Partner Tip Sheet for Cisco Services

Created by Marianne Keadey - revised 12.01.2016

This document and the latest revision can be accessed through this link: **Partner Tip Sheet for Cisco Services**

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Service Request	Process
	NEW

NEW

Cisco Threat Awareness Service

Help Small and Midsize Businesses Gain Visibility into Malicious Network Activity.

Base service free with SNTC contract

Threat Awareness main site: http://www.cisco.com/c/en/us/partners/sell-integrate-consult/sell-services/sell-market/smart-net-total-care/threat-awareness-service.html

Cisco Threat Awareness Service enables your small and midsize customers to identify potential threats. This externally hosted service requires no configuration changes, additional equipment, or software. And as an add-on to Cisco Smart Net Total Care, it provides insight into both inbound and outbound network traffic, without prohibitive cost and complexity.

No collector to install, access features through SNTC portal.

How to set up the customer portal

Quick Start Guide

Base offer is free with purchase of a SNTC contract.

Premium offer with additional capabilities is available as a yearly subscription. This premium offer tracks an unlimited number of both domain names and IP addresses. Plus the subscription service provides your customers with extended threat intelligence across their entire network.

Cisco Threat Awareness Service Options

	Base Offer	Premium Offer
Cost	Included with SNTC purchase	Additional, for-fee service
Portal Access	24/7	24/7
Daily Updates	Yes	Yes
Number of Domain Names	Limited to 3	Unlimited
Number of 256 IP Addresses	Limited to 3	Unlimited
Exposed Services	Open Services	Open Services Vulnerable Services
Malicious Activity	IP Addresses	IP Addresses Domains and URLs
DNS Observations	Unexpected DNS Names	Unexpected DNS Names Observed DNS Resolvers
Suspicious DNS Requests	N/A	DNS Requests from your network to well-known malicious sites

Service Request	Process
Threat Awareness **Premium service subscription skus**	**Table 1. Cisco Threat Awareness Service Product and Service SKUs** ***Prices are subject to change. Please verify pricing within the Cisco Services Price List.** | Ordering Sku/PID	Service Sku	Description	List Price
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L-TAS-100=	CON-SECIN-UP100	Threat Awareness Up To 100 Employees	$ 2,400.0
L-TAS-250=	CON-SECIN-UP250	Threat Awareness Up To 250 Employees	$ 5,750.0
L-TAS-500=	CON-SECIN-UP500	Threat Awareness Up To 500 Employees	$ 11,000.0
L-TAS-750=	CON-SECIN-UP750	Threat Awareness Up To 750 Employees	$ 15,750.0
L-TAS-1000=	CON-SECIN-UP1000	Threat Awareness Up To 1000 Employees	$ 20,000.0
L-TAS-1500=	CON-SECIN-UP1500	Threat Awareness Up To 1500 Employees	$ 28,500.0
L-TAS-2000=	CON-SECIN-UP2000	Threat Awareness Up To 2000 Employees	$ 36,000.0
L-TAS-2500=	CON-SECIN-UP2500	Threat Awareness Up To 2500 Employees	$ 42,500.0
L-TAS-3000=	CON-SECIN-UP3000	Threat Awareness Up To 3000 Employees	$ 48,000.0
L-TAS-5000=	CON-SECIN-UP5000	Threat Awareness Up To 5000 Employees	$ 80,000.0
L-TAS-10000=	CON-SECIN-UP10000	Threat Awareness Up To 10000 Employees	$ 160,000.0
L-TAS-ABV-10000=	CON-SECIN-ABV10000	Threat Awareness Above 10000 Employees	$ 200,000.0	 Skus and ordering guide: https://www.cisco.com/c/dam/en/us/services/collateral/se/CTAS-OrderGuide.pdf
NEW **Cisco Solution Support**	Solution Support Service is priority access to a single Cisco point of contact for complex issues with multivendor solutions including Collaboration, Data Center, Networking, Security, Service Provider, and Digital & Internet of Things (IoT). The offering gives your customers one point of contact for both their eligible Cisco gear and the other vendor products that make up one or more of their solutions. For example, if one of your customers has a multi-vendor data center solution comprised of Cisco UCS servers and products by Microsoft, Oracle and VMware they can buy solution support service on their UCS servers and call Cisco for support on any issues with the Cisco servers and the other vendor products in their Data Center solution. They no longer have to call each vendor separately. 2 minute video At-a-glance document Overview document Main Site Supported Vendors Skus: http://www.cisco.com/c/dam/en_us/services/portfolio/solutions-support/documents/css-ordering-guide.pdf Promotions: http://www.cisco.com/c/en/us/partners/sell-integrate-consult/incentives-promotions/solution-support-promotion.html Help Alias: ask-solution-support@cisco.com

