

Introduction to Cisco Smart Services



Stavros Spyropoulos

Channel SAM Med Region

Greece – Israel – Portugal – Malta - Cyprus

Cisco Services.

Making Networks Work.
Better Together.

Agenda

- Introduction to Smart Services
- SMARTnet vs Partner Brand
- SMARTnet Service
- Smart Care Service
- Promos
- Flash Demo

Cisco Go-To-Market Approach

Cisco Services



Sold by Cisco
or partner,
delivered by Cisco

Partner Services



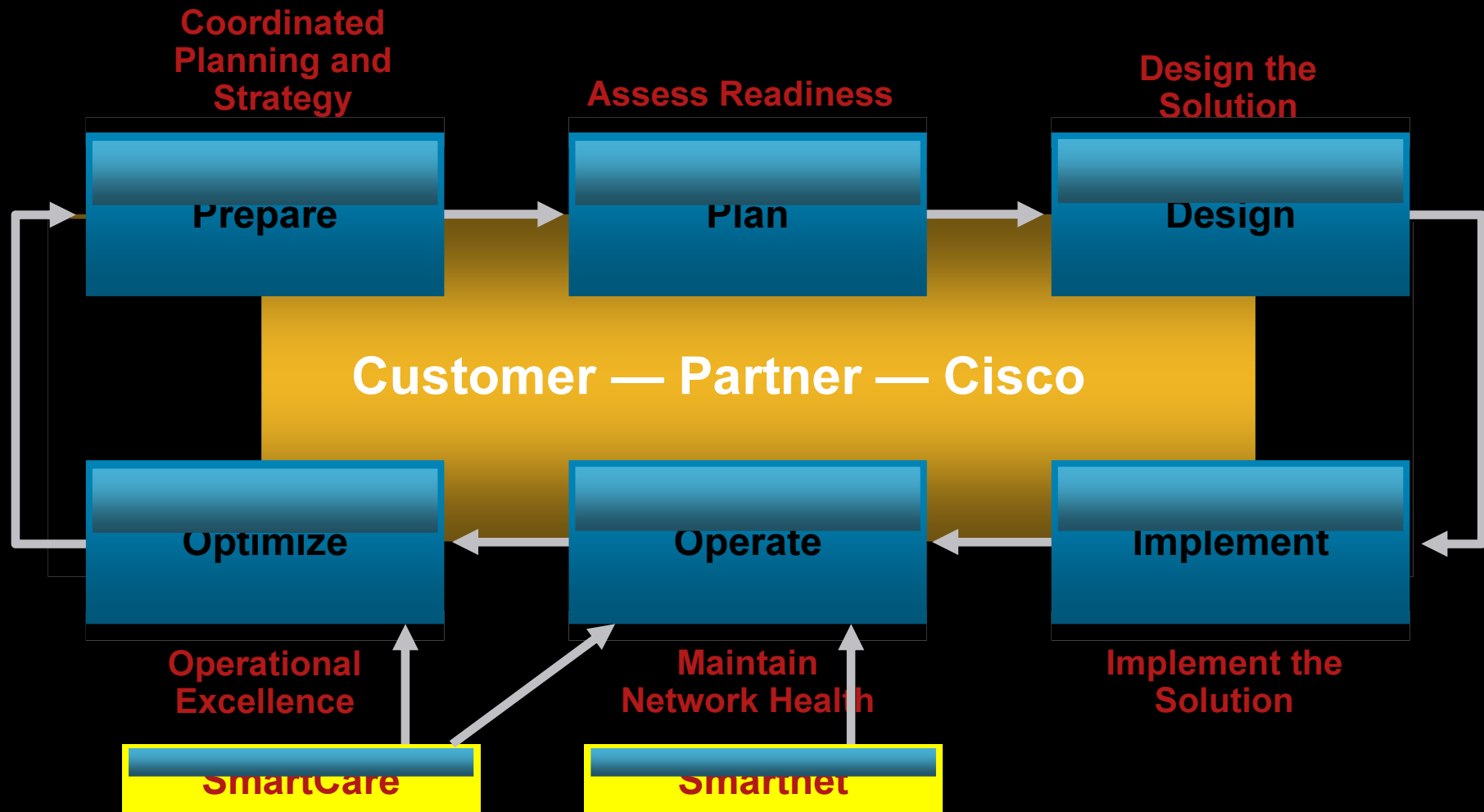
Sold and
delivered
by partner

Collaborative Services



Sold by partners,
delivered by partner
and Cisco
collaboratively

A Lifecycle Approach to Service



Operate and Optimize Services

Cisco Services

- Cisco SMARTnet Service
- Cisco Smart Foundation Service*
- Technology and Application Services

Collaborative Services

- Cisco Smart Care Service



Partner Services

- Value-added services wrapped around Cisco Services or Collaborative Services

*Cisco Smart Foundation Service was previously called SMB Support Assistant

SMARTnet vs Partner Brand Service

- SMARTnet is a Cisco Brand Service –Cisco offers L1/L2/L3 Support to end customer. Contract owned by the customer. Contract can be managed by the partner also if customer wishes.
- Partner Brand is a partner service with Cisco back to back support and bundled with partner's added value services – L1/L2 offered by partner – L3 offered by Cisco back to back to partner. Partner has the relationship with the customer.
- Both services get the 4 pillows from Cisco: TAC 24x7, Cisco.com, Advanced Hardware Replacement, IOS Updates and Upgrades.
- SMARTnet can be sold worldwide – Partner brand only where partner has certified entities locally or multinational agreement with Cisco for specific countries.

Cisco SMARTnet Service

SMARTnet



Award-winning technical support offers direct, anytime access to Cisco engineers and extensive technical resources for rapid issue resolution – premium service options help maximize operational efficiency

Customer Profile

- Any size business, any number of Cisco devices
- Network is critical to mission critical
- Skilled IT staff who require direct access to Cisco engineers and want flexible device-level coverage

Sales and Delivery

- Sold directly from Cisco or certified partners, delivered by Cisco

Service Capabilities and Features

- Advance hardware replacement—(NBD, 2-hour, 4-hour and/or onsite engineer)
- 24 x 7 global access to the Cisco TAC for help with configuration, diagnostics, recommendations
- Cisco.com knowledge base and tools
- Smart Call Home proactive diagnostics and real-time alerts on select devices
- OS software updates and upgrades

Cisco Smart Care Service*

Smart Care



Comprehensive network-wide service combines technical support with proactive monitoring, assessments and remote repairs to keep networks secure, efficient and running optimally

Customer Profile

- Business with 50–600 network users and 5 to 105 devices
- Network is critical to business
- Limited IT expertise; wants network-level coverage

Sales and Delivery

- Only sold by Cisco certified partners, delivered by Cisco and partners

Service Capabilities and Features

- Proactive network-wide monitoring, assessments and notifications
- Advance hardware replacement - NBD
- 24 x 7 partner access to TAC
- Cisco.com knowledge base and Smart Care Portal
- Operating system software updates and upgrades
- Software application updates

*Cisco Smart Care Service is [available in select locations](#)

Service Options that Meet Customer Needs

	Self Service	Network Importance	Preferred Provider	Coverage Preference	Hardware Replacement
Smart Care	Proactive	Critical	Partner	Network	NBD 4 hour options
SMARTnet	Responsive*	Critical to Mission Critical	Cisco	Device	2-hour, 4-hour or NBD
Smart Foundation	Responsive	Important	Cisco	Device	NBD

*SMARTnet includes proactive diagnostics and real-time alerts on select devices



Cisco Services.
Making Networks Work.
Better Together.

Cisco SMARTnet Service



Partner presentation: The Value of selling Cisco SMARTnet Service

The Value of Cisco SMARTnet Service

Cisco SMARTnet Service delivers rapid issue resolution by giving businesses and IT staff direct access anytime to Cisco engineers and award-winning Cisco.com resources with flexible device-by-device coverage, including a two-hour replacement option.



