

2014 Cisco SAMT Admin Survey Results

Cisco continues to review and improve the processes associated with managing user access to Cisco Services (Technical Assistance Center, Software Download Center, Return Material Authorization, Smart Services Portal, etc.). Each year, in order to validate and prioritize the desired capabilities, the Cisco Services Entitlement Team invites the existing partner and customer administrator users of the Service Access Management Tool to provide feedback. We want to thank the over 1800 administrators who responded to the November 2014 survey, especially the more than 750 people who provided additional written comments.

Last year's survey focused on 3 main areas:

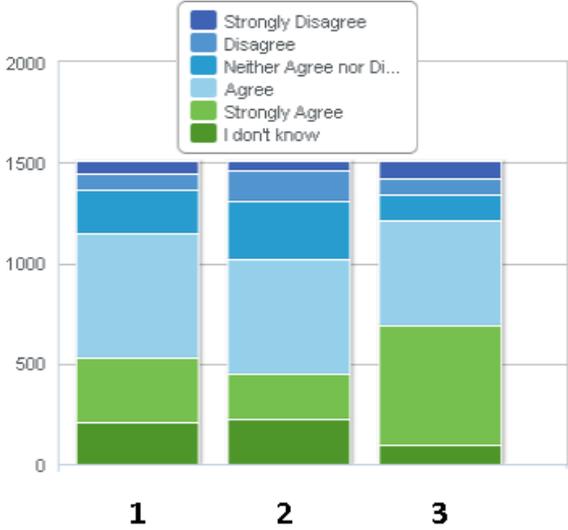
- **How you use SAMT.** The better we understand you, the better we can address your needs.
- **Recent Enhancements to SAMT.** Are we succeeding in making your job easier, while protecting the value of your services investment?
- **Future Enhancements to SAMT.** What more could we do?

We hope that sharing the results of the last survey will help demonstrate our commitment to providing you with the tools necessary to effectively manage access, and will also allow you to see how your needs compare to those of your peers. On the following pages, we will provide both the raw results and a summary of how we have taken appropriate action based on your feedback.

Consolidating, simplifying and automating registration, onboarding, and access management functions to make it easier to connect people to services remain our strategic goals. Based on the results of the last survey, we know what changes need to be made, and work is already underway to bring those new capabilities to you.

How you use SAMT

- 1. When I need support on SAMT, Cisco’s support staff responds in a timely manner and solves my issues
- 2. I can quickly find relevant training modules that explain how to perform a certain SAMT task
- 3. In addition to managing access for TAC/RMA/Software service delivery, I am also the appropriate person in my organization to approve users’ access to contract data in Cisco Service Contract Center (CSCC)

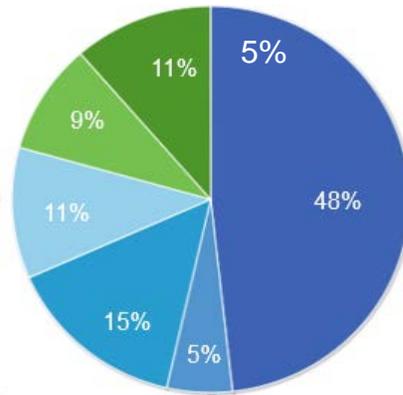


Analysis

- 1. The vast majority of respondents were satisfied with the timeliness of response and resolution of issues. Cisco recently transitioned some SAMT support operations to the Customer Interaction Network (CIN), so we will compare their results against this baseline.
- 2. The majority of respondents are able to easily find what they need in the training materials available on the SAMT website, but approximately 1 in 3 did not agree. We will continue to make improvements to the training modules, especially with regard to new features and functionality, and encourage all SAMT administrators to watch for updates and announcements on the SAMT website homepage: <http://www.cisco.com/web/applicat/spptauth/index.html>
- 3. The overwhelming majority of service delivery administrators would also appropriately be service commerce administrators. Based on this, we have begun working with the service commerce team to deliver the same SAMT delegated administration capabilities for commerce access. This year’s survey includes some more detailed questions so that you can help further define our design approach.

