



Cisco Support Essentials Service:

Protecting Your Network and Your Business

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Your Business Challenges

Your Business Challenges

Increase Return on Network Investment

Keep Network Up and Running

Maintain Competitive Advantage

Maintain Business Credibility and Continuity

Manage Total Cost of Ownership



The Cost of Downtime

Productivity Lost

Employees x Hours Lost x
Burdened Hourly Rate = Loss

Revenue Lost

- Direct Revenue Loss
- Compensatory Payments
- Future Lost Revenue

Damaged Reputation

- Customers
- Suppliers
- Business Partners

Impaired Financial Performance

- Revenue Recognition
 - Cash Flow
 - Lost Discounts

Business Challenges

Limited IT
Staff

Limited
Network
Support

Limited
Budget

IT Staff is Responsible for Design, Deployment
and Maintenance of the Network

Cisco Support Essentials

Cisco Support Essentials

Easy, cost-effective
network
support

Ensures
operational
reliability

Protects
customer
network
investment

Cisco Support Essentials Benefits



- Affordable, essential support
- Step-by-step guidance from Cisco support engineers
- Next business day hardware replacement
- Online access to technical tools and resources
- Operating system software maintenance releases for bug fixes

Support for Your Basic Network Components



Routers



Switches



Wireless

Cisco Support Essentials Service provides support for your network components

Warranty Comparison

	Equipment Covered	Duration	Hardware Replacement	Cisco OS Updates	Cisco TAC Support	Additional Cisco.com Access/Benefits	Smart Entitlement
Smart Net Total Care	All ¹	Renewable contracts	Advance replacement: - 24x7x 2hrs - 24x7x 4hrs - 8x5x 4hrs - 8x5x next business day (NBD) - Onsite options	Minor and maintenance releases for licensed feature set ⁵	24x7 ²	Yes ⁷	Yes
Support Essentials	Data-only network equipment	Renewable contracts	8x5 x NBD	Maintenance releases	Callback within one business day	Yes ⁷	Yes ²
Warranty	All ¹	90 days ³	Advance replacements (10 days) ³	No ⁴	No ⁶	No	No

Multiyear Contract Benefits

Lower support costs

Opportunity to lock in prices

Ability to match service contract to lease terms

Multiyear service options mean more affordable support

Award-Winning Services

Cisco Services is Consistently Recognized

14 wins
 THE ASSOCIATION OF SUPPORT PROFESSIONALS
Award Winner 2017
 The Year's Ten Best Web Support Sites
 HALL of FAME

30 wins
 tsia | STAR AWARDS 2016
 HALL of FAME

22 wins
 2017 STEVIE®
GRAND WINNER
 AMERICAN BUSINESS AWARDS
 Support Website
 Support Mobile App
 Integrated Web/Mobile Experience
 Device Analyzers
 "Support Highlights"

10 Certs
 Certified Technology Service & Support
 J.D. POWER PROGRAM 2016
 "Exceeding Customer Service Expectations"

3 wins
 2017 STEVIE®
GOLD WINNER
 FOR SALES & CUSTOMER SERVICE
 Cisco TAC Support Community

4 wins
 ASIA-PACIFIC STEVIE® AWARDS

15 wins
 2016 GRAND STEVIE® WINNER
 INTERNATIONAL BUSINESS AWARDS
 Support Website
 Support Mobile App
 Integrated Web/Mobile Experience
 "Support Highlights"

9 Certs
 tsia EXCELLENCE IN SERVICE OPERATIONS
 CISCO SYSTEMS GLOBAL CERTIFICATION

3 wins
 2015 GRAND STEVIE® WINNER
 INTERNATIONAL BUSINESS AWARDS

5 wins
 webaward 2015
 OUTSTANDING WEBSITE
 Cisco Support Website

1st win
 Cisco Digital Support
GOLD WINNER
 Customer Service Optimization
 Gartner & 1to1 Media CRM Excellence Award Winner

1st win
 TEMKING GROUP
CUSTOMER EXPERIENCE EXCELLENCE AWARD

1st win
 OMNI AWARDS GOLD

CONSISTENTLY RECOGNIZED FOR INDUSTRY-LEADING SERVICES EXCELLENCE, INNOVATION AND BEST PRACTICES

For More Information

For More Information

- Cisco Support Essentials Service:
 - <http://www.cisco.com/c/en/us/services/technical/support-essentials.html>
- Cisco Services:
 - www.cisco.com/go/services

