CISCO Connect

Revolutionizing Customer Experience in the AI Era with Cisco IQ

Actionable, Predictive Intelligence for Modern IT Operations and Support



Patrick Inwood
Sales Leader, Services & Software

Date placeholder

Meeting dynamic demands with a **new Cisco® Customer Experience (CX)**

Resiliency

Simplicity

Time to Value

Personalized, proactive, and predictive

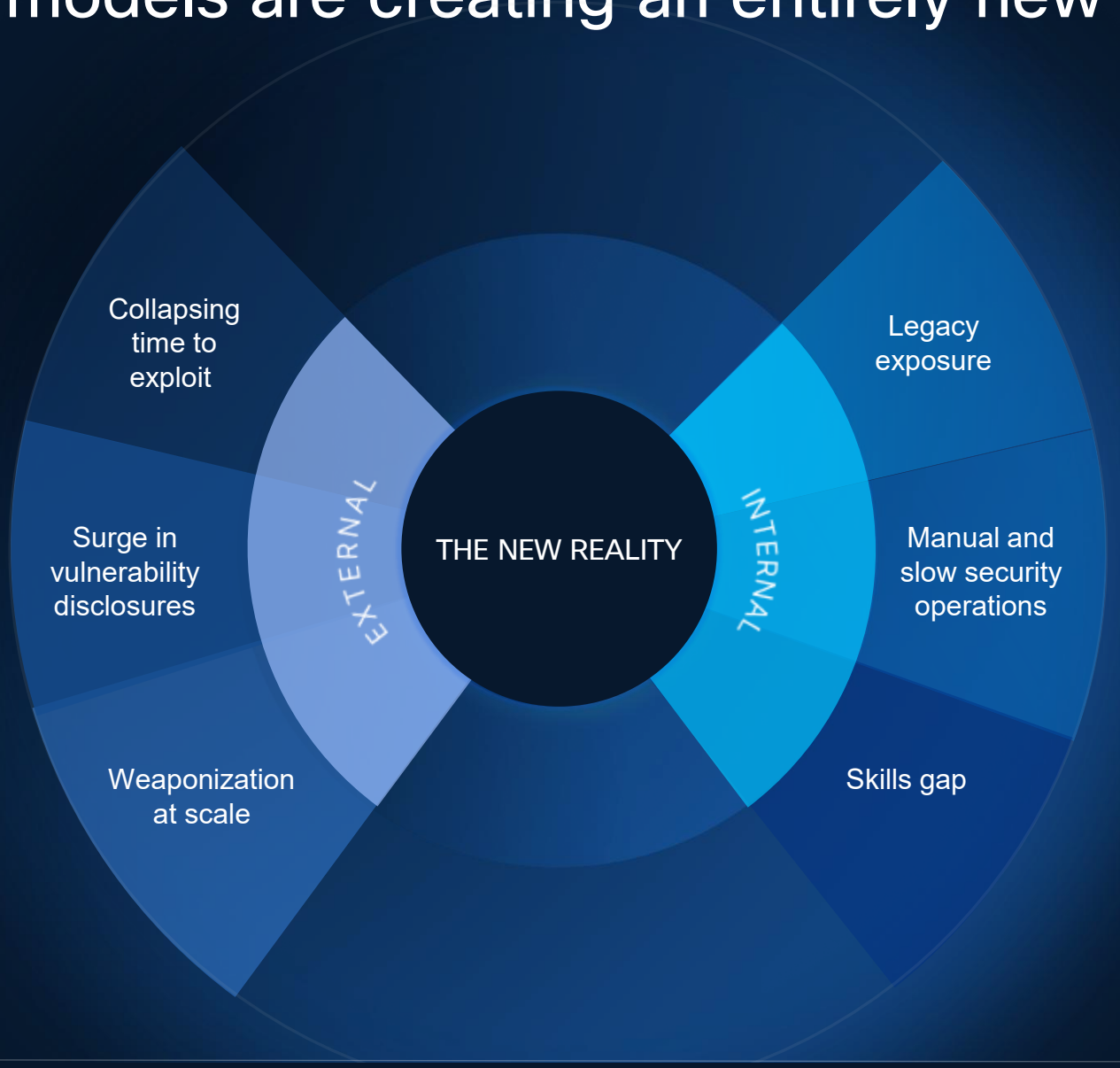
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Frontier AI models are creating an entirely new level of risk

8 hours
The average time to exploit vulnerabilities in 2026

10-15x
Spike in vulnerabilities disclosure in some cases

3 → 1
CVEs weaknesses chained into complete attack paths



40%
of the 100 top-targeted vulnerabilities hit end-of-life systems

43 days
median time to patch critical known-exploited vulnerabilities (KEVs)

40%+
Attributed skills gap to slower incident response and inability to adopt new technologies

Yesterday's infrastructure and operating model are not ready for AI-era cyber threats

Sources in notes

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Infrastructure and operating model needs to evolve

