Cisco Smart Net Total Care Service

INCREASE NETWORK VISIBILITY AND SERVICES REVENUE WITH CISCO TECHNICAL SERVICES

Make it easier for your customers to see their contracts, installed base, and end-of-life service items. With Cisco Smart Net Total Care™ Service, your customers get access to Cisco's Technical Assistance Center (TAC) for device-level support, plus they're entitled to smart capabilities that reduce risk, help resolve problems faster, and increase operational efficiency.

Benefits for You

By reselling Smart Net Total Care, you can boost growth and profits, strengthen your customer relationships, and meet your customers' changing technical support needs. It helps you:

- Increase revenue by attaching services at the point of sale

- Augment product sales by capturing product upgrade and refresh opportunities

- Order, renew, track, and maintain contracts more efficiently

Smart Net Total Care gives you an inside track on new selling opportunities. Your customers can give you access to their data in the Smart Net Total Care portal, which gives you visibility into their installed base.

Figure 1 The Smart Net Total Care Portal Provides Actionable Information About the Cisco Installed Base
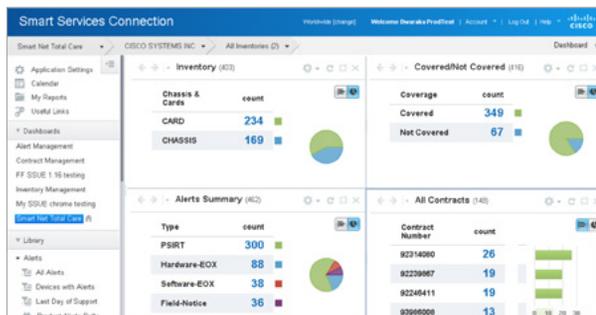
Strengthen Your Customer Relationships

Smart Net Total Care reports show your customers whether their installed base is current and covered. This can be a catalyst to talk about how to optimize their networks to meet changing business demands.

Increase Your Revenue Opportunities

Portal access gives you visibility into coverage gaps, hardware refresh opportunities, and potential technology upgrades. And attaching Smart Net Total Care to new product sales gives you recurring revenue and makes renewals easier.

Reduce Operational Costs

A single "smart entitled' service means simplified sales for all market segments and an easier ordering process.

Who Do I Sell To?

Smart Net Total Care can provide foundational device support for any size business with any number of Cisco® devices. Good candidates are customers whose:

- Network is critical to their business

- In-house staff wants direct, anytime access to Cisco experts for rapid problem resolution

Smart capabilities will appeal to customers with:

- Large, complex or dynamically changing networks

- Rapid network growth or change, such as through acquisition or a corporate merger

- New technology purchase plans and a need to understand their current inventory

- An understanding of the value of up-to-date asset information but who currently use a manual process

Extend the Value with Related Services

You can offer additional services to customers who need help enabling smart capabilities, managing their network, or managing their infrastructure, applications, and services. These services include:

Smart Assist: Install and enable smart capabilities faster. Smart Assist provides remote support engagement for customers who have Cisco smart-entitled offers and want to start using the benefits and value of their smart capabilities fast.

Asset Management: Increase the value of the customer's IT assets. Asset Management offers personalized consulting to help customers optimize the value of their installed base and contracts.

Technical Services Advantage: Help customers manage their network infrastructure, applications, and services. This service optimizes the management of customer networks to improve operational efficiency, reduce business disruption, and achieve desired operational outcomes.

For More Information

To learn more about Cisco Smart Net Total Care Service and related services, visit:

Smart Net Total Care

Smart Assist Service

Asset Management Service

Technical Services Advantage

or contact your Cisco partner services development manager.

Additional resources are available at:
Smart Net Total Care Support Community