CISCO Engage | Tech Day Miami

Cisco Modern AI-powered Support

Enabling reliable, resilient, and secure operations

Hector Acevedo
Vice President, Cisco Customer Experience Centers

Dale Miller
Principal Engineer, Cisco Customer Experience Centers

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92%

of organizations say the support and services they receive are more critical in the AI era.[1]

The pervasive integration of AI demands:

Continuous uptime

Optimized performance

Enhanced resiliency

[1]The Race to an Agentic Future: How Agentic AI Will Transform Customer Experience, Cisco 2025

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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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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

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Support's Next Evolution

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

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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.

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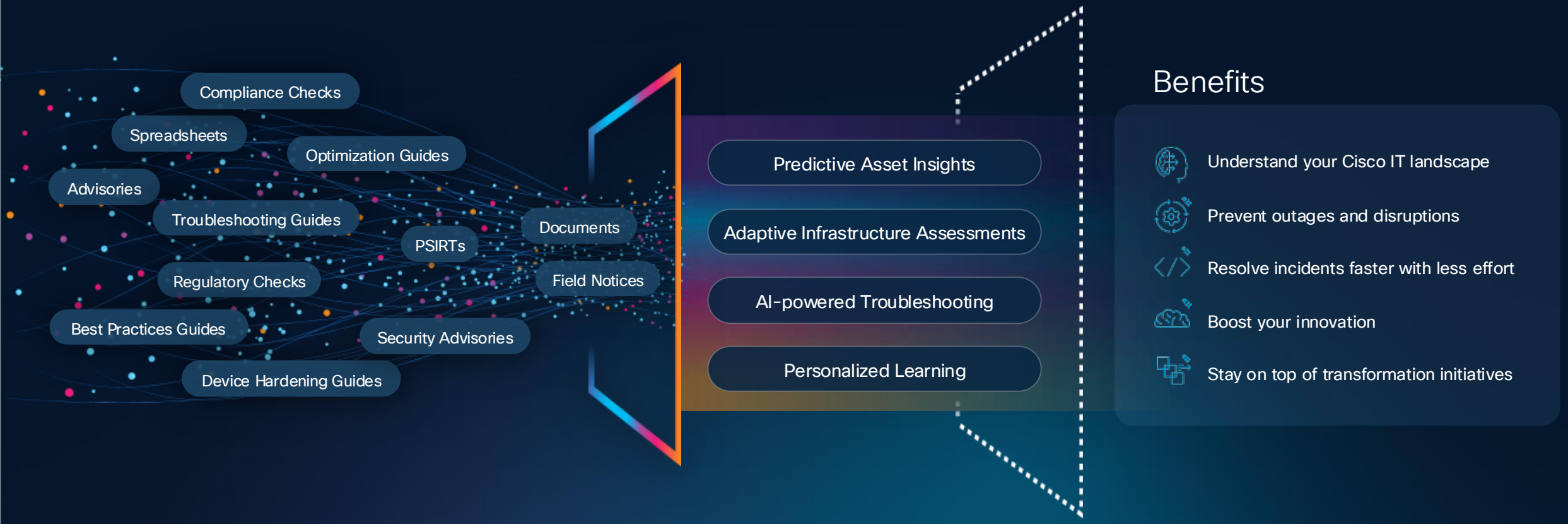
Introducing

Cisco IQ: The AI Engine for Next-Gen Services



Benefits

- Understand your Cisco IT landscape
- Prevent outages and disruptions
- Resolve incidents faster with less effort
- Boost your innovation
- Stay on top of transformation initiatives

