



CARRIER CLASS SUPPORT

Edwin Paalvast

Senior Director SP Services Europe and Emerging

Cisco Carrier-Class Mission

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To lead the industry in the areas of Reliability, Availability, and Serviceability of today's and tomorrow's IP networks and services in order to meet or exceed customers' expectations.

“Service providers are one of our three key focus areas and an important market for Cisco now and in the future. In addition, quality has become a top priority for us and will continue to be a top priority for the long term. The quality of our people, products, systems, and processes has a direct correlation to our leadership position in all product areas and with customers.” John Chambers

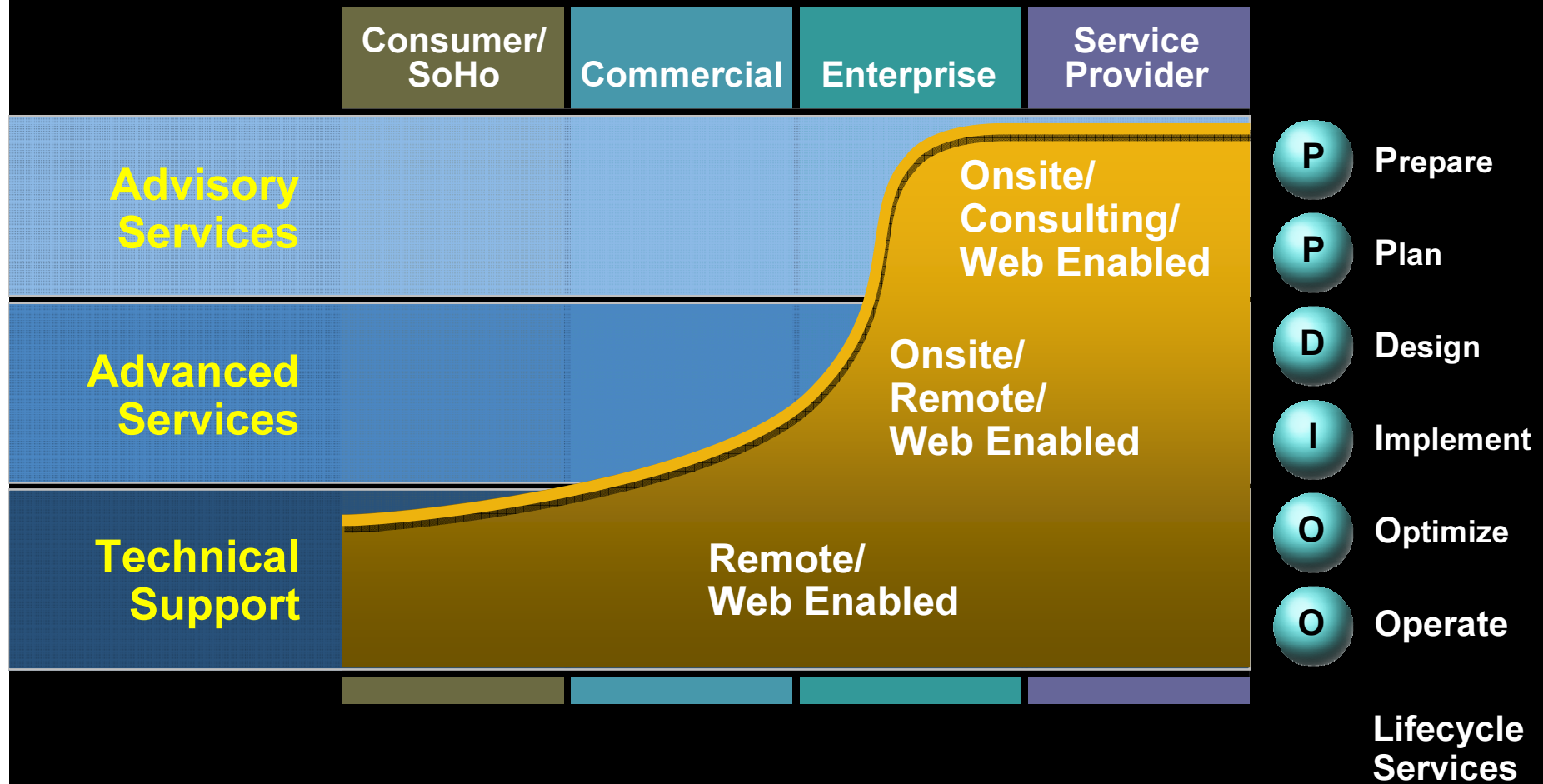


JOHN CHAMBERS, PRESIDENT AND CEO

Cisco's Evolving Services Model

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Unique Business Models to Enable Productivity



The Minimum Set of Activities Needed...

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Applications
Development

Detailed Design
Development

Operations Design

The Cisco® Lifecycle Services approach defines the **minimum set of activities needed**, by technology and by network complexity, **to help you successfully deploy and operate Cisco technologies** and optimize their performance throughout the network lifecycle.

