



Cisco Services in Enabling The Network As The Platform



**David Rubio, Vice President
Cisco Services, Asia Pacific**

Cisco Services.
Making Networks Work
Better Together.

The Next Frontier: Targeting Interactions



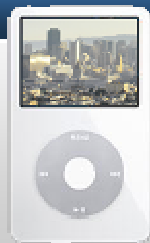
Services Profitability



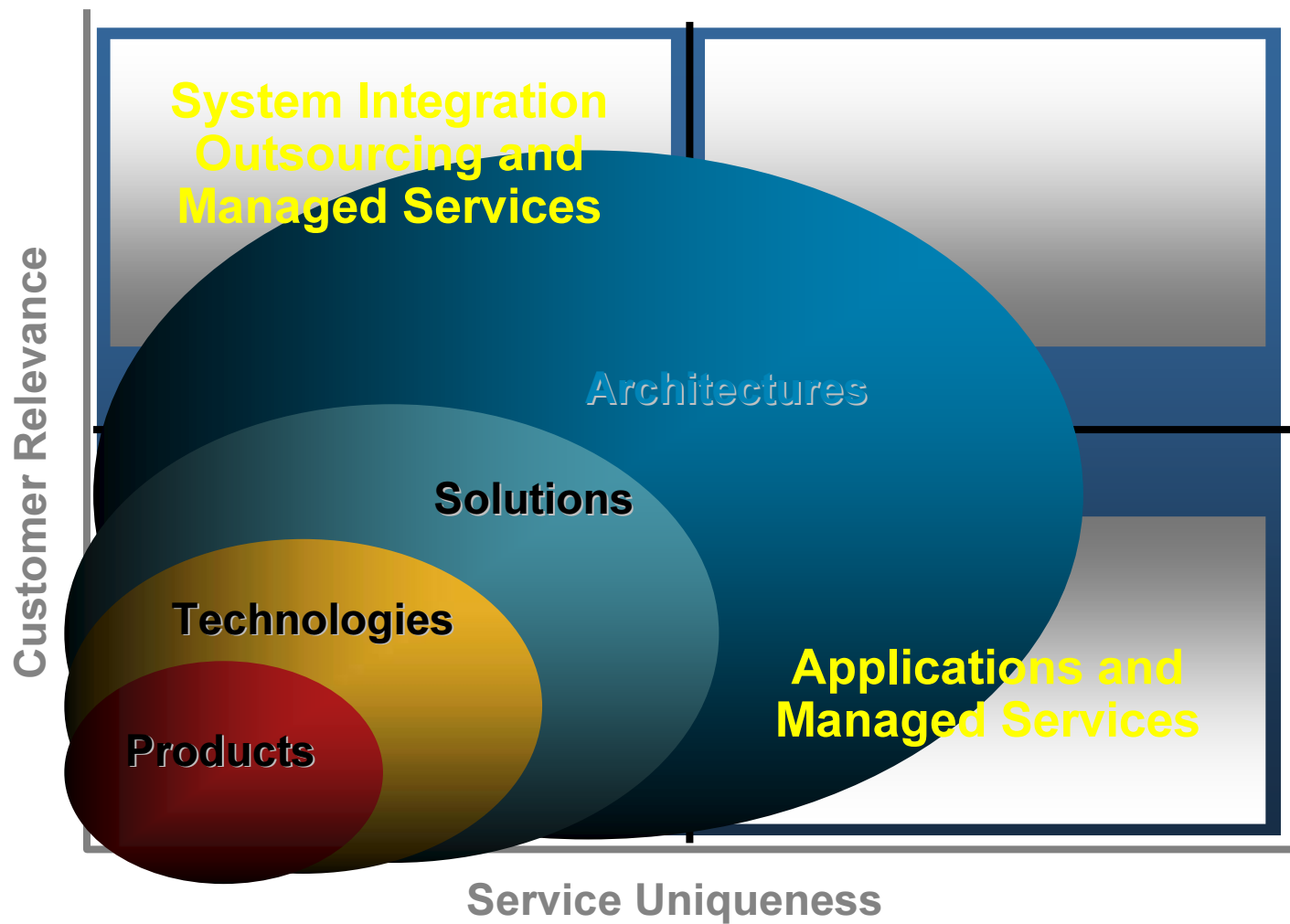
