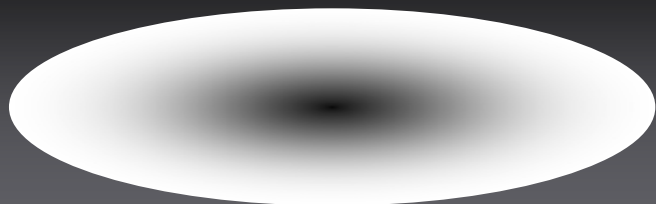
Cisco Service Contract Center



Generate Quotes and Orders
Quickly



Track Renewal Information



Cisco Service Contract Center



End-to-End
Service
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Process

The diagram features a central circular graphic with a grey outer ring and a dark brown inner circle. Inside the inner circle is a white sphere with a gradient. To the right of the inner circle are three horizontal bars: a blue bar, a dark blue bar, and a yellow bar. A small red and white icon is positioned at the bottom of the inner circle. Below the main graphic is a white oval with a shadow effect.

Generate Quotes and Orders
Quickly

Track Renewal Information

Easily Manage Contract
Accuracy

Delivering the Customer Experience

Addressing Customer Needs



Profitable Revenue Growth

Accelerating Customer Success
with Cisco Technology

Cisco Services.
Making Networks Work.
Better Together.

