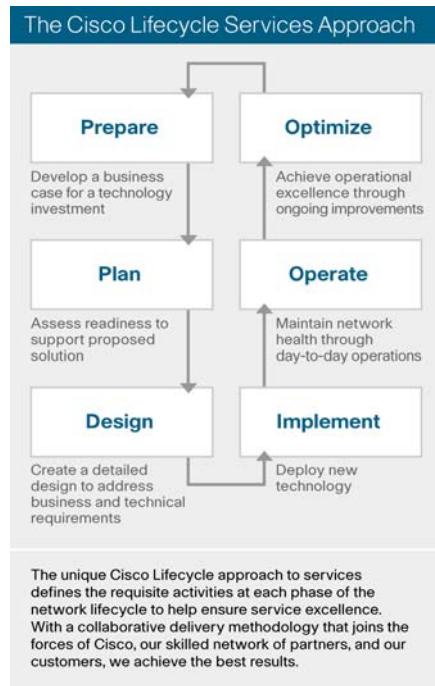


Cisco Optimization Services

Optimize network performance and enhance security and operational efficiency to help increase business profitability.



Challenge

In today's information-rich business environment, the network is the base of your daily operations and the foundation for your strategic direction. Companies depend on an efficient network to enable critical business applications, communication, and collaboration. The network must be highly secure, reliable, and available to external and internal users.

Making full use of business opportunities and overcoming technical challenges begin with maintaining high performance, high availability, and high quality-of-service levels in your network. To grow your business and deliver next-generation services, you need to evolve your network; migrate to new IP services; and converge data, voice, and video – all while efficiently scaling and deploying diverse and complex technologies.

Solution

Cisco® Optimization Services help you make full use of your network to meet today's new challenges and help position your organization to capitalize on future opportunities. Backed by an experienced engineering service organization, Cisco Optimization Services can help bridge expertise gaps to help you enjoy a strong return on investment throughout the lifecycle of your network.

Cisco Optimization Services take a two-stage approach to provide an integrated service offering:

- Cisco Foundation Technology Optimization Service Bundle/Network Optimization Support (NOS) focuses on optimizing your network's performance, enhancing security, and increasing operational efficiency to help you increase your business profitability.
- Cisco Advanced Technology Optimization Services build on the Cisco Foundation Technology Optimization Service Bundle/NOS by helping you improve the performance of Cisco advanced technologies to increase your return on investment and better align your network solutions to your business requirements.

With the help of specialized tools, quarterly site visits, status conference calls, and continual communication, the Cisco engineering team builds an in-depth knowledge of your networking environment and business objectives. Aided by this knowledge, the Cisco engineering team becomes a highly effective liaison between your organization and the wealth of technical expertise and intellectual property at Cisco. Cisco engineers typically hold one or more CCIE® certifications

and are industry experts in their fields. They have expertise in planning, designing, and supporting many of the largest and most successful network infrastructures in the world. Their product and technology expertise is constantly enhanced by hands-on experience with real-life networks and broad exposure to current network technology.

Cisco Foundation Technology Optimization Service Bundle/NOS

To make full use of your network investment, you need to enhance the performance and security of your network and improve operational efficiency. The Cisco Foundation Technology Optimization Service Bundle/NOS provides advanced network-level support and consultative proactive support to help you optimize your Cisco routing and switching network. These services focus on the core routing and switching network and help you make full use of your foundation technology and maintain optimal security. By helping you establish a network with the capacity to offer a broad range of services, evaluating the capabilities of your software to meet future needs, and taking measures to reduce risk when making changes, these services also help prepare your network for successful integration of new advanced technologies.

The Cisco Foundation Technology Optimization Service Bundle/NOS is available on an annual subscription basis and consists of:

- Cisco Foundation Technology Annual Assessment Service
- Cisco Foundation Technology Network Support Service
- Cisco Foundation Technology Continuous Learning Service

Cisco Foundation Technology Annual Assessment Service

Your network supports your most critical business processes and must deliver consistently high levels of performance, reliability, and security to your employees, partners, and customers.