Development

Business Case
Development
Proof of Concept

Operations

Assessment
Security
Vulnerability
Assessment

Test Plan

Development
Staff Plan
Development

Testing

Business Readiness
Testing
Staff Training

Supplier
Management
Security
Administration

Assessment

Operations
Assessment
Security Assessment

Prepare

Plan

Design

Implement

Operate

Optimize

Go-To-Market Process

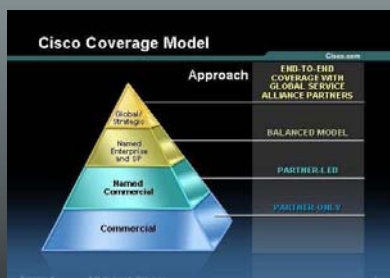
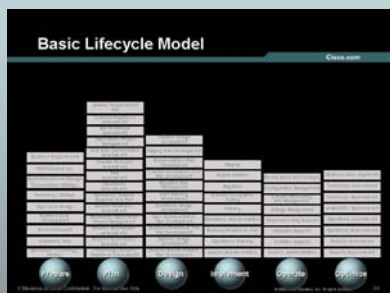
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Services Stacks + Coverage Model

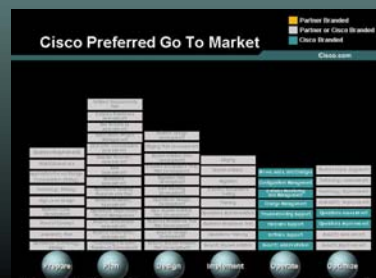
Cisco Delivered

Partner Capabilities

Joint Cisco/Partner Offering



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- Partner Delivered
- Partner / Cisco Delivered
- Cisco Delivered

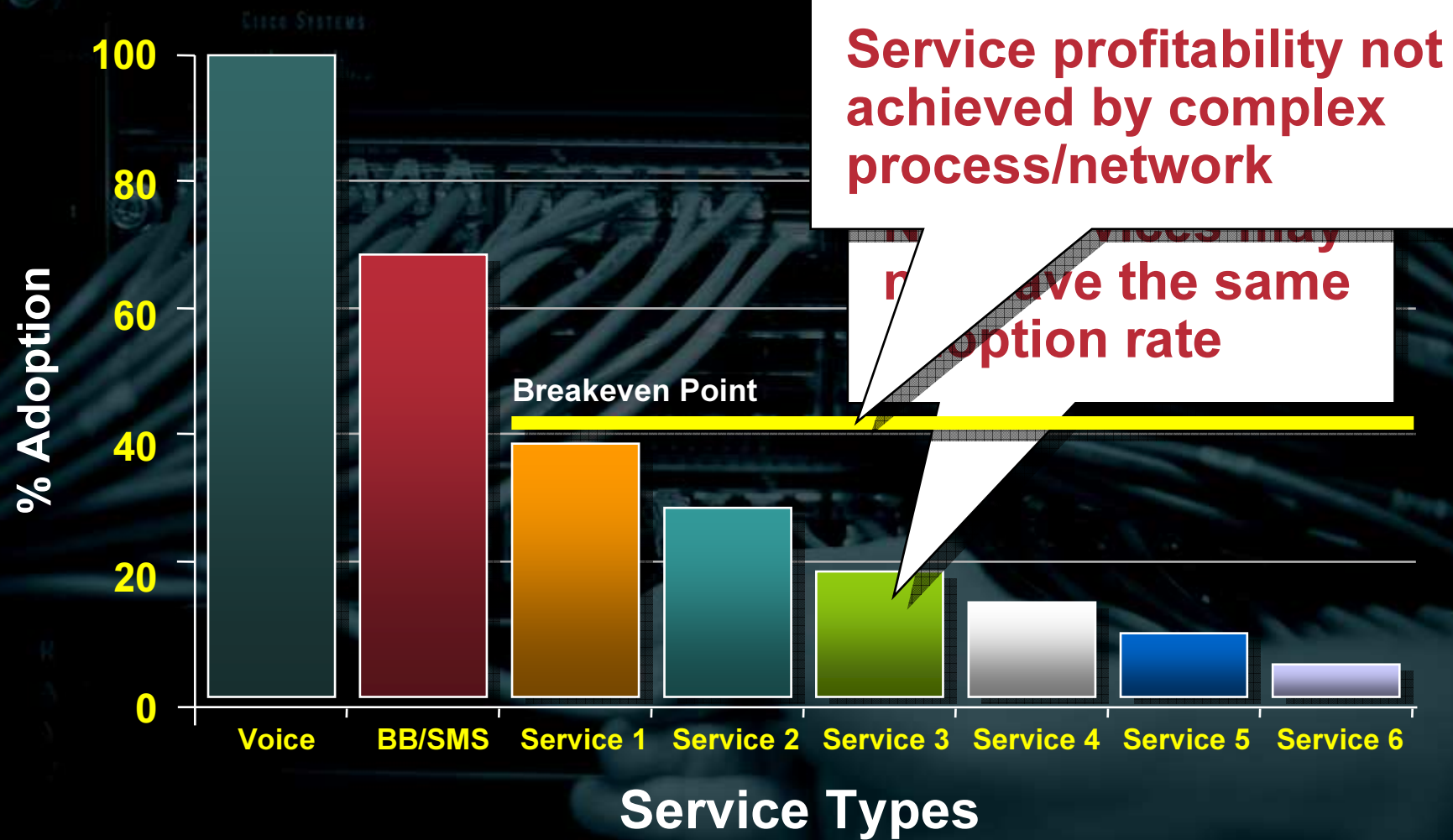
Operations Challenge

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- **Free up resources to deploy new services**
- **Pressure on OPEX reduction curve for existing services**
- **Increased demands for network stability and quality (Latency, Jitter, etc)**

