

December 2013 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.). In order to validate and prioritize the desired capabilities, in December 2013 through January 2014 the Cisco Services Entitlement Team invited the existing partner and customer administrator users of the Service Access Management Tool to provide feedback. More than 1,200 administrators responded.

In addition to specific tool capabilities and future enhancement types of questions we also took this opportunity to better understand how you are using SAMT. Further, we wanted your insight into our support and training offerings from requesting to become an administrator to using SAMT itself.

The Services Entitlement Team is dedicated to simplifying the user experience by making it easier to register and onboard onto Cisco Services. Long-term efforts to consolidate registration, onboarding, and access management functionality into a single tool that will make it easier to connect people to services are ongoing, and the feedback received will clearly help shape that vision. That said, our previous survey results indicated a strong desire to continue enhancing the current SAMT platform in the meantime. We listened, and phased deployment of short-term improvements to the existing tool has already begun.

We hope that sharing the results of the survey will help demonstrate our commitment to providing you with the tools and support necessary to effectively manage access, and will also allow you to see how your needs compare to those of your peers.

For this survey participants were asked to answer according to this scale:

- 1 Strongly Disagree
- 2 Disagree
- 3 Neither Agree nor Disagree
- 4 Agree
- 5 Strongly Agree.

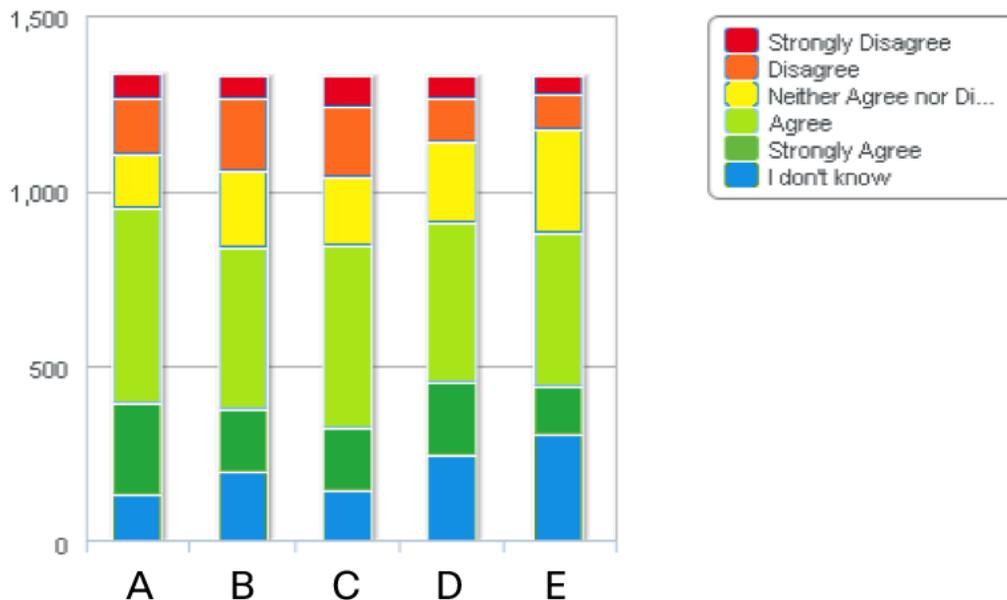
Respondents who did not understand the question, weren't familiar with a function, or were unsure how to answer, could answer "I don't know." At the end of each numbered question, you were also able to provide additional comments.

Training & Support

Key to the adoption of any enabling technology is the accessibility and quality of training and support materials. Further, Customer & Partner satisfaction is at the foundation of Cisco's culture. To that end, we asked about the training and support materials specific to SAMT both in quality and administrators' knowledge of what was available.

Responses:

- A. In the Service Access Management Tool (SAMT), it's clear to me how and when to use the "Manage By Contract" vs. "Manage By Bill -To ID"
- B. It's clear to me how and when to use the "Group" function in SAMT
- C. If I have trouble with SAMT, I know where to go for help
- D. When I need support on SAMT, Cisco's support staff responds in a timely manner and solves my issues
- E. The training materials on the SAMT website provide solid education on how and why we would use SAMT

