SMB University: Selling Cisco SMB Foundation Solutions

Cisco Technical Support Services

Outline

- **Why Sell Services**

- **Cisco Services Portfolio**

- **SMARTnet**

- **SMB SA**

- **Tools Available**

- **How to Position the Value of Services**

# Why Sell Services

What We Hear from Partners

How Can We…

- Grow our business?

- Differentiate our services offering?

- Succeed with Cisco advanced technologies?

- Create ongoing opportunities for profitability?

- Lower our cost of doing business?

- Better support our end customers and be viewed as their "trusted advisor"?

What are We Hearing From Our Resellers?

Resellers need services to sell solutions and keep business healthy

Margins

Service Margins

Product Resale Margins

Low

High
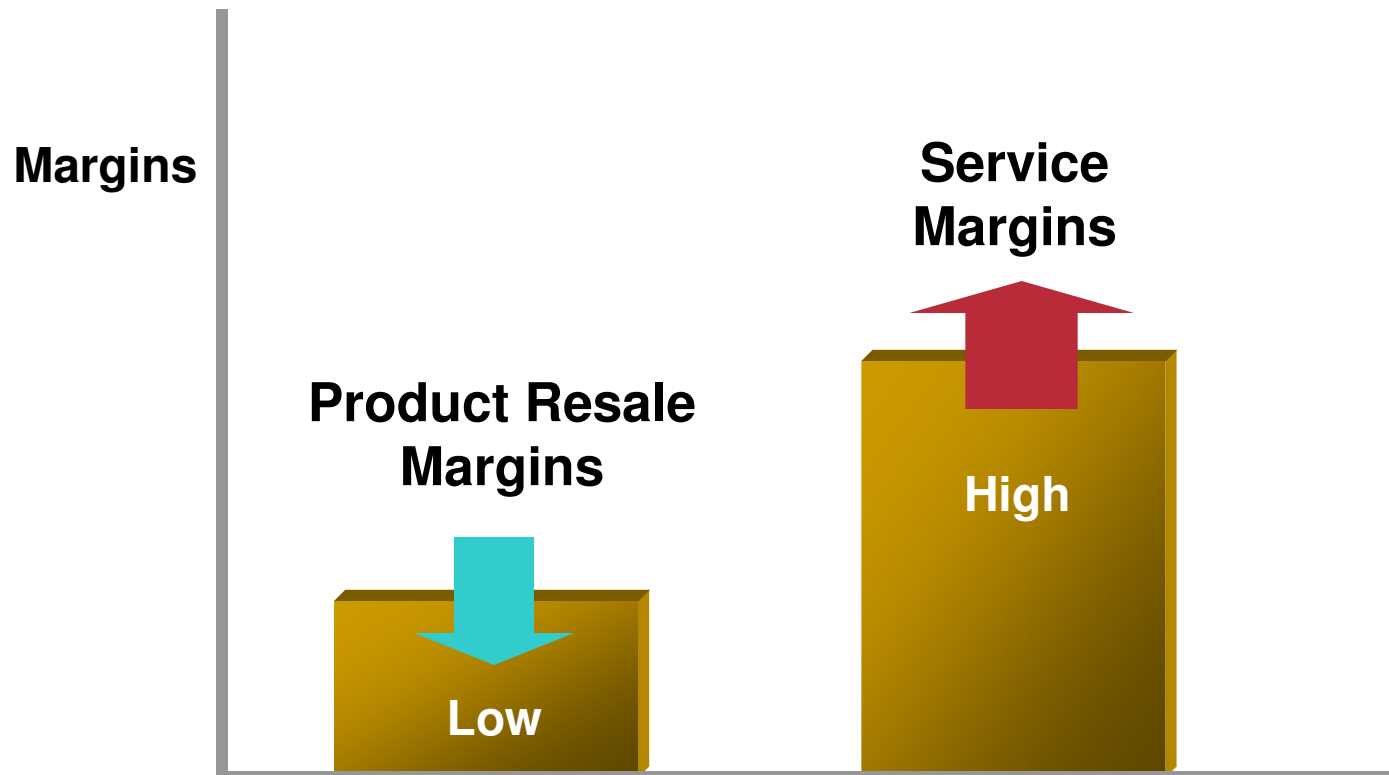
Benefits of Selling Services

- **Increase Customer Loyalty**

- **Expand your relationship with the Customer**

- **Enhance Cash Flow and Margins**

Benefits of Selling Services (Cont.)

