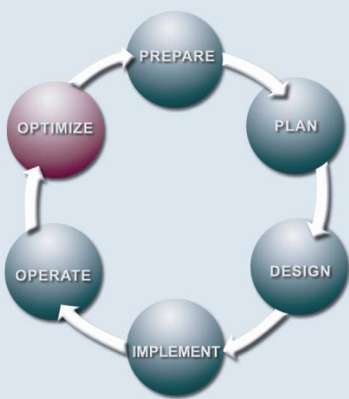


## Cisco Optimization Services Overview

Cisco Optimization Services, designed for large enterprise customers, help you increase the value of your network investment by recommending improvements to deliver high performance, increased availability, and optimal quality of service.

### THE CISCO LIFECYCLE SERVICES APPROACH



The unique Cisco Lifecycle approach to services defines the requisite activities at each phase of the network lifecycle to help ensure service excellence. With a collaborative delivery methodology that joins the forces of Cisco, our skilled network of partners, and our customers, we achieve the best results.

#### Network Lifecycle Phases

- **Prepare**—Develop a business case for a technology investment
- **Plan**—Assess readiness to support proposed solution
- **Design**—Create a detailed design to address business and technical requirements
- **Implement**—Deploy new technology
- **Operate**—Maintain network health through day-to-day operations
- **Optimize**—Achieve operational excellence through ongoing improvements

### SERVICE OVERVIEW

In today's information-rich business environment, the network is the base of your daily operations and the foundation for your strategic direction. Companies depend on an efficient network to enable critical business applications, communication, and collaboration. The network must be highly secure, reliable, and available to external and internal users.

Making full use of business opportunities and overcoming technical challenges begin with maintaining high performance, high availability, and high quality-of-service levels in your network. To increase your business and deliver next-generation services, you need to evolve your network; migrate to new IP services; and converge data, voice, and video – all while efficiently scaling and deploying diverse and complex technologies.

Cisco® Optimization Services help you make full use of your network to meet today's new challenges and help position your organization to capitalize on future opportunities. Backed by an experienced engineering service organization, Cisco Optimization Services can help bridge expertise gaps to help you enjoy a strong return on investment throughout the lifecycle of your network.

Cisco Optimization Services contain two sets of services that form an integrated service offering:

- Cisco Foundation Technology Optimization Service/Network Optimization Service (NOS) focuses on optimizing your network infrastructure's performance, enhancing security, and increasing operational efficiency to help you increase your business profitability.
- Cisco Optimization Services for Advanced Technologies build on the Cisco Foundation Technology Optimization Service/NOS by helping you improve the performance of Cisco Systems® advanced technologies to increase your investment and better align your network solutions to your business requirements.

With the help of specialized tools, regular quarterly site visits, weekly status conference calls, and continuous communication, the Cisco Optimization Services engineering team builds an in-depth knowledge of your networking environment and business objectives. Aided by this knowledge, the Cisco Optimization Services engineering team becomes a highly effective liaison between your organization and the wealth of technical expertise and intellectual property at Cisco. Cisco engineers typically hold one or more CCIE® certifications and are industry experts in their fields. They have expertise in planning, designing, and supporting many of the largest and most successful network infrastructures in the world. Their product and technology expertise is constantly enhanced by hands-on experience with real-life networks and broad exposure to current network technology.

## Cisco Foundation Technology Optimization Service/NOS

Cisco Foundation Technology Optimization Service/NOS is a detailed set of assessment services, advanced network-level support, and consultative proactive support that can help you optimize your Cisco routing and switching network. These services focus on the core routing and switching network and help you make full use of your foundation technology, maintain optimal security, and successfully integrate new advanced technologies. This service is available on an annual subscription basis and consists of:

- Foundation Technology Annual Assessment Service
- Foundation Technology Network Support Service
- Foundation Technology Continuous Learning Service

### Foundation Technology Annual Assessment Service

The Foundation Technology Annual Assessment Service evaluates the elements of your network architecture that contribute to resiliency, security, and availability. Cisco engineers provide prioritized recommendations based on leading practices that align closely with your business objectives. After identifying gaps, these engineers deliver their recommendations in detailed reports that document an established approach for resolving gaps and understanding the effects of recommended changes on the deployed network.

The Annual Assessment Service includes a detailed evaluation of your network security architecture to help you strengthen risk management and achieve compliance requirements. Network security is central to the design and operational effectiveness of the network to help ensure that controls are in place for monitoring, securing, and reporting of business processes and information. If network security, availability, and management controls are not properly implemented, the risk to information confidentiality and the integrity and availability of business-critical applications and data increases. This service provides an evaluation of your network security architecture, technology policy, and management practices to strengthen risk management, achieve compliance requirements, and align with industry best practices.

