



# Cisco Support Essentials Service:

Protecting Your Network and Your Business

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# Your Business Challenges

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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

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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
<b>Smart Net Total Care</b>	All <sup>1</sup>	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 <sup>5</sup>	24x7 <sup>2</sup>	Yes <sup>7</sup>	Yes
<b>Support Essentials</b>	Data-only network equipment	Renewable contracts	8x5 x NBD	Maintenance releases	8x5 (callback)	Yes <sup>7</sup>	Yes <sup>2</sup>
<b>Warranty</b>	All <sup>1</sup>	90 days <sup>3</sup>	Advance replacements (10 days) <sup>3</sup>	No <sup>4</sup>	No <sup>6</sup>	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



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](http://www.cisco.com/go/services)