Cisco SMARTnet Service Capabilities

Industry Leading Support

Cisco SMARTnet Service includes the following capabilities for the best possible network and application performance:

Direct Access to Cisco Technical Assistance Center (TAC)	
Advance Hardware Replacement	
Web-Based Tools and Documentation (Cisco.com)	
Operating System Support and Updates	
Proactive Network Diagnostics and Alerts (Smart Call Home)	

Technical Assistance Center

Resolve Issues Fast to Maintain Network Performance

Direct Access to Cisco Technical Experts

- Highly-trained network and application software engineers worldwide
- Computer science/electrical engineering degrees
- Engineers average 5 years of industry experience
- 450+CCIE professionals
- Expertise in a broad array of technologies
- 24x7 global access by phone, web or email



Superior, Globally Consistent Services

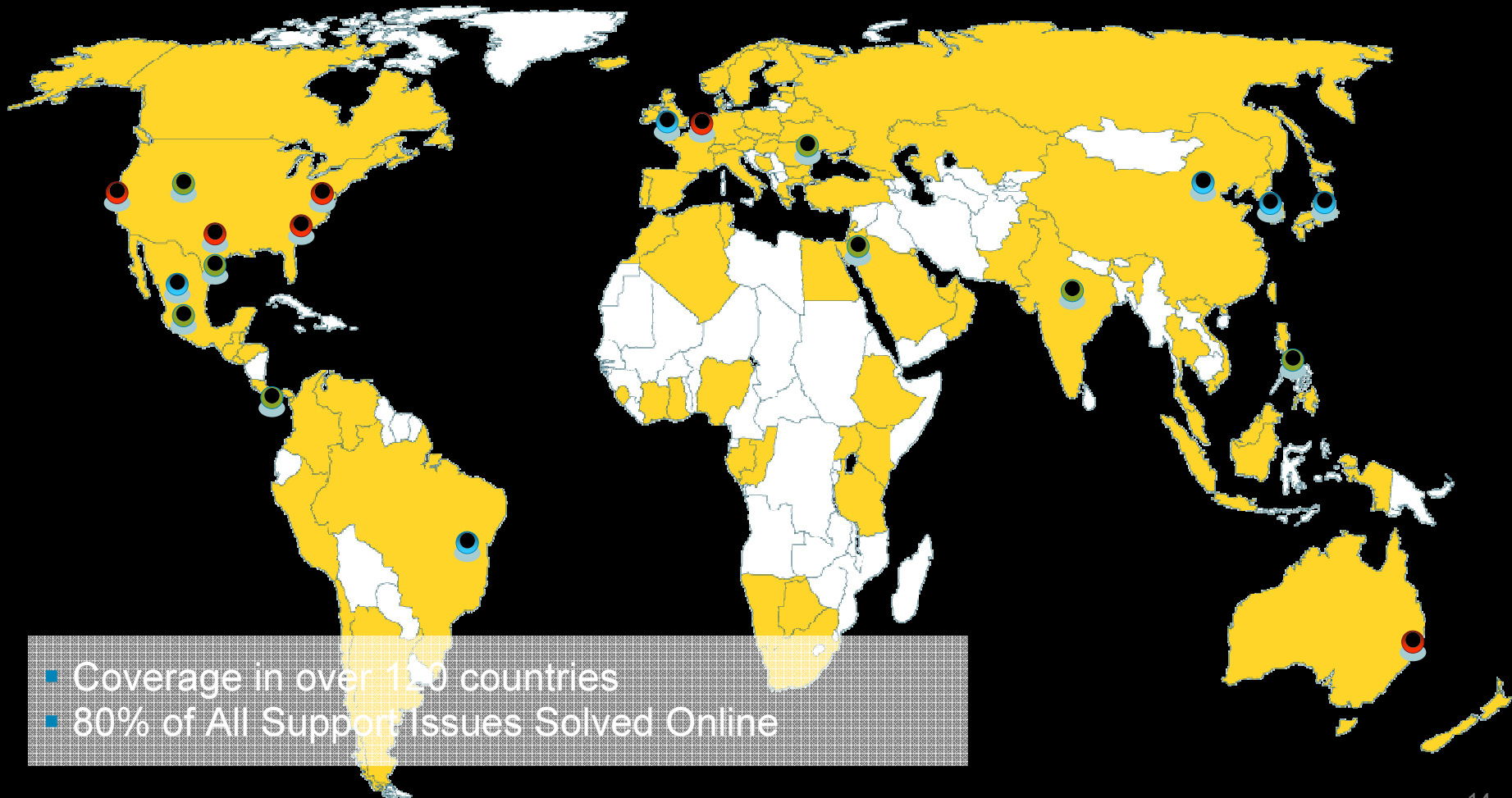
Cisco ® TAC

Cisco.com

Software Support

Advance Hardware Replacement

-  Backbone locations
-  Regional locations
-  Satellite locations
-  24-Hour Hardware Replacement coverage



Cisco.com Website

Online Tools Accelerate Problem Resolution

Most requested tools and resources

- **Software Downloads:** Get the latest updates, patches, and releases of Cisco software.
- **Software Advisor:** Choose appropriate software for your network device by matching software features to Cisco IOS and CatOS releases.
- **Bug Toolkit:** Quickly find software bug fixes based on version and feature sets
- **Output Interpreter:** Receive instant troubleshooting analysis and course of action for your router, switch, or PIX device using show command output.
- **TAC Case Collection:** Interactively diagnose common problems with solutions provided by TAC engineers.
- **Error Message Decoder:** Look up explanations for console error message strings

Cisco.com Website

Resources at Your Fingertips

Extensive troubleshooting and support resources:

- **Command Lookup Tool:** Look up a detailed description for a particular Cisco IOS, Catalyst, or PIX/ASA command.
- **Access to over 90,000 technical documents** including product and technology integration documentation for Cisco and non-Cisco products
- **Through Cisco.com's Online Service Request Management Tool**, you can reduce the time you spend submitting and tracking service requests
- **A peer-to-peer online forum** allows you to share questions, suggestions, and information with other networking professionals
- **A personalized Web portal**, "My Tech Support," allows you to find the information you need in one place, customized to your network,
- **The Cisco Technical Services Newsletter** alerts subscribers to new technical tools, resources and exclusive networking tips every month

Cisco Operating System Software Support

Maintain the Resiliency of Your Cisco Network

Protect your OS investment

- Increase performance of current features
- Add new functionality, often without additional hardware investment
- Enhance network and/or application availability, reliability, and stability
- Extend the useful life of Cisco devices with software updates



Smart Call Home

Proactive Diagnostic Alerts

Protect network, data and business continuity with Smart Call Home feature of SMARTnet Service

- Proactively maintain availability, reliability, and stability of the network
- Less time troubleshooting, faster issue resolution with detailed device diagnostics available in real time
- Web-based, convenient reporting of personalized network notices, and diagnostics



