

**Attachment I**  
**Additional Scored Response Document**  
**RFP# 99999-SPD0000071**

**Additional Scored Questions – Response Document**

All questions in the "Additional Scored Response Document" are non-mandatory. The State is requesting additional information regarding Manufacturer's bid. Manufacturers are encouraged (but not required) to provide a thorough narrative description to each question. Answers along with any required supporting materials, will be evaluated and awarded points in accordance with eRFP, Section 6, Proposal Evaluation and Award.

**DO NOT INCLUDE ANY COST INFORMATION IN YOUR RESPONSE TO THIS  
WORKSHEET.**

## Additional Scored Questions

### Part 1: Product Offering

Enter your response directly beneath each question.

- P1:** The State of Georgia recognizes the value and benefits derived from providing technology solutions that include other hardware, software and services produced by the Manufacturer. Describe your ability to provide supplementary/ancillary technology equipment, software and solutions for purchase by public entities within the State of Georgia. Please include a description/benefit/feature set of the product series/lines/families, software, accessories or solutions available plus applicable hardware, software or firmware warranty currently available at no additional charge. [PLEASE DO NOT INCLUDE SCOPE EXCEPTIONS AS IDENTIFIED IN SECTION 1.1 OF THE eRFP DOCUMENT, ATTACHMENT A.]

#### Cisco Response:

Cisco is not providing any product offerings that are comprised of other manufacturer's products.

- P2:** The State of Georgia recognizes the value and benefits derived from providing technology solutions that encompass 3<sup>rd</sup> party, non-native hardware, software and accessories. Offeror should describe what other manufacturer's products/software it is able to provide via its industry technology alliances. Please include a description your role in terms of support, warranty, servicing, etc. Please elaborate on your relationship with your alliance partner in terms of tenure, how it compliments your basic category offerings and your joint market strategy. [PLEASE DO NOT INCLUDE SCOPE EXCEPTIONS AS IDENTIFIED IN SECTION 1.1 OF THE eRFP DOCUMENT, ATTACHMENT A.]

#### Cisco Response:

Cisco is not providing any third-party product offerings under this solicitation.

- P3:** Please describe your energy efficiency program including how the equipment and software offered under this RFP promotes IT energy efficiency principles, practices and opportunities. Please elaborate on your energy productivity improvements and how your products are identified as energy efficient (on the physical item and on your website).

#### Cisco Response:

In response to energy costs, environmental concerns, and government directives, there is an increased need for sustainable and "green" business IT operations. Methods to measure power consumption and control energy output are now the focus of businesses worldwide, with all customers looking for consolidated energy management across different device and communications media.

Cisco EnergyWise is a new energy management architecture that will allow IT operations and facilities to measure and fine-tune power usage to realize significant cost savings. Cisco EnergyWise focuses on reducing power utilization on all devices connected to a Cisco network ranging from Power over Ethernet (PoE) devices such as IP phones and wireless access points to IP-enabled building and lighting controllers. It uses an intelligent network-based approach, allowing IT and building facilities operations to understand, optimize, and control power across an entire corporate infrastructure, potentially affecting any powered device. See [http://www.cisco.com/en/US/prod/switches/ps5718/ps10195/white\\_paper\\_c11-514539.pdf](http://www.cisco.com/en/US/prod/switches/ps5718/ps10195/white_paper_c11-514539.pdf) or

[http://www.cisco.com/en/US/prod/switches/ps5718/ps10195/white\\_paper\\_c11-514539.html](http://www.cisco.com/en/US/prod/switches/ps5718/ps10195/white_paper_c11-514539.html) for further information on EnergyWise and Cisco program to conserve resources.

Cisco has been investigating energy efficiency for all aspects of networking for a number of years. Over time, the efficiency of the network has improved significantly (in terms of bits carried per Joule used) through improvements in architectures, designs, and underlying technology. However, to maintain or improve this rate of progress, it is important to use objective methodologies and metrics that ensure generational improvements in all aspects of the network. For this reason, Cisco strongly supports the work of the Energy Star program, as well as other energy conservation programs.

In order to foster improvements in individual network components that most benefit the overall efficiency of the network, the methodology must take into account the critical requirements of the network; it must examine the architectural impact of the component functions and features; and it must evaluate the component performance in conditions that match the real world usage.

**Additional Scored Questions**  
**Part 2: General Technical Questions**  
**Section: Business Viability**

Enter your response directly beneath each question.

