

# **Cisco Systems, Inc. Response to Request for Proposal**



## **Networking Products & Services Criteria 1, 2, & 4 Requirements**



**UK-1704-17**

**August 23, 2016**





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Request for Proposal**

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**Cisco Systems, Inc.  
13635 Dulles Technology Drive  
Herndon, Virginia 20171**



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## Legal Disclaimer

Thank you for the opportunity to submit this non-binding (other than pricing for now-available products listed in our quotes) proposal for your consideration. Please note that this proposal may include proprietary, confidential, and/or trade secret information which, if included, will be clearly marked as such in the proposal. Any information that Cisco considers to be a trade secret will not be subject to disclosure under any public records act.

This proposal is valid for a period of one hundred and eighty (180) days from the date of proposal submission.

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## Trademarks

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## List of Attachments

### Attachment A, Cisco Capital Financing Information

- UK-1704-17 Attachment A - Cisco Capital - Financing.docx
- UK-1704-17 Attachment A - Cisco Capital - Sample Master TELP App w-Escrow 8-8-16.pdf
- UK-1704-17 Attachment A - Cisco Capital - ProcessforCiscoCapitalTransaction.doc
- UK-1704-17 Attachment A - Cisco Capital - Essential Use Cisco\_BS.doc
- UK-1704-17 Attachment A - Cisco Capital - Sample Master ELA FMV 8-8-16.pdf
- UK-1704-17 Attachment A - Cisco Capital - SoftwareOnlySample Tax-Exempt IPA.pdf
- UK-1704-17 Attachment A - Cisco Capital - Cisco Sample PPA-SmartNet Only.pdf

### Attachment B, Cisco Standard Manufacturer Warranty

- UK-1704-17 Attachment B - Cisco Limited Warranty.pdf
- UK-1704-17 Attachment B - Cisco Limited Lifetime Warranty.pdf
- UK-1704-17 Attachment B - Enhanced Cisco Limited Lifetime Warranty.pdf
- UK-1704-17 Attachment B - End User License Agreement EULA.pdf

### Attachment C, Return Material Authorization Policy

### Attachment D, Cisco Smart Net Total Care Data Sheet

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### Attachment F, Services Contracting Information

- UK-1704-17 Attachment F - CiscoSmartCareServiceEndUserConsent\_Obligations.pdf
- UK-1704-17 Attachment F - End\_User\_Obligations.pdf
- UK-1704-17 Attachment F - Terms.pdf
- UK-1704-17 Attachment F - Cisco\_Severity\_and\_Escalation\_Guidelines.pdf



## Executive Summary

Cisco Systems, Inc. is pleased to present this response to the University of Kentucky (UK) Request for Proposal (RFP) Number UK-1704-17, Networking Products and Services. We look forward to building upon the success seen with your current Cisco equipment in the University of Kentucky network. Cisco recognizes that the University of Kentucky requires solutions that enable the University to achieve its goal as a top research institution. Cisco's proposal provides a best-value approach — maximizing technical capability while minimizing the overall Total Cost of Ownership (TCO).

Today, technology plays a central role in sparking the imagination, facilitating learning, and creating new possibilities in education and research environments. In particular, networking technology can deliver to colleges and universities a wide range of vital broadband capabilities, such as e-learning, Internet Protocol (IP) telephony, and affordable, high-bandwidth Internet access throughout the campus. The foundational requirements needed to achieve leading edge functionality for higher education include the advantages of high-speed Local Area Networks (LANs); the migration from hubs to switches in the wired environment; and the enhanced flexibility, mobility, portability, and scalability enabled by a combined wired and wireless infrastructure.

Cisco Systems, Inc., the worldwide leader in networking solutions, specializes in end-to-end solutions for networking technologies. Choosing Cisco provides an end-to-end solution, decreases risks and costs, and increases educational mission success. These factors are then passed onto our higher education customer through improved infrastructure support, reduced management time, and Cisco's innovative leadership in the industry.

## Cisco Response to Point-by-Point Requirements

### 4.1 Criteria 1 - Offeror Qualifications

The purpose of the Offeror Qualifications section is to determine the ability of the offeror to respond to this RFP. Offerors must describe and offer evidence of their ability to meet each of the qualifications listed below.

#### **Requirement:**

a) Offerors must be an authorized dealer or distributor of OEM network products and submit with the offerors response a letter of authorization from an authorized OEM Representative. Failure to provide this information may be cause for rejection of offerors proposal.

#### **Cisco Response:**

Cisco is responding as the manufacturer. However, Cisco utilizes a reseller model for sales and order fulfillment and understands that Cisco shall remain solely responsible for the performance of its authorized resellers (“Authorized Resellers”) under the resulting contract. Cisco wishes to defer the selection of the Authorized Resellers until after contract award and upon execution of the final contract.

