Close Larger Deals and Promote Customer Satisfaction with Cisco Solution Support

Cisco Partner Training

Key Takeaway

Understand how and why Cisco® Solution Support can help you **remove a sales barrier** to **close higher value multivendor solution deals** *without* the investment of building a new support service offer.

New Technologies Can Help Your Customers Drive Innovation and Growth

Yet managing complex solutions can be a challenge for them, especially as they seek the best combination of vendors to meet their goals.

How Many Vendors Are Your Customers Managing Today?

Enterprises average 10-20 IT vendors, and growing	Increasing rapidly through converged infrastructures, cloud, and multi-sourcing	Less and less likely any single vendor can solve IT issues

Customers Are Clear: A New Support Model Is Needed

"The number of vendors in my solution makes it more complicated than ever."

"Right after I implement a solution, I need more help."

"My support experience with some vendors has been inconsistent."

"Even minor maintenance changes can cause serious issues across the solution."

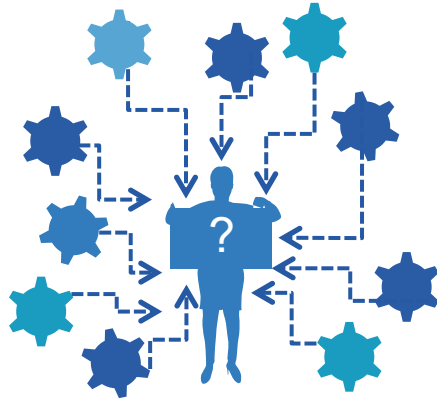"My staff does not have time to manage support between our solution vendors."

"When something breaks, I need to know where to turn to for help."
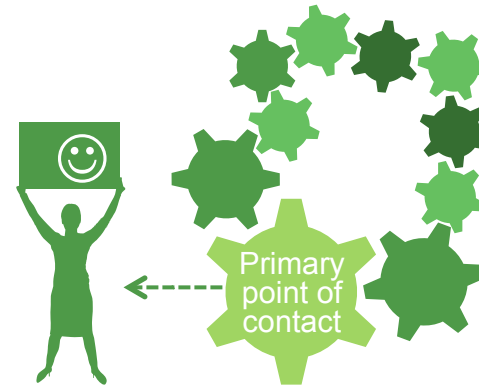
"Make it easy to order."

Cisco Defines New Support for Multivendor Environments

Product Support in Multivendor Environment

Multiple points of accountability
Customer coordinates vendor discussions
No solution expert
Complex issues may result in delayed resolution
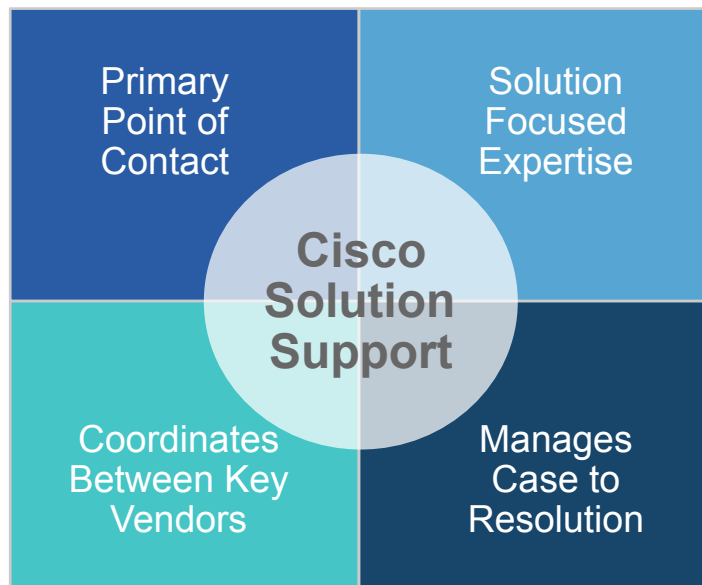
Optimal for Product-Level Issues

Solution-Level Support in Multivendor Environment

Primary point of accountability
Centralized, coordinated vendor discussions
Solution-level expert
Faster time to complex issue resolution

Optimal for Solution-Level Issues

Primary point of contact

Centralized Support for Today's Multivendor Environments

| Primary Point of Contact	Solution Focused Expertise
Cisco Solution Support	
Coordinates Between Key Vendors	Manages Case to Resolution

Cisco Solution Support

Cisco® solution expertise and **accountability for centralized issue management and resolution** among Cisco and technology partner products in our eligible multivendor solutions. Includes Cisco **product support and solution-level support in a single service**.