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

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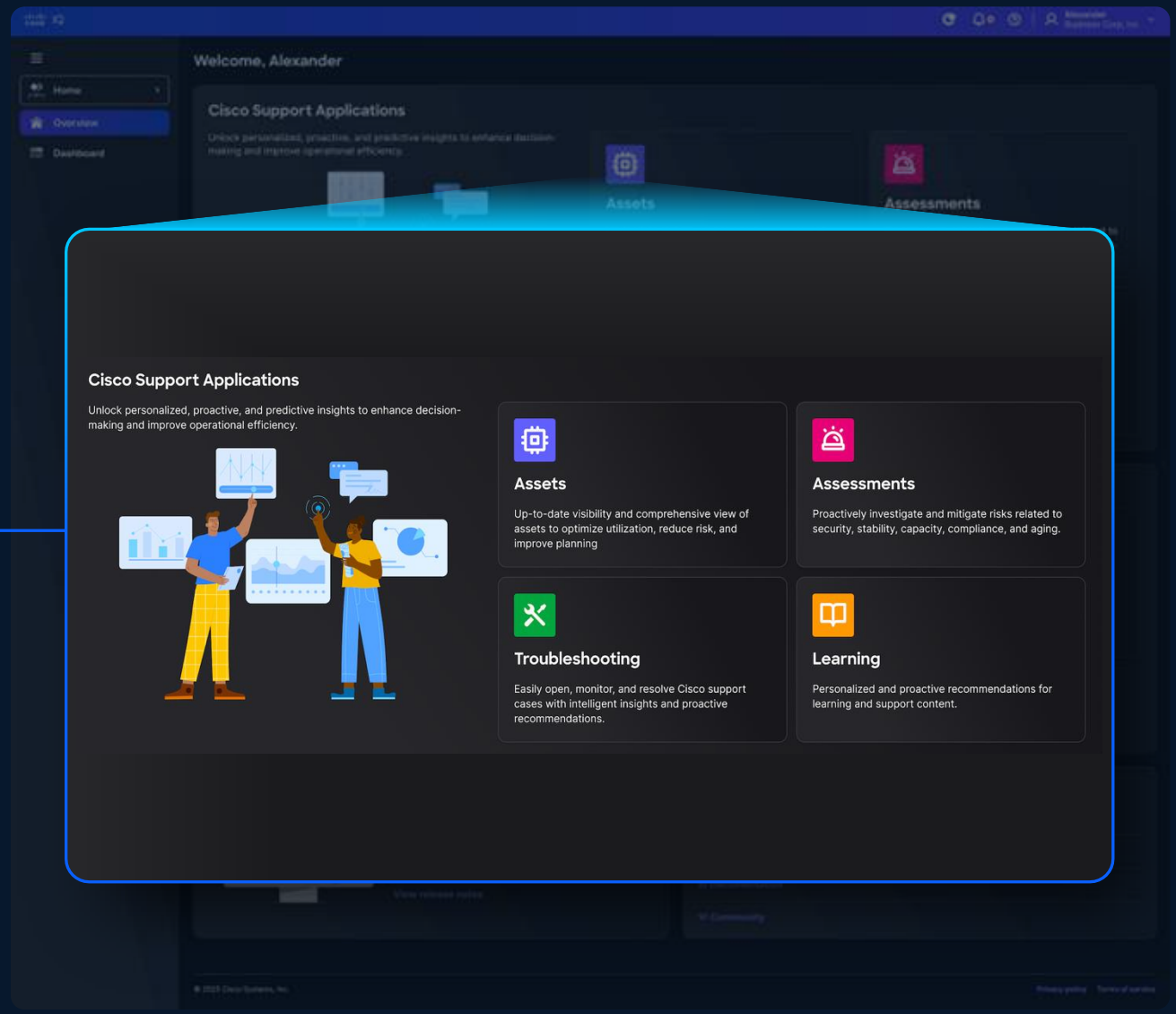
Cisco IQ