**BV7:** Products being procured under this eRFP may be eligible for Universal Service Fund Discounts. Manufacturers (along with Servicing Partners) desiring to participate in the Universal Service Discounts program must comply with all applicable Federal Communications Commission rules that apply to this program. Please indicate your willingness to participate in this program and please confirm that for E-Rate eligible products/services, offering companies (Manufacturer/Servicing Partner) has a USAC (Universal Service Administrative Company) provided Service Provider Identification Number (SPIN). In addition, please elaborate on how you will publicize the applicable E-Rate products at the item level and how you or your Servicing Partner will support the preparation of the Form 471/Item 21 Attachment, if requested. Please reference Section 3.0 of eRFP for additional information on E-Rate.

**Cisco Response:**

Cisco and its Servicing Partners are willing to participate in the E-Rate program under this contract. Cisco's SPIN is 143004718, and Attachment H lists the SPIN number for the potential list of Servicing Partners.

For every E-Rate funding year, Cisco publishes a list of E-Rate eligible parts. This list is publicly available and all our partners, customers. Even the FCC, USAC and SLD use it for eligible product verification and the URL is as follows: <http://www.ciscoerate.com/>.

Cisco resellers may assist customers to ensure that the products and services in the Item 21 attachment are accurate and up to date.

## **Additional Scored Questions**

### **Part 2: General Technical Questions**

#### **Section: Quality/Customer Support and Satisfaction**

Enter your response directly beneath each question.

**QC7:** Will Manufacturer warrant and assume responsibility for 3<sup>rd</sup> party, non-native product(s) that it sells, licenses or leases under this agreement? Please describe any exceptions.

#### **Cisco Response:**

Cisco is not providing any third-party product offerings under this solicitation.

**QC8:** Do you have an active Users Group in Georgia? Please explain how your Users Group functions and how State of Georgia customers would be able to participate?

#### **Cisco Response:**

Cisco has many options available for our customers to participate in shaping Cisco product and application direction, as well as peer interaction within the education environment, as described in the following paragraphs.

#### **Cisco Support Community**

Cisco Support Community is a Web 2.0 collaboration capability for Cisco Support Customers and Partners — a single community platform to decrease time to knowledge and increase customer satisfaction. Some of the capabilities (i.e., blogs, forums, discussions, and knowledge base) offered through the Cisco Support Community will better enable customers/partners to interact collaboratively and self-solve cases. The Cisco Support Community allows you to ask and answer questions in the forums, create your own wiki content, and collaborate with your technical peers. Here are some of the many advantages of the users group:

- Networking with other IT professionals
- Educational resources and programs
- User message boards
- Annual conferences and trade shows
- Advanced product information
- Professional development
- Membership directory
- Publication discounts
- Industry news
- Electronic newsletters
- Volunteer opportunities
- Access to valuable information.

To visit the Cisco Support Community, go to: <https://supportforums.cisco.com/index.jspa>

#### **Enterprise Technical Advisory Board Program Overview**

Since launched in October 2000, the Enterprise Technical Advisory Board (TAB) is a forum that meets twice a year (spring and fall) where the Enterprise product/solution teams can get strategic advice and guidance on Cisco's future product, solution, and services roadmaps from top Enterprise customers (all under non-disclosure agreements).

The purpose of the sessions is to listen (not market or sell) to the customers, to identify new market opportunities, and verify product directions. Every session begins with the key findings from the previous TAB, and how those findings impacted our product and solution roadmaps, followed by a short overview to frame up the session's discussion questions.

The Area Directors (or representatives of) attend the TAB acting as hosts for the customers. No other sales teams are permitted to attend the TAB.

Business benefits to Cisco:

- Ability to tap into valuable resources to help gain early vision and insight into changing industry trends
- Receive strategic advice and guidance to help align Cisco product features with customer requirements
- Gain thought leadership around emerging technologies/products and services.

### **Audience**

The TAB participants are technical network architects from Enterprise accounts in the U.S., Canada, and Europe area. This audience is responsible for defining the strategic and competitive directions of their networks and typically report to the CIO of their organizations (no network operation managers). The TAB membership currently accounts for 10 percent of the annual Enterprise revenue, and 80 percent of the customers at each event are returning customers from the previous TABs.

## Additional Scored Questions

### Part 2: General Technical Questions

#### Section: Ancillary/Supplemental Services and Programs

Enter your response directly beneath each question.

