



Cisco Industry Analyst Relations Speaker Series:

CISCO SMB-CLASS INITIATIVE: Cisco Network Assistant 2.0 & Cisco SMB Support Assistant

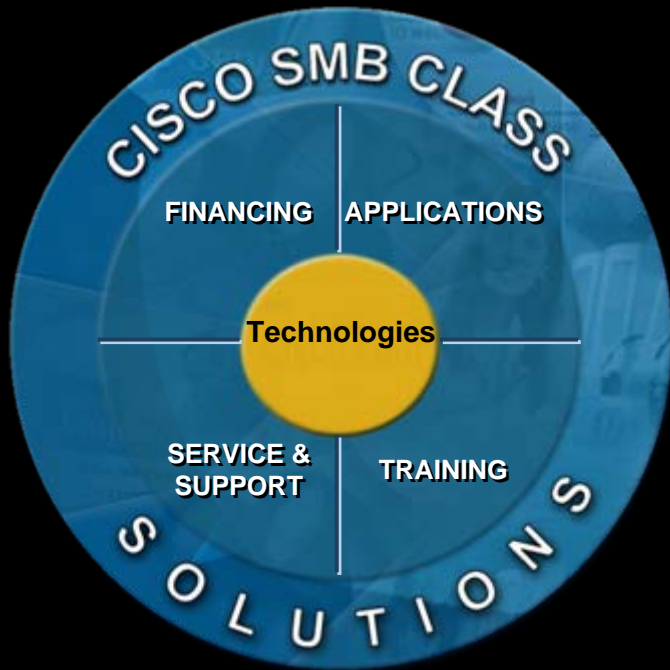
Peter Alexander, Vice President Commercial Marketing

Jim Glueck, Vice President Technical Support, Customer Advocacy

April 12, 2005

SMB-Class Solutions

Right-Sized Whole Solutions Solving Top Business Challenges



Delivered Through

Best Business Value

Best Customer Experience

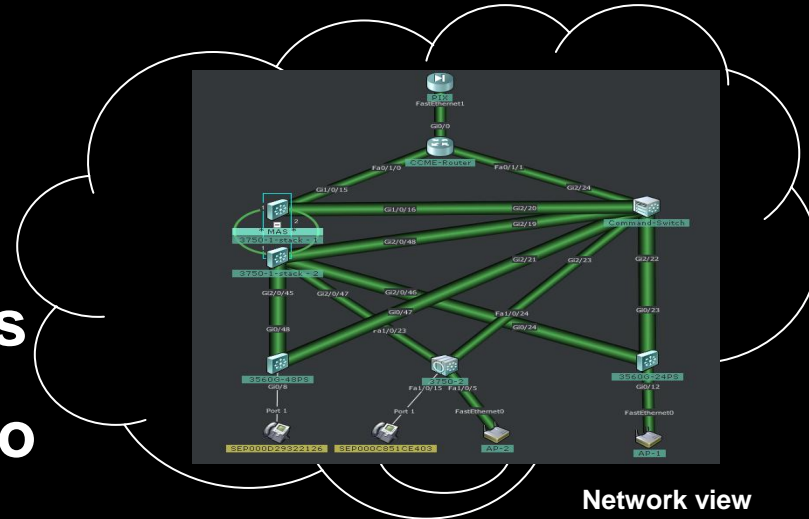
Cisco Network Assistant 1.0

Cisco.com

40K downloads
since Oct '04

- Zero cost network management tool for Cisco SMB-Class networks
- Centralized management for Cisco Catalyst switches, Routers, PIX Firewalls and Aironet APs
- Simplify deployment and ongoing maintenance by leveraging Cisco Smartports

Embedded configuration best practices



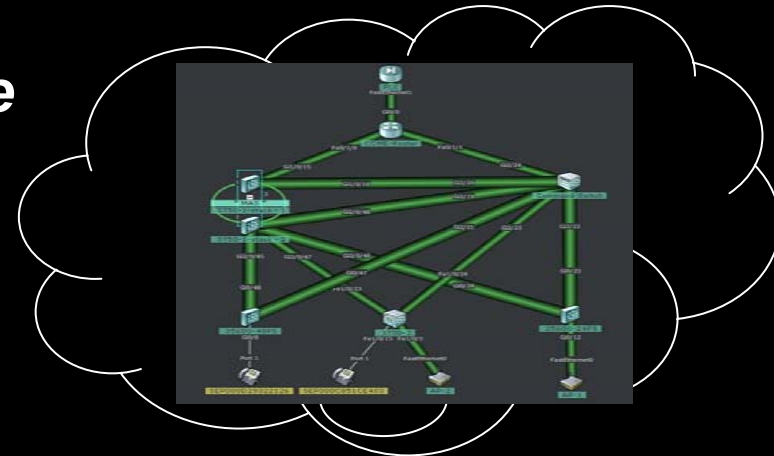
Free download:
www.cisco.com/go/NetworkAssistant

What's New in Release 2.0?

