



HOW CAN CISCO SERVICES ACCELERATE YOUR SUCCESS

Tiscali Day - 21 Feb 2006

CUSTOMER ADVOCACY MISSION



“Accelerate customer success with Cisco through innovative Services and world-class people, partners, process, and tools.”

CUSTOMER ADVOCACY VISION



“LISTENING TO CUSTOMERS IS CRITICAL TO OUR SUCCESS, AND CISCO CUSTOMER ADVOCACY IS INTIMATELY INVOLVED IN UNDERSTANDING AND ADDRESSING CUSTOMER NEEDS. WITH THE BREADTH AND DEPTH OF EXPERTISE WITHIN CUSTOMER ADVOCACY, I BELIEVE WE HAVE A TRULY WORLD-CLASS, CUSTOMER-FOCUSED ORGANIZATION.”



JOHN CHAMBERS, PRESIDENT AND CEO

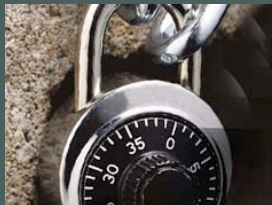
Cisco Is Evolving

Cisco.com

INTEGRATED ADVANCED TECHNOLOGIES



IP TELEPHONY



SECURITY



STORAGE



OPTICAL



**NETWORKED
HOME**



WIRELESS



**TECHNOLOGY
COMING FY06**



**TECHNOLOGY
COMING FY07**

ROUTING/SWITCHING



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FOUR SEGMENTS

CONSUMER



COMMERCIAL



ENTERPRISE



SERVICE PROVIDER



ONE SEGMENT

ENTERPRISE



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MIGRATION

Individual Products



From Here

Integrated Systems



To Here

Technology Solutions



Business Solutions



Together With Partners

Customer Advocacy is Evolving

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REACTIVE

Voice of the Customer

PROACTIVE

Advanced Services

VALUE

Lifecycle Services

1988

1989–92

2002

2004

2005–08

RESPONSIVE

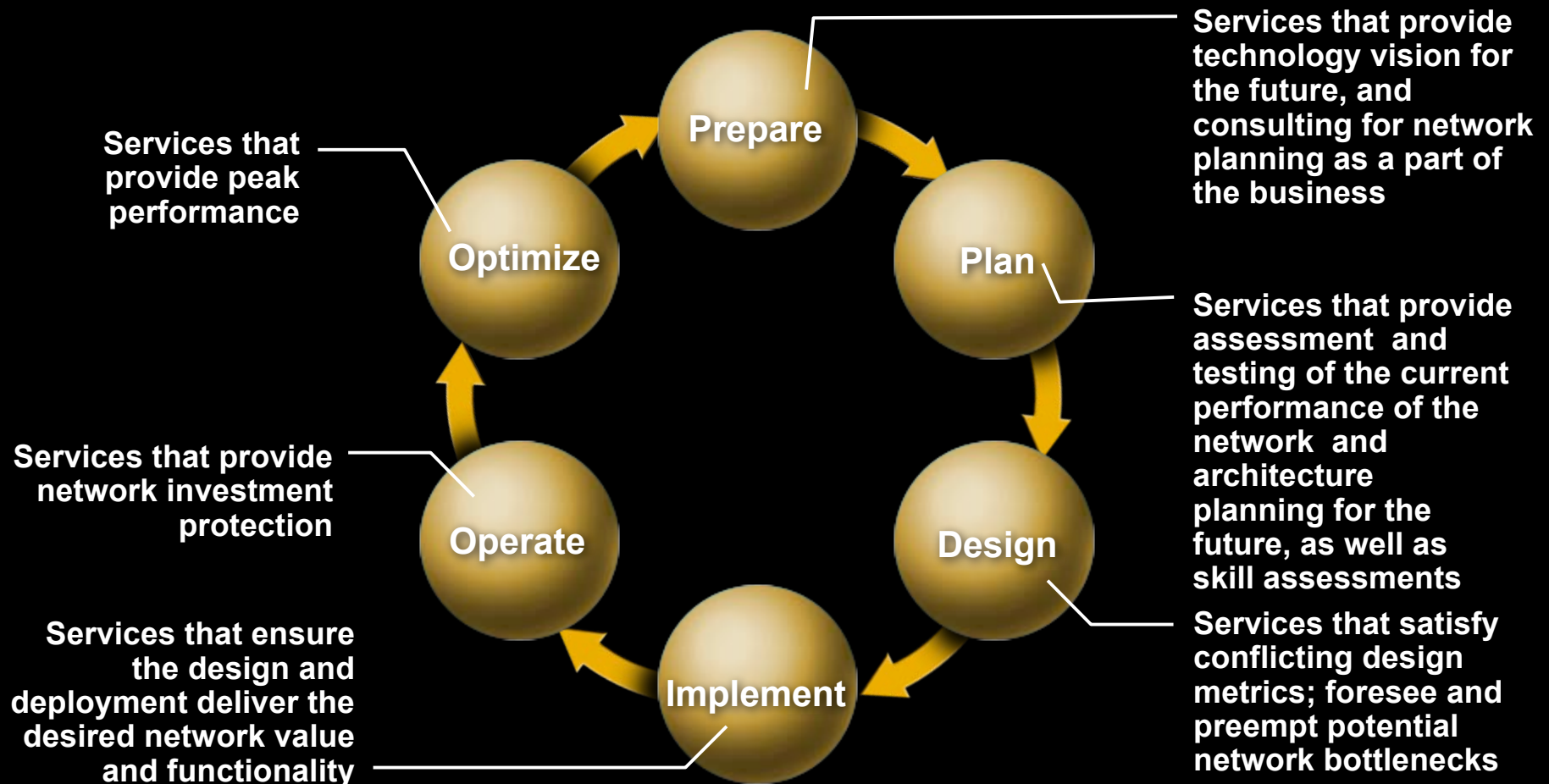
Global Support
and Internet Enabler

“ AS COMPANIES CONTINUE TO MOVE MORE APPLICATIONS AND VOICE TRAFFIC ACROSS THEIR IP NETWORKS, A **PROPER LIFECYCLE IS ESSENTIAL. WITHOUT IT COMPANIES WILL NOT BENEFIT FROM THE **PRODUCTIVITY-ENHANCING FEATURES** THAT A CONVERGED INFRASTRUCTURE CAN DELIVER.”**

