

The header features a collage of diverse people's faces in the background. The title "Cisco Packaged Services" is prominently displayed in red. Below it, the event details "The 2nd Cisco Premier Reseller Summit" and the date "Feb 22, 2001" are shown in black. The speaker's name, "Charles Han", is in blue, followed by his title "Field Marketing Manager, Korea", "Customer Advocacy", and email "charlesh@cisco.com" in a smaller blue font.

## **Cisco Packaged Services**

**The 2<sup>nd</sup> Cisco Premier Reseller Summit**  
Feb 22, 2001

**Charles Han**  
Field Marketing Manager, Korea  
Customer Advocacy  
[charlesh@cisco.com](mailto:charlesh@cisco.com)

The slide has a dark background with a blue curved header. On the left, there is a blurred image of a computer screen displaying a website. The word "Agenda" is centered in the header. A bulleted list of five items is on the right. The Cisco logo and website are at the bottom right.

## **Agenda**

- **Cisco Packaged Services**
- **Reseller and Customer Benefits**
- **How Do I Order?**
- **Service Registration**
- **Summary**

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## **Importance of Services to the Network**

- **The network has become a business essential**
- **Business success and profitability is more reliant on the network**
- **The network must always be functioning at full capacity**
- **When the network does go down, it needs to be resolved quickly**
- **Service offerings empower partners and customers to successfully address networking issues, getting the most from their hardware investment**

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## **Challenges**

- **Keeping your network up-to-date with new features and protocol support**
- **Staying abreast of emerging technologies**
- **Accessing knowledgeable resources and tools for rapid issue resolution**
- **Accessing and delivering replacement hardware**
- **Locating field resources for installing replacement hardware**

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## Cisco Packaged Services

- Cisco “Service in a box” programs for Distributors to resell through the distribution channel
- Offer Cisco support expertise to Small and Medium Business (SMB) customers
- Enable Cisco resellers, purchasing through distribution, to offer access to Cisco’s support to their customer base

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## Benefits to Resellers

- Combine Cisco’s service with resellers’ own service to deliver support tailored to end customers’ needs
- Opportunity to increase service revenues
- Provide access to Cisco’s extensive investment and expertise in supporting networks
- Minimizes internal support infrastructure
- Renewal revenue

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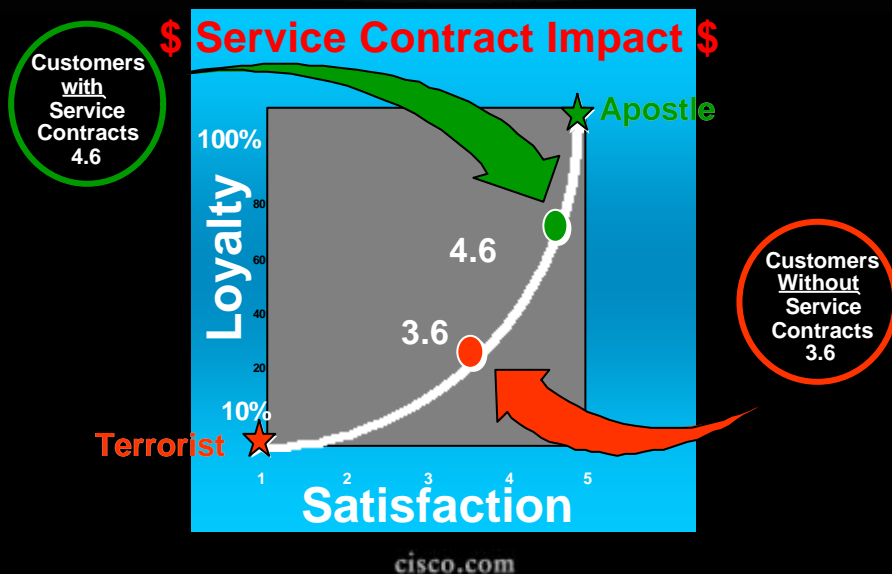
## Benefits to Customers

- Improve the services your company delivers to its customers by maximizing network availability, reliability, and stability
  - Competitive Advantage = Ability to service customers better
- Control of their network and improved efficiency in their IT operations
  - Ability to address networking challenges
  - Ability to recover when things go wrong
- Reduce the cost of network ownership by leveraging Cisco expertise, knowledge, and availability
- Increase your Return On Investment (ROI) with operating systems software enhancements

***Increase Customer Satisfaction***

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## Increased Customer Satisfaction