Current challenges

Prioritization paradox

Structural debt

Operational velocity and capacity gap

Widening skills gap

What's needed

Always-on landscape clarity

Proactive structural resilience

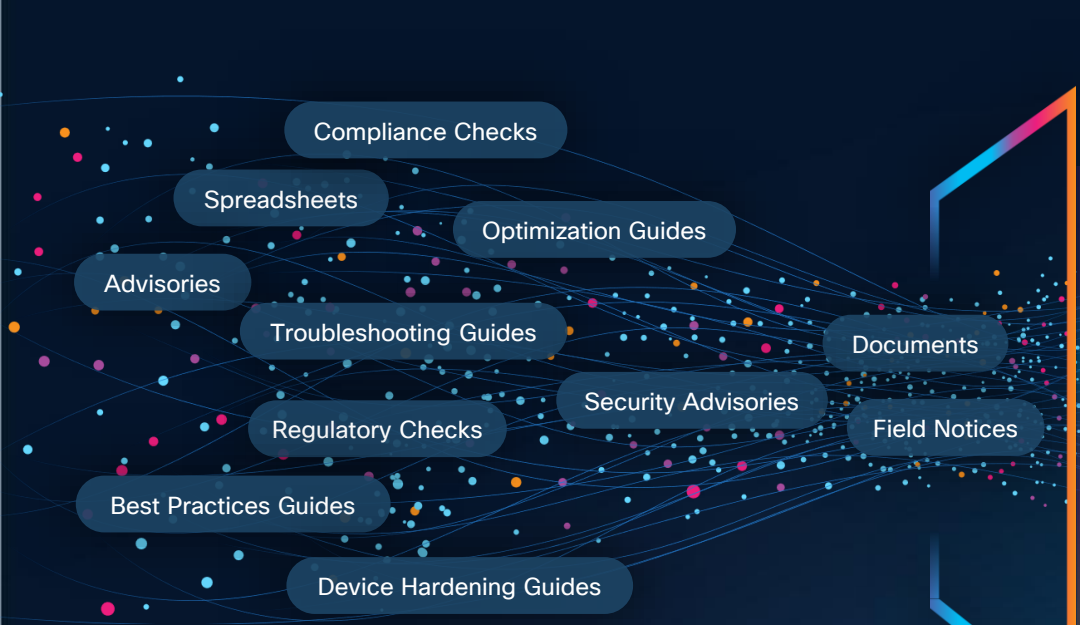
Operations and threat response

Specialized expertise

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Cisco IQ



- Predictive Asset Insights
- Adaptive Infrastructure Assessments
- AI-powered Support
- Personalized Learning
- Digitized Delivery

Benefits

- Complete landscape clarity
- Proactive resilience
- Rapid resolution
- Contextualized professional services

Nestlé

Cisco IQ gives me great insight(s) where I can go fact based to the finance community and say, “look if we don’t replace it, patching becomes more difficult and we risk downtime, which we try to avoid. Let’s make sure we stay up to date with our landscape.

Ralf Huebenthal
Global Head of IT Platforms

GlobalFoundries™

The gap between IT goals and operational reality is growing wider. Cisco IQ is helping us close it by providing continuous visibility, proactive assessment, and AI-driven intelligence throughout the entire technology lifecycle within a single digital interface.

Scott Gibbons
Sr. Mgr./Dep Director
IT Network Security & Observability

AdventHealth

Every minute matters in healthcare. With Cisco IQ, we can quickly identify problem areas and get to root cause faster, which helps ensure our hospitals stay up and running. The AI capabilities make it faster and more intuitive to navigate our environment...”

Kevin Haz
IT Lifecycle Analyst

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Live Demo

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Cisco IQ

Transforming support into your strategic edge

Complete landscape clarity

You can’t protect what you can’t see

Cisco IQ eliminates blind spots for absolute clarity.

Proactive resilience

Every outage has a trail

Cisco IQ finds it before your business feels it.

Rapid resolution

A complex service request could mean hours

Cisco IQ collapses it from hours to minutes.