A unified, simplified interface

Support services applications

- Assets
- Assessments
- Troubleshooting
- Learning



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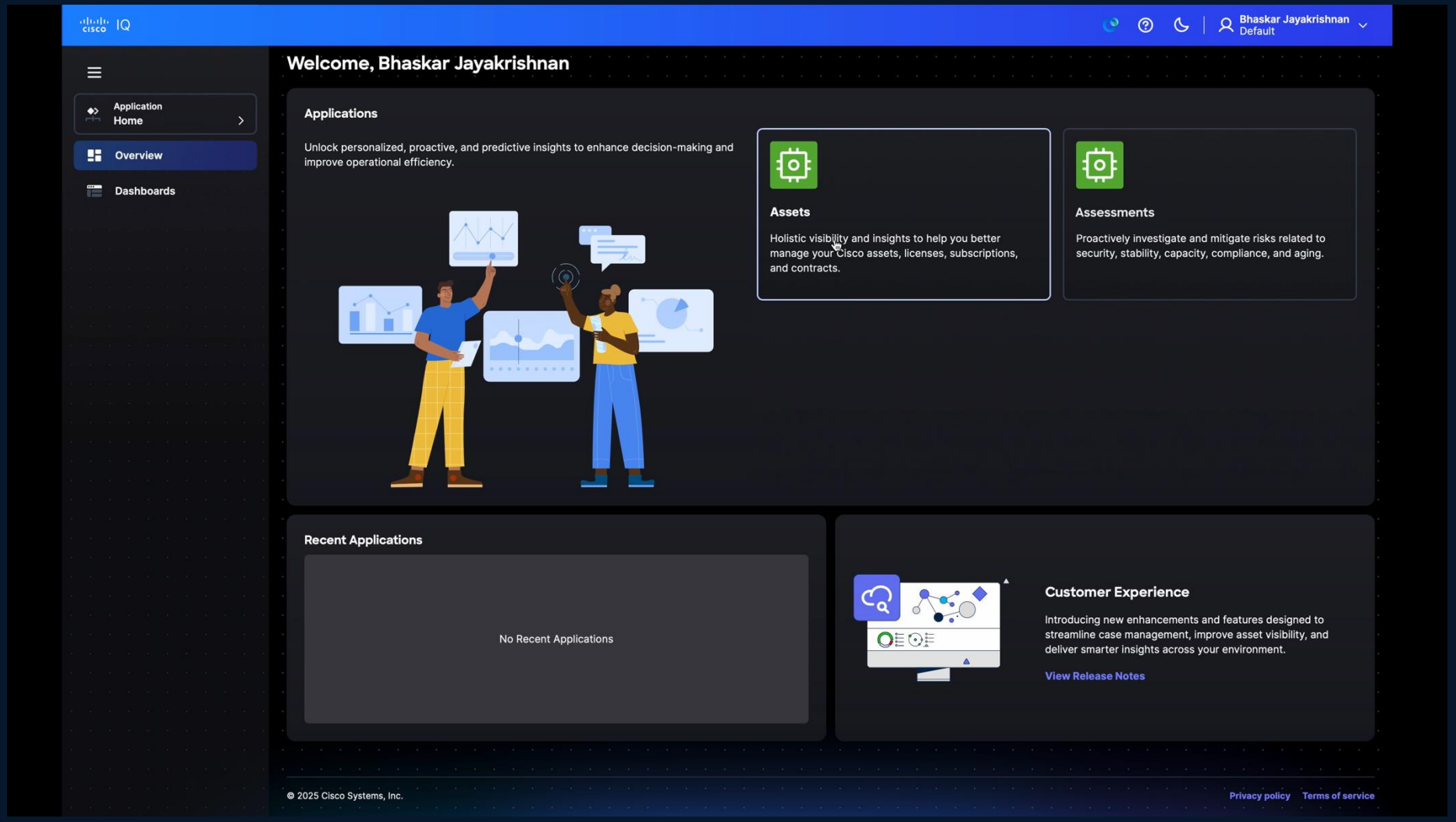
Cisco IQ in Action: Predictive Asset Insights

