Help Partners Increase Deal Sizes and Customer Satisfaction

Cisco Solution Support 101
Service and Promotion Overview for Partner Sales Teams

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Today We’ll Cover…

• Cisco Solution Support Overview
• Cisco Solution Support Partner Promotion
• Resources
• Next Steps
How Many Vendors Are You Working With Today?

Enterprises average 10-20+ technology vendors

Increasing through converged infrastructures and cloud deployments

Less likely any one vendor can address every technology issue
A New Support Model Is Needed

“When something breaks, which vendor do I call?”

“Even minor maintenance changes can cause serious issues.”

“Our support experience with some vendors has been inconsistent.”

“We don’t have the expertise to manage support between vendors.”
The Right Kind of Support for Solution Environments

Why Should Partners Care About Cisco Solution Support

- 41% faster time to resolution than with product support
- Addresses both Cisco® and solution partner products (to date: more than 200 products from more than 150 vendors)
- Faster speed to new markets for partners
Greater Sales Benefits with No Extra Effort

Offer solution-level support without the investment of building your own service, helping you get to market more quickly with complete solution offers.

**Cisco® Product Support**
- Money left on the table
- Time spent post-sale managing customers and complex issues
- Product-only expertise, delays complex issue resolution

**Cisco Solution Support**
- Increases deal and renewal sizes; achieve premium service rebates on eligible bookings
- Protects your time from post-sales support flare-ups to focus on your next sale
- Solution experts resolve complex issues on average 41 percent more quickly than product support alone
## One Service, Broad Coverage

<table>
<thead>
<tr>
<th>Service Features</th>
<th>Cisco Product Support (SNTC &amp; SWSS)</th>
<th>Cisco Solution Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global 24x7 product-level technical support</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>24-hour access to Cisco® online resources</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Hardware replacement (2- and 4-hour, next business day)</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Network management / operating system software updates and upgrades</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Proactive diagnostics and immediate alerts on devices through Cisco Smart Call Home</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Web-based user community for self-service support of smart capabilities</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Cisco software application support</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td><strong>Primary point of contact with solution-level expertise</strong></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Accountability for issue resolution, no matter where it resides</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Coordination between Cisco® TAC and solution partner product support teams</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Case management from first call to resolution</td>
<td></td>
<td>●</td>
</tr>
</tbody>
</table>
How Customers, Partners and Cisco Fit Together

Customer contacts Cisco Partner

Customer contacts us

Cisco partner transfers the case to Cisco

We deliver Cisco® Solution Support

We coordinate support when needed

Solution partners deliver their product support

Customers with multivendor solutions retain the flexibility to contact solution partners directly for support on their products per their contracts with them.
Cisco Solution Support Eligible Solutions

One service covering solutions in the following portfolios, addressing unique products within each.

- **Collaboration**
  - Collaboration Solutions
  - Hosted Collaboration Solution

- **Data Center**
  - Cisco Application Centric Infrastructure
  - Cloud Center
  - Critical Infrastructure
  - FlexPod®
  - OpenStack™
  - SAP HANA
  - Tetration Analytics
  - VersaStack™

- **Digital Solutions**
  - Mobile Experience
  - Virtual Expertise

- **IoT**
  - Connected Manufacturing
  - Connected Utilities
  - Digital Platform for Cities
  - Instant Connect and Video Surveillance
  - Cisco Vision Dynamic Signage Director
  - Smart City LoRa

- **Networking**
  - Apple
  - Intelligent WAN

- **Security**
  - Network Security

- **Service Provider**
  - Service Provider Mobility

- **Partner**
  - Partner Support Service for ACI Solution Support
Where to Build a Quote and Order Cisco Solution Support

Find details in the Cisco Solution Support Ordering Guide.
Easily Convert Cisco Smart Net Total Care Service Opportunities to Cisco Solution Support

<table>
<thead>
<tr>
<th>Cisco Smart Net Total Care Service™</th>
<th>Converts To</th>
<th>Cisco® Solution Support Inclusive of Smart Net Total Care</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SNTC GSP</strong></td>
<td><strong>Part Number Example</strong></td>
<td><strong>Description</strong></td>
</tr>
<tr>
<td>C2P</td>
<td>CON-PREM-XXXXX</td>
<td>SNTC 24X7X2OS</td>
</tr>
<tr>
<td>C4P</td>
<td>CON-OSP-XXXXX</td>
<td>SNTC 24X7X4OS</td>
</tr>
<tr>
<td>C4S</td>
<td>CON-OSE-XXXXX</td>
<td>SNTC 8X5X4OS</td>
</tr>
<tr>
<td>CS</td>
<td>CON-OS-XXXXX</td>
<td>SNTC 8X5XNBDOS</td>
</tr>
<tr>
<td>UCSD5</td>
<td>CON-UCSD5-XXXXX</td>
<td>UCS DR 8X5XNBDOS</td>
</tr>
<tr>
<td>UCSD7</td>
<td>CON-UCSD7-XXXXX</td>
<td>UCS DR 24X7X4OS</td>
</tr>
<tr>
<td>S2P</td>
<td>CON-S2P-XXXXX</td>
<td>SNTC 24X7X2</td>
</tr>
<tr>
<td>SNTE</td>
<td>CON-SNTE-XXXXX</td>
<td>SNTC 8X5X4</td>
</tr>
<tr>
<td>SNTP</td>
<td>CON-SNTP-XXXXX</td>
<td>SNTC 24X7X4</td>
</tr>
<tr>
<td>SNT</td>
<td>CON-SNT-XXXXX</td>
<td>SNTC 8X5XNBD</td>
</tr>
<tr>
<td>SW</td>
<td>CON-SW-XXXXX</td>
<td>SNTC NO RMA</td>
</tr>
<tr>
<td>SAS</td>
<td>CON-SAS-XXXXX</td>
<td>Software Application Support</td>
</tr>
<tr>
<td>SAU</td>
<td>CON-SAU-XXXXX</td>
<td>Software Application Support w/ Upgrades</td>
</tr>
<tr>
<td>EMCU</td>
<td>CON-ECMU-XXXXX</td>
<td>SWSS</td>
</tr>
<tr>
<td>HCS SWSS</td>
<td></td>
<td>Solution Support Included In HCS SWSS</td>
</tr>
</tbody>
</table>