To help keep your network running at its best, the Cisco Foundation Technology Annual Assessment Service evaluates the elements of your network architecture that contribute to resiliency, security, and availability. Cisco engineers provide prioritized recommendations based on leading practices that align closely with your business objectives. After identifying gaps, these engineers deliver their recommendations in detailed reports that document an established approach for resolving gaps and understanding the potential effects of making the recommended changes on the deployed network.

The service evaluates your network security architecture in detail to help you better manage risk and meet compliance requirements. Network security is central to the design and operational effectiveness of the network. It also evaluates your network security architecture, technology policy, and management practices to strengthen risk management, achieve compliance requirements, and align with industry best practices. Properly implementing network security, availability, and management controls helps preserve information confidentiality and maintain the integrity and availability of business-critical applications and data. Table 1 describes Cisco Foundation Technology Annual Assessment Service activities and deliverables.

Table 1. Cisco Foundation Technology Annual Assessment Service Activities and Deliverables

Activity	Deliverable
Assess network operations annually to identify and analyze critical performance indicators and operational gaps that pose a significant risk to the network operations	Operational assessment report on performance indicators and operational gaps. This report includes: <ul style="list-style-type: none"> Identified gaps between current operational capabilities and leading industry practices Recommendations to correct device misconfigurations, errors, and policy violations
Evaluate network security architecture for scalability, performance, and manageability to strengthen risk management, identify vulnerabilities, and achieve compliance requirements	Detailed security architecture report focusing on threats and risks, providing: <ul style="list-style-type: none"> Analysis of network security architecture based on industry standards and best practices, security technology policy, discovered vulnerabilities, and compliance requirements Prioritized recommendations for improvements to security architecture, components, functionality, and features to reduce risk of attack, protect Internet-reachable servers, and enable secure remote access

Cisco Foundation Technology Network Support Service

In an increasingly competitive marketplace, business agility is a top priority for every organization. An enterprise can embrace the technologies that enable business agility by continually evolving the network so it can deliver new services and applications.

The Cisco Foundation Technology Network Support Service helps you make full competitive use of your deployed network to meet new opportunities in today's business environment and positions you to offer a broad range of services over your network. This service supports you in developing detailed design standards for your campus, metropolitan, or wide-area networks to address your business and technical requirements. It also evaluates the capabilities of your current software to meet future needs and assesses how scheduled events such as hardware upgrades and other issues could affect network performance.

By regularly analyzing performance data and configurations from your network and recommending changes to help you use your equipment more efficiently and cost-effectively, this service helps you to maintain a continued focus on prioritized areas of potential improvement and reduce your risk when making changes to the network. Table 2 describes Cisco Foundation Technology Network Support Service activities and deliverables.

Table 2. Cisco Foundation Technology Network Support Service Activities and Deliverables

Activity	Deliverable
Review developed detailed design standards for your campus, metropolitan, and wide-area networks	Detailed design review reports plus ongoing design consultation to support incremental design changes to your networks
Identify future software feature and functionality requirements and the ability of your current software to meet those requirements	<ul style="list-style-type: none"> Software management strategy report Proactive software recommendation reports Periodic software lifecycle reports, bug reports, and infrastructure analysis reports Ongoing software security alerts
Analyze performance data and configurations from network devices on a recurring basis to proactively identify network optimization opportunities	<ul style="list-style-type: none"> Technology audit or protocol audit reports Configuration best-practice reports on Cisco IOS® Software and Cisco Catalyst® OS devices Periodic syslog analysis reports Proactive advisory reports
Monitor areas prioritized for potential improvement identified by Cisco experts and tools	Network improvement plan, based on recommendations from the Cisco Foundation Technology Annual Assessment Service and the Cisco Foundation Technology Network Support Service, providing a prioritized task list that is reviewed quarterly
Provide network change support for up to two deployment-related hardware, software, or configuration events per month	