Leveraging AI to understand your IT landscape and prevent outages



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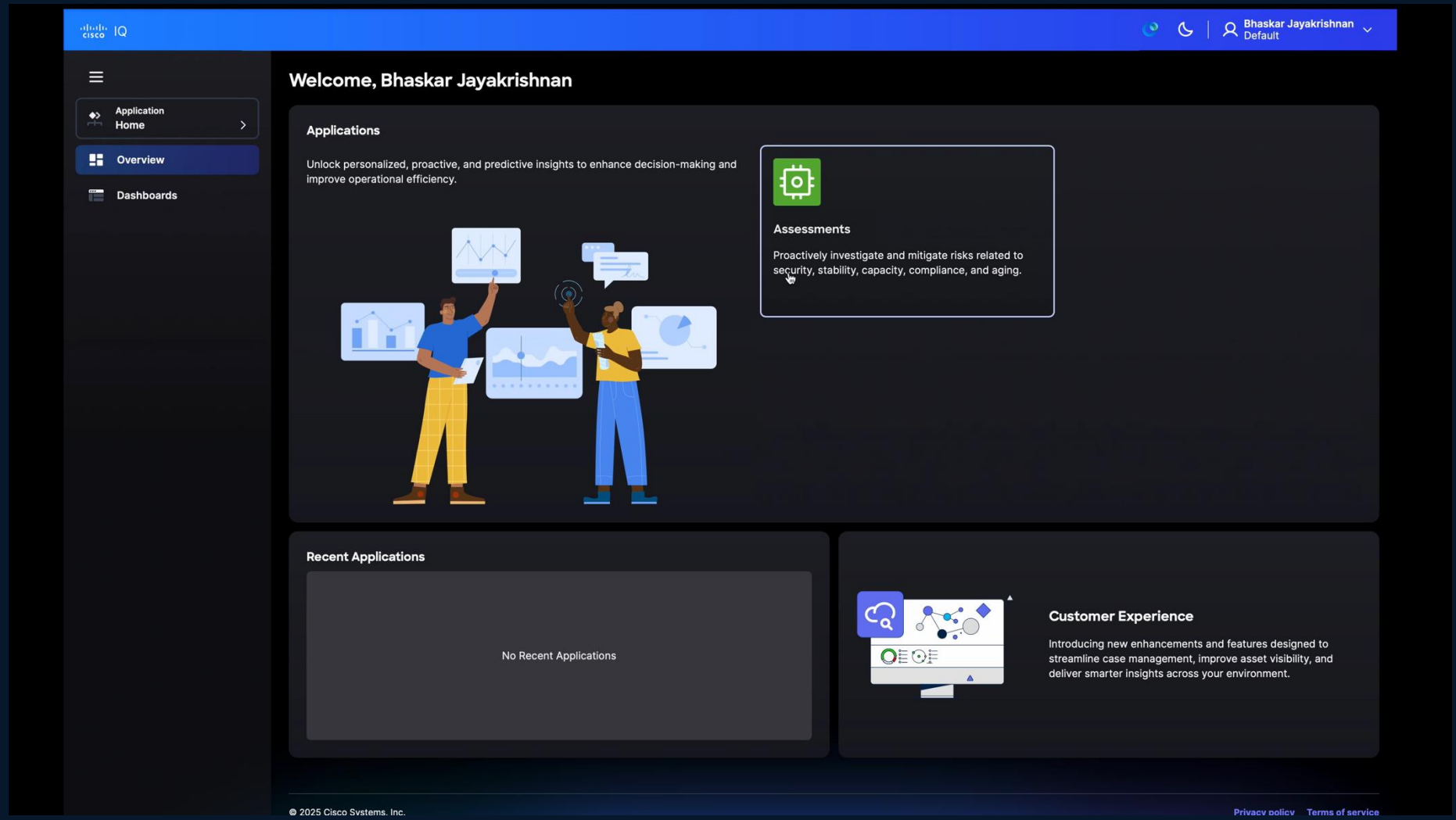
Cisco IQ in Action: Adaptive Security Assessments

Automating security hardening checks and execution



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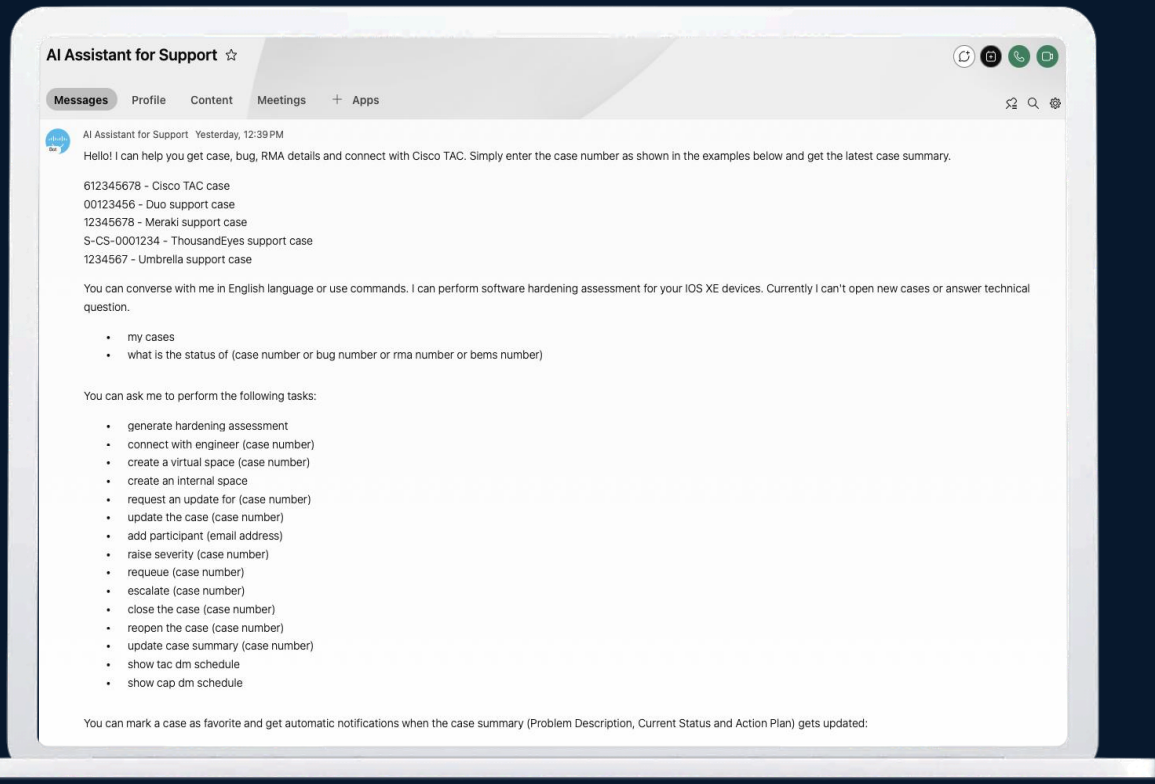
Cisco AI Assistant for Support

