

# Cisco Modern AI-powered Support

Enabling reliable, resilient, and secure operations

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92%

of organizations  
say the support and  
services they receive are  
more critical in the AI era.<sup>1</sup>

The pervasive integration of AI demands:



Continuous uptime



Optimized performance



Enhanced resiliency

<sup>1</sup>The Race to an Agentic Future: How Agentic AI Will Transform Customer Experience, Cisco 2025

# Technical Support Must Evolve

## Complexity

Complex environments and disjointed support tools keep your team firefighting, not innovating

Slow value realization

## Risk

Risk from limited or fragmented visibility creates error-prone data and constant blind spots

Risk of costly downtime

## Skills gaps

Skills gaps widen as your team is stretched thin with rapid change and relentless demands

Feeling perpetually behind

# Dynamic Demands Require a New CX



## Resiliency

Proactive issue avoidance



## Simplicity

Real-time, hyper-personalization



## Time to value

Faster time to value

**Transforming the fundamental nature of services**

Personalized, proactive, and predictive at scale - powered by agentic AI and human expertise

# Support's Next Evolution

Driving proactive and predictive risk and downtime avoidance, coupled with significantly faster reactive response.



# Cisco's Support Services

Moving **beyond** break-fix, enabling customers to build digital resiliency



## Personalized

Unlock hyper-personalized view across your entire Cisco environment, insights and tailored recommendations.

## Proactive

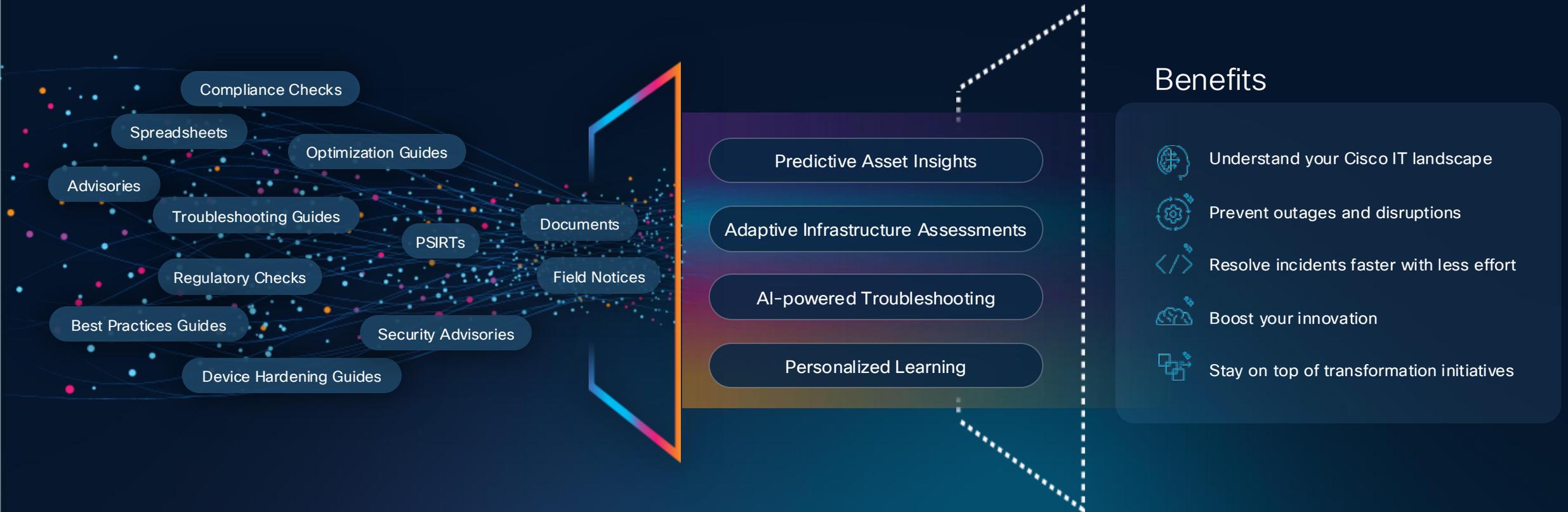
Proactively show you opportunities to improve your environment and minimize risk.

