

Cisco Small Business Support Service

Partner At-A-Glance



For
Small
Business


Why Should I Care About the Cisco Small Business Support Service?

In today's challenging economic environment, small businesses need not only the latest technology, but also peace of mind in knowing that they will get the most value from their technology investment. The Cisco® Small Business Support Service delivers three years' peace of mind for Cisco Small Business solution customers. The simple, device-level, subscription-based service includes software upgrades and updates, access to the Cisco Small Business Support Center, and next business day hardware replacement. It also connects your customers to peer support so they can share knowledge and collaborate with other small businesses.

The Cisco Small Business Support Service is simple to attach to any Cisco Small Business device, enabling you to increase revenue, give customers peace of mind, and improve customer loyalty. It lets you differentiate yourself from competitors by marketing right-priced services backed by Cisco expertise and resources to enhance revenue and improve customer satisfaction.

What Problems Need to Be Solved?

- Customers demand a reliable network infrastructure to minimize downtime for important business processes.
- Small businesses are seeking new ways to control costs in a challenging economic environment.
- Customers are turning to technology to improve employee productivity and boost the efficiency of their organizations.
- Small business customers require an affordable solution that can protect their technology investment.

Messaging: 30-Second Pitch

The Cisco Small Business Support Service provides three years of peace-of-mind coverage at a price you can afford. This service helps protect your investment and get maximum value from Cisco Small Business products. The device-level, subscription-based service includes maintenance, minor, and major release updates; access to the Cisco Small Business Support Center by phone or online chat support; and next business day hardware replacement. It lets you share knowledge and collaborate with your peers online to help boost business efficiency, identify and reduce risks, and serve customers better.

Does Your Customer Require a Higher Level of Support?

The Cisco Small Business Partner Rapid Response Service includes all the deliverables of the Small Business Support Service, plus 24x7 online chat and phone access to the Small Business Support Center and four-hour advance hardware replacement where available, so customers can get their network up and running again quickly. The Cisco Small Business Partner Rapid Response Service gives you an opportunity to wrap your own services around this offer to differentiate your organization and foster long-term, loyal customer relationships.

Features and Benefits

Table 1 presents the features and benefits of the Cisco Small Business Support Service.

Table 1. Features and Benefits

3-year subscription-based coverage	<ul style="list-style-type: none">• Provides peace of mind in knowing that the primary network supporting primary business operations remains running at its best
Next business day hardware replacement	<ul style="list-style-type: none">• Expedited hardware replacement minimizes network downtime
Access to Cisco Small Business Support Community	<ul style="list-style-type: none">• Enables small business owners to reach Cisco technical experts and receive valuable advice. This valuable resource provides:<ul style="list-style-type: none">–Cisco and peer best practices–Opportunities to learn and share knowledge
Access to Cisco Small Business Support Center	<ul style="list-style-type: none">• Access to technical expertise during local business hours• Online chat and phone support available during local business hours
Software updates	<ul style="list-style-type: none">• Periodic maintenance, minor, and major release updates help ensure optimal performance



Benefits for Cisco Partners

- Single comprehensive service plan for all Cisco Small Business products.
- Easy to sell, order, and administer.
- Lets partners differentiate themselves by adding on or wrapping around services to better support customers.
- Studies show customers with Cisco service relationship tend to be happier and more loyal (31 percent over industry average).
- Gives customers easy, cost-effective transition path to additional Cisco solutions.

Target Customers

- Small businesses with fewer than 100 users
- Customers that are seeking new ways to control costs with information technology
- Customers that want to serve customers better, understand their needs, and improve loyalty

Overcoming Objections

Objection: I already have a warranty, so I do not need a service plan.

Response: The Cisco Small Business Support Service is much more than a warranty. Your product warranty protects only against manufacturing defects. If any issue outside the scope of the warranty does arise, the Cisco Small Business Support Service offers comprehensive, device-level protection, as well as access to technical assistance and a wealth of information resources, for complete peace-of-mind protection.

Objection: Support plans are expensive. Our budgets are tight, and I cannot afford it.

Response: The Cisco Small Business Support Service is a great value, because it offers an affordable plan designed specifically for the needs of small organizations with limited budgets. This high-value service lets you get the maximum return on your technology investment and reduce your total cost of ownership. Even one missed call or purchase from an important customer could be as expensive as a service contract, and every hour of downtime can seriously affect your business revenues and company reputation.

Objection: My company already has people who can support our network.

Response: The Cisco Small Business Support Service offers access to a variety of valuable resources, such as development engineers to resolve software bugs and provide feature updates. Furthermore, even with an experienced in-house team, service coverage can provide additional helps for technicians when they need it, enabling them to focus on tasks more closely related to your core business.

The Cisco Small Business Support Service features banded pricing based on device complexity (Figure 1).

Figure 1. Banded Pricing Graph



Cisco Limited Warranty for Cisco Small Business Products

Cisco warrants every Cisco Small Business product to be free from defects in material and workmanship. Product warranty terms and other information applicable to Cisco products are available at www.cisco.com/go/warranty.

Additional Resources and URLs

Cisco Small Business Support Service Selling Resources (login required)

www.cisco.com/web/partners/sell/smb/index.html

Cisco Small Business Support Community:

www.cisco.com/go/smallbizsupport