Cisco Foundation Technology Continuous Learning Service

To facilitate network administration and help reduce your ongoing operational expenses, you need to continually improve the skills of your network support organization. The Cisco Foundation Technology Continuous Learning Service is designed to help you increase your employees' self-sufficiency, while giving them the knowledge they need to better adapt to the rapidly changing competencies required of today's networking professionals. This service provides access to a rich array of resources, including access to the Cisco Technical Knowledge Library of interactive content, video-on-demand presentations, and best practices and configuration guides. It also offers access to Cisco technical experts for knowledge transfer sessions.

Cisco engineers maintain regular communication with you through scheduled conference calls and e-mails to share information about new networking products and software features for your deployed network environment. This ongoing interaction augments the scheduled support you receive; facilitates general knowledge transfer throughout the lifecycle of your network; and helps your staff become more self-sufficient, proficient, and productive. Table 3 describes Cisco Foundation Technology Continuous Learning Service activities and deliverables.

Table 3. Cisco Foundation Technology Continuous Learning Service Activities and Deliverables

Activity	Deliverable
Provide anytime access to industry-leading expertise and intellectual property	Access to a wealth of intellectual property and other resources through the Cisco Technical Knowledge Library, including: <ul style="list-style-type: none"> • Documents that Cisco has created for you, such as plans, reports, and presentations • Cisco product and technology information • Engineering white papers • Case studies • Cisco Press® publications • The onBusiness Network Content Library • Networkers Online, the official online site for the award-winning Networkers conference • Recommendations for e-learning courses and simulation tools
Provide information about new networking products and software features for your environment on a continual basis	Informal educational sessions and continual communication through scheduled conference calls and e-mails

Cisco Advanced Technology Optimization Services

Cisco Advanced Technology Optimization Services expand and enhance the Cisco Foundation Technology Optimization Service Bundle/NOS by helping you improve the performance of Cisco advanced technologies such as Cisco Unified Communications, wireless LAN, and data center networking. These services help you to improve your return on investment in these advanced technologies through design support, performance analysis and recommendations, and ongoing knowledge transfer services. The services are available on an annual subscription basis as supplements to the Cisco Foundation Technology Optimization Service Bundle/NOS and include:

- Cisco Unified Communications Optimization Service
- Cisco Data Center Networking Optimization Service
- Cisco Wireless LAN Optimization Service

Cisco Unified Communications Optimization Service

The Cisco Unified Communications family of voice and IP Communications products and applications helps your organization to communicate more effectively. The results are simplified business processes, improved customer service, and increased productivity and profitability. Maintaining a reliable, high-performance network helps prepare your Cisco Unified Communications system to deliver communication services and applications when you need them.

The Cisco Unified Communications Optimization Service helps you get the most from your Cisco Unified Communications infrastructure. In providing this service, Cisco engineers use advanced tools and leading practices acquired through years of experience maintaining and optimizing Unified Communications networks.

This service helps you operate and maintain an effective voice and data infrastructure with proper software assessment and risk analysis of Cisco Unified Communications system components. It helps keep your Cisco Unified Communications infrastructure operating at high performance levels through personal interaction, reporting, and remediation that assist you in optimizing and fine-tuning the network. By providing support for in-depth testing processes, the Cisco Unified Communications Optimization Service helps you reduce the risk of downtime during software upgrades. It improves system performance by helping you to establish a baseline that can then be used to help your network-support staff optimize your converged network. At the same time, the Cisco Unified Communications Optimization Service increases the skill and expertise of your in-house staff through training and knowledge transfer provided by Cisco experts. Table 4 describes Cisco Unified Communications Optimization Service activities and deliverables.