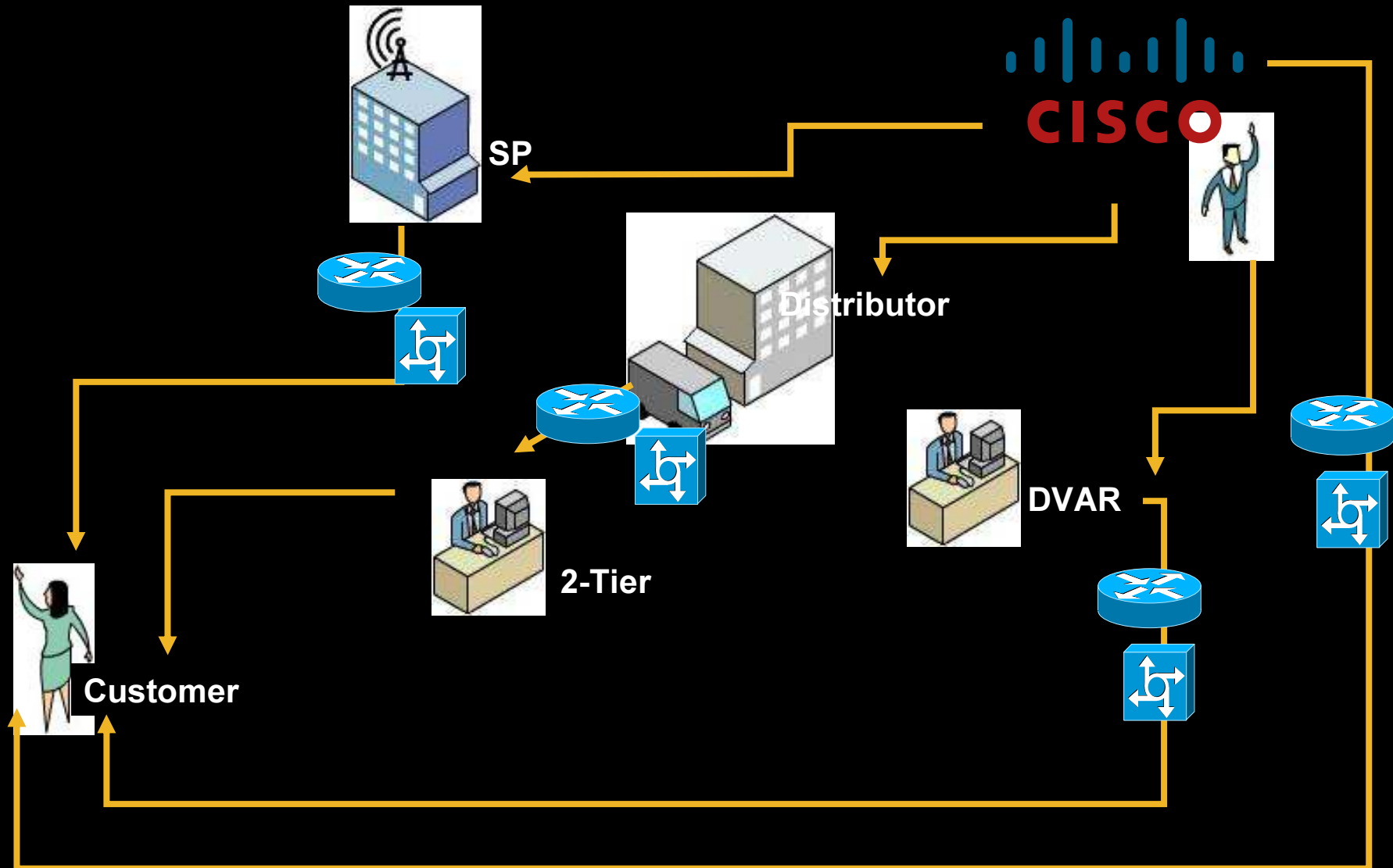
More than Warranty

Service Features	Hardware Coverage and Duration	Hardware Replacement	Software Coverage and Duration	Cisco Technical Support	Smart Call Home	Cisco IOS Software Updates and Upgrades	Cisco.com Knowledge-Base and Tools
Cisco SMARTnet/ Onsite Services	All Hardware yearly or multiyear contracts	Advanced Replacement <ul style="list-style-type: none"> • 8x5xNBD • 8x5x4 • 24x7x4 • 24x7x2 	Cisco IOS Software Support Concurrent with Hardware Duration	Yes	Yes¹	Yes	Yes
Warranty	Replaces defective hardware only	10 day advanced replacement 15 day return to factory²	Replaces software media during first 90 days	No	No	No	No

¹ On select devices

² On Optical Networking products. Get more information on Cisco warranty at http://www.cisco.com/en/US/products/prod_warranties_listing.html

Cisco SMARTnet Service Routes to Market





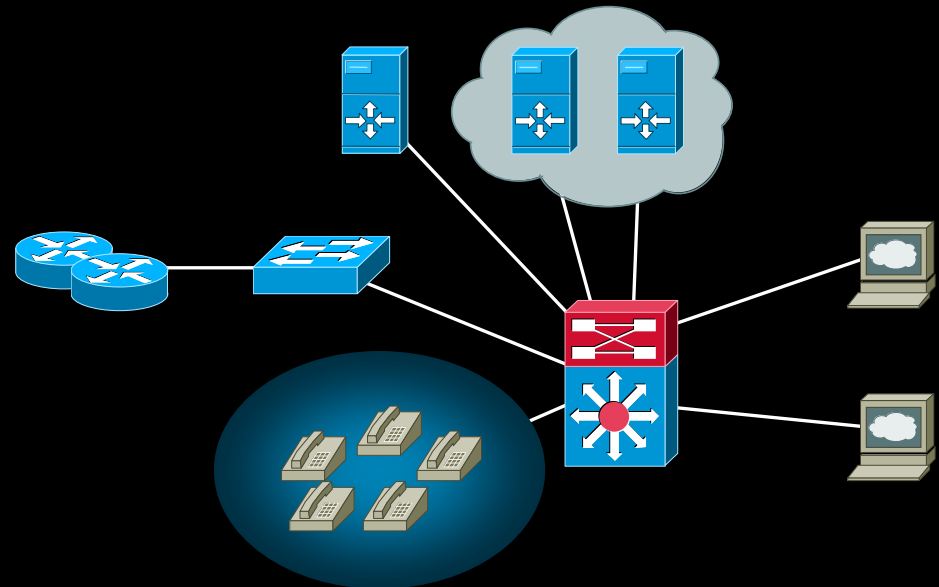
Introducing Cisco Smart Care Service



Market Opportunity

Commercial Networks Are Growing in Size and Importance

SMB and Mid-Market Commercial Customers See Their Networks as Becoming More Critical to Their Business Growth



Customers Have Limited IT Staff to Maintain a Secure Converged Network

Partner Enablement Is Crucial for Success in the Commercial Market

- Millions of small-, medium- and mid-market businesses worldwide
- Scalability is key to leading the commercial market
- Working together with partners, Cisco can hold #1 leadership position



We Listen to Our Partners and Customers

- 70,000 interviews
- 180,000 partner profiles
- Listening to customers and partners



Customers Want...

- Convenience of network-level coverage
- Immediate responsiveness to network health issues
- Operational efficiencies and scalability
- Voice readiness assessment
- Security assessment and repair
- Partner-led services backed by the manufacturer
- Cost containment



Then and Now

A New Landscape Requires a New Services Model.

Past Traditional Model



Current Model



Solution :

Cisco Smart Care Service

Cisco Smart Care Service

A Proactive Services Platform on Which Partners Can Build the Next Generation of Personalized Services

Partner-Led

Advanced
Technology
(UC)

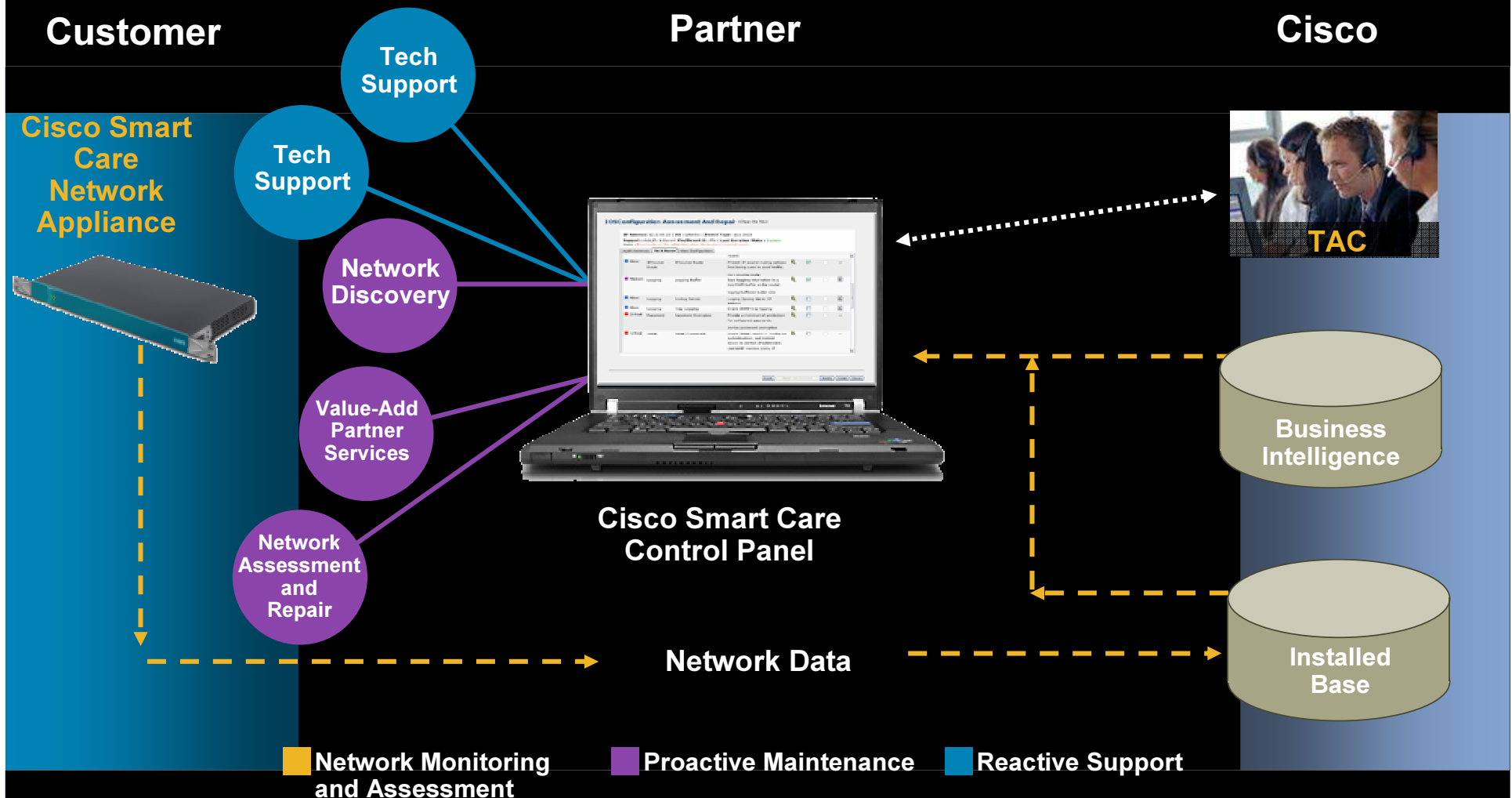
Backed by



Partner Services

How Does It Work?

