



Cisco SMARTnet Service

Award-Winning Service With Flexible Device-by-Device Coverage

What Is the Value of Cisco SMARTnet Service?

Cisco® SMARTnet® Service is an award-winning technical support service that gives your IT staff direct, anytime access to Cisco engineers and extensive Cisco.com resources.

Cisco SMARTnet is essential to keeping your business-critical functions available, secure, and operating at peak performance. Networks are the lifeline that connects your customers to goods and services, and the impact of network downtime can be significant, degrading productivity, eroding customer confidence, and costing as much 3.6 percent of annual revenue, depending on the size of your company.¹

Decreased network availability can also create a negative customer experience. Analysis shows that a good customer experience correlates highly to loyalty—especially when it comes to plans for making additional purchases. In fact, repurchase plans can swing 15%.² Additionally, it is estimated that a 5 percent increase in customer retention due to increased loyalty yields a staggering 75 percent increase in the net present value of an existing customer.³

What Problems Does Cisco SMARTnet Service Help You Solve?

As the network evolves and you add new business processes, systems, and services, the consequences and costs of downtime increase dramatically, and delays in resolving issues can bring your business operations to a standstill. Network-related issues create the following challenges:

- When a problem occurs that can disrupt business operations and communication, you must resolve the issue as quickly as possible, before it can significantly affect business continuity.

- Technology changes fast and keeping your IT staff up to date on the latest advances and security threats can be difficult.
- Bugs or security issues can affect the availability, performance, and reliability of your network if they are allowed to exist undetected.

Cisco SMARTnet Service facilitates rapid problem resolution, 24-hour business continuity, and improved operational efficiency through a combination of expert technical assistance, online tools, and flexible device coverage options.

Reliable Networks Depend on Cisco Support

Cisco SMARTnet Service helps maintain the operational health of your network through Cisco expertise and resources:

- **Fast access to experts:** Connect directly to the Cisco TAC, staffed by thousands of experienced, certified Cisco professionals with experience in diagnosing the toughest problems.

- **Online troubleshooting tools:** Extensive troubleshooting and support resources at www.cisco.com/techsupport contribute to improved operational efficiency.
- **Rapid access to critical parts:** Flexible hardware replacement options let you select the coverage you need on a device-by-device basis to keep key business processes running smoothly.
- **Anytime, online access to operating system updates:** New OS features enable greater network capacity, advanced security, and improved regulatory compliance as well as better interoperability.
- **Proactive problem diagnosis:** The embedded Cisco Smart Call Home feature offers detailed diagnostics and real-time alerts on core network devices to help you identify and resolve issues. For more information on Smart Call Home, visit www.cisco.com/go/smartcall.

Cisco SMARTnet Provides More Service and Support than Warranty

Service	Equipment Covered	Duration	Hardware Replacement	Cisco Operating System Updates	Cisco TAC Support	Registered Access to Cisco.com	Smart Services Diagnostics and Alerts
Cisco SMARTnet/ Cisco SMARTnet Onsite Services	All ¹	Renewable contracts	Advance Replacement: • 24x7x2 hour • 24x7x4 hour • 8x5x4 hour • 8x5xNBD Other: • RFR ²	Yes, updates within the licensed feature set	Yes	Yes	Yes
Cisco Warranty	All	Standard Hardware: 90 days (specific products 1 year/limited lifetime) ² Standard Software: 90 days ²	Advance Replacement (10 days) ³	No ⁴	No	No	No

1. Some equipment exclusions might apply; consult service sales representatives for more details.

2. Return for Repair on select video products only.

3. Optical networking products offer 5-year limited hardware warranty with 15 days return to factory replacement and 1-year limited software warranty, this warranty only applies to optical products.

4. Warranty ensures only that software media are defect-free and the software substantially conforms to its published specifications.

1. The Costs of Downtime: North American Medium Businesses. Infonetics Research, 2006.

2. The Business Impact of Customer Experience. Forrester Research, Inc., 2008.

3. Loyalty Rules!, Frederick Reichheld. Harvard Business School Press, 2001.



Cisco SMARTnet Service

Award-Winning Service With Flexible Device-by-Device Coverage

Cisco SMARTnet Service Features

Cisco SMARTnet gives you access to a wealth of Cisco support tools and expertise, providing you with greater network availability and performance while reducing operating costs. Cisco SMARTnet Service provides:

- Around-the-clock access to a global network of certified technologists through the Cisco Technical Assistance Center (TAC)
- Access to the extensive Cisco.com knowledge base and tools
- Next-business-day advance hardware replacement (with 2-hour and 4-hour replacement also available), as well as Return for Repair on select video products
- Ongoing operating system software updates, including both minor and major releases within the licensed feature set
- Proactive diagnostics and real-time alerts on select devices with Smart Call Home
- Option available for onsite field engineer to install replacement parts at your location to help ensure a high level of network operation

Why Cisco?

Cisco Services make networks, applications, and the people who use them work better together. Cisco provides fast, expert response and industry-leading service capabilities and processes that can grow and evolve to meet your changing requirements.

With a collaborative delivery methodology that joins the forces of Cisco, our skilled network of partners, and our customers, we achieve the best results. With Cisco you get service and support that consistently win awards year after year.

24 Hours a Day, Every Day: The Cisco Support Experience	
<p>In addition to Cisco TAC phone support, Cisco SMARTnet Service includes unrestricted access to a range of online support resources:</p> <ul style="list-style-type: none"> • Solve technical support issues online without opening a case • Quickly and easily access the latest security updates, patches, and fixes • Expand your expertise and skills with technical support, tips and advice from Cisco experts and other industry professionals 	
Resource	Features and Benefits
My Tech Support	Personalized web portal allows you to find new software releases, bug reports and repairs, and troubleshooting tools customized for your network.
Automated Tools	Get instant access to troubleshooting and configuration tools, knowledge base, software updates, and other personalized content: <ul style="list-style-type: none"> • Software downloads • Software advisor • Bug toolkit • Cisco TAC case collection • Error message decoder • Command lookup tool • Output interpreter
Document Access	Access more than 90,000 technical documents for Cisco and related equipment and applications, including: <ul style="list-style-type: none"> • Hardware and software documentation • Technical videos on demand • Webcasts and podcasts • White papers • Security advisories
Online Service Request Management Tool	Submit and track your service requests online as well as view history of your Cisco TAC cases and case resolution notes.
NetPro Global Community	Online discussion forum for sharing questions, suggestions, and information with other professionals: <ul style="list-style-type: none"> • Networking professionals forums • Live web conferences • Ask the Expert: Live Chat Events
Support Wiki	Collaborate, create, and access the latest technology by participating in this dynamic knowledge base. <ul style="list-style-type: none"> • Combines user contributions, Cisco expertise, documentation, and tools • Share best practices, technical tips, and methodologies
Cisco Technical Services Newsletter	Subscribe to receive monthly newsletter alerts about new tools, resources, and exclusive networking tips.

Availability and Ordering

Cisco SMARTnet Service is sold direct and through our global network of qualified Cisco partners. To find a Cisco partner, visit the Cisco Partner Locator at www.cisco.com/go/partnerlocator.

For an up-to-date list of the technical services available for your Cisco products, visit the Service Finder tool at www.cisco-servicefinder.com.

For More Information

For more information about Cisco SMARTnet Service, visit www.cisco.com/go/smartnet or contact your local account representative.