Table 4. Cisco Unified Communications Optimization Service Activities and Deliverables

Activity	Deliverable
Provide design support <ul style="list-style-type: none"> • Review customer design standards • Review the IP communications system design • Assess security • Develop the IP communications growth plan • Review the system test procedures • Provide ongoing consultative support 	Updated detailed design report containing recommendations for: <ul style="list-style-type: none"> • Performance improvement • System changes • Cisco voice application migration and upgrades testing changes and improvements Remediation plan to help correct deficiencies and make sure your detailed design stays up to date and scales with your business needs
Establish a software strategy <ul style="list-style-type: none"> • Assess software • Analyze software risk 	<ul style="list-style-type: none"> • Software infrastructure analysis report on applicable Cisco Unified Communications software releases affecting feature and functionality requirements • Proactive software recommendation report which identifies risks of not upgrading to address software issues
Engineer and optimize performance <ul style="list-style-type: none"> • Audit IP communications stability • Assess operational readiness • Tune performance • Implement tuning recommendations for Cisco Unified Communications systems 	<ul style="list-style-type: none"> • Baseline of converged network performance and Gap Analysis report with remediation plan • Baseline of operational staff, processes, procedures, tools, and managements systems with gap analysis and remediation plan • Performance tuning recommendations for Cisco Unified Communications systems
Transfer knowledge and mentor	<ul style="list-style-type: none"> • Informal educational sessions • Chalk talks • Regular communication via conference calls and e-mail

Cisco Data Center Networking Optimization Service

The data center is central to any organization. Employees, partners, and customers rely on data and resources in the data center to effectively create, collaborate, and interact. Over the last decade, the rise of Internet-based and Web-based technologies has made the data center more strategic than ever, improving productivity, enhancing business processes, and accelerating change.

Data centers are the strategic focus of efforts to protect, optimize, and grow the business. Through the Cisco Data Center Networking Optimization Service, Cisco can help you make full use of your data center to meet many of the challenges of today's business environment and can help position you to capitalize on future opportunities.

In providing this service, Cisco engineers collaborate with you to develop detailed design standards for your data center and to evaluate the capabilities of your applications to meet your future requirements. The service analyzes the performance data and configurations from your network devices on a recurring basis to provide a continuous, strategic view of your network environment. It includes storage area networking and caching activities. Ongoing communication with Cisco experts helps keep you informed about new networking products and software features for your environment. Table 5 describes Cisco Data Center Networking Optimization Service activities and deliverables.

Table 5. Cisco Data Center Networking Optimization Service

Activity	Deliverable
Review current data center networking detailed design	Design report containing recommendations for services-oriented Cisco data center networking architecture and redundancy, resiliency, manageability, and scalability improvements for application and traffic growth
Analyze performance data and configurations on data center network devices	Cisco data center networking performance and optimization report that includes reviewing configurations and providing recommendations based on application characteristics and requirements; assistance with configuration recommendations when new services or protocols are enabled as part of the data center network
Assess current Cisco data center networking software levels, including benefits and risks of upgrading software, to develop a software management strategy	Cisco data center networking software infrastructure analysis report outlining applicable software releases affecting feature and functionality requirements and a proactive software recommendation report that identifies potential benefits and risks of implementing current software upgrades
Provide ongoing knowledge transfer and mentoring on Cisco data center networking	Informal education sessions and regular communications through scheduled conference calls and e-mails about your Cisco data center network solution

Cisco Wireless LAN Optimization Service

Maintaining your wireless LAN to help keep business-critical applications available and operational through the lifetime of the network can increase employee productivity while reducing operational expenses. In supporting these applications, it is critical to proactively address quality-of-service, coverage, interference, and compatibility issues. If your wireless LAN has coverage gaps, poor quality of service, or software compatibility problems, your network users might not be able to complete business-critical transactions, which would have an adverse effect on overall company operations.