Rapid Resolution for Complex Issues

Average Days to Resolve Complex Issues

Chart: Average Days to Resolve Complex Issues

- Cisco Product Support: **22 days**
- Cisco Solution Support: **13 days**
- Normal business resumes 9 days sooner
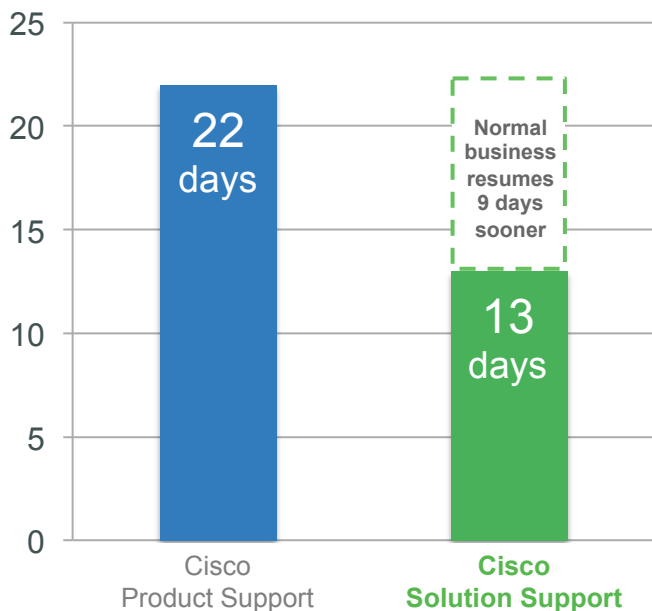
- Recent Cisco® study of more than 10,000 complex customer support cases.

- Using product support, complex issue resolution in multivendor environments is estimated to be 22 days (average).

- Using **Cisco Solution Support**, complex issue resolution averages a **41% improvement in time to complex issue resolution** versus using product support alone.

What's in It for You

- **Increase deal sizes by** upselling Cisco® Smart Net Total Care Service, 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, **you focus on your next sale**.

- Experience **simplified quoting and booking with a single SKU** for Cisco hardware or software support plus solution-level support.
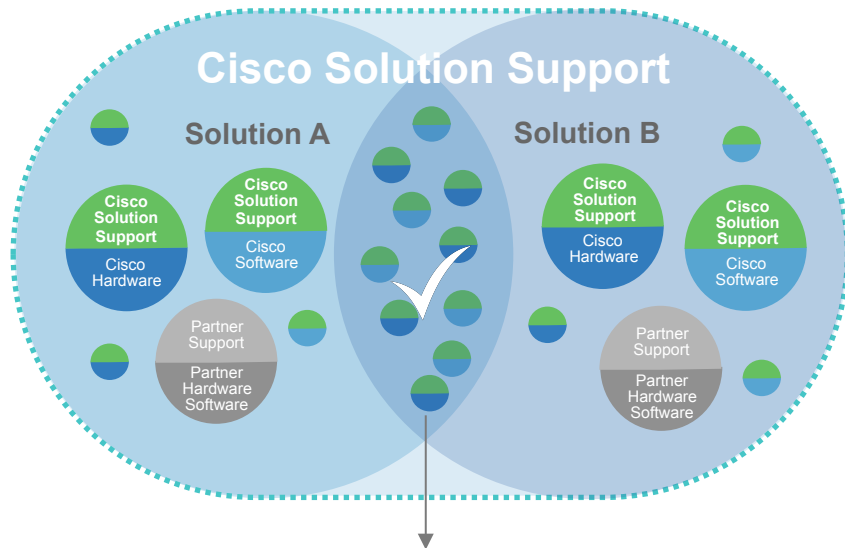
Evolution to Comprehensive Support

