

# Positioning Smart Support Services for Partners

	Smart Net Total Care	Partner Support Service
Who delivers service? Who is face to customer?	Cisco	Partner
Target Market	Large and mid-sized Enterprise, Public Sector	Large and mid-sized Enterprise, Public Sector
What does the customer buy?	Smart Net Total Care	A partner's support or managed service that is delivered by combining PSS capabilities with the partner's own functionality
What is included in the service sold to customer?	Support service that provides foundational technical services along with comprehensive inventory, contract management, and alert information.	Partner decides what to include in the offer – may include all or some of the PSS capabilities with Partner's own features.
Opportunity for Partner	Any partner can resell the service. Partner opportunity to provide higher value proactive service, increase account service coverage and faster renewals. With customer permission, partner can view reports – covered/uncovered equipment, EoX products, alerts	<ul style="list-style-type: none"> <li>Partner with support or managed service practice can leverage Cisco's service capabilities and knowledge base to cost effectively build world class support and managed services</li> <li>Owns relationship with customer</li> </ul>