## Predictive

Anticipate, act and prevent events and faults, optimize performance, and enable smarter decision-making.

Introducing

# Cisco IQ: The AI Engine for Next-Gen Services



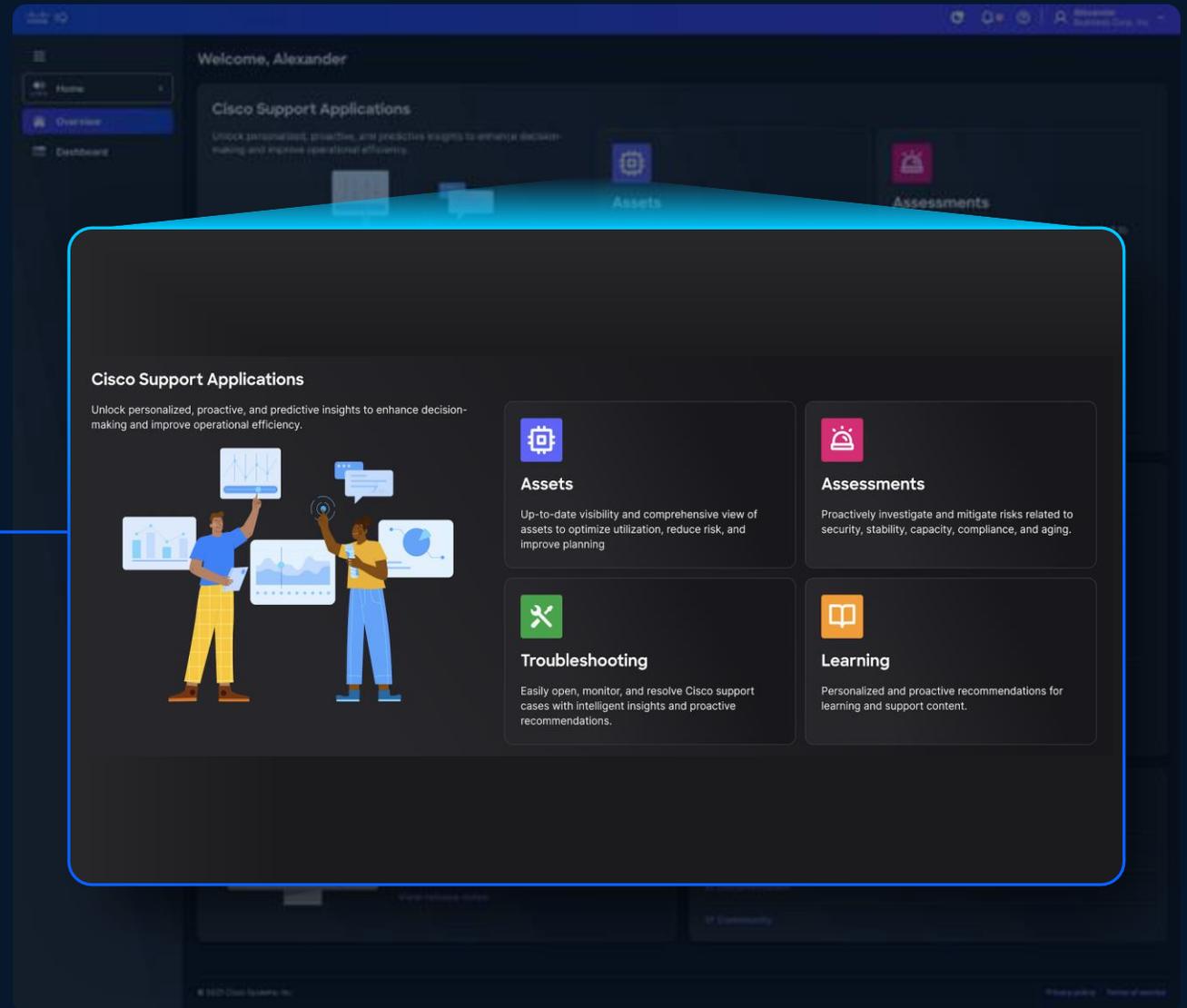
A single, unified, AI-powered digital interface for Support and Professional Services