## Cisco Packaged Service Products

- **Packaged Advance Replacement**
  - HW at 8x5xNBD
- **Packaged Software Application Support + Upgrades (SASU)**
  - Application SW upgrades, CCO, TAC
- **Packaged SMARTnet (3 Options)**
  - IOS, CCO, TAC, HW at 8x5xNBD or 8x5x4 or 24x7x4
- **Packaged SMARTnet Onsite (3 Options)**
  - IOS, CCO, TAC, OS Engineer + HW at 8x5xNBD or 8x5x4 or 24x7x4

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## Cisco Support Components

**IOS On Demand:** Unlimited updates (fixes) and upgrades (revisions and feature enhancements), via CCO or from TAC

**CCO:** 24x7 registered user access including support tools such as Bug Toolkit II and IOS planner

**TAC:** 24x7 access to global network of technical assistance centers

**Advance Replacement:** Variable levels of hardware replacement

- 8x5xNBD
- 8x5x4
- 24x7x4

1

2

3

4

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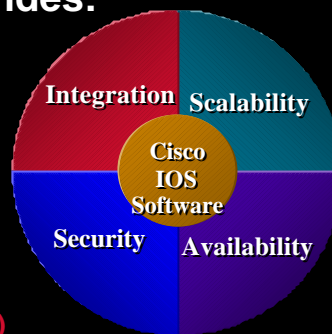


## Technology Refresh

At the heart of the Cisco network is the Cisco IOS operating system software

Cisco IOS software provides:

- Integration
- Scalability
- Availability
- Security



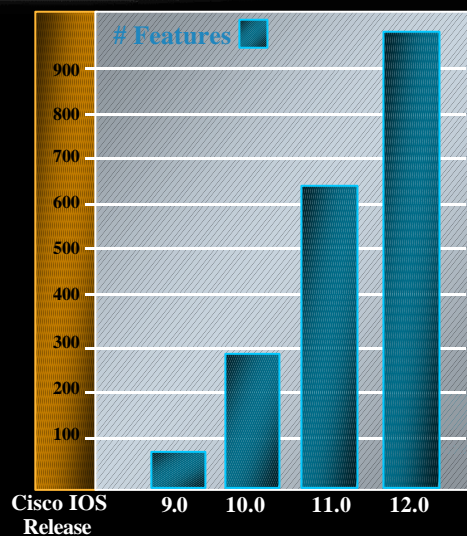
75% of all customers update Cisco internetworking operating system (IOS) software annually

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## Technology Refresh

### Cisco IOS software

- Remote updates on existing hardware
- No logistics challenges
- Minimal business interruption
- No forklift upgrades
- 75% of customer update annually
- More than 300,000 downloads per month



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## Cisco Connection Online (CCO)

### Fast Answers Through CCO

- 1,790,000+ uses per month
- "Instant" solutions (80%)
- 4.21 customer satisfaction rating



- Cisco IOS planner
- Order status
- Electronic ordering
- Configuration assistance
- Case open/query
- Bug Toolkit
- Software download
- Troubleshooting engine

**Enhance Internal Staff Skills**

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## Augment Internal Staff Cisco Technical Assistance Center (TAC)

- Follow the Sun global availability Model: Sydney, San Jose, Raleigh, Brussels
- World's Top Engineers, 15 Years of Troubleshooting Experience
- 1000+ CEngineers (400+ CCIE's)  
3000+ DEngineers
- 4.5+ Customer Satisfaction (1-5 scale)
- Test lab at each TAC



- Contact via phone, email, or case submission site - [www.cisco.com/tac](http://www.cisco.com/tac) 24 x 7 Worldwide
- Multiple Awards for Top Support Website
- 80+% of Questions Solved Online
- Web Content Created by TAC Engineers
- Comprehensive knowledge base
- Fast, Efficient, Accurate

**Providing Best In Class Technical Expertise**

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## Automatic Problem Escalation

Elapsed Time	Priority 1 (Network Down)	Priority 2 (Severe Impact)	Priority 3 (Impaired Ops.)	Priority 4 (General Assistance)
1 Hour	TAC Manager			
4 Hours	TAC Director	TAC Manager		
24 Hours	VP, Cust. Advocacy	TAC Director		
48 Hours	President	VP, Cust. Advocacy		
72 Hours			TAC Manager	
96 Hours		President	TAC Director	TAC Manager

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## Prioritizing TAC Responsiveness “Customer Determines Priority”