#### **Strategic Selection of Authorized Resellers**

Cisco understands and is sensitive to the fact that not all of Cisco’s resellers have the capacities to sell in every state across the U.S. and to all Public Sector customers. Many are small to medium businesses who are focused on selling and supporting certain geographic areas, technology practices and/or type of Public Sector customer(s) (i.e. state agencies, K-12, higher ed, etc.) Therefore, to ensure the engagement and participation of diverse resellers, including “local” businesses, our reseller selection process aims to objectively select multiple resellers that can best serve the needs of the constituents under the resulting contract. Cisco will solicit input from UK on its specific needs and/or requirements (i.e. local presence, certain technology expertise, area coverage, etc.) and incorporate such factors into our application and selection process. Cisco, of course, will submit the list of recommended resellers to UK for approval, which shall not be unreasonably withheld, before completing any onboarding steps with such partners to ensure their success as Cisco’s subcontractors.

#### **Requirement:**

b) Offerors who are not OEMs (VARs, channel partners), must provide documentation on their partnership/VAR level. Minimum qualifications for OEMs include:

- Cisco: Gold Partner
- Dell: Dell Certified Enterprise Architecture Partner
- HP: Authorized Service Delivery Partner

- Brocade: Brocade Channel Partner (Elite Partner)
- Juniper: Juniper Elite Partner
- Arista: Authorized Partner

### **Cisco Response:**

This section is inapplicable, as Cisco is the manufacturer of the products and provider of the SMART Net maintenance services and Advanced Services offered herein and is the party submitting this Response.

### **Requirement:**

- c) Please provide a brief narrative describing the history of your firm. Identify the number of employees in your firm, the ownership and if the company has ever filed for bankruptcy, been in loan default, or if there are any pending liens, claims or lawsuits against the firm. If so, please describe.

### **Cisco Response:**

Cisco is the worldwide leader in networking that transforms how people connect, communicate, and collaborate. Our technology is changing the nature of work and the way we live. Founded in 1984, Cisco pioneered the development of IP-based networking technologies. This tradition continues with the development of routing, switching, and other technologies such as application networking services, security, storage area networking, TelePresence systems, unified communications, video systems, and wireless. As an innovator in the communications and information technology industry, Cisco and its valued partners sell Cisco hardware, software, and services to businesses of all sizes, governments, service providers, and consumers.

Today, Cisco has more than 62,000 employees in 70 countries. Cisco has over 300 offices worldwide, with three headquarters in San Jose, Amsterdam, and Singapore. Cisco is a publicly owned company. Cisco is a public company, and subject to certain reporting requirements with the Securities Exchange Commission (SEC). Accordingly, any financial or legal information that may have a material impact on Cisco's on-going business operations is disclosed in Cisco's public filings with the SEC, which are available online at [http://www.cisco.com/web/about/ac49/ac20/about\\_cisco\\_annual\\_reports.html](http://www.cisco.com/web/about/ac49/ac20/about_cisco_annual_reports.html).

To the best of Cisco's knowledge and belief, there are no financial obligations or legal claims related to the Cisco products and services proposed in response to the UK RFP UK-1704-17 that will materially affect Cisco's performance or financial condition under any resulting UK contract.

### **Requirement:**

- d) Describe the proposed project staffing/organization and internal controls to be used during the course of the engagement. Provide resumes for the key personnel who will be assigned to this project, including their experience in higher education or public sector implementations for the solutions that the University is implementing. Also indicate the duration of each engagement for each individual proposed.

### **Cisco Response:**

This requirement is inapplicable as Cisco is not offering Networking services for NAAS, hybrid models, or implementation services in its proposal. No project staffing/organization is being offered as part of the Cisco proposal.

**Requirement:**

For the Services listed in section 7.1, in addition to the experience requirement, all resources proposed should also have:

- Education in the area of expertise (bachelor's degree in computer science, information systems, engineering, mathematics, business, or other equivalent scientific, technical, or functional experience);
- A high level of oral and written communication skills;
- Strong end-user and client liaison skills;
- Familiarity with problem analysis; and
- Demonstrated ability to complete tasks independently or under only general direction

**Cisco Response:**

This requirement is inapplicable as Cisco is not offering Networking services for NAAS, hybrid models, or implementation services in its proposal. No project staffing/organization is being offered as part of the Cisco proposal.

