



Help Partners Increase Deal Sizes and Customer Satisfaction

Cisco Solution Support 101

Service and Promotion Overview for Partner Sales Teams

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Today We'll Cover...

- Cisco Solution Support Overview
- Cisco Solution Support Partner Promotion
- Resources
- Next Steps

How Many Vendors Are You Working With Today?



Enterprises average 10-20+ technology vendors

Increasing through converged infrastructures and cloud deployments

Less likely any one vendor can address every technology issue



A New Support Model Is Needed

“When something breaks, which vendor do I call?”

“Even minor maintenance changes can cause serious issues.”

“Our support experience with some vendors has been inconsistent.”

“We don’t have the expertise to manage support between vendors.”

The Right Kind of Support for Solution Environments



Why Should Partners Care About Cisco Solution Support

- 41% faster time to resolution than with product support
- Addresses both Cisco® and solution partner products (to date: more than 200 products from more than 150 vendors)
- Faster speed to new markets for partners

Greater Sales Benefits with No Extra Effort

Offer solution-level support without the investment of building your own service, helping you get to market more quickly with complete solution offers.

Cisco® Product Support

Money left on the table

Time spent post-sale managing customers and complex issues

Product-only expertise, delays complex issue resolution

Cisco Solution Support

Increases deal and renewal sizes; achieve premium service rebates on eligible bookings

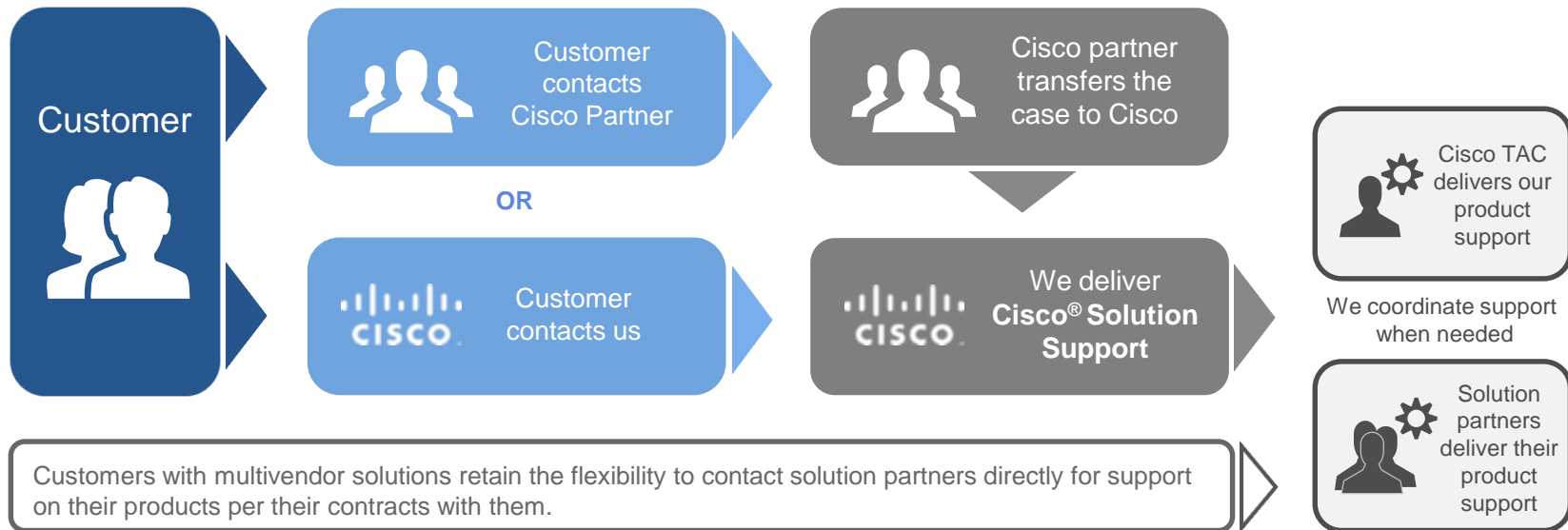
Protects your time from post-sales support flare-ups to focus on your next sale

Solution experts resolve complex issues on average 41 percent more quickly than product support alone

