Essential Guide to Positioning
Know the Network Solution
Asia Pacific
01 Introduction

It is the start of another work day. What is on the top of your mind? Every morning, do you ask yourself:

- How can I become more relevant to my customer’s business?
- How can I change the way I talk to my customer so I am creating greater value?
- How can I find more revenue streams to meet my sales targets?

We have the answer for you: Cisco Know the Network solution (KTN)

What is KTN?
The KTN solution is a set of business capabilities for collection-led, intelligent installed base management. KTN helps customers make informed decisions about their networks in regard to risk, performance and financial management. KTN provides network inventory reports containing uncovered items, last date of support (LDoS) items, contract status and site information. KTN inventory reports are created by performing an electronic scan of the customer’s network using unobtrusive Cisco technology.

KTN is included in some existing Cisco programs and might also be offered as a one-time event.

This sales guide provides tips and best practices on:

- How you can get more money in your pocket through KTN engagements
- How to position the value of KTN for a successful customer engagement
- How to address questions and objections about KTN
- Tools and resources available for you to increase returns from KTN engagements

Some of the recommendations are based on real-world successes and experiences of account teams.
What Makes KTN Different?

With KTN, we are not just relying on sales order history or shipment reports but using network collection to reflect the real situation in the customer installed base. What you get is actionable report data which you can turn into bookings.

Cisco is moving towards architectural solutions and network-based support. It is important to know what is on your customer’s network to help them use the network as a platform to transform their business.

KTN is the first step to understanding your customer’s network inventory. With this knowledge, you are now able to uplift your customer discussions from a product-for-product migration to a solution and architecture-based sell. KTN enables you to turn business-critical data into useful insights on network readiness and performance. You can then create more compelling and complete solutions to address the customer’s pain points, aligning with their business priorities. That is how you can become more relevant to your customers. By changing the nature of your customer engagements from transactional to transformational, you can strengthen customer loyalty.

KTN generates sales opportunities for new solutions, equipment refresh, and services. Performing a network discovery reveals the product lifecycle status and service coverage of devices. Once you have end-to-end knowledge of the customer installed base, imagine the possibilities: you can up-sell, cross-sell, or explore advanced technologies and architectural solutions.

Using KTN capabilities to obtain installed base knowledge enables you to:

- Better support your customers in absorbing and scaling to new technologies
- Drive profitable growth by identifying sales opportunities to position architecture solutions, product refresh, and services
- Differentiate your business and capabilities in the marketplace
- Achieve faster and more accurate service renewals, leading to a more predictable annuity revenue stream
- Strengthen your position as a highly skilled, trusted advisor, creating a deeper, more valuable relationship with your customers
## 03 Business Benefits to You

<table>
<thead>
<tr>
<th>Customer Business Outcome</th>
<th>Business Benefits</th>
<th>Achieved by These KTN Deliverables</th>
</tr>
</thead>
</table>
| Greater ability to manage business risk in the network | • Gain comprehensive view of your customer’s installed base  
• Become more relevant to your customer’s business  
• Conduct a business conversation about current and future needs  
• Effectively position relevant services and products  
• Increase sales opportunities for technology migration, product refresh, and service coverage  
• Obtain smooth and timely access to Cisco support resources | • Knowing what is actually in the network  
• Identifying critical devices that are not covered by service contracts  
• Identifying critical devices that are reaching or have passed LDoS  
• Understanding performance and security risks  
• Attaching services to uncovered network devices, software applications, and refreshed products  
• Updating and correcting service contract data which minimizes entitlement issues |
| Improve business performance | • Engage in architectural discussions to help customers achieve their business goals  
• Increase customer confidence that the network will meet business needs  
• Deliver consulting services to customers on adoption of new technologies | • Analysis of current devices in the network, including Cisco IOS® Software release and product lifecycle status  
• Analysis of current service coverage levels  
• Identifying opportunities for LDoS equipment refresh and adoption of new technologies  
• Offering a network view vs device view  
• Detailed view of Cisco and third-party devices |
| Improved financial management of network assets | • Add real value and relevance to your customer’s business  
• Achieve faster and more accurate service renewals, leading to a more predictable annuity revenue stream  
• Provide informed consulting to improve and grow your customer’s network  
• Provide financing solutions for upgrades or technology migration | • Complete asset register of Cisco devices, giving a comprehensive network view  
• Cotermination of existing devices  
• Opportunities for financing offerings from Cisco CapitalSM or partner  
• Opportunity to rationalize number of partners managing the network |
### Customer Business Outcome