- **Lower Sales Administration Costs**

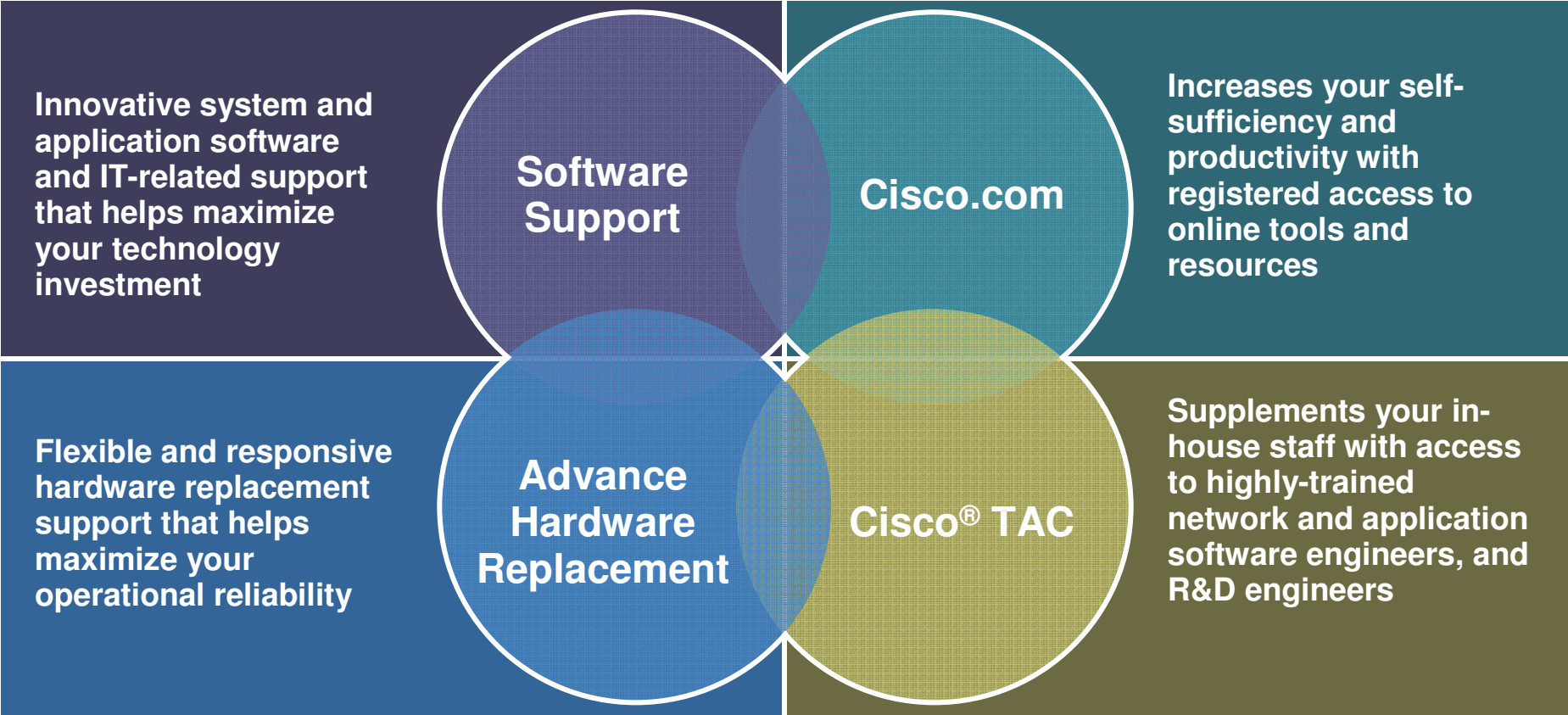- **Increase Revenue Opportunity**

- **Help to Penetrate New Markets**

Cisco Services
Portfolio

Cisco Technical Support Services
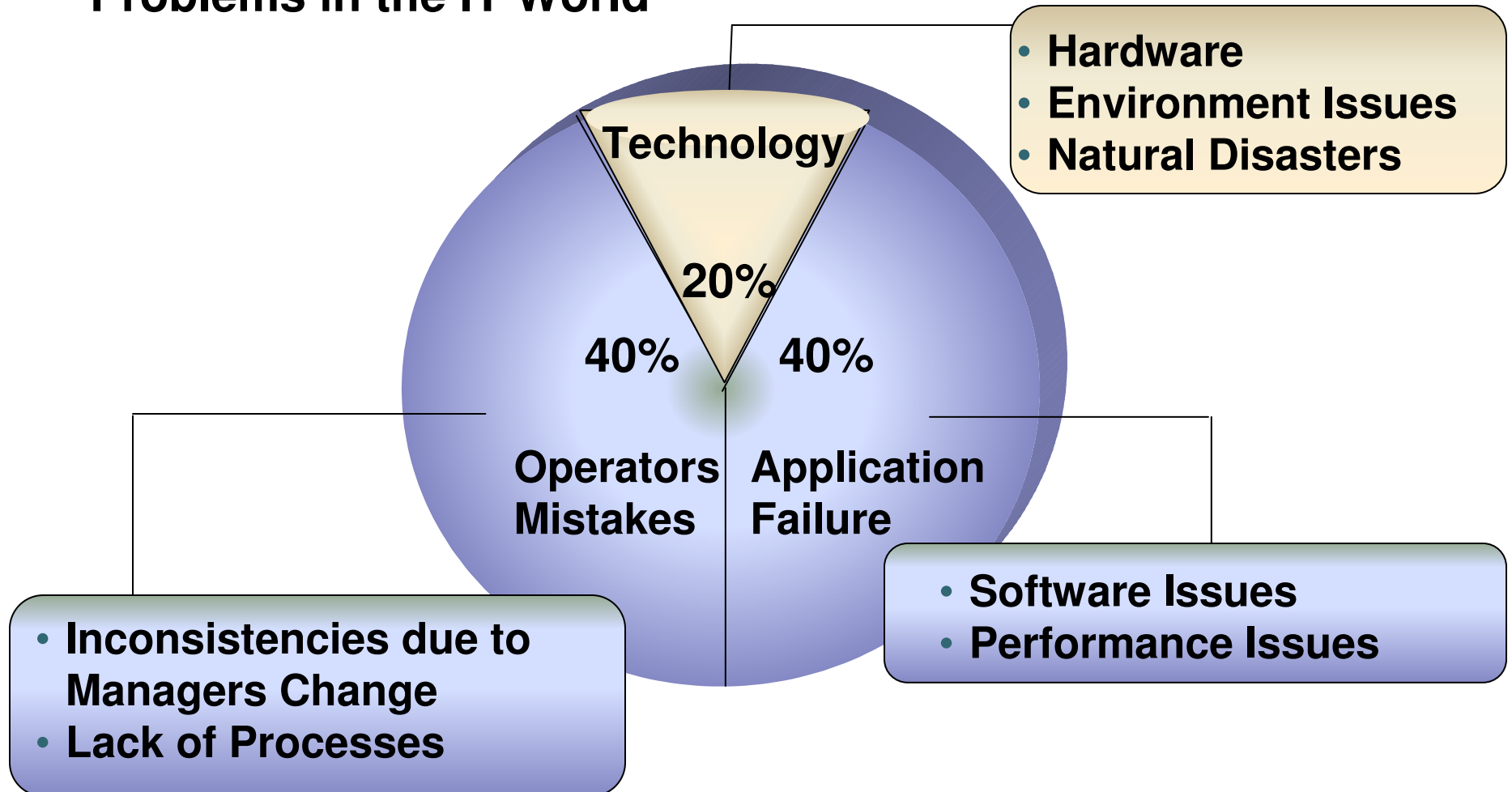
Integrated Solutions for End-to-End Support

Innovative system and application software and IT-related support that helps maximize your technology investment

Software Support

Cisco.com

Increases your self-sufficiency and productivity with registered access to online tools and resources

Flexible and responsive hardware replacement support that helps maximize your operational reliability

Advance Hardware Replacement

Cisco® TAC

Supplements your in-house staff with access to highly-trained network and application software engineers, and R&D engineers

Differences between Services and Warranty

	90-Days/1 Year LIMIT HW	LIMITED LIFETIME HARDWARE	SMARTnet	SMB SUPPORT ASSISTANT
Warranty for Hardware	90 Days	Lifetime (some internal parts limited to 5 years)	Anual Contracts	Anual Contracts
Software Warranty	90 Days	90 Days	Anual Contracts	Anual Contracts
Technical Support	No	No	Yes	Yes
SW Updates Maintenance Rel. and Bug Fixes Minor Releases Major Releases	No	No	Yes	Cisco IOS & OS Bug Fixes
Application SW Updates	No	No	Yes	No
Registered Access to Cisco.com	No	No	Yes	Portal with Management Tools Designed for SMB
Advanced Replacement	ARS (10 days)	ARS (10 Days)	Standard: Next Business Day Delivery Options: 2-Hr, 4-Hr, Onsite	Open cases 24x7; Replacement Next Business Day

Where are the Issues

Problems in the IT World

Technology

20%

40%   40%

Operators   Application
Mistakes   Failure

- **Hardware**
- **Environment Issues**
- **Natural Disasters**

- **Software Issues**
- **Performance Issues**

- **Inconsistencies due to Managers Change**
- **Lack of Processes**

Source: GartnerGroup

Warranty vs. Services

Warranty is :

- **Only hardware replacement** if the part is broken
- **No** commitment of SLA
- **No** TAC support from Cisco
- **No** access to knowledge transfer resources
- **No** software updated or upgrades

Warranty is not support!