**Requirement:**

e) Provide an organizational chart of your firm indicating lines of authority for personnel involved in performance of this potential contract and relationships of this staff to other programs or functions of the firm. Describe your internal mechanisms to ensure oversight and involvement of your management staff in meeting University objectives.

**Cisco Response:**

As with the current UK contract that Cisco holds today, Cisco's U.S. Public Sector Contracts Management Office ("CMO") will continue to manage and administer the new contract with proven commitment to customer satisfaction. Ms. Mimi Nguyen-Farr, Sr. Manager, will continue to be the single point of contact and be responsible for general oversight of the new contract, including addressing any escalated contract-related issues. Ms. Angelene Feril, Gov/Ed Manager, will be leading the efforts to operationalize the new UK, including the onboarding of the selected Authorized Resellers and managing the day-to-day contract administration and compliance activities as required under this RFP and the resulting contract.

With respect to assisting the UK meet its IT goals and initiatives, the local Sales team, led by Robert Baldwin (Regional Manager) and Michael Park (Account Manager), will be the point of contacts for sales related activities as well as strategic planning and collaboration with UK. Both are seasoned professionals who have extensive experience in working with UK IT staff and Cisco-certified resellers in the State of Kentucky.

Both CMO and the local State of KY Sales teams have always worked closely together along with our Channels organization and will continue to do so to ensure the success of the resulting contract.

**Requirement:**

f) What is your firm's turnover rate for the employees that perform this type of work? How does your firm select and train the individuals that will perform this work? Identify criteria utilized by your firm in hiring and assigning staff.

**Cisco Response:**

This requirement is inapplicable as Cisco is not offering Networking services for NAAS, hybrid models, or hosting implementation services in its proposal. No project staffing/organization is being offered as part of the Cisco proposal.

**Requirement:**

- g) Provide certified audited financial statements including a full set of footnotes as follows:
- For the past three (3) fiscal years, include at a minimum, income statements, balance sheets, and statements of changes in financial position or cash flows. If three (3) years of financial statements are not available, this information shall be provided to the fullest extent possible or the reasons why, if they are not available.
  - For a privately held company, when certified audited financial statements are not prepared; a written statement from the company's certified public accountant stating the financial condition, debt-to-asset ratio for the past three (3) years and any pending actions that may affect the company's financial conditions.

**Cisco Response:**

Cisco is a public company, and subject to certain reporting requirements with the SEC. Accordingly, any financial or legal information that may have a material impact on Cisco's ongoing business operations is disclosed in Cisco's public filings with the SEC, which are available online at [http://www.cisco.com/web/about/ac49/ac20/about\\_cisco\\_annual\\_reports.html](http://www.cisco.com/web/about/ac49/ac20/about_cisco_annual_reports.html).

For further financial information, refer to Cisco's current and past Annual Reports at [http://www.cisco.com/web/about/ac49/ac20/about\\_cisco\\_annual\\_reports.html](http://www.cisco.com/web/about/ac49/ac20/about_cisco_annual_reports.html) and quarterly financial results at <http://investor.cisco.com/results.cfm>.

**Requirement:**

- h) If the Offeror has had a contract terminated for default in the last five years, describe such incident. Termination for default is defined as notice to stop performance due to the Offeror's non-performance or poor performance where the issue of performance was either
- (a) not litigated due to inaction on the part of the Proposer, or (b) litigated and such litigation determined that the Proposer was in default.

**Cisco Response:**

To the best of Cisco's knowledge and belief, there are no terminations for default in the last 5 years related to the Cisco products and services proposed in response to the UK RFP UK-1704-17 that will materially affect Cisco's performance or financial condition under any resulting UK contract.

**Requirement:**

- i) Offeror shall submit full details of their terms for default including the other parties' name, address, and phone number and present the Offeror's position on the matter. The University will evaluate the facts and may, at its sole discretion, reject the proposal on the grounds of the past experience. If no such termination for default has been experienced by the Offeror in the past five years, so indicate.

**Cisco Response:**

To the best of Cisco’s knowledge and belief, there are no terminations for default in the last 5 years related to the Cisco products and services proposed in response to the UK RFP UK-1704-17 that will materially affect Cisco’s performance or financial condition under any resulting UK contract.

**Requirement:**

j) Offerors shall list the number of years’ experience in delivering enterprise-level, campus-wide solutions to higher education institutions with a student head count of 28,000 or more.

**Cisco Response:**

Since Cisco’s inception in Cisco in 1984, our engineers have been prominent in advancing the development of IP, the basic language to communicate over the Internet and in private networks. As the Internet grew in the mid-1990s, Cisco routers served as the core infrastructure for the Internet. Cisco also added other networking products at this time, including LAN switching, WAN switching, and remote-access devices. The date of the first campus-wide deployment at a higher education customer with more than 28,000 students was probably during this time, though specific data is not available. Using this estimate, Cisco has more than 20 years of experience delivering campus wide solutions to large higher education customers.