Network Discovery, Assessment, and Repair



Hardware Appliance vs. Software Client

Smart Care Network Appliance
For the Annual Service, the Partner Will Install a Hardware-Based Appliance on the Customer's Network



Smart Care Network Client
A Software Version of the Client Is Used for Presales Quoting and for Transactional Services



Cisco Smart Care Service Target Customer

- SMB and midmarket businesses that value a secure and highly available network
- Network is critical to their business operation
- Minimal IT staff with limited networking expertise or want to out-task to save time and effort
- Businesses with up to 105 Cisco network devices (not including IP phones or software licenses)

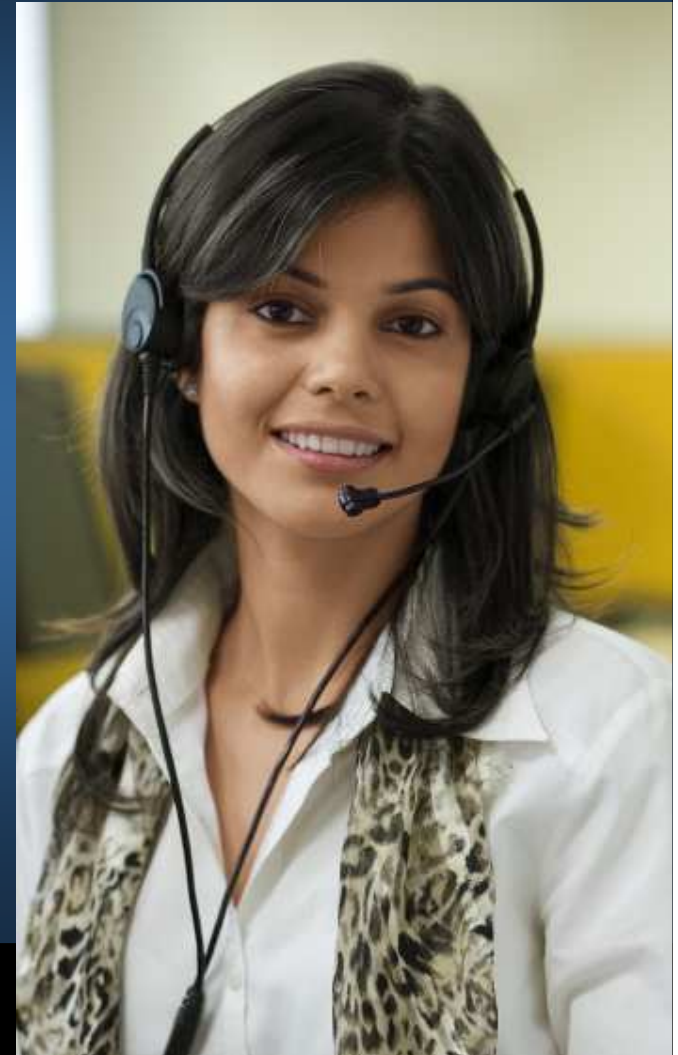


Service Capabilities and Deliverables



Main Service Capabilities

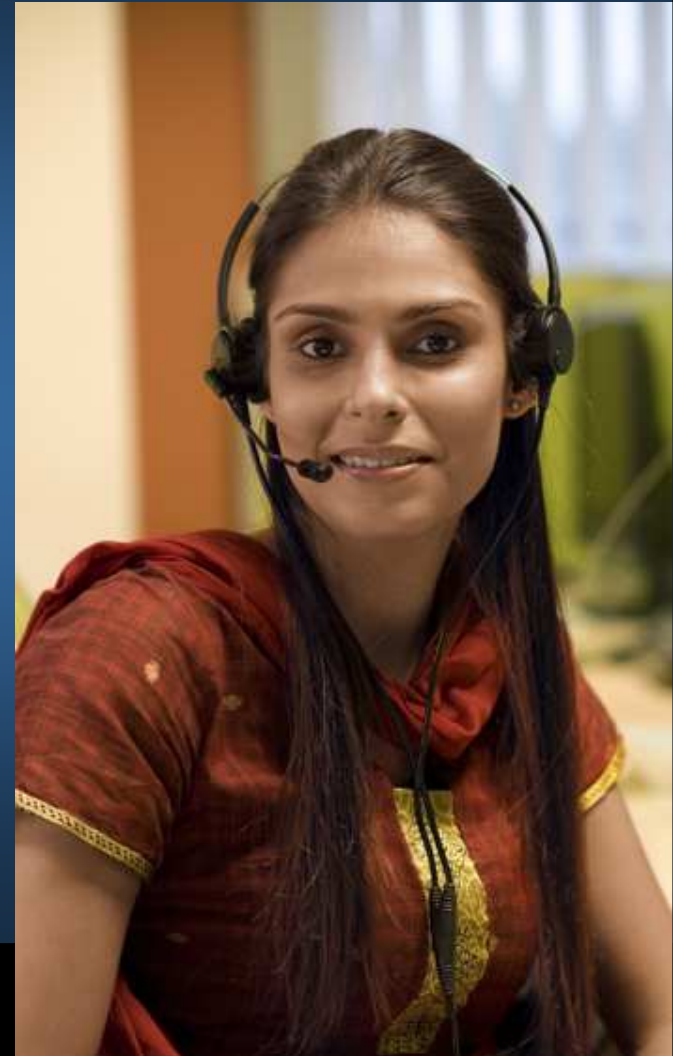
- **Network-level coverage** on a single contract
 - 24x7 **partner** access to the TAC
 - **NBD hardware replacement** with an option to upgrade individual devices to **4-hr coverage**
 - Cisco.com and Smart Care portal/tools access
 - Cisco IOS® updates and upgrades
 - Software application support updates
- **Remote network monitoring** of Cisco devices on network



Main Service Capabilities

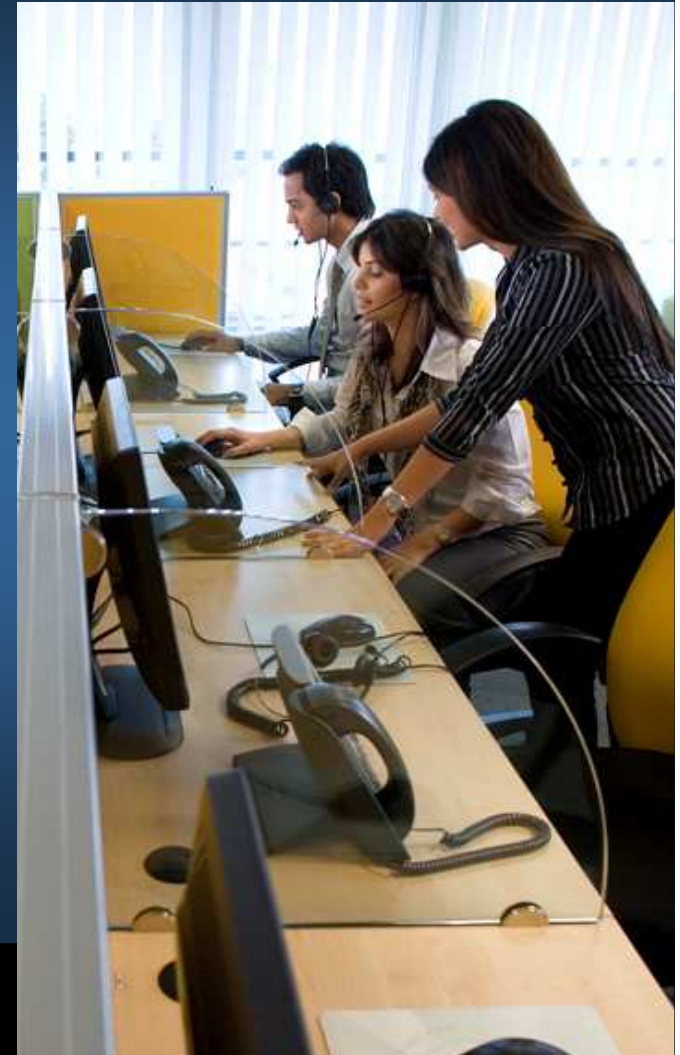
- **Proactive notifications** to simplify the updating of Cisco devices
- **Assess and repair** services to identify potential network issues
- **Assess and prepare** services to simplify the addition of new technologies and applications over time (security and voice)

Voice Readiness Assessment – measures the delay, jitter, loss (DJL) in a customer's network



Release 1.1 Service Capabilities

- **Smart Care Assessment services** available on a single-use basis
- **Disaster Recovery services** to back up customer's routing, switching and security solutions
- **Failsafe Feature** via Telnet or SSH providing manual intervention if needed
- **Email Alert Notifications** to communicate issues with customer networks
- **Localization** of the tool in English and Spanish
- Improved **Security** Assess and Repair – NSA Compliance



Customer Summary (Dashboard)

Network Status ▼	Customer	Alerts			Core		Security		Voice	
		PSIRT	EOX	Field Notices	Time Since Last Assessment (days)	Cisco Device Status	Time Since Last Assessment (days)	Cisco Device Status	Time Since Last Assessment (days)	Cisco Device Status
✖	BDM CISCO	✖	✖	✔	✖	○	✖	○	✖	○