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<tr>
<td><strong>Greater ability to manage business risk in the network</strong></td>
<td>• Identifying critical devices that are reaching or have passed last date of support (LDoS)</td>
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<tr>
<td>• Reduced risk of network outages</td>
<td>• Identifying security issues or possible vulnerabilities in the network</td>
</tr>
<tr>
<td>• Maximize network availability and reduce mean time to restoration</td>
<td>• Identifying critical devices that are not covered by service contracts and understanding risks involved</td>
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<tr>
<td>• Greater business confidence through improved network intelligence</td>
<td>• Detailed understanding of installed base</td>
</tr>
<tr>
<td>• Ability to measure cost vs business risk for entire network</td>
<td>• Upgrading hardware and software</td>
</tr>
<tr>
<td>• More effective mitigation of network threats</td>
<td>• Updating and correcting service contract data which minimizes entitlement issues</td>
</tr>
<tr>
<td>• Accelerate time to market for the customer’s own services</td>
<td>• Detailed view of Cisco and third party devices</td>
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<tr>
<td>• Obtain smooth and timely access to Cisco support resources</td>
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<tr>
<td></td>
<td>• Refreshing LDoS equipment</td>
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<tr>
<td></td>
<td>• Adopting new technologies quicker</td>
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<tr>
<td></td>
<td>• Offering a network view vs device view</td>
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</table>

| **Improve business performance**                                               |                                                                                                     |
| • Link technology goals to business goals                                      |                                                                                                     |
| • More effective network architecture planning for business growth             |                                                                                                     |
| • Accelerate time to market for the customer’s own services                    |                                                                                                     |
| • Optimization of network performance to meet business needs                   |                                                                                                     |
| • Quicker return of investment (ROI) through faster IT infrastructure project deployment |                                                                                                     |

| **Improved financial management of network assets**                           |                                                                                                     |
| • Improved network lifecycle management and planning                           |                                                                                                     |
| • Better asset management for taxation, accounting and compliance              |                                                                                                     |
| • Greater ability to budget for network expansion and improvement              |                                                                                                     |
| • Improved budget planning for other network expenditures                     |                                                                                                     |
| • Serves as an inventory management tool for internal management reporting     |                                                                                                     |
| • Reduce total cost of ownership (TCO) associated with downtime and equipment maintenance |                                                                                                     |
|                                                                                |                                                                                                     |
| • Identifying devices that are reaching or have passed LDoS                    |                                                                                                     |
| • Complete asset register of Cisco devices, giving a comprehensive network view |                                                                                                     |
| • Improved service contract management                                        |                                                                                                     |
| • Refreshing LDoS equipment                                                    |                                                                                                     |
| • Identifying devices that are not covered by service contracts and understanding risks involved |                                                                                                     |
| • Identifying host names, locations and IP addresses of devices                |                                                                                                     |
| • Cisco IOS Software rationalization                                          |                                                                                                     |
05 Targeting Customers for Higher Success Rate

Certain customer profiles and scenarios are excellent candidates for KTN engagements.

8 Questions to Ask Your Customer

01 Do you have multiple sites and complex networks?

02 Are you concerned about hidden risks in your network?

03 Do you want to know what is in your network inventory and take steps to make sure your network devices have adequate support coverage?

04 Do you want to perform a network refresh or migrate to new technologies but do not have a baseline inventory of current equipment?

05 Are you expanding your business and want to determine network enhancements required to meet your business growth?

06 Are you going through mergers and acquisitions and need to consolidate or audit all the network assets for the merging entities?

07 Are you moving to a different location and would like to obtain a detailed inventory of your network equipment?

08 Do you want to rationalize the number of resellers you are dealing with and determine which resellers are providing support for which devices?

If the answer is “yes” to one or more of the above questions, the customer is more likely to be receptive to the value proposition of KTN. KTN is a key enabler for them to achieve these business objectives.
KTN has different value propositions for different roles in the customer organization. When positioning KTN to customers, highlight the KTN values and benefits that are most relevant to customer contacts at different levels in the company.

