

Cisco Lifecycle Services

Achieve new and better business outcomes faster.

Benefits

- **Outcomes-focused:**
Identify, prioritise and translate IT initiatives into tangible business outcomes that deliver results.
- **Customised engagement:**
Tailor KPIs, measurement, telemetry and delivery to your unique business needs.
- **Measurable impact:**
Validate KPI progress with an automated dashboard to drive adoption and speed time to value.

Deliver clear, measurable business outcomes – with Cisco®

The need to translate technology initiatives into tangible business value has never been more important. Today, businesses across the globe harness the power of digital – technology, insights and analytics to deliver innovation like exceptional customer experiences, operational excellence, growth, resiliency, sustainability and more.

Shift from tactical to strategic business value

Your team has an unprecedented opportunity to deliver innovation, yet you face challenges in realising the full value of your IT investments. What's standing in your way? Let's face it. It's hard to keep the focus on driving value with constantly changing priorities and having to do more with less. Because our mission is to help you succeed, we've transformed how you get value from Cisco.

In this new environment, we can help your IT team shift from a tactical to strategic business value mindset, with measurable outcomes at each step of the technology journey.

We do this by combining our expertise with AI/ML, telemetry insights, automation and more at scale – to remove adoption roadblocks and connect the dots – so you can transform at speed with less risk. And achieve the business outcomes you want, faster.

Why choose Cisco Lifecycle Services?

- **Deliver outcomes faster.** Nearly 40 years of expertise augmented with digital insights, tools, best practices and automation.
- **Measurable business impact.** Track progress and business outcomes with automated KPI measurement and reporting.
- **Less effort and risk.** Our comprehensive automation library reduces manual effort and mitigates risk.
- **Flexible choice.** Engage with your preferred workstyle. Let Cisco experts advise you, work alongside your IT experts and partner teams, or direct and manage the engagement.
- **Informed decision making.** Our telemetry-based AI/ML insights and experiential expertise enable prioritisation and preemptive risk mitigation.
- **Unified experience.** Programme and architecture governance optimally manages complex IT environments.

¹ Gartner® CIO Agenda 2023, <https://www.gartner.com/en/information-technology/topics/business-value-of-it>, as of 25 September 2023. GARTNER is registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

Support your organisation's top business priorities

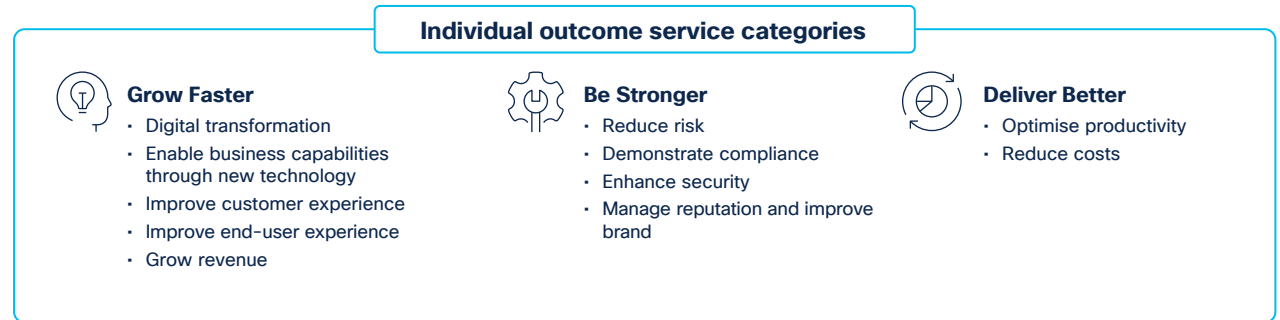


Figure 1: Cisco Lifecycle Services business outcomes

Industry experts suggest starting with outcomes

According to industry analysts, the best way to shift to a business value mindset is to start with outcomes. Why outcomes? Gartner® says “Value is in the eye of the consumer—that is, the business stakeholder—not the provider or the IT department.¹ CIO’s help their business peers understand the value of IT when they talk about it in terms of the priorities, outcomes and KPIs that the business understands.”¹ As a result, research shows that “CIOs who successfully communicate the value of IT maintain 60 percent high funding levels than their peers who don’t.”¹

What do you get?

With Cisco Lifecycle Services, our experts and partners can help you translate IT initiatives into impactful business outcomes that achieve results. Each engagement is customised to your organisation’s unique business needs. Services include:

Cisco experts who understand your business, strategy, objectives, technology and timelines. Working side by side with your IT and partner teams, we can help you identify and prioritise the right IT optimisation and transformation initiatives to achieve your business outcomes. Our solution architects and consulting engineers can help you close skills gaps with their deep technical knowledge and multiple CCNA and CCIE certifications.

Digital Insights, including telemetry-based AI/ML, tools, automation and best practices that deliver faster time to value from your Cisco technology investments. When our experts combine their knowledge with proactive and predictive analytics, they can pinpoint critical needs and opportunities in your environment. Amassed from 3M+ Cisco customer devices, our AI/ML insights and data algorithms underpin every analysis, recommendation and implementation. Our comprehensive library of automation services help you minimise risk as you accelerate and scale adoption.