Administration

Support

Personal Profile

Filter: All Match if: Contains Go Clear Filter

Network Status ▼	Customer	Alerts			Core		Security		Voice	
		PSIRT	EOX	Field Notices	Time Since Last Assessment (days)	Cisco Device Status	Time Since Last Assessment (days)	Cisco Device Status	Time Since Last Assessment (days)	Cisco Device Status
✖	BDM CISCO	✖	✖	✔	✖	○	✔	○	✖	○
✖	CISCO CUST	✔	✔	✔	○	○	○	—	✖	—
✔	COLORADO	✔	✔	✔	Not applicable ¹		Not applicable ¹		Not applicable ¹	
	HISTORICAL									
	MUSEUM									

Add New Customer

¹ This feature is not available under the terms of your current contract.
Page 1 of 1

✖ Attention Needed
⚠ Notification/New/Caution
✔ Status is Good
○ No Data Available
— Not Enabled

Alerts and Notifications

Customer Summary

Items 1-10 of 11 | Rows per page: 10 Go

Filter: All Match if: Contains Go Clear Filter

Device Type	IP Address	Device Name	Installed-At Site	TotalAlerts	Importance			Last Received
					Critical	Important	Information	
Cisco 2821	10.4.1.1	T4-BO1-R2821	SAN JOSE_1	17	2	14	1	09/18/2007 04:52:31
Cisco 2851	10.4.11.1	T4-MO-R2851	SAN JOSE_1	9	0	8	1	09/18/2007 04:52:31
Cisco 2821	172.20.92.6	T6-BO1-R2821	SAN JOSE_1	9	0	8	1	09/13/2007 06:10:13
Catalyst 3560-24PS	10.4.3.3	T4-BO2-SW3560	SAN JOSE_1	3	0	2	1	10/11/2007 08:15:10

Security	Cisco 2821	172.20.92.6	T6-BO1-R2821	SAN JOSE_1	9	0	8	1	09/13/2007 06:10:13
Voice	Catalyst 3560-24PS	10.4.3.3	T4-BO2-SW3560	SAN JOSE_1	3	0	2	1	10/11/2007 08:15:10
Passive Moni	Catalyst 3560-48PS	10.4.11.8	T4-MO-SW3560-5	SAN JOSE_1	3	0	2	1	09/26/2007 00:16:10
Estimate	CE500-24LC	10.4.11.7	T4-MO-SW3560-4	SAN JOSE_1	3	0	2	1	09/19/2007 03:50:10
Service Repc	Catalyst 295024SX	10.4.11.6	T4-MO-SW3560-3	SAN JOSE_1	3	0	2	1	09/19/2007 03:50:10
Administration	Catalyst 2960-48TT	10.4.11.5	T4-MO-SW3560-2	SAN JOSE_1	3	0	2	1	09/19/2007 03:50:10
Contract Health	Catalyst 3560-48PS	10.4.11.4	T4-MO-SW3560-1	SAN JOSE_1	3	0	2	1	09/18/2007 04:52:31
CISCO CUST	Catalyst 3560-24PS	10.4.1.3	T4-BO1-SW3560	SAN JOSE_1	3	0	2	1	09/18/2007 04:52:31
Contract Health									
COLORADO HIS									
Administration									
Support									
Personal Profile									

Security Assess and Repair

Analysis

Passive Monitor

Assess And Repair

Items 1-10 of 11 | Rows per page: 10

Go

IPAddress ▲	Device Type	Client Site	Support	Scanned	Vulnerabilities		Details
					Found	Fixed	
172.20.92.6	Cisco 2821	QuestionsAns	Full	Yes	No Vulnerabilities		--
10.4.1.1	Cisco 2821	QuestionsAns	Full	Yes	1	None	Details
					Total : 1		
10.4.1.3	Catalyst 3560-24PS	QuestionsAns	Full	Yes	No Vulnerabilities		--
10.4.3.1	Cisco 2821	QuestionsAns	Read	Yes	1	None	Details
					Total : 1		

Device IP

Core

Security

Voice

Passive F

Estimate

Service F

Administr

⊕ CISCO CUS

⊕ COLORADO

⊕ Administratio

⊕ Support

⊕ Personal Prof

172.20.92.6	Cisco 2821	QuestionsAns	Full	Yes	No Vulnerabilities		--
10.4.1.1	Cisco 2821	QuestionsAns	Full	Yes	1	None	Details
					Total : 1		
10.4.1.3	Catalyst 3560-24PS	QuestionsAns	Full	Yes	No Vulnerabilities		--
10.4.3.1	Cisco 2821	QuestionsAns	Read	Yes	1	None	Details
					Total : 1		
10.4.3.3	Catalyst 3560-24PS	QuestionsAns	Full	No	NA		
10.4.11.1	Cisco 2851	QuestionsAns	Full	Yes	No Vulnerabilities		--
10.4.11.3	Catalyst 37xx Stack	QuestionsAns	Full	Yes	1	None	Details
					Total : 1		
10.4.11.4	Catalyst 3560-48PS	QuestionsAns	Full	Yes	1	None	Details
					Total : 1		
10.4.11.5	Catalyst 2960-48TT	QuestionsAns	Full	Yes	No Vulnerabilities		--

Voice Services

Status

Device Assessment

Call Assessment

Passive Monitor

Quality Monitor

Device Assessment

Items 1-10 of 11 | Rows per page: 10Go

Location ▲	Client Site	Device Type	IOS Version	QOS Enabled	Memory		Flash Memory		CPU Utilization
					Total	Free	Total	Free	
172.20.92.6	QuestionsAns	Cisco 2821	12.4(3g)	✔ Yes	256	-	61.25	0%	-
10.4.1.1	QuestionsAns	Cisco 2821	12.3(14)T7	✔ Yes	256	41%	61.25	24%	2%
10.4.1.3	QuestionsAns	Catalyst 3560-24PS	12.2(25)SEE2	✔ Yes	127.99	49%	15.26	49%	6%

BDM CISCO

Alerts & I

Discover

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Voice

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Service F

Administi

CISCO CUS

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Administratio

Support

Personal Prof

Device Assessment

Items 1-10 of 11 | Rows per page: 10Go

Location ▲	Client Site	Device Type	IOS Version	QOS Enabled	Memory		Flash Memory		CPU Utilization
					Total	Free	Total	Free	
172.20.92.6	QuestionsAns	Cisco 2821	12.4(3g)	✔ Yes	256	-	61.25	0%	-
10.4.1.1	QuestionsAns	Cisco 2821	12.3(14)T7	✔ Yes	256	41%	61.25	24%	2%
10.4.1.3	QuestionsAns	Catalyst 3560-24PS	12.2(25)SEE2	✔ Yes	127.99	49%	15.26	49%	6%
10.4.3.1	QuestionsAns	Cisco 2821	E V 12.4(20060821:184334)	✔ Yes	256	44%	61.25	28%	1%
10.4.3.3	QuestionsAns	Catalyst 3560-24PS	12.2(25)SEE2	✔ Yes	127.99	53%	15.26	49%	5%
10.4.11.1	QuestionsAns	Cisco 2851	12.4(3g)	✔ Yes	256	30%	61.25	35%	1%
10.4.11.3	QuestionsAns	Catalyst 37xx Stack	12.2(25)SEE2	✔ Yes	127.99	46%	15.26	39%	6%
10.4.11.4	QuestionsAns	Catalyst 3560-48PS	12.2(25)SEE2	✔ Yes	127.99	54%	15.26	48%	8%
10.4.11.5	QuestionsAns	Catalyst 2960-48TT	12.2(25)SEE2	✔ Yes	127.99	49%	15.26	48%	8%
10.4.11.6	QuestionsAns	Catalyst 295024SX	12.2(25)SEE2	✔ Yes	127.99	54%	15.26	48%	8%

Page 1 of 2

Value Proposition



Value Proposition for **Customers**

Cisco Smart Care Service Proactively Verifies That the Network Is Secure, Reliable, and Functioning Optimally so That You Can Improve Your Employee Productivity, Customer Responsiveness, and Get the Most from Your Technology Investments

- Verifies that the network is **secure and reliable**
- Enables customers to **foresee potential problems** before it can impact their business
- **Reduces the time and effort** necessary to keep the network running optimally
- Provides information to **better manage and improve** the network
- Offers customers the **combined services advantages of Cisco and its partners** in a **single offering** with a **single contract**
- Increases employee **productivity** and **customer responsiveness**
- Protects and leverages **technology investments**