Service Request	Process
Solution Support continued	

Get Centralized Support for Your Cisco Multivendor Environments

Cisco Solution Support

- Primary Point of Contact
- Solution Focused Expertise
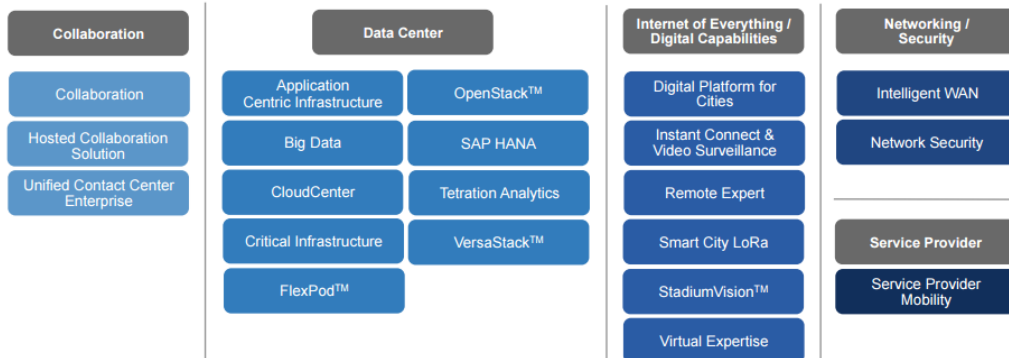- Coordinates Between Key Vendors
- Manages Case to Resolution

If an issue arises with a Cisco or solution partner product in your multivendor solution from us, just call Cisco Solution Support and receive:

- **Primary point of contact** – A team of Cisco solution experts accountable for resolving issues no matter where they reside.

- **Solution expertise** – Our deep knowledge about how solutions work as a whole means we often resolve issues immediately.

- **Multivendor coordination** – Because of our strong relationships with global solution partners, we effectively manage support to best resolve your case.

- **Fast access** – Open a case even if you're not sure you have an issue; there's no need to identify your problem before getting help.

Eligible Cisco Solutions

Cisco® Solution Support covers a variety of solutions, each with unique Cisco and solution partner products.

Collaboration	Data Center		Internet of Everything / Digital Capabilities	Networking / Security
Collaboration	Application Centric Infrastructure	OpenStack™	Digital Platform for Cities	Intelligent WAN
Hosted Collaboration Solution	Big Data	SAP HANA	Instant Connect & Video Surveillance	Network Security
Unified Contact Center Enterprise	CloudCenter	Tetration Analytics	Remote Expert	
	Critical Infrastructure	VersaStack™	Smart City LoRa	Service Provider
	FlexPod™		StadiumVision™	Service Provider Mobility
			Virtual Expertise	

NEW **Service Best Practices**	Quick summary of Service Best Practices for Partners Best Practices Battle Cards
NEW **Connect Dots tool** A tool designed to help you find key information about product and services, so you can quickly create quotes and orders.	Tool location: **https://connectthedots.cisco.com/connectdots/appPreference** Connect Dots user guide A 3-minute video on the different capabilities of the Connect Dots tool.