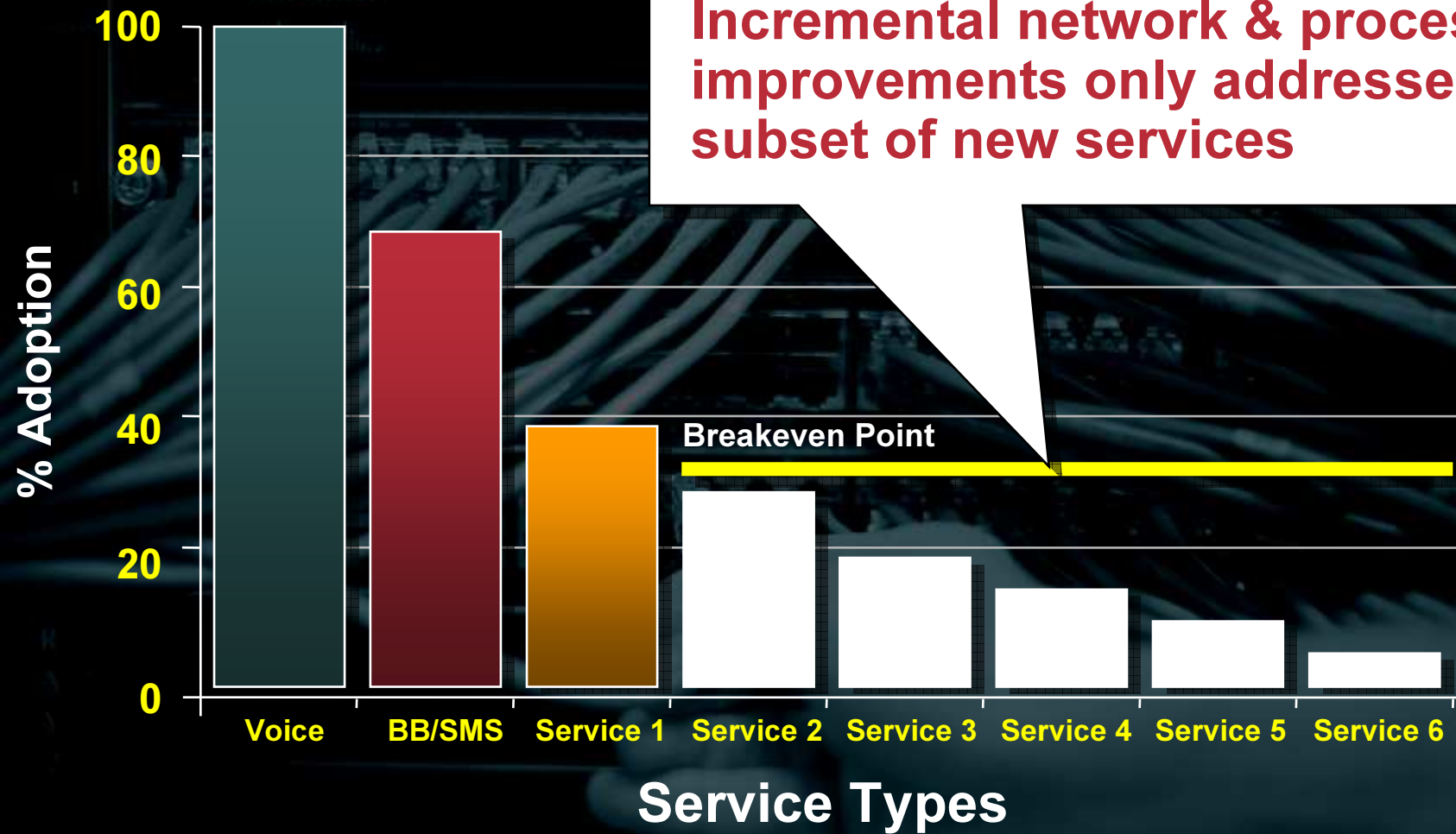
The SP Challenge: Creating a Service Factory

