

The Value of Selling Cisco Technical Services



Cisco Technical Services

Business Benefits

Cisco Services provide you with an innovative smart service portfolio, unique customer engagement strategy, and robust partner program to help you sell and deliver services, increase margins, and build recurring revenue.

Selling services extends your customer interaction beyond a product sales relationship. It provides comprehensive, strategic and innovative solutions which can position you to play a greater role in your customers' success. In addition, selling services offers the opportunity to earn higher margins generating a recurring revenue stream through the sale of services renewals. A typical service gross margin for a Cisco partner running a successful services business is 18 to 25 percent.

Integrating Cisco Technical Services into your business practice can help:

- Provide a platform for a predictable and recurring revenue model
- Expand your practice with an enhanced services portfolio
- Increase your competitive advantage and market differentiation
- Improve customer satisfaction and loyalty by helping your customers to successfully operate and optimize Cisco technologies throughout the lifecycle of the network
- Create faster time to value

Cisco Services Options for Partners

Cisco offers you a range of options from resale to jointly delivered collaborative services that address the requirements of all phases of the network lifecycle. The decision about which Cisco services to sell is based on your eligibility and business model as well as the customer's preference.

- **Services branded by Cisco** are sold by you and delivered by Cisco experts who have extensive expertise in networking, business development, and technology. With these services you can deliver ready-for-resale offers that speed time to market, and increase the technology and geographic reach of your business. You continue to manage the customer relationship, while reducing the costs, time, and risks of bringing new services to market.
- **Collaborative Services** are sold and delivered by you, with the support of the Cisco Services infrastructure. Cisco Collaborative Services combine Cisco deep knowledge base, smart service innovation, and global service infrastructure with qualified partner resources and service. This combination of resources helps to create to create compelling solutions to customers, resulting in:
 - Shortened time to market
 - Reduced costs and increased revenue streams
 - Market differentiation

Branded Services	Sold by Cisco or you. Delivered by Cisco.
	Resell offers to enhance your portfolio.
Collaborative Services	Sold and delivered by you. Working collaboratively with Cisco.
	Build or expand our managed and professional services practices by combining your expertise with Cisco.

Improve Network Availability and Reliability

Cisco Technical Services provide:

- Access to specialized engineers in the Cisco Technical Assistance Center (TAC).
- Extensive online resources and global support community
- Advance hardware replacement options
- Latest operating system software updates and upgrades
- Security threat intelligence
- Real-time device diagnostics and alerts.
- Proactive remote monitoring and network management

Cisco Services are designed to meet the needs and preferences of small, mid-market and large enterprise customers. Cisco offers technical services for resale for the following technologies:

- Routing and switching
- Video
- Data center
- Wireless
- Unified communications
- Interoperability systems
- Security
- Network management
- Cisco TelePresence® technology

Cisco Technical Services provide a wide range of options to fit your customer's needs, see examples below:

- [Cisco Smart Net Total Care](#) provides comprehensive inventory and contract management along with foundational technical services, device diagnostics, and alerts. This proactive maintenance package allows customers to improve risk management, resolve problems quickly, and reduce operating expenses. The typical Smart Net Total Care customer has a large, complex or dynamically changing installed base of Cisco products.
- [Cisco Software Support Service](#) delivers foundational support and major software upgrades in one single offering that is easy to transact, manage and renew. Customer

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investment is protected by the combination of technical assistance, software updates and major upgrades and access to Cisco's comprehensive online resources.

- [Cisco Technical Services Advantage](#) provides your customers personalized, priority-level service and support. It optimizes the management of your customers' entire network infrastructure, applications, and services. This helps customers align their networks and operational goals to keep business processes running, add new technologies, and hold the line on costs.

Collaborative Technical Support

Collaborative technical support is a category of offerings within the collaborative services family. Collaborative technical support helps you increase your annuity-based revenue by providing the assets for you to develop higher value solutions delivered at lower costs. These service assets include traditional maintenance with smart capabilities.

- [Cisco Smart Care Service](#) combines traditional network support with smart monitoring to help you to build customized services that suit your customers. And, by giving you deep visibility into your customer's network, it helps you discover new cross-sell, up-sell, and service renewal opportunities. You can co-brand with Cisco or wrap Smart Care into your own rebranded offer.
- [Cisco Partner Support Service](#) provides you with the tools and assets to build a range of new services to help profitably expand your business. It combines Cisco foundational capabilities with software-based smart capabilities (for example, installed base and contract management, alert reporting and device diagnostics) for you to incorporate into your collaborative delivery services. Another key factor about PSS is the scale and complexity of the networks it can support.

You can learn more about the current service offerings at the [Cisco Services for Partners website](#). It will help you determine which services are appropriate for your service practice and your customers.

Most Cisco Services are available globally; however, availability may vary by geographical area, the terms of your contract with Cisco, and whether you purchase directly from Cisco or through a Cisco Authorized Distributor.

Take Advantage of Partner Enablement Resources

A well-run services practice can transform your business and position you for future growth; and you don't have to do it alone. Cisco provides a wealth of resources, including Cisco Partner enablement resources and best practices, all designed to help you build a practice that:

- Boost revenues so you can grow your organization
- Drives efficiency throughout your sales process
- Creates a sustainable business while fostering performance over time

Below are examples partner enablement resources that can help you build a sustainable service practice:

- [Cisco E-Consulting for Partners](#)
Take actionable steps for your business with data based on your service metrics and product sales information.
- [Cisco Services Accelerate Program](#)
Use this online tool that provides marketing and sales content tailored to your business needs
- [Cisco Performance Metrics Central](#)
Improve your performance by understanding your service metrics.

Cisco Partner Programs, Incentives, and Promotions

Selling services increases your margin with every service that you attach to a product sale. With the variety of programs

Cisco offers you can sell and deliver services according to your preferred business model. By taking advantage of the partner programs, you also become eligible for more incentives and rewards.

- [Cisco Services Partner Program](#)
Get more out of your business relationship with Cisco through a program focused on growth and profitability.
- [Incentives and Promotions](#)
Increase your revenue potential with sales programs and special offers.

Sales Resources

[Cisco Partner Central](#)

[Cisco Services for Partners](#)

[Cisco Attach and Renew Services](#)

[Cisco E-Consulting for Partners](#)

[Cisco Performance Metrics Central](#)

Partner Programmes

[Incentives and Promotions](#)

[Cisco Services Partner Program](#)