Service Features	Cisco Product Support	End d of Sale Dec 2015 Cisco Solution Support Requires Cisco Product Support	Current Cisco Solution Support Includes Cisco Product Support
Global 24x7 product-level technical support	✓		✓
24-hour access to Cisco online resources	✓		✓
Hardware replacement (2-hr, 4-hr, next business day options)	✓		✓
Access to operating system software updates and upgrades	✓		✓
Proactive diagnostics and immediate alerts on devices enabled with Smart Call Home	✓		✓
Comprehensive, web-based user community for self-service support of smart capabilities	✓		✓
24x7 solution-level technical support		✓	✓
Primary point of contact coordinates between Cisco and solution technology partner IT teams		✓	✓
Priority access to solution-level engineer experts		✓	✓
Issue isolation, troubleshooting and resolution for multivendor products across a covered solution		✓	✓

Eligible Cisco Solutions

Cisco Application Centric Infrastructure

- Cisco® Cisco Application Policy Infrastructure Controller (APIC) for ACI
- Cisco Nexus® 9000 Series Switches
- Three offers tailored to customer requirements

Big Data

Deployments including:
- Actian
- Cloudera
- Hortonworks
- MapR
- Pivotal

Contact Center

- Cisco Unified Contact Center Enterprise
- Cisco Customer Voice Portal
- Cisco IP Interactive Voice Response

Critical Infrastructure

- Cisco UCS® Open Stack
- Enterprise Cloud Systems
- FlexPod®
- FlexVault™
- OmniStack
- Virtual Private Cloud
- Unstructured data centers
- VSPEX
- VersaStack

Hosted Collaboration Solution

- Included with purchase of Cisco Software Service Support for HCS
- Product support included
- Designed for service providers and partners

SAP HANA

- SAP HANA Infrastructures
- Tailored Datacenter Integration (TDI) Technologies Systems

Service Provider Mobility

- Service provider Wi-Fi whole offer
- Cisco Small Cell Solution
- Cisco Voice Over LTE
- Cisco Evolved Packet Core and Quantum Policy Suite

Virtual Expertise

- Remote Expert Mobile
- Remote Expert Branch

One Step for Comprehensive Support

Purchase Cisco® Solution Support
for Cisco hardware and software products in eligible solutions

Cisco Solution Support

Solution A

Cisco Solution Support
Cisco Hardware

Cisco Solution Support
Cisco Software

Partner Support
Partner Hardware Software

Solution B

Cisco Solution Support
Cisco Hardware

Cisco Solution Support
Cisco Software

Partner Support
Partner Hardware Software

Hardware and software products previously covered in solution A
that are shared by solution B do not need additional coverage.

- A **single service** for Cisco hardware or software and solution-level support.

- **Simply purchase for each Cisco product** in the covered Cisco solution the same way Cisco Smart Net Total Care Service is purchased.

- Only **purchase once for any Cisco product**. If a covered product is then deployed in other eligible solutions, it remains covered. Your customer simply purchases Cisco Solution Support for incremental products in those solutions.

Product support for solution partner technologies is required.
Contact solution partners to understand their support requirements.

Priority Access to Solution Experts

1

Your customer contacts Cisco® Solution Support at our toll-free number or via cisco.com and opens a case on their solution.

2

A Cisco solution expert assesses their issue and determines the right course of action: immediate resolution or engaging one or more product support teams.