The Cisco Wireless LAN Optimization Service is a proactive optimization service that provides software, configuration, and coverage recommendations to help improve the performance level of your Cisco wireless LAN. Delivered by Cisco engineers who have detailed knowledge about your wireless network design and architecture, this service helps you support changes, while analyzing designs to enable your network to grow to support additional applications and users. It allows you

to assess your wireless LAN's performance using periodic onsite coverage, interference, throughput, and utilization measurements. The service also assesses your software and develops a strategy to manage Cisco wireless LAN software to reduce compatibility problems and help improve network availability and helps increase your team's knowledge base of wireless LAN technology and solutions so that it can be prepared to use new applications and solutions when they become available. Table 6 describes Cisco Wireless LAN Optimization Service activities and deliverables.

Table 6. Cisco Wireless LAN Optimization Service Activities and Deliverables

Activity	Deliverable
Review the current Cisco wireless LAN detailed design	Cisco wireless LAN design report containing recommendations for performance improvements, system changes, and application migration and upgrades
Analyze performance data and configurations for Cisco wireless LAN devices	Cisco wireless LAN performance and optimization report, which includes a baseline of converged network performance, gap analysis, and performance tuning recommendations; assessment of operational staff, processes, procedures, tools, and management systems with gap analysis and remediation plan
Assess current Cisco wireless LAN software levels, including benefits and risks of upgrading software, to develop a software management strategy	Cisco wireless LAN software infrastructure analysis report outlining applicable software releases affecting feature and functionality requirements and a proactive software recommendation report that identifies potential benefits and risks of implementing current software upgrades
Perform wireless LAN knowledge transfer and mentoring	Informal education sessions and regular communications through scheduled conference calls and e-mails about your Cisco wireless LAN

Benefits

Cisco Optimization Services help you maintain high performance levels, high availability, and a high quality-of-service level in your network by providing expertise and proven methodologies throughout the network lifecycle, as well as expert consultation, support, and guidance at critical stages.

Sustaining a high-performance network to continually meet changing business challenges requires ongoing performance and availability analysis. By effectively reviewing your network devices, collecting performance-related data, and applying Cisco leading practices, Cisco Optimization Services provide you with greater insight into your network, helping you to reduce operational costs, incorporate advanced technologies, and enhance network reliability.

Cisco Optimization Services help you to:

- Accelerate realization of the potential of new advanced technologies by optimizing the foundation network
- Improve the performance of the equipment in your network through performance analysis and recommendations
- Reduce network operations costs and enhance network reliability by identifying potential performance problems and making improvement recommendations
- Enhance network security with security architecture and risk assessment reports
- Perform critical network changes more effectively and efficiently through change support and software strategy
- Increase the self-sufficiency of your network support staff through continuous learning and knowledge transfer

Why Cisco Services

Cisco Services make networks, applications, and the people who use them work better together.

Today, the network is a strategic platform in a world that demands better integration between people, information, and ideas. The network works better when services, together with products, create solutions aligned with business needs and opportunities.

The unique Cisco Lifecycle approach to services defines the requisite activities at each phase of the network lifecycle to help ensure service excellence. With a collaborative delivery methodology that joins the forces of Cisco, our skilled network of partners, and our customers, we achieve the best results.

Availability and Ordering Information

Cisco Optimization Services are available globally on an annual subscription basis. You can purchase a Cisco Advanced Technology Optimization Services contract for Cisco Unified Communications, wireless LAN, or data center networking only in conjunction with a current Cisco Foundation Technology Optimization Service Bundle/NOS service contract. Other service delivery details might vary by region.

In addition to the Cisco Foundation Technology Optimization Service Bundle/NOS and the Cisco Advanced Technology Optimization Services for Cisco Unified Communications, wireless LAN, and data center networking, Cisco and its partners can also help meet your requirements in other advanced technologies, including security, unified contact centers, and optical.

For More Information

For more information about Cisco Optimization Services or other Cisco services, visit http://cisco.com/en/US/products/svcs/ps2961/serv_category_home.html or contact your Cisco service account manager.

Cisco Services.
**Making Networks Work
 Better Together.**



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