THE YANKEE GROUP, FEBRUARY 2004

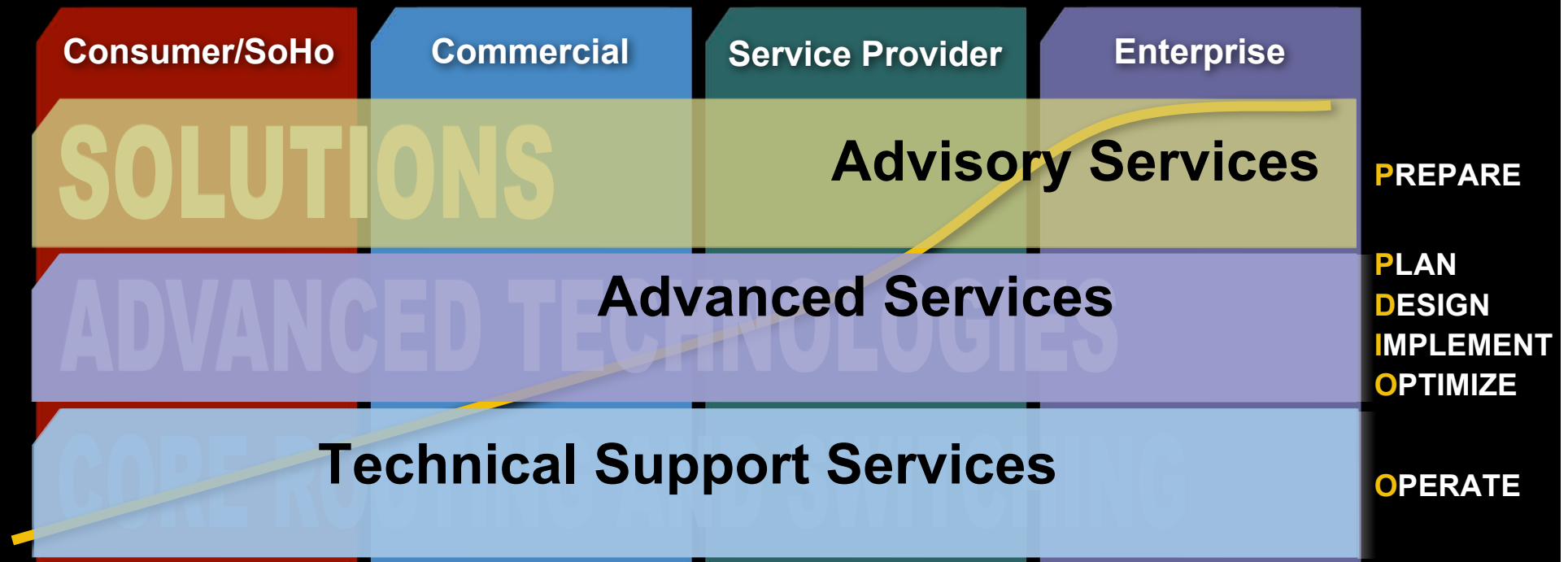
Lifecycle Approach to Services

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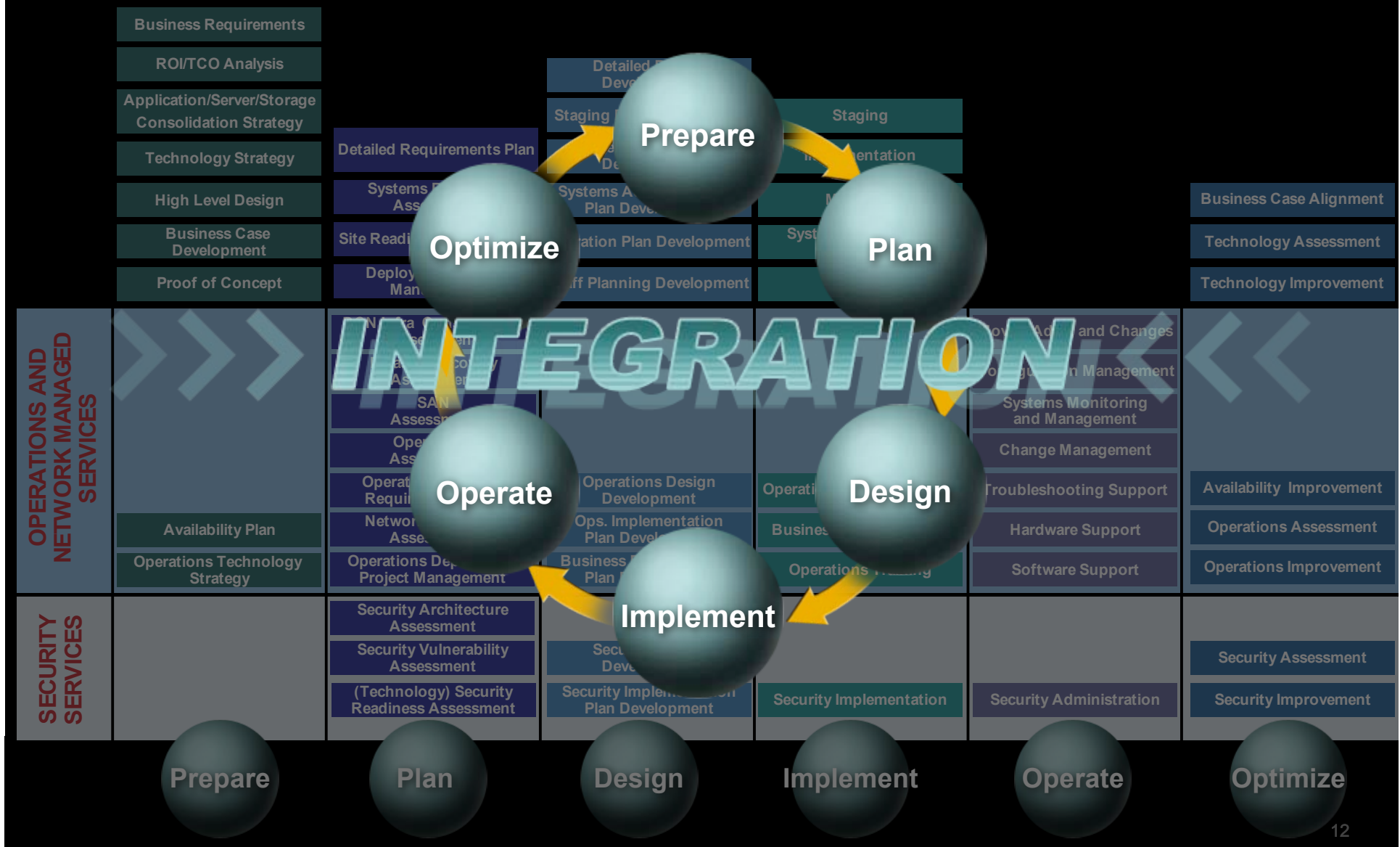
Cisco Services Portfolio

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Cisco Services—Full Lifecycle Support

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Lifecycle Services Results

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CUSTOMER BENEFITS



**DECREASE TOTAL
COST OF
OWNERSHIP
(20%)**



**INCREASE
BUSINESS
AGILITY
(15%)**



**INCREASE
AVAILABILITY
(30%)**

Some Customer Success Stories in Europe

Cisco.com

- **THUS has used Cisco's Network Optimisation Service to support its project to improve the resilience and redundancy of its MPLS network**
- **TeliaSonera embarked with Cisco on a 40-week Availability Improvement Programme. IP Core network availability has improved from 99.9 to 99.99 per cent**
- **T-Com (DT) wanted to ensure that hardware replacement would help enable the company to maintain network availability.**



Current Support Model for

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- **Tiscali Italia**

Partner Support for IP network (Core and Aggregation)

Cisco Technical Support Services for Voice and Dial infrastructure

- **Tiscali International**

Cisco Technical Support Services for Voice and Ethernet Switching infrastructure

- **Tiscali Services**

Cisco Technical Support Services for Data Center networking infrastructure.

Cisco Advanced Services to provide Software Recommendations, Design support and Focused Engineering Support to Tiscali Services Operations team.

Where could we collaborate in the future

Cisco.com

- **Network Optimization Services and Focused Engineering Support for Tiscali Italia IP Core and Aggregation**
- **Planning, Design and Implementation of a new Service Control platform**
- **Network Security Services for all Tiscali affiliates**
- **Tiscali International Voice Architecture Evolution**
- **CRS-1 Pilot**



CISCO SYSTEMS