Which of the following best describes the way you handle contract/bill-to id association requests?

- 48% Process the request as soon as they can
- 5% Wait until the end of the day, and do them all together
- 15% Wait until someone calls or emails directly
- 11% Give access pro-actively, when a new contract is signed or when a new user joins
- 9% Only perform associations as a back-up for their primary SAMT admin
- 11% Other

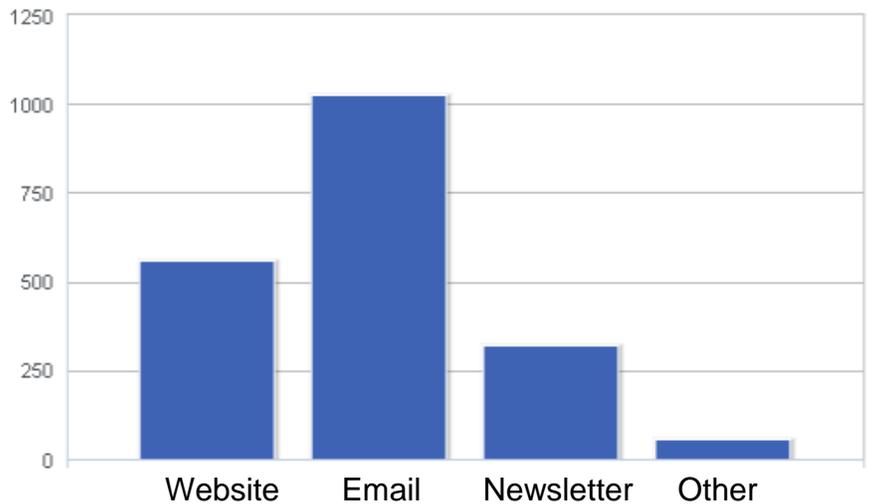


Analysis

While nearly half of the respondents process requests as soon as possible, delayed response by others can result in users being denied access to services. When this happens, they often contact Cisco CIN to escalate, defeating the purpose of self-service delegated administration. One of the ways we can address this issue is by providing improved automation. Look for additional questions in this year’s survey, that will help us fine-tune the automation that is coming at the beginning of calendar year 2016.

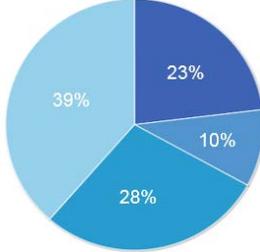
I would like to be informed about recent and upcoming SAMT changes and enhancements via:

- 39% Updates on SAMT web site
- 72% Direct email message
- 22% TAC newsletter/Partner newsletter (e.g., “Silver Bullets”, “Services Connection”, etc.)
- 4% Other



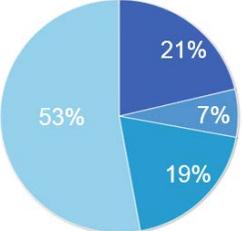
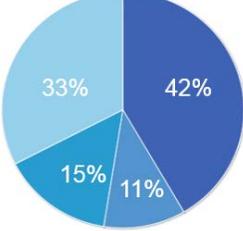
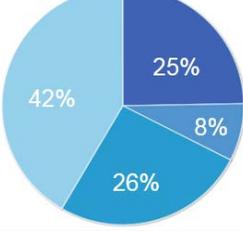
Analysis

We are reluctant to “spam” our users, but email is the preferred method of communication. We will therefore primarily use the SAMT Website and targeted emails to share timely information.

