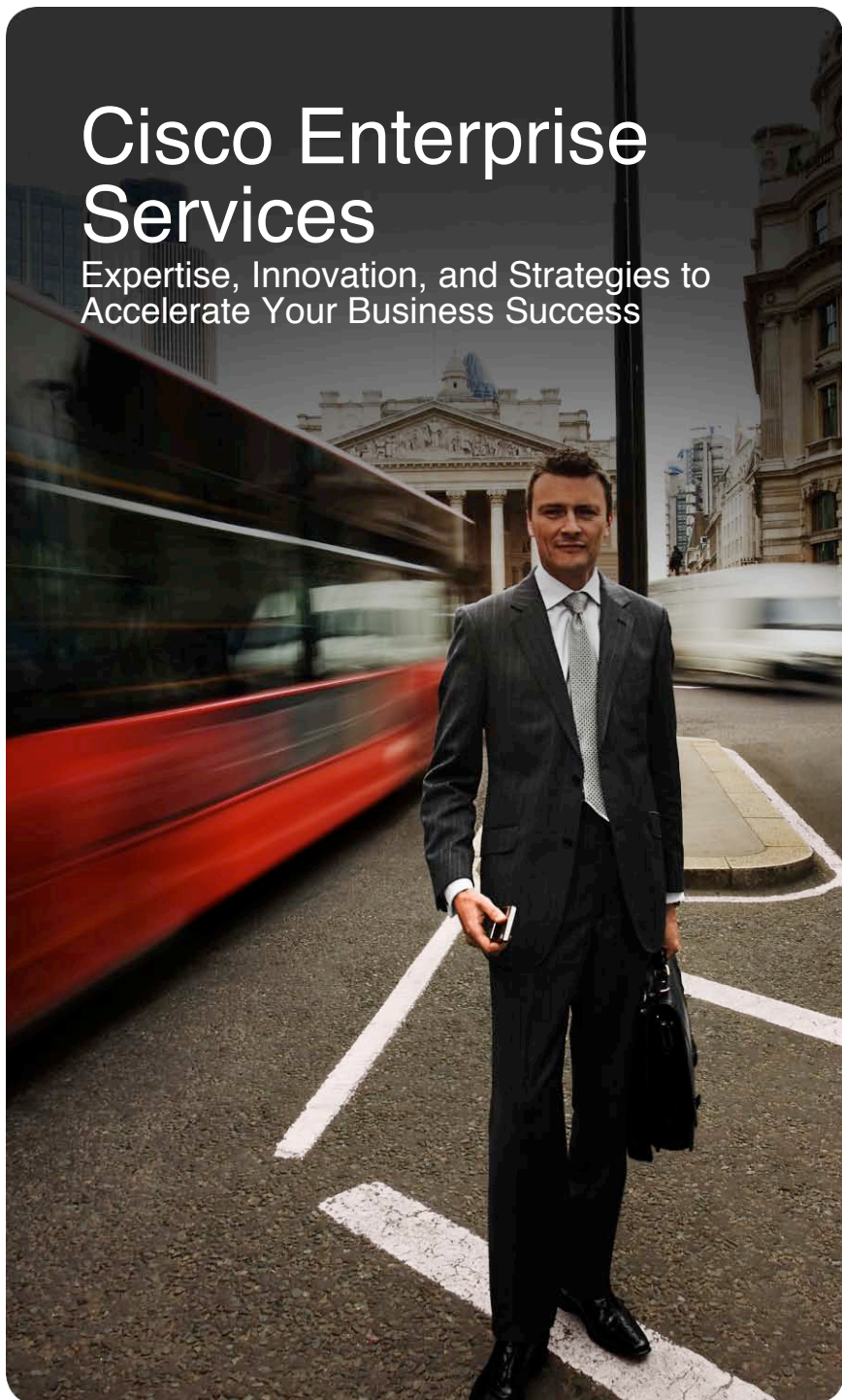


Cisco Enterprise Services

Expertise, Innovation, and Strategies to Accelerate Your Business Success



Maximizing technology and business ROI

Advanced technologies have the ability to transform the way businesses communicate, collaborate, and operate. However, when information architecture plans are not aligned to organizational initiatives or managed and maintained to keep pace with changing goals, technology alone can't move the mark. In fact, across all industries, 62 percent of business architecture projects fall short in addressing needs or remain unmet entirely.* Cisco Services can help.