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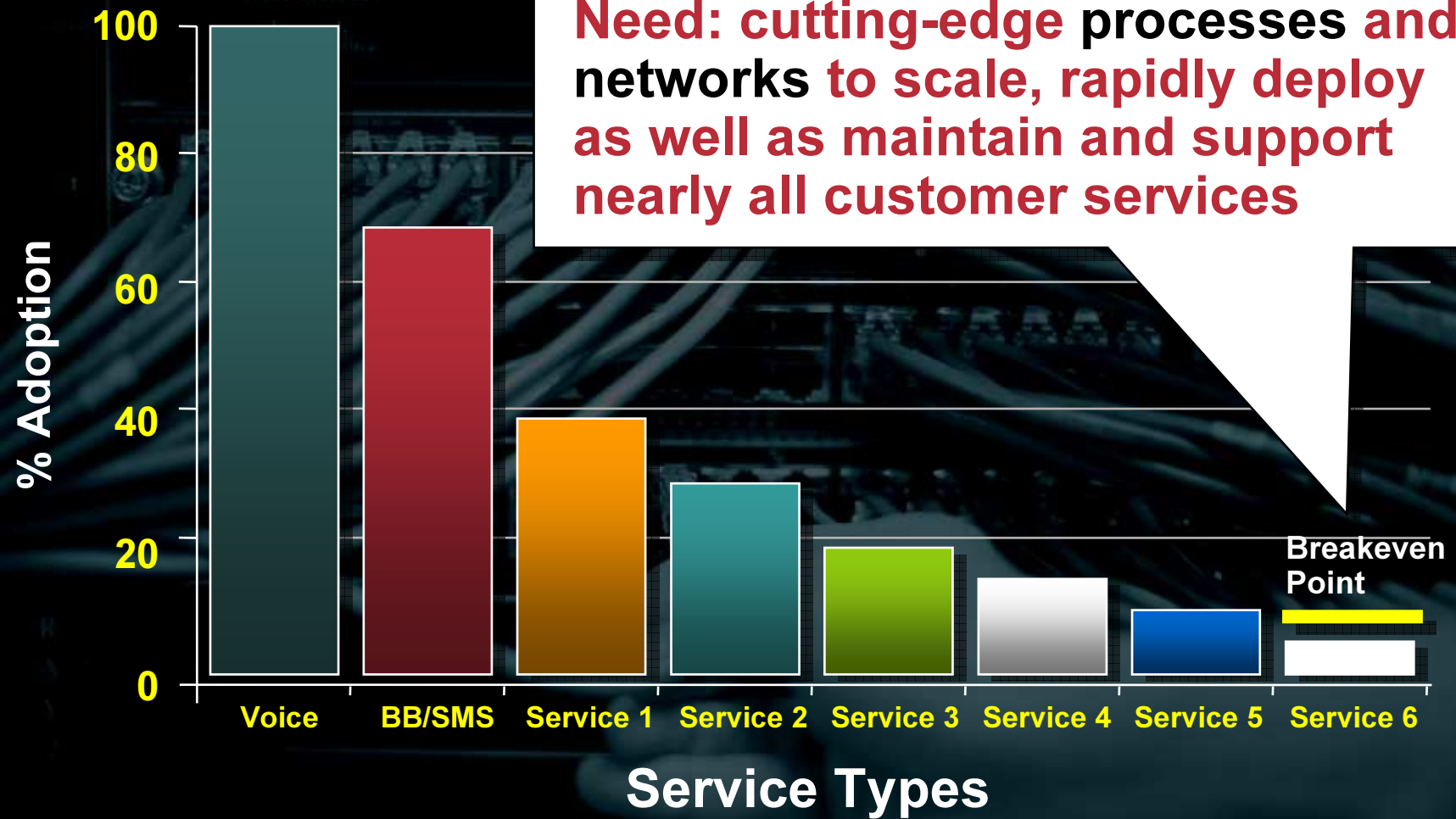
The SP Challenge: Creating a Service Factory

Cisco.com



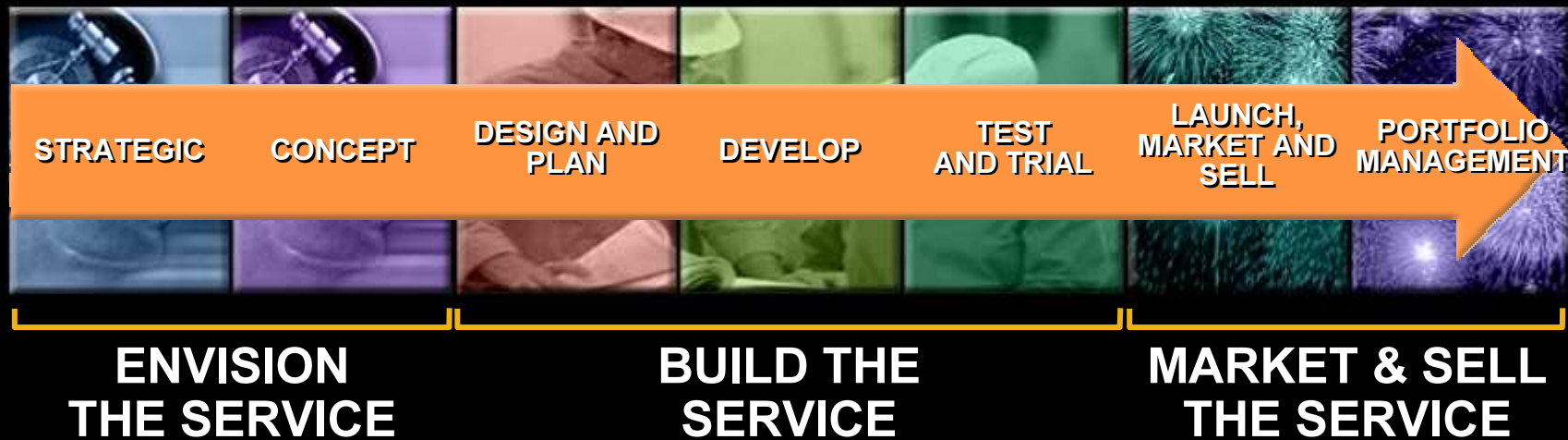
The SP Challenge: Creating a Service Factory