**Requirement:**

k) Offerors shall list the name and number of current, in-production higher education clients using the proposer’s products & services.

**Cisco Response:**

Thousands of higher education institutions across the United States, and around the world, use Cisco products and services in their networks. It is not feasible to list all the institutions in this response.

## 4.2 Criteria 2 – Services Defined

**Requirement:**

a) The University of Kentucky shall have the choice to procure network products and services via one or more of the following options below. The University requests offerors to provide the financing options in 2 & 3 and explain the leasing options you can offer the University.

**Requirement:**

1. Straight Purchase

**Cisco Response:**

Please see pricing offer in Cisco’s response to Criteria 3.

**Requirement:**

2. Tax Exempt Lease Purchase which allows for 0% financing over a period of 60 months with a one (1) dollar buyout option at the end of term.

**Cisco Response:**

Cisco Capital and any of its third party leasing partners, such as Key Government Finance, for state, local and educational accounts will be pleased to provide the financing response to the University of Kentucky's RFP UK1704-017.

Leasing offers, options, and examples are included in Attachment A to this response.

**Requirement:**

3. Tax Exempt Lease Purchase arrangement including a Technology Migration Option which provides a technology refresh of the equipment. Decision to do technology refresh will be made at the end of year four (4) therefore, year five (5) would be at no cost to the University and at the end of year five (5) the University will enter into a new lease with new equipment.

**Cisco Response:**

Cisco Capital and any of its third party leasing partners, such as Key Government Finance for state, local and educational accounts is pleased to provide the financing response to the University of Kentucky's RFP UK1704-017.

Leasing offers, options, and examples are included in Attachment A to this response.

**Requirement:**

b) The University has established Master Lease Agreements that the University may use for lease purchases. However, the University requests offerors to submit their lease options that are available through your company. The University shall make the final determination as to which lessor to use.

**Cisco Response:**

Cisco Capital and any of its third party leasing partners, such as Key Government Finance welcomes the opportunity to review a Master Lease to Purchase Agreement provided by the University of Kentucky as a basis for negotiating a mutually agreeable contract.

**Requirement:**

c) The contractor will be required to provide price lists (Discount off price lists where applicable), product information, literature, and maintain sufficient stock to promptly supply the University's needs. Explain the offerors ability to provide this information.

**Cisco Response:**

Cisco.com (<http://www.cisco.com/>) is Cisco's industry-leading online support and information service, available 24 hours a day, 7 days a week. Cisco.com provides users with a wealth of up-to-date information on its portfolio offerings, with hundreds of new documents added or updated each month. This service is the basis of Cisco's philosophy of moving beyond traditional business barriers. It is designed to:

- Make all of Cisco's information, services, and support available on demand to global customers, partners, and employees
- Deliver faster problem responses
- Improve user productivity
- Help lower the cost of doing business.

With respect to price lists, Cisco can provide monthly price list updates to UK and will work with UK to develop a mutually agreeable process to have such updates posted and available for the end users to access.

**Requirement:**

d) Identify the contractor's ability to assign a representative who will be responsible for assisting in network design, training support, ordering, warranty exchange, expediting orders, drop shipment/JIT (further explained in (f) below), correcting improper shipments, resolving invoice discrepancies, and investigating all other problems that may occur in the service relationship.

**Cisco Response:**

Since Cisco's Authorized Resellers will be responsible for fulfilling purchase orders directly with the customers, such partners will work with UK to assist, as necessary and as commercially reasonable, with these issues. In addition, Cisco's local Sales team, will provide further assistance, if appropriate and as needed, on said matters that require escalation.

**Requirement:**

e) Offeror must include a copy of each of the following within your response to this RFP:

1. Standard Manufacturer's Warranty and Procedures
2. Return/Refund Policy
3. List of authorized dealers who provide warranty service.

**Cisco Response:**

1. Cisco offers UK Cisco's Standard 90-day Manufacturer Warranty, unless longer depending on specific Cisco Product Lines, as set forth in Attachment B hereto.
2. Cisco provides UK with its Return Material Authorization policy as set forth in Attachment C hereto.
3. As stated above, if Cisco is a successful bidder, it will qualify and vet the Authorized Resellers to be on Cisco's resulting contract with UK as its subcontractors and fulfillment partners. Notwithstanding the foregoing, Cisco's Standard 90-day Manufacturer Warranty and procedures will still be the same, and the approved Authorized Resellers will be expected to follow and execute against such provisions .

