



Service Description for Cisco Business Critical Services Outcomes Advisory Services

This Service Description must be read in conjunction with “[How Cisco Provides Services](#)” which is incorporated into this document by reference.

Cisco Business Critical Services Outcomes Advisory Services are intended to supplement a current support agreement for Cisco Products and are available only when all Products in Customer’s network are supported through a minimum of core Services such as Cisco Smart Net Total Care™/ SP Base, Software Support Services (SWSS), Solution Support, Limited Lifetime Warranty, Software Application Services, or the Partner Support Service offering from within the Cisco Services Partner Program.

1. Services Summary

Cisco Business Critical Services Outcomes Advisory Services (“Outcome Services”) are aligned to Customer’s specified Business Outcomes. Customer’s Business Outcomes are specified in the applicable Quote. The table below describes the Outcome Services that Cisco will provide for each Business Outcome.

#	Business Outcomes	Description
1	Reduce Risk	Provides consulting designed to help Customer reduce and mitigate operational and business risks.
2	Reduce Cost	Provides consulting designed to help Customer reduce operational costs through technology innovations, recommended practices, and process improvements.
3	Enhance Security	Provides consulting designed to help Customer enhance overall security posture, improve security configurations, policies and controls. Identify gaps in security portfolio and architecture and provide recommendations on corrective actions.
4	Demonstrate Compliance	Provides consulting designed to help Customer identify compliance gaps and provide recommendations and remediation steps designed to address the gaps.
5	Optimize Productivity	Provides consulting designed to help Customer optimize infrastructure and enhance productivity.

Cisco Business Critical Services Outcomes Advisory Services include **Outcome Consulting**, **Digital Insights**, and **Project Management** as described below.

1.1 Outcome Consulting

Outcome Consulting is provided by Cisco to help Customer to enable its specified Business Outcomes. As part of Outcome Consulting, Cisco will work with Customer collaboratively on the following activities:

- Identify Customer priorities and business objectives.
- Examine the Customer environment and identify the baseline measurement criteria relevant to the Business Outcomes.
- Leverage Digital Insights, tools, and techniques to analyze and identify areas to improve.
- Provide recommendations for measures and corrective steps. The type of recommendations may include configurations improvements, architecture and design improvements, performance improvements, and recommended practices.
- Develop a plan of action to implement the recommendations.
- Provide assistance and support in implementations of action plan.
- Provide ongoing snapshots around the measurement criteria in comparison against the baseline.

1.2 Digital Insights

As part of Outcome Consulting a combination of tools may be used by the Cisco team to provide insights, identify the baseline, and provide comparison against the baseline at regular intervals.

The type of Digital Insights to Customers from the tools may include a combination of the below depending on the applicable Business Outcome.

- Insights related to configuration complexity, misconfigurations, and inconsistent configurations for similar Software Features across Cisco Products.
- Insights that help Customer specify its own configuration standards for Cisco devices, and to audit and report at scale against these standards.
- Insights that provide Customer a visible representation of network devices, functions, and relationships by creating a comprehensive, detailed end-to-end mapping of design policies and design patterns for helping spot weaknesses and simplify network supportability.
- Insights that help Customer identify and track Cisco Products affected by a published Cisco Field Notice.
- Insights that help Customer identify and track Cisco Hardware affected by a published Cisco Product lifecycle milestone (e.g., End-of-Sale Notice Period, Last Date of Support, End-of-Life).
- Insights that help Customer identify variations in device policies that may contribute to additional network design complexity.
- Insights that help Customer identify Cisco Products affected by a published Cisco Product Security Advisory with a “Critical” or “High” impact rating.
- Insights that help Customer identify device crash risks in network and provide guidance to help the Customer manage risk.
- Insights that compare scalability information from the Customer’s network with verified configuration limits.
- Insights that recommend software versions suitable for Customer configuration.
- Insights related to Software strategy, lifecycle management, upgrade planning and triggers, and software adoption recommendations.
- Insights that help the Customer identify the potential risk of service impact to Cisco Products through an analysis of operational and performance syslog data from Cisco Products.