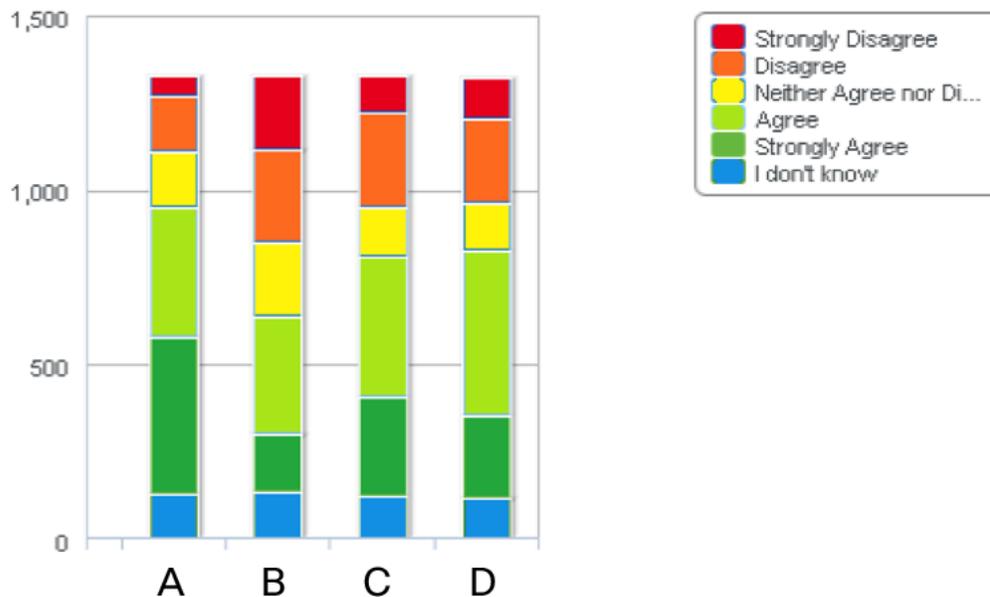


Using SAMT

At the highest level, SAMT is used to allow delegated administrators within your company to designate who may obtain Cisco services for the devices on the service contracts you have. However, implementation within your organization can vary according to various business models. To help us understand where we could focus our enhancement and improvement investments, we asked how you are using the platform.

Responses:

- A. At my company, I want every support engineer to have access to services for all of our customers
- B. At my company, I want to restrict each support engineer to have access to services only for specific customers
- C. At my company, I have one person/group managing access to all Cisco tools & applications (Partner Tools, Commerce Tools, TAC/RMA Technical Services, Smart Services inventory collectors, etc.)
- D. At my company, I have different people/groups managing access to each of the different Cisco tools & applications (Partner Tools, Commerce Tools, TAC/RMA Technical Services, Smart Services inventory collectors, etc.)

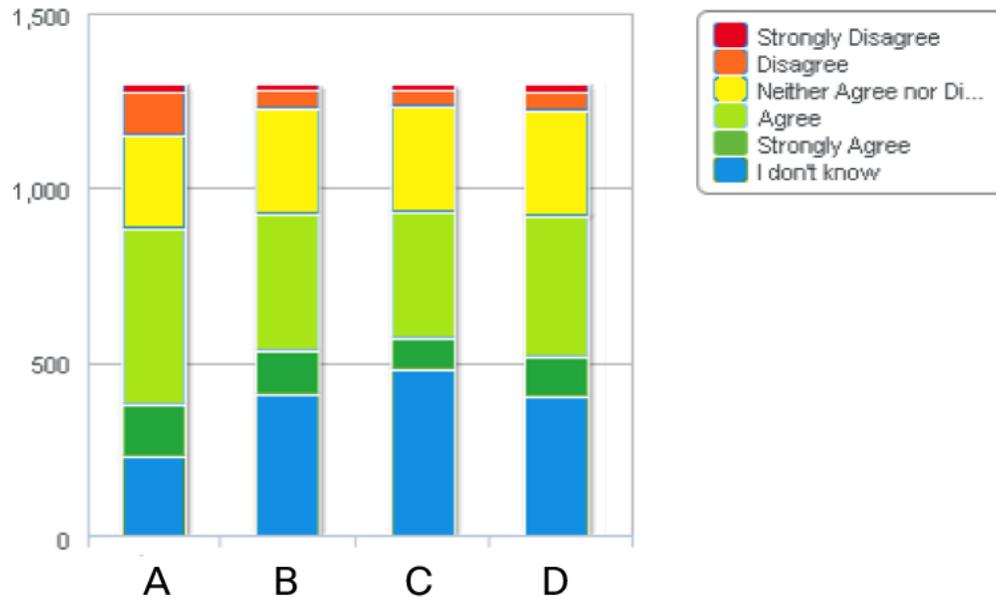


Recent SAMT Enhancements

Prior to this survey we had released a number of enhancements to the capabilities SAMT enables. These enhancements were prioritized directly from your feedback. We improved performance, helped scale the grouping function, simplified a type of locking capability and provided some new reporting. Here is how administrators responded to these updates:

Responses:

- A. The performance of the Service Access Management Tool (SAMT) is now acceptable, since the improvements made in June 2013
- B. The new Group Sharing function makes it easier for me to manage access
- C. The new Collaborative Locking function will make it easier to manage access
- D. The new reports help me to more effectively manage access



Future Enhancements and Overall Satisfaction

Cisco is always looking toward continuous improvement and Services Entitlement follows that principal. We look to enrich our tools both with new enhancements based on your priorities as well as bug fixing where necessary. Finally, we wanted to understand the bigger picture of your overall satisfaction with SAMT and the capabilities it provides.

Responses:

- A. I want to simply identify which user IDs belong to my company and have them automatically get access to services
- B. I want the ability to grant RMA access to some users and separately grant TAC access to other users
- C. I am satisfied with the Registration, Onboarding and Access Management capabilities SAMT provides to my company

