# Increase Deal Sizes and Customer Satisfaction with Cisco Solution Support

Your customers want to customize the Cisco solutions they build with you to address their unique business needs. The number of vendors with which they work is increasing, averaging 10 to 20 per customer. That number will grow as the marketplace continues its shift toward converged infrastructures, cloud, and multisourcing.

With this evolution, it is less likely that any one vendor can solve the complex issues that arise in a multivendor environment. Customers need a new support model that focuses not on individual products but on the solution as a whole. A service that is as easy to order as product support. One that provides a primary point of contact, making it simple to start a case and get it resolved. Many customers will not move past the early stages of your sales call unless they know they can depend on this kind of support for the multivendor solution you are discussing.

## Centralized Support for Multivendor Environments

We can help you close more multivendor solution sales and increase deal sizes and customer satisfaction with Cisco Solution Support. This service offers Cisco solution expertise and accountability for centralized issue management and resolution among Cisco and technology vendor products within our eligible multivendor solutions (Figure 1).



**Figure 1.** Cisco Solution Support Features

## Help Customers Resolve Complex Issues More Quickly

Product support is ideal when an individual component needs attention. However, in multivendor environments, issues are often more complex. Customers need to be able to isolate and resolve issues without creating additional problems.

## What Is in It for You

- **Close higher value multivendor solution deals** by offering the solution-level support customers expect for their multivendor ecosystems

- **Increase deal sizes** by upselling from Cisco® Smart Net Total Care Service to Cisco Solution Support, both on renewals and to new customers

- **Achieve premium service rebates** on eligible bookings

- **Sell the support customers expect for multivendor solutions** on day one without the investment of building your own service

- **Increase customer satisfaction** with the Cisco solutions you sell: we focus on support, so you can focus on your next sale

- **Experience simplified quoting and booking** with a single SKU for Cisco product and solution-level support

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## What Is in It for Your Customers

- **Innovate with confidence:** Help them take the leap to new technologies to accelerate their business. Our expert Cisco engineers are here to support their IT team, especially when it relates to solutions based on new and complex technologies.

- **Focus on their business, not managing complex issues:** Help them focus on daily business operations and serving their own customers while we take care of unexpected issues that need immediate attention and resolution.

- **Resolve complex solution-level issues more quickly:** Help them experience increased reliability and performance of their solution as we fast track issue resolution through deep architecture experience and established processes for managing solution technology vendors.

- **Find support where they need it:** This service is available for Cisco Application Centric Infrastructure (ACI), big data, Cisco Contact Center Enterprise, data center critical infrastructure, FlexPod®, Cisco Hosted Collaboration, SAP HANA infrastructures, and Virtual Expertise solutions.

Cisco Solution Support is proven to resolve complex issues more quickly in multivendor environments (Figure 2). In a Cisco study of 10,000 complex support cases, Solution Support resolved cases 41 percent more quickly than using product support alone. This helped customers resume normal business operations nine days sooner.
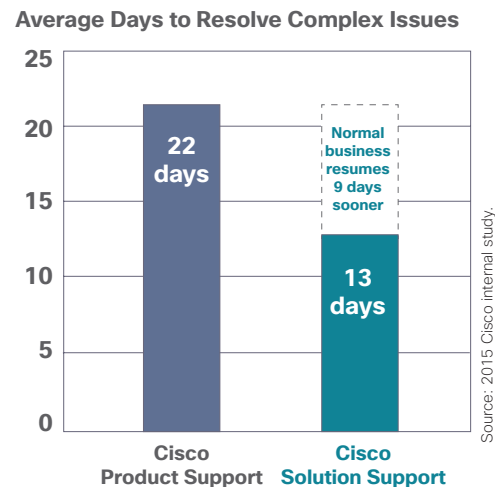
**Average Days to Resolve Complex Issues**



Figure 2. Cisco Solution Support Resolves Complex Issues Quickly

## How It Works

Cisco Solution Support combines Cisco product support — Cisco Smart Net Total Care Service or software services — with solution-level support into one service. Simply attach Solution Support to each Cisco hardware or software product in the eligible solution. By taking a solution-level approach, Cisco is responsible for coordinating product support teams to resolve any issue, no matter where it resides. The results: Reliability and performance are increased, and customers are more satisfied with the solution they purchased from you, paving the way for your next sales discussion.

\* Product support for solution technology vendor products within eligible Cisco solutions is required. Contact these vendors for details and requirements.

## Next Steps

- Find more details and sales materials on Cisco Solution Support at cisco.com.

- Position this service to new customers and upsell Cisco Smart Net Total Care Service customers to Cisco Solution Support at renewal.

- Contact us at ask-solution-support@cisco.com or your local Cisco partner account manager with any questions.

**Help your customers adopt new technologies with confidence. Leave complex issue management to us. We have you covered with Cisco Solution Support.**