# Cisco IQ

A unified, simplified interface

## Support services applications

- Assets
- Assessments
- Troubleshooting
- Learning



# Cisco IQ in Action: Predictive Asset Insights

Leveraging AI to understand your IT landscape and prevent outages

The screenshot displays the Cisco IQ dashboard interface. At the top, a blue header bar contains the Cisco IQ logo on the left and user information 'Bhaskar Jayakrishnan Default' on the right. A dark sidebar on the left features a menu with 'Application Home', 'Overview', and 'Dashboards'. The main content area is titled 'Welcome, Bhaskar Jayakrishnan' and includes an 'Applications' section with a descriptive paragraph and an illustration of two people reviewing data. Below this are five cards: 'Assets' and 'Assessments' with green gear icons and descriptive text; 'Recent Applications' which is currently empty; and 'Customer Experience' with a blue speech bubble icon and a 'View Release Notes' link. The footer contains copyright information and links to 'Privacy policy' and 'Terms of service'.

**Applications**  
Unlock personalized, proactive, and predictive insights to enhance decision-making and improve operational efficiency.

**Assets**  
Holistic visibility and insights to help you better manage your Cisco assets, licenses, subscriptions, and contracts.

**Assessments**  
Proactively investigate and mitigate risks related to security, stability, capacity, compliance, and aging.

**Recent Applications**  
No Recent Applications

**Customer Experience**  
Introducing new enhancements and features designed to streamline case management, improve asset visibility, and deliver smarter insights across your environment.  
[View Release Notes](#)

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# Cisco IQ in Action: Adaptive Security Assessments

Automating security hardening checks and execution

The screenshot displays the Cisco IQ dashboard interface. At the top, a blue header bar contains the Cisco IQ logo on the left and user information 'Bhaskar Jayakrishnan Default' on the right. A dark sidebar on the left features a menu with 'Application Home', 'Overview', and 'Dashboards'. The main content area is titled 'Welcome, Bhaskar Jayakrishnan' and includes an 'Applications' section with a descriptive paragraph and an illustration of two people reviewing data. A highlighted 'Assessments' card is present, along with a 'Recent Applications' section showing 'No Recent Applications' and a 'Customer Experience' section with an icon and descriptive text. The footer contains copyright information and links to privacy and terms of service.

**Application Home**

**Overview**

**Dashboards**

**Welcome, Bhaskar Jayakrishnan**

**Applications**

Unlock personalized, proactive, and predictive insights to enhance decision-making and improve operational efficiency.

**Assessments**

Proactively investigate and mitigate risks related to security, stability, capacity, compliance, and aging.

**Recent Applications**

No Recent Applications

**Customer Experience**

Introducing new enhancements and features designed to streamline case management, improve asset visibility, and deliver smarter insights across your environment.

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# Cisco AI Assistant for Support

