



# Cisco Services Guide

## What are Cisco Services?

Cisco Services are technical support offers that can give your IT staff direct, anytime access to Cisco experts and online self-help resources required to resolve issues with most Cisco products.

Cisco Services can help customers by improving business agility, ensuring availability of their network and critical business applications, and reducing the total cost of ownership while increasing the business value and return on investment of their technology solution.

Cisco offers a portfolio of technical services to meet the needs of every type of business.

## Why Cisco Services

Today's market is evolving fast as customers embrace new technologies and new business models. Companies of all sizes are moving to cloud solutions, virtualisation, big data, and programmable networks that can help them boost performance, improve agility, and control costs.

Cisco Services are an easy way to increase profits. Services can now account for up to 50 percent of partner revenue and up to 56 percent of partner profits. Selling services can help you extend, grow, and transform your business, providing you with the opportunity for higher gross and net margin dollars as well as predictable recurring revenue.

The impact of network downtime can be significant, degrading productivity and eroding customer confidence. Delays in resolving critical network issues can bring your customers' business operations to a standstill, with financial repercussions. Cisco Services not only keep networks functioning at peak performance but also extend the life cycle of equipment and enhance network capabilities.



# What are the benefits of selling Cisco Services?

Peace of mind – protection against potential losses from network downtime. Contracts help optimise performance through enhanced availability, reliability and stability.



Improve customer satisfaction and loyalty by helping your customers successfully operate and optimise Cisco technologies throughout the lifecycle of their network.



Maintain business continuity – the financial impact of being without business critical applications can be huge.



Return on investment – extend the productive life of the technology by adding new functionality.



Total cost of ownership – long term solutions that are protected by a service contract are likely to cost less than those that are not.



Increase your competitive advantage and market differentiation



## Questions to ask your customers

- Do you understand the difference between Cisco warranty and Cisco support?
- Do you keep spare parts or operate a back-up system?
- Have you measured the ROI of having a service support contract against the costs of keeping spares?
- How much time does it take to resolve network issues?
- Do you know the full cost of network downtime to your business?
- Do you have the resources to manage your network 24/7?
- Do you have the resources to upgrade your operating system?
- Do you know the impact of running your network with outdated IOS devices?

# Smart Net Total Care Service Levels

Smart Net Total Care provides comprehensive inventory and contract management along with foundational technical services, device diagnostics, and alerts. This proactive maintenance package allows customers to improve risk management, resolve problems quickly, and reduce operating expenses.

SERVICE LEVEL CODE	SLA	TAC ACCESS	HW COVERING	ONSITE ENGINEER	ACCESS TO IOS UPDATES	REGISTERED ACCESS TO CISCO.COM	SMART CAPABILITIES ENTITLEMENT*
C2P	24x7x2	24x7	✓	✓	✓	✓	✓
C4P	24x7x4	24x7	✓	✓	✓	✓	✓
C4S	8x5x4	24x7	✓	✓	✓	✓	✓
CS	8x5xNBD	24x7	✓	✓	✓	✓	✓
S2P	24x7x2	24x7	✓	x	✓	✓	✓
SNTP	24x7x4	24x7	✓	x	✓	✓	✓
SNTE	8x5x4	24x7	✓	x	✓	✓	✓
SNT	8x5xNBD	24x7	✓	x	✓	✓	✓
SW	N/A	24x7	x	x	✓	✓	✓
SMBS	8x5xNBD	8x5 Access to SMB TAC	✓	x	✓	✓	x

\* Smart capabilities are self-deployed and self-consumed. For Cisco support for collector deployment or smart capabilities support a fee will apply.

# Smart Net Total Care Features

## CISCO SMART NET TOTAL CARE FEATURES - DEVICE LEVEL COVERAGE

Suitable for any size of business, with any number of Cisco devices, where the network is critical to mission control.