Service Request	Process
NEW **Partner Smart Assist for SNTC**	The service is designed to help partners successfully deliver smart capability services to their customers. The service provides training on how to set up the Cisco Smart Net Total Care™ portal, deploy the Cisco Common Services Platform Collector, upload collections to the portal, and manage collections. It also provides once-yearly installed base reconciliation and Cisco Technical Assistance Center (TAC) support directly to the partner for level 3 customer issues in using the portal and collections. **Partner Smart Assist SKUs, order in CCW:** - Base Service - Product sku L-PNSAS-BASE= ($0), service sku CON-PNSAS-BASE ($4000 no discounts) - Optional - One-on-One Coaching: Product sku L-PNSAS-TRN1= ($0), service sku CON-PNSAS-TRN1 ($1000) - Optional - Additional IB Reconciliation: Product sku L-PNSAS-RECON= ($0), service sku CON-PNSAS-RECON ($2000) **Base Service highlights:** **Enablement Training:** 1=>many virtual knowledge transfer session on how to set up the Cisco Smart Net Total Care portal, deploy the Cisco Common Services Platform Collector (CSPC), upload collections to the portal, and manage collections. **IB Reconciliation:** Once yearly installed base (IB) reconciliation for each end customer on behalf of the partner. **TAC Support:** Technical Assistance Center (TAC) support provided directly to the partner for level 3 customer issues in using the portal and collections. **Additional note on pricing & Licensing:** - Partner Smart Assist is priced with all discounts and rebates built into the price. There are no additional rebates or discount, except for standard multi-year ordering discounts - The base price for Partner Smart Assist is on a per-customer basis. Partners will be entitled to services only for the end customer for which they have purchased the contract, for the duration of the service. - Refer to the Quoting & Ordering Tip Sheet in the Partner Smart Assist Resource Library for information on how to order Partner Smart Assist. **How to order:** https://supportforums.cisco.com/document/13038406/partner-smart-assist-service-quoting-ordering-tip-sheet **Q&A:** https://supportforums.cisco.com/sites/default/files/attachments/document/files/cisco_partner_smart_assist_service-partner_qa.pdf **Partner Smart Assist Resource Library (**Includes External offer PPT overview**):** https://supportforums.cisco.com/community/13022411/partner-smart-assist
NEW **Proposal Library**	Save time, deliver accurate proposals, and win more deals with this library of free, Cisco-approved proposals from Global Proposal Services. Easily download and customize proposals for a variety of Cisco products and solutions from the Sales Connect site at https://salesconnect.cisco.com/c/r/salesconnect/index.html#/ (works best in a private browsing window) Check out the step-by-step guide on searching for templates.

Service Request	Process
NEW **Cisco Sellers Services Ordering Rules**	A US Partner must purchase services for a customer with an install site of Brazil, Canada, China or Russia through the Cisco or Distributor entity located in those countries. If the US Partner doesn't have an office in one of those four countries they can refer the customer to an in-country partner using the Partner Locator tool. For questions please contact svc_ordering_support@cisco.com
NEW **Service Waivers** What can I show a customer who doesn't want to purchase service coverage on their equipment?	Smart Net Total Care Waiver for new gear Smart Net Total Care Waiver for renewals These documents spell out what services customers are giving up and the time and material costs if they must call the TAC for support on an item not under contract. Feel free to add your company logo to the waiver documents and fill in your company name where indicated before sending to customers.
NEW **Promotions:** Where can I view the current product & service promotions?	Click on the Promotions and Incentives links at: http://www.cisco.com/web/partners/incentives_and_promotions/index.html and https://www.ciscoservicespromotions.com/Promotions/Home.aspx Q2FY17 Product Promotions cheat sheet: https://salesconnect.cisco.com/open.html?c=b51b535c-83e4-43dd-9c14-5c3f0aae0610
NEW **Cisco One and Smart Accounts**	**Cisco One and Smart Account resource document** **Cisco One Overview:** Cisco ONE Software is a new way for customers to purchase, consume and use our infrastructure software. It offers a simplified consumption model, centered on common customer scenarios in the data center, wide area network, and local access networks. Cisco One help alias: ask_cisco_one_partner@cisco.com **Smart Account Overview:** Smart Accounts are a new type of customer- or partner-managed account. You set up a Smart Account on Cisco Software Central to view and control access to Cisco software licenses and entitlements across your organization. Customer can view purchased licenses in their Smart account. Once Smart Licensing is enabled, customer will be able to view licenses that are deployed. Smart Account help alias: licensing@cisco.com - Include in the body of your email this info: Cisco.com ID: xxxx (list your CCO ID in the xxxx space). **Services for Cisco One licenses and devices:** ECMU (SWSS) SNTC support is required for Cisco One licenses and should be attached within 90 days of purchase. ECMU (SWSS) support on the Cisco One licenses provides software updates and portability of the licenses among physical and virtual devices and should be kept active. Smart Net Total Care is also highly recommended for the hardware devices that run the Cisco One licenses.