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, via Webex App, on Support Case Manager and Virtual Spaces

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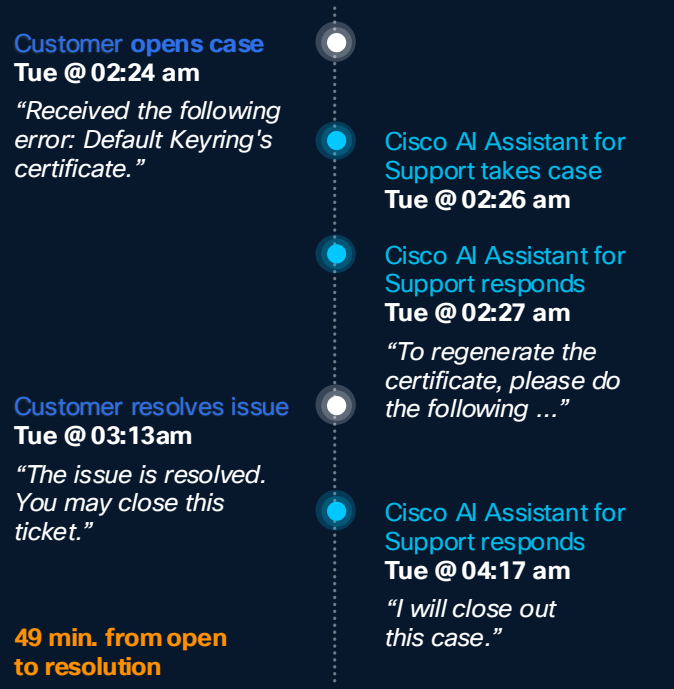
Cisco AI Assistant for Support: Time to Value

