CISCO SYSTEMS

SMB Engage – Packaged Services

Every sale of a Cisco solution opens an opportunity to generate additional revenue. Cisco Packaged Services are designed specifically to maximise those opportunities for you.

Your customers buy Cisco solutions because they are making strategic decisions about the way they run their businesses. With Cisco Packaged Services, you can build substantial added margin into the value of each sale, enhancing customer relationships and loyalty through the provision of long-term service and support that matches their business goals.

Sales that incorporate Cisco Packaged Services lead to renewable and predictable revenue opportunities and give you a head start in the introduction of new Cisco solutions. In addition, offering Cisco Packaged Services gives you a strong competitive advantage, because it provides a powerful source of differentiation.

How to identify a Sales Opportunity

All organisations, irrespective of size or vertical sector, can benefit from Cisco Packaged Services. The key lies in matching the package to the needs of the customer. The following questions will help you to identify the customer's need and prompt their thinking about service and support issues:

1 Is there any significant impact on your business when your network is down? This will help to focus on the real value of service and support, in terms of business continuity and lost production or revenue.

2 How many of your staff depend on network availability in order to be productive at their job? Again, this persuades the customer to think of the business implications; non-productive staff are an expensive overhead.

3 Do you have enough technical experts in-house to provide round-the-clock support on your network? Many companies have skills that can solve day-to-day problems; this question prompts them to consider just how far they can depend on those resources if a more serious problem occurs.

4 Are you currently outsourcing your technical support requirements to third party vendors or consultants? This helps to identify the current status of the customer's support strategy and prompt discussion about the quality and reliability of the service.

5 Do you currently have unlimited phone access to outside technical support or is your available phone time restricted by hourly rates and a tight operating budget? A question that focuses on a common problem, highlighting a key benefit of Cisco Packaged Services.

6 When you do have a problem, is telephone support adequate, or would you prefer a site visit by a qualified engineer? The level of service required will depend on the business implications of a network failure; the more critical the network, the greater the need for on-site support.

7 Do you keep stock of your own spares, or buy them from a preferred reseller? Focuses on Cisco Base, which is particularly relevant for customers in countries where SMARTnet services are not available.
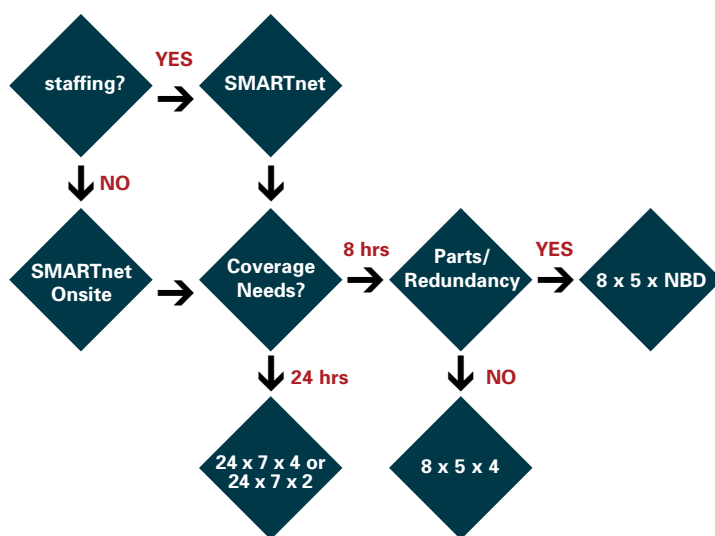
Packaged Services – Definitions

Cisco Technical Assistance Center (TAC): The largest technical assistance team in the industry, Cisco's engineers are highly trained and offer years of experience in networking issues. For high-priority issues, the TAC is available 24 hours a day, 365 days a year, in more than 139 languages.

Cisco.com: The industry-leading online support and information service, which includes comprehensive database resources, interactive consulting tools, and a robust set of technical tools and product information.

Software Updates: Cisco IOS® software extends the life of network hardware through software upgrades rather than equipment replacement. These upgrades can scale a network's features and functionality as a company's requirements change.

Hardware Replacement: In the unlikely event that a network goes down due to a hardware problem, Cisco can expedite delivery of replacement hardware, enabling a company to get back on line as quickly as possible.

8 Rather than wait for repairs to be completed, would you prefer to receive a fast replacement for any failed equipment? Highlights the Advance Replacement option, which gets the network up and running when hardware problems arise.

9 Do you need to protect your investment in software, and avoid unexpected budget demands brought about by critical upgrades? Software Application Support plus Upgrades (SASU) provides this level of cover for customers.

Key Benefits of Cisco Packaged Services

Peace of mind and business continuity are the two fundamental benefits of Cisco Packaged Services. Whatever combination of services your customers require, the primary function is to ensure that their network operates reliably and that, in the event of failure, a remedy is delivered quickly and without unnecessary complication.

- Investment protection – upgrades and maintenance optimise network performance and avoid problems.
- Minimises network down time through regular servicing and upgrades – prevention is better than cure.
- Significantly lowers the cost of doing business by reducing the total cost of ownership of the network; properly budgeted maintenance is far less expensive than reacting to problems and solving them on an ad hoc basis.
- The variety of support and delivery options ensures that there is a service product to suit most needs, from small business start-ups to fast-growing medium-sized companies.
- Quick, easy, competent resolution of network problems, allowing customers to focus on their business priorities, rather than battling with technology issues.
- Rapid access to the world's leading network skills base, with Cisco engineers on hand to provide service and support through a variety of communications channels, including on-site if required.

SMARTnet or SMARTnet Onsite?

staffing? —YES→ SMARTnet
↓ NO
SMARTnet Onsite → Coverage Needs? —8 hrs→ Parts/ Redundancy —YES→ 8 x 5 x NBD
↓ 24 hrs ↓ NO
24 x 7 x 4 or 24 x 7 x 2   8 x 5 x 4

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