1.3 Project Management

The Cisco Project Manager will perform the following:

- Schedule meetings with the Customer during which Cisco will work with the Customer to build a monthly plan of delivery for the Outcome Services.
- Provide a quarterly report that may include:
 - Activities performed and upcoming activities for the Outcome Services
 - Artifacts provided and upcoming artifacts for the Outcome Services

2. Scrum Services

Scrum Services are used along with Outcome Services to provide additional consultive capabilities around the Business Outcome areas for the Customer. The quantity of Scrum Services purchased is as set forth in the Quote document.

For Scrum Services, the activities may include one or more of the following:

Scrum activity area	Scrum activity description
Planning and Architecture	Architecture Strategy and Planning helps Customer to develop a strategy or plan to adopt and support Cisco solutions across the architecture deployment lifecycle, spanning high level strategy through to detailed technical documents.
Design Engineering	Design Support helps Customer with guidance and recommendations in new deployments of Cisco technologies, as well as making incremental changes to Customer's designs.
Implementation Planning	Implementation Planning (including migration) assists Customer's engineering staff in evaluating Customer's solution design changes, dependencies, affected processes, and Documentation.
Implementation Support	Implementation Support focuses on the transition of Customer's planning and design to implementation or migration activities, including Cisco's role in those.
Assessments and Analysis	Technology Assessments identify gaps and assist Customer with recommendations for optimizing the capacity, reliability, general performance, and/or security of Cisco Products.
Test Planning	Test Strategy and Planning assists the Customer with evaluating business and operational testing requirements, testing environment suitability, and identifying priorities for review or improvement.
Test Execution	In supporting of implementation or migration activities, work with the Customer to run planned tests, evaluate results, and support remediation / retesting.
Security Assessment	Security Assessments that identify technical and / or human weaknesses within individual systems or interconnected networks, such that potential areas of breach are identified, and remediation prioritized.
Security Resilience	Security Resilience focuses on executing tactical and strategic projects to help the Customer understand and improve its security posture, to reduce the likelihood and impact of cyber security incidents. Note: Scrum Services do not include security incident response services.
Cloud Transformation	Cloud Transformation helps to develop the Customer's business objectives into a mature Cloud strategy, with defined IT objectives, ready for execution.
Matrix Analytics	Matrix Analytics helps Customer to manage performance of its mobility infrastructure and forward fault notifications to existing Operations and Business Support Systems (OSS/BSS), by providing advanced performance management and machine learning capabilities.
Observability	Observability provides expert guidance and / or service assurance using the Customer's existing Cisco products to help Customer enhance digital experiences and focus on IT cost and performance.

3. Expert as a Service

The Expert-as-a-Service Service is used in combination with the Outcome Services to provide additional consultative capabilities that supplement the Outcome Services as specified in the Quote.

Expert-as-a-Service may include the benefits of resources and skills not otherwise available to Customer, such as access to Cisco tools, analytics, software, knowledge resources and systems during the consultative or project management engagement.

The following Expert-as-a-Service roles are available:

Consulting Engineer: Cisco provides consultative advice and guidance in support of Customer's objectives for design, implementation, operations and knowledge transfer for a specific technology, architecture, or solution as identified in the Quote.

Solution Architect: Cisco provides consultative advice and guidance in support of Customer's architecture vision, strategy development, and architecture standards alignment for a specific technology, architecture, or solution as identified in the Quote.