**Requirement:**

f) Explain the offerors ability to provide distribution services. This will include support for just in time delivery of equipment to meet University of Kentucky project requirements and timelines. The University of Kentucky anticipates no cost for these services. If the university will incur costs for these services, include specifics in the RFP response.

**Cisco Response:**

Cisco is not offering distribution in its proposal.

**Requirement:**

g) Explain the offerors ability to provide the following: Offeror warrants that equipment purchased conforms to the manufacturer's specifications and will be free of defects for at least one (1) year, or the OEMs designated period (whichever is longer). During the warranty period, offeror will replace defective equipment within 24 to 48 hours and all costs associated with replacement shall be borne by the successful bidder.

**Cisco Response:**

Cisco respectfully takes exception to this section because Cisco does not offer a standard 1-year warranty for all our products. Cisco offers UK the Cisco Standard Manufacturer Warranties as set forth in Attachment B hereto. UK can, at its option, purchase Cisco Smart Net Maintenance, as described in Attachment D hereto, whereby such maintenance would provide coverage beyond the manufacturer's warranty and includes advanced replacement of equipment.

**Requirement:**

h) Offeror shall submit within the proposal any access to manufacturer activities and briefing conferences and seminars for University faculty and staff. Cost, if any, should be specified.

Example: Dell World, Cisco Live, proof of concept labs, and executive briefings

**Cisco Response:**

Cisco will sponsor Quarterly CIO and Staff Briefing Sessions with Cisco Public Sector executives and conduct Quarterly System-wide (UK Community) Executive Business Reviews. In addition, as Cisco customer-focused events are scheduled throughout the year (i.e. Cisco Live), Cisco and/or its Authorized Resellers will advise UK about such conferences and seminars and the associated costs, as applicable.

**Requirement:**

i) Equipment pricing responses should include discounts on standard, lab and demo equipment. Standard equipment uses include production deployment across the University to provide network services. The University of Kentucky Network Engineering team will utilize lab equipment to enable pre-deployment, feature and configuration testing in a long-term controlled environment. New technology deployment into the University of Kentucky production environment requires initial testing using temporary demo equipment. Offeror should include any cost for this equipment in the response.

**Cisco Response:**

Cisco acknowledges and please refer Criteria 3.

**Requirement:**

j) Explain the offerors ability to provide the following: All items shipped shall be F.O.B. DESTINATION. Transportation charges shall be paid for by the contractor. Phone/electronic orders must be accepted with same or next day shipping. The contractor shall be responsible for all shipments of freight in transit. Any freight claims are the responsibility of the contractor. Any damaged shipments will be rejected by the University of Kentucky with immediate notification given to the contractor. A replacement shipment must be made available upon notification.

**Cisco Response:**

Cisco acknowledges and agrees that shipping terms shall be FOB Destination. However, Cisco's authorized resellers shall make a good effort to review phone/electronic orders in a timely manner, but cannot be contractually required to accept all orders or guarantee next day shipping.

Any damaged shipment claims must be made within Cisco's Standard 90-day Manufacturer Warranty period, and go through Cisco's returns procedures. The replacement shipment timeline will vary depending on the product and completeness of Cisco's returns procedures.

Provide the following information in an example document within the offerors response to this RFP.

**Requirement:**

1. Each Equipment Shipment to the University of Kentucky shall be accompanied at the time of shipment, with a soft file in Excel Format, listing contents by Packing Carton that includes at a minimum the following data:
  - a. Description
  - b. Product Number
  - c. Serial Number
  - d. MAC Address
  - e. Manufacturing Date

**Cisco Response:**

Information, except for Manufacturing date, requested is available for direct orders only to Cisco (not through resellers) in various file formats (including Excel) on demand by logging on to Cisco Commerce Online (CCO). Cisco will provide online access to this information and train representatives of the University of Kentucky to access this and additional order information. For orders processed through Authorized Resellers, UK customers can work directly with the Authorized Resellers on the info that they can reasonably provide in Excel Format at the time of shipment.

**Requirement:**

2. Each inner product carton label shall show the following information:
  - a. Product Number
  - b. Serial Number
  - c. MAC Address
  - d. Manufacturing Date

**Cisco Response:**

Except for the Manufacturing Date, Cisco's standard product carton label should have the other required information.

- k) The University will only accept new equipment. No refurbished equipment will be accepted. Please confirm within your response to this RFP that all product will be new.

**Cisco Response:**

Cisco products as proposed in response to the UK RFP are new products and are not comprised of any refurbished parts. When Cisco is engaged to provide replacement products or parts that are not a distinct purchase, for instance under warranty or repair efforts, any Cisco-provided replacement parts may be new or equivalent to new.

