



# Cisco Service Provider (SP) Advantage

Cisco® Service Provider (SP) Advantage goes beyond “just fix it” to help you achieve specific operational outcomes, so you can keep business processes running, accommodate disruptive technologies, and hold the line on costs.

## Overview

Your network is the backbone that supports your organization. Yet, faced with disruptive emerging technologies, cost pressures, and unprecedented demand for scalability, how do you maintain a high level of business continuity? More importantly, how can you unlock the network’s full potential? Today, your IT team needs more than “just fix it” support and tactical maintenance. You need support that helps you achieve specific operational outcomes.

## Benefits

- Reduce capital expenditures and overhead costs
- More efficiently match our resources to your requirements with modular design
- Guide your business using unique analytics
- Preempt preventable incidents and reduce the effects of unavoidable ones
- Protect the integrity of existing services while modifying, building, and deploying new ones

## Designed to be flexible

Cisco SP Advantage is specifically designed for service providers. It includes a core set of features that can be scaled and configured and value-add options that can help you meet your specific business needs. And it is delivered by a team of designated technical and operational experts who perform their activities remotely. Figure 1 shows offer details.

Cisco SP Advantage optimizes the management of your network to increase operational efficiency and minimize business disruption. This personalized premium service offers a wide range of benefits that collectively focus on a single objective: achieving your desired operational outcomes.

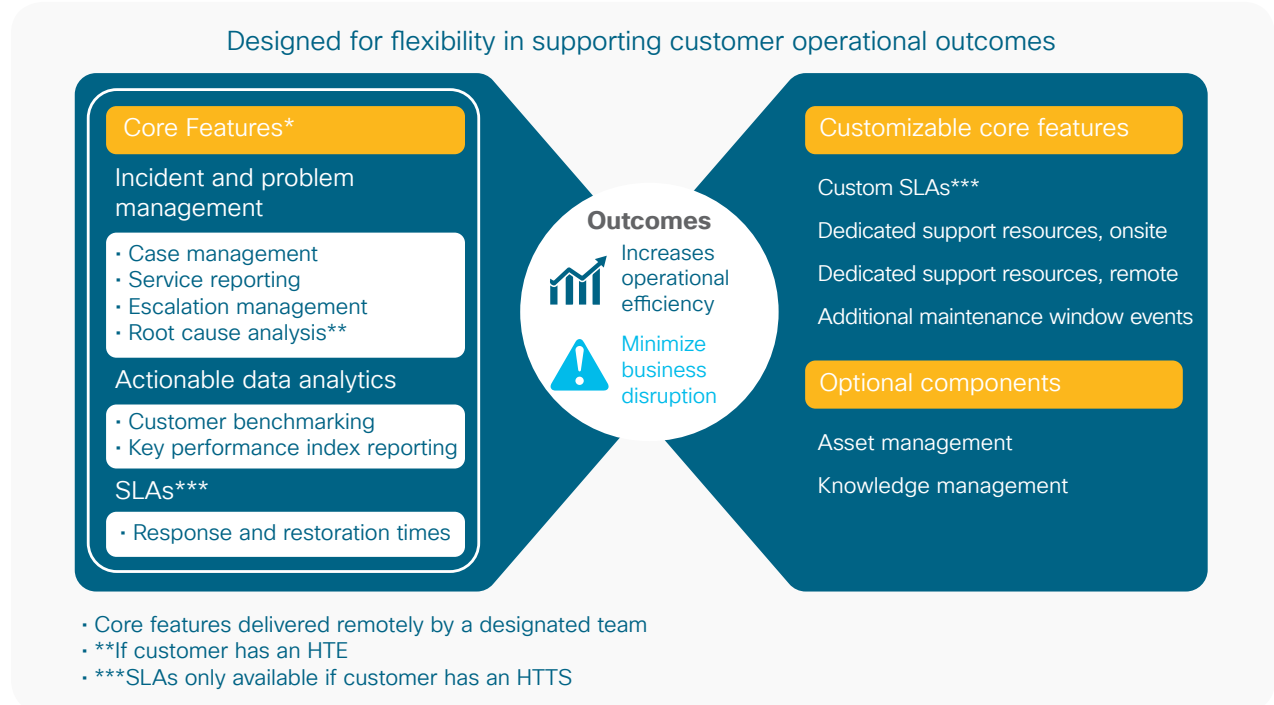
Cisco is leading the movement away from the traditional “just fix it” model toward customer-focused support that can make sure of business continuity and drive operational efficiency.

SP Advantage is the only outcome-based technical service in the marketplace that is:

- Comprehensive
- Flexible
- Delivered by a team of highly experienced Cisco technical experts who get to know your network intimately

This innovative support model promotes alignment between your network and operational goals. It helps you reduce the burden on your IT organization, manage growth more effectively, and keep your organization running smoothly and efficiently.

Figure 1. SP advantage offer details



## Customizable core features

SP Advantage provides flexibility in how support resources are allocated. You may elect to have a dedicated (rather than designated) team of Cisco support engineers who provide incident management and problem resolution support either remotely or onsite. A remote dedicated team enables greater customer intimacy and a greater degree of support than a designated team. An onsite dedicated team (100 percent onsite) enables the deepest level of customer intimacy and support and helps increase knowledge transfer.

SLAs can also be customized by negotiating a separate SLA. Another customizable feature is the number of maintenance window events that can be covered by the SP Advantage team.

Our innovative support model facilitates alignment between your network and operational goals by tracking Key Performance Indicators (KPIs) that enable better and faster visibility into operational issues.

## Actionable analytics

KPIs and analytics provide increased visibility into your network to improve operational efficiency. By converting petabytes of exclusive Cisco data into unique, actionable analytics, they provide Cisco engineers and customer IT teams with data driven recommendations to help understand and decide which actions will have the most effect on your network operations.