<table>
<thead>
<tr>
<th>Role</th>
<th>Top Priorities</th>
<th>Value Proposition Focus</th>
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</table>
| CIO                       | • Develop plans for optimizing the network architecture to support business growth and profitability  
                            | • Highlight the benefits KTN brings to their strategic architecture planning         
                            | • KTN provides a detailed view of the current network so they can make informed decisions about network migration and adoption of new technologies |
| Financial decision-maker | • How to improve asset management and budget planning                          | • Position KTN as a useful process for better financial management, by helping them take stock of their network assets  
                            |                                                                                   | • Knowing what equipment is due for refresh or requires service coverage also assists them in planning or forecasting their IT spend |
| Network manager           | • Minimize risks in network downtime                                           | • Emphasize the value of KTN as a risk management solution.                              
                            | • Assurance of ready access to technical support when needed                       | • KTN discovery enables them to identify risk areas in the network and address them accordingly.  
                            |                                                                                   | • KTN provides visibility to uncovered devices that need to be placed under service contract. This helps to minimize entitlement issues when customers contact the Cisco Technical Assistance Centre (TAC) for support. |
07 KTN Process

Network Collection Tools
- About Cisco Discovery Services (CDS)
- About Netformx Network Discovery (NND)
- Download NND
- Download Cisco Network Asset Collector (CNAC)

KTN Process

Figure 1. KTN Process

<table>
<thead>
<tr>
<th>Process Phase</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>Pre-KTN Assessment</td>
<td>- Introduce and position the business value of KTN to customers</td>
</tr>
<tr>
<td>KTN Assessment</td>
<td>- Perform network collection and analyze collected data</td>
</tr>
<tr>
<td>Post-KTN Assessment</td>
<td>- Conduct business discussion with customer based on network inventory report analysis</td>
</tr>
<tr>
<td>Booking</td>
<td>- Process order and fulfill approved solution</td>
</tr>
<tr>
<td>Tracking</td>
<td>- Use service offerings to provide regular network assessments and network lifecycle management</td>
</tr>
</tbody>
</table>

Average six-week engagement (based on size and complexity)

- Partner, Customer
- Partner, Cisco
- Partner, Customer
- Partner
- Partner, Customer

1 week | 1 week | 3–4 weeks | Case by Case | Ongoing

Network Collection Tools

- About Cisco Discovery Services (CDS)
- About Netformx Network Discovery (NND)
- Download NND
- Download Cisco Network Asset Collector (CNAC)
A key deliverable of the KTN process is a network inventory report known as the Actionable Network Snapshot Report (ANSR).

The ANSR provides a detailed view of validated network inventory data, including:

- Current service coverage
- Uncovered equipment
- Contract accuracy and correctness issues
- Last date of support equipment

The ANSR categorizes this network data into actionable tasks, enabling you to drive revenue opportunities based on:

- Service renewal
- Equipment refresh
- Coverage of equipment without service contracts

Additional ANSR benefits include:

- Easy identification of issues related to inventory management including duplicates, serial number validation, installed base errors, and other coverage issues
- Classification of items that could not be validated during the process and instructions for resolution
The KTN Portal provides a central web-based location for you to:

- Learn more about KTN benefits
- Access KTN process information
- Implement each phase of the KTN process
- Create and track KTN engagements and report requests

From creating a customer engagement to requesting and generating inventory reports, the KTN Portal gives step-by-step guidance. This self-service web interface makes it quick and easy for you to manage the KTN process yourselves.

The KTN Portal is currently available for authorized Cisco partners. Users are required to have a valid Cisco.com username and password for authorized access.

Log in to the KTN Portal

Figure 3. KTN Portal Snapshot
KTN engagements can be implemented through different models. Choose the approach that best suits your business model, your relationship with Cisco and your resource capacity.

- **Managed Services**: for partners with Managed Services business practices
- **Distributor**: for indirect resellers
- **Partner self-service**: partners would use in-house resources

You can also take advantage of the Cisco Networking Academy CCNA® Volunteer Internship Program which offers trained interns to perform network collection.*

*Please contact your local Cisco representative to check the availability of this program in your location.*
Handling Customer Objections

3 Ways to Overcome Customer Objections

01 Cisco is just using this to make us spend more money.

Response: A key objective of a KTN engagement is to help you understand your existing installed base and any areas of operational risk exposure within the network. The risk exposure that KTN can identify centre around equipment that is obsolete (LDoS) or not covered by service contract.

It is ultimately up to you to determine what course of action needs to be taken to mitigate any identified risks. The baseline knowledge can also be used to help you plan how your network will meet future business needs. You, therefore, will only spend money if you see value in doing so and the visibility that KTN presents can be used to support this informed decision process.