Increased Interaction



Customer Intimacy



Market Landscape

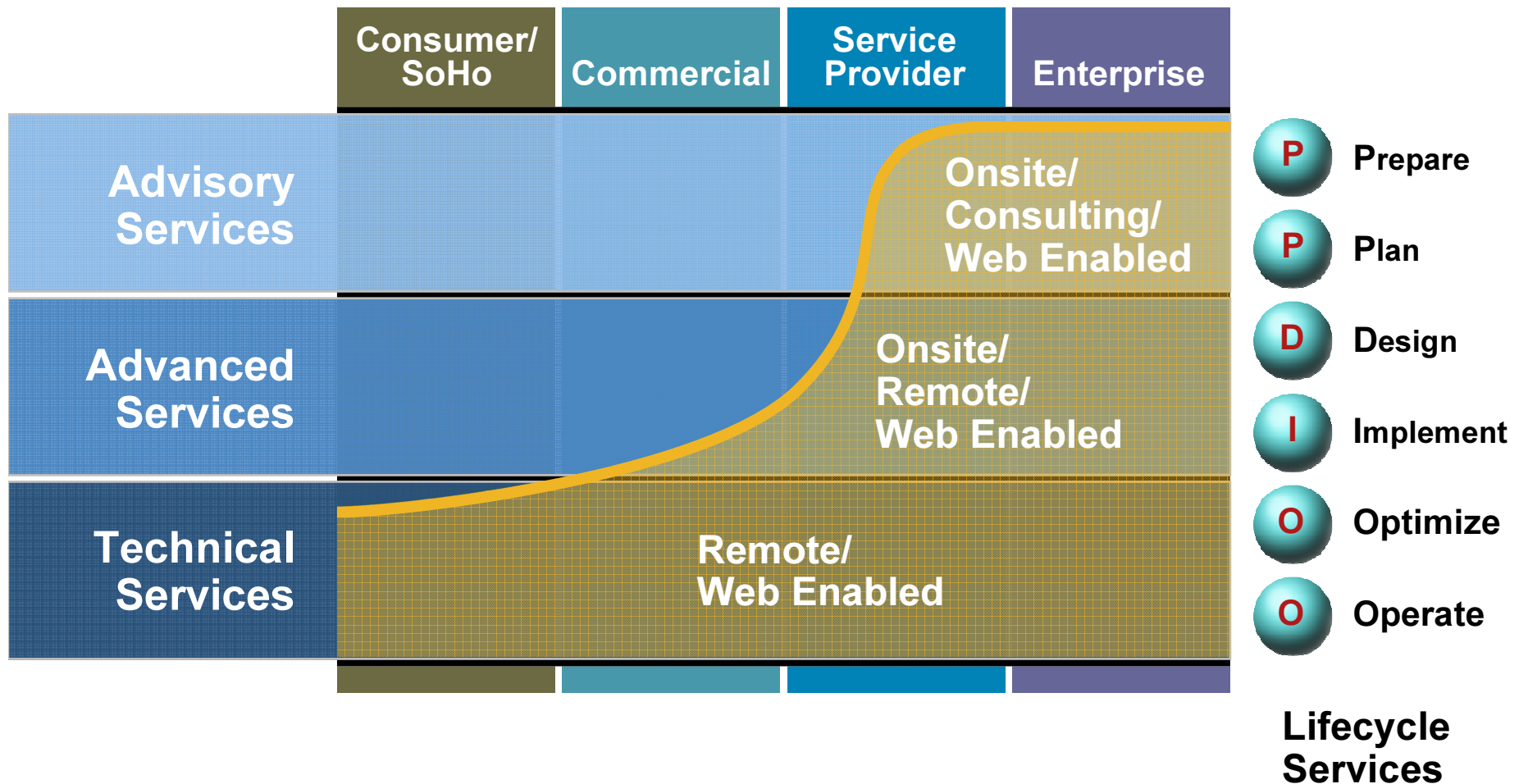


Positioning for Relevance and Uniqueness

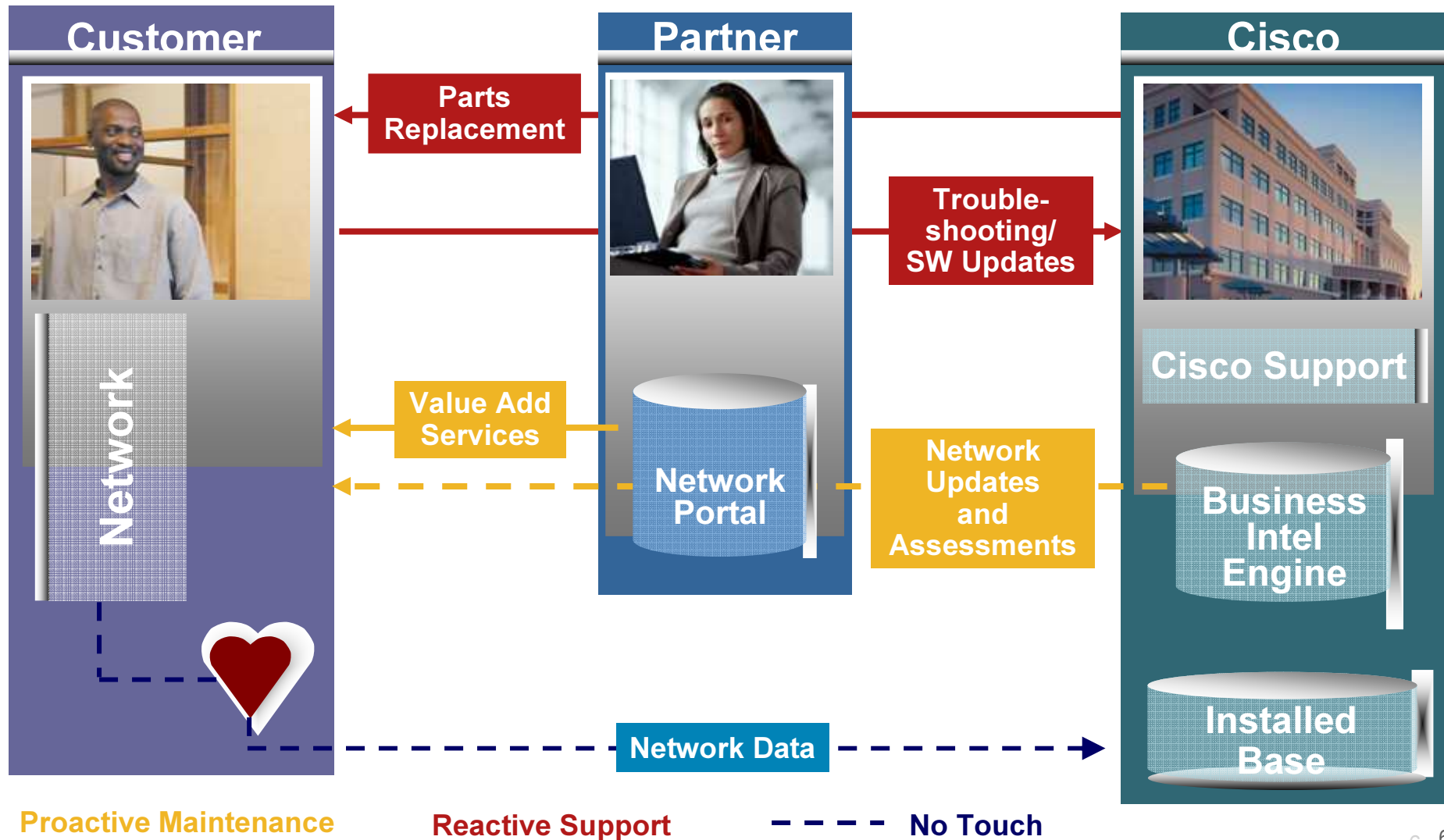


Full Coverage Services Model

Increasing Relevancy Of Services By Segment



Next Generation Customer Experience



Continued Investment in Asia Pacific