Pricing Framework



Example Partner Service

Together with Cisco Smart Care Service

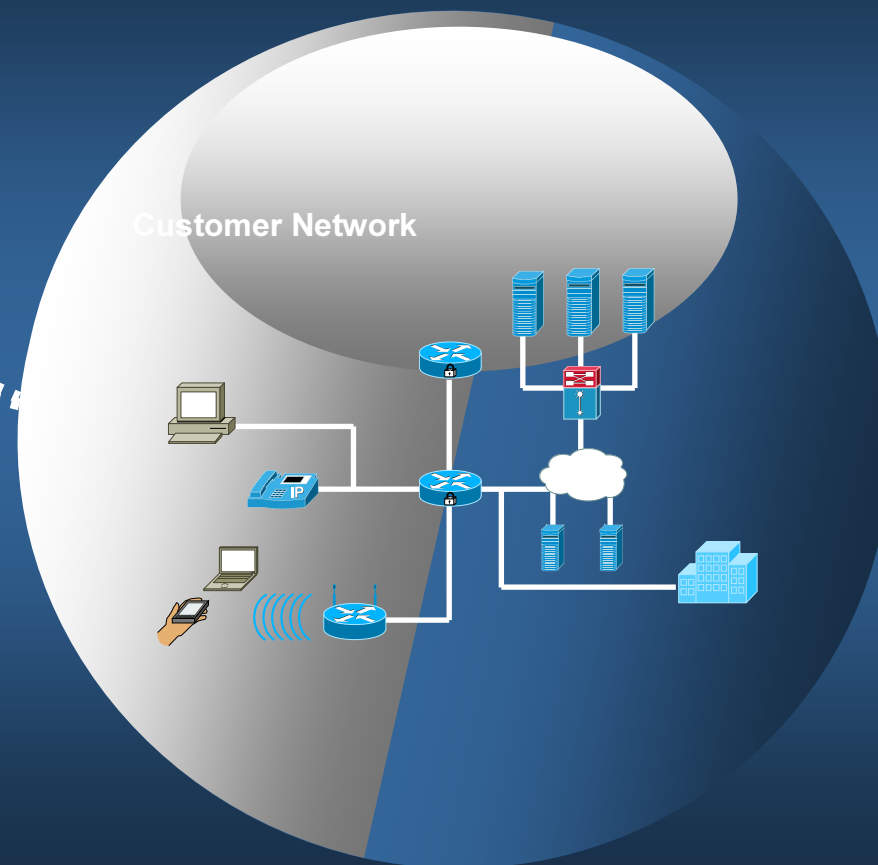
Package A	Package B	Package C
Network-Level Support	Network-Level Support	Network-Level Support
8 X 5 Phone Support Backed by Cisco TAC	24 X 7 Phone Support Backed by Cisco TAC	24 X 7 Phone Support Backed by Cisco TAC
Next Business Day Hardware Replacement	NBD + 4hr* on Core Devices	4hr* Hardware Replacement + Onsite Support
Software Updates Cisco IOS Updates/Upgrades	Software Updates Cisco IOS Updates/Upgrades	Software Updates Cisco IOS Updates/Upgrades
Cisco IOS Identify Service	Cisco IOS Identify Service	Cisco IOS Identify Service
Proactive Bug Repair	Proactive Bug Repair	Proactive Bug Repair
Quarterly Health Check	Monthly Health Check	Daily Health Check
Annual Security Assess	Quarterly Security Assess	Monthly Security Assess
25% Off Event-Based Assessments	50% Off Event-Based Assessments	50% Off Event-Based Assessments

Pricing Framework

Elements Used to Calculate Price



Client Installed on Partner Laptop



Pricing Framework



Client Installed on Partner Laptop

Cisco Smart Care Service - Microsoft Internet Explorer provided by Cisco Systems, Inc.

File Edit View Favorites Tools Help

Address Go Links

CISCO Cisco Smart Care Service

Scott Tapley | Cisco Training | Smart Care Acceleration | Logout | About

Welcome
Dashboard
Customers

- Customers
 - RAPID PERFORMANCE SYSTEMS
 - Alerts & Notifications
 - Discovered Devices
 - Device Inventory
 - Core
 - Security
 - VoIP
 - Service Report History
 - Administration
 - Services
 - SysLog
 - Assessment Appliance Configuration
 - Company Profile
 - Users
 - Location
 - Tokens
 - Administration
 - Customer Management
 - Service Management
 - Assessment Appliances
 - Tokens Management
 - Profile Configuration
 - Users
 - Support
 - Device Support Matrix
 - Customer Privacy Agreement
- Personal Profile

Customers: RAPID PERFORMANCE SYSTEMS > Device Inventory > Contract Quoting

From our Scan of the Cisco Software on RAPID PERFORMANCE SYSTEMS's network.

Network Technology Level: Level 4
Hardware Device Weight: 11.0

Based on this, your Rough Estimate* is **\$6067**. Please double check the following list of key price points below and correct any items that you feel are inaccurate so that we may adjust the estimate accordingly.

Does RAPID PERFORMANCE SYSTEMS's Network Contain this Software Product?

	Yes	No
Voice: Call Manager (other than Express)	<input type="radio"/>	<input checked="" type="radio"/>
Voice: IPCC Express	<input type="radio"/>	<input checked="" type="radio"/>
Voice: Meeting Place Express	<input type="radio"/>	<input checked="" type="radio"/>
Voice: Unity (other than Express)	<input type="radio"/>	<input checked="" type="radio"/>

Current Rough Estimate based on our Device Inventory Scan: **\$6067**

[Reset](#) [Recalculate](#)

Rough Pricing Matrix: Weight x Level

	5-7	8-10	11-14	15-18	19-30	31-42	43-57	58-72	73-88	89-105
Level 1	1300	2167	3467	5200	7800	11700	17550	26325	38171	55348
Level 2	1625	2708	4333	6500	9750	14625	21938	32906	47714	69185
Level 3	1950	3250	5200	7800	11700	17550	26325	39488	57257	83022
Level 4	2275	3792	6067	9100	13650	20475	30713	46069	66800	96860

You may request a Final Quote from Cisco. This process may take up to 48 hours, during which the discovered customer inventory will be matched with the existing Install Base to identify which devices are currently covered under existing contracts and a final quote will be generated. You will then be sent an email with a secure web link to view your Quote details and further options.
[If you do not have a Cisco Smart Care Service contract, you can request a quote by clicking Submit and will get an email with the quote details in 48 hours. If you already have a Cisco Smart Care Service contract, then all the changes on the network that you confirmed will be updated on to the contract]

[Submit](#)

