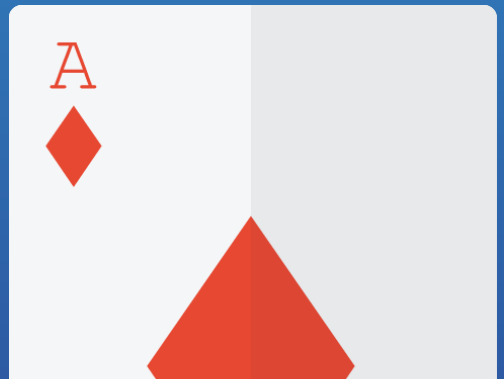
Cisco Partner Services Playbook:

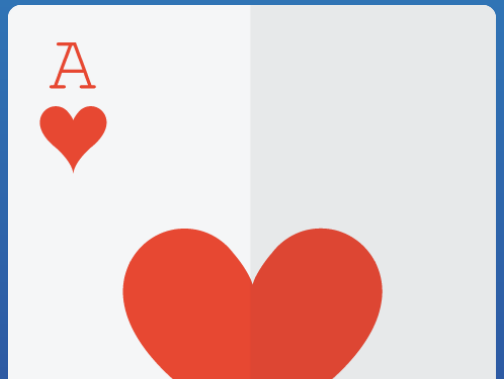
Be Bold with “AAA” Attach

Attach Services



Attach Premium Services

Attach Multi-Year Services



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Accelerate Services in Commercial

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Goal of AAA Plan

Attach Service

- ✓ Smart Services
- ✓ Advanced Services

Attach Premium Service

- ✓ Nexus
- ✓ UCS
- ✓ Catalyst 6500/6800’s
- ✓ ASA Firewalls

Attach Multi-Year Service

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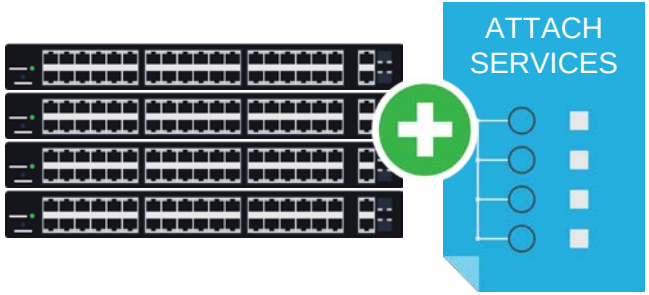
Goal of AAA Plan

Complete, integrated solutions drive better outcomes for your customers and richer constructs for you. A complete solution sale, one that includes Cisco Services, is nearly six times larger than ones that only include products. In addition, ***solution sales are 3x as profitable, and lead to a 33% higher retention rate.***

With this in mind, attaching services at the point of sale is a top priority for all of us. It is why we are launching the new AAA Attach program.



AAA Attach – Attach and Drive Premium Services

The Services team will work with you to drive services attach in Commercial—with a focus on premium services. AAA Attach focuses on three areas:

- Attach Services—Smart Services, and Advanced Services
- Attach Premium Services for Key Architectures—Nexus, UCS, Catalyst 4500/6500/6800s, and Security
- Attach Multiyear Services

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Why Services?

Major market transitions such as mobility, collaboration, big data, video, virtualization, and cloud are creating significant services opportunities for you. This puts you in an excellent position to support customer business outcomes and help solve their challenges.

By taking a ***services-lead approach***, your customer interactions extend beyond a simple product sales relationship by providing comprehensive, strategic and innovative solutions. This positions you to assume the role of trusted advisor contributing to your customers' success.

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Why Services?

Services represent a significant growth opportunity.

$40B+ services market global opportunity

Higher gross and net margin dollars (18-25% vs 1%)

Predictable recurring revenue

Add more value to your services portfolio

Sell to both LOB and IT

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Why Services?

Services opportunity continued…

Better insight into your customers’ networks

Enhance your market differentiation

Quickly deliver comprehensive, innovative bundled solutions

Strengthen your trusted business advisor role

Improve customer satisfaction and loyalty

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What to Attach

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What to Attach

Smart Net Total Care

Smart Assist

Threat Awareness

Premium Services

Partner Support Service

Implementation Services

Always Attach

Multi-Year Contacts

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For *Every* Sales Opportunity

1. Talk to your customers EARLY about the value of Services for their business. It’s the best time to overcome any objections.