Measurement and reporting tools, including Quarterly Business Reviews (QBRs) and automated dashboard reports that clearly demonstrate how IT contributes measurable, tangible results to the business. With regular reporting, your IT teams have the data they need to monitor progress, improve KPIs and validate outcomes results.

Simple engagement process

To achieve outcomes faster, we use a simple 5-step engagement process. Work begins by aligning Cisco, your IT, and partner teams on your outcomes, KPIs, priorities, timelines and objectives. From there, we:

- **Baseline:** Create a baseline to measure, monitor and report outcomes and KPI progress.
- **Analyse:** Assess data for risks and opportunities and present findings.
- **Recommend:** Identify actions and present recommendations.
- **Execute:** Engage the way you want: Advise Me, Do It With Me, or Do It For Me. Let Cisco experts advise you, work side by side as part of your IT experts and partner team, or direct and manage the entire engagement.
- **Measure:** Once delivery is underway, we test, measure and report KPIs to validate progress. If a second baseline is needed to support continuous learning, improvement and optimisation, the process begins again.

Specialised Expertise (Scrum Services and Expert-as-a-Service) are also available to support additional projects and scaling as needed.

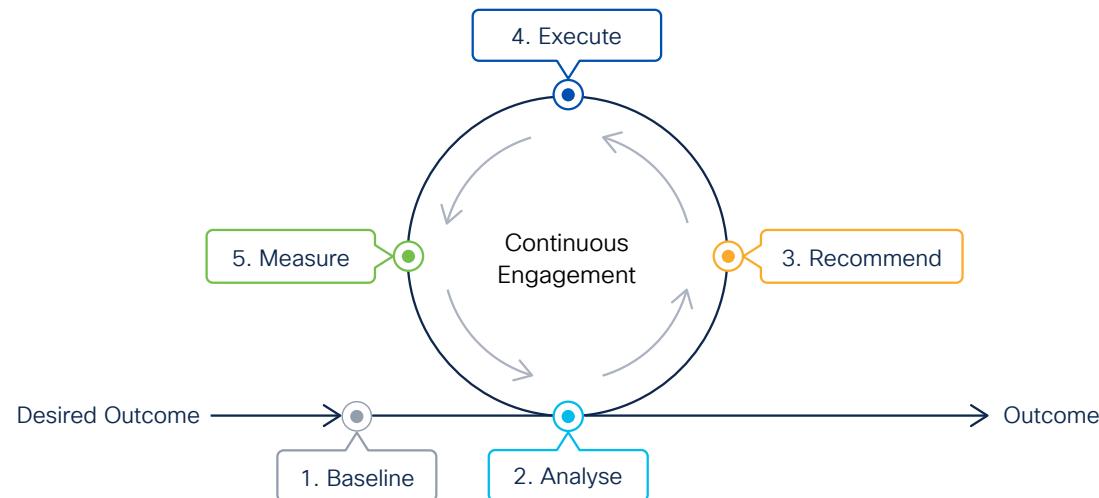


Figure 2: The Cisco 5-step customer engagement process



Individual outcome categories	Business value
Grow Faster	
Digital transformation	<ul style="list-style-type: none"> • Translate technology strategy into innovative capabilities that deliver exceptional experiences, growth and revenue
Enable business capabilities through new technology	<ul style="list-style-type: none"> • Innovate new business capabilities with next-generation technology to advance digital business goals
Improve customer experience	<ul style="list-style-type: none"> • Deliver superior customer experiences with a resilient, high-performing infrastructure and applications
Improve end-user experience	<ul style="list-style-type: none"> • Fortify foundational infrastructure for resiliency and business application performance
Grow revenue	<ul style="list-style-type: none"> • Embrace architectures for scalable, flexible and efficient business operations and applications
Be Stronger	
Reduce risk	<ul style="list-style-type: none"> • Identify and mitigate operational risks that can negatively impact business agility and profitability
Demonstrate compliance	<ul style="list-style-type: none"> • Pinpoint, prioritise and mitigate regulatory and business risks associated with non-compliance
Enhance security	<ul style="list-style-type: none"> • Strengthen security across the IT infrastructure to prepare, protect and respond to threats
Manage reputation and improve brand	<ul style="list-style-type: none"> • Create a stable, industry-compliant network built for customer security and engaging experiences
Deliver Better	
Optimise productivity	<ul style="list-style-type: none"> • Optimise network stability and resiliency to accelerate and scale employee and business productivity
Reduce costs	<ul style="list-style-type: none"> • Reduce operational costs through technology optimisation, process improvements and best practices

Next steps

Start leveraging the benefits of Cisco Lifecycle Services today. To learn more, contact your Cisco account representative or authorised partner to set up an introductory meeting. Visit [Cisco Lifecycle Services](#) for more information.