Benchmarking is a critical component of the actionable analytics and observes trends in your platform stability compared to those of your peers.

## Optional components

The optional components available to purchase in SP Advantage—Asset Management Service and Knowledge Management—provide the opportunity to improve operational efficiency and minimize business disruption with emphasis on specific aspects of network support:

- The **Asset Management Service** option helps you proactively manage your Cisco assets and contracts across your entire network. The service provides a designated Asset Manager who tracks and manages your assets, provides an accurate inventory, helps you optimize contract management, and delivers insights for informed decision making.
- The **Knowledge Management** option enables you to purchase training to accelerate adoption and reduce unplanned downtime. You get access to a Cisco learning advisor, who can help you make the best use of your training dollars to improve the technical knowledge and skills of your staff.

## Partnering with you for operational success

SP Advantage features are delivered in a dynamic and continuous cycle of improvement focusing on six primary areas to help you achieve and maintain specific operational outcomes (Figure 2). Each part of the cycle builds upon the others in support of the ultimate goal: customer self-reliance.

## Why Cisco?

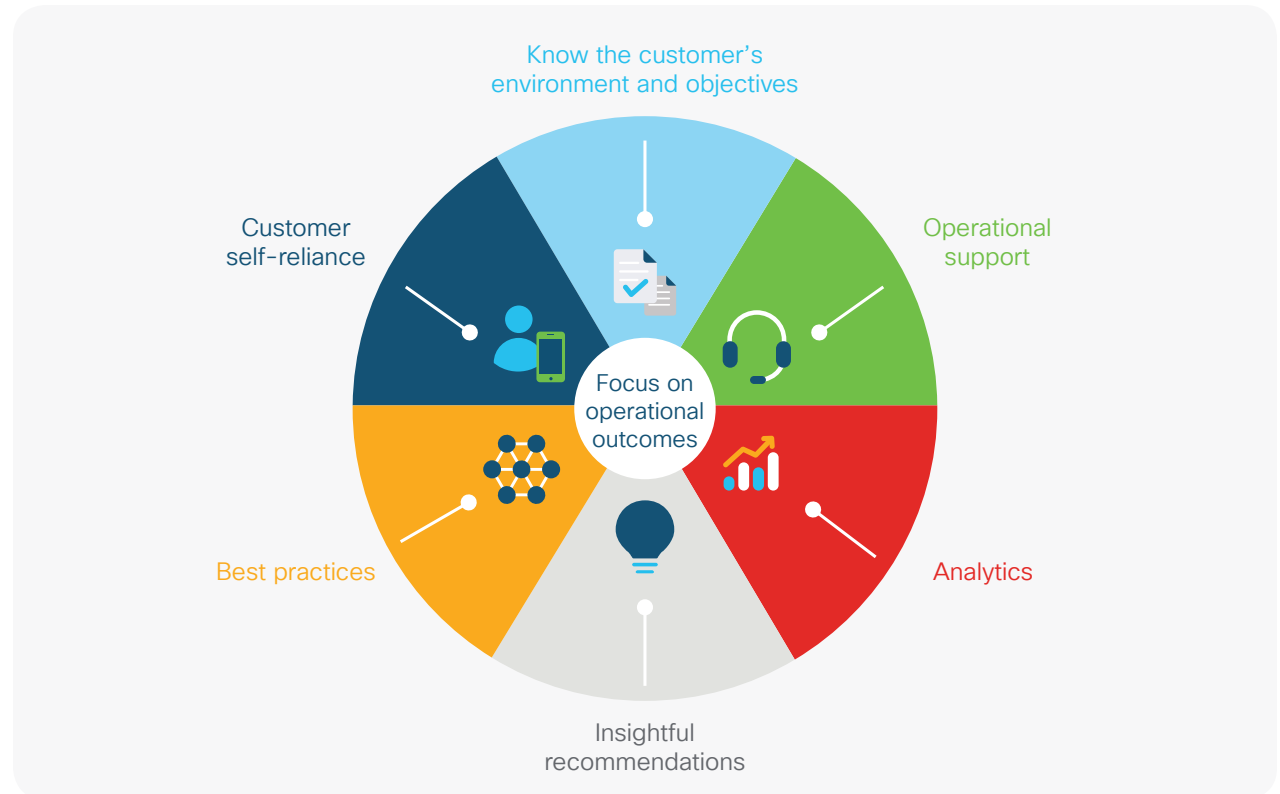
We are invested in your success. Cisco is the most experienced networking vendor, with more than 30 years of thought leadership, 50 million worldwide installations, and more than 6 million annual customer interactions.

Nobody knows networks like Cisco, and nobody knows your network like the SP Advantage team of experts. As a Cisco SP Advantage customer, you benefit from Cisco's combined innovation leadership, deep technology expertise, best practices, and proven methodologies. Powerful analytics capabilities built into SP Advantage enable best-in-class experts to deliver our comprehensive solution in a dynamic and continuous improvement cycle that is designed to help increase operational efficiency and minimize business disruption.

## Next steps

For more information about Cisco SP Advantage, visit <https://www.cisco.com/web/go/spadvantage>.

Figure 2. Dynamic and continuous cycle of improvement



We begin the cycle by building and expanding our relationship with you, gaining an in-depth knowledge of your operational environment and objectives.

Next, we coordinate support organizations and escalation processes, restore operations as quickly as possible, and reduce adverse effects of incidents on business operations. We conduct trending and gap analyses of incidents, processes, and training needs.

We then deliver customized reports and recommendations to help you make the right business decisions.

As the cycle continues, we assist in the application of best practices and operational procedures that will help prevent future incidents. Throughout the entire cycle, our goal is to share all of our knowledge, experience, and proven methodologies to optimize your IT network resources.