One Service, Broad Coverage

Service Features	Cisco Product Support (SNTC & SWSS)	Cisco Solution Support
Global 24x7 product-level technical support	●	●
24-hour access to Cisco® online resources	●	●
Hardware replacement (2- and 4-hour, next business day)	●	●
Network management / operating system software updates and upgrades	●	●
Proactive diagnostics and immediate alerts on devices through Cisco Smart Call Home	●	●
Web-based user community for self-service support of smart capabilities	●	●
Cisco software application support	●	●
Primary point of contact with solution-level expertise		●
Accountability for issue resolution, no matter where it resides		●
Coordination between Cisco® TAC and solution partner product support teams		●
Case management from first call to resolution		●

How Customers, Partners and Cisco Fit Together



Cisco Solution Support Eligible Solutions

One service covering solutions in the following portfolios, addressing unique products within each.

Collaboration

- Collaboration Solutions
- Hosted Collaboration Solution

Data Center

- Cisco Application Centric Infrastructure
- Cloud Center
- Critical Infrastructure
- FlexPod®
- OpenStack™
- SAP HANA
- Tetration Analytics
- VersaStack™

Digital Solutions

- Mobile Experience
- Virtual Expertise

IoT

- Connected Manufacturing
- Connected Utilities
- Digital Platform for Cities
- Instant Connect and Video Surveillance
- Cisco Vision Dynamic Signage Director
- Smart City LoRa

Networking

- Apple
- Intelligent WAN

Security

- Network Security

Service Provider

- Service Provider Mobility

Partner

- Partner Support Service for ACI Solution Support



Where to Build a Quote and Order Cisco Solution Support

Cisco® Commerce Workspace



Cisco Services Contract Center



Find details in the [Cisco Solution Support Ordering Guide](#).

Easily Convert Cisco Smart Net Total Care Service Opportunities to Cisco Solution Support

Cisco Smart Net Total Care Service™			Converts To	Cisco® Solution Support Inclusive of Smart Net Total Care		
SNTC GSP	Part Number Example	Description	>	SSPT GSP	Part Number Example	Description
C2P	CON-PREM-XXXXX	SNTC 24X7X2OS	>	SSC2P	CON-SSC2P-XXXXX	SOLN SUPP 24X7X2OS
C4P	CON-OSP-XXXXX	SNTC 24X7X4OS	>	SSC4P	CON-SSC4P-XXXXX	SOLN SUPP 24X7X4OS
C4S	CON-OSE-XXXXX	SNTC 8X5X4OS	>	SSC4S	CON-SSC4S-XXXXX	SOLN SUPP 8X5X4OS
CS	CON-OS-XXXXX	SNTC 8X5XNBDOS	>	SSCS	CON-SSCS-XXXXX	SOLN SUPP 8X5XNBDOS
UCSD5	CON-UCSD5-XXXXX	UCS DR 8X5XNBDOS	>	SSDR5	CON-SSDR5-XXXXX	SSPT DR 8X5XNBDOS
UCSD7	CON-UCSD7-XXXXX	UCS DR 24X7X4OS	>	SSDR7	CON-SSDR7-XXXXX	SSPT DR 24X7X4OS
S2P	CON-S2P-XXXXX	SNTC 24X7X2	>	SSS2P	CON-SSS2P-XXXXX	SOLN SUPP 24X7X2
SNTE	CON-SNTE-XXXXX	SNTC 8X5X4	>	SSSNE	CON-SSSNE-XXXXX	SOLN SUPP 8X5X4
SNTP	CON-SNTP-XXXXX	SNTC 24X7X4	>	SSSNP	CON-SSSNP-XXXXX	SOLN SUPP 24X7X4
SNT	CON-SNT-XXXXX	SNTC 8X5XNBD	>	SSSNT	CON-SSSNT-XXXXX	SOLN SUPP 8X5XNBD
SW	CON-SW-XXXXX	SNTC NO RMA	>	SSSW	CON-SSSW-XXXXX	SSPT NO RMA
SAS	CON-SAS-XXXXX	Software Application Support	>	SSSAS	CON-SSSAS-XXXXX	SOLN SUPP SAS
SAU	CON-SAU-XXXXX	Software Application Support w/ Upgrades	>	SSSAU	CON-SSSAU-XXXXX	SOLN SUPP SAU
EMCU	CON-ECMU-XXXXX	SWSS	>	ECMUS	CON-ECMUS-XXXXX	SOLN SUPP SWSS
HCS SWSS	Solution Support Included In HCS SWSS		>	HCS SWSS	Solution Support Included In HCS SWSS	