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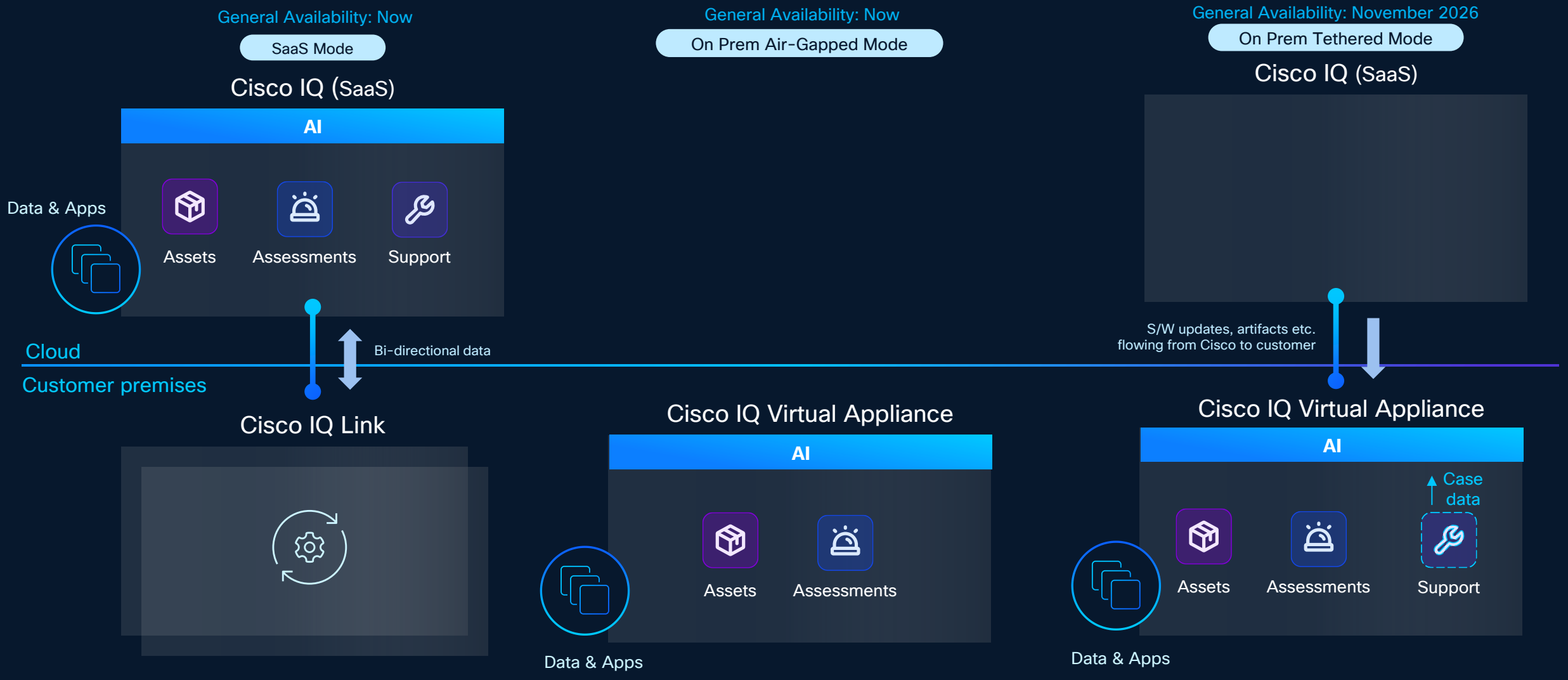
1. Visit the IQ Demo Booth
2. Schedule a 1-on-1 Cisco IQ Demo & strategy discussion your Account Team
3. Deploy Cisco IQ and Engage Onboard Adoption Support team for help
4. Leverage Cisco Standard Quickstart
5. Run the Resilient Infrastructure Services Playbook and Evaluate your Security Vulnerability & LDoS Exposure



Thank you!