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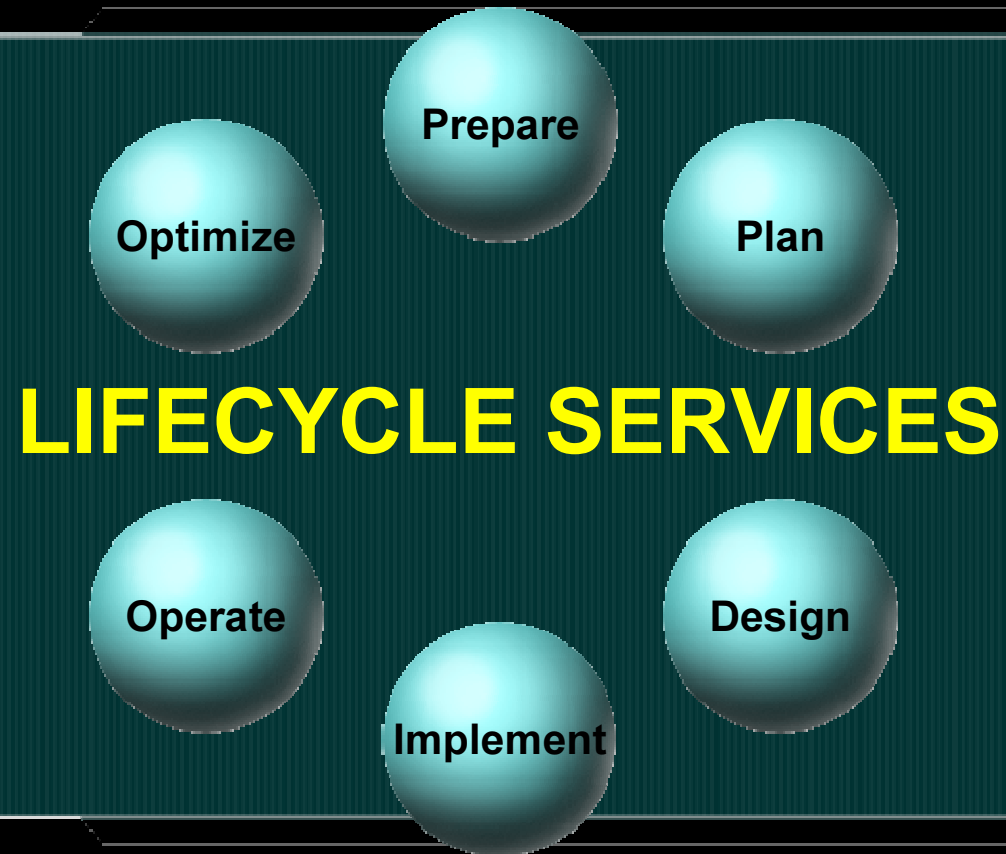
End-to-end Service Approach

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Intelligent Systems Require a New Approach

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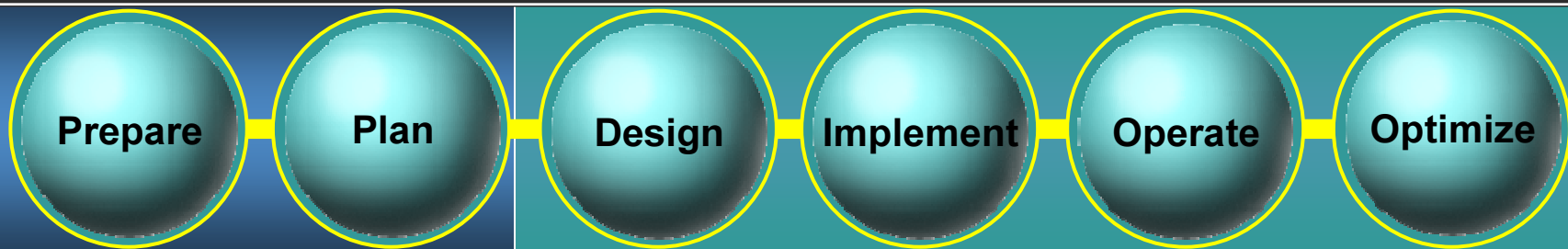


**METHODOLOGIES AND PRACTICES THAT SUPPORT THE
EVOLUTION OF NETWORKS TO BUSINESS SYSTEMS**

Traditional Approaches to Service and Support—Basic and Limiting

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Pointy Approaches to Service and Support in the Design, for Implement, and Operate Phases Were Once Enough and Optimizing their Performance



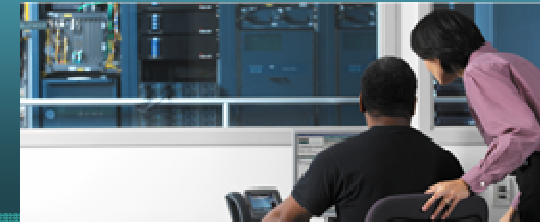
Prepare and Plan Effectively to Set the Stage for Sound Design

