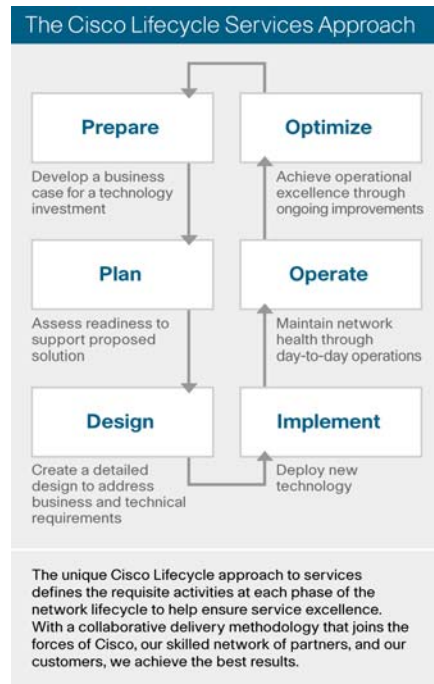


Cisco Business Transformation Optimization Service

Architecting and Solutions Creation to Transform Business and Use the Intelligent Network Platform



Service Overview

The Cisco® Business Transformation Optimization Service uses the Cisco Service-Oriented Network Architecture (SONA) to deliver business solutions to unify network-based services such as security, mobility, and location with the virtualization of IT resources. This service offering is targeted to customers wanting architecture services expertise in the prepare, plan, and design phases of the lifecycle. With the Business Transformation Optimization Service, you can take advantage of a wide range of Cisco solutions, proven designs, and services expertise, aligned with those of our partners, to help you build an innovative, competitive enterprise. This architectural approach will help you use your network as a strategic asset that closely aligns your IT resources with business priorities and evolve your infrastructure to support new business capabilities, reducing complexity and management

costs, enhancing system resiliency and flexibility, and improving the efficiency of your network resources.

Realize the Business Value of Your Network

The Cisco Business Transformation Optimization Service prepares enterprise IT organizations for next-generation business initiatives. Cisco will provide you with direct access to multiple domain experts in services and advanced technologies. By bringing architectural resources to evolve your enterprise infrastructure, Cisco will help you overcome your business challenges. Business productivity and efficiency will increase as you use Web 2.0 and knowledge management tools.

Cisco Business Transformation Optimization Service consultants will make architectural recommendations aligned with your business and application strategy through four activities:

- Architecture assessment
- Solution validation
- Application development consulting
- Knowledge management

Architecture Assessment

Cisco will collaborate in an architecture and roadmap review of the customer's IT strategy annually. In ongoing architecture support, Cisco will provide access to engineering and architectural expertise from its technology practices on an on-demand basis that can be used for high-level design reviews, to discuss technical issues, and so on. In addition, Cisco will deliver up to two design workshops per year, each focused on an architectural topic and or area selected by the customer.

Solution Validation

The Business Transformation Optimization Service helps customer to build and validate solutions with collaborative access to Cisco's SONA Solution Center. This service will enable our global customers to build and validate premium business relevance solutions through a solutions architecture approach with use cases, rapid prototyping, and proof-of-concept validation. This proof-of-concept engagement is a fast and simple way to see how the integration facilitated by the Cisco SONA can align your business processes with your technology architecture.

Application Development Consulting

The application development consulting provides application programming interface (API) support and consultation using Cisco.com, telephone, or electronic mail as appropriate.

Knowledge Management

Knowledge management provides web-based training; simulation tools; and access to leading practices, engineering white papers, use case studies, customer-specific content, and more through our technical knowledge library (TKL), an Advanced Services best practice knowledge repository.

Cisco Business Transformation Optimization Service

Table 1 shows Cisco Business Transformation Optimization Service activities and deliverables.

Table 1. Cisco Business Transformation Optimization Service Activities and Deliverables

Activities	Deliverables
<p>Architecture Assessment</p> <ul style="list-style-type: none"> • Review your IT strategy, architecture, and roadmap annually <ul style="list-style-type: none"> ◦ Review relevant documents, such as strategies, architecture vision statements, and network design documents ◦ Interview primary personnel, such as senior executives, sponsors, and enterprise architects • Assess your architecture and strategy • Recommend alternative approaches to making more effective use of your architecture • Provide input on perceived strengths and gaps in your strategy, opportunities for new technology adoption or retirement, and use of best practices 	<ul style="list-style-type: none"> • Architecture assessment briefing document and presentation