Cisco Enterprise Services

Enterprise Services from Cisco and our partners comprise a world-class, premier consulting and technical support ecosystem that can help you solve the toughest business challenges and enable you to more quickly realize the full value of your technology investments. Our experts work with you to define and clarify the factors leading the technology-innovation conversation, and help you harness the network as a high-powered business platform to improve operational efficiency, mitigate risk, serve customers better, and enable new revenue opportunities.

Our architectural approach

Cisco Enterprise Services combines forward-looking vision with tactical expertise to deliver solutions that are transformational in nature, accelerating business results and time to value. We are also firmly grounded in reality, aligning your business imperatives with technical architecture to deliver practical, measurable IT initiatives that fuel business growth while optimizing cost allocation.

As more businesses look to establish network-centric architectures to advance business outcomes, Cisco Enterprise Services' value increases. We seamlessly align business and technical architectures with our growing suite of products, systems, and solutions to provide true value throughout your organization.

Engaging Cisco Services early in an initiative's network planning and preparation phase makes it easier to evaluate your specific business goals, assess the current state of your infrastructure, and help provide a global enterprise architecture plan that can support a desired business transformation vision.

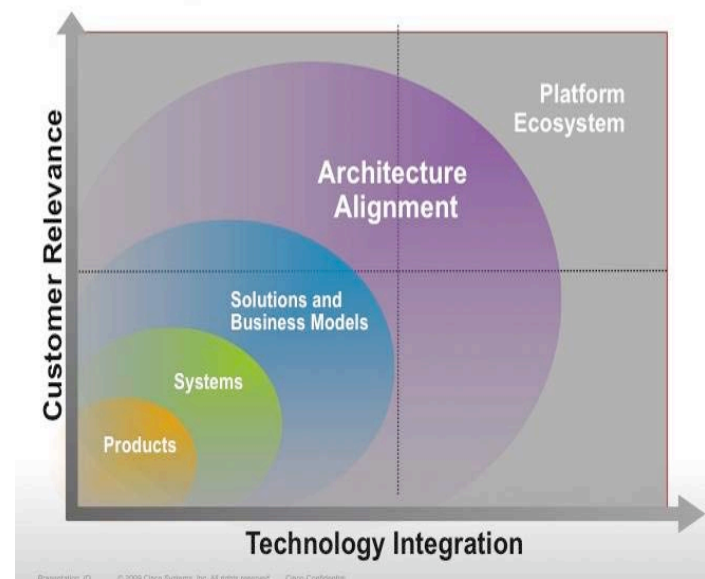
We also offer business-value-justification analysis whereby Cisco's advisory and consultative architecture approach enables enterprise goals and drives business value by aligning to corporate strategic imperatives, identified transformation opportunities, and industry-relevant use-cases.

Advanced solutions for an evolving business

Offering proven, field-tested designs to help businesses achieve and maintain robust, secure infrastructures, Cisco Enterprise Services help organizations maximize the value from prominent technology shifts occurring in the large enterprise. With the experience of working on thousands of enterprise networks worldwide, we see the following trends impacting enterprise architectures:

- **Mobility** – Help adopting and incorporating provisioned yet untrusted mobile devices such as netbooks and smartphones, which can overburden conventional network designs.
- **Rich Media** – Ensuring that legacy systems and end-of-life assets don't impede virtual knowledge workers from reliably collaborating with enterprise-class video and other rich-media in real time.
- **Cloud Computing** – Future-proofing the network to accommodate increasingly mobile or virtualized assets, while incorporating new-business-model engagements, such as cloud-based services.

Cisco Services architecture consulting and advanced technologies professional services ensure architectural alignment to facilitate a natural progression from solutions to a platform ecosystem.



Cisco is evolving to a platform leadership role – bridging technology and business architectures to drive solutions and business-model innovation.

*Source: December 17, 2009, "The State of Enterprise Architecture 2010: Organization, Priorities, And Support" Forrester report

Real-world experience

As the strategic consulting arm of Cisco Services – a global organization with more than 9,500 employees in over 120 countries – Cisco Enterprise Architecture Services has consistently been recognized for industry-leading services innovation, best practices, and excellence. Our exceptional team of solutions- and architecture-consulting professionals includes accomplished businesspeople and technology thought leaders – all of whom contribute fresh thinking with decades of proven practical management and industry experience.

Working together toward your success

We work collaboratively with your business executives and IT professionals to engage in a constructive dialogue that produces innovative ideas and actionable solutions focused on satisfying your stated objectives.