Table 1 describes Foundation Technology Annual Assessment Service activities and deliverables.

**Table 1.** Foundation Technology Annual Assessment Service Activities and Deliverables

Activity	Deliverable
Assess network operations annually to identify and analyze critical performance indicators and operational gaps that pose a significant risk to the network operations	Operational assessment report on performance indicators and operational gaps. This report includes: <ul style="list-style-type: none"><li>• Identified gaps between current operational capabilities and leading industry practices</li><li>• Recommendations to correct device misconfigurations, errors, and policy violations</li></ul>
Evaluate network security architecture for scalability, performance, and manageability to strengthen risk management, identify vulnerabilities, and achieve compliance requirements	Detailed network security architecture assessment report focusing on threat and risk assessment, providing: <ul style="list-style-type: none"><li>• Analysis based on industry standards and best practices, security technology policy, discovered vulnerabilities, and compliance requirements</li><li>• Prioritized recommendations for improvements to security architecture, components, functions, and features to reduce risk of attack, protect Internet-reachable servers, and secure remote access</li></ul>

### Foundation Technology Network Support Service

The Foundation Technology Network Support Service helps you make full competitive use of your deployed network, to meet new challenges in today's business environment, and positions you to offer a broad range of services over your network. This service supports you in developing detailed design standards for your campus, metropolitan, or wide-area networks to address your business and technical requirements. It also evaluates the capabilities of your current software to meet future needs and assesses how scheduled events such as hardware upgrades and other issues could affect network performance.

By regularly analyzing performance data and configurations from your network and recommending changes to help you use your equipment more efficiently and cost-effectively, this service helps you to maintain a continued focus on prioritized areas of potential improvement and reduce your risk when making changes to the network.

Table 2 describes Foundation Technology Network Support Service activities and deliverables.

**Table 2.** Foundation Technology Network Support Service Activities and Deliverables

Activity	Deliverable
Review developed detailed design standards for your campus, metropolitan, and wide-area networks	Detailed design review reports plus ongoing design consultation to support incremental design changes to your networks
Evaluate capabilities of your current software to meet future feature and functionality requirements	<ul style="list-style-type: none"> <li>● Software management strategy review</li> <li>● Future feature requirements review</li> <li>● Proactive software recommendation reports</li> <li>● Periodic software lifecycle, bug, and infrastructure analysis reports</li> <li>● Ongoing software security alerts</li> </ul>
Analyze performance data and configurations from network devices on a recurring basis	<ul style="list-style-type: none"> <li>● Technology or protocol audit reports</li> <li>● Configuration best-practice reports on Cisco IOS® Software and Cisco Catalyst® OS devices</li> <li>● Periodic syslog analysis reports to proactively identify network optimization opportunities</li> <li>● Proactive advisory reports</li> </ul>
Maintain continued focus on prioritized areas of potential improvement identified by Cisco experts and tools	Network improvement plan, based on recommendations from the Annual Assessment and Network Support Service, providing a prioritized task list that is reviewed quarterly
Implement network changes with more confidence and reduced risk	Scheduled change support for up to two deployment-related hardware, software, or configuration events per month, provided by Cisco engineering team

### Foundation Technology Continuous Learning Service

The Foundation Technology Continuous Learning Service is designed to help you increase your self-sufficiency, while giving your employees the knowledge they need to better adapt to the rapidly changing competencies required of today’s networking professionals. This service provides access to a rich array of resources, including the Cisco Technical Knowledge Library of interactive content, video-on-demand presentations, and best practices and configuration guides. The service also offers access to Cisco technical experts for knowledge transfer sessions.

Cisco engineers maintain regular communication with you through conference calls and e-mails to share information about new networking products and software features for your deployed network environment. This ongoing interaction augments the scheduled support you receive; facilitates general knowledge transfer throughout the lifecycle of your network; and helps your staff become more self-sufficient, proficient, and productive.

Table 3 describes Foundation Technology Continuous Learning Service activities and deliverables.

