What Are Cisco Services

A comprehensive family of IT services offered by Cisco and our partners to help you continually meet the needs of your business

Advanced Services

Technical Services

Remote Management Services
Technical Services Capabilities

- Coverage in over 120 countries
- 80% of All Support Issues Solved Online
Emerging Markets – Advanced Services workforce

Total members Worldwide: 5800

hubs
• Algeria
• Egypt,
• Jordan
• Nigeria,
• Kenya
• South Africa
## Advanced Services Skills Coverage

- Advisory
- Application Networking
- Broadband Cable
- Data Center
- Emerging Technologies
- Interoperability Systems
- Metro Ethernet
- Network Management
- Optical
- Routing and Switching

- Security
- Server Networking
- Storage Networking
- TelePresence
- Unified Communications
- Video
- Virtualization
- Voice
- Wireless
- Program Management
Advanced Services Capabilities
Advanced Services Capabilities

- Business and Technology Strategy Alignment
- Business Value Justification
- Network Architectural Planning
- Technology Readiness Assessments
- Business Solution Architecture Planning
- Advanced Technology Strategy Support
- Foundation Technology System Design
- Advanced Technology Planning and Design
- Network Migration Planning and Support
- Advanced Network Security Strategy
- Ongoing Network Performance
- Networking Staff and Technology Education
- Operational Readiness Assessment
- Network Change Support
- Software Analysis and Support
What are our customers needs?
# Services Designed for Technology Solutions

- Advisory
- Application Networking
- Broadband Cable
- Data Center
- Emerging Technologies
- Interoperability Systems
- Metro Ethernet
- Network Management
- Optical
- Routing and Switching

- Security
- Server Networking
- Storage Networking
- TelePresence
- Unified Communications
- Video
- Virtualization
- Voice
- Wireless
Services Designed for Different Segments

Small and Medium-Sized Businesses

Large Business

Service Provider
Flexible Service-Delivery Models

Sold by Cisco or Partner, Delivered by Cisco

Sold by Partners, Delivered by Partner and Cisco Collaboratively

Cisco Services

Collaborative Services
Services Based on Your Requirements !!!! Technology + Services = SOLUTION

- Services Designed for Different Business Models and Segments
- Services Designed for Different Technologies and Solutions
- Services Designed for Different Phases of the Lifecycle
- Services Designed to Address Different Business Needs

In Your Language French !!!!
Services Based on Your Requirements!

Technology + Customized Services = CUSTOMIZED SOLUTION

Advisory Services
- Service Transformation
- Network Transformation
- Operations Transformations

New Business Model
- BOT
- Managed Capacity/Hosting

Advanced Services
- Transactional Engagement

Assurance Services
- FTS SmartNet Tech Support
- Network Optimization Services

Prepare Plan Design Implement Operate Optimize
Cisco Service Capabilities
Technology + Services = SOLUTION

Operational Transformation
Consumer / Business Experiences

Service Transformation
Video Services
Mobile Services
Cloud / Managed Services
Medianet
Mobile Internet
USD

Network Transformation
Video Enabler
Mobile Enabler
Cloud/Manage Enabler
IP NGN 2.0

People
Technical Specialization & Certification Centers of Excellence (CoE) Continuous learning & Development

Process
Methods & Procedure Operational Best Practices Program Management

Tools/Platforms
Audit, Assessment & Migration Tools Network Health/Smart Analytics Assurance/Fullfillment Platform IP NGN Lab/NoC/TAC

Partners
Resale, Delivery & Technology Partners Partner Certification & Audits Pretested Solutions
People –
True AS Intellectual Capital

- Continuous learning & Development
- Technical Specialization & Certification
  - CCIE, double CCIE, PMP, ITIL, Prince II
  - Expertise in various technologies 18+
  - Solution Architect !!!
- Customer Satisfaction
Process & Methodology

- Project Methodology
  - Gartner “80% of unscheduled service outages are not caused by the network” but are the result of lacks or process, human errors, incorrect execution.....