SMARTnet

SMARTnet Components

Component	Description
Cisco® TAC	Complements customer's in-house staff with highly-trained engineers, CCIE® engineers, access to R&D engineers
Cisco.com	Increases customer's self-sufficiency and productivity with registered access to online tools and resources
Cisco OS Software	Extends the life of equipment and maximizes application technology investments
Hardware Replacement	Minimizes the risk of potential network downtime with fast access to replacement of hardware parts

Cisco Software Support

Helps Maximize Your Technology Investment

- **Increases performance of current features**

- **Adds new functionality, often without additional hardware investment**

- **Enhances network and/or application availability, reliability, and stability**

- **Extends the useful life of Cisco devices with software updates**

Cisco.com: Award-Winning Website
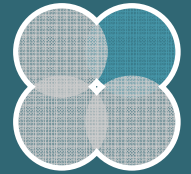
- Empowers you with "knowledge on demand" to increase self-sufficiency and productivity

- Extensive technology resources

- Interactive consulting tools

- Robust set of technical tools and products

Cisco Technical Support Website
ASP's Year's Ten Best Web Support Sites of 2005 "Hall of Fame"
for being named among the "Ten Best" for at least four years

Cisco Technical Support Website
2005 STAR Award for Best Practices in Self-Service

Resolving Technical Issues

- **79% of all customer technical support issues are solved online**

- **Over 204,000 Service Requests (SRs) solved online every month**

- **Over 6 million page views per month (2005):**

  – **2+ million unique visitors per month**

- **600,000+ software downloads per month (2005)**

Cisco Technical Assistance Center
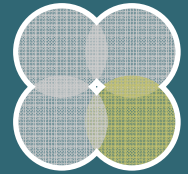
Highest Quality Support Team Available

| Capabilities	Value
• **Highly-trained Technical Assistant Center (TAC) Network and Application Software Engineers Worldwide** • **Computer science/electrical engineering degrees** • **Each engineer averages 5 year of industry experience** • **450+ CCIE® professionals**	**Rapid Issue Resolution**
• **Continuous internal technical training & rotations averaging 27 hours/quarter**	**Broad Expertise in Cisco Technologies**
• **Expertise in a broad array of technologies**	**Ownership of Complex Issues**
• **Trained in Kepner-Tregoe troubleshooting methodology**	**Rapid Fault Isolation in a Complex Environment Leading to Quick Resolution**

Cisco Advance Hardware Replacement
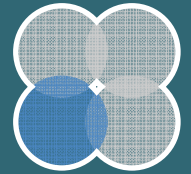
Helps Maximize Operational Reliability

Cisco and its ecosystem of partners and vendors:

- Deliver globally consistent and timely remote and onsite support through superior diagnostic and part sparing programs