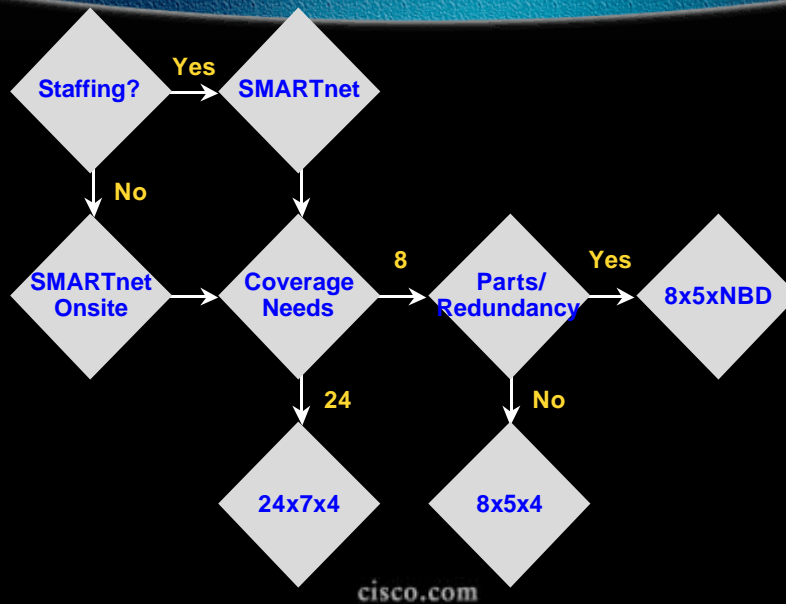
- **Priority 1 (one day resolution\*)**
  - Network down, critical impact to business operations
  - Customer and Cisco commit substantial, “round-the-clock” resources towards resolving the situation
- **Priority 2 (two days resolution)**
  - Network severely degraded, significant impact to business operations
  - Customer and Cisco commit resources towards resolving the situation during business hours
- **Priority 3 (five days resolution)**
  - Network functionality degraded, business operations noticeable impaired
  - Cisco and Customer work together toward resolution during business hours to restore service to satisfactory level
- **Priority 4 (ten days resolution)**
  - General assistance and product information
  - Cisco and Customer work together to provide information or assistance as requested

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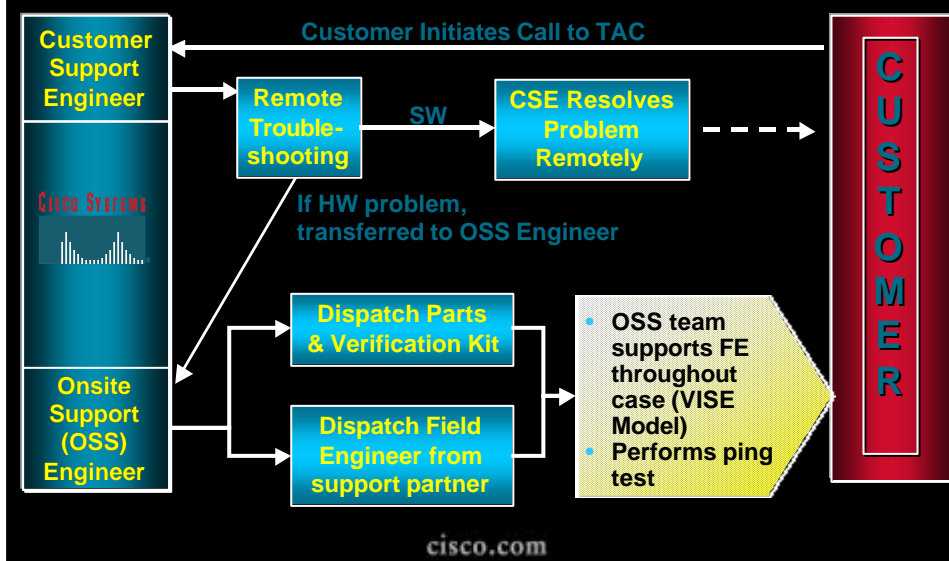
\* Resolution = circumvention or fix