However, in addition to new products, Cisco wishes to offer UK under this RFP the option to also purchase Cisco Refresh – Cisco’s certified refurbished equipment (subject to inventory availability) with no compromises and with the same Cisco quality, value, performance and support as if they were new products:

- a. **Low Risk; Same Warranty as New.** Backed by the same Cisco warranty and support options as new products through Cisco Technical Assistance (TAC).
- b. **Peace of Mind; Certified Protection.** Fully remanufactured to like-new condition using ISO 9001/14001 certified processes and reconditioned to Cisco specifications. Certified to meet all regulatory and safety compliance requirements such as FCC, CE, and UL.
- c. **Award-winning Technical Support Service:** Eligible for the same maintenance and service support (SMARTnet) as new products, which provides direct access to Cisco’s TAC, 24 hour/365 day access to [www.Cisco.comsupport](http://www.Cisco.comsupport) resources, access to minor and major OS releases, rapid hardware replacement, and options for onsite engineer support.
- d. **Optimum Performance.** Latest proprietary hardware and software upgrades help ensure maximum in-network performance, reliability, compatibility and future scalability. Fully licensed and shipped with valid Cisco IOS Software license.
- e. **Extensive Inventory.** Over 3500+ different new and end-of-sale products; across all technologies on Cisco’s price list.
- f. **Increase Budget Flexibility.** Value priced with no hidden costs—up to 80 percent off list price of equivalent new product. Such competitive pricing and financing will enable UK customers to get the most network solution with their limited technology budgets.
- g. **Fast Shipping.** In-stock inventory typically ships within 24-48 hours from multiple warehouse locations.
- h. **Available only through Authorized Resellers.** Only partners who have been vetted by Cisco (and approved by UK) to participate under the resulting contract can sell Cisco Refresh. This is an additional assurance that UK customers are buying from verified and approved sources.

More information about Cisco Refresh is available at:  
<http://www.cisco.com/web/ordering/ciscocapital/refurbished/index.html>

**Requirement:**

l) The University reserves the right to determine what equipment is included in a OEMs maintenance and support contract. Describe the offerors ability to adhere to this statement.

**Cisco Response:**

Cisco acknowledges and agrees. The SMART Net Maintenance offering details are set forth in Attachment D hereto.

**Requirement:**

m) Please identify if the offeror has a “partnership” with the equipment OEM. Example, Gold, etc. and provide confirmation documentation with your response to this RFP.

**Cisco Response:**

Cisco is responding as the manufacturer. However, Cisco utilizes a reseller model for sales and order fulfillment and understands that Cisco shall remain solely responsible for the performance of its authorized resellers (“Authorized Resellers”) under the resulting contract. Cisco wishes to

defer the selection of the Authorized Resellers until after contract award and upon execution of the final contract.

### **Strategic Selection of Authorized Resellers**

Cisco understands and is sensitive to the fact that not all of Cisco’s resellers have the capacities to sell in every state across the U.S. and to all Public Sector customers. Many are small to medium businesses who are focused on selling and supporting certain geographic areas, technology practices and/or type of Public Sector customer(s) (i.e. state agencies, K-12, higher ed, etc.) Therefore, to ensure the engagement and participation of diverse resellers, including “local” businesses, our reseller selection process aims to objectively select multiple resellers that can best serve the needs of the constituents under the resulting contract. Cisco will solicit input from UK on its specific needs and/or requirements (i.e. local presence, certain technology expertise, area coverage, etc.) and incorporate such factors into our application and selection process. Cisco, of course, will submit the list of recommended resellers to UK for approval, which shall not be unreasonably withheld, before completing any onboarding steps with such partners to ensure their success as Cisco’s subcontractors.

### **Requirement:**

- n) Custom Equipment Configuration (Configuration provided by client)

### **Cisco Response:**

The available hardware configurations can be selected during the equipment ordering process. Providing customized equipment configurations is not a service Cisco offers. Custom software configurations can be uploaded by the customer simply using GUI Cisco network management tools.

### **Requirement:**

- o) Based on your experience with networking services, what services do you feel your firm can offer the University?

a) These are the general areas of activity for which the University may seek assistance for the networking services provider to administer for the University. These areas are described in Section 7.0. Describe in narrative form how your firm will perform the proposed services:

- Procurement & Lease Services
  - Straight Purchase
  - Tax Exempt Lease Purchase
    - 0% financing over a period of 60 months with a one (1) dollar buyout option at the end of term.
    - Arrangement including a Technology Migration Option, which provides a technology refresh of the equipment.
- Networking Management Services or Network-as-a-Service (NaaS) offerings
- Governance
- Service Level Agreement (SLA) Management

- Network Pricing Services
- Disaster Recovery Business Continuity Services
- Availability & Monitoring Services
- Audit, & Compliance Services
- Software Used/Supplied by Network Service Provider

**Cisco Response:**

Except for Procurement and Lease Services, Cisco is not offering any of the other services as listed above in this section.