- Operational Best Practices
- Program Management
Case Studies......
Cerist IP/MPLS Backbone - Algeria

Customer Challenge

- New IP/MPLS to connect all universities and research centers
- Converged Voice, Video, Data, multiples services.
- International links with other universities Abroad

Services Solution

- Engage AS SP Team – Algerian French Speaking Consultant
- Technical Workshop Network design Architecture (LLD)
- Network Implementation Plan & Network Ready for Use

Customer Feedback

I am very grateful for your support and very satisfied by the work done by Faycal Chabou, the Advanced Services Consultant.

Presented on Day 1 of Cisco Expo Algeria 2011
Large IP/MPLS Backbone - Algeria

- Presale – Customer Requirement
- Involvement of the AS Service Provider Team – Algerian Network Consultant involved
- Kick off & Business & Technical requirement workshop with end customer.
- Design of the Network
- Network Implementation Plan
- Network Acceptance / Test Plan
- Support to Implementation
Service Provider - Palestine

Customer Challenge
• IPCC solution deployed by third party company unstable.
• Customer extremely unhappy with the situation
• Request for Support to the Cisco account team, Cisco Advanced Services involved.

Services Solution
• Assessment of the situation – Customer Requirement
• IPCC Audit – Phase 1
• Recommendation report – Phase 1
• Implementation of the recommendation – Phase 2

Customer feedback
I will choose only Cisco AS not other company due to the knowledge in the system implementation and Project Management. They are very good and professional in their Job.
Yousef XXX

• Solution Stable for more than a year now
• Customer confidence restored
• Considering expansion of new Services
Network Optimization Service (NOS) Service Provider Algeria

Customer Challenge

- Continued network infrastructure growth with added complexity
- Introduce new revenue-generating features on current network
- Enhance technical expertise and productivity of networking staff
- Minimize risk and ensure predictable outcome

Services Solution

- AS NOS – Network Optimization Service – Annual Subscription
- Delivered by a local AS Network Consultant in Algiers.

Feedback.

Said: j'ai remarqué le bon suivi de la part de Cisco en terme de conseils pour l'optimisation du réseau et le maintiens de notre réseau.

Senior Manager: Bonne continuation je suis globalement satisfait du service offert.

Program in place for a few years now with positive feedback from the customer team.
SP Operational Goals

- Continued network infrastructure growth with added complexity
- Introduce new revenue-generating features on current network infrastructure
- Improve network availability, reliability and performance
- Continually reduce operational costs (OpEx)
- Enhance technical expertise and productivity of networking staff
- Minimize risk and ensure predictable outcome

Prepare  Plan  Design  Implement  Operate  Optimize
Cisco Optimization Services for SP

Annual Assessments
- Network Assessment
- Operational Assessment
- Security Architecture Assessment
- Curriculum Planning Assessment

Network Health Checks
- Network Audits
- Configuration Best Practices
- Custom Configuration Analysis
- Syslog Analysis
- Proactive Advisory

Network Support
- Network Design Support
- Implementation Plan Support
- Network Change Support
- Software Support
- Network Improvement Plan

Continuous Learning
- Knowledge Transfer & Mentoring
- Technical Knowledge Library
- Formal Training
Optimization Services Drive Operational Improvement

- **Annual Assessments**: Minimize risk and ensure predictable outcome. Continually reduce operational costs (OpEx).
- **Network Health Checks**: Improve network availability, reliability and performance.
- **Network Support**: Continued network infrastructure growth with added complexity. Introduce new revenue-generating features on current network infrastructure.
- **Continuous Learning**: Enhance technical expertise and productivity of networking staff.
Operational Improvements Drive Business Improvement

- **Converge data, voice, and video**: Minimize risk and ensure predictable outcome. Continually reduce operational costs (OpEx).

- **Evolve Your Network**: Improve network availability, reliability and performance.

- **Migrate to New IP Services**: Continued network infrastructure growth with added complexity. Introduce new revenue-generating features on current network infrastructure.

- **Efficiently scale and deploy diverse and complex technologies**: Enhance technical expertise and productivity of networking staff.
Service Provider - Egypt

Customer Challenge

- Migration of their core from GSR’s to CRS’s
- No Lab available on their premises & limited documentation available
- Not end customer down time acceptable so smooth migration expected

Services Solution

- Network design Architecture review
- Network Migration Plan
- Use of Cisco Advanced Service Lab to validate the migration Plan and prepare the migration itself.