- Expedite delivery of replacement hardware

- Help maintain your network operations

- Support your risk mitigation plans
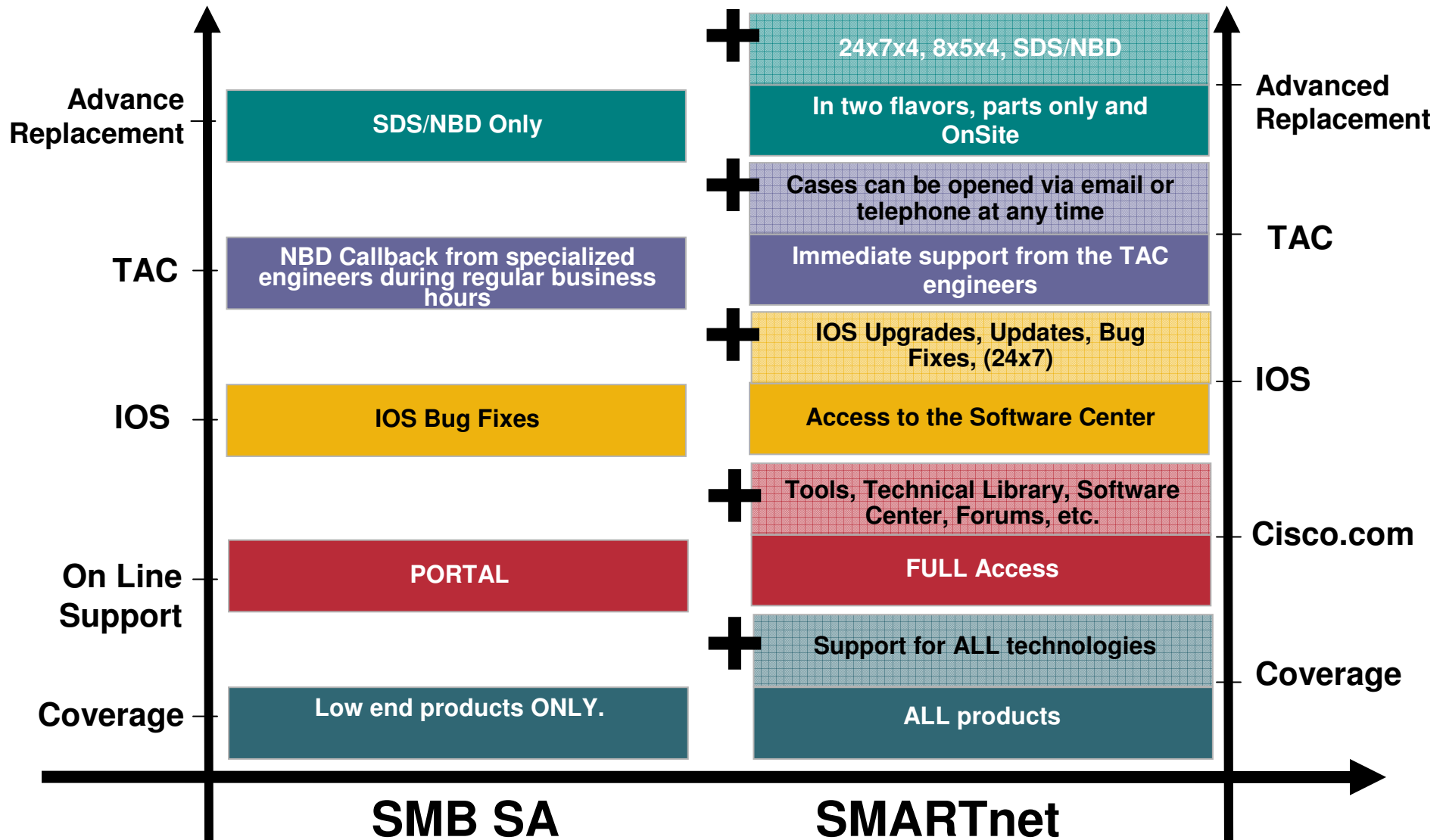
Worldwide Service Supply Chain Coverage
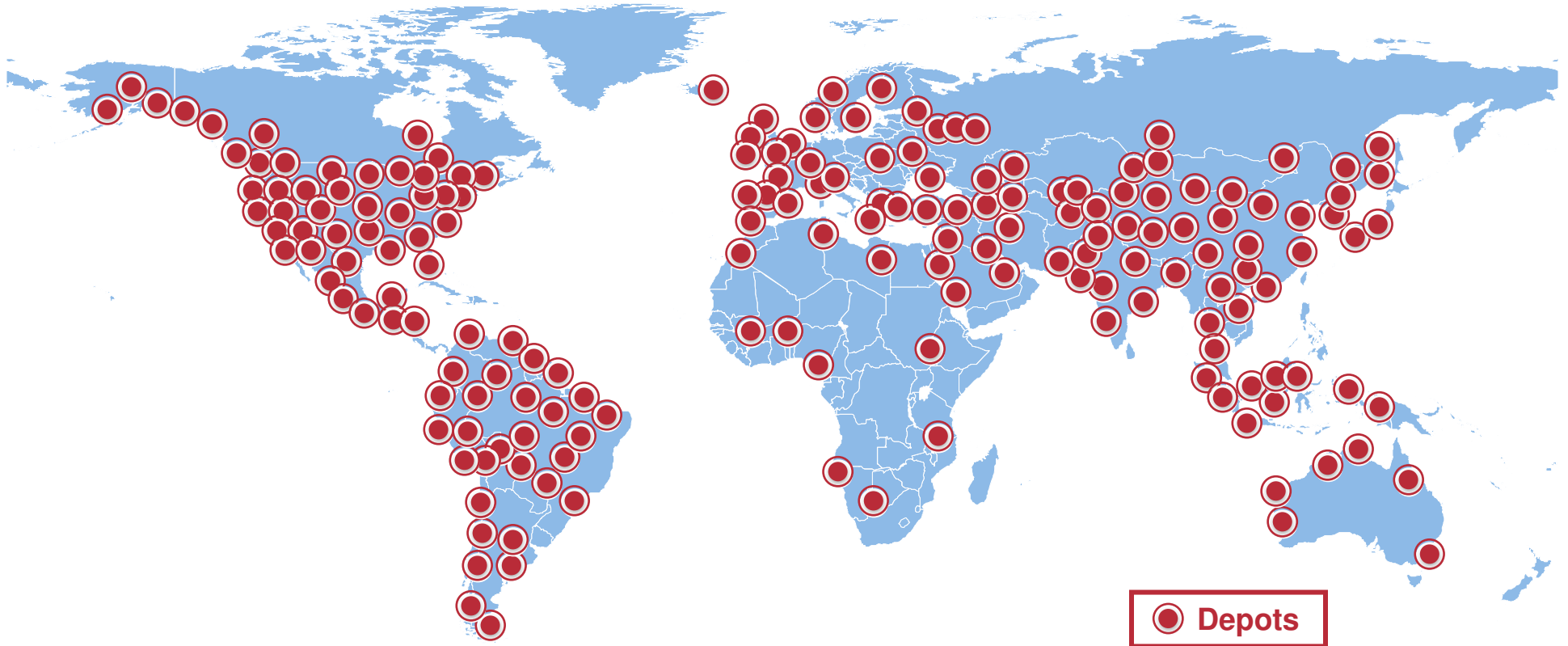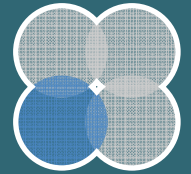
Depots

Service Supply Chain:

- **900+ Fulfillment Depots**
- **720,000 parts delivered annually**
- **500,000 parts repaired annually**

SMB SA

Cisco Core Support Structure
SMARTnet / SMB SA

	SMB SA	SMARTnet
Advance Replacement	SDS/NBD Only	24x7x4, 8x5x4, SDS/NBD / In two flavors, parts only and OnSite
TAC	NBD Callback from specialized engineers during regular business hours	Cases can be opened via email or telephone at any time / Immediate support from the TAC engineers
IOS	IOS Bug Fixes	IOS Upgrades, Updates, Bug Fixes, (24x7) / Access to the Software Center
On Line Support	PORTAL	Tools, Technical Library, Software Center, Forums, etc. / FULL Access
Coverage	Low end products ONLY.	Support for ALL technologies / ALL products

Right-side labels: Advanced Replacement, TAC, IOS, Cisco.com, Coverage

Bottom axis labels: **SMB SA** | **SMARTnet**

Cisco SMB Support Assistant: For Routing, Switching, Wireless, VPN/Security, and Voice

Switches	SOHO Routers	Routers	Firewall Products	Wireless Products	Voice
C2900 XL	800BB	800	PIX 501	AIRBR	Cisco Call Manager Express
C2940	800TRAD	1600	PIX 506	AIRAP	
C2950	SB100	1700	PIX 515	AIRCA	
C2960		1800		AIROLD	
C2970		2600		AIR340	
C3500XL		2800		AIR350	
C3550				AIR1100	
C3560				AIR1200	
C3750				AIR1300	
CE500				AIR1400	

NEW

Portal Home Page: Authentication

http://www.cisco.com/go/smbsa

Portal Home Page

Cisco | Profile | Contacts & Feedback | Help

Logged in as: **smbsauser1**

CISCO SYSTEMS

Cisco SMB Support Assistant Portal

Welcome, smbsa user I, to the Cisco SMB Support Assistant Portal!

Work With My Devices

Click a picture to set up, manage, and troubleshoot your device

| Routers | Switches | Wireless | PIX Firewalls |

Network Configurations
> Find the configuration which most closely resembles your network

My SMB Support Assistant Service Contracts

Search for [   ] [Contract ▼] [GO]

Contract ▼▲	Product ID ▼▲	Serial Number ▼▲	Request Service	Location ▼▲	Expire Date ▼▲
1234567	WS-C2950T-24	ABC123456D1	Request ⬀	SAO PAULO , SP , BRAZIL	19-Mar-2005
1234567	WS-C2950T-24	ABC123456D1	Request ⬀	SAO PAULO , SP , BRAZIL	19-Mar-2005
1234567	WS-C2950SX-24	ABC123456D1	Request ⬀	OSASCO , SP , BRAZIL	19-Mar-2005
1234567	WS-C2950SX-24	ABC123456D1	Request ⬀	OSASCO , SP , BRAZIL	19-Mar-2005
1234567	WS-C2950SX-24	ABC123456D1	Request ⬀	OSASCO , SP , BRAZIL	19-Mar-2005
1234567	WS-C2950SX-24	ABC123456D1	Request ⬀	OSASCO , SP , BRAZIL	19-Mar-2005
1234567	WS-C2950SX-24	ABC123456D1	Request ⬀	OSASCO , SP , BRAZIL	19-Mar-2005
1234567	WS-C2950SX-24	ABC123456D1	Request ⬀	OSASCO , SP , BR	
1234567	WS-C2950SX-48-SI	ABC123456D1	Request ⬀	OSASCO , SP , BR	
1234567	WS-C2950-24	ABC123456D1	Request ⬀	RIO DE JANEIRO ,	

Displaying 1-10 products **All SMBSA Products** >

Go to All Cisco Contracts

Service &
> pen a s
> Update a
> Use the S
you have been given a code to
retrieve software.

Technical Support Services

Technical Support Services
Portfolio

> SMB Support Assistant
Overview

Products Supported

> Products supported by SMB
Support Assistant

Feedback

Please rate this site

○ ++

uggest

If Cisco may contact you for more
details or for future feedback
opportunities, please enter your
contact info:

Full Name: [   ]

Email: [   ]

Submit

components

Device-Specific And Network-Specific Content

Support and Program Information

Contract Status

Feedback

Cisco SMB Support Assistant Delivers Simplicity

Work With My Devices

Click a picture to set up, manage, and troubleshoot your device

Routers   Switches   Wireless   PIX Firewalls

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> Find the configuration which most closely resembles your network