3

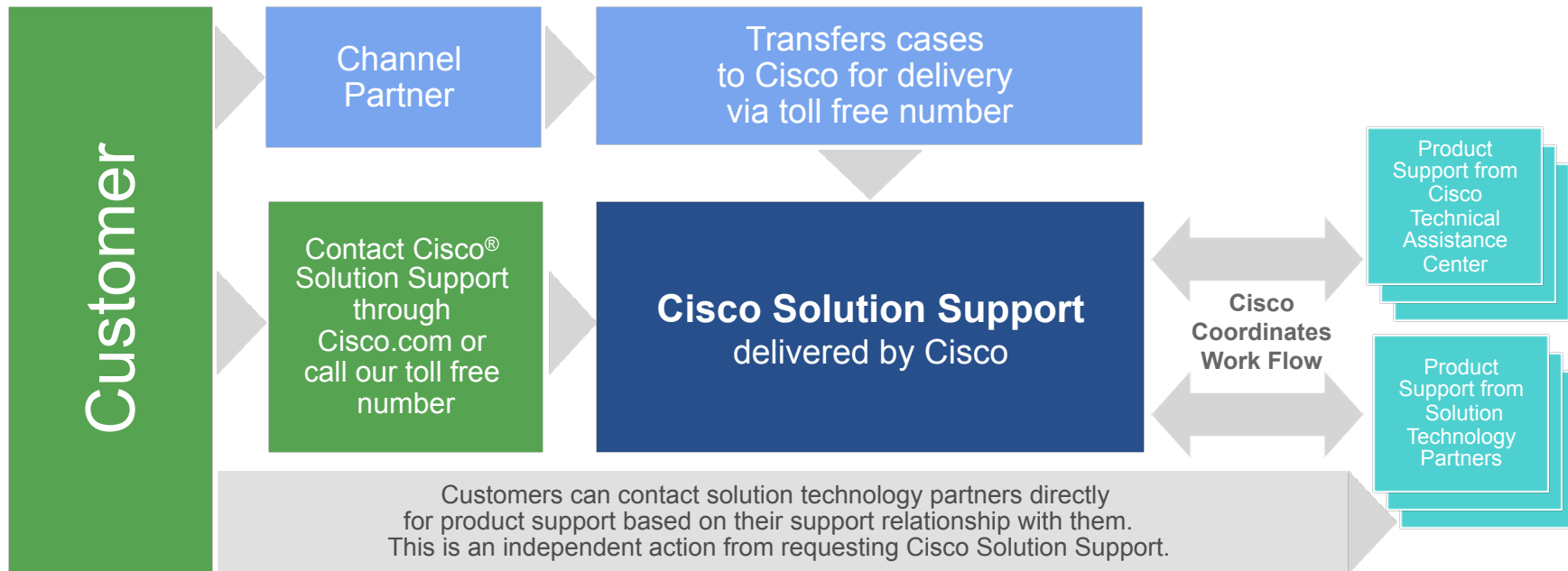Cisco coordinates product support teams as needed to manage issue resolution.

CISCO   CITRIX   cloudera
Hortonworks   IBM   MAPR
Microsoft   NetApp   redhat.
ORACLE   vmware

4

Cisco stays with your customer until their issue is resolved, then they are on their way.

How You, Your Customers and Cisco Fit Together

Customer

Channel Partner

Transfers cases to Cisco for delivery via toll free number

Contact Cisco® Solution Support through Cisco.com or call our toll free number

Cisco Solution Support
delivered by Cisco

Cisco Coordinates Work Flow

Product Support from Cisco Technical Assistance Center

Product Support from Solution Technology Partners

Customers can contact solution technology partners directly for product support based on their support relationship with them. This is an independent action from requesting Cisco Solution Support.

Who Needs Cisco Solution Support?

- Deploying an eligible Cisco® multivendor solution
- Starting small but plans to scale their solution
- IT team not yet experienced in new technologies in their solution
- Low-to-no IT team bandwidth to support their solution
- Renewing Smart Net Total Care Service

Positioning Cisco Solution Support to Your Customers

Primary Cisco® contact initiates issue resolution >> eliminates self-diagnosis.

Includes Cisco Smart Net Total Care Service or Cisco Software Services >> one purchase for all support needs.

Technology vendor coordination >> eliminates brokering support conversations.
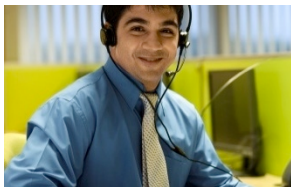
Deep experience across technologies >> immediate issue resolution.

