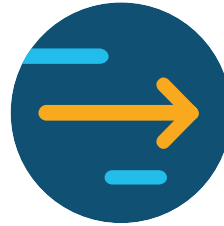


# Cisco Business Critical Services

## for Service Providers



Foundation



Acceleration



Transformation

## Innovate faster, evolve to what's next

More than 70 percent of service providers want or have started to transform their data centers to use Software-Defined Networking (SDN), Network Function Virtualization (NFV), and cloud.\* You are central to the digital evolution and the Internet of Things (IoT), and there's a huge opportunity in digital technologies. However, with a saturated market, you must deliver differentiated customer experiences. You need to make the most of what you have today, the agility to transform as fast as technology does, and the vision for how to use it in the future. Survival depends on it.

The answer is closer than you think. We built Cisco® Business Critical Services to harness the power of today's technologies such as machine learning and artificial intelligence and paired it with the elite expertise you need to make it work for you. Navigate the constantly changing landscape of technology and business models with the precise mix of services that move you to a secure, efficient, and agile framework.

\***Source:** Heavy reading report commissioned by Cisco Systems, Inc.

## Challenges

- **Complexity:** The ability to adapt goes down as complexity goes up.
- **Time:** Making the time to implement changes is getting harder.
- **Costs:** Skyrocketing costs are getting increasingly difficult to keep under control.
- **Expectations:** New technologies mean customers want better experiences today.
- **Expertise:** Finding the right talent in today's competitive landscape is tough and expensive.

## Three paths

Business Critical Services help you navigate three important paths in the transformation journey:

**Foundation:** Achieve operations that deliver cost efficiencies and compliance with our actionable analytics, automation, security, compliance, and remediation services. Our experts use intellectual capital from close to 3 million connected devices along with thousands of rules and best practices to give you ongoing control of your technology so you can fix operational gaps and enhance your infrastructure and processes.

**Acceleration:** Get to market faster, generate revenue more quickly, and protect your data from advanced threats and vulnerabilities with design and validation, service deployment, custom integration, orchestration, and automation services. Programs and processes become simpler, faster, and less costly. And we protect and secure your assets as part of the entire process. It's not an afterthought; it's integral.

Innovation is at the heart of the Business Critical Services portfolio. With our next generation of Optimization Services, we help you predict opportunities, preempt risks, and navigate technology transitions. Extraordinary outcomes are achievable with Cisco. The following are a few of our new service capabilities:

### Foundational analytics

Improve reliability and performance by viewing your infrastructure analytics with our integrated analytics portal. You get continuous visibility with proactive monitoring and alerts and an engineer to help you prioritize recommendations for faster issue resolution and reduced downtimes.

### Regulatory and industry standard compliance

Using Cisco intellectual property and operational expertise, we measure network configurations and infrastructure against a comprehensive library of standards. Our compliance reports help you understand organizational, commercial, and regulatory compliance across your entire network. With this depth of visibility, you can resolve issues more quickly, increase efficiency, and reduce risk.

### Automated fault management

Get near real-time, accurate fault detection and automated case submission. Automation makes sure network errors get fixed with minimal effect to your IT staff, and problem resolution begins even when your team is away.

### Application profiler

Get clear visibility into your network using granular application detection, performance monitoring, and rich flow information. Actionable insights help you improve availability, launch new services with agility, and save money through more efficient bandwidth capacity.

### Validation test strategy and automation

Prepare to operate new technologies. We'll help you develop a test plan based on your software strategy, platforms, topology, protocols, and configurations. Our automated test cases help you simplify service deployment.

### Transformation management office

Align your vision for the way your new technology can help your organization evolve. We can facilitate best practices, processes, tools, and methodologies that identify, motivate, and achieve value-based business transformation. Cisco expertise and resources help align and prioritize your projects and program portfolio with a strategy for innovation to realize maximum ROI from your Cisco and third-party solutions.

**Transformation:** Open up new revenue streams and embrace the most advanced technology by using services that help you create a strong strategy, manage the transition, and move people swiftly to adoption. You can elevate experiences for both your customers and your workforce. And great experiences inspire loyalty: something for which every business strives.

## Business Critical Services benefits

<b>Foundation</b> Build a reliable and efficient foundation	<b>Acceleration</b> Accelerate service creation and deployment	<b>Transformation</b> Transform through pragmatic innovation
<ul style="list-style-type: none"><li>• Improve reliability and visibility</li><li>• Reduce overall costs</li><li>• Strengthen security and compliance</li></ul>	<ul style="list-style-type: none"><li>• Improve security and scalability</li><li>• Reduce deployment opportunity costs</li><li>• Automate self-healing networks</li></ul>	<ul style="list-style-type: none"><li>• Improve response to changing markets</li><li>• Reduce time to capitalization</li><li>• Provide superior customer experiences</li></ul>