



Cisco Smart Care Service

Increase Your Services Business Through the Power of Collaboration

What is the CISCO Smart Care Service?

The Cisco® Smart Care Service is a unique collaborative service offering that provides Cisco certified partners with a proactive service platform that allows them to build upon Cisco networking expertise, methodologies, technical tools, and service infrastructure to create new customized services for their customers. The service provides you with many of the tools you need to provide your customers with ongoing remote monitoring, proactive network maintenance, and comprehensive technical support for the entire voice and data network—as well as add-on services designed and delivered by you—with a single service offering.

Components of the Service

You can access all of these tools and resources for your participating customers through the Cisco Smart Care control panel. You can even offer a high-level view of an online, partner-branded dashboard available to your customers. As a result, you can deliver a comprehensive network maintenance and support offering that includes:

- Basic remote monitoring and repair of qualified devices and software applications
- Periodic and single-use assess and repair services to identify potential network health and security issues
- Partner-delivered technical support for qualified Cisco network foundation, voice, and security solutions through a single networkwide maintenance contract
- Next-business-day (NBD) advance replacement of qualified Cisco devices, with an option to upgrade individual devices to 4-hour coverage
- Proactive notifications to simplify the updating of Cisco devices
- Assess and prepare services to simplify the addition of new technologies such as Cisco Unified Communications and advanced security solutions
- Disaster recovery services to back up customer router, switch, and security solution configurations to a remote location

Improving Partner Differentiation and Profitability

Cisco Smart Care Service provides a platform upon which you can build your own value-added services to create customized, differentiated offerings. For example, you could bundle the Cisco Smart Care Service with premium-level service desk options, full-service remote backup and disaster recovery planning, or full-service remote monitoring and management under a service level agreement (SLA). You determine the type and frequency of the services you will offer, based on your customers' unique needs. Even if you already offer your own remote monitoring and network assessment services, Cisco Smart Care Service provides a comprehensive platform to manage and deliver these services more efficiently and cost-effectively. Drawing on Cisco tools, delivery infrastructure, and co-marketing resources, you can devote less time and effort to basic remote monitoring and management functions and focus those resources on delivering more advanced and profitable service offerings.

Elevator Pitch For Customers

The Cisco Smart Care Service offers proactive verification that your network is secure, reliable, and functioning optimally so that you can improve your employee productivity and customer responsiveness and get the most from your technology investments. The service combines network-wide technical support with ongoing network monitoring and proactive network assessments that increase your visibility into network health and security, reducing the time and effort required to make sure your network is running efficiently. Delivered by your local Cisco certified partner, the service combines the complementary strengths of Cisco and its certified partners to provide you with an excellent service experience.

How Do I Qualify Customers For Cisco Smart Care Service?

The Cisco Smart Care Service is designed for small and medium-sized enterprises and delivered exclusively through Cisco certified partners. Target customers use

primarily or all Cisco networking devices and either lack in-house IT resources with in-depth networking expertise or could benefit from reducing the time and effort that in-house staff must devote to network maintenance. The service can cover from one weighted Cisco device up to a maximum of 105 weighted devices, and the customer network must include only “commercial-class” Cisco products. Customers whose networks include any other product family at the contract's inception are not eligible for the service. For a list of covered products, see the [Partner Data Sheet](#).

What Questions Should I Ask To Initiate Sales?

- How much insight do you have into the health and security of your network? Are you able to view its current health and status?
- How would your business be affected by a network outage that prevented employees or customers from accessing your network-based business applications and communications tools?
- How would your IT staff benefit from having access to best-in-class network security and health check tools and expert technical networking assistance?
- How valuable would it be to be able to identify and correct potential network problems before they can affect your business?
- Does your IT staff have the expertise to make sure your Cisco network equipment is configured optimally?
- Are you planning to introduce any new technologies such as unified communications into the network? If so, do you know how those changes might affect the performance and configuration of your network?
- How valuable would it be for your IT staff to have a single maintenance contract for your entire network, rather than relying on service contracts for individual devices?



Benefits For Customers

- Provides peace of mind through increased network visibility and more information to efficiently manage and continually improve the network
- Improves the uptime, security, and performance of the network through ongoing monitoring and periodic assessments, allowing problems to be addressed before they affect the business
- Helps IT staff to operate more efficiently by reducing the time and effort required to keep the network running optimally
- Enhances employee productivity and responsiveness to customers through improved availability of essential business applications
- Optimizes business profitability by helping customers get the most from technology investments
- Simplifies contract management and maintenance requirements through a single service that covers all Cisco devices
- Combines the expertise and service advantages of both Cisco and Cisco certified partners into a single offering

Benefits For Cisco Partners

- Improved profitability by transitioning small and medium-sized enterprises to a service-led model based on predictable, recurring revenue streams
- Increased margins by strengthening your position as the customer's strategic advisor, allowing you to promote greater adoption of advanced technologies and higher attach and renewal rates for your services
- Improved differentiation of your business by complementing traditional network support with proactive maintenance services delivered in collaboration with Cisco
- Increased customer loyalty through remote monitoring, diagnostics, remediation, and repair services that make you indispensable

- Enhanced business growth through a proactive services platform upon which you can launch your own add-on services customized specifically to your customer's needs, as well as generate sales for Cisco products and services
- Improved staff efficiency through Web-based remote monitoring, alerting, management, and remediation tools that often eliminate the need to dispatch technicians onsite
- Reduced service contract administration costs through networkwide coverage contracts, simple pricing models, and auto-renew capabilities
- Increased visibility for your business through Cisco co-marketing and promotional efforts that highlight the Cisco relationship with capable and committed partners like you

How Should I Address Common Objections?

Objection:

Why do I need this service? Doesn't my warranty cover me?

Answer:

There are significant differences between the standard Cisco warranty and services. Your warranty protects against defects in a specific Cisco hardware device or software application. But if an issue does arise, it will more likely be because of the way the solution has been configured or used in your network and will be outside the scope of the warranty. The Cisco Smart Care Service provides you with comprehensive, network-level protection and maintenance support for your entire Cisco network, as well as ongoing network monitoring, proactive network health and security checkups, remote software repairs, and assessments of your network's ability to support new technologies that you might be considering.

Objection:

I have an in-house technician who can handle all of my network issues and needs.

Answer:

Do your technicians have the time and resources to keep up with the latest networking technologies and developments while also maintaining the performance of the network today? The best solution is to have support resources in place to help your technicians when they need it and allow them to focus on their core responsibilities. When your technicians do call for help, they will have the support and knowledge of a highly trained Cisco partner and Cisco tools and resources to help them resolve any problems quickly. How much time does it usually take your technicians to identify and resolve a network issue? With this service, your technicians can view details of the health of any Cisco device in your network through the Cisco Smart Care dashboard. Also, your Cisco partner can monitor the status of your Cisco devices at all times and often will be able to make repairs remotely. In addition, the warranty on most Cisco devices is 90 days. If a device fails, in-house technicians are unlikely to be able to repair it.

Objection:

I don't see the value in Cisco Smart Care Service dashboards and periodic assessments.

Answer:

How do you find out about network security or health issues today? Are you able to avoid issues before they affect your business, or are you forced to wait until a problem arises before you can react to it? How do you make sure that all of the devices in your network are configured for optimal performance, security, efficiency, and availability? How do you identify when a device needs to be reconfigured and what the proper fix is? This service provides all of those capabilities for your entire network and even offers your Cisco certified partner the ability to repair many problems remotely, freeing your IT staff to focus more on your business priorities.