<p>Several months ago, the SAMT website was redesigned and training materials were updated. Which of the following best describes your usage of the updated training materials?</p> <p>23% have used the training materials, and they meet their needs in this area 10% have used the training materials, but they don't meet all of their needs in this area 28% have not used the training materials because I don't have a need in this area 39% didn't know the training materials existed</p>	 <table border="1"> <caption>Usage of Updated Training Materials</caption> <thead> <tr> <th>Usage Description</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Used and meets needs</td> <td>23%</td> </tr> <tr> <td>Used but doesn't meet all needs</td> <td>10%</td> </tr> <tr> <td>Not used due to no need</td> <td>28%</td> </tr> <tr> <td>Didn't know materials existed</td> <td>39%</td> </tr> </tbody> </table>	Usage Description	Percentage	Used and meets needs	23%	Used but doesn't meet all needs	10%	Not used due to no need	28%	Didn't know materials existed	39%
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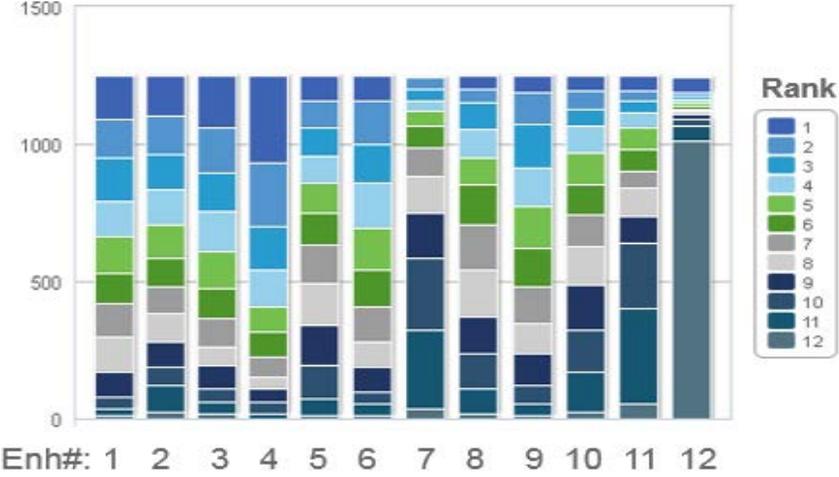
Given the feedback, we scaled back plans to build new interactive training modules, and instead encourage those who weren't aware of the existing training materials to utilize what is already there. Access SAMT training at <http://www.cisco.com/web/applicat/spptauth/training.html>

<p>Cisco has recently enabled an option to suppress sending email notifications for the transactions you perform. This option is available on the Administration tab.</p> <p>21% use this feature, and it meets their needs in this area 7% use this feature, but it doesn't meet all of their needs in this area 19% don't have a need for this feature 53% didn't know this feature existed</p>	 <table border="1"> <caption>Email Notification Suppression Feature Usage</caption> <thead> <tr> <th>Usage Description</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Use and meets needs</td> <td>21%</td> </tr> <tr> <td>Use but doesn't meet all needs</td> <td>7%</td> </tr> <tr> <td>Don't have a need</td> <td>19%</td> </tr> <tr> <td>Didn't know feature existed</td> <td>53%</td> </tr> </tbody> </table>	Usage Description	Percentage	Use and meets needs	21%	Use but doesn't meet all needs	7%	Don't have a need	19%	Didn't know feature existed	53%
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<p>The display of the default list of users who have existing associations to any contracts that the administrator manages has been restored as an optional means of displaying and selecting users.</p> <p>42% use this feature, and it meets their needs in this area 11% use this feature, but it doesn't meet all of their needs in this area 15% don't have a need for this feature 33% didn't know this feature existed</p>	 <table border="1"> <caption>User List Display Feature Usage</caption> <thead> <tr> <th>Usage Description</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Use and meets needs</td> <td>42%</td> </tr> <tr> <td>Use but doesn't meet all needs</td> <td>11%</td> </tr> <tr> <td>Don't have a need</td> <td>15%</td> </tr> <tr> <td>Didn't know feature existed</td> <td>33%</td> </tr> </tbody> </table>	Usage Description	Percentage	Use and meets needs	42%	Use but doesn't meet all needs	11%	Don't have a need	15%	Didn't know feature existed	33%
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<p>Cisco has made it possible to Lock Bill to IDs for Collaborative Partner Contracts. This option locks all of your Collaborative contracts, but still allows Cisco to add Smart Net contracts to end-customers' Cisco.com accounts.</p> <p>25% use this feature, and it meets their needs in this area 8% use this feature, but it doesn't meet all of their needs in this area 26% don't have a need for this feature 42% didn't know this feature existed</p>	 <table border="1"> <caption>Bill-to-ID Feature Usage</caption> <thead> <tr> <th>Usage Description</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Use and meets needs</td> <td>25%</td> </tr> <tr> <td>Use but doesn't meet all needs</td> <td>8%</td> </tr> <tr> <td>Don't have a need</td> <td>26%</td> </tr> <tr> <td>Didn't know feature existed</td> <td>42%</td> </tr> </tbody> </table>	Usage Description	Percentage	Use and meets needs	25%	Use but doesn't meet all needs	8%	Don't have a need	26%	Didn't know feature existed	42%
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Analysis