Progress Smoothly into Operations

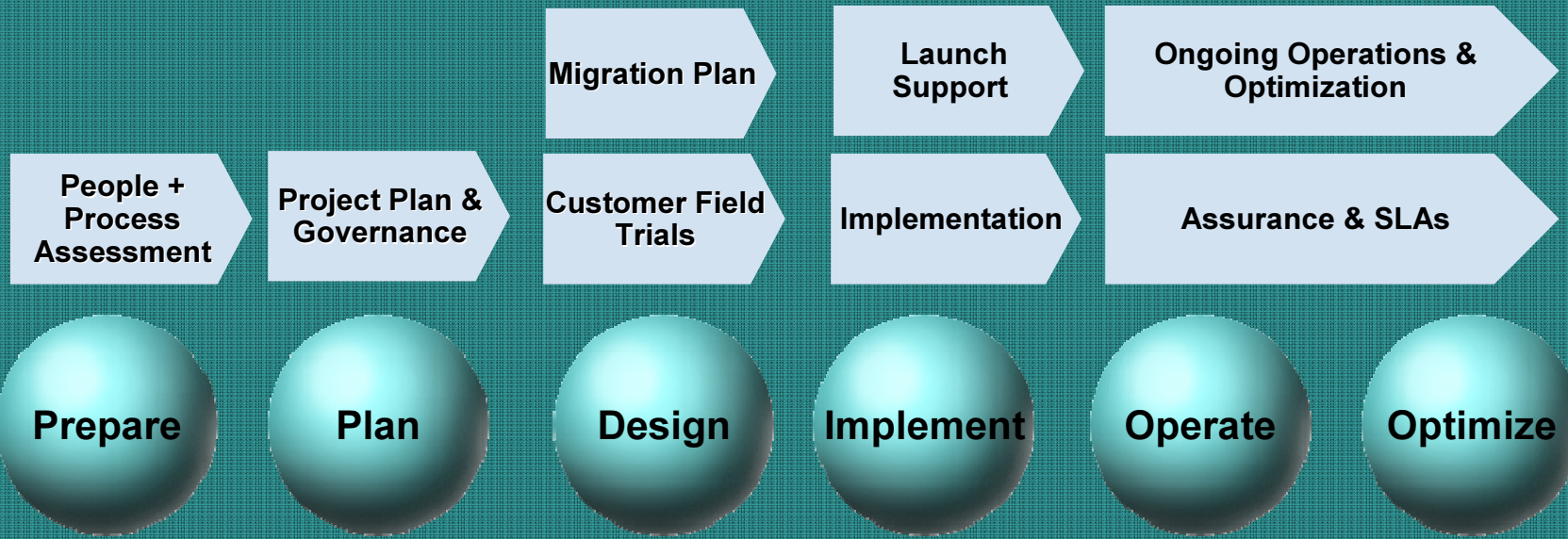
Continually Adapt to Changing Business Requirements

Supporting SP Customers

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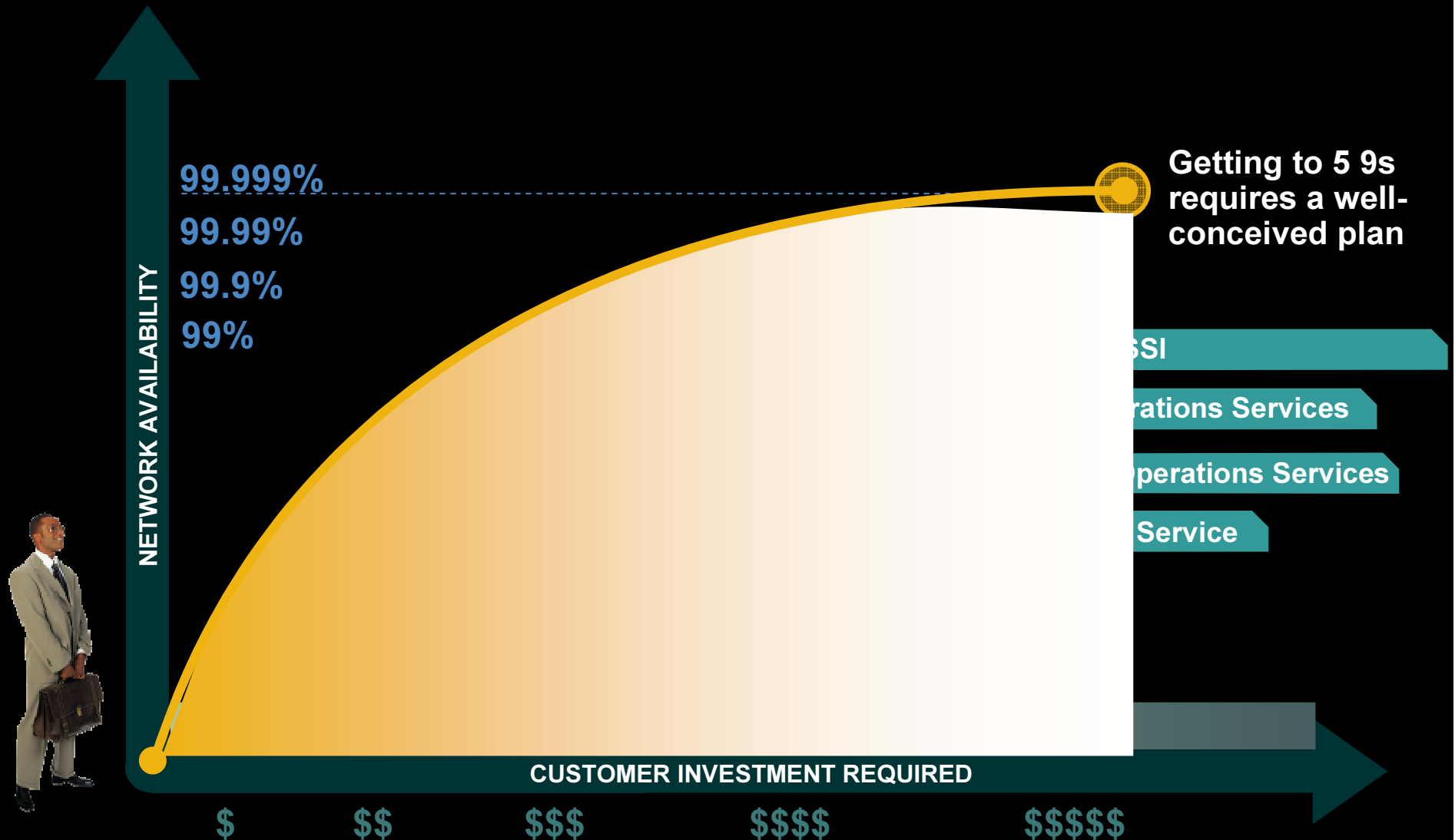