**Requirement:**

p) Describe the methodology your firm employs to ensure successful infrastructure & networking services (including but not limited to: Networking Services, Procurement Services, Availability Services, etc. What factors differentiate your firm from others offering similar technical software services?

**Cisco Response:**

Cisco is not offering Networking services for NAAS, hybrid models, or implementation services in its proposal.

**Requirement:**

q) Identify any subcontractors/business partners which would be used by your firm and describe their role(s) and relationship to your firm.

**Cisco Response:**

Please see Cisco's response earlier about our intent to use resellers under the resulting contract as fulfillment partners/subcontractors.

**Requirement:**

r) Discuss the information and support that would be required from the University.

**Cisco Response:**

As mentioned earlier, Cisco CMO and the local Sales team will be the Cisco Points of Contacts with UK. The Cisco team greatly appreciates the open communication, collaboration and partnership with UK under our current contract and look forward to continuing the same under the new contract.

**Requirement:**

s) Identify backup/contingency plans in the event of employee illness, termination, additional workload, etc.

**Cisco Response:**

In the event of these personnel-related issues, CMO and the local Sales team have internal processes to ensure back-up coverage. Customer satisfaction is our number one priority. Any

personnel changes will include a transition plan to minimize any disruptions and impacts to our customers.

### 4.3 Criteria 3 – Financial Proposal

**Requirement:**

The Financial Summary Form shall contain the complete financial offer made to the University using the format contained in Section 8.0. All financial information must be submitted in a sealed envelope under separate cover.

**Cisco Response:**

Cisco acknowledges and agrees.

### 4.4 Criteria 4 – Evidence of Successful Performance and Implementation Schedule

**Requirement:**

a) Indicate the experience the Offeror has in the area of Network services for NaaS or hybrid models as determined by services which variants makes the most sense for the University.

**Cisco Response:**

Cisco is not offering Networking services for NAAS or hybrid models, in its proposal.

**Requirement:**

b) Indicate the experience the Offeror has in Networking services in technical support of infrastructure hosting implementations, various initiatives and Privacy services, specifically any higher education or public sector experience.

**Cisco Response:**

Cisco is not offering Networking services for NAAS, hybrid models, or hosting implementation services in its proposal.

**Requirement:**

c) Offeror shall supply names, addresses and telephone numbers of three (3) business references, preferably higher education or public sector clients for whom similar work has been accomplished and briefly describe the type of service provided. Include information on which modules were implemented and the duration of the engagement. The Offeror must grant permission to the University to contact the references.

**Cisco Response:**

Cisco is not offering Networking services for NAAS, hybrid models, or hosting implementation services in its proposal.

**Requirement:**

d) Also, please provide a statement that the Offeror has the resources available to assure meeting the needs of the University.

**Cisco Response:**

Cisco is not offering Networking services for NAAS, hybrid models, or hosting implementation services in its proposal.

**Requirement:**

e) Please identify what you see as the greatest threat to the successful completion of the Work as described in this RFP and your firm's approach to minimizing this threat.

**Cisco Response:**

Cisco is not offering Networking services for NAAS, hybrid models, or hosting implementation services in its proposal.

#### 4.5 Criteria 5 – Other Additional Information

**Requirement:**

Please provide any additional information that the offeror feels should be considered when evaluating their proposal.

**Cisco Response:**

Cisco has had a direct relationship with the University of Kentucky since 1993. If awarded a contract as a result of this response, we look forward to continuing this relationship to the mutual benefit of both the University of Kentucky and Cisco.

**Requirement:**

The offeror may present any creative approaches that might be appropriate. The offeror may also provide supporting documentation that would be pertinent to this RFP.

**Cisco Response:**

In addition to our products and maintenance services offerings, Cisco attempts to meet and exceed the expectations of our customers in terms of the maturity, professionalism, and effectiveness of our service delivery. We offer an array of service portfolios, customized to the special needs of different market segments and technologies. Our goal is to help customers of all types realize the full potential of their multi-service networks.

UK can leverage Cisco's entire portfolio of professional services or Advanced Services (AS). Regardless of the technology being deployed under the contract, Cisco's methodology for professional services provides a comprehensive approach to managing all aspects of your network and uses a three (3) phased approach – Plan, Build, and Manage. The figure below depicts the key services available during each of the phases.



