An introductory offer to reimagine IT for agility, innovation, and growth

Organizations across every industry are under relentless pressure to adapt to hybrid work models and grow their businesses. Daunting challenges are reshaping IT priorities. Security concerns, talent gaps, and failed transformation initiatives are commonplace.

- **400%** increase in attacks on remote workers and a **600%** rise in cloud cyberattacks, leading organizations to rethink security.¹
- **86%** of CIOs can’t find the talent they need, particularly in cybersecurity, cloud, and data security, causing major IT skills gaps.²
- **89%** of business leaders say legacy IT challenges and technology silos are hindering digital transformation efforts.³

Your IT must be **resilient, adaptive, and transformative** to address these unprecedented changes and evolving business priorities. That’s why it’s crucial to proactively optimize and transform your IT to maintain availability, security, and performance while still driving innovation and growth.

Are you ready?

¹ ZDNet Week, Sep. 2020 ² Chief Executive Magazine, Sep. 2020 ³ ZDNet Week, Dec. 2020

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The Cisco® Business Critical Services Introductory Offer gives you access to trusted experts powered by proprietary analytics, insights, and automation.

These services provide guidance throughout the technology lifecycle, continuous engagement with Cisco experts, and value across the IT landscape to drive agility, growth, and innovation at every step of the lifecycle journey.

Services include:
- **Operational Insights Review** sessions in which Cisco offers expert insights into your network operations to reduce risk and improve performance.
- **Ask the Experts** for full access to a catalog of webinar sessions on onboarding, implementing, using, adopting, and optimizing Cisco solutions.
- **Expert Engagements** provide choice and flexibility – so you get the services you need, when you need them.
  - **Change Window Support** for Cisco expert recommendations and real-time guidance prior to and during scheduled network changes.
  - **Priority Case Management** for a single point of contact to monitor, escalate, and rapidly repair your network in the most severe cases.

Offered as 12-month or multi-year limited subscriptions covering the full IT lifecycle, the Cisco Business Critical Services Introductory Offer empowers your IT teams with the expertise, analytics, and automation they need to address your most pressing technology challenges.

Let’s take a new path forward, together, with Cisco Business Critical Services.

**Benefits**

### Resiliency
Optimize performance and de-risk IT to increase capacity and availability, no matter where you work. Research shows that 3 out of 4 IT organizations with real-time visibility into critical assets, processes, and automation are more confident about managing emerging risks and cyber resilience.\(^4\)

### Adaptability
Engineer an agile workforce with the right technical expertise to address your changing priorities. Adaptive organizations have the right talent and skillsets to execute for competitive advantage, even during uncertain times, for 3x faster revenue growth than the competition.\(^5\)

### Transformation
Empower your IT roles with access to expertise, analytics, and automation to help them react quickly to change, innovate, and grow. With innovation at their core, transformative IT organizations can deliver 4x the growth of their peers.\(^5\)

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\(^{4}\) PWC Global Digital Trust, 2021
\(^{5}\) Forrester Research, 2019
\(^{6}\) Cisco internal analysis, 2018