Service Focus



Services to meet Business metrics: Availability/Cost

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Unmatched Experience

Cisco & Scientific-Atlanta

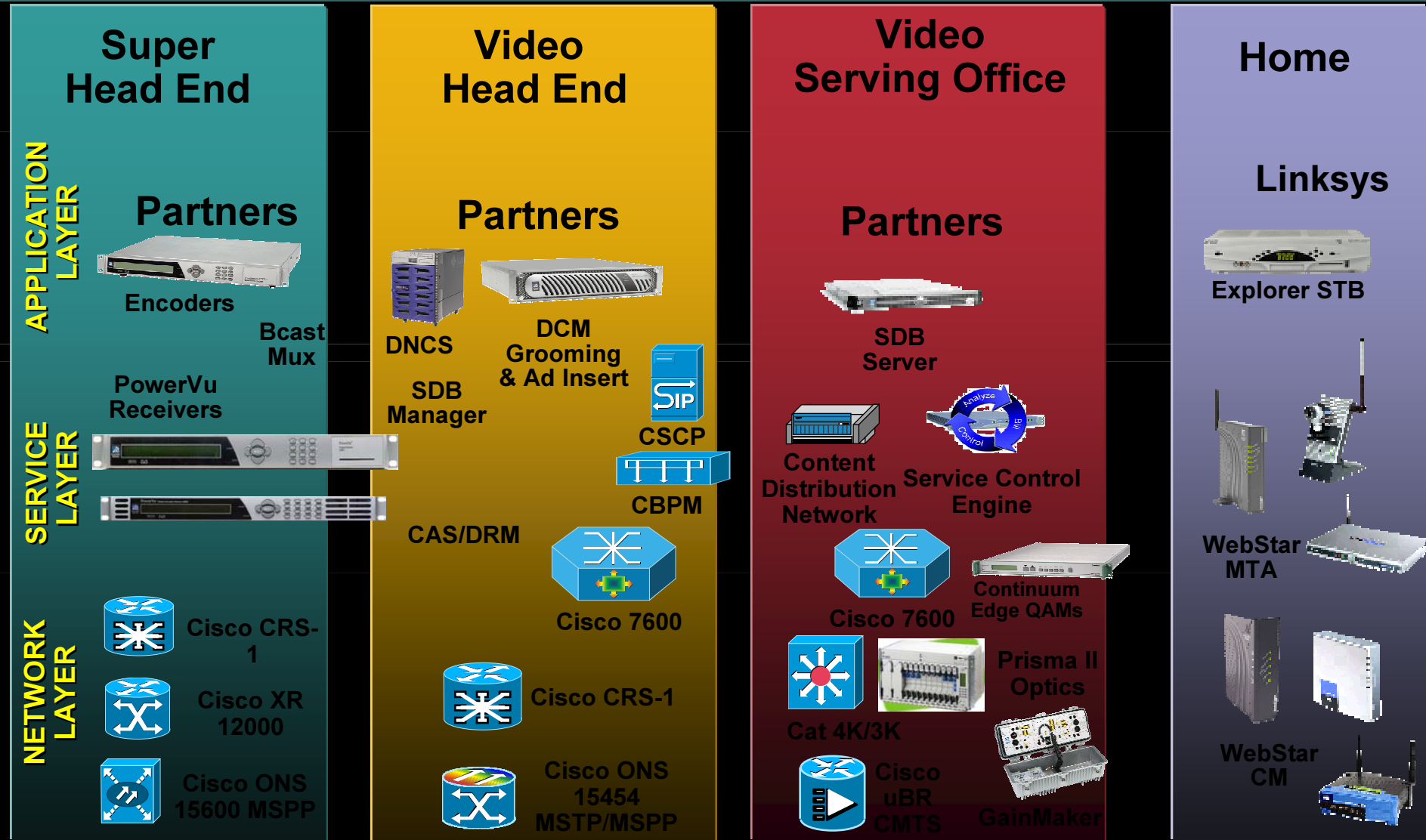
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- The World's largest Video/IPTV networks run on the combined company's infrastructure.
- Over 22 Million Explorer Digital STBs
 - Over 3.7 Million DVR units shipped
 - Over 2.6 Million HD STBs shipped
- Over 50 Million Homes Passed with Over 240 Video Headends deployed globally
 - including some the world's largest
- Over 10M digital video subs get their video streams over Cisco networks
 - Over 1 Billion IPTV VOD streams will be carried on Cisco networks



Cisco IP NGN Video Architecture

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Cisco Support Global Availability

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Technical Assistance Centers

- 7x 24 x 365 localized support structure
- 4 main centers: Sydney, San Jose, Raleigh, and Brussels
- Field engineers in 120 countries

- Worldwide Locations
- Satellite Locations
- Major Supply Points

Cisco Earns Prestigious J.D. Power and Associates Certification

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- **Awarded for technology service and support excellence**
- **First global networking company recognized**
- **A tribute to Cisco's and its partners' continued commitment to customer satisfaction**



J.D. Power and Associates Certified Technology and Service Support ProgramSM, developed in conjunction with the Service & Support Professionals Association (SSPA). For more information, visit www.jdpower.com or www.thesspa.com.