Customer Feedback

Would Choose Cisco Advanced Svcs/Certified Partners For Other Projects?
Yes, actually, regarding this project we are in the execution phase and up till now Cisco Advanced Services team and project management are doing great efforts for gaining customer satisfaction.

AS Service Provider Team.
Local Network Consultant involved (Double CCIE)
Advanced Services POC Lab

- 100X GSR’s
- 80X 7600 / Cat 4500 / 6500 Platforms
- 30X CRS’s
- Variety of Engine Types from Eng0 till En5+ (Sashimi’s, Tetra’s,..).
- Variety of Architectures (GE, ATM, POS, CHOC, Clear channel,..).
- Variety of Card Fabrics Including:
  - 4~16 X10GE, FWSM, ACE10, ACE20.
  - DDOS Blades, 48X SFP, SIP 200/ 400 / 600 Jacket Cards.
  - CRS OC768 DWDM / POS / FP40 / 42GE PLIM’s / 4-10G / 8-10G
  - ASR1000 / ASR9000
  - SCE8000 / SCE2020 DPI Chassis / ASA5580
- Metro Ethernet Equipment i.e. 7600 ES20 / ES40+ card fabrics.
- Test Equipment By - IXIA, Agilent, Spirent (Packet Blast, Route Emulation,
68 x Engagements Per quarter

Service Provider, Enterprise & Data Center Customers

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IP/MPLS Oils & Gas Company - Lybia

Customer Challenge

WAN Network: to connect all buildings of the customer. SDH Transmission network & . This Network must be ready for Voice, Video, Data services. The network must be ready to carry 1000 IP Phones.

Services Solution

- Customer Requirement
- Design, implementation, test execution, migration, transfer of information, Handover

Status

Project completed, a few sites outstanding as the result of Current situation

Project delivered by the AS Algeria Team.
Large Bank - Tunisia

Customer Challenge
- Requirement from bank management to audit their network
- Review of QOS implementation in prevision of hosting Unified Communication Solution & Data Center solution

Services Solution
- Network design Architecture review (L2 – L3)
- QOS design review for Lan/WAN
- Network Architecture Assessment Design report

Customer Feedback
I equally appreciate the knowledge and contribution of ASHRAF the AS Consultant to this project. As a professional with many years of experience I would like to add that I am yet to find any weakness on the delivery of the solution by him.

I also commend his excellent SOFT SKILLS. The soft skills are key to his fast and advanced understanding of the requirement of our network.
**Customer Challenge**

- Customer CIO and IT infra manager pain points about their current Data Centre:
  - No more space, high power consumption, under-ground level and not able to move it, over-heating.

**Services Solution**

- Advanced Data Center team involved
- VMWare Capacity Planning & Virtualization Assessment Report
- UCS Design, installation & migration
- Storage Area Network design & remote implementation

**Impact on Customer**

- Extend DC space with new source of revenue established.
- Already in discussion are the future expansion plans as well as a Disaster recovery site.
“Customer success and satisfaction are at the heart of Cisco’s business strategy and key drivers of our current and future success”

John Chambers
President and CEO
Thank You

Jean Navarro (jnavarro@cisco.com)
AS Delivery Manager North Africa & Levant
Methodology insight
The PDIO Model

Plan

Design

Feasibility

Planning & Design

Execution

Implementation

Operate/Optimize

Closing
Feasibility Phase (Pre Sales)

Customer Requirements (CRD)

Proof of concept

Commercial & Legal Analysis (Deals Desk)

Draft schedule & cost estimate

Statement of Work

Feasibility & Risk Analysis (Customer Network Commit)
Planning & Design Phase
Planning & Design Phase

Kick Off Meeting

Network Ready for use Test Plan

Site Survey Form

Network Implementation Plan

Staging Plan

Site Requirement Specification

Low Level Design

Technical Workshops

Work Breakdown Structure

Risk Management Plan

Task Sequencing & Duration Estimation

Task Responsibility Assignment

Project Schedule
Execution Phase
Execution Phase

- TOI - Training
- Acceptance Tests
- Schedule Updates
- Change Management
- Status Reporting
- Status Meetings
- Monitoring
- Migration
- Installation
- Pilot
- Site Survey
- Staging