4. Architecture and Technology Support

The following are the architectures and technologies supported by the Services as specified in the Quote:

4.1 Networking Architecture

- Routing and Switching technology-aligned Services support all Cisco Products and technologies that forward and/or process routed Internet Protocol (IP) and switched Ethernet traffic, Hardware, and virtual infrastructure appliances, Software-defined access switches, and controllers.
- Wireless Networking technology-aligned Services support all Cisco Unified Network Wireless Products including Wireless LAN (WLAN) Access Points (AP), Wireless Controllers and Wireless Network Management
- Network Management and Orchestration technology-aligned Services include Cisco Application Policy Infrastructure Controller Enterprise Module (APIC-EM), Cisco Digital Network Architecture (DNA) Center, Cisco Prime® Infrastructure, Cisco Prime Network, Cisco Prime Optical, Cisco Prime Central, Cisco Prime Performance Manager, Cisco Prime Provisioning, Cisco Prime Access Registrar, Cisco Prime Network Registrar, Cisco Evolved Programmable Network (EPN) Manager, Cisco WAN Automation Engine (WAE), and other Cisco OSS / Network Management Software.
- Optical Networking technology-aligned Services support all Cisco Optical Products and technologies including DWDM, IPoDWDM, Optical Transport (OTN), Packet Optical, Circuit Emulation, SONET, and SDH.
- Next Gen Cable Access technology-aligned Services support Cable Modem Termination System (CMTS), Cisco Converged Broadband Router (cBR-8) Platform, Evolved Converged Cable Access Platform (CCAP), DOCSIS 3.1 Migration, and Broadband Access Control for Cable (BACC), and Cisco Network Register (CNR).

4.2 Data Center Architecture

- Computing Systems technology-aligned Services support all Cisco Data Center Compute Products, Cisco Hyperflex Infrastructure Platforms, Software, and technologies, such as servers and management Software and connectivity.
- Data Center Switching technology-aligned Services support all Cisco Data Center Switching Products and technologies that forward and/or process and forward IP, switched Ethernet, storage traffic, and Cisco Application Control Engine.
- Storage Area Networking (SAN) technology-aligned Services support all Cisco Data Center SAN Products and technologies that forward and/or process and forward IP, switched Ethernet, and storage traffic.
- Application Centric Infrastructure (ACI) technology-aligned Services support all Data Center Cisco Nexus® Family of ACI-capable 9000 Switches and Application Policy Infrastructure Controller (APIC) Cluster.

- Data Center Orchestration and Automation technology-aligned Services support Cisco ONE™ Enterprise Cloud Suite Solutions such as Cisco Unified Computing System™ (Cisco UCS®) Director (UCS-D), Cisco Prime Service Catalog (PSC), Cisco Process Orchestrator (CPO), Cisco UCS Performance Manager (UCSPM), Cisco UCS Manager (UCSM), Cisco UCS Central (UCSC), Cisco Cloud Center (CCC), Cisco Prime Data Center Network Manager (DCNM), and other future Cisco infrastructure and Software Products for Hybrid Cloud and IT Automation.

4.3 Security Architecture

- Network Security Services technology include Cisco Security Products and Solutions including next generation firewall and next generation Intrusion Prevention Systems (IPS), and Content Security (Email/Web).
- Cloud Security Services technology include Cisco Cloud Security, including Cisco Umbrella™.
- Security Policy and Access Services technology include Cisco Policy and Access Products, including Identity Services Engine (ISE) and AnyConnect® VPN.
- Advanced Threat Services technology include Advanced Threat Products and Solutions such as Cisco Advanced Malware Protection (AMP) technologies, Stealthwatch®, and Cognitive Threat Analytics.
- Tetration technology-aligned Services technology support Cisco Tetration™ Clusters (39RU, 8RU, Tet-V, Cloud-TaaS), Sensors (Software and Hardware) and Software Subscription Licenses.