2. Work with your customer to select the right level of service for the customer. This will make your sales conversations more consultative than transactional and enable you to sell complete solutions.

3. Quote the service on EVERY order. Leverage Cisco Capital to minimize your customers’ initial cash outlay. Fixed monthly payments help customers budget appropriately and there are business tax advantages that may be in your customers' favor.

Why Your Customers Need Service

Cisco Services help customers keep their networks up-and-running, at full efficiency. Reducing the cost of downtime is a benefit that many customers will be especially receptive to, because the costs of downtime are so high and so widespread.

What goes up?
- Network availability
- Performance
- Users satisfaction
- Expert support

What goes down?
- Downtime
- Risk and uncertainty
- Support costs
- Wasted time & resources

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Trigger Questions: Services

- How many devices do you have?
- How much time are you spending dealing with software release management?
- Have you been asked to support any new technologies?
- How do you know if the network is ready?
- How do you track network health today?
- Are you able to measure and track network improvements?
- Is your technical staff experienced and certified to support today’s highly advanced technology?
- Do you have the tools in-house to evaluate system performance?
- How are you currently managing software updates?
- How much downtime are you currently experiencing?

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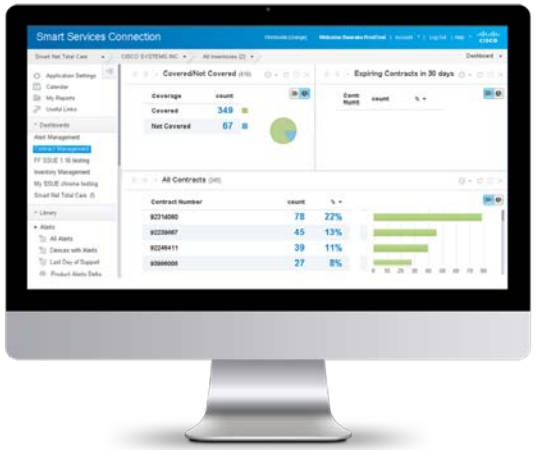
Smart Net Total Care



Smart Net Total Care is a Cisco Service that helps your customers more efficiently manage their Cisco inventory and contracts, minimize network disruption and resolve network issues faster.

Smart Net Total Care can help customers address challenges around:

- Limited visibility into support coverage and contracts
- Spending too much time tracking alerts, contract renewals or network changes
- Tracking contract coverage for Cisco devices
- Expediting access to technical resources and Cisco TAC engineers
- Shifting from reactive to proactive network management

Learn More

SNTC vs Warranty

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Smart Net Total Care (SNTC) - More Than Warranty

	Cisco TAC Support	Renewable	Expedited Hardware Replacement	Cisco OS Updates	Registered Access to Cisco.com	Smart Call Home Diagnostics and Alerts	Smart Entitled
Cisco SNTC Service	✓	✓	✓	✓	✓	✓	✓
Cisco Standard Warranty	✗	✗	✗	✗	✗	✗	✗

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Trigger Questions: Smart Net Total Care

- How are you managing your network inventory and service contacts today? Is that a manual process?
- Are you frustrated with limited visibility into support coverage and contracts?
- Does your support team ever have issues getting the information they need to resolve network issues?
- How do you identify devices that need to be refreshed?
- How do you identify devices that have security alerts and/or notifications?
- Are you able to identify potential issues before they impact your business?
- Do you encounter situations where you have limited visibility as to whether critical Cisco products are covered by the right service contract?

Why Multi-year Contracts?

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Smart Net Total Care | Smart Assist | Threat Awareness | Premium Services | Partner Support Service | Implementation Services

Smart Assist

Cisco Smart Assist Service (Smart Assist) is a new value added service offering for Cisco smart-entitled service offerings. Smart Assist is a remote consultative and support engagement for customers who have Cisco smart-entitled services.

- Value-added, subscription-based technical service for Cisco smart-entitled foundational services (e.g. Smart Net Total Care, Solution Support, etc.).
- Remote consultative and support engagement to assist customers in enabling and supporting smart capabilities (Cisco Common Services Platform Collector [CSPC] and Smart Net Total Care portal).