Cisco IQ deployment modes

Adaptability and flexibility to fit any customer scenario

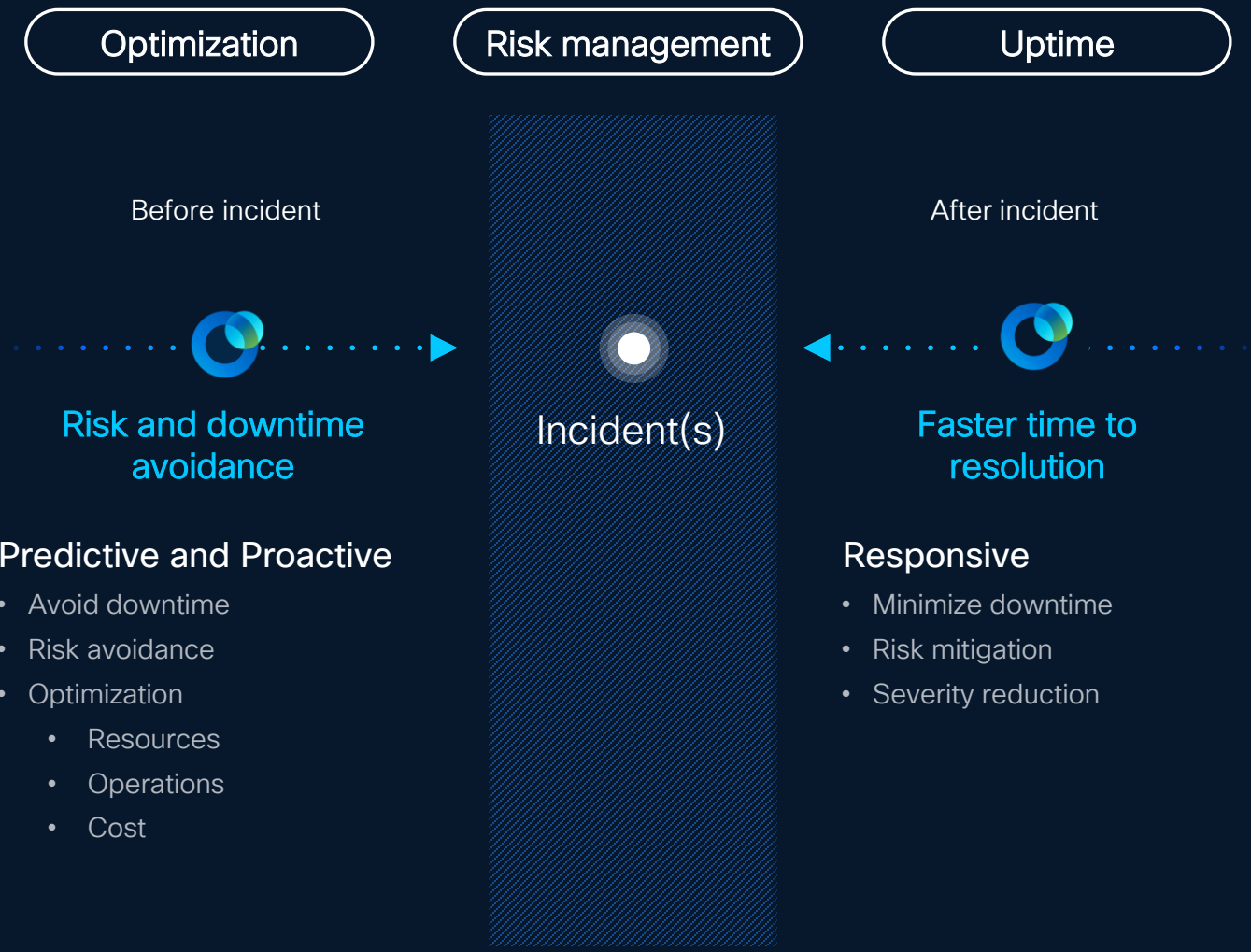


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Cisco Support

Modern AI-powered support

Strategic enabler, not just reactive response



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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

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Hyper-personalized support that evolves to your unique operational environment with Cisco IQ

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Simple three tiers to meet every support need

Cisco Support

AI-driven and expert-led support for greater uptime, performance, and resilience

Beyond reactive support with AI-powered insights

Basic

Reliable reactive support for individual products with 24x7 access to Cisco Technical Assistance Center (TAC).

Standard

Fast solution support and AI insights for efficient prioritization and proactive risk mitigation for successful modern operations.

Signature

Personalized, expert-led support engagement tailored to your environment, combined with AI insights for proactive operational excellence.

Powered by Cisco IQ

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Slide option 1

Cisco Support

From foundational control to operational excellence

Basic

Maintain foundational control

Reliable support foundation

- Technical product support experts
- Case opening and management
- Self-serve troubleshooting

Know what you have

Unifies signals across asset telemetry, contract systems, and support cases to provide you dynamic, high-confidence view

- Asset, lifecycle milestones, and support coverage
- Security advisories and field notices

Foundational knowledge

Baseline learning access

- Free Cisco U. resources

Standard (includes Basic)

Efficiently prioritize to proactively mitigate risk

Improved operational efficiency

- Centralized triage of solution* issues with faster response time
- Single case owner who mobilizes the right technical experts for you
- Faster response times

Prioritized for proactive risk mitigation

AI-powered insights and assessments to correlate asset risk and business criticality

- ML determined asset criticality to your business
- Asset inventory and risk insights
- Security and configuration assessments

Targeted skill development

Aligning expertise to business needs

- Cisco U. personalized learning paths

Signature (includes Standard)

Elevate operational excellence

Predictable operational performance

- Restoration SLAs
- Delivered by team of technical experts deeply familiar with your unique environment
- Fastest response times

Accelerate operational excellence

Comprehensive approach to preventing disruptions before they affect operations

- On-demand configuration and security hardening recommendations
- Expert-led systematic root-cause elimination and continuous optimization
- Personalized expert-driven asset reconciliation and oversight
- Tailored expert-led predictive disruption analysis and prevention

Elite operational mastery

Building deep, expert-level proficiency

- Cisco U. certification training and virtual practice labs

*Cisco and Cisco Solution Alliance Partner solutions

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Slide option 2

Cisco Support

Hyper-personalized, proactive, and predictive support experience

Proactive and predictive AI-powered insights

Basic

Reliable reactive product support

- Device-level issue resolution with 60-min response time
- Unified asset, service coverage, and risk reports
- Self-serve troubleshooting and case management

Standard

Fast solution support with AI insights for efficient prioritization and proactive risk mitigation

(Includes Basic)

- Centralized triage of issues across Cisco and Cisco partner solutions with 30-min response time
- Prioritized lifecycle, case, and service coverage insights
- Curated security, field notice, and security hardening assessment insights
- Automated configuration best practice insights
- Cisco U. personalized learning paths

Signature

Personalized expert-led support and AI insights for proactive operational excellence

