

Cisco Services for Small and Medium Business

General

Q. What is Cisco® Services for Small and Medium Business?

A. Cisco Services for Small and Medium Business is a suite of services that helps small and medium-sized businesses (SMBs) realize the full potential of their network investments with the right types and levels of services for their businesses.

Q. What sizes of businesses are considered SMBs?

A. SMBs typically have fewer than 1000 employees. Businesses with 20 to 249 employees are generally considered to be small businesses, and businesses with 250 to 999 employees are generally considered to be medium-sized businesses.

Q. How are SMB services different from enterprise services?

A. Cisco recognizes that the network is as important to SMBs as to larger enterprises. However, the needs of SMBs are often different than those of larger enterprises. Many SMBs have limited in-house IT expertise and want to have some or all of their network management provided by a partner or Cisco. Some SMBs want the flexibility of servicing their own network with the assurance that fast, expert technical support is available when a problem arises. For other SMB customers, cost containment is crucial. To address these different needs, Cisco has developed a suite of services that helps SMBs realize the full potential of their network investments with the right types and levels of services for their businesses.

Q. Why is Cisco offering this new suite of SMB services?

A. In response to customer needs, Cisco has expanded its support options to give you more flexibility in addressing your support needs.

Q. What is new?

A. The suite of services has been expanded to include the new Cisco Smart Care Service and continues to include Cisco Smart Foundation Service (formerly called Cisco SMB Support Assistant) and Cisco SMARTnet® Service. All of these services provide support for routing and switching. Both Cisco Smart Care Service and Cisco SMARTnet Service also provide services for advanced technologies.

Q. Does Cisco Services for Small and Medium Business support the technologies in my network?

A. Cisco Services for Small and Medium Business is a suite of services designed to support your network technologies from secure data connectivity to more advanced applications, such as unified communications and wireless.

Cisco Smart SMB Services

Q. What are Cisco Smart SMB Services?

A. Cisco Smart SMB Services are Cisco Smart Care Service, Cisco Smart Foundation Service (formerly Cisco SMB Support Assistant), and Cisco SMARTnet Service.

Q. What is Cisco Smart Care Service?

A. Cisco Smart Care Service is a comprehensive network-wide service that offers proactive

network monitoring, health checkups, diagnostics, and software repairs in addition to technical support for your entire Cisco network in a single contract. Service is delivered through a local Cisco certified partner who is working together with Cisco to provide you with a consistently excellent service experience.

By purchasing Cisco Smart Care Service from a Cisco certified partner, you will be proactively verifying that your network is secure, reliable, and functioning optimally to improve employee productivity, customer responsiveness, and get the most from your technology investments. With Cisco Smart Care Service, you will gain much greater visibility into the performance of your network, and greatly reduce the time and effort necessary to make sure that your network is running efficiently.

Cisco Smart Care is a collaborative service that brings together the complementary strengths of Cisco and our qualified partners to give you a consistently excellent service experience. This joint service offering combines Cisco's networking expertise and best practices together with local partners' business knowledge and personalized service. With the core capabilities of the Cisco Smart Care Service, your Cisco certified partner can provide you with:

- Remote monitoring and repair of Cisco devices and software applications
- Proactive health checks and periodic assessments of Cisco network foundation, voice, and security technologies to identify potential issues
- Technical support for all supported Cisco hardware and software in the network with a single network-wide maintenance contract
- Software updates, maintenance releases for qualified Cisco applications
- Cisco Software IOS® Support, including maintenance releases/patches, minor releases, and major releases
- Next-business-day advance replacement of Cisco devices
- Proactive notifications to simplify the updating of Cisco devices
- Assess and prepare services to simplify the addition of new technologies and applications over time

Q. What is Cisco SMB Support Assistant?

A. SMB Support Assistant is the name previously applied to the service now called Cisco Smart Foundation Service.

Q. What is Cisco Smart Foundation Service?

A. Cisco Smart Foundation Service is a technical support service that provides an easy, affordable way to help small businesses quickly resolve problems that may arise when using Cisco SMB-class products. It is the first step toward a comprehensive service program for small businesses.

This service is designed for small businesses that require business-hours support for selected Cisco SMB-class products in companies with up to 250 users. The program delivers cost-effective, industry-leading technical support that aligns with your network and business environments. It is specifically designed for timely resolution of problems.

This service combines diagnostic and troubleshooting assistance and advance replacement of parts to deliver cost-effective support for Cisco SMB-class devices and applications. It provides you with access to Cisco technical assistance agents, expert engineering teams who are ready to help diagnose and troubleshoot problems related to the operation of Cisco devices.

Q. What is Cisco SMARTnet Service?

- A. Cisco SMARTnet Service is an award-winning technical support service that offers direct, anytime access to Cisco certified engineers and an extensive range of technical resources. SMARTnet delivers rapid issue resolution, flexible device-by-device coverage, and premium service options to help maximize operational efficiency.