Available late April

Cisco.com

- **Expanded Device Support**
Topology View & x-launch Embedded Device Managers
PIX, AP's, IP Phones and 6503
- **Drag And Drop IOS Upgrade**
Greatly simplifies device upgrade
- **Smartports Advisor**
Guided network configuration
Access Point templates
- **Common Services**
Password synchronization across the network
Event collection
Inventory Report



Free download:
www.cisco.com/go/NetworkAssistant



CISCO SMB SUPPORT ASSISTANT— TECHNICAL SUPPORT FOR SMALL AND MEDIUM BUSINESSES

JIM GLUECK

VICE PRESIDENT

TECHNICAL SUPPORT SERVICES

CUSTOMER ADVOCACY

Meeting the Needs of SMB Customers

Cisco.com

ENTERPRISE

SMARTnet

SMB Customer Needs

- Ease of use, Simplicity
- Productivity
- Manageability

Design Criteria

- SMB friendly
- Self-help automation
- Make simple things simple

CISCO SMB SUPPORT ASSISTANT

SMB

Cisco SMB Support Assistant: Specialized Support for the SMB Customer

Cisco.com



- With less than 250 employees
- Who use the most common SMB networking solutions
- Who need to **improve productivity** with **essential** networking support

Tailored To End User Needs

<i>Customer Need</i>	Cisco SMB Support Assistant
<i>Electronic productivity tools/ resources</i>	SMB Portal/client tools
<i>Advance replacement parts</i>	Next business day
<i>Live technical support</i>	8 X 5 SMB TAC
<i>Live support languages</i>	8 languages (70%+ market coverage)
<i>OS maintenance</i>	OS maintenance only

Cisco SMB Support Assistant Availability

Cisco.com



General Availability November 2004 in most countries in APAC and Latin America. Availability in Australia and New Zealand February 2005

General Availability April 4 in North America and most European countries

● Countries not available as of April 4th: China, India, Taiwan, Chile, Argentina, Peru, Bolivia, Paraguay, and Uruguay.

● Not planned: Japan

Cisco SMB Support Assistant Delivers Simplicity

Cisco.com

Work With My Devices

Click a picture to set up, manage, and troubleshoot your device



Routers



Switches



Wireless



PIX Firewalls

Network Configurations

> Find the configuration which most closely resembles your network

My SMB Support Assistant Service Contracts

Search for Contract

Contract	Product ID	Serial Number	Request Service	Location	Expire Date
1234567	WS-C2950T-24	ABC123456D1	Request	SAO PAULO , SP , BRAZIL	19-Mar-2005
1234567	WS-C2950T-24	ABC123456D1	Request	SAO PAULO , SP , BRAZIL	19-Mar-2005
1234567	WS-C2950SX-24	ABC123456D1	Request	OSASCO , SP , BRAZIL	19-Mar-2005
1234567	WS-C2950SX-24	ABC123456D1	Request	OSASCO , SP , BRAZIL	19-Mar-2005
1234567	WS-C2950SX-24	ABC123456D1	Request	OSASCO , SP , BRAZIL	19-Mar-2005
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1234567	WS-C2950SX-24	ABC123456D1	Request	OSASCO , SP , BRAZIL	19-Mar-2005
1234567	WS-C2950SX-48-SI	ABC123456D1	Request	OSASCO , SP , BRAZIL	19-Mar-2005
1234567	WS-C2950-24	ABC123456D1	Request	RIO DE JANEIRO , RJ , BRAZIL	05-Apr-2005

Displaying 1-10 products [All SMBSA Products](#) >

Click for components

[Go to All Cisco Contracts](#)

Service & Support

- > [Download the Client](#)
- > [Open a service request](#)
- > [Update a service request](#)
- > Use the [Special File Access](#) tool if you have been given a code to retrieve software.

Technical Support Services

- > [Technical Support Services Portfolio](#)
- > [SMB Support Assistant Overview](#)

Products Supported

- > [Products supported by SMB Support Assistant](#)

Feedback

Please rate this site



Suggestions for improvement:

If Cisco may contact you for more details or for future feedback opportunities, please enter your contact info:

Cisco SMB Support Assistant Delivers Simplicity

Cisco.com

Click a picture to set up, manage, and troubleshoot your device



Routers



Switches



Wireless



PIX Firewalls

Set up and Configure

Network Configurations

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Contract	Product ID	Serial Number	Request Service	Location	Expire Date
1234567					2005
1234567					2005
1234567					2005
1234567					2005
1234567					2005
1234567					2005
1234567					2005
1234567					2005
1234567					2005
1234567	WS-C2950-24	ABC123456D1	Request	RIO DE JANEIRO , RJ , BRAZIL	05-Apr-2005

Configuration and Set up

Before

40 clicks to 25 different web sites for products and technologies

After

1 Portal pre-configured with appropriate products

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Cisco SMB Support Assistant Delivers Increased Productivity

Cisco.com

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1234567	WS-C2950-24				05-Apr-2005

Displaying 1-10 products [All SMBSA Products](#)

[Go to All Cisco Contracts](#)

Click for components

Troubleshoot and get Support

Service & Support

- > [Download the Client](#)
- > [Open a service request](#)
- > [Update a service request](#)
- > Use the [Special File Access](#) to you have been given a code to retrieve software.

Technical Support Services

- > [Technical Support Services Portfolio](#)
- > [SMB Support Assistant Overview](#)

Products Supported

- > [Products supported by SMB Support Assistant](#)

Feedback

Please rate this site



Suggestions for improvement:

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Cisco SMB Support Assistant Delivers Manageability

Cisco.com

Work With My Devices

Click a picture to set up, manage, and troubleshoot your device



Routers



Switches



Wireless



PIX Firewalls

Manage inventory and monitor contract status

Network Configurations

> Find the configuration which most closely resembles your network

Service & Support

- > [Download the Client](#)
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The Value to the Partner

Cisco.com

REVENUE GROWTH

- Allows them to serve new markets
- More effective contract management for renewals

INCREASED PROFITABILITY

- Productivity tools benefit the partner as well as the customer

CUSTOMER SATISFACTION

- Customers with support contracts have higher satisfaction levels than those without



Summary



Simplicity

Productivity

Manageability



Growth

Profitability

Customer Satisfaction

CUSTOMER

PARTNER

Q AND A



CISCO SYSTEMS