**Table 3.** Foundation Technology Continuous Learning Service Activities and Deliverables

Activity	Deliverable
Provide anytime access to industry-leading expertise and intellectual property	Customized content engine that delivers access to the wealth of information found in the Cisco Technical Knowledge Library, including: <ul style="list-style-type: none"> <li>● Web-based learning recommendations, training, and simulations tools</li> <li>● Continuous access to customer-specific content</li> <li>● Cisco product and technology information</li> <li>● Engineering white papers</li> <li>● Case studies</li> <li>● Cisco Interactive Mentor</li> <li>● Cisco Press®</li> <li>● OnBusiness Network</li> </ul>
Continuous information about new networking products and software features for your environment	Informal educational sessions and continuous communication through conference calls and e-mails

### Cisco Optimization Services for Advanced Technologies

Cisco Optimization Services for Cisco advanced technologies build on the Cisco Foundation Technology Optimization Service/NOS by helping you improve the performance of Cisco advanced technologies such as Unified Communications, wireless LAN (WLAN), and data center networking. These services help you to improve your return on investment in these advanced technologies through design support, performance analysis and recommendations, and ongoing knowledge transfer services. The services are available on an annual subscription basis as supplements to the Cisco Foundation Technology Optimization Service/NOS and include:

- Cisco Unified Communications Optimization Service
- Cisco Data Center Networking Optimization Service
- Cisco Wireless LAN Optimization Service

### Cisco Unified Communications Optimization Service

The Cisco Unified Communications family of voice and IP Communications products and applications helps your organization to communicate more effectively. The results are simplified business processes, improved customer service, and increased productivity and profitability. Maintaining a reliable, high-performance network helps prepare your Unified Communications system to deliver communication services and applications when you need them.

The Cisco Unified Communications Optimization Service helps you get the most from your Cisco Unified Communications infrastructure. In providing this service, Cisco engineers use advanced tools and leading practices acquired through years of experience maintaining and optimizing Unified Communications networks.

This service helps you operate and maintain an effective voice and data infrastructure with proper software assessment and risk analysis of Cisco Unified Communications system components. It helps keep your Cisco Unified Communications infrastructure operating at high performance levels through personal interaction, reporting, and remediation that assist you in optimizing and fine-tuning the network. By providing support for in-depth testing processes, the Cisco Unified Communications Optimization Service helps you reduce the risk of downtime during software upgrades. It improves system performance by helping you to establish a baseline that can then be used to help IT staff optimize your converged network. At the same time, the Cisco Unified Communications Optimization Service increases the skill and expertise of your in-house IT staff through training and knowledge transfer provided by Cisco experts.

Table 4 describes Cisco Unified Communications Optimization Service activities and deliverables.

**Table 4.** Cisco Unified Communications Optimization Service Activities and Deliverables

Activity	Deliverable
Review of your current Cisco Unified Communications system detailed design	Detailed design report containing recommendations for Cisco Unified Communications performance improvement, system changes, and Cisco voice application migrations
Analyze performance, stability, and operational readiness of your Cisco Unified Communications system	Performance analysis containing a baseline of converged network performance, gap analysis, tuning recommendations, and remediation plan; assessment of staff, processes, procedures, tools, and management systems
Assess current Cisco Unified Communications software levels, including benefits and risks of upgrading software, to develop a software management strategy	Cisco Unified Communications software infrastructure analysis report outlining applicable software releases affecting feature and functionality requirements and a proactive software recommendation report that identifies potential benefits and risks of implementing current software upgrades
Provide ongoing knowledge transfer and mentoring on Cisco Unified Communications	Informal education sessions and regular communications through conference calls and e-mails about your Cisco Unified Communications system

### Cisco Data Center Networking Optimization Service

The data center is central to any organization. Employees, partners, and customers rely on data and resources in the data center to effectively create, collaborate, and interact. Over the last decade, the rise of Internet-based and Web-based technologies has made the data center more strategic than ever, improving productivity, enhancing business processes, and accelerating change.

Data centers are the strategic focus of IT efforts to protect, optimize, and increase the business. Through the Cisco Data Center Networking Optimization Service, Cisco can help you make full use of your data center to meet many of the challenges of today's business environment and can help position you to capitalize on future opportunities.

In providing this service, Cisco engineers collaborate with you to develop detailed design standards for your data center and to evaluate the capabilities of your applications to meet your future requirements. The service analyzes the performance data and configurations from your network devices on a recurring basis to provide a continuous, strategic view of your network environment. Ongoing communication with Cisco experts helps keep you informed about new networking products and software features for your environment.

Table 5 describes Cisco Data Center Networking Optimization activities and deliverables.<sup>1</sup>

**Table 5.** Cisco Data Center Networking Optimization Activities and Deliverables

Activity	Deliverable
Review current data center networking detailed design	Design report containing recommendations for services-oriented Cisco data center networking architecture and redundancy, resiliency, manageability, and scalability improvements for application and traffic growth
Analyze performance data and configurations on data center network devices	Cisco data center networking performance and optimization report that includes reviewing configurations and providing recommendations based on application characteristics and requirements; assistance with configuration recommendations when new services or protocols are enabled as part of the data center network
Assess current Cisco data center networking software levels, including benefits and risks of upgrading software, to develop a software management strategy	Cisco data center networking software infrastructure analysis report outlining applicable software releases affecting feature and functionality requirements and a proactive software recommendation report that identifies potential benefits and risks of implementing current software upgrades
Provide ongoing knowledge transfer and mentoring on Cisco Data Center Networking	Informal education sessions and regular communications through conference calls and e-mails about your Cisco data center network solution

<sup>1</sup>The Cisco Data Center Networking Optimization Service includes storage area networking and caching services.

