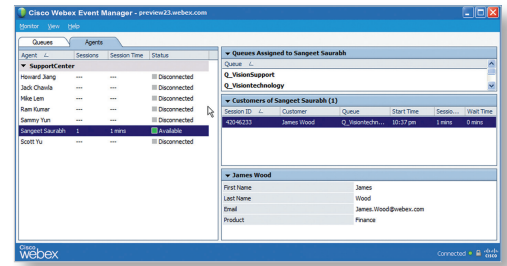


## Provide prompt, accurate customer support.

- Solve customer issues fast.
- View and control remote desktops securely to resolve problems.
- Transfer security patches and updates to keep systems current.
- Connect instantly through firewalls—no need for customers to install software.



It's incredibly easy to start a support session using Cisco WebEx Support Center. Just send a quick invite for your customer to meet you online.

### Target Audience

**Primary:** Customer support

**Uses:** External technical customer support, internal IT support, maintenance, uptime

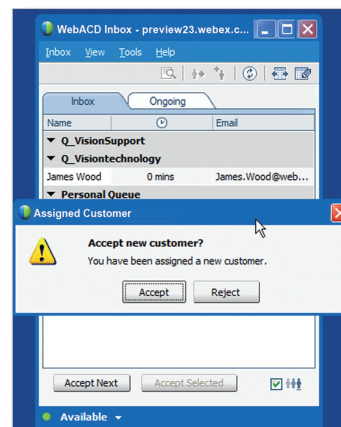
**Secondary:** IT support

**Uses:** Online customer and agent training

### Cisco WebEx® Support Center\*

<p><b>Elevator pitch</b></p>	<p>Cisco WebEx Support Center enables IT and customer support to reduce costs, increase the productivity of their Technical Support Reps, reduce customer downtime, and increase customer satisfaction. It's a great way to improve the efficiency and effectiveness of remote support services.</p>
<p><b>Differentiators</b></p>	<ul style="list-style-type: none"> <li>• <b>WebACD:</b> Queue, route, and distribute support requests with true skills-based routing through WebEx WebACD. This fully-integrated capability of WebEx Remote Support delivers powerful call center functionality using an Internet-based console. Direct requests to a main support queue or give agents the option of providing a link to their personal queues.</li> <li>• <b>Click to connect:</b> A single click on a customizable button takes a user to a WebACD queue. The button can be hidden when a queue is closed.</li> <li>• <b>Login as Administrator:</b> Remotely sign on to a customer's machine as an administrator to access and install new applications and perform other activities that require administrative privileges.</li> <li>• <b>Custom scripts:</b> Push and run files on a remote computer with one click.</li> <li>• <b>Video:</b> Stream live video to personalize or enhance support. Remote Support only.</li> <li>• <b>Reboot and reconnect:</b> Ensure fail-safe reconnection and reliability by closing all applications, rebooting, and reconnecting after reboot — even in Safe Mode — with a single command.</li> <li>• <b>Support platform you can trust:</b> All WebEx Support sessions run on the Cisco WebEx Collaboration Cloud, providing industry-leading security, reliability and performance.</li> <li>• <b>Multiplatform:</b> Support customers on multiple platforms: Windows, Mac, Linux and UNIX® using Remote Support. Remote Access is Windows only.</li> </ul>

Cisco WebEx Support Center (continued)	
Qualifying questions	<ul style="list-style-type: none"> <li>What types of products do you use for support today (software, hardware, web-based services, etc.)?</li> <li>How do you deliver support to your staff, customers, partners or resellers (phone-based support, email, travel onsite, remote support)? Do you support servers or PC's outside/remote from your network?</li> <li>Do you need to control the cost of delivering high quality IT service management to your staff and customers?</li> <li>Is your support organization a cost center or are you seeking to generate incremental revenue from your support offerings?</li> <li>Would increased IT service quality provide your firm with a distinct advantage?</li> </ul>
Competitive traps	<ul style="list-style-type: none"> <li><b>Good Enough:</b> Citrix® GoToAssist® (GTA) is our strongest competitor against Remote Support. They frequently try to compare their product to WebEx Meeting Center in support opportunities. This comparison is irrelevant. Unlike web meeting solutions, Remote Support offers rich functionality specifically designed for the remote support process.</li> <li><b>Pricing:</b> Competitors like Citrix GTA, LogMeIn® Rescue, and Netviewer OnetoOne often lowball us on price to win business. To counter this, leverage our 24/7/365 technical support and the reliability, security, scalability and performance of the Cisco WebEx Collaboration Cloud. None of our competitors can offer these assets.</li> </ul>
Customer references	<p><b>Education:</b> Facts Management, Minnesota State Colleges and Universities</p> <p><b>Financial Services:</b> Bank of Indianapolis, Chase (Washington Mutual), Jack Henry and Associates</p> <p><b>Healthcare:</b> Bozeman Deaconess Hospital, CAD Sciences, IMPAC, SoftMed</p> <p><b>High Tech:</b> ADI Time, All Covered, Business Objects, CBORD, Cognos, Compulink, Curbstone, EPICOR, Equaterra, First Watch, InfoGenesis, Lawson, Linksys, Sun Microsystems</p> <p><b>For a complete list:</b> <a href="http://www.webex.com/smb/customers_all.html">www.webex.com/smb/customers_all.html</a></p>



Agent inbox: Receive customer requests based on availability and skill set.

For internal Cisco Sales and Partner internal use only.