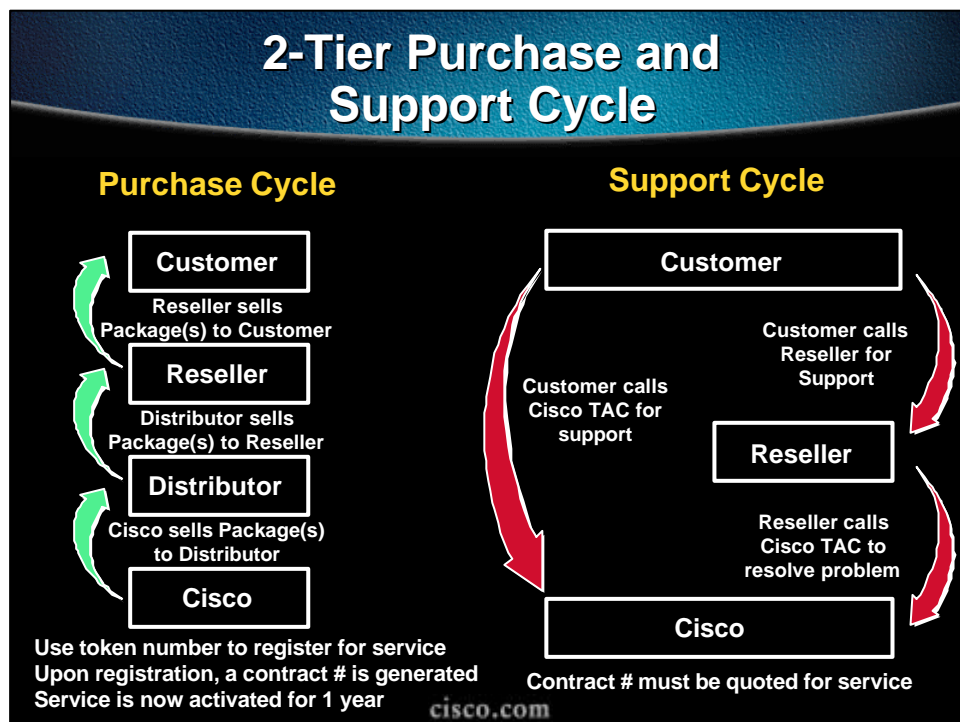


## SMARTnet or SMARTnet Onsite?



## SMARTnet Onsite Support Process





## 2-Tier Program

- Packages are sold to distributors
- Distributors then sell the service packages to resellers
- Reseller resells these service packages to end users
- Reseller or end user must register their equipment to receive service entitlement
- Register Online

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## Service Categories

- Cisco assigns its products to 1 of 18 categories.
- To determine the category go to SCC:
  - <http://www.cisco.com/public/scc>
  - Select “Check Packaged Service Categories”
- Example: Cisco 2650 router = category 5  
Cisco 7010 router = category 15

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## Ordering Information

- **Part Numbers**

- All Cisco packaged services products follow a similar part numbering scheme.
- To determine the Cisco service part number, select a service type and a category
- CON-**service type**-PKG category

- **Service Types**

- SMARTnet: SNT, SNTE, SNTP
- SMARTnet Onsite: OS, OSE, OSP
- Advanced Replacement: AR

- **Example:**

- CON-SNT-PKG5 = SMARTnet NBD for a Cisco 2650

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## 2-Tier Ordering Guide

STEP 1

Reseller determines  
service  
requirements

- Places orders through distributor



STEP 2

Distributor checks  
Service Availability

- <http://www.cisco.com/public/scg>
- Select "View Service Availability"



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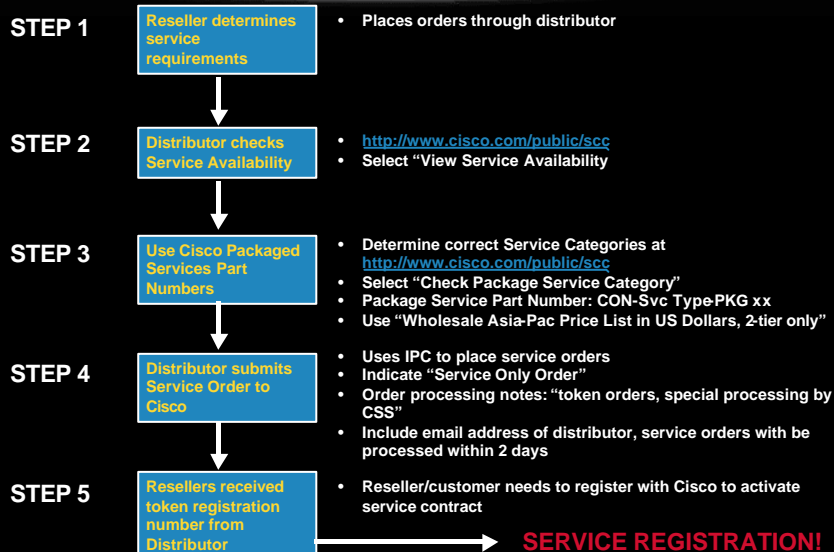