Done

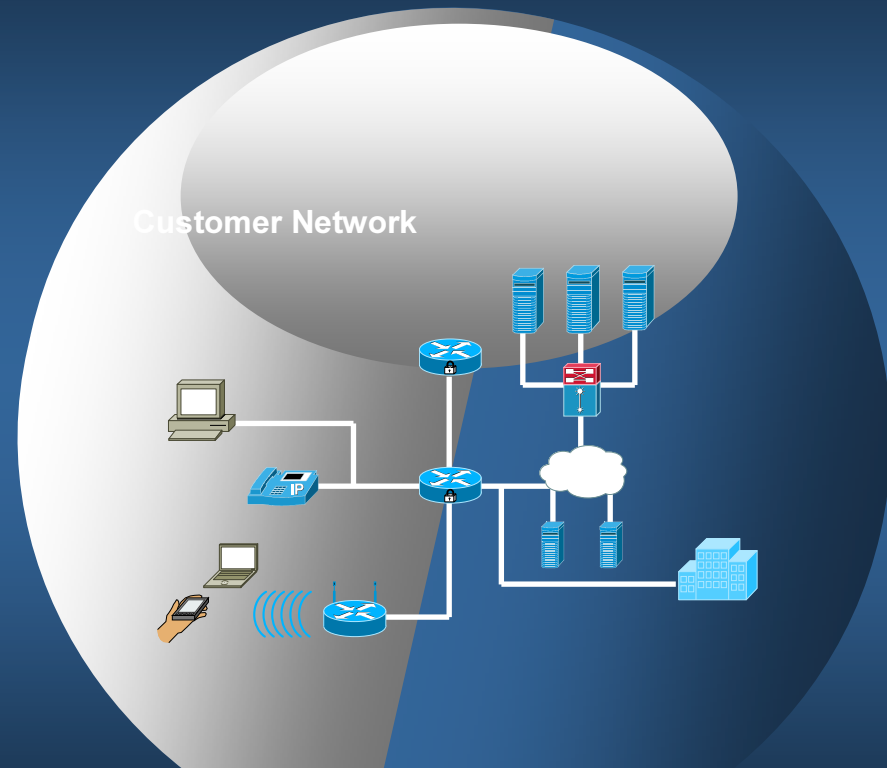
Local intranet

Pricing Framework

Elements Used to Calculate Price



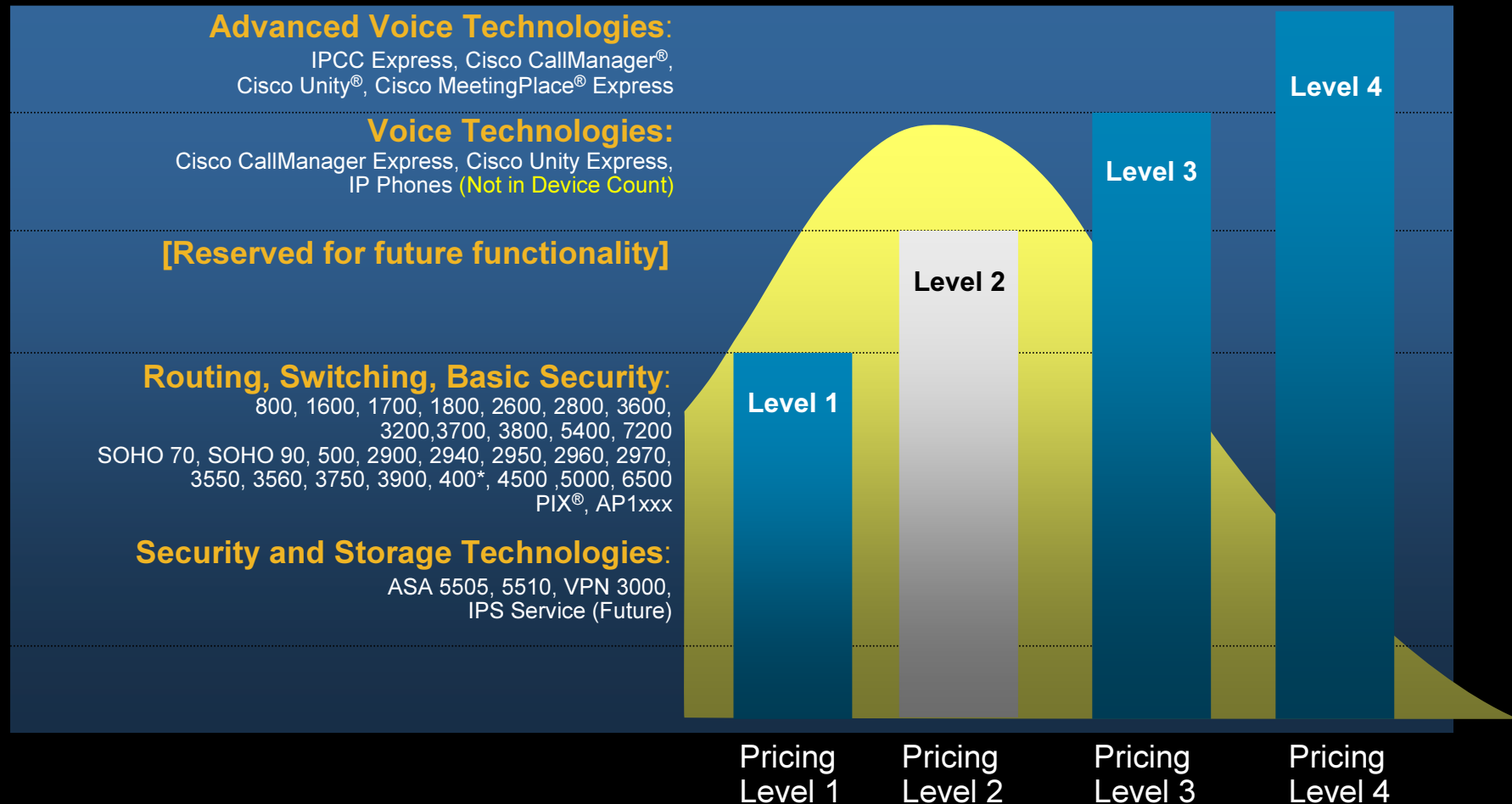
Client Installed on Partner Laptop



$$\text{\$ PRICE} = \begin{array}{l} 1) \text{ Number of devices (pricing bands)} \\ 2) \text{ Type/complexity of devices (pricing levels)} \end{array}$$

Pricing Framework

Four Pricing Levels Based on the Complexity of Devices on the Network



Price to the Partner

Prices Shown Are for Illustration Purposes Only. Actual Prices Will Vary.

Feature Levels	Number of Devices in Network (Bands)									
	5–7	8–10	11–14	15–18	19–30	31–42	43–57	58–72	73–88	89–105
Level 4 Below Plus Cisco CallManager, Cisco Unity, IPCC Express, Cisco MeetingPlace Express	\$ Price	\$ Price	\$ Price	\$ Price	\$ Price	\$ Price	\$ Price	\$ Price	\$ Price	\$ Price
Level 3 Below Plus CM Express and Cisco Unity Express	\$ Price	\$ Price	\$ Price	\$ Price	\$ Price	Quote	\$ Price	\$ Price	\$ Price	\$ Price
Level 2 Reserved for Future Functionality	\$ Price	\$ Price	\$ Price	\$ Price	\$ Price	\$ Price	\$ Price	\$ Price	\$ Price	\$ Price
Level 1 Routing, Switching, and Security	\$ Price	\$ Price	\$ Price	\$ Price	\$ Price	\$ Price	\$ Price	\$ Price	\$ Price	\$ Price

- Phones and software licenses are **not** considered an individual device in device counts
- The price will represent the total cost to the partner for customer's entire Cisco network
- The level for the entire network is determined by the highest single application or device discovered
- Some complex product series have an increased device count weighting

Pricing Framework

Weighting Devices

Device	Weighting Factor
“Basic” Routers and Switches	1/.5/.25
<ul style="list-style-type: none">• 5400 Series Router• C4000 Series Switch• C4500 Series Switch• C5000 Series Switch	5.0
<ul style="list-style-type: none">• 7200 Series Router• UBR 7200 Series Router• MDS9000 Series Router• C6500 Series Switch	10.0
Access Points	0.25



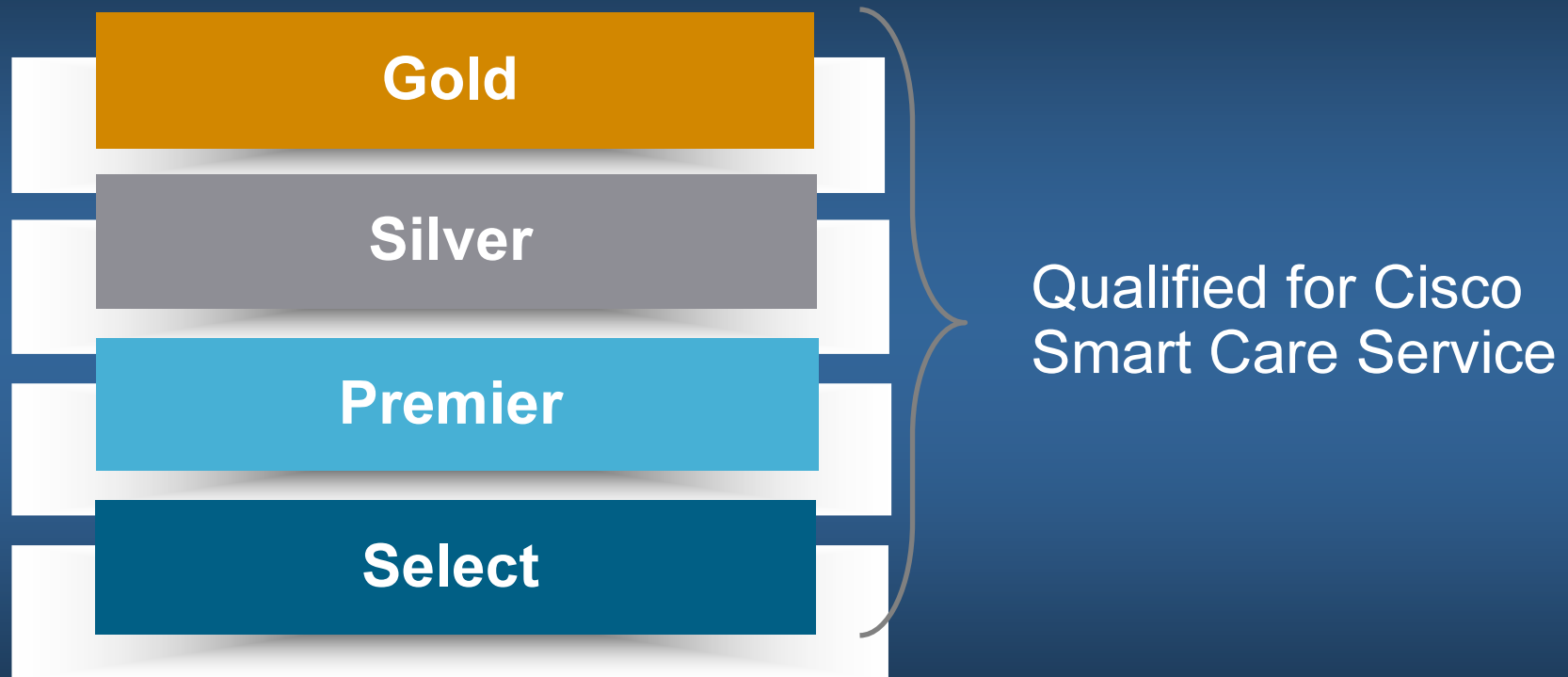
- Each device is assigned one of four weighting factors
- Very complex product families will be assigned to a higher weighting factor
- Based on price of “chassis”

Partner Eligibility



Where you can buy ?