Cisco SMARTnet Service provides the following:

- Around-the-clock, global access to the Cisco Technical Assistance Center (TAC)
- Access to the extensive Cisco.com knowledgebase and tools
- NBD advance hardware replacement (premium options available for business-critical devices, such as 2-hour replacement and onsite parts replacement and installation)
- Ongoing operating system software updates and upgrades

Q. How can I choose the right service?

- A. Cisco Services for Small and Medium Business is a suite of services designed to meet the preferences and needs of SMBs. Options include service delivered by Cisco or a Cisco Certified Partner; device- or network-level coverage; responsive, proactive, or managed service; and service levels that correspond to the importance of your network to your business. You can select the service that meets your needs based on the following four criteria:

- **Service needs:** Do you have a highly skilled IT staff with sufficient resources? Then consider a *responsive* service that provides access to fast, expert help when network problems arise. Do you have a limited IT staff or prefer to reduce the time and effort necessary to keep the network running optimally? Then consider a *proactive* service. Do you want to let someone else handle the day-to-day management of your network? Then consider a fully *managed* service.
- **Network importance:** The importance of the network to your business can determine the level of service you need. Is your network important or mission critical to your business? If your network is *important but not critical*, you may find that an entry-level service that keeps your operating costs low is right for your needs. If your network is *mission-critical*, then you should consider a service that helps you rapidly resolve network issues.
- **Preferred provider:** Do you want service delivered primarily from *Cisco* or from a trusted Cisco Certified *Partner*?
- **Coverage preference:** Do you want the flexibility to choose the service on a *device-by-device* basis, perhaps choosing NBD hardware replacement for some devices and 2- or 4-hour replacement for others? Or do you want the assurance of *network-level* service?

Table 1 summarizes the selection criteria for choosing a service.

Table 1. Selection Criteria

Selection Criteria	Range of Choices
Service needs	Responsive, proactive, or managed
Network importance	Important, critical, or mission critical
Preferred provider	Primary services delivered by Cisco or partner
Coverage preference	Device or network level
Hardware Replacement	2-hour, 4-hour, or NBD advance replacement

Q. How do the services compare?

- A. Using the criteria above, Table 2 compares the three Cisco Smart SMB Services.

Table 2. Comparison of Cisco SMB Services

Service Criteria	Cisco Smart Care Service	Cisco SMARTnet Service	Cisco Smart Foundation Service
Service needs	Proactive	Responsive	Responsive
Network importance	Critical	Critical to mission critical	Important
Preferred provider	Partner	Cisco	Cisco
Coverage preference	Network	Device	Device
Hardware replacement	NBD	2-hour, 4-hour, or NBD	NBD

Other Services for Small and Medium Business

Q. What other services are available to SMB customers?

A. Other services included in Cisco Services for Small and Medium Business are:

- Software Application Support Services – SAS and SASU
- Unified Communications Remote Management Service
- Cisco Unified Communications Essential Operate Service

Q. What are Cisco Software Application Support Services?

A. Cisco Software Application Support Services provide investment protection with services and support that enhance the performance of Cisco application software to keep business productivity high.

Two levels of support are available:

- Cisco Software Application Support (SAS)
- Cisco Software Application Support plus Upgrades (SASU)

Cisco SAS support services include the following:

- Minor and maintenance application releases
- Timely resolution to technical issues with access to support 24 hours a day and 7 days a week
- Access to Cisco.com knowledgebase to build in-house expertise

Cisco SASU is more comprehensive than *Cisco SAS* and includes all the support services included in *Cisco SAS* plus major application upgrades.

Q. What is Unified Communication Remote Management Service?

A. The Cisco Unified Communications Remote Management Service provides comprehensive monitoring and management of the devices in converged networks, 24 hours a day and 7 days a week.

From our network operations centers, Cisco takes care of the day-to-day management of system devices, applications, voice routers and switches, LAN switches, Cisco Unified CallManager, Cisco Unity® voicemail, public switched telephone network (PSTN) carrier links, and interaction with WAN carriers.

All the while, you have complete visibility into the state of your network and the status of Cisco work through the Cisco Remote Operations Services (ROS) portal. Cisco advanced reporting technology aggregates select performance, availability, and fault information into real-time, daily, and monthly reports that show traffic, exceptions, availability, and inventory information for end-to-end Cisco Unified Communications systems.

Q. Do I need any services in addition to the UC Remote Management Service?

A. Yes. You also need service that covers hardware and software technical support and software updates. Depending on the products in your Unified Communications network, either Cisco Unified Communications Essential Operate Service or Cisco SMARTnet plus Cisco SASU are ideal services to complement Cisco Unified Communications Remote Management Service.

Q. What is Cisco Unified Communications Essential Operate Service?

A. The Cisco Unified Communications Essential Operate Service can help you quickly resolve incidents across your IP communications network by providing you with access to a highly trained team of specialized engineers who can analyze complex networking problems and assist with incident remediation. This support can help reduce downtime, improve Cisco Unified Communications performance, and lead to higher productivity.

The Cisco Unified Communications Essential Operate Service provides software updates to help make sure that applications run smoothly and are always up to date. You have 24-hour access to a team of Cisco engineers and Cisco Certified Partners that can quickly identify and resolve Cisco Unified Communications application software problems. This team is highly trained, has a deep understanding of Cisco Unified Communications application software, and offers expertise based on extensive experience evaluating the performance of complex communications systems.

Depending on the service contract, Cisco support engineers may also provide assistance with Cisco hardware components. This service protects your network with advanced hardware replacement if a device or system fails, and it provides software updates to help make sure that applications run smoothly and are always up to date.

The Cisco Unified Communications Essential Operate Service includes capabilities similar to those of Cisco SAS. If the contract includes hardware, it may also include capabilities similar to those of Cisco SMARTnet Services.

The Cisco Unified Communications Essential Operate Service offers two options:

- Cisco Unified Communications software-only application support
- Cisco Unified Communications software application and server support

The Cisco Unified Communications software-only application support option includes the following:

- Full-time telephone and remote technical and maintenance support services
- Maintenance and minor release updates
- Cisco.com knowledgebase, including access to the Cisco Software Advisor, TAC case collection, My Tech Support, Output Interpreter, peer-to-peer online forums, and TAC newsletter

The Cisco Unified Communications software application and server support option includes all of the preceding features plus advance hardware replacement (with the option of assistance from an onsite field engineer).

Q. Where do I go for more information?

A. For more information, visit the Cisco Services for Small and Medium Business Website at: http://www.cisco.com/en/US/products/ps6888/serv_category_home.html.



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