Target Customer

Smart Assist is ideal for customers who use/want to use smart-entitled foundational services and have medium-to-large size Cisco product installed bases who want assistance to onboard, enable and support their use of the Cisco Collector (CSPC) and Smart Net Total Care portal.

Complementary Cross-Sell Services

Smart Assist complements other Cisco technical service offerings such as Asset Management and Cisco® Technical Services (TS) Advantage, enabling customers to get the most value out of their smart capabilities.

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Threat Awareness Service

The Cisco Threat Awareness Service (CTAS) is an easy-to-use, portal-based threat intelligence service. It enhances threat visibility for Smart Net Total Care (SNTC) customers, by making broad, foundation based security information accessible 24 hours a day.

- Timely detection of malicious activities based on Cisco’s extensive network visibility and threat intelligence experience.
- Helps companies quickly identify compromised systems by flagging those networks and suspicious behavior.
- Helps IT and security teams recognize threats and delivers actionable intelligence.
- Continuous improvement of overall security posture through analysis of network traffic as seen from outside the network.

SKU: Subscription Service – go to Global Price List

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Premium Services

Top Products for Premium Services

- Data Center (UCS-anything, Nexus-anything)
- Security (ASA’s)
- High-End Switching (C4500 and up)

In the event of a hardware failure, the cost of downtime can be magnified exponentially if you do not have the replacement part(s) on hand.

Attach Smart Net Total Care Premium Services when your customers want:

Faster Time to Resolution: Cisco Smart Net Total Care offers premium service levels for rapid replacement of hardware, including 2-hour, 4-hour and next business day options.

Eliminate the Hassle and Expense of Sparing: With the right level of rapid hardware replacement, you can eliminate the budget and space required to maintain an inventory of replacement hardware and the hassle of delivering them to remote sites.

Augment Your IT Staff with Onsite Service Options: If you need help installing the replacement part, a certified field engineer will travel to your location to replace failed hardware under the optional onsite support.

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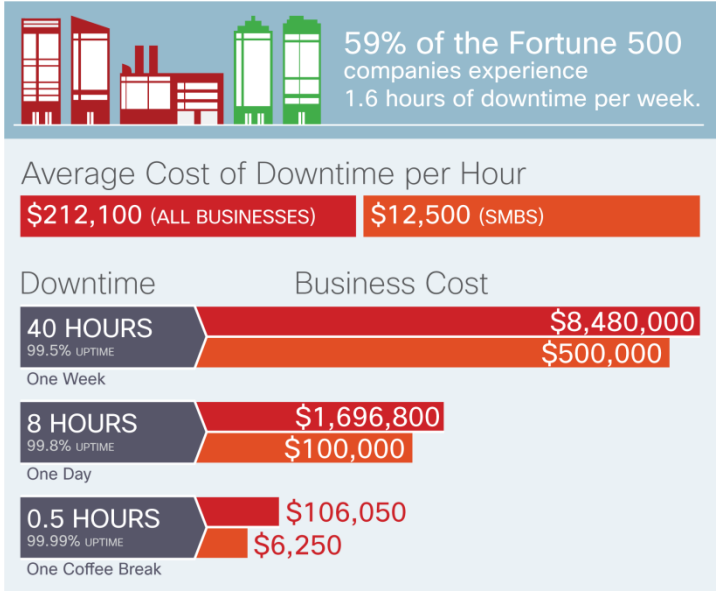
Premium Services Continued…

Service Level	Description
SMARTnet 8x5x4	4-hour response, 9:00 a.m. to 5:00 p.m. if the request is received before 1:00 p.m., the replacement will be delivered the same day. After 1:00 p.m., the replacement will be delivered in the morning of the next business day.
SMARTnet 24x7x4	4-hour response, 24 hours a day, 7 days per week, including holidays
SMARTnet 24x7x2	2-hour response, 24 hours a day, 7 days per week, including holidays

Objection	Response
I already purchase spares that sit in my network closet.	Have you procured budget to purchase additional hardware when those spares are used to replace failed gear in your network? Purchasing Premium services today allows you to utilize OPEX budget in the current purchasing cycle, simplifying your procurement strategy.
Why do I need 2 or 4 hour delivery? Next Business Day is fine.	Can you afford to wait for a parts delivery on Tuesday for a hardware failure that occurs on a Friday evening? If the answer is "no", the SMARTnet Premium service levels are right for you.