02 With the current economic climate, we do not have the funds and budget to do a thorough network assessment.

Response: There is no charge to implement a KTN network assessment. In fact, in the current economic environment, KTN assists with your financial planning by providing a detailed view of your network inventory, so you can better manage your assets for tax and accounting purposes. KTN provides you with information necessary to make qualified business decisions about managing its installed base. From a customer’s perspective the cost is the same whether they use KTN or not to perform installed base management however the result will be much more accurate with KTN.

03 I don’t need to know which items in my network are not covered under a service contract. My in-house technicians and engineers can handle my network needs.

Response: Without a Technical Services contract, customers will not have 24x7 access to Cisco technical experts, software downloads, upgrades, and updates. Customers may experience delays in getting replacement parts and ultimately spend more on downtime than it would have cost for a service contract. Cisco’s award-winning Technical Assistance Center (TAC) has a team of highly qualified Cisco engineers offering stellar support to Cisco customers.
Will the KTN network collection process compromise our network security?

**Response:** The KTN network collection process uses a strictly read-only application. It does not modify any part of the network or change any configuration details. The collected network data transmitted to Cisco is encrypted.

Will the KTN network collection process affect our network performance?

**Response:** Only very small amounts of data are being collected. The network bandwidth used and network traffic generated are negligible, so the effect on network performance is miniscule.

What happens to our network data that Cisco analyzes to produce a network inventory report?

**Response:** Data collected during the course of a KTN engagement follows all established global Cisco security and privacy protocols as outlined in the Cisco Systems Inc. Online Privacy Statement. In summary, this means:

- Cisco does not share collected data with any third party, unless given prior written consent from the Cisco reseller or end customer.
- All data is transmitted from the network to Cisco using industry standard encryption.
- All data is handled behind a Cisco IT firewall, and is protected in the same manner as all other business critical Cisco data.
- All network collection data is maintained on an internal Cisco server with licensed virus protection software.
- Access to any network collection data is limited solely to Cisco account teams servicing the reseller/customer and/or the reseller leading the KTN engagement. Customers, of course, are free to share their data with others as they choose.
- During report processing, access to the network collection data is limited to Cisco employees necessary to the creation of the network inventory report. These employees access the data strictly through Cisco’s secure servers.
04 Is there a list of third-party vendors and devices that the KTN network collection process can report on?

Response: One of the current KTN network collectors will discover devices of all vendors as long as they support Simple Network Management Protocol (SNMP).

05 When third-party devices are discovered, what information is reported?

Response: The current KTN network collector does not report on service coverage, product security alerts (PSIRTs) or field notices for third-party devices. End-of-life milestones are provided for some third-party devices, including those from Nortel (now Avaya) and Juniper. With most of the vendors, it will discover information based on generic MIBs, such as IP and MAC addresses, and system description. With entity MIB supported equipment it will discover cards, ports, etc. With Cisco and, to some extent, Nortel, Juniper, and HP (ProCurve), it will also discover internal device configuration, memory used, configuration files (Cisco device only), and some other data that is stored in the vendor private MIBs.

06 Will the KTN network collection provide information on items in the network that are supported or managed by another Cisco partner?

Response: To protect partner proprietary information, Cisco has implemented procedures so that partners have visibility to information in network inventory reports that pertains only to the contracts registered to their Cisco.com user ID. If the network collection is done by Partner A, the serial number product ID, and item type of the devices managed by Partner B are provided. Service contract-related information is blocked and replaced with “Other” when a device is covered by a service contract not registered to the partner’s Cisco.com user ID.
More Information and Resources

For full details on how to implement Cisco’s Know the Network solution, please review the following websites and resources.

KTN Customer Engagements
- KTN Business Value for Partners
- KTN Business Value for Customers
- KTN Customer Presentation
- Step by Step Guide to Conducting a KTN Engagement
- Find Sales Opportunities with KTN Network Inventory Reports
- VOD: KTN Value for Partners

KTN Portal
- KTN Portal
- VOD: KTN Portal Overview

Network Collection
- About Cisco Discovery Services (CDS)
- About Netformx Network Discovery (NND)
- Download NND
- Download Cisco Network Asset Collector (CNAC)
- Information Required for Network Assessment

Contact Us
If you want to discuss further about KTN, contact the following parties.

Direct Partners: Contact your Cisco Partner Services Development Manager
Indirect Resellers: Contact your Cisco distributor

You can also send an email to ktn_apac@cisco.com
Know the Network
Installed Base Management