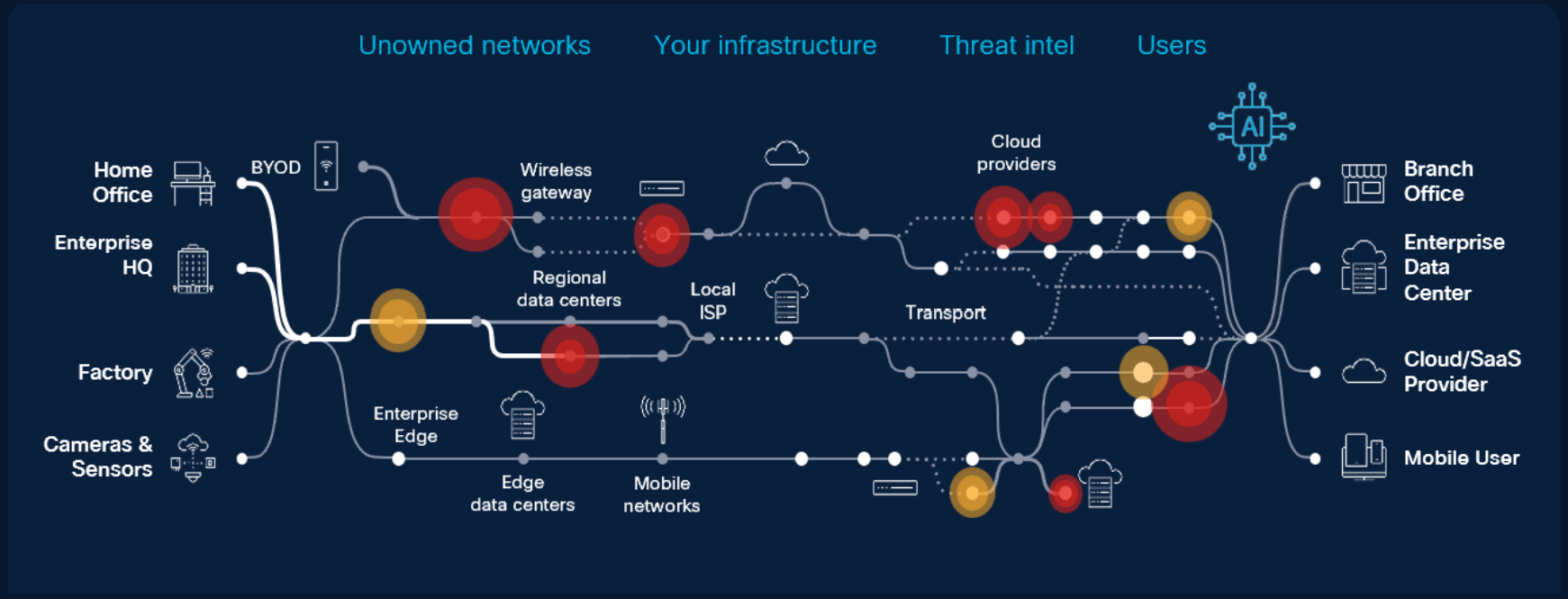
(Includes Standard)

- Expert-led support tailored to your precise needs with 15-min response time
- Restoration Service Level Agreement
- Tailored predictive disruption analysis and prevention
- Personalized asset management and security vulnerability assessments
- Expert-led systematic root cause analysis and continuous optimization
- Automated security hardening and configuration recommendations
- Cisco U. certification training and virtual practice labs

Powered by Cisco IQ

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Your infrastructure is light years from its origin



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Cisco Support Signature

Personalized expert-led support powered by Cisco IQ

Operational excellence

- Higher availability
- Predictable performance
- Efficient operations
- Fewer incidents
- Faster recovery

- Guaranteed restoration SLAs
- Fastest response time
- Proactive risk avoidance
- Certification learning resources

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Cisco Support

Signature

Personalized, expert-led support engagement with AI-powered insights for proactive operational excellence

Operational resilience

The cost of inaction vs. the cost of service

What preemptive measures are in place to safeguard your global environment from ransomware?

- Prioritize remediation of aging components or configs to mitigate risk exposure.
- Address underlying failed security hardening checks to reduce attack surface.
- Discover disruption patterns that could signal interruptions to improve resilience.

Predictable performance

Reclaim time for high-value projects

What could your team achieve if we took all the mundane 'noise' off their plate?

- Ensure peak performance with systematic root cause analysis and troubleshooting.
- Mitigate service disruption with continuous optimization.
- Resolve configuration deviations and inconsistencies, reducing operational risk.

Operational excellence

IT as a competitive edge

Are you using technology to keep up or using it to pull ahead?

- Uptime starts with 15-minute response time and restoration Service Level Agreements.
- Maximize asset utilization and value with personalized lifecycle and contract oversight.
- Speed security and collaboration software deployment with tailored guidance.
- Build deep, expert-level proficiency with certification practice exams.

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Cisco Support Signature

Asset Management:

Eliminating the administrative friction that delays recovery

Example scenario: A switch might have been repurposed from another site without a manual record update.



Asset Management in **Signature** assists with proactive asset updates, helping streamline support processes and reduce the need for manual audits during critical events.

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Cisco Support Signature

Root Cause Analysis:
Moving beyond troubleshooting to proactive prevention

Example scenario: Intermittent application "brownouts" occur across the network every Tuesday morning.



Systematic Root Cause Analysis in **Signature** supports thorough investigations, helping to identify and address underlying issues efficiently while reducing the need for extended internal troubleshooting.

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Do you have time to own solution-level issues and mitigate risk?



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Cisco Support Signature

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Do you have time to own solution-level issues and mitigate risk?



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Cisco Support
Standard

Faster solution support with AI-powered insights for efficient prioritization and proactive risk mitigation for successful modern operations

Preferred by 60% of IT decision makers[1]

Proactive risk mitigation
Eliminate blind spots

How confident are you in the ability to identify and mitigate risks before they turn into operational disruptions?