**SP3:** What Professional Services do you offer to assist customers in planning, designing and managing networks with maximum efficiency, reliability and security? Be sure to clarify whether the Manufacturer is offering the service or if the service would be secured from your designated Servicing Partners.

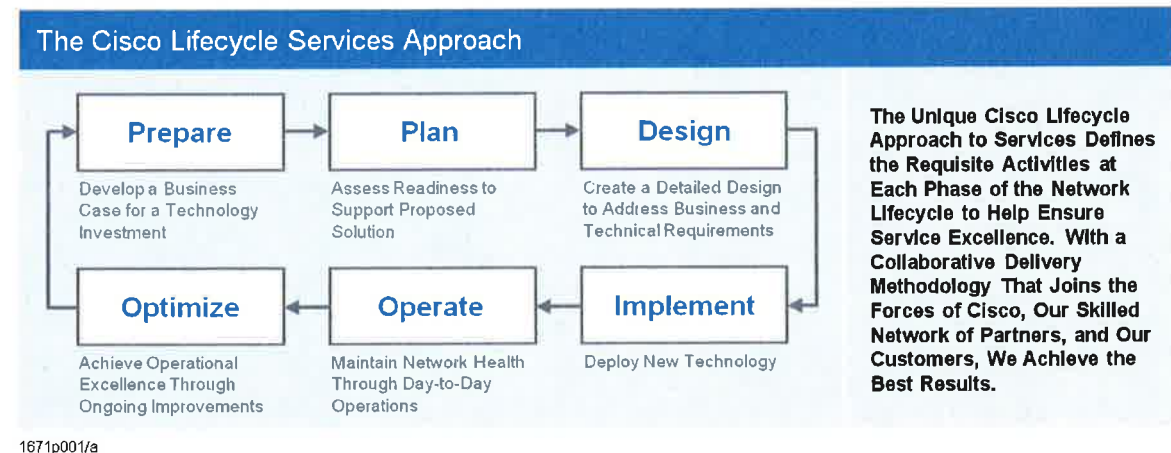
Cisco provides a broad range of service offerings, including award-winning technical support and advanced services. Cisco sells services directly through our own sales force and indirectly through our servicing partners.

There is an overarching concern with business leaders to recognize the gaps between the business needs they are aiming to resolve and the technologies they are using to solve these needs. Cisco's approach to bridging this gap for our customers involves developing technology architectures that support the evolution of the network as the platform. Because technology alone does not answer all of the concerns many business leaders have today, services play a vital role in the successful evolution of the network to a platform.

Our services business model at Cisco is based on service-led interaction. This service-led interaction facilitates customer success with deploying platform architectures based on Cisco technology, accelerating the achievement of their business goals.

Architecting the network as the platform, and reaping its benefits, requires more than reliable equipment and trained personnel. A service-led interaction helps ensure that the network is prepared for new technology and functioning at optimal performance levels before a new technology is introduced. It also helps ensure that systems are aligned with applications, middleware, and business processes.

This level of interaction is designed to support a network throughout its lifecycle-based Cisco Lifecycle Services. Cisco Lifecycle Services are not only the starting point for building a cohesive IT system with lasting value, but they are also at the heart of the network evolution.



**Figure 1. Cisco Lifecycle Services**



This service could be procured directly with Cisco or through a servicing partner of the customer's choice.

**SP4:** What end-of-life disposition services do you or via a Servicing Partner offer? End-of-life services may include asset disposition, recycling, manufacturer's equipment trade-in/takeback, refurbishment, etc. In cases where you or your Servicing Partner may be tasked with removal of hardware, firmware, appliances, or devices, what measure do you take to ensure that no data or information is leaving your customer's environment?

**Cisco Response:**

Cisco created a program entitled Product Takeback and Recycle to help with the proper disposal of unwanted electronics. Details of the program are provided below.

The rapid proliferation of electronic products, which accelerated from the 1980s onward, has led to an increase in the volume of obsolete products for disposal. This resulted in large volumes of electronics showing up at municipal landfills, leading to global collaboration to promote producer responsibility for proper disposition and recycling of electronic products. Electronic waste is a particular concern, as it is Cisco's most significant waste stream and the fastest growing type of global waste. According to the UN Environmental Program, the global e-waste stream is soon to reach 50 million tons annually.

Cisco, as a globally responsible producer of electronic products, provides end-of-life programs that reduce the overall impact on the environment. These end-of-life programs are designed to re-use or harvest the material commodities contained in the equipment collected and return those materials to the market where they are made into new products. Over 99 percent of the electronics sent for processing are recycled. This promotes efficient and sustainable production and consumption.