## Check Service Availability

- Use the Service Contract Center located at <http://www.cisco.com/public/SCC>
- Go to "Before You Order" section, "View Service Availability"
- Enter the name of the city in the search box
- Check service availability in the desired location



## 2-Tier Ordering Guide



## Where do you register online?

### Option 1

- Registrations can be done at:  
[www.cisco.com/public/packaged](http://www.cisco.com/public/packaged)

### Option 2

- From [www.cisco.com](http://www.cisco.com)
  - Click on register
  - Then select “Packaged Service Registration”
  - You will be taken to the above URL

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## Packaged Service Registration

STEP 1

Log on to Packaged  
Services  
Registration


- <http://www.cisco.com>
- Select “Register”
- Select “Packaged Services Registration”

STEP 2

Select city and  
Service Level

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# Packaged Services Registration

[Home](#)
[What's New](#)
[How to Buy](#)
[Login](#)
[Register](#)
[Feedback](#)
[Search](#)
[Map/Help](#)

Welcome to Packaged Services Online Registration. This tool enables you to register your Cisco products and place them under a Cisco service contract.




- First time users:**  
 We recommend that you review the Packaged Services [Online Registration Notes](#) before you begin.
- If you are renewing your service contract, DO NOT USE THIS TOOL.**  
[Proceed to the Service Contract Center](#). You will be able to view your contracts and submit new packaged service registration numbers for each product to extend coverage for an additional year.
- If you have purchased a Cisco Total Implementation Solutions (TIS) package for hardware installation or software configuration:**  
[Proceed to the TIS home page](#) to register your package and schedule your service.

**Please have the following information before you begin:**

- Reseller Address
- Site Address
- Contact Names and Phone Numbers
- Products and Serial Numbers
- Packaged Service Registration Numbers

Begin Registration

[Solutions](#)
[Products](#)
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# Packaged Services Registration

[Home](#)
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## Step One: User Profile and Service Level Validation

Do you have a CCO user id?

☐ Yes ☒ No

What is your relationship with Cisco?

☐ Cisco Reseller
 ☒ Customer of a Cisco Reseller
 ☐ Authorized Cisco Distributor

What service level are you registering?

*You may register only 1 service level at a time.*

<input checked="" type="checkbox"/> SMARTnet Refresh (SR)	<input type="checkbox"/> Advanced Replacement (AR)
<input type="checkbox"/> SMARTnet Select (SE)	<input type="checkbox"/> CiscoBase (CB)
<input type="checkbox"/> SMARTnet Select (TP)	<input type="checkbox"/> Cisco InstantMail (IM)
<input type="checkbox"/> SMARTnet Oracle Refresh (OR)	<input type="checkbox"/> Cisco Instant (CI)
<input type="checkbox"/> SMARTnet Oracle Select (OS)	<input type="checkbox"/> Software Appl. Support + Upgrades (SA)
<input type="checkbox"/> SMARTnet Oracle 24/7 (OP)	<input type="checkbox"/> SMARTnet Refresh multi-year (MS)

The first 2 letters of a registration number indicate the service level. See letters (C)

Where is the install site for the products you are registering?

*You may register only one location at a time.*

City:   
 State/Province:   
Optional: Zip/Postal code required only for US and Canada  
 Zip/Postal Code:  Zip/Postal code required only for the US and Canada  
 Country:   
[Find a US Zip Code](#) | [Find a Canadian Postal Code](#)

How many products are you registering at this time?

*You may register up to 10 products at a time.*

☒ 1 to 5
 ☐ 6 to 10

Go to Step Two

# Packaged Service Registration

STEP 1

Log on to Packaged Services Registration

- <http://www.cisco.com>
- Select "Register"
- Select "Packaged Services Registration"

STEP 2

Select city and Service Level

Get ready the following information before you begin:

- **General Customer Information**
  - Company name and address
  - Contact name
  - Contact telephone number, fax number and email address
- **Reseller Information**
  - Reseller name and address
  - Contact name
  - Contact telephone number, fax number and email address
- **Product Location/Install Site**
  - Equipment address
  - Company name and address
  - Contact name
  - Contact telephone number, fax number and email address
- **Product Information**
  - Product part number/ model number
  - Serial number for each product and or module
  - Product configuration - types

STEP 3

Follow step-by-step registration process

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## Packaged Services Registration



### Step Two: Cisco Reseller Information

Please provide the company name, address and contact person of the Cisco Reseller below. Enter as much information as possible in order to accurately process your registration.