- Minimize risk exposure by identifying asset and security vulnerabilities that matter most.
- Strengthen resilience by prioritizing config gap remediation with Cisco best practices.
- Reduce the attack surface against threats with critical security hardening measures.

Optimized operational efficiency
Be a Lifecycle strategist

As your environment grows, do you have the right visibility and insights to stay ahead – or are you just reacting?

- Drive efficient lifecycle planning with accurate asset tagging and correlating risk.
- Ensure predictable lifecycle planning with prioritized lifecycle assessments.
- Drive operational efficiency tracking with case assessment insights.
- Improve productivity and efficiency with personalized learning paths.

Higher uptime
"The buck stops here" accountability

Who is accountable for solution-level resolutions and what is the cost of managing those handoffs?

- Accelerate resolution with architecture solution and interoperability expertise.
- Centralized support for over 450 Cisco Solution Alliance Partner solutions.
- Reduce MTTR with primary point of contact accountable for issues resolution.
- Achieve rapid resolution with prioritized case routing with 30-min response time.

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Cisco Support

Basic

Reliable reactive support coverage for individual products

Reliability

Today, risk is a liability you cannot afford

Can your business afford the true cost of downtime while waiting for a hardware warranty replacement or worse, having no support coverage at all in today's AI era?

- Minimize device-level disruptions with 24x7 access to Cisco TAC and product support expertise.
- Improve visibility and control with dynamic asset, lifecycle, and service coverage views.
- Maintain stability with on-demand asset risk and security alerts.
- Experience streamlined resolution with self-service troubleshooting and simplified case opening and management.
- Gain foundational knowledge with Cisco U. free library.

Hardware warranty

- 90-day warranty
- Advanced hardware replacement (10 business days)

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Cisco Support

Preferred by **60%** of IT decision makers

Capabilities and features		Basic	Standard	Signature
Trusted Support	**Hardware and software support:** Access to Cisco Technical Assistance Center (TAC) with 24x7 support, software updates, hardware RMA, and support communities to quickly resolve device-level issues.	S1/2: 60 min S3/4: 1BD	S1/2: 30 min S3/4: 60 min‡	S1/15 min*; S2/30 min;S3/4: 60 min‡
	Solution support: Centralized triage of issues for Cisco and Cisco Solution Alliance Partner product teams with prioritized case routing and advanced support communities to resolve solution issues faster.		•	•
	Automated RMA: Detect hardware failures on supported and connected devices to automate replacement process to minimize downtime.		•	•
	Software technical onboarding: Provide guidance on software integration, system risk assessment, and usage for faster software onboarding. (security and collaboration only)		•	•
	Expert guidance for software deployment: Provide expert guidance on software deployment, ongoing problem, escalations, and change management to speed software deployment (security and collaboration only)			•
	Restoration SLA: If Cisco fails to meet the Service Level Agreement (SLA), Cisco will issue a service credit in accordance with the SLA* for rapid resolution.			•
	Predictive disruption analysis and prevention: Advise on disruption patterns that could signal performance degradation or interruptions to improve resilience.			•
	Systematic root cause investigation: Identify systemic issues causing recurring incidents and provide direct troubleshooting to maximize performance.			•
	Continuous optimization: Advise on preventive measures based on vulnerabilities and threats, maintenance window support, and reporting to minimize downtime and service disruption.			•
	Risk mitigation and resilience: Assess vulnerabilities for security or stability concerns and highlight technical debt to prioritize remediation of aging components or configs to improve resilience.			•
	Asset management: Provide continuous lifecycle and contract oversight with proactive and reactive management to optimize service coverage and license utilization.			•

These features are only available on certain Product platforms as determined by Cisco. The list of available features is subject to change. Contact a Cisco representative for the most up to date information on supported technologies. AppD™, Splunk®, ThousandEyes®, and CVM (Kenna) technologies are not supported by Signature. ‡ Next Business Day after business hours (NBD). *Cisco Meraki™ is currently limited to a Service Level Objective.

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Source: Cisco CX Support Features Prioritization, July 2025

Cisco Support

Cisco Support

Preferred by **60%** of IT decision makers

Capabilities and features		Basic	Standard	Signature
Predictive asset insights	**Assets inventory:** View up-to-date list and rich visualization for products with latest OS version, install location, and service coverage details for visibility and control. Filter by 'Last Signal' to view latest asset activity (via TAC, contracts, or telemetry).	•	•	•
	End of Life report: Access up-to-date lists and rich visualizations of hardware and software (EoS to LDOS) to streamline lifecycle and refresh planning.	•	•	•
	LDoS dashboard: Access centralized LDoS milestone view to streamline asset planning, budgeting, and risk mitigation.	•	•	•
	Service coverage report: View up-to-date list and rich visualizations for covered and uncovered assets to improve operational planning and budgeting.	•	•	•
	Asset criticality insights: Assess asset role and criticality, enabling personalized prioritization of lifecycle planning and consistent service coverage.		•	•
	Asset tagging: Organize inventory using asset tags for flexible categorization by department, location, or project as key-value pairs for proactive lifecycle planning.		•	•
	End of Life insights: Query, visualize, and report on EoL milestones to prioritize lifecycle and technology refresh planning.		•	•
	LDOS insights: Visualize and analyze assets nearing or past their LDOS to prioritize lifecycle and technology refreshes.		•	•
	Service coverage insights: Visualize and analyze service coverage and renewal milestones to prioritize coverage updates and renewal planning.		•	•
Adaptive infrastructure assessments	**Field notice reports:** Automate the detection and prioritization of non-security issues by severity and criticality, accelerating resolution to improve operational stability and performance.	•	•	•
	Security advisory reports: Automate exposure detection and risk-based vulnerability prioritization to accelerate mitigation of threats and strengthen operational stability.	•	•	•
	Configuration insights: Automate configuration assessments against Cisco best practices, providing actionable insights to prioritize config gap remediation thereby strengthening resilience and reducing operational risk.		•	•
	Field notices insights: Query, summarize, and visualize field notice-affected assets to prioritize risk and response to known issues to minimize risk.		•	•