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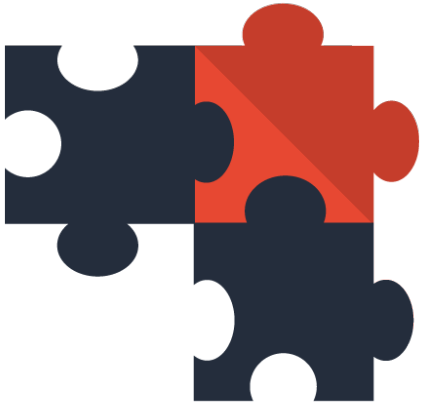
Partner Support Service



The advanced software automation in Partner Support Service gives you visibility into your customer inventories and contract status. With this intelligence you can:

- Boost your incremental hardware and services revenue by providing support coverage for customers' critical devices
- Improve your operational margins by simplifying contract management and automating their workflows
- Increase customer loyalty by delivering planning, advisory, and other advanced services

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Attaching Implementation Services by Architecture to deliver the solution

Attach Implementation Services to help customers accelerate time to value with Cisco architectures.

Segment: Territory

Cisco DC Deployment Service for Application Centric Infrastructure (ACI) Starter Kit

Provides customers with a working Cisco ACI Fabric-based solution within one business day, built on an enabled Cisco Nexus 9000 Series platform with three Cisco Application Policy Infrastructure Controllers.

SKU - ASF-DCV1-G-ACI-BUN
List price - $39,000

Learn More

Trigger Questions

- What’s your plan for deploying Cisco ACI Fabric?
- Are you looking for help with design and deployment?
- Will your deployment require fabric build and configuration documentation and validation testing?
- Are you interested in accelerating your Cisco ACI deployment?

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Segment: Territory

Cisco DC Deployment Service for UCS Director - Small or Medium

Helps customers install, configure, test, and deploy Cisco UCS Director. This service is available in two versions. The small version provides configuration of three limited-scope, pre-defined use cases or workflows. The medium version provides configuration of six limited-scope, pre-defined use cases or workflows as well as a future state management assessment.

SKU Small - ASF-DCV1-G-UCSD-SM
SKU Medium - ASF-DCV1-G-UCSD-ME
List price - $13,470 - $23,700

Learn More: SKU Small

Learn More: SKU Medium

Trigger Questions

- Are you currently installing Cisco UCS Director?
- If so, what’s your plan and how are you ensuring installation best practices?
- How knowledgeable is your team about Cisco UCS Director and configuring workflows?

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Segment: Territory

Cisco DC Validation Service for Intercloud Fabric (DIY and Medium)

Allows customers to build and validate hybrid cloud capabilities with Cisco Intercloud Fabric in a lab environment before installation. The medium version provides full installation assistance for one, non-distributed Cisco Intercloud instance. The DIY version includes up to six hours of remote assistance.

SKU DIY - ASF-DCV1-G-ICF-DIY
SKU Medium - ASF-DCV1-G-ICF-MED
List price - $5,586-$15,918

Learn More: SKU DIY

Learn More: SKU Medium

Trigger Questions

- How comfortable is your team with implementing Cisco Intercloud Fabric?
- Do you have adequate expertise or resources?
- Do you believe some assistance would be necessary to ensure a successful implementation?

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Segment: Select

Cisco DC Accelerated Deployment Service for Nexus 9

Offers planning, design, and implementation expertise to bring projects into production faster. Also provides recommended next steps, an architectural high-level design, and an operational readiness guideline to scale the implementation throughout an environment.

SKU - ASF-DCV1-NEX-ADS
List price - $78,000

Learn More

Trigger Questions

- Do you need additional expertise or resources to ensure successful deployment of your Cisco Nexus 9000 Series Switch?
- Will you need consultative support for your Cisco Nexus 9000 Series Switch deployment?
- Are you interested in accelerating your Cisco Nexus 9000 Series Switch deployment?

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Smart Net Total Care | Smart Assist | Threat Awareness | Premium Services | Partner Support Service | Implementation Services

Segment: Select

Cisco Data Center Assessment for Cloud Consumption-Advanced for Medium (<15,000 users) & Large Enterprises (15,000-50,000 users)

Provides a detailed financial analysis and report on risks of public cloud consumption across IaaS, PaaS, and SaaS. Identifies known and unknown cloud services being consumed in the customer environment and offers access to a cloud usage dashboard. Includes a medium version for customers with less than 15,000 users and a large version for customers with 15,000 to 50,000 users.

