

## Cisco Prime Service Catalog FAQ for Cisco Customers and Partners

**Q.** What business challenge does Cisco Prime™ Service Catalog address?

**A.** Service catalogs have been around for several years, and newScale (acquired by Cisco in 2011) pioneered the market for service catalog software. Over the past few years, cloud computing and the consumerization of IT have increased the demand for this technology.

At large enterprises, these trends have resulted in “shadow IT,” as employees look elsewhere for services that are not under IT control. A similar trend has occurred in the managed service provider market as service providers standardize their offerings and compete against new competitive forces.

Cisco Prime Service Catalog allows these organizations to regain control over the services offered to their end users by offering a simple and easy-to-use portal and IT storefront for ordering any type of service—whether for onboarding a new employee or provisioning a new application environment in a private cloud.

Through this web-based catalog of IT services, Cisco Prime Service Catalog allows self-service ordering from a menu of standardized service options. Users can submit their requests and receive status updates online, while IT departments maintain governance and control. The result is higher user productivity and satisfaction with IT services, together with lower cost and increased operational efficiency.

**Q.** Is Cisco Prime Service Catalog a new solution?

**A.** No, it is not a new solution. In April 2011 Cisco acquired newScale, the leading software provider in the emerging service catalog market. Cisco rebranded newScale’s catalog software as Cisco® Cloud Portal for cloud management and data center services (private cloud) and Cisco Workplace Portal for employee-facing workplace services (end-user IT). Cisco Cloud Portal also became a key component of the Cisco Intelligent Automation for Cloud solution.

Cisco Workplace Portal and Cisco Cloud Portal have now been unified into a single product, Cisco Prime Service Catalog, to support market trends that are moving away from multiple IT storefront models.

**Q.** Why is the name being changed?

**A.** Cisco Prime Service Catalog is also now part of the Cisco Prime portfolio of management software solutions, providing improved user experience as well as integration with other Cisco architectures. This re-introduction of our service catalog technology under a single product name represents our commitment to evolving this product and delivering innovative software solutions that improve the effectiveness of IT service delivery. The new name also reflects Cisco’s R&D investment in providing a next-generation solution that streamlines the processes by which all IT services are offered, ordered, and delivered through a unified service catalog and self-service portal.

- Q.** When will Cisco Prime Service Catalog be available?
- A.** Cisco Prime Service Catalog Version 9.4.1 R2 is available now. A demo will be offered at Cisco Live in Orlando, June 2013, in the Cisco Prime booth, and you can learn more through speaking and theater presentations there and at other live and online events throughout the year, as well as through social media activity.
- Q.** What is the major change available in this initial release?
- A.** Cisco Prime Service Catalog now has a new unified user interface that provides access to the various IT services that users can access. It also reflects a new design scheme that reflects the shift to the Prime brand. The image below shows that the interface has been updated to provide a modern unified storefront user experience.



- Q.** How is Cisco Prime Service Catalog priced?
- A.** The Cisco Prime Service Catalog licensing model is based on the same distinct use cases implemented with Cisco Cloud Portal and Cisco Workplace Portal. For cloud computing use cases, software licenses will be sold per blade. This model is called "Cisco Prime Service Catalog Per Server." For workplace IT use cases, software licenses will be sold per workplace user. This model is called "Cisco Prime Service Catalog Per User."

For customers purchasing licenses for both use cases, an Enterprise License Agreement (ELA) is available. It offers an unlimited deployment model with terms described in a custom Supplemental End User License Agreement (S-EULA).

- 
- Q.** Is Cisco Prime Service Catalog only sold separately or bundled with other solutions?
- A.** Both options are available. Cisco Prime Service Catalog can be licensed separately as described above, whether for data center, cloud, or IT workplace use cases. It also comes bundled with the [Cisco Intelligent Automation for Cloud](#) software solution.
- Q.** Will product support and maintenance change for current customers of Cisco Cloud or Workplace Portal?
- A.** You will continue to receive the support you are accustomed to. We will continue to work with specialized ecosystem partners, including Atos, Sequoia, and Vzure, to provide support and conduct Cisco Prime Service Catalog training sessions for customers.
- Q.** How can customers get patches and service packs?
- A.** The Cisco Prime Service Catalog software download page is available on Cisco.com. All downloads related to Cisco Service Portal will continue to be available at <http://software.cisco.com/download/navigator.html?mdfid=284870957&i=rm>.
- Q.** How will Cisco Advanced Services support Cisco Prime Service Catalog?
- A.** Cisco Advanced Services (AS) remains committed to providing deployment and consulting services associated with Cisco Prime Service Catalog, including Plan and Build services.

Advanced Services solutions can make it easier and faster to deploy the unified self-service portal and catalog of standardized service options and increase automation of the high-volume tasks associated with Cisco technologies and other systems that are often requested daily in employee interactions with IT. Common services that we can help you deploy in the catalog include, but are not limited to, the following:

- Infrastructure as a service (IaaS) requests, for example, Linux, Windows servers, etc.
- Platform as a service (PaaS), for example, Oracle, SQL, LAMP, .NET stacks, etc.
- Software as a service (SaaS) account requests, for example, for Office 365, software licensing, Google apps, etc., along with charges and entitlement controls
- Collaboration services
  - WebEx account creation, provisioning, and feature enablement, as well as ensuring account closure on employee termination and permission auditing
  - IM service provisioning and de-provisioning
  - Phone provisioning on Cisco, Microsoft, and other API-enabled platforms
- Workplace services
  - System and application account creation and maintenance lifecycle
  - Desktop service requests, for example, for virtual desktops and laptops
  - Mobile device provisioning, for example, for Android, iPhone, and Blackberry devices with carriers, as well as with major enterprise mail servers.
- Automation-enabled bring your own device (BYOD)
- User onboarding processes combining many of the elements in this list
- Network operation automation

For a more detailed listing of Cisco Advanced Services capabilities, please contact your local Cisco account team or office.

---

**Q.** Where can I learn more about Cisco Prime Service Catalog?

**A.** Please visit <http://www.cisco.com/go/service-catalog>.



Americas Headquarters  
Cisco Systems, Inc.  
San Jose, CA

Asia Pacific Headquarters  
Cisco Systems (USA) Pte. Ltd.  
Singapore

Europe Headquarters  
Cisco Systems International BV Amsterdam,  
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: [www.cisco.com/go/trademarks](http://www.cisco.com/go/trademarks). Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)