Activities	Deliverables
<p>Solution Validation</p> <ul style="list-style-type: none"> • Gather your business requirements, translate them into a use case, and develop the information flow of the use case, which includes process steps and information flows • Develop high-level and low-level conceptual architecture and design • Provide a prototyping system, which includes testing and integration, to validate the proof of concept (PoC) to help ensure proper integration between business architecture and networking technologies to meet customer's requirements • Create and present SONA experience PoC report 	<ul style="list-style-type: none"> • Customer use-case document and/or oral presentation • Demonstrated success of PoC solution in form of presentation and/or demo • Business Transformation Optimization Service PoC report reviewed with customer as presentation • Business Transformation Optimization Service PoC report outlining how the solution is built, including: <ul style="list-style-type: none"> ◦ Recommended network topology and architecture ◦ Sequence diagram ◦ Integration plan through which you can apply the validated solution in your network environment
<p>Application Development Consulting</p> <ul style="list-style-type: none"> • Provide API support and consultation • Provide support using Cisco.com, telephone, or electronic mail, as appropriate, during Cisco standard business hours 	<ul style="list-style-type: none"> • Accessible, remote system similar to a help desk that offers guidance on how to use the API libraries
<p>Knowledge Management</p> <ul style="list-style-type: none"> • Provide web-based learning recommendations, web-based training, and simulation tools • Provide continuous access to: <ul style="list-style-type: none"> ◦ Customer-specific content (Advanced Services contract deliverables, content requests from customer, SONA-specific contact ID as part of the service) ◦ Cisco product and technology information ◦ Engineering white papers ◦ Case studies ◦ Cisco interactive mentor (web-based training) ◦ Cisco Press ◦ Videos on demand: Networkers ◦ Leading practices ◦ Exclusive documentation that provides best practices for planning and design (Cisco intellectual property documents are exclusive to the Cisco service as part of the subscription to the SONA Experience Service. Docs put in TKL for review.) 	<ul style="list-style-type: none"> • Access remotely to Cisco TKL specific to customer's needs

Benefits

The Cisco Business Transformation Optimization Service allows you to collaborate with Cisco as you create your business solution. This solution is based on a Cisco SONA framework in a controlled environment that addresses the complex integration of strategic applications. With the help of Cisco experts, you can also improve application performance by aligning networking technology with your business needs. Using the proof-of-concept approach can ease the introduction of emerging technologies into your production environment and help you meet business objectives more quickly.

It also helps you to:

- Increase business velocity by prototyping application deployment and integration to identify and correct problems before the solution is installed in your production environment
- Simplify application integration and new technologies by building a proof of concept that demonstrates the feasibility of the solution
- Validate the application deployment success to build management commitment
- Learn about new, advanced network capabilities to support future business application integration and optimization in your network

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

The Cisco Business Transformation Optimization Service is available worldwide on an annual subscription basis and as a standalone transactional service. Contact your local Cisco account manager about availability in your area.

For More Information

For more information about the Cisco Business Transformation Optimization Service or the Cisco Lifecycle Services approach, contact your Cisco representative.

Cisco Services.
Making Networks Work.
Better Together.



Americas Headquarters
 Cisco Systems, Inc.
 San Jose, CA

Asia Pacific Headquarters
 Cisco Systems (USA) Pte. Ltd.
 Singapore

Europe Headquarters
 Cisco Systems International BV
 Amsterdam, The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

CCDE, CCENT, Cisco Eos, Cisco Lumin, Cisco Nexus, Cisco StadiumVision, the Cisco logo, DCE, and Welcome to the Human Network are trademarks; Changing the Way We Work, Live, Play, and Learn is a service mark; and Access Registrar, Aironet, AsyncOS, Bringing the Meeting To You, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, CCVP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Collaboration Without Limitation, EtherFast, EtherSwitch, Event Center, Fast Step, Follow Me Browsing, FormShare, GigaDrive, HomeLink, Internet Quotient, IOS, iPhone, iQ Expertise, the iQ logo, iQ Net Readiness Scorecard, iQuick Study, IronPort, the IronPort logo, LightStream, Linksys, MediaTone, MeetingPlace, MGX, Networkers, Networking Academy, Network Registrar, PCNow, PIX, PowerPanels, ProConnect, ScriptShare, SenderBase, SMARTnet, Spectrum Expert, StackWise, The Fastest Way to Increase Your Internet Quotient, TransPath, WebEx, and the WebEx logo are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0805R)