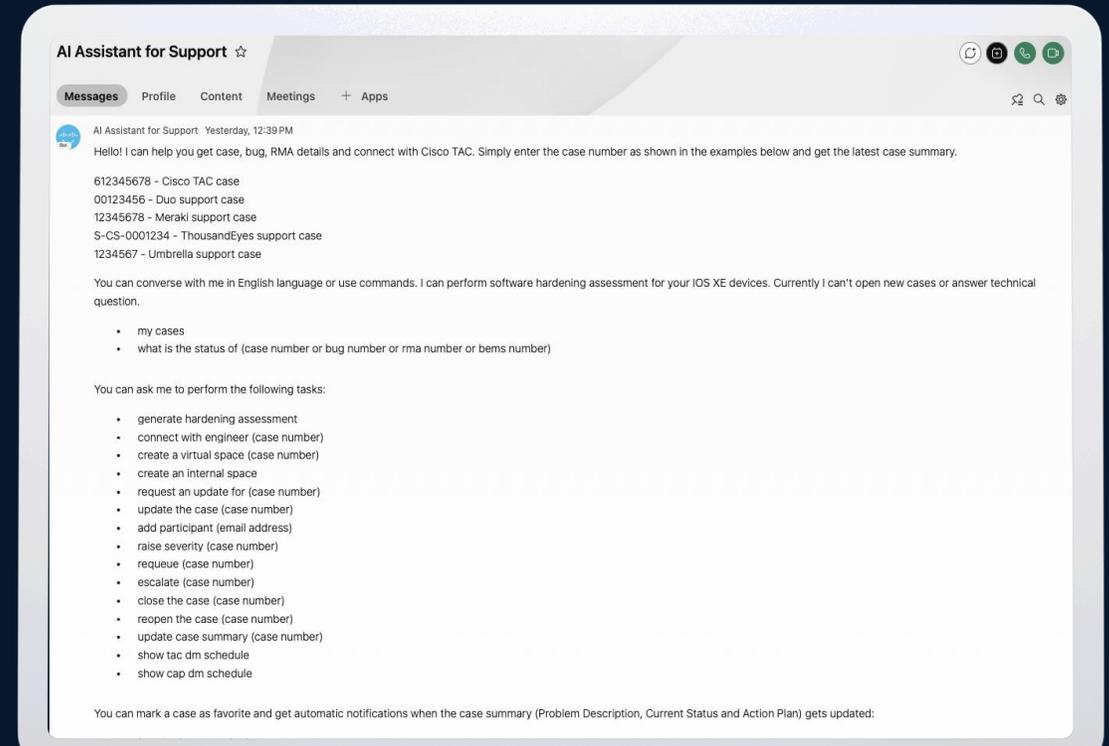
Self-service tool for common support case interactions

✓ **Connects you with the right resources and experts easier and faster:**

- ✓ Get case, bug and RMA status
- ✓ Update case and upload case files
- ✓ Connect with TAC case owner via Webex space or callback
- ✓ Raise case severity, escalate or close case
- ✓ Subscribe for case summary, status and severity updates
- ✓ Get contextual proactive TAC alerts such as trending issues, tool and article updates



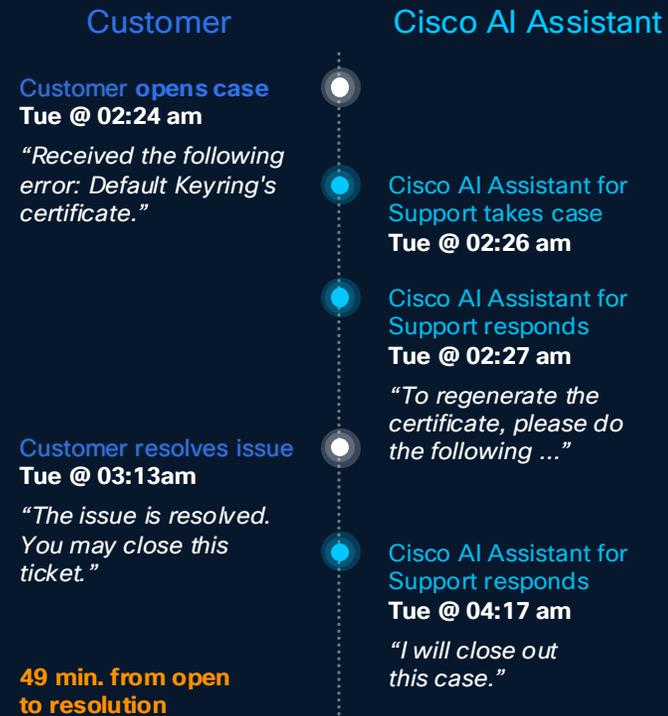
Access on [Cisco.com online](https://cisco.com), via Webex App, on [Support Case Manager](#) and Virtual Spaces