We had apparently relied too heavily on News & Announcements on the SAMT website to communicate changes and new functionality. Based on your earlier feedback, we recently have been utilizing email notifications to notify you of major changes. Note that you can always view past News & Announcements on the SAMT website: http://www.cisco.com/web/applicat/spptauth/news_announcements.html

Ranking Future Enhancements



- 1. On-screen notification and management of association requests**
 Relative rank: 3 This functionality is currently under development, and we hope to deliver these features mid-year 2016.
- 2. Automatically approve/reject user-contract association requests that meet Cisco’s policy**
 Relative rank: 5 This functionality is currently under development, and we expect to deliver this feature in early 2016. Some details are pending answers to this year’s survey.
- 3. Allow users to see limited contract information for their associated contracts**
 Relative rank: 2 This functionality is currently under investigation, and we hope to deliver this feature mid-2016. Some details are pending answers to this year’s survey.
- 4. Allow SAMT Administrators to grant users access to Cisco Service Contract Center (CSCC)**
 Relative rank: 1 Business case development is underway for possible delivery in late 2016.
- 5. Email notification management**
 Relative rank: 7 This functionality is currently under development, and we hope to deliver these features mid-year 2016.
- 6. Ability to grant SAMT Administrator access to an additional user**
 Relative rank: 4 This functionality is currently under development, and we hope to deliver these features mid-year 2016.
- 7. Text message notification of association requests user**
 Relative rank: 11 Given the low priority, this capability is not under consideration.
- 8. Periodic user access revalidation and notification of user profile changes**
 Relative rank: 8 Annual access revalidation was already implemented this past year due to Cisco legal requirements. Notification of user profile changes is currently under development, and we hope to deliver these features mid-year 2016.
- 9. Ability to view the list of other SAMT Administrators for a contract or BID that you manage**

Relative rank: 6 This information is already available in SAMT reports. On-screen display of this same information is currently under development, and we hope to deliver this feature mid-year 2016.

10. Improved SAMT user training materials and tools

Relative rank: 9 Given the relative low priority and other feedback regarding the SAMT training materials, no major changes to existing materials are currently planned.

11. SAMT Mobile Application Interface

Relative rank: 10 Given the low priority, this capability is not under consideration.

12. Other

Relative rank: 12 Many of the user-specified enhancements related to issues with the current SAMT screens, functions, and user experience.

- If you experience a problem with existing functionality, don't wait for a survey to let us know! Instead, please "Contact SAMT Support" directly via the link on the SAMT Help & Support page:
http://www.cisco.com/web/applicat/spptauth/help_support.html
- As you can probably tell from the analysis of the above features, we are planning a major SAMT enhancement release in mid-2016. We have taken your feedback about issues with existing functions, and will address as many of them as possible.

In summary, we hope that sharing the results of last year's survey demonstrates our commitment to partner with you to deliver feature-rich tools that help you easily and effectively manage access to Cisco services. We greatly appreciate the input that we receive, and regret that we cannot always individually respond to the hundreds of comments we receive. Rest assured, we read every comment and value your feedback.

We therefore hope that you will participate in this year's survey. In order to further justify the investment to further improve SAMT, we need your help to quantify the positive impacts these capabilities would deliver for you.

Sincerely,

Cisco Services Entitlement Team