## Cisco Wireless LAN Optimization Service

Maintaining your WLAN to help ensure that business-critical applications are available and operational through the lifetime of the network can increase employee productivity while reducing operational expenses. In supporting these applications, it is critical to proactively address quality-of-service, coverage, interference, and compatibility issues. If your WLAN has coverage gaps, poor quality of service, and software compatibility problems, your network users might not be able to complete business-critical transactions, which would have an adverse effect on overall company operations.

The Cisco Wireless LAN Optimization Service is a proactive optimization service that provides software, configuration, and coverage recommendations to help improve the performance level of your Cisco Wireless LAN. Delivered by Cisco engineers who have detailed knowledge about your wireless network design and architecture, this service helps you support changes, while analyzing designs to enable your network to grow to support additional applications and users. It allows you to assess your WLAN's performance using periodic onsite coverage, interference, throughput, and utilization measurements. The service also assesses your software and develops a strategy to manage Cisco Wireless LAN software to reduce compatibility problems and help improve network availability and helps increase your team's knowledge base of WLAN technology and solutions so that it can be prepared to use new applications and solutions when they become available.

Table 6 describes Cisco Wireless LAN Optimization Service activities and deliverables.

**Table 6.** Cisco Wireless LAN Optimization Service Activities and Deliverables

Activity	Deliverable
Review the current Cisco Wireless LAN detailed design	Cisco Wireless LAN design report containing recommendations for performance improvements, system changes, and application migration and upgrades
Analyze performance data and configurations for Cisco Wireless LAN devices	Cisco Wireless LAN performance and optimization report, which includes a baseline of converged network performance, gap analysis, and performance tuning recommendations; assessment of operational staff, processes, procedures, tools, and management systems with gap analysis and remediation plan
Assess current Cisco Wireless LAN software levels, including benefits and risks of upgrading software, to develop a software management strategy	Cisco Wireless LAN software infrastructure analysis report outlining applicable software releases affecting feature and functionality requirements and a proactive software recommendation report that identifies potential benefits and risks of implementing current software upgrades
Perform WLAN knowledge transfer and mentoring	Informal education sessions and regular communications through conference calls and e-mails about your Cisco Wireless LAN

## BENEFITS

Cisco Optimization Services help you maintain high performance levels, high availability, and a high quality-of-service level in your network by providing expertise and proven methodologies throughout the network lifecycle, as well as expert consultation, support, and guidance at critical stages.

Sustaining a high-performance network to continually meet changing business challenges requires ongoing performance and availability analysis. By effectively reviewing your network devices, collecting performance-related data, and applying Cisco leading practices, Cisco Optimization Services provide you with greater insight into your network, helping you to reduce operational costs, incorporate advanced technologies, and enhance network reliability.

Cisco Optimization Services help you to:

- Reduce the amount of time to realize the potential of new advanced technologies by optimizing the foundation network
- Improve the performance of the equipment in your network through performance analysis and recommendations

- Reduce network operations costs and enhance network reliability by identifying potential performance problems and making improvement recommendations
- Enhance network security with security architecture and risk assessment reports
- Perform critical network changes more effectively and efficiently through change support and software strategy
- Increase the self-sufficiency of your IT department through continuous learning and knowledge transfer

## **SUMMARY**

Using the Cisco Lifecycle Services approach, Cisco and its partners provide a broad portfolio of end-to-end services and support that can help increase your network's business value and return on investment. This 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 lifecycle of your network.

## **AVAILABILITY AND ORDERING INFORMATION**

Cisco Optimization Services are available globally on an annual subscription basis from Cisco and Cisco partners. You can purchase a Cisco Optimization Service contract for Unified Communications, wireless LAN, or data center networking only in conjunction with a current Cisco Foundation Technology Optimization Service/NOS contract. Other service delivery details might vary by region.

In addition to the Cisco Foundation Technology Optimization Service/NOS and the Cisco Optimization Services for Unified Communications, wireless LAN, and data center networking, Cisco and its partners can also help meet your requirements in other advanced technologies, including security, unified contact centers, and optical.

## **FOR MORE INFORMATION**

For more information about Cisco Optimization Services or other Cisco services, visit <http://www.in.cisco.com/CustAdv/services/advtech/> or contact your Cisco service account manager.

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