# Cisco AI Assistant for Support: Time to Value

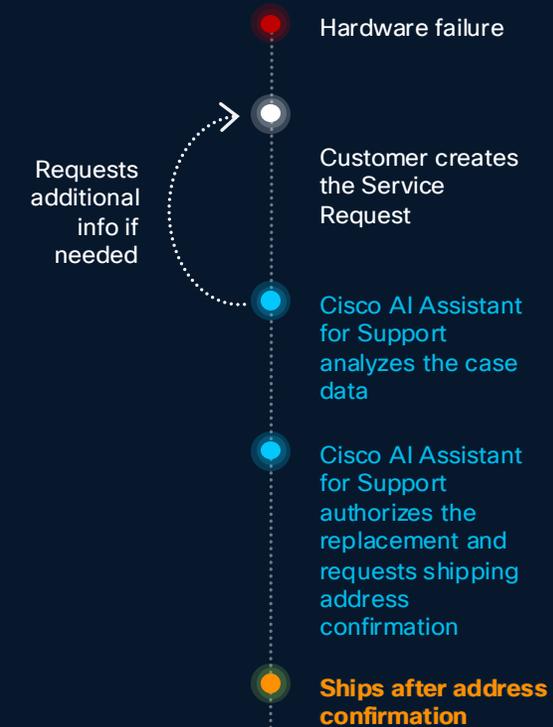
## Automated Troubleshooting

2-4x faster when fully automated



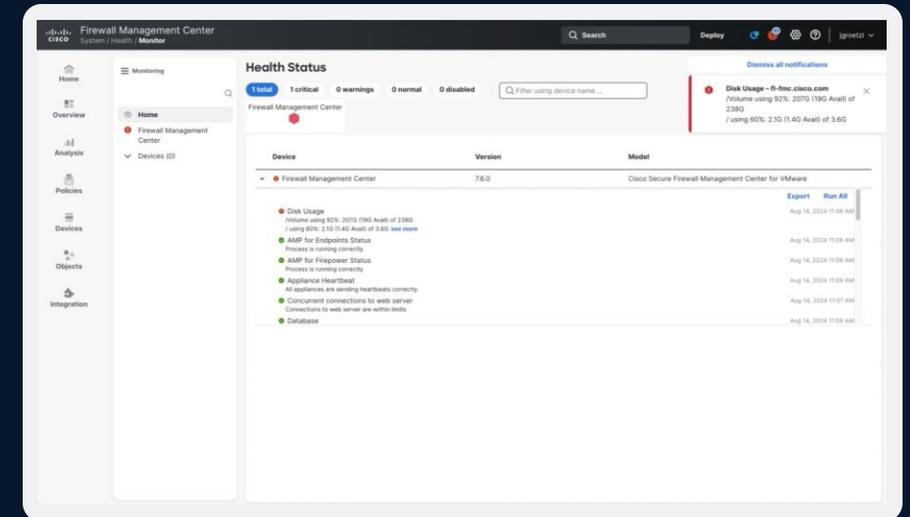
## Automated RMA

6-12x faster hardware replacement authorization



## In-product Support

Improves time to resolution with in-context support



# Revolution with AI

Before



## Limited visibility

- **Fragmented experience**  
Limited integration, lack of API support
- **Data accuracy, reporting limitations**
- **Misaligned contracts, siloed license views**  
Not aligned to CCO ID, isolated license information
- **Limited recommendations**  
Incomplete adoption insights, no renewals insights

After



## AI-powered, unified and simplified

- **Unified experience across the lifecycle**  
One interface, APIs, integration
- **Simplified access to insights**  
LDOS, assets, risk, support cases
- **License & contract clarity**  
See what's covered and what's not - instantly
- **AI-driven recommendations**  
Upgrade paths, renewals, adoption
- **Always on - At your fingertips**  
Web-based, dynamic, actionable

## Simple three tiers to meet every support need

Cisco Support

**AI and human expertise** for greater uptime, performance, and resilience

### Standard

- ✓ Essential product support coverage + AI-driven asset and risk insights

### Enhanced

- ✓ Everything In Standard +
- ✓ Centralized support coordination for Cisco and Cisco Solution Alliance Partner products
- ✓ Personalized asset intelligence and assessments
- ✓ Troubleshooting
- ✓ Personalized learning
- ✓ Priority case routing

### Signature

- ✓ Everything in Standard and Enhanced ++
- ✓ High-touch, and top-priority support
- ✓ Restoration SLA
- ✓ Proactive remediation recommendations
- ✓ Cert prep and practice labs for personalized learning

**Thank you**