SKU Medium - ASF-DCV2-CLOUD-AM
SKU Large - ASF-DCV2-CLOUD-AL
List price - $74,766 - $106,726

Learn More: SKU Medium

Learn More: SKU Large

Trigger Questions

- What’s your current method for discovering shadow IT in your organization?
- How do you plan to mitigate those security, privacy, and compliance challenges?
- How do you predict future organizational cloud needs and measure infrastructure impact?
- Are you interested in reducing cloud costs by up to 25 percent?
- Do you need to establish cloud/hybrid IT lifecycle management?

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Segment: Territory

Cisco Security Deployment Service for ASA with FirePOWER –Small or Large

Enables a Cisco ASA solution through pre-deployment, deployment, and post-deployment activities for appliances or active stand-by pairs. The small version includes up to five appliances or four active-standby pairs and the large version includes up to 15 appliances or 12 pairs. Both versions include either one FireSIGHT Management Center (FSMC) or one FSMC High-Availability pair.

SKU Small - ASF-CORE-ASA-S
SKU Large - ASF-CORE-ASA-L
List price - $18,000 -$24,500

Learn More: SKU Small

Learn More: SKU Large

Trigger Questions

- Do you have the security expertise to add new security technologies to your network?
- Do you know what the risks are of adding new technologies and security equipment? What threats do you face if you design and implement it wrong?
- Do you need extra support to prioritize projects and keep your security infrastructure effective?
- Is your network support efficient enough?
- Do you want to assure you are getting the full value of your investment?

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Segment: Territory

Cisco Security Deployment Service: AMP for Endpoints (up to 5000 or up to 25000)

Deploys, configures, tests, and tunes the implementation of FireAMP across 5000 (small version) or up to 25,000 endpoints (large version) on the customer’s premises. The service starts with a gap assessment that leads to a pre- and post-Deployment Profile Report. Includes 30 days post-deployment support.

SKU Small - ASF-CORE-AMP-END-S
SKU Large - ASF-CORE-AMP-END-L
List price - $20,449 - $34,300

Learn More: Up to 5,000 Endpoints

Learn More: Up to 25,000 Endpoints

Trigger Questions

- Do you have the security expertise to add new security technologies to your network?
- Do you know what are the risks of adding new technologies and security equipment? What threats do you face if you design and implement it wrong?
- Do you need extra support to prioritize projects and keep your security infrastructure effective?
- Is your network support efficient enough?
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Segment: Territory

Cisco Network Device Security Assessment

Helps customers maintain a hardened network environment by identifying device vulnerabilities that pose a security risk. The service assesses up to 500 Cisco network security devices and provides a prioritized remediation plan for any detected issues.

SKU - ASF-CORE-SEC-NDSA
List price - $15,792

Learn More

Trigger Questions

- What new technology adoption initiatives are you planning?
- How do you handle security compliance audits?
- How do you know if your current network support is efficient enough?
- How many significant network service interruptions or outages are you currently experiencing?
- Are you looking to have an audit of devices and security policy configuration completed?

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Segment: Territory

Cisco Security Deployment Service for IPS/Firewalls

Enables a Cisco FirePOWER solution through pre-deployment, deployment, and post-deployment activities for up to 15 sensors. This service is delivered both remotely and onsite.

- Reduces implementation errors and unnecessary costs
- Optimizes security investment through faster time to full deployment

SKU - ASF-CORE-FW-DEP
List price - $18,089

Learn More

Trigger Questions

- Do you have the security expertise to add new security technologies to your network?
- Do you know what are the risks of adding new technologies and security equipment? What threats do you face if you design and implement it wrong?
- Do you need extra support to prioritize projects and keep your security infrastructure effective?
- Is your network support efficient enough?
- Do you want to assure you are getting the full value of your investment?

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Segment: Select

Cisco Identity Services Engine Design
Cisco Identity Services Engine Design and Proof of Concept

Accelerates the effects of adopting an identity-based, centralized policy engine as part of a customer’s overall security architecture. This service features a technology readiness assessment, high-level and low-level design development for up to 20,000 endpoints, and remote design support. It comes in two versions, one with proof-of-concept lab testing and one without.

