



# Cisco SmartAdvisor

## Uncover New Sales Opportunities with Advanced Network Analysis and Reporting

As a sales engineer, you need a way to stand out from the pack. A specialized tool in your belt; something to give you extra insight to your customer's needs. Welcome to Cisco SmartAdvisor.

Cisco SmartAdvisor is a presales assessment service that provides a snapshot view into your customer's network. A key component of our worldwide Partner Enablement initiative, it's designed specifically to help you develop opportunities for new architectures, solutions, and services.

With help from Cisco SmartAdvisor, you can confidently position your own lifecycle services offer to customers supported by Cisco Collaborative Services. It's your one-stop for architecture assessment, service coverage, hardware and software lifecycle, capability reporting, and more.

## Gain Deep Insight into Customer Networks

Proposals based on actual data drive greater demand for product refresh and services pull through. Cisco SmartAdvisor uses customer network discovery data to analyze the network's health, end-of-life (EOL) state, as well as operational efficiency, video and IPv6 readiness, security vulnerabilities, and other important information. The SmartAdvisor dashboard in Figure 1 shows some of this data.

Figure 1. The Cisco SmartAdvisor Dashboard



The resulting reports empower you to identify customer network pain points, gaps, and vulnerabilities and recommend improvement strategies. You'll be able to speak with authority about advanced technologies that can extend and enhance your customer's individual network.

## Benefits

- Mines the customer's installed base and collects a detailed inventory of the network
- Integrates with multiple third-party vendor discovery tools and supports Cisco collector file formats (CSPC and CNC)
- Delivers fact-based analysis to help boost customer demand for new products and services
- Provides customized, ready-to-use reports, including Network Assessment Executive Summary
- Defines phased migration paths from old hardware, as well as software consolidation and upgrade options
- Empowers you to speak with authority about ways to extend and enhance your customer's unique network deployment

## Next Steps

Visit the [Cisco SmartAdvisor website](#) to learn more.

Send Cisco SmartAdvisor feedback or questions to [cgs-support@cisco.com](mailto:cds-support@cisco.com).

Cisco SmartAdvisor is sales- and service focused with rich reporting capabilities and features:

- **Lifecycle and Alert Service report:** Includes end of sale, last day of support, potential migration path, security (PSIRT) and Field Notice reports.
- **Service Coverage report:** Discovers all devices on the network, opening up opportunities to renew expired service contracts for eligible Cisco hardware and software.
- **Capability Assessment reports:** Includes Cloud Intelligent Network, IPv6 Profile, Medianet Profile; Cisco EnergyWise™ Profile, and Cisco Catalyst 6500 Series migration recommendation.
- **Multivendor Device Inventory:** Delivers a summary of devices that are not Cisco running on the customer's network, providing potential sales opportunities.
- **Network Assessment Profile:** Provides a customized, ready-to-use Executive Summary Microsoft PowerPoint presentation of findings.
- **Cost optimization service:** Identifies opportunities for cost optimization in the areas of installed base, architecture, and operational practices.
- **Opportunity notification:** Alerts you to new product refresh or service renewal opportunities resulting from service coverage expirations.

Cisco SmartAdvisor is collector agnostic. You can use it transparently through any of the Cisco SmartAdvisor enabled commercial third-party tools that best fits your needs: Infoblox, Lanamark, Netformx, neteXpose, NETvisor, RISC Network, and SolarWinds. Put Cisco SmartAdvisor to work, and position yourself as a highly knowledgeable and trusted advisor.