Service Request	Process
NEW **Cisco Subscription resources**	**AnyConnect:** anyconnect-pricing@cisco.com **IronPort:** <table><tr><td>East</td><td>Dennis Ho - dennho@cisco.com</td></tr><tr><td>South</td><td>Neima Mirzaei - nmirzaei@cisco.com</td></tr><tr><td>Central</td><td>Dennis Nguyen - denningu@cisco.com</td></tr><tr><td>West</td><td>Dawn Chandler - dawchand@cisco.com</td></tr></table>

AnyConnect: anyconnect-pricing@cisco.com

IronPort:

East	Dennis Ho - dennho@cisco.com
South	Neima Mirzaei - nmirzaei@cisco.com
Central	Dennis Nguyen - denningu@cisco.com
West	Dawn Chandler - dawchand@cisco.com

Identity Services Engine: ISE-express@cisco.com

FirePower & SourceFire:

East	James Smith - jamsmit3@cisco.com
South	Antoine Offer - aoffer@cisco.com
Central	Randolph Dean - radean@cisco.com
West	Jacob Colley -jacolley@cisco.com

Meraki: partners@meraki.com

Security Licensing Aliases For assistance on any and all security software and licensing including:
CES - Cisco Cloud Email Security
CWS - Cisco Cloud Web Security
IronPort (including legacy Email and Web Security ESA and WSA,SMA,EMGT,WMGT)
ISE - Identity Services Engine
Firepower/ Elektra (Legacy Sourcefire)
SNORT

East: security_annuities_commercial_east@cisco.com
West: security_annuities_commercial_west@cisco.com
South: security_annuities_commercial_south@cisco.com
Central: security_annuities_commercial_central@cisco.com
STRATEGIC PARTNERSHIP TEAM FOR RENEWALS UNDER $20K: security_renewals_sq_us@cisco.com

Security Request Form:
You can also use the link **Content Security Renewal Request Form** to request a renewal quote or assistance with any of the following products:
CES - Cisco Cloud Email Security
CWS - Cisco Cloud Web Security
ISE - Identity Services Engine
ESA/WSA (Legacy IronPort Email and Web Security)
Firepower/ Elektra (Legacy Sourcefire)
SNORT

VMware:
Renewals: ISV1-Service-Renewal@cisco.com
Upgrades: vmware-upgrade-help@cisco.com

Webex: webexpartnerhelp@cisco.com

Service Request	Process

CONTRACTS

Legal Contract Service Descriptions	www.cisco.com/go/servicedescriptions
Contract SKUs and descriptions	Contract Level Descriptions
Service Availability Matrix tool	To see what service levels are available for install sites please use this tool. https://samccx.cloudapps.cisco.com/apidc/sam/search.do
Access to Contracts: How do I give my customers and my partner employees access to our SNTC contracts? How to create a CCO ID	Please note there are 2 separate email processes: one for contract viewing access in the Cisco Service Contract Center (CSCC) and one for TAC & Software Center access. **A. Instructions for Partners to request contract access for their <u>customers</u>:** 1. To provide contract viewing access in the service contract center – Send an email to ic-support@cisco.com , in the subject line type "Access to CSCC", and in the body of message type "Please add the following contract numbers to the CCO ID profile "Y" and provide CSCC access." "List Contract numbers Here" 2. To provide TAC and Software Center access — Send an email to web-help-sr@cisco.com , in the subject line type "Grant TAC and Software Center Access", and in the body of the message type "Please ensure the CCO ID profile "Y" has full TAC and Software download access to the following contracts in their profile": "List Contract numbers Here" **B. Instructions for Partners to request contract access for <u>themselves</u>:** 1. To provide contract access in the service contract center: Send an email to ic-support@cisco.com , in the subject line type "Access to CSCC", and in the body of message type "Please add the following contract numbers to the CCO ID profile "Y" and provide full partner CSCC access : " "List Contract numbers Here" 2. To provide TAC and Software Center access: Send an email to web-help-sr@cisco.com , in the subject line type "Grant TAC and Software Center Access", and in the body of the message type "Please ensure the CCO ID profile "Y" has full TAC and Software download access to the following contracts: " "List Contract numbers Here" For help call the service support center at 800.556.1343. Note: Partners can't request access to contracts they didn't sell.