In addition to our worldwide partner ecosystem of more than 60,000 companies, we work closely with your staff and your own resources to implement IT solutions tailored to your business needs. We offer the intellectual capital, relationships, knowledge sharing, and collaborative technology to bring together the right people to help ensure dependable service assurance that promotes greater operational excellence and helps you run a smarter, more successful business.

Enterprise architecture excellence

Cisco Enterprise Services works to create network-centric, architecture-based solutions that provide an advanced, agile way to address business problems. For global businesses and large enterprises, Cisco architecture standards are the foundation for network-driven business transformation, enabling your organization to respond in real time to dynamic market changes, take advantage of new business opportunities, and sustain profitable growth. Cisco approaches the enterprise market primarily with three IT architectural vectors in mind:

- **Borderless Networks:** Connect anyone, anything, anywhere, anytime – securely, reliably and seamlessly – using Cisco's next-generation foundation, security, and mobility technologies.
- **Unified Communications/Collaboration:** Lead business transformation through a network-based collaboration platform that enables new levels of innovation, agility, growth, and productivity.
- **Data Center/Virtualization:** Deliver next-generation data center and cloud-based services to help your organization take a quantum leap in productivity and real-time collaboration.

Inside the numbers:

The right people

- 3,500+ Technical Services personnel
- 5,000+ Advanced Services personnel
- 1,900+ CCIEs in Advanced, Technical Services with 5,000+ certifications

The right capabilities

- 120+ countries in which we operate
- 18 “follow the sun” global Technical Assistance Center facilities
- 1,000+ fulfillment depots providing an extensive global service supply chain

The right ecosystem

- 60,000+ partners authorized to sell and support Cisco solutions
- 11,000+ specialized partners by advanced technology expertise
- 180+ distribution partners
- 84,000+ partner employees holding advanced certifications

Customers with authorized contracts can access a suite of automated tools and personalized content within the Cisco Support Web site to quickly resolve many network issues and collaborate with the global Cisco enterprise community.

Proof Positive

Applying its Total Economic Impact™ (TEI) methodology, Forrester Consulting recently analyzed the long-term value of the Cisco Network Optimization Service relative to cost avoidance and in increasing the effectiveness of overall business processes. The results were based on a composite of five enterprise customers.

- 121 percent ROI with a payback period of six months on a three-year contract
- 175 percent reduced cost-avoidance factor of clients' overall investment
- Improved network stability and reduction of downtime, leading to avoidance of revenue loss and reduced cost of troubleshooting and service restoration
- Risk reduction of service-level agreement (SLA) penalties due to standardization of the network and improved network monitoring
- Improved operational efficiency, including faster incident and problem resolution, and regulatory compliance.

Enterprise architecture strategies: making your business work smarter



Services from Cisco and our partners enable you to more quickly realize the full value of your technology investments by creating network-centric, architecture-based solutions that address business problems and opportunities today and beyond. We do this with Cisco enterprise architectural approaches – large-scale technology foundations comprising an integrated portfolio of products, services, technologies, and business solutions.

Accelerating business success

Ultimately, all technology should function as a catalyst to accelerate your business. Cisco Enterprise Services is uniquely qualified to serve as your trusted advisor in using transformative network-centric architectures that empower your company to move with more speed, agility, and confidence.

Taking full advantage of architecture expertise and an intelligent network platform, Cisco Enterprise Services helps your organization achieve business goals, improve the customer experience, and gain faster time to market and time to value for IT investments. And we keep a keen eye on your continual need to improve operational efficiency, mitigate risk, better serve customers, and enable new revenue opportunities on a globally consistent basis.

Case Studies: Cisco Enterprise Services at work

Cisco Enterprise Services is delivering transformative solutions to a large and growing number of businesses in a variety of industries worldwide. Here are a few examples of the value we deliver.