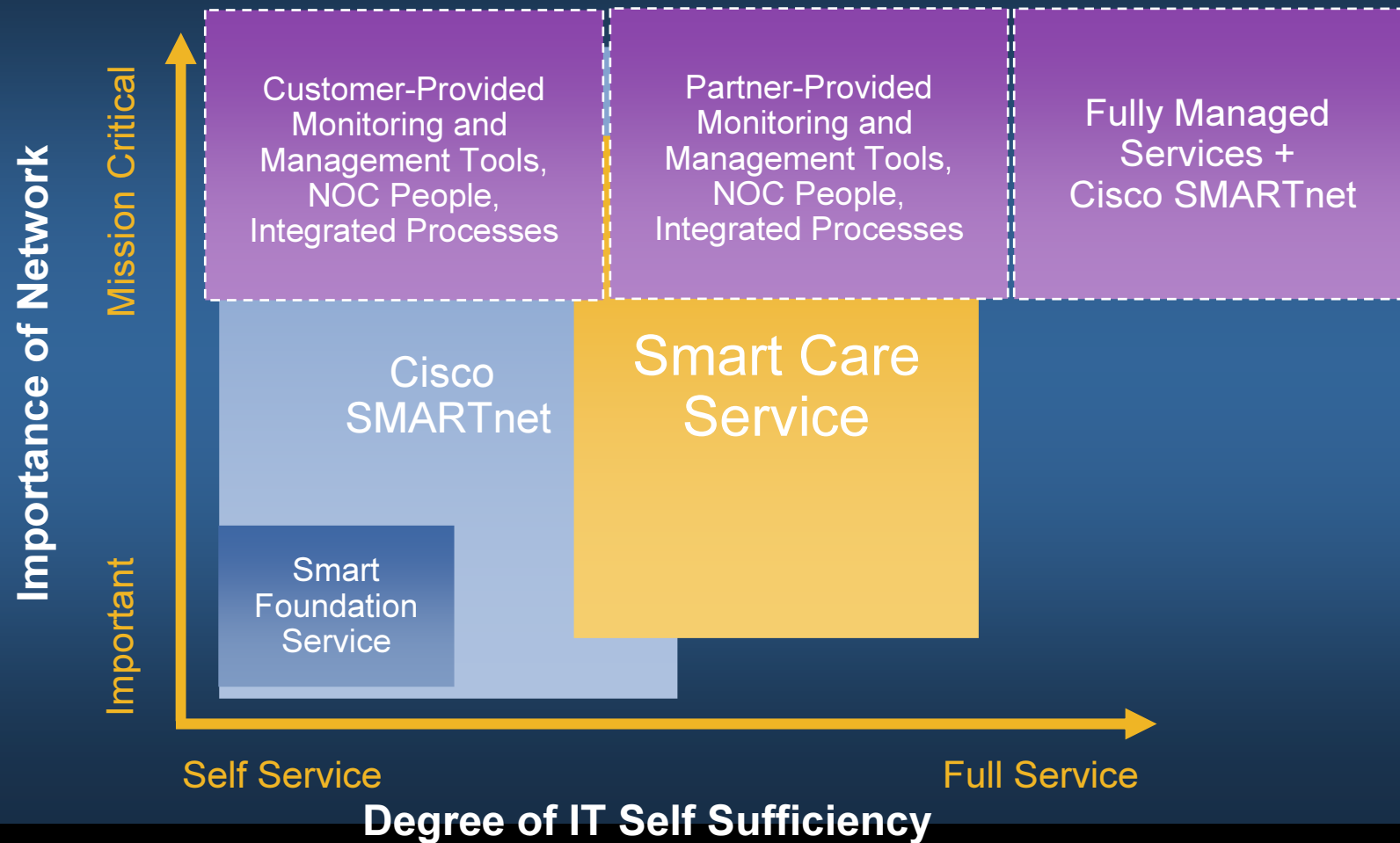
From any registered SmartCare partner



Portfolio Alignment



Commercial Portfolio Positioning



Proactive Services for Commercial

Number of Users Supported

RMS (CBR or Collaborative)

Cisco Smart Care Service

Cisco Monitor Manager and
Cisco Monitor Director

Very Small
Business
2–20

Small
Business
20–100

Medium
Business
100–250

MidMarket
250–600

Named
600–1500

Key Takeaways

Visibility to the Network

Regular Monitoring of
the Network

Proactive Notifications

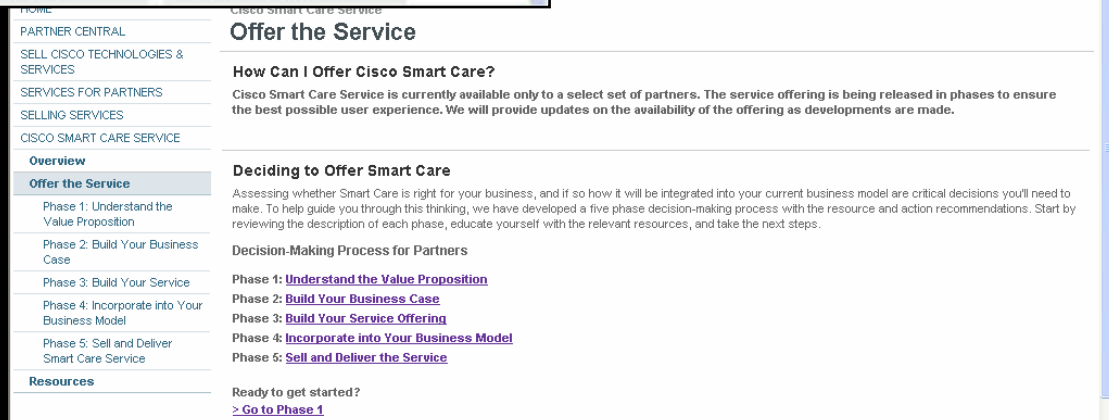
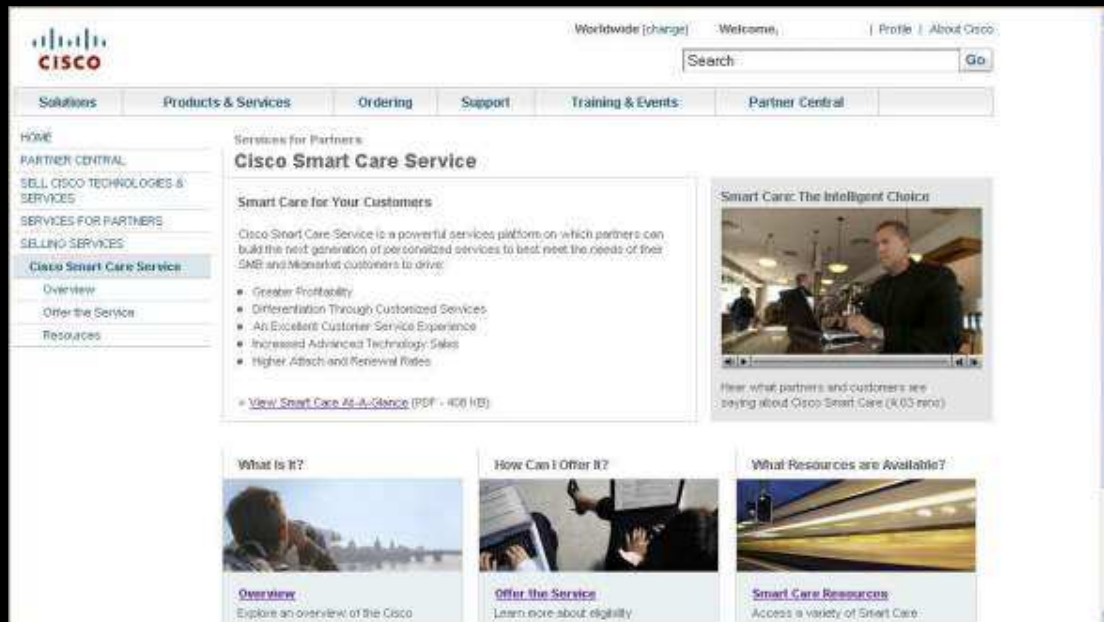
Remote Remediation

Affordable and predictable cost



Smart Care Partner Website

www.cisco.com/go/smartcare





Promos



Current Q4 promotions on Services

Add Cisco SMARTnet to all Fast Track purchases and/or existing, uncovered Fast Track products and get an additional discount on the SMARTnet Price

Fast track for services

3 years for the cost of 2 years of SMARTnet when purchased through 2Tier Space

Smartnet 3for2

4 years Cisco SMARTnet for the price of 2 on all Fast Track and IP-Phone purchases and/or existing, uncovered Fast Track and IP-phone products

4 for2 on Fast Track & IP Phones

Buy 3 years of SmartCare and pay for 2. Cover your complete Network for 3 years with a very attractive pricing.

Smart Care 3for2

Contact your AM and your Partner for more info on the promos

Customer SmartCare Flash Demo

- Interactive demo tool for partners to use with their customer—shows customer dashboard views and administration – ask your partner of choice to go through this.
- http://www.cisco.com/warp/public/437/services/smartcare/customer_demo/
- Available on www.cisco.com/go/smartcare