Infrastructure, People, Processes & Tools

- >50% APAC customer support engineers CCIE certified

- \$200M investment in IP NGN lab

- \$30M annual investment in tools

- Launch 24x7 local support, China TAC

- Launch next calendar day parts replacement, China

- Launch 100th parts depot, China

- Launch global repair facility, Futian, China

- Investments in Centers of Excellence

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



Accelerating Success with Cisco Advanced Services



Chris Heckscher
Managing Director
Advanced Services, Asia Pacific

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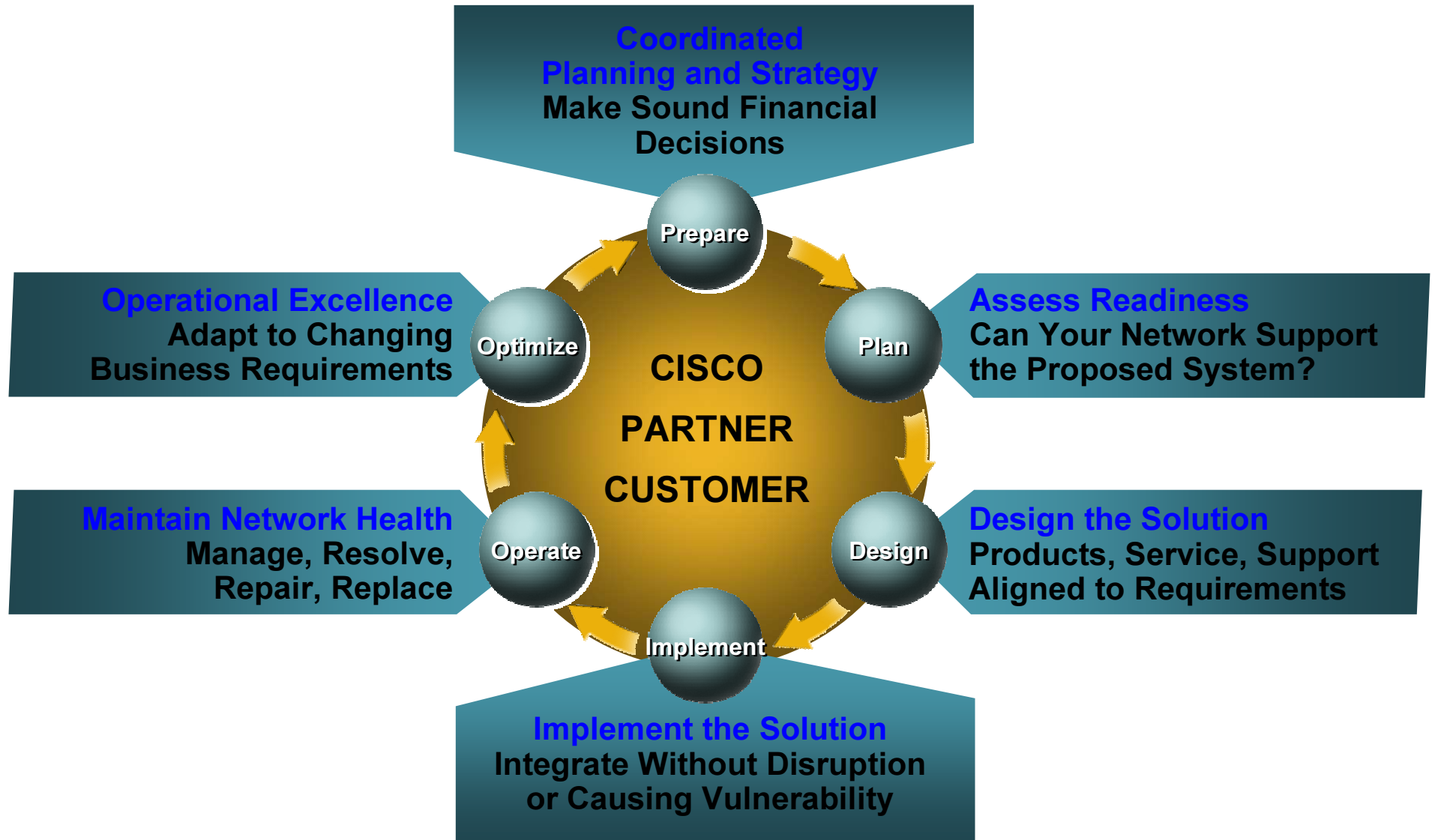
Infrastructure Becoming More Complex