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Source: Cisco CX Support Features Prioritization, July 2025

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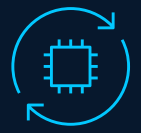
Cisco Support Capabilities and features		Basic	Standard Preferred by **60%** of IT decision makers	Signature
Adaptive infrastructure assessments	**Security Advisory Insights:** Query, summarize, visualize, and report assets impacted by security advisories to enable personalized risk prioritization and security incident response, mitigating risk exposure.		•	•
	Security Hardening Insights: Identify security hardening gaps and provide insights to implement critical hardening measures, reducing the attack surface against evolving threats.		•	•
	Security Hardening Recommendations: Deliver an automated solution with clear, concise, generic recommendations for each failed hardening check, directly addressing the security issues to reduce the attack surface and vulnerabilities.			•
	Configuration Recommendations: Provide actionable recommendations to address configurations deviations and inconsistencies, reducing operational risk.			•
AI-powered support	**Case Management:** Provide up-to-date list of recently opened and closed Cisco TAC cases, enabling the opening of new TAC cases and fast update of case information to facilitate quick resolution.	•	•	•
	Self-serve Troubleshooting: Resolve device issues instantly with the AI Assistant, allowing users to solve problems without the need to open a support case for faster resolution.	•	•	•
	Case Insights: Query, summarize, visualize and report on Cisco TAC cases for operational efficiency tracking.		•	•
Contextual Learning – Powered by Cisco U.	**e-Learning:** Curated, use case-based training content for successful adoption and engagement of Cisco architectures and solutions.	Cisco U. free library only	•	•
	Certification Practice Exams: Access to practice exams to help you to identify any gaps in your knowledge before taking live certification exams, validating knowledge relevant to Cisco technologies.			•
	Remote Practice Labs: Test and validate knowledge with reliable remote lab capabilities.			•

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Source: Cisco CX Support Features Prioritization, July 2025

Fast, effortless, AI-powered support



81%

zero-touch RMAs through automated failure detection and creation with Proactive RMA[1]



88%

of customer interactions resolved without opening a case[1]



6–12x faster

hardware replacement authorization[2]

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Every minute matters in healthcare. With Cisco IQ, we can quickly identify problem areas and get to root cause faster, which helps ensure our hospitals stay up and running. The AI capabilities make it faster and more intuitive to navigate our environment, locate information, and uncover answers when we need them. Being able to resolve issues more quickly helps keep hospital operations steady, and it's incredibly meaningful to know that the work we do each day supports the clinicians and patients who depend on these systems most.



Kevin Haz
IT Life-Cycle Analyst

AdventHealth

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The team is extremely happy and I'm happy as well.....Cisco IQ gives me great insight(s) where I can go fact-based to the finance community and say, 'look if we don't replace it, patching becomes more difficult and we risk downtime... which we try to avoid. Let's make sure we stay up to date with our landscape.



Ralf Huebenthal
Global Head of IT Platforms

Nestlé

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Thrive in the AI era with Cisco Support by your side

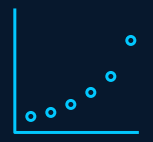
Personalized | Proactive | Predictive



Relentless resiliency



Unparalleled simplicity



Accelerated time to value

Cisco Services Portfolio

Resiliency. Simplicity. Time to Value.



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Cisco Support – capabilities and features snapshot