[Click here for help on entering an address.](#)


*Note: \* denotes a required field.*

Cisco Reseller:	
* Reseller	Everything Extra
* Street Address 1	170 Jackson Drive
Street Address 2	
* City	San Jose
* State/Province	California (required if US or CANADA)
* Zip/Postal Code	95114
* Country	UNITED STATES
Reseller Contact:	
* First Name	Bob
* Last Name	Customer
* Email Address	bob@customer.com
* Phone Number	555-5555

[If you do not know the Name and Address of your Cisco Reseller, click here.](#)



## Packaged Services Registration



### Select Customer Name

The customer name you entered closely matched the following customers in our system. Please select the correct customer name below:

☐ EVERYTHING COMMERCE COM

☒ EVERYTHING SVEIN NETWORK S

☐ EVERYTHING-COMMERCE.COM

**Please Note:** Selecting a customer name from above will still allow you to use the full address you submitted from the previous page.

---

### Create New Customer Name

If none of the above customers matches your company, select the customer name that you entered in the previous page.

☐ EVERYTHIN SVIEN

## Packaged Services Registration



### Step Three: Site Information and Registration Numbers

Enter the install site address (no PO boxes) and site contact information for the products you are registering.

Click here for help on entering an address.

*Note: \* denotes a required field.*

Install Site:	
* Company Name:	My Network
* Street Address 1:	123 Some Building
Street Address 2:	
* City:	SAN JOSE
* State/Province:	CA
Zip/Postal Code:	95134
* Country:	UNITED STATES
Contact Person:	
* First Name:	Itz
* Last Name:	Techy
* Email Address:	techy@business.com
* Phone Number:	555-5555
Fax Number:	555-5556
Would you like a service coverage confirmation sent to this e-mail address? <input checked="" type="radio"/> Yes <input type="radio"/> No	

## Registration Numbers

Enter up to 5 [SMARTNet 8x5xNBD Registration Numbers](#)

Registration numbers are case sensitive.  
Please use all **CAPITAL LETTERS**.

Each product must have its own registration number.

Don't worry about selecting your products at this time.  
You will be able to select your products in Step Four.

All registration numbers must be the same service level  
or you will not be able to complete your registration.

Go To Step Four      Clear all fields

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### Step Four: Product and Serial Number Information

Please provide the Product Number and Serial Number for each Packaged Service Registration Number you submitted.

**Registration Number Status**  
SNO13-3GJEXTFKEW Valid

Registration Number	Service Level	Category
SNO13-3GJEXTFKEW	SMARTnet 8x5xNBD	013

**Product Information**  
Please provide your product information below:

Product Name:  Product Serial Number:

Contract Information  
[Contract Information](#) is helpful if you wish to add this product to an existing contract.

If you already have a **SMARTnet 8x5xNBD** service contract with Cisco we can add your product to that same contract.

Please specify whether you want the product added to a new contract or an existing contract:  
New Contract ☐


If you choose Existing Contract, please provide the contract number below:

Please enter any comments or special requests in the box provided below:

Save      Clear

**Note:** Processing your activity may take a few seconds. Please Wait.  
If you get an error message, do not re-submit. This may cause duplicate contracts to be created. Instead, please contact [csk-bels@cisco.com](mailto:csk-bels@cisco.com) to verify your service coverage.

## Packaged Services Registration



**Registration Completed.**

Registration Number	Product ID	Serial Number	Status
SN013-3/IENTEKEW	WS-C5505-E1-GESX	601437438	This product was added to a new contract: 1274429

Congratulations! You have just registered your equipment under a Cisco service contract. Please print this page as a confirmation. Additionally, an e-mail confirmation will be sent to the contact information you provided earlier.

Please register yourself for Cisco Connection Online (CCO) as outlined below:

**Cisco Connection Online Registration**

As a new holder of a service contract, you are entitled to register yourself for Cisco Connection Online (CCO), Cisco's award winning website. We recommend that you register yourself now.

