Cisco Smart Services for Small and Medium Business

Cisco Smart Services for Small and Medium Business are a portfolio of services designed to meet the different preferences and needs of small and medium-sized business customers in the operate and optimize phases of the network:

- **Cisco Smart Care Service** is a comprehensive networkwide service that combines technical support with proactive monitoring, assessments, and remote repairs to keep networks secure and running optimally.
- **Cisco SMARTnet® Service** is an award-winning technical support service that offers direct, anytime access to Cisco engineers and extensive technical resources.
- **Cisco Smart Foundation Service** is an entry-level technical support service that provides the support small businesses need to help them maintain network reliability and minimize disruption to their business.

For more information visit the Cisco Smart Services for Small and Medium Business website on Partner Central.


The Lifecycle Services Approach for Small and Medium-Sized Business Customers

Cisco provides the following insights to help you take advantage of the lifecycle services approach with small and medium business customers.

- **Emphasize services early in the sales cycle:** Offer your own brand of consulting services in the prepare, plan, design, and implement phases based on the Cisco Lifecycle Services approach.
- **Target activities for small and medium-sized business customers:** Review the complete list of services by lifecycle phase to determine whether the activities in each phase are relevant to your business goals, customers requirements, and available resources. Structure your service practice and selling activities to address these particular areas.
- **Explore different approaches for different partners:** Partners with substantial infrastructure and staffing might be able to offer their customers more services in the implement and optimize phases. Partners should explore whether they have the resources to offer some of these more comprehensive services, or if the market opportunity justifies building these capabilities.

The Cisco Lifecycle Services Approach

The Cisco® Lifecycle Services approach can help partners’ to:

- Gain opportunities to increase profitability
- Improve productivity
- Improve end-customer satisfaction ratings and loyalty
- Reduce risk in deploying and supporting new and complex technologies

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

Enabling Partner Service Offerings Throughout the Network Lifecycle

In the prepare, plan, design, and implement phases of the network lifecycle, the services are developed by the partner, while Cisco provides a suite of tools, methodologies, and resources to enable partners to offer these important services. In the operate and optimize phases of the network lifecycle, partners can resell Cisco Services or engage in a collaborative approach to deliver the necessary services (Figure 1).

Figure 1. Enabling Partner Service Offerings Throughout the Network Lifecycle

![Diagram showing the Cisco Lifecycle Services Approach with phases: Prepare, Plan, Design, Implement, Operate, Optimize.]

- Prepare, Plan, Design, and Implement 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
  - Cisco Brand Services
  - Partner Services
  - Collaborative Services

- Operate: Maintain network health through day-to-day operations
  - Cisco Brand Services
  - Cisco Services

- Optimize: Achieve operational excellence through ongoing improvements
  - Cisco Brand Services
  - Collaborative Services
  - Partner Services

*The term “partner” does not imply or signify a legal partnership relationship between Cisco and the Cisco reseller or other party.*
Lifecycle Services: Providing the Tools to Sell, Deliver, and Support

The following resources can help you learn more about how to accelerate your service success with the Cisco Lifecycle Services approach.

- **Cisco E-Consulting for Partners** helps you quickly and accurately pinpoint areas for improvement across your sales and delivery functions using Cisco's online business consulting resource.
  www.cisco.com/go/e-consulting

- **Cisco Steps to Success** is a business-building platform that provides you with a step-by-step engagement model to grow capabilities for selling, delivering, and supporting Cisco Advanced Technology business solutions throughout the network lifecycle.
  www.cisco.com/go/stepstosuccess

- **The Cisco Smart Business Roadmap** is a framework that enables you to build long-term relationships with small and medium-sized business customers by helping them develop a technology roadmap based upon their business needs today and their goals for tomorrow.

- **The Cisco Partner Field Guide** is a self-assessment resource for benchmarking leading practices to target areas for improvement and investment.

- **Partner Practice Builder** is the primary business-building methodology within the Cisco Partner Enablement portfolio. Partner Practice Builder offers a proven simplified approach to building a Cisco solutions-based practice.

- **SMB Partner Practice Builder** offers a consistent and repeatable process that enhances your productivity by helping you follow a faster path to profitability and repeat business.
  www.cisco.com/web/partners/sell/enablement/smbpracticebuilder.html

- **The Cisco Lifecycle Services whitepaper** is a customer-facing paper that discusses the role of the network as a platform for business transformation.

- **The Cisco Lifecycle Services interactive tour** is a short, web-based tutorial covering the basics of the Cisco Lifecycle Services approach.

Next Steps for Integrating Lifecycle Services into Your Services Practice

The following are a number of best practices for integrating Cisco Lifecycle Services into your service practice.

1) Use the tools and resources available to help you sell, deliver, and support Cisco technologies.

2) Integrate the Cisco Lifecycle Services approach into sales and marketing activities now. The Cisco Lifecycle Services approach gives you the framework for showing customers what they need to do from building a business case through deployment and operations.

3) Implement a gating process. Establish a process for making sure that your sales teams fully explore opportunities for each phase of the network lifecycle. Require that your sales people explore opportunities for each of the services listed, and then require management signoff as the customer moves through all six phases of the lifecycle.

4) Look for opportunities to expand your service practice and to provide your customers with additional value in all phases of the network lifecycle. Use Steps to Success as a guide to help increase profitability, enhance your services portfolio, and expand your service practice.

5) Promote the advantage of Cisco Capital financing solutions. Cisco Capital helps partners accelerate their success with small and medium-sized businesses by helping partners get started learning about the value of financing and by providing tools and resources to help partners grow their business, grow the size of deals, close deals, and grow their pipeline.

Important Links

Cisco Services Accelerate Program
www.cisco.com/go/accelerate

Cisco Lifecycle Services

Services for Partners
www.cisco.com/web/partners/services/index.html