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1234567	WS-C2950SX-24	ABC123456D1	Request	OSASCO , SP , BRAZIL	19-Mar-2005
1234567	WS-C2950SX-24	ABC123456D1	Request	OSASCO , SP , BRAZIL	19-Mar-2005
1234567	WS-C2950SX-24	ABC123456D1	Request	OSASCO , SP , BRAZIL	19-Mar-2005
1234567	WS-C2950SX-24	ABC123456D1	Request	OSASCO , SP , BRAZIL	19-Mar-2005
1234567	WS-C2950SX-24	ABC123456D1	Request	OSASCO , SP , BRAZIL	19-Mar-2005
1234567	WS-C2950SX-48-SI	ABC123456D1	Request	OSASCO , SP , BRAZIL	19-Mar-2005
1234567	WS-C2950-24	ABC123456D1	Request	RIO DE JANEIRO , RJ , BRAZIL	05-Apr-2005

Displaying 1-10 products **All SMBSA Products >**

Go to All Cisco Contracts

Click ± for components

Service & Support

> Download the Client
> Open a service request
> Update a service request
> Use the Special File Access tool you have been given a code to retrieve software.

Technical Support Services

> Technical Support Services Portfolio
> SMB Support Assistant Overview

Products Supported

> Products supported by SMB Support Assistant

Feedback

Please rate this site

○ ++ ○ + ○ +/- ○ - ○ .

Suggestions for improvement:

If Cisco may contact you for more details or for future feedback opportunities, please enter your contact info:

Tools Available

What Is The Service Contract Center?

- **The Service Contract Center (SCC) is a Web-based application that helps you prospect, quote, manage, and renew Packaged Services contracts.**

- **It offers fast, accurate information about your service contracts anywhere, anytime.**
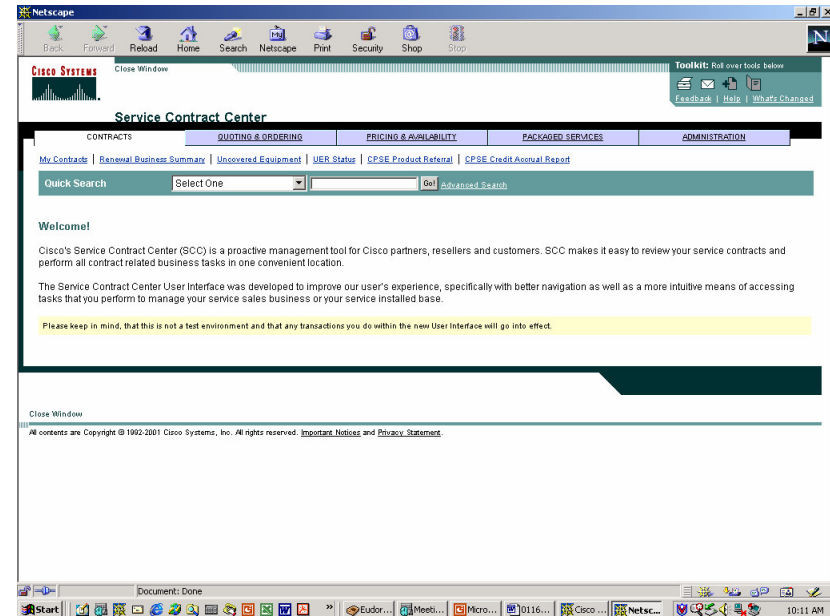
How Does SCC Help Manage the Service Contract Life-Cycle?

- **Immediate online visibility to Service Contract Base**

- **Demonstrate contract value through usage queries**

- **Identify renewal opportunities**

- **Identify uncovered equipment**

- **Advance visibility to expiring contracts**

- **"On-the fly" renewal quote generation with email forward capabilities**

- **Easy visibility to pending renewal quotes**

PROSPECTING

QUOTING

RENEWAL

MANAGING

- **Online quote generation with email forwarding capabilities**

- **Easy follow-up on outstanding quotes**

- **Global service availability verification**

- **Demonstrate value of service through usage queries**

- **Prepare quotes with consolidated coverage periods (co-terminus)**

- **Online service order submitted to Cisco**

- **Online entitlement verification**

- **Update service contracts (Move, Adds, Changes)**

Example of Benefits: Managing Quotes

Generate a Quote | Quote SIS98 to CBR | **Quote Manager** | Quote Wizard | Reseller Orders

Quick Search   Contract Number [▾]   [   ] [Go!] Advanced Search

Quote Manager

Quote Filtering Guidelines: Use any or all of the three filter options below to display your quotes or narrow a list of previously displayed quotes.

　Note: Quotes older than 60 days may be archived and unavailable for...

From Date: [22-MAR-2005] 🗓   To Date: [20-JUN-2005] 🗓

Filter Criteria: Status [Open　　▾]   Customer: [Reselle...