Service Request	Process
How can I get a list of all my Partner company's active Cisco contract numbers and request access to them?	Partners, please follow the below steps to gain both Contract Center and TAC access to all your active contracts: Step 1: Request a report of all your current Active contract numbers by following these instructions: Send an email to: cs-support@cisco.com Subject line: Query for "Partner company name" Body of message: Please create one report of all contracts that list "Partner Name" as the Maintenance Bill-To Name. Thank you, Your "e-signature" Your "CCO ID" Step 2: Once you receive the report from step 1 you should copy all the contract numbers, paste them into a blank Excel spreadsheet, use the DATA tab and choose Remove Duplicates, Sort A to Z, then save as "Partner Name master contract list". Step 3: Send two emails – one to provide CSCC access and one to provide TAC/Software Center access. 1. To provide contract access in the Cisco service contract center (CSCC): Send an email to ic-support@cisco.com, in the subject line type "Access to CSCC", and in the body of message type "Please add the attached list of contract numbers to the CCO ID profile "Y" and provide full partner CSCC access. " (Make sure to attach your spreadsheet) Thank you, Your "e-signature" 2. To provide TAC and Software Center access: Send an email to web-help-sr@cisco.com, in the subject line type "Grant TAC and Software Center Access", and in the body of the message type "Please ensure the CCO ID profile "Y" has full TAC and Software download access to the attached list of contracts. " (Make sure to attach your spreadsheet) Thank you, Your "e-signature"
Do you want a detailed report for all the line items on all of your active contracts?	If the report you received from Step 1 above didn't provide line item detail of all your contracts then do the following: After you create your master contract list spreadsheet from Step 2 above follow these steps: Send an email to cs-support@cisco.com Subject line: Contract Summary Details report for "Partner Company Name" Body of message: Hi team, Please provide a detailed contract line item report for ONLY the attached list of contract numbers. (Make sure to attach your spreadsheet) Thank you, Your "e-signature"

Service Request	Process
How can I have all my contracts reflect my Primary Bill to ID (BID)?	Partners can use these 3 steps to consolidate the Bill to IDs on all their contracts to reflect their Primary Bill to ID. Step 1: Request a report of all your current Active contract numbers and Bill to IDs by following these instructions: Send an email to: cs-support@cisco.com Subject line: Query for "Partner company name" Body of message: Please create one report of all contracts that list "Partner Name" as the Maintenance Bill-To Name. Thank you, Your "e-signature" Your "CCO ID" Step 2: Once you receive the report from step 1, you should copy all the contract numbers, paste them into a blank Excel spreadsheet, use the DATA tab and choose Remove Duplicates, Sort A to Z, then save as "Partner name master contract list". If you haven't selected a primary Bill to ID then please pick one from the report. Step 3: Open a case to change the BIDs on the contracts to reflect your primary BID. Use this template: Send an email to: cs-support@cisco.com Subject: Change BIDs on Contracts for "Partner name" In Body of email type: Hi team, Please change the Bill to IDs on the attached list of contracts to reflect our primary BID "xxxxxxxx". (Be sure to attach your spreadsheet). Thank you, Your "e-signature" Your "CCO ID

Service Request	Process
Customer Inventory "Covered /Uncovered" Report: How can I get a customer inventory list of Cisco gear, both uncovered and covered products?	**Customer request option**: A customer can request inventory reports directly from Cisco (no LOA needed). Send your customer these instructions : Send an email to cs-support@cisco.com, in the subject line type "please create global CSD/UE report for "[customer company name]" and in the body of the message type "please create a raw global CSD/UE report for my company "[company name]". (Be sure to include any company name variations). Customer e-signature Customer CCO ID **Partner request options**: Below are two sets of instructions that partners can use to request CSD/UE reports (instead of asking the customer to request them). The reports you receive may have some information removed such as other partner names and other partner contract numbers. *Scenario One*: You want to see all gear and contract statuses for a customer including contracts owned by other partners. You'll need to attach a signed LOA from the customer to your email request. Use these instructions: Send email to cs-support@cisco.com Subject line: CSD/UE Request for "Customer" (fill in the customer company name) Body of email: Hello Customer Service, Please create a global CSD/UE report for customer "customer company name" as the "Installed Site Name". (List all customer company name variations). I have attached a signed LOA from the customer. Thank you, Your name Your CCO ID Your e-signature *Scenario Two*: You just want to see contract information that your company has for the customer. No LOA should be needed. Follow these instructions: Send email to cs-support@cisco.com Subject line: CSD/UE Request for "Customer / Partner" (fill in the customer company name and your partner company name) Body of email: Hello Customer Service, Please create a global CSD/UE report of all contracts that list "partner company name" as the "Maintenance Bill-To Name" and "customer company name" as the "Installed Site Name". (List all customer company name variations). Thank you, Your name Your CCO ID Your e-signature