“An Outstanding Customer Service Experience”

Heavy Reading study recognizes Cisco as the market leader... Second year in a row

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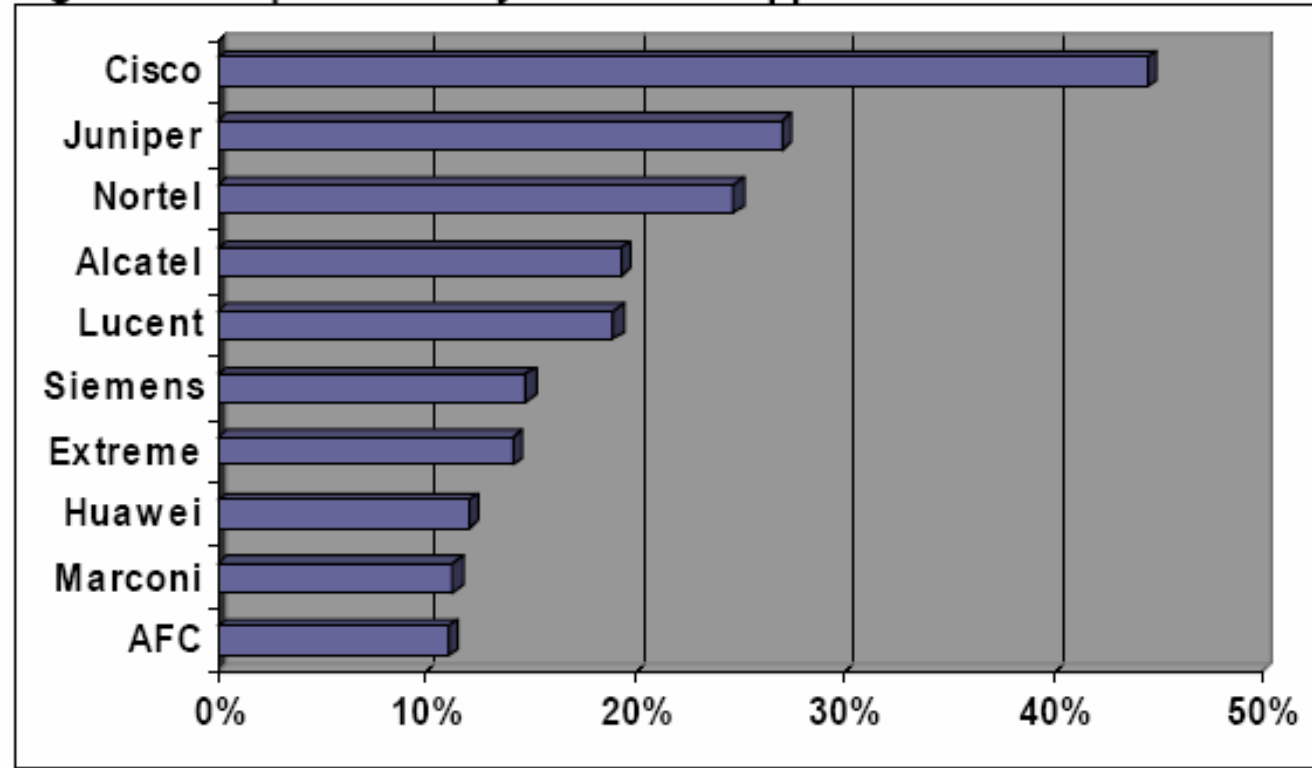
Results of *Heavy Reading's* second world-wide survey of telecom survey providers reveals:

- “Cisco still **dominates** the overall wireline telecom equipment market in the eyes of carrier customers.”
- “Repeating the results from the Fall 2003 market perception study, **Cisco stands alone as the industry leader** in the eyes of service providers.”
- “Cisco’s other big advantage over the competition is in its reputation for service and support. Its average score for **service and support leadership** across all product categories is more than 17 points higher than runner-up Juniper.”
- “Cisco beats all comers across the board. In addition to having the most widely recognized brand name across all product categories, Cisco's market leadership is **strongest in the quality and reliability and the service and support categories** -- arguably the most important metrics in terms of market perception.”

1. Cisco Carrier Class Support Quality: View of Service Providers Worldwide

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Figure 2.6: Top Vendors by Service & Support



Source: Heavy Reading, Telecom Equipment Market Perception Study, February 2005

Industry Recognition

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Top worldwide leadership score for service and support.



Asia Pacific Technical Support - Kepner Tregoe Process Achievement Award

Cisco Technical Support Website - ASP's Year's Ten Best Web Support Sites of 2005; Web Support "Hall of Fame."



"Hottest Certification for 2005" and "Most Respected High-Level Certification."

Cisco Technical Support Website - 2005 STAR Award for Best Practices in Self-Service.



CCIE - Top Ten "Most Important Certifications."

CISCO SYSTEMS