Set Defaults for Filter and Search Criteria

OR

Search for [Quote Number　▾]   [   ]   [Search]

Currently Displaying :
Color Codes for Date Quoted : More than 45 days old   More than 30 days old   Current
Customize View for Quote Header Display

Select	Quote Number	Quote Amount	Status	Reseller Price	End Customer Name	Quote Date (Days Old)	Service Level	Contract	Quote Notes	Quote Type	Quote Complete	Distributor Invoice	Reseller Account#	Reseller Name	Reseller PO Number

[Order Selected Quotes]
[Select One　▾] [Submit]

> **You can sort the quotes by clicking on the column headers. You can also route, submit, or delete any selected quote in the Quote Manager.**

How to Position the Value of Services

Common Objections

- **"The Price is too high and I do not need Services"**

- **Evaluate with your Customer the cost of downtime and ask how he would handle it**

- **Explain that buying Services is cheaper than incurring the cost of having their network down**
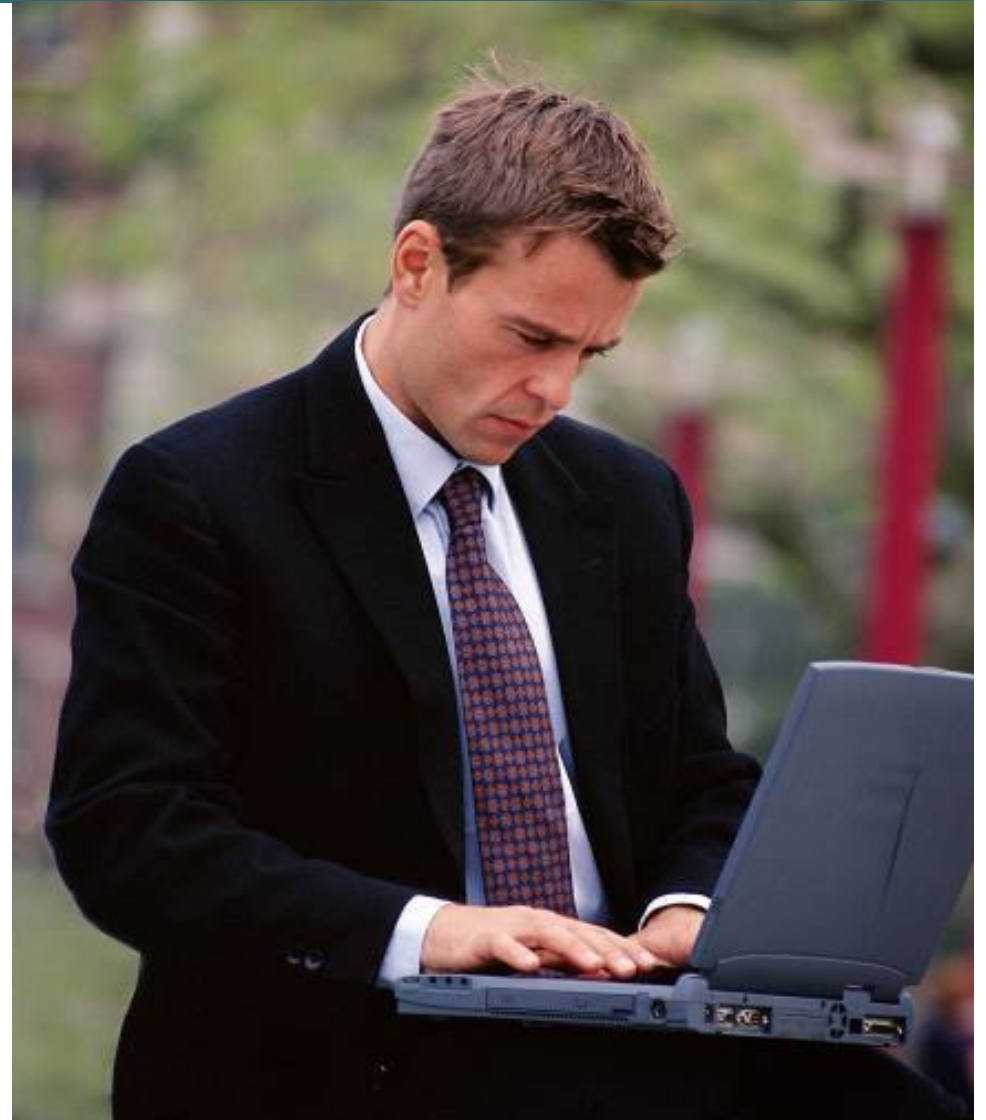
Common Objections (Cont.)

- **"I have paid extra for Cisco quality. Why should I pay even more?"**

- **Explain that Services can increase their Return on Investment.**

- **Example: By getting access to software upgrades and updates with a Services Contract, they can take full advantage of Cisco's investments on innovation and keep their infrastructure current with the leading edge of networking technology.**

Common Objections (Cont.)

- **"There is no budget for Services"**
- **Ask your customer about the business reasons for investment**
- **Show how including services can help to reduce total cost of ownership by protecting the investment**
- **Position Services as an essential part of the total solution**

Key to Success

Building your Annuity Business:

- **Attach at Point of Sale**

- **Sell Multiyear Agreements**

- **Renew Service Contracts**

- **Quote Services on every Deal**

- **Pay on Margins (Sales Comissions)**