Cisco Lifecycle Services

Trusted expertise. Digital insights. Impactful outcomes.

Benefits

- **Supercharge value.**
  Translate technology strategy into tangible business value that moves your business forward.

- **Accelerate outcomes.**
  Unleash the power of your IT investments to deliver new products, services, and experiences that give you a competitive advantage.

- **Drive growth.**
  Build resilient IT teams and digital businesses that drive innovation, growth, and revenue.

[1] CIO, September 2022

Deliver clear, measurable business outcomes - faster. With Cisco.

The need to translate technology initiatives into tangible business value has never been more important. Today, businesses across the globe harness the power of digital–technology, data, and analytics–to deliver innovative new products, services, and experiences that not only delight customers but also enable profitable future growth. Yet, for many organizations, the struggle to realize the full value of their technology investments is real. There are practical reasons for this.

- **Volume and pace of technology accelerated.** Not only is it difficult to keep pace with new technologies, many organizations are challenged to apply these advancements to business and capture the value they create.

- **Talent and skills gaps foster inertia and disruption.** Even when IT teams understand the value of new advancements, they may still lack the talent, training, innovation capabilities, and use cases to implement and operate them.

- **Inability to measure IT business value effectively.** As an IT leader, you must show measurable business value from your IT investments. Key to this is helping lines of business drive better business outcomes. But new Gartner research says 63 percent of CIOs struggle to communicate the business value of IT effectively.[1] Without clearly defined outcomes and KPIs linked to the business mission, CIOs are challenged to quantify and validate IT contributions to the business.

Why choose Cisco Lifecycle Services?

- **Deliver outcomes faster:** We combine our expertise with insights, proprietary tools, automation, and early access to Cisco technology innovations.

- **Measurable business impact:** Automated KPI measurement and reporting with digital dashboards and quarterly business reviews keep you informed about KPI progress.

- **Less effort and risk:** We have an extensive library of automations to reduce manual effort, streamline workflows, and reduce risk.

- **Informed decision-making:** Our telemetry-based insights aid informed decision-making, prioritization, and preemptive risk mitigation.

- **Flexible choices:** Our services are aligned with how you work best: Advise me, Do It For Me, or Do It With Me.

- **Integrated Service Management:** With one integrated and unified customer experience, you can realize the full value of your Cisco IT investments even faster.

[1] CIO Dive, Gartner Article, 2023

Deliver outcomes faster that support your organization's top business priorities

Individual outcomes service categories

Grow Faster
- Digital transformation
- Enable business capabilities through new technology
- Improve customer experience
- Improve end-user experience
- Grow revenue

Be Stronger
- Reduce risk
- Demonstrate compliance
- Enhance security
- Manage reputation and improve brand

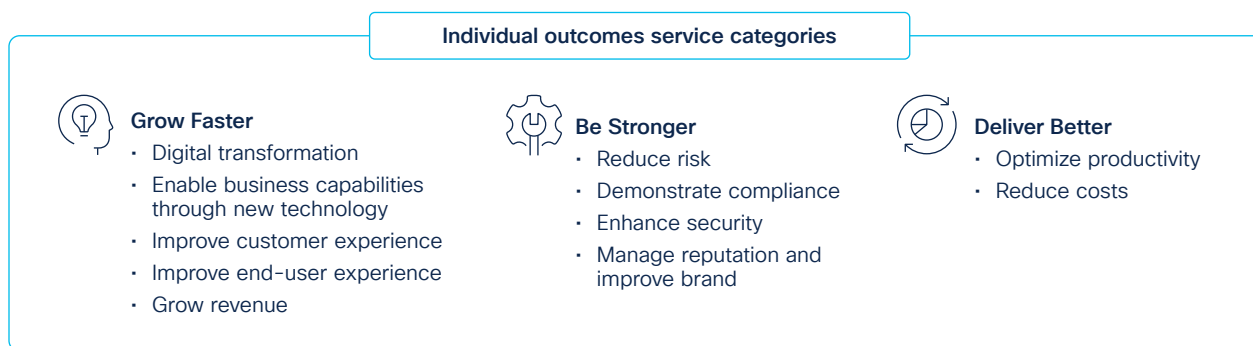**Deliver Better**
- Optimize productivity
- Reduce costs

Figure 1: Cisco Lifecycle Services outcomes

Cisco is your path to value realization

Here at Cisco, we care about your success. And we know that to articulate the compelling business value of IT, we need to start with outcomes. Why outcomes? Gartner research shows CIOs who link technology initiatives to business outcomes, priorities, and services – with clear, measurable impacts – are 30 percent more likely to secure additional funding.[1] Moreover, business leaders who see quantifiable impacts from IT gain a better understanding of the value your technology provides to the business.

To help you maximize the value you receive from your Cisco investments, we launched Cisco Lifecycle Services. Working side-by-side with you, our customer experience experts help you translate technology initiatives into tangible business outcomes.

What makes our service unique?