Content / Applications



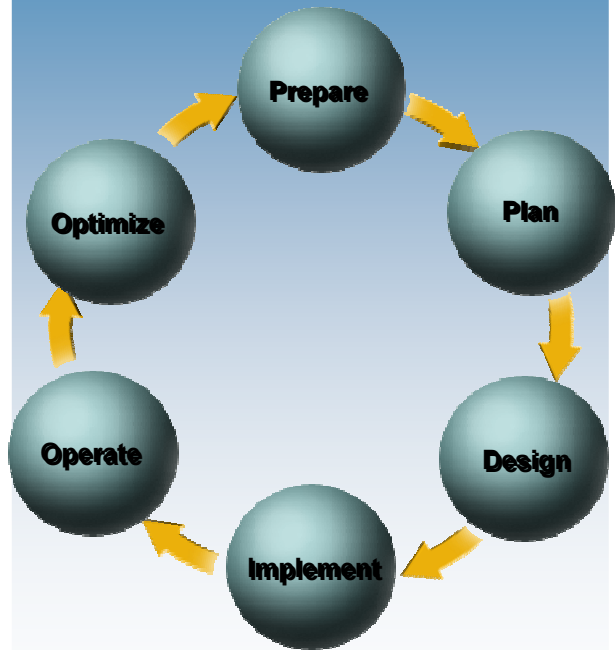
Devices

The Solution: A Lifecycle Approach to Service and Support



Advanced Services Drive Value Creation

Cisco Lifecycle Services...



Drives Enhanced Network Value...

- Expert Network Design
- Deployment Assurance
- Network Infrastructure Optimization
- Core Expertise in IT Strategy
- Knowledge Transfer
- Advisory Services

...Through World-class People, Tools and Process

- Largest collection of certified IP Experts
- Lead in patents and standards contribution
- Experienced senior architects
- Certified project managers

Asia Pacific Opportunities for Growth

Investments in Centers of Excellence:



- Service Providers
- Architectural
- Datacenter
- Security
- Unified Communication

Case 1: IPTV Portal Service

CUSTOMER

- Market leader in Video-On-Demand services (30,000 subs in first 2 weeks)
- Seeks to maintain market leadership following IPTV de-regulation

KEY TO SUCCESS

- Competition, differentiated service
- Platform scalability & readiness
- Engagement at all customer levels
- Network readiness for IPTV

SOLUTION

- Delivered world first “Video Readiness Assessment” (VRA)
- VRA recommendations for a Cisco CRS-1 core and migration to W-CMTS



BUSINESS VALUE

- Approved Business case for IPTV strategy
- Defined plan to rollout IPTV network result in lower operational complexity and cost.

Case 2: Financial Services Industry

CUSTOMER

- Development of next generation data center landscape
- Consolidation of data center sites

KEY TO SUCCESS

- Resolve complexity of project
- Meet organizational challenges
- Exceed customer high expectations

SOLUTION

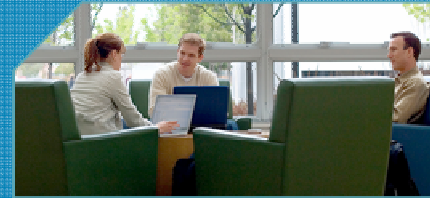
- Cross functional / global team support
- Address customer multi-level needs
- High quality of service delivery



BUSINESS VALUE

- World class Data Centre Network (DCN) Architecture
- Knowledge transfer in complex project management
- Leading practice in technology adoption

Increase Network Business Value and Return on Investment



Lower the Total Cost of Network Ownership

Reduce OPEX
Improve Efficiency
Accelerate Implementation

Increase Network Availability

Assess ability
Sound design
Validate operation
Address availability, security

Improve Business Agility

Establish Technology Strategies
Continually enhance performance

Speed Access to Applications

Improve delivery efficiency and effectiveness
Improve availability, reliability, stability

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Or visit

http://www.cisco.com/en/US/products/svcs/services_area_root.html