4.4 Collaboration Architecture

- Unified Communications (UC) technology-aligned services support Cisco Collaboration Product families and technologies that may include call control, voicemail, instant messaging and presence, analytics and reporting, emergency response, mobility, and endpoints. Includes Cisco Products and applications including Call Processing, Voice Mail, Instant Messaging and Presence, Voice Gateways, Telephony endpoints.
- Video Collaboration technology-aligned services support Cisco Collaboration Product families and technologies that may include call control, video conferencing, personal meeting rooms, analytics and reporting, room and immersive video endpoints, desktop video endpoints, personal video endpoints, video infrastructure, and video applications.
- Customer Care technology-aligned services support Cisco Collaboration Product families and technologies that may include call control, call routing, interactive voice response, scripting, omni-channel and self-Service Solutions, and analytics and reporting.
- Cloud Meetings and Messaging technology-aligned services support Cisco Collaboration Product families and technologies that may include on-premise and cloud conferencing, personal meeting rooms, analytics and reporting, cloud Collaboration Platform and hybrid Services, and cloud instant messaging and presence.
- Unified Communications Manager (UCM) Cloud technology-aligned services support Cisco Collaboration Product families and technologies that may include on-premise and cloud call processing, voice mail.
- Webex Calling technology-aligned services support Cisco Collaboration Product families and technologies that may include on-premise and cloud calling, analytics and reporting, cloud collaboration Platform and hybrid Services, and cloud instant messaging and presence.
- Webex Contact Center technology-aligned services support Cisco Collaboration Product families and technologies that may include on-premise and cloud contact center, analytics and reporting, cloud collaboration Platform and hybrid Services, and cloud instant messaging and presence.
- Webex Contact Center Enterprise technology-aligned services support Cisco Collaboration Product families and technologies that may include on-premise and cloud contact center, analytics and reporting, cloud collaboration Platform and hybrid Services, and cloud instant messaging and presence.

4.5 SP Mobility Architecture

- Cisco Packet Core technology includes StarOS ASR 5000, StarOS ASR 5500 and StarOS VNF NFVI based virtual packet Core.

- Mobility Policy and Access technology includes Cisco Policy Suite (PCRF).

4.6 Internet of Things

- Industrial Networking and Collaboration technology-aligned Services support all Cisco IoT Products and technologies that forward and/or process routed Internet Protocol (IP) and switched Ethernet traffic, Hardware, and virtual infrastructure appliances, Software-defined access switches, and controllers, including Cisco Industrial Wireless and Ultra-Reliable Wireless Backhaul Products, as well as IoT management and dashboard applications used in combination with such products.
- OT Integrity technology-aligned Services support all Cisco Industrial Security Products and technologies, including Cisco Cyber Vision Center and Sensor software, Cisco Cyber Vision Center and Sensor hardware appliances, Industrial Compute Gateways and Industrial Security Appliances (ISA).

5. General Roles and Responsibilities

5.1 Cisco responsibilities:

- Work with the Customer to identify the mutually agreed-upon activities related to the Customer-specified Business Outcome(s) and within the scope of this Service Description and to the extent identified in the Quote.
- Assign, supervise, and direct the individuals delivering this Service. Cisco may switch individuals at any time. Cisco is not obligated to make personnel changes to accommodate workload or work type changes. Cisco will assess what experience is required and assign personnel and resources based upon the agreed-upon activities. Cisco will make efforts to allocate resources evenly throughout the contract length.
- Use commercially reasonable efforts to complete activities agreed to in the Services kick-off meeting and subsequent plans. However, Cisco does not guarantee that a project will be successfully completed by a scheduled project end-date or by the end of the Service Term. All Service delivery will stop and be considered complete on the last Business Day of the Service Term.

5.2 Customer responsibilities

- Work with Cisco to identify the mutually agreed-upon projects and activities within the scope of this Service Description.
- Identify the specific activities for the Scrum Services which will be reviewed at the engagement kickoff meeting.
- Schedule a quarterly meeting to review the quarterly report that Cisco provides, if Customer believes necessary.
- Submit requests to the Cisco Project Manager in writing, using the format as mutually agreed-upon in the engagement kick off meeting.
- Remain responsible for all of Customer's compliance with industry standards.
- During Maintenance windows, remain responsible for configuration changes for network traffic diversion as applicable, ownership of relationships with Internet Service providers and third-party vendors on agreed upon process, and post validation of Customer applications after the upgrade.