Service Request	Process
Customer had product swap due to RMA: How do I update my customer's contract with a new serial number due to a RMA?	Send an email to cs-support@cisco.com , in the subject line type only "RMASWAP", in the body of the message type "due to a RMA please remove serial (X) and add serial (Y) on Contract "xxxx". The RMA # is "XXXX". ***Note: Contracts are being updated by the TAC team when a RMA occurs but if the contract doesn't show the replacement serial please follow the step above.
Customer upgraded software or license version: How do I update my customer's service contract after a software or license upgrade?	**To ensure you receive proper renewal metrics credit, always make sure to update the customer's service contract when a version upgrade through the PUT tool is performed:** 1. When you or your customer upgrades a license or software version through the PUT tool please make a note of the upgraded part number. 2. Download the contract details from CSCC so you can view the old version part #s and the associated instance numbers. 3. You can email the customer service team at cs-support@cisco.com with subject line "Licensing Renewal Support - Upgraded SKU" to ask for help in identifying and/or mapping the old and new part numbers. 4. Send an email to Cisco customer service asking them to update the customer's contract with the new part numbers using this template: Send an email to cs-support@cisco.com Subject line: "SWAP" Body of the message: "due to a version upgrade through the PUT tool please remove old instance number(s) "xxxxx" and add quantity "x" of "New Part Number" on Contract "12345". (Note: If there are multiple instance numbers it will be easier to attach them in an Excel spreadsheet.) Signed, Your e-signature Your CCO ID ***Note: This process should always be followed after an upgrade for a software or license version. Contracts are not automatically updated with this information. The PUT tool is <u>not</u> linked to CSCC.

Service Request	Process
Expired Contract Details How do I get contract details for my expired contracts?	For contracts sold by your partner company follow these steps: Send email to: cs-support@cisco.com Subject: Contract details Body: Hi team, Please create a report that lists all the contract details for contract number "12345". Thank you, Your e-signature Your CCO ID
Consolidate Contracts	If your customer has several contracts (including different support levels such as SNT, SNTP, C4P, etc) that they purchased through your partner company you can consolidate those into one "target" contract. Send an email to cs-support@cisco.com and in the subject line type "Merge Contracts" and in the body of the message type "please merge the following contract numbers (list them here) into target contract "12345". Or you can call the service support center at 800.556.1343 and they will create a case for you and forward to the contract management team. Please note that ECMU coverage should remain on a separate contract number to avoid access issues with the PUT tool. ECMU can share a contract number with legacy ESW coverage.
Other Contract Management:	For other contract management requests Including moves, adds and changes, you can send an email to cs-support@cisco.com and use one of the keywords from this list **Customer Service Keywords** in the subject line.
Serial # : How do I look up a serial number?	Go to the Cisco Service Contract Center: www.cisco.com/go/cscc and click "Launch" button Use the drop down search box to select "Serial Number/PAK Number", type the serial # into the adjacent box, then click the "GO" button.
Cisco Service Contract Center (CSCC):	Go to www.cisco.com/go/cscc and click the "Launch" button. Use the Service Contract Center to review serial numbers, create quotes and manage contracts.

Service Request	Process
Cisco Service Contract Center (CSCC) training resources	**Direct Partners** Cisco Service Contract Center Access for 1-Tier Partners **Indirect Partners** CSCC 2-Tier Partner User Guide **1. Operations Exchange CSCC page:** Click Here to register for CSCC live trainings, recorded sessions, collateral, resources, e-Learning: http://forums.cisco.com/ecom/web/operations-exchange/cscc-2t/2-tier-partner **2. Click to Chat** There is a Click to Chat option for CSCC support for partners that can be utilized real time during the quote creation process. To get started - Log into Customer service Central www.cisco.com/go/mycisco or https://www.cisco.com/cisco/psn/web/workspace and follow the highlighted steps below:

Service Request	Process
CSCC training resources continued…	When to use Click to Chat: • C2C will be available to all partners, customers and internal users for all current C2C enabled service offerings. A chat session can be opened with an agent to quickly resolve the following issues: **Manage a Service Contract** • Changes to install site • simple configuration changes (linking and de-linking minor lines from a chassis) **Manage an existing Service Quote (1 Tier & 2 Tier)** • Apply a Discount of Deal ID for a service quote • Fixing Service quote validation errors • Quote edits for all changes **Manage an existing Order** • Expedites • Order changes & cancellations • Order status inquires **Profile or Access inquires** • Access to view, renew, and manage Service Contracts in Cisco Service Contract Center (CSCC) 3. **Disti Compass App for iOS and Android** - https://www.disticompass.com/ Mobile app that provides a complete calendar view of Cisco product and service trainings delivered by Cisco Distributors.
Service Quote: How do I create a service quote from a Sales Order (SO) #?	Follow the instructions here: **Create service quote from SO#**
Cisco Product and Service Videos	**Cisco's YouTube channel:** http://www.youtube.com/user/Cisco