- **Proctor & Gamble.** Working with Cisco Enterprise Services for planning, design, implementation, and remote management, P&G implemented a global solution, deploying 43 Cisco TelePresence-based Video Collaboration Studios in less than eight months. Creating this “supply chain of ideas” with contributions from a wide range of constituencies, the company hosts 600 virtual meetings per month, which has eliminated approximately 5,000 business trips annually – a \$29 million cost reduction. Continuous monitoring identifies events that occur outside of normal parameters for network performance, and remote remediation typically takes place before network performance is impacted. The solution enabled P&G to transform its workstyle and reinvent its business processes.
- **The British Airport Authority.** The world’s leading air transit management company was looking for objective, independent experts to help prepare, plan, and design an optimized network solution that accommodates the constantly changing needs of member airports and tenants. Cisco Enterprise Services responded, helping BAA implement an integrated, secure infrastructure and government-compliant topology without impacting operations, while significantly decreasing operating costs (three-year payback).
- **Royal Caribbean Cruise Lines.** Cisco Enterprise Services worked with RCCL to design and implement an entirely new all-IP infrastructure for its largest-ever ship, allowing passengers to instantly communicate with staff, easily find other passengers, and navigate the ship more intuitively via dynamic electronic signage and other collaboration solutions utilizing the network platform.

At a Glance: Cisco Enterprise Services

Expertise

- A leading technology provider with a vast ecosystem of expert partners
- In-depth experience in applying technology solutions to business problems
- Full-lifecycle approach including preparation, planning, design, implementation, operation, and optimization
- Specialists to help you plan, run, and optimize secure voice, video, and data networks
- Significant, sustained investment in recruiting, training, and sustaining our talented team
- Augmentation of internal resources from industry-leading architecture consultants

Knowledge

- Deep, analytic assessments of a project's impact on business architecture, financials, and operations – prior to implementation
- Delivering to your staff event intelligence and valuable tools to more efficiently run day-to-day operations
- Industry-proven design, configuration, and troubleshooting guides
- Valuable best practices, case studies, and solution guides from long-standing, successful relationships with leading companies worldwide
- A comprehensive collection of online product and technology information available 24/7
- Interactive network-management and troubleshooting tools
- Knowledge-transfer resources that increase staff self-sufficiency and productivity, and reduce cost
- A deep understanding of the CIO's world with an acute business-value focus for recommending profitable technology investments

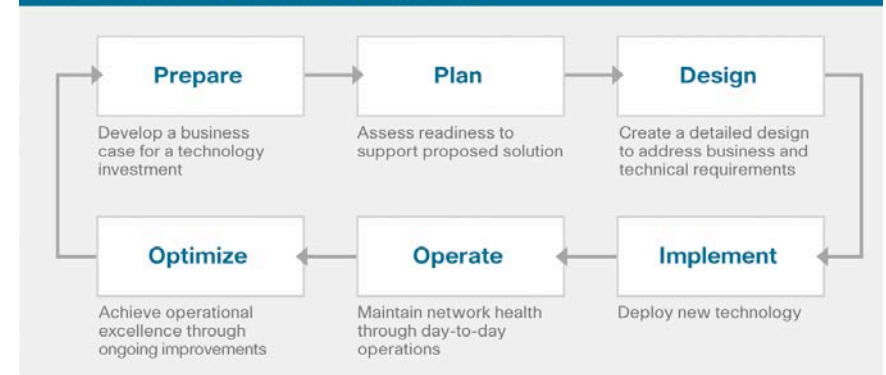
Reach

- Thousands of highly qualified engineers to support customers around the globe
- Partnering with a global, expert partner ecosystem to augment our core strengths
- A collaborative experience that gives you the best of our and our partners' skills, expertise, and experience

Results

- Transform business to meet today's requirements and tomorrow's demands
- Evolve your network into an intelligent, strategic platform
- Holistically address expectations and remedy IT and organizational gaps
- Accelerate business success by aligning IT infrastructure to business strategy
- Orchestrate services across technology platforms and services partners
- Smoothly integrate new technologies
- Effectively manage change

The Cisco Lifecycle Services Approach





Why Cisco Enterprise Services

Cisco Services operates on a simple philosophy—customers first. And we measure your satisfaction one service experience at a time. In every action we take, Cisco and our partners strive to ensure quality and excellence in our service design and delivery. We have a “no fail” philosophy and we will do everything we can to ensure your success as a reliable business partner.

Cisco and our partners are your one source for expertise essential to help you more quickly realize the full value of your business technology investments. We think and work with a collaborative, partner-centric service approach and we bring the added value of Cisco Business Consulting and Systems Integration Partners, Channel Partners, and Advanced Technology Partners to your engagement. The result is unique business value and enterprise-class service from our globally integrated, seamlessly executed “One Cisco” capabilities.

Learn More

Visit www.cisco.com/go/services for more information on how Cisco Enterprise Services and our partners can provide insight and innovation to transform your business.



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