

Expanding Your Service Business Opportunities

Cisco® Services for Small and Medium Business is a family of services that includes broad-based Cisco Smart SMB Services as well as technology- and application-specific services. Cisco Smart SMB Services include Cisco Smart Care Service, Cisco SMARTnet® Service, and Cisco Smart Foundation Service (formerly named SMB Support Assistant). Technology- and application-specific services include management, software applications, and advanced technologies services. This quick reference guide focuses on the Cisco Smart SMB services.

Cisco Smart SMB Services

Cisco Smart Care Service:

A Collaborative Operate and Optimize Service

Cisco Smart Care Service is a comprehensive network-wide service that combines technical support with proactive monitoring, assessments, and remote repairs to help keep networks secure and running optimally.

Target Customer

- Businesses with 50–600 network users and 5 to 105 devices
- Network is critical to business
- Limited IT expertise; wants network-level coverage

Cisco SMARTnet Service: A Resale Operate Service

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

Target Customer

- Any size business, any number of Cisco devices
- Network is critical to mission critical
- Skilled IT staff requires direct access to Cisco engineers and want flexible device-level coverage for all network devices

Cisco Smart Foundation Service:

A Resale Operate Service

Cisco Smart Foundation Service¹ is an entry-level technical support service that provides the support small businesses need to help them maintain network reliability and minimize disruption to their business.

Target Customer

- Businesses with data-only networks, SMB-class products, and fewer than 250 network users (~50 or fewer network devices)
- Network is important, but not mission critical, to business
- Needs responsive support with device-level coverage that meets budget requirements

For more information about go-to-market approaches and detailed features for each of these services, visit:

www.cisco.com/en/US/products/ps6888/serv_category_home.html

Choosing the Right Service for Your Customer

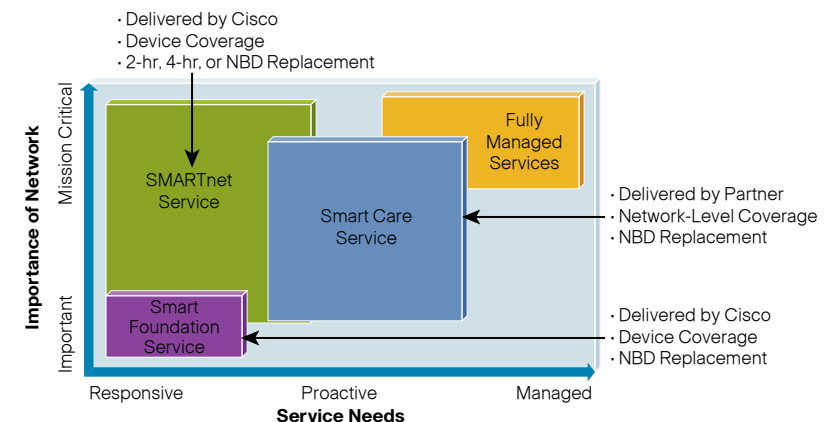
To determine the right services for your customer, it is important to explore each customer’s criteria in terms of service needs, network importance, preferred provider, coverage preference, and hardware replacement (Table 1).

Table 1. Criteria for Defining the Right Service

Service Criterion	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-level to network-level
Hardware Replacement	2-hour, 4-hour, or NBD advance replacement

Figure 1 shows how Cisco Services address these selection criteria..

Figure 1. Selection by Provider, Coverage, and Hardware Replacement Preferences



For comprehensive information about how to choose the right service for your customer, review the Services Guide entitled “Cisco Services for Small and Medium Business: Enhancing Your Service Business Opportunities,” visit: www.cisco.com/web/partners/sell/promotions/services/arm/resources.html

¹Cisco Smart Foundation Service is the new name for SMB Support Assistant.



Growing Your Service Business: What You Need to Know

Best Practices for Owners and Managers

"Cisco Services for Small and Medium Business provide owners and managers opportunities to complement current capabilities, better support customer needs, and help increase profitability."

- Make sure your sales teams have easy access to information about Cisco Services for Small and Medium Business
- Encourage your sales staff to use Cisco Partner Enablement resources

Best Practices for Sales Representatives

"Cisco Services for Small and Medium Business can help sales staff improve sales productivity and customer satisfaction."

- Be sure to emphasize the value to customers of the Cisco Services for Small and Medium Business portfolio
 - Allows customers to select the right service to meet their technology and business needs
 - Supports a wide range of networking technologies, from secure data connectivity to more advanced technologies, such as Unified Communications and Wireless
 - Complements customers' existing IT support capabilities
 - Provides choice in how customers want service delivered

- Make sure you understand the differences between the various Cisco Services for Small and Medium Business
- Take time to internalize the four criteria and decision parameters for selecting the right service: service needs, network importance, preferred provider, and coverage preference. If you invest your time in understanding the positioning of the various services, you will be able to act as a trusted adviser to your customers by recommending the best solution for their needs.
- Review the customer scenarios to learn how to apply the service selection criteria to a specific customer scenario
- Take time to familiarize yourself with Cisco Partner Enablement resources. Cisco helps augment your capabilities by providing leading practices, tools, and knowledge transfer that can help you to have more repeatable, successful, and profitable customer engagements. Repeatable leading business practices include methodologies by technology and segment, business-building tools and templates, e-learning, and practice-building guide books.

Strategies for Selling to Small and Medium-Sized Businesses

The Cisco Smart Business Roadmap

The Cisco Smart Business Roadmap is a structured, prioritized evolution path for medium-sized businesses that draws on skilled local partners to provide tailored technology solutions, world-class service. The Smart Business Roadmap improves the long-term competitiveness of customers by helping them to address the business challenges of today while maximizing the future potential of their technology investments. For partners,

this roadmap also provides a structured framework for providing these customers with ongoing technology solutions and services and securing your position as a trusted strategic advisor.

Resources

Cisco Services Training Resources (United States)
www.cisco.com/web/partners/sell/promotions/services/arm/resources.html

Cisco Services Training Resources (Canada)
Cisco Services for Small and Medium Business
www.cisco.com/ca/go/arm/resources

Cisco Services for Small and Medium Business
www.cisco.com/en/US/products/ps6888/serv_category_home.html

Cisco Partner Central
www.cisco.com/web/partners/index.html

Cisco Smart Business Roadmap
www.cisco.com/web/partners/sell/smb/smart_business_roadmap.html

Legal Contract Service Descriptions
www.cisco.com/go/servicedescriptions