

Cisco Business Critical Services

Analytics-driven, expert guidance to move your business forward

Are digital demands outpacing your IT expertise? You're not alone.

Between the explosive growth in e-commerce, online medical assistance, and hybrid work and learning environments, digital engagements are at an all-time high. With more than 5 billion Internet users in 2022,¹ these digital interactions will only continue their upward climb – creating greater digital demand that your organization will need to fulfill.

Are you ready?

Unfortunately, the growing IT skills gap has left many IT organizations under-staffed and unable to support these critical business requirements. Currently, 86 percent of CIOs can't find the talent they need in cybersecurity, cloud, and data security.²

¹ Statista, 2022

² Chief Executive, 2020

³ Gartner Group, Mid-2020

⁴ Harvey Nash/KPMG 2020

⁵ Harvey Nash/KPMG 2020

IT teams are experiencing a variety of challenges.



65% of organizations are accelerating digital business transformation to fuel growth³



97% of organizations are realigning IT operating and business models to deliver optimized experiences and IT resiliency⁴



1 in 2 companies are speeding up the adoption of emerging technologies to fortify competitive advantage⁵

How do we do it? Expertise powered by analytics, insights, and automation.

Behind every team of trusted Cisco experts, we employ analytics, insights, and automation to deliver sharper insights and better results.

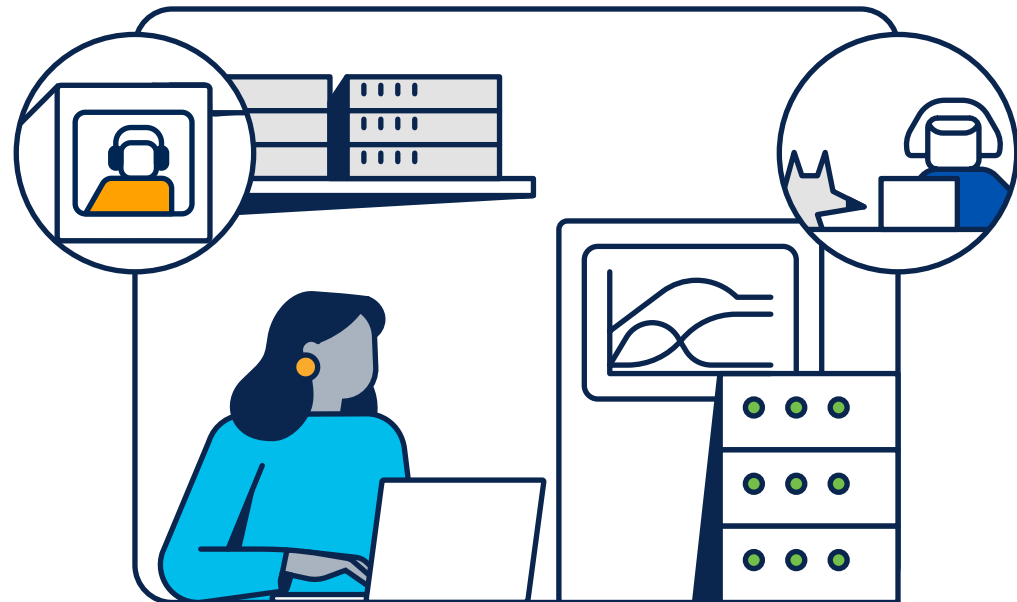
- **Telemetry, data, and benchmarking:** Secure and intelligent routing, always-on data conditioning, and global industry benchmarking
- **AI and ML insights:** Patented algorithms and machine learning, prioritized remediation recommendations, and prediction and prevention of downtime
- **Automation and remediation:** Streamlined routine tasks, accelerated testing with less risk, recommendations

Cisco® Business Critical Services give you access to trusted experts, powered by our proprietary analytics, insights, and automation, to accelerate business outcomes by creating resilient, adaptive, and transformative IT.

