

Cisco Smart Care Service – network level coverage

The Smart Care Service is aimed at SMB customers, with up to 600 users, whose network is critical to their business, but lack sufficient in-house resources with networking expertise (or have qualified IT staff but choose to save time and effort maintaining and optimising their network).

Partners must provide 8x5 technical support to customers and are encouraged to offer their own unique services on top of the Cisco platform. Smart Care pricing is banded - based on the number and complexity of devices on the Cisco network.

Standard Contract Features

- Partner access to TAC (24x7) and registered access to Cisco.com.
- 8x5xNBD advance hardware replacement, with option to upgrade individual devices to a premium 24x7x4 contract.
- Software application support updates and upgrades.
- IOS updates and upgrades.

Smart Care Dashboard (via web based portal)

- Remote network monitoring of Cisco devices.
- Proactive notifications to simplify the updating of devices.
- Assess and repair services to identify potential network issues.
- Assess and prepare services to simplify the addition of new technologies and applications over time (security and voice).

Pre-sales - an automatic network "discovery" is run using the Smart Care Software Client, retrieving a full device inventory of the Cisco network.

Post-sales - a Smart Care Network Appliance is installed in the customer's network to continuously monitor the health and security of all Cisco devices on that network. This data is securely communicated to the partner through a Cisco-hosted portal, giving you the ability to deal with any network issues rapidly and professionally, reinforcing the value-added nature of your relationship.

Once a contract is purchased, quarterly network inventories are run to identify when devices are added to the network. Newly discovered devices are automatically added to the contract, reducing the operational costs associated with traditional contract ordering and administration. If these new devices push the network into the next pricing band, a pro rated quote ("true-up") will be issued.

Smart Care Code (reflects network complexity)	Technology Included
CNL1 – NBD level 1	Basic routing, switching and security.
CNL2 – NBD level 2	Reserved for future functionality.
CNL3 – NBD level 3	Above plus voice applications e.g. Unified Communications Manager Express, Unity Express or any IP phone.
CNL4 – NBD level 4	Above plus UCM, IPCC Express, MeetingPlace Express.
CNLP – 24x7x4 Premium uplift	To be bought in addition to a NBD service level to upgrade specific devices.

Useful links and contacts:

Comstor Sales Team:
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Comstor Services Product Manager: Ian Barough
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Cisco TAC phone number: 0800 404 7778
SMARTnet website: www.cisco.com/go/smartnet

Smart Care website: www.cisco.com/go/smartcare

Cisco Service finder: www.cisco-servicefinder.com

UCSS support: ucss-support@external.cisco.com

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Cisco Services Guide



Why sell Cisco Services?

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 is SMARTnet?

Cisco SMARTnet is an award-winning technical support service that is sold by partners and delivered by Cisco. SMARTnet gives you and your customers direct, anytime access to highly skilled field engineers and extensive technical resources, as well as providing replacement parts and software updates. The service offers flexible device-by-device coverage and ensures rapid issue resolution.

What is Smart Care?

Cisco Smart Care is the next generation of proactive service platforms. Backed up by Cisco, Smart Care is sold and delivered by resellers. By combining Cisco intellectual property, delivery infrastructure and tools, resellers can offer network-level coverage, bundled with their own value-added services. Smart Care is designed to be a comprehensive service, tailored to your customers' own unique requirements.

Questions to ask your customers

- Do you keep spare parts or operate a back-up system?
- How would you handle a situation when the network is down?
- Do you have the internal resources to assist?
- How much time does it take to resolve network issues and what is the cost to your business of the network being unavailable?
- What happens if you want or need to upgrade the operating system?

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.
- Maintain business continuity - the financial impact of being without a website or email can be large.
- 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.

Comstor Service Tips

- Earn cash rebates (up to 7%) from your service sales through Cisco's Pay for Performance Incentive Program (P4P).
- Sell services at the beginning of the sales process.
- New SMARTnet contracts can be any duration over 1 year - facilitating co-termination of multiple contracts.
- Sell multi-year contracts – receive additional discounts, lock in prices and increase customer loyalty.
- To activate a SMARTnet contract, the install site address and kit serial numbers must be provided.
- Associate all service contracts to a centralised Cisco.com user ID.

Cisco SMARTnet Service – device level coverage

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

What is included with a SMARTnet contract?