Follows all standard TS rebates and discounts



Close More Cisco Intelligent WAN and Network Security Deals with the Cisco Solution Support Promotion

What Is the Promotion?	How Do Partners Benefit?	Where and When Is the Promotion Valid?	What Products Are Included?
<p>Purchase Cisco® Solution Support with a minimum 36-month contract for eligible Cisco IWAN¹ and Network Security products, and receive an additional 15 percent discount</p>	<p>Stackable on top of eligible standard theater service discounts and OIP hunting and TIP teaming activities</p>	<p>Offer valid in the Americas, Africa, Asia Pacific, Europe, Japan, Middle East, Turkey, and Russian Federation. Valid September 1, 2016 through February 28, 2017</p>	<p>A variety of products in our Cisco IWAN and Network Security solutions</p>

Read complete details on this promotion on the [Cisco Incentives and Promotions page](#).



Next Steps

- Visit [Cisco Solution Support](#) on Cisco.com to learn more
- Contact your Cisco PSDM, Partner Account Manager, distributor or send an email to ask-solution-support@cisco.com to get started
- Download the call guide and other materials on [Cisco Sales Connect](#)
- Take advantage of the promotion. To learn more, visit [the Cisco Incentives and Promotions](#) page



Help customers innovate with confidence and take the leap to new technologies. We have them covered with Cisco[®] Solution Support.


cisco.com/go/solutionsupport





Cisco Digital Network Architecture

Watch a short animated video on
Cisco Digital Network Architecture



Cisco Digital Network Architecture

Learn more about the
[Cisco Digital Network Architecture](#)

The Cisco [Digital Network Architecture \(DNA\)](#) is an open, software-driven, services-centric network architecture. It's designed to rapidly deliver services that enable IT to:

- Innovate faster through insights and experiences
- Reduce costs and complexity through automation and assurance
- Lower risk through security and compliance

Close More Cisco Intelligent WAN and Network Security Deals with the Cisco Solution Support Promotion

What Is the Promotion?

Purchase Cisco® Solution Support with a **minimum 36-month contract** for eligible Cisco IWAN¹ and Network Security products, and receive an additional 15 percent discount.

The promotional discount will be automatically applied to orders at time of checkout.²

How Do Partners Benefit?

Discounts can be stacked on top of the standard theater service discount for which you are eligible.

If you participate in Cisco OIP hunting and TIP teaming activities, you can receive an additional two percent on top of the 15 percent promotional discount. Please refer to the links below for registering your deal in your respective country.

[Cisco OIP Hunting Promotion](#)
[Cisco TIP Teaming Promotion](#)

Where and When Is the Promotion Valid?

Offer valid in the Americas, Africa, Asia Pacific, Europe, Japan, Middle East, Turkey, and Russian Federation.³

Purchases must be made between **September 1, 2016 and February 28, 2017**.

See terms and conditions at the [Cisco Incentives and Promotions page](#).

What Do Discount Look Like?

Partner OIP (US example)

Average services discount: ⁴	23%
Promotional discount:	15%
OIP registration discount:	2%
Total Discount:	40%

Non-Registered OIP (US example)

Average services discount:	23%
Promotional discount:	15%
Total Discount:	38%

¹ For Cisco IWAN, the promotion applies to standard Cisco 800BB, Cisco ISR, and Cisco ASR1K enterprise routers, as well as those offered as part of Cisco ONE. For a complete list of eligible Cisco IWAN and Network Security products, as well as terms and conditions and other promotion details, refer to the [Cisco Incentives and Promotions page on Cisco.com](#).

² Refer to the [Cisco Solution Support Ordering Guide](#) for additional details on ordering and renewing this service.

³ Not available in China, Hong Kong, Taiwan, or certain countries within Africa, Europe, Middle East, and Russian Federation (export compliance restrictions apply).

⁴ Average services discount in EMEAR is 35%. Average services discount is 40%. Actual discount may vary.