SKU - ASF-CORE-ISE-DSGN
List price - $77,789

Learn More: Design

SKU - ASF-CORE-ISE-POC
List price - $98,556

Learn More: Design & POC

Trigger Questions

- What amount of control do you have over user access to the network?
- Are you lacking internal security expertise for designing and development?
- How successfully and effectively does your department operate security policy and controls?
- Are you looking to have an audit of devices and security policy configuration completed?
- Are you interested in getting expert assistance on your Cisco ISE implementation as well as a way to gain valuable information from trusted experts?

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Optimization Services

Optimization Services helps you work with your customers optimize your network and IT infrastructure, applications, and service management. They identify gaps, deliver recommendations, and provide expert support so you can:

- Improve the performance, availability, resiliency, and visibility of your customer’s network and IT services
- Prepare the network and IT infrastructure for change and more effectively manage change
- Increase customer’s self-sufficiency
- Reduce operating costs and improve return on technology investments
- Mitigate risks that can compromise the privacy and security of data

Learn More

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Multi-year contracts benefit you and your customers.

As a business person you know that network coverage is critical to optimizing an investment. Customers will have the convenience and peace of mind in knowing their network will be continually covered and running. They can maximize their return on investment and manage total cost of ownership.

Selling Cisco services contributes to your business growth as well with incremental revenue and the establishment of a loyal customer.

Multi-year service agreements help customers:

- Avoid price increases by locking in today’s price
- Ensure continuous service coverage to reduce risk
- Better manage operating expenses
- Reduce time spent renewing service contracts

Selling multi-year service agreements helps you:

- Expand your total revenue per customer
- Reduce the effort that goes into processing annual renewals
- Increase customer loyalty with a longer commitment

Multi-Year Financing

Top Benefits of Multi-Year Contracts

Stop Price Escalation Risk
- 7.5% per year price climb
- Avoidance is tangible savings

Immediate Savings
- 5% or more incremental discount
- Immediate & tangible savings

Excel Madness
- Renewal event is heavy exercise
- Impacts other important work

Risk
- Delay or skipping items is outage risk
- Murphy’s Law-uncovered devices seem to fail

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Checklist for Services

- ❑ Multi-Year quoted?
- ❑ Cisco cap deal?
- ❑ What is the $ value of Services quoted?
- ❑ What Premium Services levels are quoted?
- ❑ Are you placing the order at time of sale?

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How to Answer Customer Objections

More Objection Handling Strategies

“We can’t afford to purchase services.”

If you want to keep costs down, then you’ll want to consider the financial impact of minimizing downtime. The cost of a single service call can be as expensive as the contract itself. Additionally, some customers might want to take advantage of the low monthly payments offered through Cisco Capital.

“We want to wait to order services until the warranty expires.”

That’s a common request. Cisco has a solution called Flexible Service Start Delay (FSSD) which allows us to delaying service start by up to 60 days after shipment.

“We already have a warranty in place. Isn’t that enough?”

The warranty only protects you if there’s a product defect. In fact, 95% of TAC service requests have nothing to do with equipment failures covered by the warranty. With a service contract you get expert support from Cisco TAC engineers, replacement parts in as little as 2 hours, OS updates and upgrades, proactive diagnostic, and access to Cisco.com’s knowledgebase. In the event of an incident or network downtime, all of these can help you get the issue resolved as fast as possible.

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How to Answer Customer Objections

More Objection Handling Strategies

“I have in-house technicians who can handle all of my network issues.”

If your in-house experts require support without a service agreement, they may experience delays and costly time and materials charges. With Cisco Services, IT will have the support and knowledge of Cisco experts to help identify and resolve problems quickly. This makes all the difference when dealing with issues that might be outside the scope of their experience.

“I don’t think updating or upgrading operating system software is necessary.”

Keeping OS software up to date adds functionality and enhances performance—in many cases, without the need to purchase or add new hardware. Cisco provides continuous improvements to OS software—including bug fixes and maintenance, and minor and major releases. There is no additional charge for updates as long as the product remains under the Cisco Services agreement.

“I don’t see the need for a hardware replacement option.”