Phase Entrance

Phase Exit
Closing Phase
Project Deliverables.
Overview Deliverables*

Low Level Design Document (LLD)
Project Management Plan (PMP)
Site Requirement Specification (SRS)
Site Survey Form (SSF)
Network Implementation Plan (NIP)
Network Migration Plan (NMP)
Network ready for use Test Plan (NRFU)

* Please refer to the backup slides for a more detailed description
Low Level Design Document (LLD)

The purpose of a Low Level Design Document (LLD) is to outline the Cisco recommended Design for the Customer Network. It details the physical and logical requirements and how Cisco will fulfil these requirements. The LLD consists of a number of components. These include

- Customer Requirements
- Generic Content
- Best Practice Guidance
- Customer Specific Content
Project Management Plan (PMP)

The purpose of this document is to compile the outputs of the project planning meetings and to create a consistent and coherent document that is used to guide both the execution and control of the project. This document further enhances the detail of the project’s deliverables, time scales, organisational responsibilities and controlling mechanisms as agreed with the Statement of Work.
The purpose of this document is to provide a detailed specification of the physical, electrical and environmental requirements for the equipment to be implemented. This document will be referred to during the Site Survey and will be attached to the Site Survey Form.
Site Survey Form (SSF)

The purpose of this document is to provide a checklist of all items that need to be considered prior to a network Implementation taking place. It will identify the work that needs to be completed before the Implementation can commence and the responsibilities for completing this work. This document should be used in conjunction with the respective Site Requirements Specification document.
The purpose of this document is to provide the information necessary to carry out the Implementation of equipment at a customer location and to verify basic operation. The documentation is written as a guide for the Implementation Engineer to follow. It contains node and site specific information and records the tests and actions carried out.
Network Migration Plan (NMP)

The purpose of this document is to provide the information necessary to complete the Migration of the defined services. The document is written as a guide for the Migration Engineer to follow and contains low level detail that covers the Preparation and Execution Phases of the Migration.
Network ready for use Test Plan (NRFU)

The purpose of this document is to define and record the specific actions that are necessary to test the Customer network and to declare that it is ready for use. The Network Ready For Use (NRFU) tests will demonstrate that the network equipment has been correctly configured and that the network will operate in a manner that will enable the Customer to accept it as a working system and proceed with the process of adding production connectivity and traffic.
Project Management.
Project Management

- Responsible for successful completion of the project
- Single point of contact for Customer
- Partner & Cisco project resources
- Work result- and acceptance reports
- Project status reporting
- Escalation management
- Change management
- Quality assurance
- Address all issues to the appropriate Cisco department
- Act as customers advocate
Project Management Certifications

With everyone who's ever managed a project calling himself or herself a "project manager," professional credentials are increasingly important.

Cisco Project Managers go through a continuous education programme. This programme incorporates standard accreditations such as the PMI Project Management Professional (PMP) and the Master Certificate of the George Washington University.
Cisco Focused Technical Support
Cisco Focused Technical Support Services

Cisco High-Touch Operations Management Service
Dedicated operations manager eight hours a day, five days a week to expedite Service Request issue resolution

Cisco High-Touch Technical Support Service
Access designated team of specialized Cisco engineers 24 x 7 for rapid issue resolution and recommendations to improve network operations

Cisco High-Touch Engineering Service
Custom network diagnostics from assigned Cisco network engineer whose expertise is aligned with your business needs and is available eight hours a day, five days a week
Three Service Levels

3 High-Touch Service Levels

- Premium network level service
- Increasingly personalized attention and service
- Each service level extends the coverage of the previous offering level

Network-level issues may be resolved up to 6 times faster with the three combined levels of high-touch services.¹

SMARTnet Contract on all Network Equipment
**Focused Technical Support Services**  
Expedited Issue Resolution of network-level issues

**Challenge**
Minimize the impact of network outages and reduce chances of the same issues reoccurring

**Solution**
Utilize Focus Technical Support Services to aid Cisco IT in troubleshooting network, compute and storage issues with expert, expedited technical assistance

**Benefits**
Focus Technical Support Services has access to enhanced tools, knowledge and experts to resolve incidents quicker and effectively  
Achieve higher levels of network availability and reliability