Service Request	Process
Multiyear contracts: I want to show my customers the benefits of buying multiyear contracts.	Best Practice – Quote 5 year service on all new product deals. It's easier to cut back price to 1 or 3 years of service vs starting with a 1 year quote. Year-over-year SNTC increases average 3-10% per year. The best way for your customer to ensure predictable contract costs is to purchase multiyear contracts. Not only do they lock in today's price but there is a multiyear discount applied which provides a lower per year cost over buying one year at a time. And Cisco Capital can create a flexible payment plan and the ability to add to the lease as needs change. Cisco Multiyear video on YouTube (4 min): http://www.youtube.com/watch?v=po6pWQYt1xI Use this Multiyear calculator to show the cost advantage to your customers of 3, 4 and 5 year contracts: **Multiyear Calculator** Multiyear Quick Reference Guide: **http://www.cisco.com/web/partners/services/promos/accelerate/downloads/Multiyear_qr.pdf** Multiyear Services Guide: **http://www.cisco.com/web/partners/services/promos/accelerate/downloads/Multiyear_sg.pdf** Multiyear slide deck (copy and paste link into browser if necessary): **http://www.cisco.com/web/partners/services/promos/accelerate/downloads/Selling_Multiyear_LM.pps**
Cisco Capital Leasing I want to offer my customers multiyear service contracts and/or a way to finance all their technology projects now.	Cisco Capital link for US Partners: http://www.cisco.com/web/ciscocapital/partners/americas/us/index.html Cisco Capital contacts: https://grs.cisco.com/grsx/cust/grsCustomerSurvey.html?SurveyCode=10488&KeyCode=000728138&_ga=1.120575498.303403700.1438613934 Best practice: Include Cisco Capital in every discussion: One of the many benefits of using Cisco Capital is the customer can purchase what their technology and services needs dictate instead of being limited by their budget. They can also fund more projects at once instead of spreading them out over time. And once a lease is in place the customer can continue to refresh it as their needs change. It is much easier to have update/migrate conversations with customers who currently have financing in place that they can easily refresh.

Service Request	Process
Smart Net Total Care (SNTC) I want to learn more about SNTC Smart Net Total Care mitigates the risk of network downtime and maximizes the value of the Cisco technology. See new Partner Smart Assist offering in NEW section at top of document	SNTC Video on YouTube (3 min): http://www.youtube.com/watch?v=oMUDyvhSkf4 SNTC Proposal Template for Partners For self-service collector instructions please go to this site - https://supportforums.cisco.com/community/12341696/sntc-collection A preview of the 3.0 portal on You Tube: https://www.youtube.com/watch?v=hgegu-tgb1U&list=PL8mhqik9tmQXD-b6icjRfITa9oW3pU9By Sku Locator Tool: https://supportforums.cisco.com/document/12098436/sntc-product-id-checker SNTC information and training can be found at: www.cisco.com/go/total and https://supportforums.cisco.com/community/11933811/smart-net-total-care-partner-resource-library?view=overview SNTC 2-Tier ordering Guide: SNTC 2-Tier Reseller Partner Ordering Guide SNTC Partner Resource Library: https://supportforums.cisco.com/community/netpro/solutions/smart_services/sntc/partners?view=overview SNTC help and resources: https://supportforums.cisco.com/community/4891/smart-net-total-care Smart Services Bureau team - phone 877 330-9746 or email asksmartservices@cisco.com (available by email 24x7)