Automated Troubleshooting

2–4x faster when fully automated



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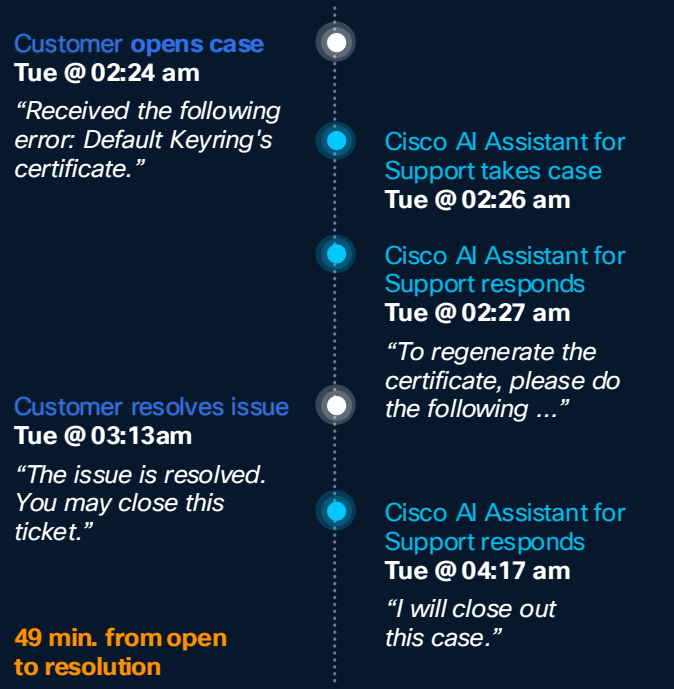
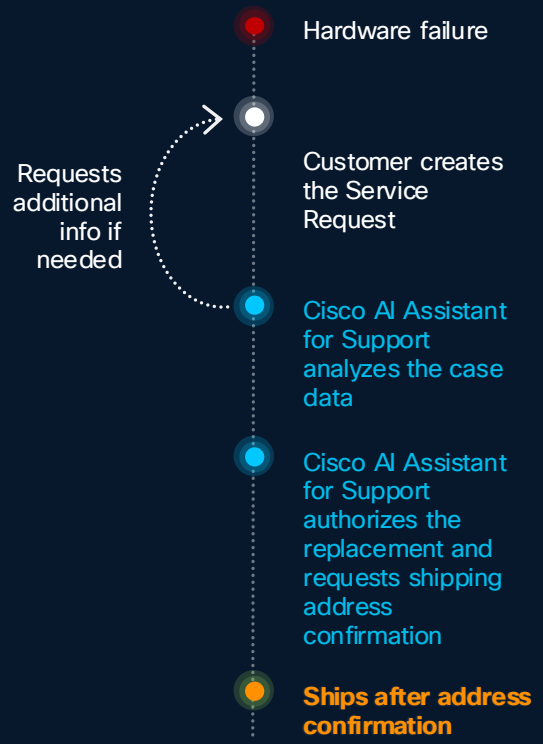


Automated RMA

6–12x faster hardware replacement authorization



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Cisco AI Assistant for Support: Time to Value

Automated Troubleshooting

2-4x faster when fully automated

Customer	Cisco AI Assistant
Customer **opens case** **Tue @ 02:24 am** *"Received the following error: Default Keyring's certificate."*	
	Cisco AI Assistant for Support takes case **Tue @ 02:26 am**
	Cisco AI Assistant for Support responds **Tue @ 02:27 am** *"To regenerate the certificate, please do the following ..."*
Customer resolves issue **Tue @ 03:13am** *"The issue is resolved. You may close this ticket."*	
	Cisco AI Assistant for Support responds **Tue @ 04:17 am** *"I will close out this case."*
49 min. from open to resolution	

Automated RMA

6-12x faster hardware replacement authorization

Hardware failure

Customer creates the Service Request

Requests additional info if needed

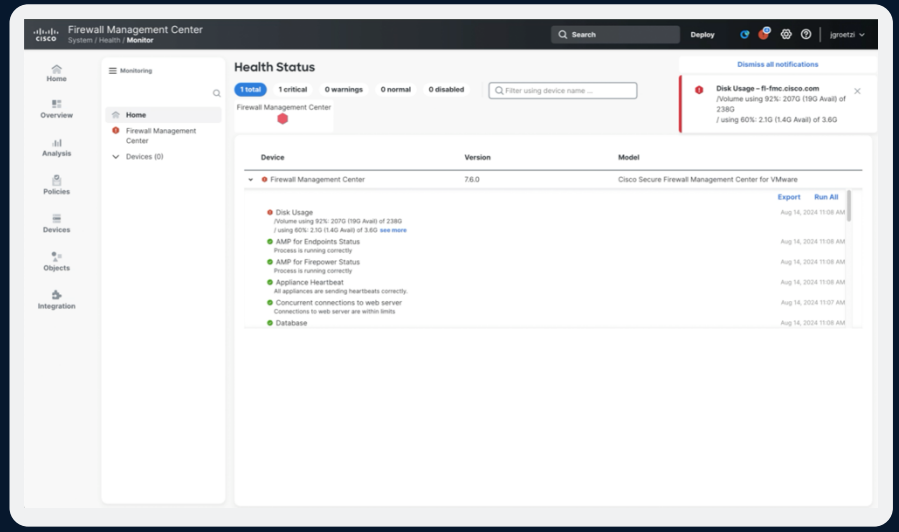
Cisco AI Assistant for Support analyzes the case data

Cisco AI Assistant for Support authorizes the replacement and requests shipping address confirmation

Ships after address confirmation

In-product Support

Improves time to resolution with in-context support



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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

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Cisco Support

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

Simple three tiers to meet every support need

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

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Thank you