Capabilities and Features		Basic	Standard	Signature
Trusted Support	**Hardware and Software Support.** Access to Cisco Technical Assistance Center (TAC) with 24x7 support, software updates, hardware RMA, and support communities to resolve product issues quickly.	Severity 1 and 2: 60 min Severity 3 and 4: NBD	Severity 1 and 2: 30 min Severity 3 and 4: 60 min‡	Severity 1/15-min and S2/30 min. SLA Severity 3 and 4: 60 min
	Solution Support. Centralized triage for Cisco and Cisco Solution Alliance Partner product teams, prioritized case routing, and access to advanced support communities for recommendations aligned to specific use cases and lifecycle stages to resolve solution issues faster.		●	●
	Automated RMA. Automated hardware replacements for connected devices through proactive failure detection to minimize downtime.		●	●
	Software Technical Onboarding. Guidance on software integration, system risk evaluation, and usage for faster adoption. (security & collaboration only)		●	●
	Assigned Expert for Software Deployment Guidance. Assigned expert guidance for software deployment and ongoing problem management, escalation, and change management for faster deployment. (security and collaboration only)			●
	Restoration SLA.* Rapid resolution of system issues.			●
	Expert-led Predictive Analysis and Prevention and Risk Mitigation and Resilience. Analysis of disruption patterns and security vulnerabilities to proactively identify and prevent infrastructure disruption, enhancing operational resilience.			●
	Expert-led Asset Management. Continuous lifecycle and contract oversight to maximize asset utilization.			●
	Expert-led Systematic Root Cause Analysis. Systemic issues causing recurring incidents are identified and resolved through direct troubleshooting to maximize performance.			●
	Continuous Optimization. Advise on preventive measures based on vulnerabilities, maintenance window support, and reporting to minimize downtime and service disruption.			●
Predictive Asset Insights	**Asset, Lifecycle, Service Coverage, and LDOS Dashboard.** Dynamic asset visibility and control.	●	●	●
	Lifecycle, LDoS, Service Coverage, and Asset Criticality Insights and Asset Tagging. Asset and service coverage insights enable proactive lifecycle and service coverage planning and budgeting.		●	●
Adaptive Infrastructure Assessment	**Security Advisory and Field Notice reports.** Dynamic asset risk visibility and control.	●	●	●
	Security Advisory, Field Notice, Security Hardening, and Configuration Insights. Security and risk assessment insights to mitigates risk.		●	●
	Security Hardening and Configuration Recommendations. Automated recommendations help reduce attack surface and misconfigurations.			●
AI-powered Support	**Case Management and Self-Serve Troubleshooting.** Up-to-date TAC case list and self-serve troubleshooting for rapid device resolution.	●	●	●
	Case Insights. Intelligent case assessments for operational efficiency tracking.		●	●
Contextual Learning	**e-Learning-Powered by Cisco U**. Curated, use case-based training for Cisco architectures and solutions to upskill team knowledge.		●	●
	Cisco U. Certification Prep Training, Practice Exams, and Remote Practice Labs. Validate skills and expertise relevant to Cisco technologies.			●

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Cisco IQ resources

Cisco IQ documentation landing page

Find all Cisco IQ documentations here.

Learn more

Cisco IQ Getting Started Guide

Access our step-by-step guide and support escalation process.

Learn more

Cisco IQ Link Getting Started Guide

A comprehensive guide for installing Cisco IQ Link.

Learn more

Cisco IQ What's New

For Cisco IQ what's new and release notes.

Learn more

Cisco IQ Supported Product List

Supported Cisco IQ product listing

Learn more

Cisco IQ Offer Discloser

Offer disclosure on Cisco Trust Portal

Learn more

AI Transparency Technical Note

Cisco IQ approach to GenAI

Learn more

Cisco IQ Frequently Asked Questions

For Cisco IQ frequently asked questions.

Learn more

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Service Provider Support – Key differences

	Return to Factory	SP TAC Only	Hardware & Software Support	Support capabilities not covered
SP Support – Basic	Return to Factory (RTF) Support is available only for SP	SP TAC Support is available only for SP as part of SP Support – Basic	HW TAC Troubleshooting: HW TAC Support should be purchased	
SP Support – Standard			SW TAC Troubleshooting: SW TAC Support should be purchased	• Advanced Communities • Automated RMA • Software technical onboarding
SP Support – Signature				• Expert guidance for software deployment

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Cisco Support – Signature

Minimum threshold key questions answered

Frequently asked questions	Answers
What is a threshold?	The minimum spend required to receive the total Signature set of deliverables.
Why is this required?	Because Signature features use a combination of digital and people-oriented resources, engagements need to be a certain size to utilize the resources efficiently.
What is the threshold?	USD $200k annual contract value.
What happens if the minimum threshold is not met?	The quote can still be booked. But there will be a reduced feature set.
Can I grow into the threshold?	Yes. Once the threshold has been met, the full set of deliverables will be delivered to all the product that is covered by Signature.
How is this calculated?	All Signature bookings, based on the globally unique device identifier (GUID), are added together. If they together cross the threshold, that meets the requirement.
What if I add a small amount of IB to my existing IB, will it still be delivered as Signature?	Yes. Once the GUID meets the threshold, future bookings receive the full deliverables just like the existing contracts.
Does the threshold amount vary by region/product, etc.?	No. Our principle in the new simplified portfolio is to maintain simplicity.

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What to know

Cisco Support Contextual Learning

Basic

Users can register for Cisco U. Free at u.cisco.com.

Standard

All 155+ Contextual Learning courses in Cisco Support technologies. Unlimited named user licenses.

Signature

Cisco Support - Standard, plus:

- 95+ Cisco U. cert-aligned Learning Paths
- All Cisco certification practice exams
- 121+ remote labs
- 20 named user Signature licenses
- Continuing Education (CE) credits for Cisco recertification

https://cisco.com/go/contextual-learning

Accessing Cisco U.

Provisioning

- Standard: Named users are auto-provisioned; watch for a welcome email.
- Signature: SAMT Admins assign licenses via SAMT; users are then auto-provisioned and notified via email.

Log In

- Direct: Sign in at u.cisco.com using Cisco Support credentials.

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