## Cisco's Professional Service Model

Within each of these three (3) phases, there are a variety of service offerings available to UK customers. Below you will find a brief description of the services offered within our portfolio.

*Plan: Develop an architectural strategy, transformational road map, and designs.*

### Strategy and Analysis

Strategy and Analysis Services help you to effectively support new and future business requirements by creating architectural strategies and roadmaps for transforming your network architecture and operations management. They can help enable you to:

- Prioritize and focus architecture transformation and network operations and engineering management efforts
- Accelerate the development of a cost effective strategy with a measurable ROI
- Successfully transform your infrastructure, management, people, and processes

### Assessment

Assessment Services help you determine your IT and network infrastructure's compliance to best practices and policies and/or readiness to support a new technology, application, architecture, or solution, to help you:

- Reduce deployment costs and adoption delays
- Improve your operations team's ability to support what is being introduced
- More effectively budget by accurately identifying incremental investment requirements

### Design

Design Services help you create a flexible, resilient, scalable architectural foundation to support your business solutions by developing designs for your IT and network infrastructure, applications, operations processes, and network management. They can help enable you to:

- Improve your network infrastructure performance, security, and scalability
- Accelerate adoption of new technologies and improve return on investment

- Reduce expensive and time-consuming redesign
- Strengthen the proficiency of your deployment team and operations team

*Build: Validate, implement and migrate new solutions and applications*

### **Validation**

Validation Services help you confirm that your solution meets your requirements for availability, security, reliability, and performance through assessment and issue resolution in a lab environment before implementation in your production network. This helps you to:

- Mitigate risks associated with updating the production network
- Accelerate time to market and solution adoption
- Reduce costly delays, risks, and rework
- Improve availability

### **Deployment**

Deployment Services help you successfully deploy new IT and network solutions or applications. Expert assistance helps you to:

- Reduce delays, rework, and other problems during implementation
- Decrease disruption to your production network during deployment
- Realize business and technical goals of the new solution

### **Migration**

Migration Services help you to control costs, improve operational excellence, and mitigate risk during device, network, and software refreshes. With a systematic, holistic, efficient approach to upgrading the network infrastructure, these will help you:

- More effectively budget for network operations costs
- Reduce system outages and support issues with a proactive plan for replacing aging network components
- Accelerate time to revenue through faster deployment and cutover time when migrating
- Reduce operating expenses
- Introduce new capabilities with potentially lower total cost of ownership

*Manage: Optimize your infrastructure, applications, and service management.*

### **Optimization**

Optimization Services help you to optimize your network and IT infrastructure, applications, and service management. They identify gaps, deliver recommendations, and provide expert support so you can:

- Improve the performance, availability, resiliency, and visibility of your network and IT services

- Prepare the network and IT infrastructure for change and more effectively manage change
- Increase your team's self-sufficiency
- Reduce operating costs and improve return on your investments
- Mitigate risks that can compromise the privacy and security of data

### **Operations Management**

Operations Management Services help you simplify network and IT operations, lower the total cost of network ownership, and accelerate adoption of advanced technologies while retaining visibility and control. By out-tasking proactive monitoring and management of your network infrastructure in alignment with industry standard processes such as ITIL® and eTOM, these can help you:

- Solve problems faster and more effectively manage risk and growth in your network
- Pre-empt incidents and reduce the effects of those that cannot be prevented
- Accelerate adoption of advanced technologies
- Enable a higher quality end-user experience

### **Advanced Services Pricing Models**

For Cisco's Advanced Services, our pricing model is based on Statement of Work (SOW) fixed pricing.

To calculate the total fixed price of the SOW, Cisco will evaluate, after consultation with the customer, which required equipment resources, grade-level engineering skill set(s), and levels of effort are necessary to complete the required deliverables for the customer. Once all the cost elements have been built up against the specific deliverables, a total cost of the SOW will be determined.

Because the SOW is offered at a fixed price and not billed as Time and Materials, Cisco does not keep time cards.

### **Authorized Resellers' Professional Services**

Subject to Cisco and UK's approval and holding active and applicable certifications, the Authorized Resellers (as selected pursuant to the process as outlined in our response above) will be permitted to do the following:

Resell Cisco's services that are awarded under this contract and as set forth in Cisco's U.S. Global Pricelists;

Provide Basic Installation and Configuration Services as follows:

- Certified and Technical Project Management • Global Implementation Capability
- Staging & Implementation Engineering (Installation) • Configuration Development
- Site Survey • Knowledge Transfer • High Level Design Review • Acceptance Testing

## Attachments