1) Technical Assistance Center (TAC)

- Global access to expertly trained Cisco customer support engineers.
- Available 24x7x365 in multiple languages. Access via the web, e-mail, or phone.
- Effective case responses and rapid issue resolution.
- Resellers or end users can retain ownership, control and management of TAC cases.

FACT – TAC engineers have on average more than five years technical support experience and more than 500 have a CCIE certification.

2) Advance hardware replacement

- Flexible hardware replacement options on a device-by-device basis.
- Rapid access to critical replacement parts - next business day (NBD), 4 hour and 2 hour delivery options.
- Onsite field engineer option - helps minimise the impact of network downtime.

FACT – With geographic coverage in over 120 countries, Cisco has more than 1000 parts depots worldwide holding a spares inventory of \$4 billion.

3) Ongoing Cisco software operating system support

- All Cisco IOS software updates for licensed feature sets are provided via service contracts.
- Major, minor and maintenance releases, including the latest security updates, patches and bug fixes.
- New features provide more advanced security, interoperability and greater regulatory compliance.

FACT – There are 2.8 million software downloads per month from Cisco.com.

4) Cisco.com knowledge base and tools

- Comprehensive collection of technical support and product documentation - configuration examples, command references and feature guides.
- 40 interactive troubleshooting and network management tools for installation, configuration, design and assessment.

FACT - 82% of all customer technical support issues are solved using Cisco.com resources (compared to 20% industry average).

SMARTnet Service Levels:

Service Code	SLA	TAC Access	HW Cover	Onsite Engineer	SW Centre Access	Registered access to Cisco.com	IPS * Service Code	Comments
PREM	24x7x2	Unlimited	✓	✓	✓	✓	SUO4	Cisco's SAM tool should be used to confirm service availability.
OSP	24x7x4	Unlimited	✓	✓	✓	✓	SUO3	
OSE	8x5x4	Unlimited	✓	✓	✓	✓	SUO2	8x5 is Mon-Fri, 9am – 5pm.
OS	8x5xNBD	Unlimited	✓	✓	✓	✓	SUO1	NBD service requests must be received before 1pm.
S2P	24x7x2	Unlimited	✓	No	✓	✓	SU4	Advance replacements are delivered within 2 / 4 hours of Cisco determining that parts are required.
SNTP	24x7x4	Unlimited	✓	No	✓	✓	SU3	
SNTE	8x5x4	Unlimited	✓	No	✓	✓	SU2	
SNT	8x5xNBD	Unlimited	✓	No	✓	✓	SU1	Universally available throughout Europe.
Smart Foundation	Same day shipment of parts, delivery time not guaranteed	8x5 access to SMB TAC. Response within 1 business day	✓	No	IOS bug fixes only	✓	N/A	Entry-level, cost-effective SMB support. Data-only networks, fewer than 250 users.
SW	-	Unlimited	No	No	✓	✓	N/A	No hardware replacement. Serial numbers required.
Warranty	-	None	RTF 10 days	No	No	No	N/A	To remedy manufacturing defects only. 90 day / 1yr / limited lifetime.

*Cisco Services for IPS provides access to the continuously updated signature file library and new signature files for each registered IPS, helping you effectively maintain the integrity and privacy of sensitive information.

Service Code	Technology Group	TAC Access	Maintenance and minor updates*	Major upgrades**	Registered access to Cisco.com	Comments
SAS	Over 100 security, network management, and data center software applications	Unlimited	✓	No	✓	Strengthen the functionality of Cisco applications and resolve technical issues faster, with more accurate problem diagnosis
SAU		Unlimited	✓	✓	✓	Upgrades provide a richer feature set and improved performance and efficiency
ESW Operate Services	Unified Communications (e.g. Unity, UCM, CUWL)	Unlimited	✓	Product UCSS is required in addition to ESW.	✓	Investment protection on software purchases and access to the latest software, eliminating unexpected budget revisions.

*Minor update = 6.0 to 6.1 **Major upgrade = 6.x to 7.x

UCSS - Unified Communications Software Subscription is a Cisco product that provides a cost-effective way to predict and plan UC upgrades over a period of years by pre-purchasing major software version upgrades. The subscription is priced per user and must be purchased within 90 days of the initial product acquisition. An ESW service contract is a prerequisite for the activation of UCSS.