TECHNICAL ASSISTANCE CENTRE (TAC)	ADVANCED HARDWARE REPLACEMENT*	ONGOING CISCO SOFTWARE OPERATING SYSTEM SUPPORT	CISCO.COM KNOWLEDGE BASE AND TOOLS	SMART CAPABILITIES ENTITLEMENT
<ul style="list-style-type: none"> <li>Global access to expertly trained Cisco customer support engineers.</li> <li>Available 24x7x365 in multiple languages. Access via the web, e-mail or telephone.</li> <li>Effective case responses and rapid issue resolution.</li> <li>Resellers or end users can retain ownership, control and management of TAC cases.</li> <li>FACT – TAC engineers have on average more than five years technical support experience and more than 500 have a CCIE certification.</li> </ul>	<ul style="list-style-type: none"> <li>Flexible hardware replacement options on a device by device basis.</li> <li>Rapid access to critical replacement parts – next business day (NBD), 4 hour and 2 hour delivery options.</li> <li>Onsite field engineer option – helps minimize the impact of network downtime.</li> <li>FACT – With geographic coverage in over 120 countries, Cisco has more than 1000 parts depots worldwide holding spares inventory of \$4 billion.</li> </ul>	<ul style="list-style-type: none"> <li>All Cisco IOS software updates for licensed feature sets are provided via service contracts.</li> <li>Major, minor and maintenance releases, including the latest security updates, patches and bug fixes.</li> <li>New features provide more advanced security, interoperability and greater regulatory compliance.</li> </ul>	<ul style="list-style-type: none"> <li>Comprehensive collection of technical support and product documentation – configuration examples, command references and feature guides.</li> <li>40 interactive troubleshooting and network management tools for installation, configuration, design and assessment.</li> </ul>	<ul style="list-style-type: none"> <li>Security and product alerts (actionable security alerts, relevant product notices, service availability alerts).</li> <li>Service coverage management (covered/uncovered products, renewal preparation and planning, budget planning).</li> <li>Product lifecycle management (up to date IB information, EOX SW version mismatches, automation to reduce costs and risks).</li> </ul>

\* Available on Hardware support contracts

# Solution Support

Cisco Solution Support was specifically created to support multivendor and multiproduct solution environments. It provides centralised support for Cisco hardware, software and third-party partner solutions from first call to resolution.

## Primary Point of Contact

Accountability and continuity of service from first call until you close your case

## Multivendor Co-ordination

Cisco will manage your case and solution vendors



## Open Door Approach

Initiate a case even if you're not sure you have an issue. No need to diagnose your problem before contacting Cisco

## Expert Knowledge

Often results in immediate issue resolution, minimising disruption

## Who Needs Cisco Solution Support?

Cisco Solution Support helps customers with some of the following key challenges:

- Deploying multiple new technologies while maintaining legacy systems
- Improving IT service delivery and reducing performance degradations
- Managing the complexity of hybrid IT

## Proven Savings and Gains

Cisco Solution Support customers can achieve the following savings over five years\*:

- 17% lower 5-year cost of operations in hardware environments
- 213% 5-year service ROI
- 9% lower IT hardware costs
- 32% more efficient management of environments
- 21% fewer issues requiring response
- \$3.7M revenue loss avoided due to unplanned downtime
- \$3.5M additional revenue per year

# Software Support Service Levels

Software Support Service (SWSS) delivers the right support for Cisco software products and suites. It will keep your business applications performing as expected and protects your investment.

The value of your investment increases as new features are added. For Cisco ONE software purchases, license portability extends the life of your software. Whether the software is deployed on-premise, deployed in the cloud, or migrated from on-premise to the cloud, Cisco SWSS offers are available to help customers get the most value from their investment in Cisco.

SERVICE LEVEL CODE	TAC ACCESS	TAC RESPONSE TIME	MINOR SOFTWARE RELEASES	MAJOR SOFTWARE RELEASES	PROACTIVE SOFTWARE SUPPORT	TECHNICAL ADOPTION	PRESCRIPTIVE SOFTWARE SUPPORT	DESIGNATED SERVICE MANAGER	ADVANCED TECHNICAL ADOPTION
SAS	24x7	60 min	✓	x	x	x	x	x	x
Software Support (SWSS) Basic*	24x7	60 min	✓	✓	x	x	x	x	x
Software Support (SWSS) Enhanced**	24x7	30 min*	✓	✓	✓	✓	x	x	x
Software Support (SWSS) Premium**	24 x7	15 min**	✓	✓	✓	✓	✓	✓	✓

\*License portability for Cisco One perpetual license    \*\*Prioritised case handling over previous tier

## We can help you to:

**Maximise your CSPP rebates:** establish a Click-to-View relationship with Comstor, and we will help you obtain your Cisco Services rebates.

**Maximise your revenue opportunities** while keeping your Network up to date. We can identify uncovered products and network refresh opportunities for you.

**Reduce your administrative costs** through the management of your renewal opportunities.

**Improve customer satisfaction** by attaching the most adequate service offering to meet your customers' network requirements.

**Create a recurring revenue stream** for predictable cash-flow, lower cost of sales and to drive customer loyalty.



## How can Comstor help you?

At Comstor we want you to be successful, and that means helping you to build your own Services practice and move to a recurring revenue model.

**Contact us for more information**