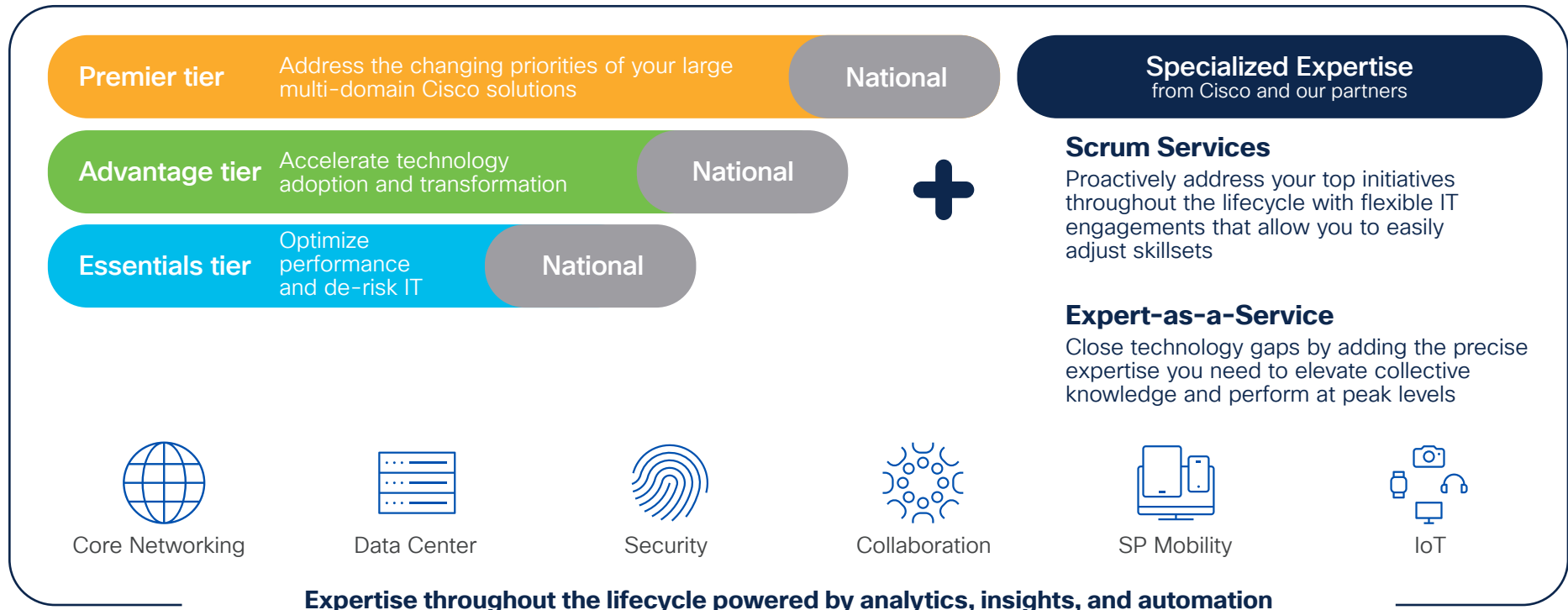
Our services provide guidance throughout the technology lifecycle, continuous engagement with Cisco experts, and value across the IT landscape. With more than 35 years of expertise in industry-leading design, implementation, and optimization, Business Critical Services' advisory expertise boasts:

- **3 million** devices delivering intelligent insights amassed from Cisco devices and AI/ML
- **62,000** trusted partners in our ecosystem

Offered as 12-month or multi-year subscriptions covering the full IT lifecycle, Business Critical Services are available in three prepackaged tiers of service—Essentials, Advantage, and Premier—to help you accelerate business outcomes at every stage of the lifecycle.



Tiers of service



Depending on the tier selected, services can include:

- **Operational Insights Review** sessions for Cisco expert insights into your network operations to reduce risk and improve performance.
- **Ask the Experts** for full access to a catalog of webinar sessions on onboarding, implementing, using, adopting, and optimizing Cisco solutions.
- **Accelerators** for access to technical interactive webinars with Cisco experts who share analytics-driven guidance and recommend best practices.

Expert Engagements

- **Change Window Support** for Cisco expert recommendations prior to the scheduled change window plus real-time guidance during scheduled network changes.
- **Expert Review Workshops** for guidance in areas including configuration, testing, implementation, strategy, architecture, design, resiliency, and network audit.
- **Expert Incident Review** for Cisco review of past incidents to identify trends and patterns to help prevent and minimize repeat problems.

Benefits

Customers who use Business Critical Services have experienced impressive results, such as:



253% ROI in 3 years¹



4 months to break even¹



54% fewer unplanned outages¹



2x more staff time spent on innovation¹

¹ IDC, 2021

In addition to our subscription tiers, you have the option to add on Specialized Expertise. These services can help you fill critical skillset gaps on your IT teams. Services are backed by Cisco's proven approach and a top talent pool with access to cutting-edge tools and best practices. You also gain access to leading expertise, powered by Cisco analytics, insights, and automation, to help you drive innovation, speed technology transitions, and solve complex problems.

Public sector and regulated industries

Many of our public sector and regulated industry customers require 100 percent in-country delivery of services to ensure security and compliance requirements are met. For that reason, Business Critical Services has created the National version for each of our tier subscriptions.

With National, Cisco provides experts with in-country residence or citizenship to ensure customers have the right qualifications, classifications, and citizenship needed to ensure data sovereignty on key projects and initiatives. National customers can benefit from:

- Cisco experts with in-country citizenship or residence
- Specific security clearance options
- On-premises analytics option using an air-gapped data collector

Next steps

Start leveraging the benefits Cisco Business Critical Services provides so you can deliver a superior digital experience, value from your IT investments, and outcomes that move your business forward.

Visit [Cisco Business Critical Services](#) to learn more or reach out to your Cisco account representative or authorized partner today.