Once you are registered for CCO, you can take advantage of all the benefits your service contract entitles you to, such as opening cases with the Technical Assistance Center (TAC), downloading the latest IOS software, etc.

As a registered CCO user, you are also entitled access to the Service Contract Center, a unique set of tools that will enable you to effectively manage your Cisco service contracts. While in the Service Contract Center, you will be able to view your service contracts, make changes, renew your contract, download contract details, and much more.

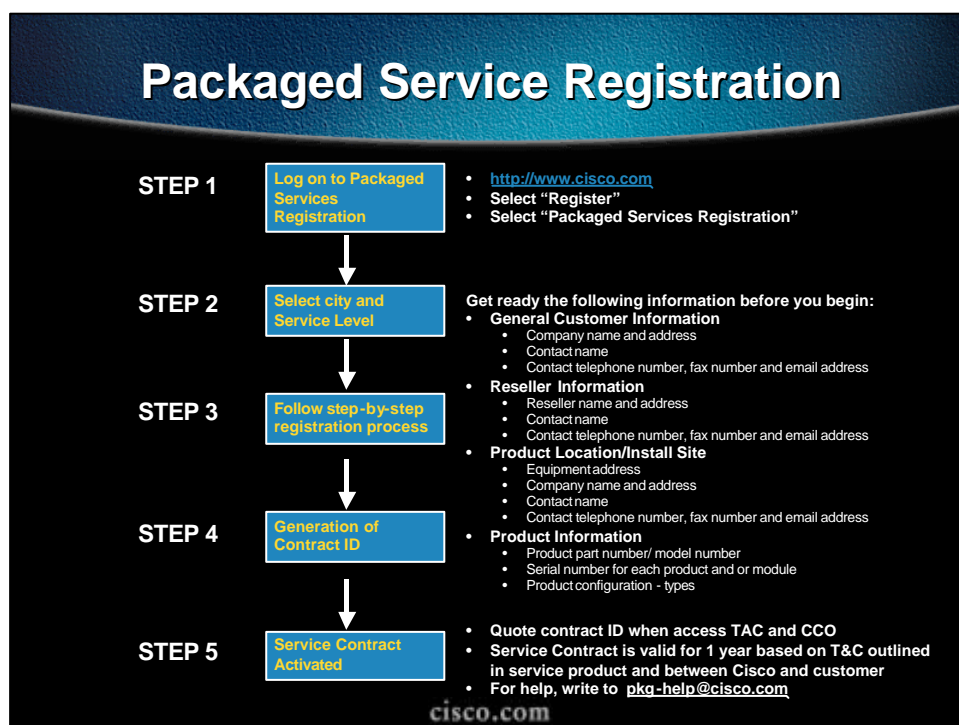
**Please Note:** Advanced Replacement (AR), Cisco Extend (EWAR), Expert Access (CIO) and Install+Config (IN) support levels are not eligible for CCO access. Please see your local reseller for more information.

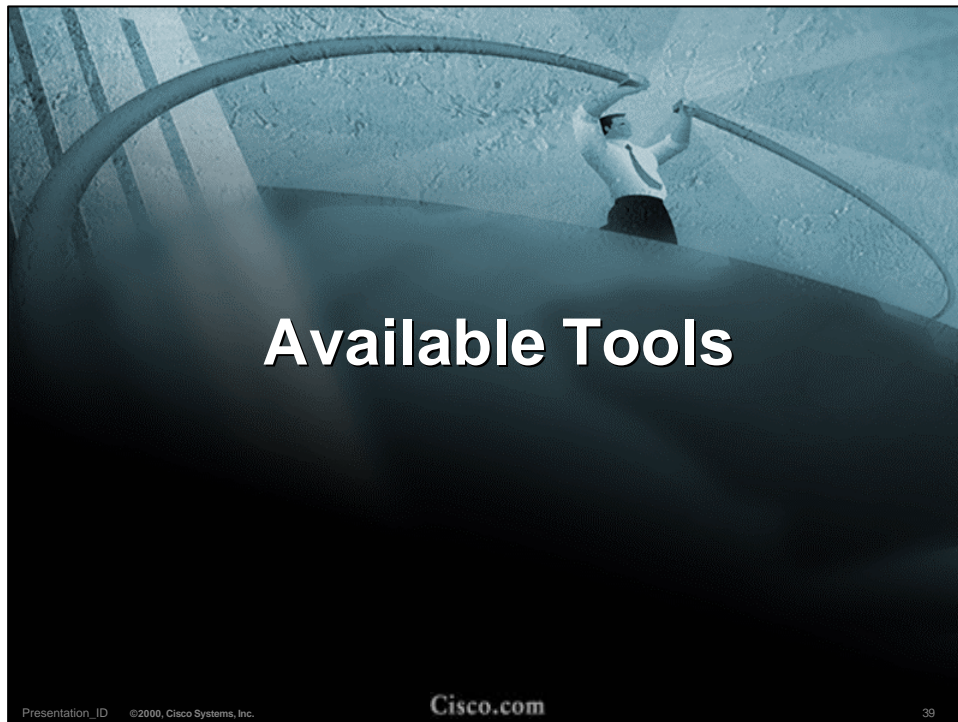
Click on the **CCO-Registration Button** below to register for CCO.