5.3 Requirements

(a) General requirements

- Cisco uses its discretion to assign resources for services mentioned in this Service Description. In case Customer opts for in-region resources during quoting as documented by Cisco, Cisco will use commercially reasonable efforts to utilize solely in-country staff for service delivery and may utilize staff from outside the country.
- The use of the word outcome in relation to the Services does not imply that any specific outcome or improvement related to any outcome will be achieved.

Business Critical Services

- Services in this Service Description may not be used for any project or activities in which there may be or may appear to be a governmental Organizational Conflict of Interest or similar conflict.
- (b) Scrum Services and Expert as a Service:
- Scrum Services and/or Expert as a Service are available only as an Add-On to the Outcome Services and not as an hourly or time and materials offering.
 - Through Scrum Services and/or Expert as a Service Cisco may recommend Cisco or third-party tools or products that may benefit delivery activities related to a Business Outcome area. The Customer is responsible for the evaluation and, if desired, the purchase of these additional items. The Scrum Services will not be responsible for providing such equipment, tools, products or services.
 - Scrum Services and/or Expert as a Service are related to Cisco infrastructure only. Cisco will collaborate with Customer-provided third-party technology and equipment providers as Cisco deems required and practical. Cisco will not be responsible for outcomes related to third party devices nor will Cisco be obligated to perform activities directly on third party equipment.
 - The specific activities for the Scrum Services will be reviewed and agreed upon at the engagement kickoff meeting, along with the format of the written requests and responses. The intended activities will be reviewed and updated quarterly. When new activities are agreed, Cisco will validate that what is being requested is reasonable and proportional to the resources and time available, refined where required, and documented.
 - In Scrum Services, Cisco can collaborate with Customer teams and Partners to deliver joint outcomes, and the Cisco Project Manager will confirm that the roles and responsibilities of each party are documented.
- (c) Data Collection:
- For providing value through Digital Insights, Cisco requires data to be collected from Customer's environment.
 - Cisco will work with Customer to install applicable data collection tools at the Customer environment.
 - If data collection in Customer's environment is not performed with Cisco's Data Collection Tools, Customer must provide Cisco requested data manually.
 - For Customers opting for an Air-Gapped Data Collection Tool and having purchased and made the same available, data will be collected onsite and will be used to provide value through Digital Insights. Air-Gapped Data Collection must be specified in advance in the Quote.
 - Cisco recognizes that U.S. federal, state and local government Customers, and other governmental Customers, may have certain regulated or government specific requirements or limitations. To the extent a government Customer is prohibited by law, security compliance / risk or policy from deploying Cisco Data Collection tools, the parties must work together to identify these requirements, limitations, and prohibitions before issuance of the Quote. Such requirements, limitations, and prohibitions may impact Cisco's ability to provide Services.
- (d) Non-Integration of Cisco Representatives
- The Services are provided in accordance with this Service Description and are not dependent on a specific Cisco representative. Customer will not treat Cisco representatives as its own employees. Questions or assistance related to a specific Cisco representative should be directed to Cisco's point of contact for the Service as identified in accordance with the How Cisco Provides Services document.

6. Glossary

The following terms used within this document are defined below:

Defined Term	Meaning
Air-Gapped Data Collection Tool	A Data Collection Tool deployed as an appliance within the customer's network. Collected data remains on-site as the Data Collection Tool will not create any external links outside the customer network. Typically used for highly secure ("air-gapped") networks.
Platform	A Cisco Product family (i.e., ASR 9000 Series, ASR 1000 Series, NCS 5000 Series) and associated Software Release(s).
Software Feature	User-configurable function for a Cisco technology, protocol, or application module on a single system.