Follows all standard TS rebates and discounts
Close More Cisco Intelligent WAN and Network Security Deals with the Cisco Solution Support Promotion

<table>
<thead>
<tr>
<th>What Is the Promotion?</th>
<th>How Do Partners Benefit?</th>
<th>Where and When Is the Promotion Valid?</th>
<th>What Products Are Included?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase Cisco® Solution Support with a <strong>minimum 36-month contract</strong> for eligible Cisco IWAN¹ and Network Security products, and receive an additional <strong>15 percent discount</strong></td>
<td><strong>Stackable</strong> on top of eligible standard theater service discounts and OIP hunting and TIP teaming activities</td>
<td>Offer valid in the Americas, Africa, Asia Pacific, Europe, Japan, Middle East, Turkey, and Russian Federation. Valid <strong>September 1, 2016 through February 28, 2017</strong></td>
<td>A variety of products in our Cisco IWAN and Network Security solutions</td>
</tr>
</tbody>
</table>

Read complete details on this promotion on the [Cisco Incentives and Promotions page](#).
Next Steps

- Visit [Cisco Solution Support](https://www.cisco.com) on Cisco.com to learn more
- Contact your Cisco PSDM, Partner Account Manager, distributor or send an email to [ask-solution-support@cisco.com](mailto:ask-solution-support@cisco.com) to get started
- Download the call guide and other materials on [Cisco Sales Connect](https://www.cisco.com)
- Take advantage of the promotion. To learn more, visit [the Cisco Incentives and Promotions](https://www.cisco.com) page
Help customers innovate with confidence and take the leap to new technologies. We have them covered with Cisco® Solution Support.

cisco.com/go/solutionsupport
Cisco Digital Network Architecture

The Cisco **Digital Network Architecture (DNA)** is an open, software-driven, services-centric network architecture. It’s designed to rapidly deliver services that enable IT to:

- Innovate faster through insights and experiences
- Reduce costs and complexity through automation and assurance
- Lower risk through security and compliance
Close More Cisco Intelligent WAN and Network Security Deals with the Cisco Solution Support Promotion

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<tr>
<th>What Is the Promotion?</th>
<th>How Do Partners Benefit?</th>
<th>Where and When Is the Promotion Valid?</th>
<th>What Do Discount Look Like?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase Cisco® Solution Support with a <strong>minimum 36-month contract</strong> for eligible Cisco IWAN¹ and Network Security products, and receive an additional 15 percent discount. The promotional discount will be automatically applied to orders at time of checkout.</td>
<td>Discounts can be stacked on top of the standard theater service discount for which you are eligible. If you participate in Cisco OIP hunting and TIP teaming activities, you can receive an additional two percent on top of the 15 percent promotional discount. Please refer to the links below for registering your deal in your respective country.</td>
<td>Offer valid in the Americas, Africa, Asia Pacific, Europe, Japan, Middle East, Turkey, and Russian Federation.³</td>
<td><strong>Partner OIP (US example)</strong>&lt;br&gt; Average services discount: 23%&lt;br&gt; Promotional discount: 15%&lt;br&gt; OIP registration discount: 2%&lt;br&gt; <strong>Total Discount:</strong> 40%</td>
</tr>
<tr>
<td><strong>Non-Registered OIP (US example)</strong>&lt;br&gt; Average services discount: 23%&lt;br&gt; Promotional discount: 15%&lt;br&gt; <strong>Total Discount:</strong> 38%</td>
<td></td>
<td></td>
<td></td>
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1 For Cisco IWAN, the promotion applies to standard Cisco 800BB, Cisco ISR, and Cisco ASR1K enterprise routers, as well as those offered as part of Cisco ONE. For a complete list of eligible Cisco IWAN and Network Security products, as well as terms and conditions and other promotion details, refer to the [Cisco Incentives and Promotions page](https://www.cisco.com) on Cisco.com.
2 Refer to the [Cisco Solution Support Ordering Guide](https://www.cisco.com) for additional details on ordering and renewing this service.
3 Not available in China, Hong Kong, Taiwan, or certain countries within Africa, Europe, Middle East, and Russian Federation (export compliance restrictions apply).
4 Average services discount in EMEAR is 35%. Average services discount is 40%. Actual discount may vary.

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