CCO-Registration

(If you do not wish to register for CCO at this time, your e-mail confirmation will also include instructions on how to register.)

[More registration](#)





## Sales Tools

- **Cisco Packaged Services Web Page**  
<http://www.cisco.com/warp/public/779/smbiz/service/smartnet/index.html>
- **Service Contract Center (SCC)**  
<http://www.cisco.com/public/scc>
- **Partner and Reseller Helpline**
  - China 10-800-120-5444
  - Hong Kong 800-903793
  - Singapore 800-1203239
  - **South Korea** **00798-14-800-3789**
  - International Toll No. +1-408-526-7208 (English)
  - E-mail [reseller-help@cisco.com](mailto:reseller-help@cisco.com)
  - Reseller Support Tools <http://www.cisco.com/go/tools>

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## Packaged Service Web Page



<http://www.cisco.com/warp/public/779/smbiz/service/smartnet/index.html>

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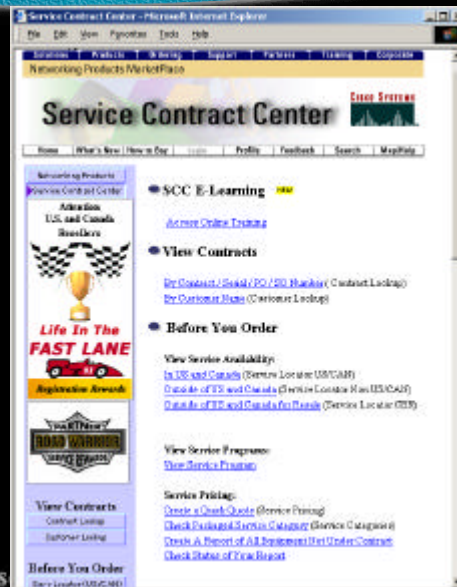
## Service Contract Centre (SCC)

- A set of web tool designed to assist Cisco Partners, Resellers, and customers with their service contract.
- A unique set of tools that will allow you to view, modify, create, order, and renew service contracts online.
- Features:
  - Determine Cisco service capabilities in specific locations
  - Lookup contracts based on serial number or customer number
  - View and manage customer quotes
  - View Service Programs and Pricing
  - View and follow-up on Technical Assistance Center (TAC) requests

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## Service Contract Centre

<http://www.cisco.com/public/scc/>



## Who Do You Contact?

- For assistance with registration  
[pkg-help@cisco.com](mailto:pkg-help@cisco.com)
- Renewing Package Services  
[pkg-renew@cisco.com](mailto:pkg-renew@cisco.com)
- Duplicate, bad or lost token registration number  
[pkg-token-request@cisco.com](mailto:pkg-token-request@cisco.com)
- CCO User ID issues  
[ccto-team@cisco.com](mailto:ccto-team@cisco.com)

## Service and Support Solutions Website

[http://www.cisco.com/public/support\\_solutions.shtm](http://www.cisco.com/public/support_solutions.shtm)

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## Packaged SMARTnet Proposition

### Unique Business Value . . .

- Improve the services your company delivers its customers by maximizing
  - Network availability
  - Reliability
  - Stability
- Reduce the cost of network ownership by leveraging expertise, knowledge, and availability
- Increase your return on investment (ROI) with operating systems software enhancements
- Expedite time-to-repair



## Products + Services = Solutions

**It Helps all of us**

Repeat Business  
(product absorption)

Cisco Service  
& Support



**Increase Customer Satisfaction**

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**Building Customer Relationships  
that Last!**

**CISCO SYSTEMS**



**EMPOWERING THE  
INTERNET GENERATION<sup>SM</sup>**

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