We help you deliver new and better business outcomes, faster. How? We developed an **outcomes-driven customer experience** for you. Our trusted team of Cisco experts works with you to understand your business, industry, technologies, and objectives. Then we help you align your organization's business priorities with outcomes to ensure your technology supports your business goals.

Next, we combine our **human expertise with digital intelligence** to accelerate outcomes. To help you achieve the outcomes you want, we apply our digital insights, tools, and best practices to outcomes measurement, analysis, and recommendations. To support your unique environment, we also use AI and ML to translate insights into actions and automations.

Outcomes-driven lifecycle service approach

With Cisco Lifecycle Services, our experts can help you:

- **Accelerate execution** of top IT priorities aligned to your organization's business strategy.

- **Unleash the power** of your Cisco IT investments to drive impactful business outcomes.

- **Design, implement, track, validate,** and regularly report on KPIs and outcomes progress.

- **Identify and execute outcome wins** that build confidence with the C-suite.

The result? We empower your IT organization with **clear, measurable, impactful outcomes**, so you can supercharge the value you bring to the overall business mission and lines of business. And we engage with you at every step of the journey — from aligning and implementation to optimization and beyond — to accelerate adoption and business impact.

Simple 5-step engagement process

To speed your outcomes, we developed a simple 5-step process to streamline outcomes achievement. Work begins by aligning you and your customer experience team on the outcome priorities, timelines, and objectives. From there, we:

- **Baseline**: Create a snapshot to identify outcome KPIs to track, report, and measure.
- **Analyze**: Snapshot data are analyzed for risks and opportunities, and findings are presented.
- **Recommend**: Actions are identified, and recommendations are prioritized.
- **Execute**: We offer three options that align with the way you work best: Advise Me, Do It With Me, or Do It For Me.
- **Measure**: Once execution is underway, we test, measure, and report KPIs to validate progress. If a second baseline is needed to support continuous improvement, the process begins again.

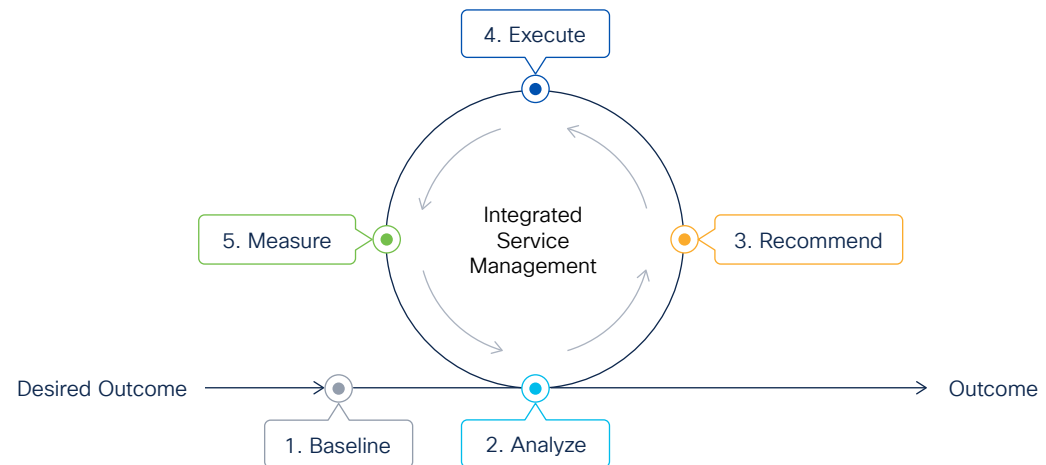Should you require require flexible scaling capabilities, services are available as needed.

Figure 2: The Cisco 5-step engagement process

Individual outcome categories	Business value
Grow Faster	
Digital transformation	▪ **Translate technology strategy** into innovative capabilities that deliver exceptional experiences, growth, and revenue
Enable business capabilities through new technology	▪ **Innovate new business capabilities** with next-generation technology to advance digital business goals
Improve customer experience	▪ **Deliver superior customer experiences** with a resilient, high-performing infrastructure and applications
Improve end-user experience	▪ **Fortify foundational infrastructure** for resiliency and business application performance
Grow revenue	▪ **Embrace architectures** for scalable, flexible, and efficient business operations and applications
Be Stronger	
Reduce risk	▪ **Identify and mitigate operational risks** that can negatively impact business agility and profitability
Demonstrate compliance	▪ **Pinpoint, prioritize, and mitigate regulatory and business risks** associated with non-compliance
Enhance security	▪ **Strengthen security across the IT infrastructure** to prepare, protect, and respond to threats
Manage reputation and improve brand	▪ **Create a stable, industry-compliant network** built for customer security and engaging experiences
Deliver Better	
Optimize productivity	▪ **Optimize network stability and resiliency** to accelerate and scale employee and business productivity
Reduce costs	▪ **Reduce operational costs** through technology optimization, process improvements, and best practices

Next steps

Start leveraging the benefits of Cisco Lifecycle Services today. To learn more, contact your Cisco account representative or authorized partner to get started. Visit **Cisco Lifecycle Services** for more information.