Interoperability expertise >> holistically fixes problems without creating new ones.

End-to-end case management >> continuity of service from first call to resolution.

Cisco Solution Support Impact on Cisco Product Support

NONE.

Whether ordering Cisco® Smart Net Total Care Service or Cisco software support as standalone product support services or in Cisco Solution Support, the **pricing**, **discounts**, **rebates** and **deliverables** for these product support services **remain the same**.

17

Ordering Requirements and Options

Solution	Cisco Solution Support Required	Cisco Solution Support Optional	Cisco Product Support Alternative to Solution Support
Cisco ACI	Cisco Application Policy Infrastructure Controller (APIC)	Cisco Nexus® 9000 Series Switches	Cisco Nexus® 9000 Series Switches
Big Data		✓	✓
Contact Center		✓	✓
Data Center Critical Infrastructure		✓	✓
FlexPod		✓	✓
Hosted Collaboration Solution	Cisco HCS software	Cisco HCS infrastructure	Cisco HCS infrastructure
Internet of Things		✓	✓
SAP HANA Infrastructure	SAP HANA appliance	SAP TDI configurations*	SAP TDI configurations*
Service Provider Mobility		✓	✓
Virtual Expertise		✓	✓

* Cisco Solution Support is optional but recommended for SAP TDI configurations.

Order Example: Solution Support for FlexPod

Purchase Cisco® Solution Support for
Cisco Products in the Covered Solution

Cisco Unified Computing System ™; Cisco routing technologies; Cisco switching technologies; Cisco software

Customer purchases Cisco Solution Support for each Cisco product in their FlexPod solution.

NetApp Products

Customer purchases product support from NetApp. Cisco does not sell this support.

VMware Products

Customer purchases product support from VMware. Cisco does not sell this support.

Purchase Product Support for Other Products
from Solution Technology Partners

- **Purchase Cisco Solution Support for the Cisco products in the covered solution.** This provides direct product support and solution-level support that coordinates issue resolution with Cisco and solution technology partners and the respective products.

- **Purchase an appropriate level of product support directly from the solution technology partner.** Product support for solution partner technologies is required.

- **In this example, you and your customer work with NetApp and VMware to purchase product support** for their products in the FlexPod solution.

Where to Build a Quote and Order Cisco Solution Support

Cisco Commerce Workspace

Cisco Services Contract Center

Find details in the Cisco® Solution Support Ordering Guide.

You Gain from Our Global Expertise

People +

- Global, 24-hour support
- Strong relationships with solution partners
- Cisco Technical Assistance Center (TAC) resource pool

Knowledge +

- 100+ technology certifications
- Cross-training in key product and solutions
- On-going training in line with solution evolution

Tools +

- Internal knowledge remediation database
- Shared knowledge repositories
- Access to diverse lab resources

Processes

- Based on award-winning Cisco TAC processes

  +

- Industry-standard framework and recognized code of conduct for efficient coordination with solution partners

Call to Action

Review partner and customer materials at the Cisco® Solution Support page on cisco.com.

Direct any questions to ask-solution-support@cisco.com or your local Cisco partner services development manager.

Upsell Cisco Smart Net Total Care Service customers at renewal and sell new customers purchasing eligible Cisco multivendor solutions.
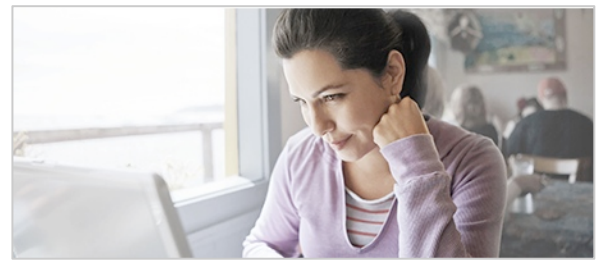
Help customers innovate with confidence and take the leap to new technologies. We have them covered with Cisco® Solution Support.