Advance hardware replacement provides the fastest delivery option and is designed to support your network availability requirements. Even under warranty, it could take as long as 10 days for a spare part to be delivered. Smart Net Total Care gets you the parts you need, when you need them. Choose from a variety of hardware replacement options, including premium options such as two-hour replacement and onsite parts replacement and installation.

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How to Attach Services

Cisco Service Contract Center (CSCC)

Quote, Order and Manage Your Cisco Service Contracts

Visit CSCC

Flexible Service Start Delay (FSSD)

Order products and services while delaying the service start date by up to 60 days

Learn More

Cisco Commerce Workspace

Register deals, configure and price products, software and related services. Submit orders.

Learn More

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Get Rewards for Attaching Services

Services promotions are incentives that we have in place to help you accelerate Services revenue.

Review the details for each of the available promotions on the Services Promotion Website.

- Promotions run for 6 month increments (1H of Cisco fiscal Jul-Jan and 2H of Cisco fiscal, Jan-Jul).

Visit Promotions Website

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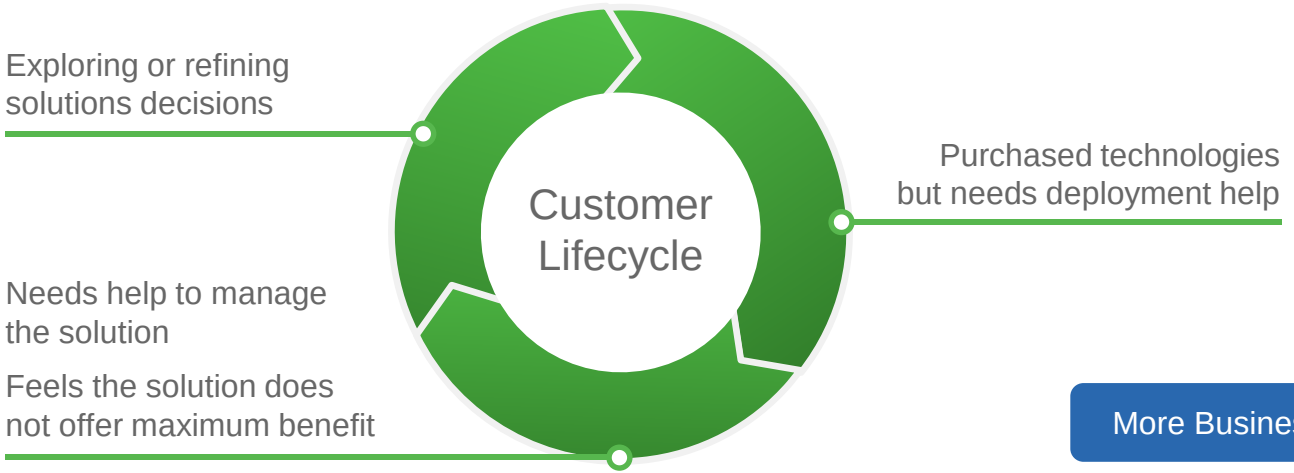
Know where the customer is in the lifecycle to choose **the services they need.**



More Business Outcomes

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Accelerate Services in Commercial

Be Bold with “AAA” Attach

Smart Net Total Care | Smart Assist | Threat Awareness | Premium Services | Partner Support Service | Implementation Services

Know your prospective customer’s problems to identify the business outcomes and **which capabilities of the Implementation Services to highlight.**

Buyer Personas	CEO	LOB Manager	CIO	IT/Data Center Manager
Key Conversation Topics	How can we introduce new services faster? How can we grow and expand the business? How can we lower our costs?	How do I train my staff for the fastest results with IT changes? What are the impacts on existing processes?	How do I reduce my costs and ensure compliance and security across all systems? How do I reduce complexity and TCO?	What is the quickest way to deploy a consolidated data center? How do I migrate risks when upgrading the data center?
Key Business Outcomes	Create an agile architecture and allow for greater innovation while reducing costs, time, and complexity	Saves IT staff time and reduces operational costs while accelerating deployment times	Creative and cost-effective ways to maintain availability and flexibility in a changing environment	Increase bandwidth, reduce latency and provide better customer and employee service
Key Performance Indicators	Customer satisfaction New revenue generated	Provisioning time Task efficiency Amount of uptime per quarter	Growth of the business Cost of infrastructure maintenance	Component failures Cost