The Cisco Takeback and Recycle Program enables businesses and consumers to properly dispose of surplus products that have reached their end-of-useful-life. The program is open to all users of Cisco equipment and its associated brands and subsidiaries.

Legislative and environmental factors, combined with the desire to implement the latest technology, present many companies with the challenge of managing technology surpluses. Under the Cisco Takeback and Recycle Program:

- Equipment returned to Cisco is disposed of in an environmentally safe manner.
- Disposal processes comply with all applicable regulations.
- All Cisco-branded products are accepted.
- Upon pre-approval, Cisco works with customers to dispose of competitors' or other IT products. To obtain approval, please contact [weee-ops@external.cisco.com](mailto:weee-ops@external.cisco.com).

On request, Cisco can provide a Certificate of Destruction that releases the customer from further liability for equipment returned through the Cisco Takeback and Recycle Program.

**SP5:** Assume a customer has made an investment in a competing hardware platform/solution but now wishes to replace that with your solution. Do you have any 'buy back' or trade-in options that would help facilitate this transition? If so, please elaborate.

**Cisco Response:**

Cisco does offer a Technology Migration Program (TMP) to address the trade-in of either competitive or Cisco hardware that is currently deployed within a network. The use of TMP is ideal when upgrading a customer's existing Cisco network or migrating a customer's network from a competitive environment to a Cisco networking solution.



TMP is a global program offering trade-in credits for most major products offered by Cisco and for select competitive products. Trade-in credits are available either as "standard" or "promotional" credits:

- Although "standard" credits are subject to change, they have no specific end date
- "Promotional" credits are tied to specific TMP promotions, have a specific end date, and require specific products to be traded-in and purchased.

The credit amount will vary for each opportunity.

**SP6:** Please detail your guidelines and program requirements for customers requesting equipment field evaluations or proof-of-concept trials.

**Cisco Response:**

If a customer requests to conduct a Proof-of-Concept (POC) for design testing and validation, Cisco and the servicing partner will work with the customer and attempt to accommodate their request.

**SP7:** Please detail your financing program, if available.

**Cisco Response:**

Cisco Capital, through its partner Key Government Finance (KGF), provides taxable and tax-exempt equipment and real property lease and financing solutions to the U.S. Federal Government, U.S. State and Local governments (defined by IRS Code, Section 103), qualifying 501(c)3 non-profit entities, and qualifying small commercial for-profit businesses (i.e., Industrial Development Revenue Bonds).

KGF markets its services, via inside and field sales teams, to clients of KeyBank's Public Sector department, KGF's vendor partners, and via direct end-user prospecting. With over 5,000 municipal contracts in place nationwide, its own federal GSA contract, and hundreds of relationships with federal prime contractors, KGF is well positioned to accommodate nearly any government financing opportunity. Virtually any type of equipment which satisfies an essential use to any government entity is eligible for financing. KGF's capabilities provide a competitive edge, in particular, with our vendor clients and prospects.

**SP8:** Please detail your leasing option, if available, and address the inclusion of a lease buyout.

**Cisco Response:**

A \$1 buy-out is a financing lease with the title to the equipment passing to Lessee. This is a net lease under which Lessee pays all costs, including insurance, maintenance, and taxes, for the term of the lease. At the end of the lease term, the equipment can be purchased for \$1.

Fair Market Value: A Fair Market Value (FMV) lease is a lease with the title to the property retained by Lessor. The lease payment under this financing structure is treated as the "rental" of equipment by the Lessee, and is considered an operating expense of the Lessee. During the financing term, the title to the equipment does not vest in the Lessee. At the end of the initial Lease term and each renewal term, the Lessee will have the following options: (1) return the equipment to Lessor, (2) continue to make lease payments on a monthly renewal basis, or (3) purchase the equipment for its then fair market value. Lessee shall pay when due and shall indemnify and hold Lessor harmless from and against any and all taxes, fees, withholdings, levies, imposts, duties, assessments, and charges of any kind and nature arising out of or related to this financing (together with interest and penalties thereon and including, without limitation, sales, use, gross receipts, personal property, real property, real estate excise, ad

valorem, business and occupational, franchise, value added, leasing, leasing use, documentary, stamp, or other taxes) imposed upon or against Lessor.

Attached with our response are sample documents for a Fair Market Value Lease, Tax Exempt Lease Purchase, and multi-year maintenance payment plan.