Service Request	Process
SWSS (UCSS/ESW): Get Cisco Essential Operate Services (ESW) and Unified Communications Software Subscriptions (UCSS) in one offer. Cisco Software Support Service (SWSS) gives you major upgrades and minor updates, maintenance, and access to online resources, including Technical Assistance Center (TAC), from a single contract.	For SWSS questions open a case with customer service at cs-support@cisco.com with the keywords "SWSS HELP" in the subject line. UCSS & ESW combined SKU (SWSS) became available to quote and sell as of Sept 22, 2014 Main site: http://www.cisco.com/web/partners/services/sell-and-market/software-support-service.html You will receive CSPP Renewal Rate metric credit when converting expiring ESW contracts if you follow the steps outlined in the SWSS ordering guide: http://www.cisco.com/web/partners/services/downloads/swss-ordering-guide.pdf **To ensure you receive proper renewal metric credit, always make sure to update the customer's contract when a version upgrade through the PUT tool is performed:** 1. When you or your customer upgrades a license or software version through the PUT tool please make a note of the upgraded part number. 2. Download the contract details from CSCC so you can view the old version part #s and the associated instance numbers. 3. You can email the customer service team at cs-support@cisco.com with subject line "Licensing Renewal Support - Upgraded SKU" to ask for help in identifying and/or mapping the old and new part numbers. 4. Send an email to Cisco customer service asking them to update the customer's contract with the new part numbers using this template: Send an email to cs-support@cisco.com Subject line: "SWAP" Body of the message: "due to a product/license upgrade through the PUT tool please remove instance number(s) "xxxxx" and add quantity "x" of "New Part Number" on Contract "12345". (Note: If there are multiple instance numbers it will be easier to attach them in an Excel spreadsheet.) Signed, Your e-signature Your CCO ID Note: This process should always be followed after an upgrade for a software or license version. Contracts are not automatically updated with this information. The PUT tool is not linked to CSCC. Note: Please note that ECMU coverage should remain on a separate contract number to avoid access issues with the PUT tool. ECMU can share a contract number with legacy ESW coverage.
Steps and rules for terminating service coverage	Please see the Terminating Service Coverage document for details.

METRICS

View all Fiscal and Service dates for FY17	[All Cisco Dates for FY17](#)
Cisco Service Partner Program Where can I find info on the CSPP?	The Cisco Services Partner Program (CSPP) is a global, consistent service program across all partner types, theatres, and service offerings. The main CSPP link is www.cisco.com/go/cspp Partner program guide (you may need to copy and paste link in your browser): http://www.cisco.com/web/partners/services/cspp/downloads/CSPP_LAPhase_USC_ProgramGuide.pdf Help Alias for Partner Services Program & Training: servicesprogram@cisco.com
Service Metrics: Where can I view my current service Attach and Renewal Rates? [How to get TPV Access](#)	Go to the **Total Program View (TPV)** site at www.cisco.com/go/tpv . Once in the tool click on the word "Metrics" in the left hand column then select "Cisco Services Partner Program" in the Program Name field and click "Go". You can now view your scorecard and see how close you are to making quarterly service rebates. Example of a Scorecard:

			12 Months (Standard)				12 Months (Adjusted)				
Metric Name		**Report**	**Service Covered (USD)**	**Total Opportunity (USD)**	**%**	**Projected Rebate %**	**Service Covered (USD)**	**Total Opportunity (USD)**	**%**	**Projected Rebate %**	
Direct Attach Rate		Request Report	0	0	0.0	-	-	-	-	-	
Indirect Attach Rate		Request Report	346,711	388,621	89.2	-	-	-	-	-	
Consolidated Attach Rate		Request Report	346,711	388,621	89.2	-	-	-	-	-	
Direct Attach Rate (LLW Adj)		Request Report	0	0	0.0	-	-	-	-	-	
Indirect Attach Rate (LLW Adj)		Request Report	346,711	353,561	98.1	-	-	-	-	-	
Consolidated Attach Rate (LLW Adj)		Request Report	346,711	353,561	98.1	3.81	-	-	-	-	
	Q1	Request Report	1,762,542	1,913,535	92.1	-	1,790,352	1,913,535	93.6	-	
	Q2	Request Report	643,253	699,683	91.9	4.38	643,253	699,683	91.9	4.38	
Renewal Rate - SE	Q3	Request Report	189,820	399,379	47.5	0	189,820	399,379	47.5	0	
	Q4	Request Report	397,277	522,109	76.1	1.22	397,277	522,109	76.1	1.22	
	TOTAL	Request Report	2,992,892	3,534,706	84.7	-	3,020,702	3,534,706	85.5	-	
Projected Sales Rebate %	Q2					8.19				8.19	

In order to receive CSPP service rebates your Attach (LLW adj) percentage must be at least 80% and/or your Renewal percentage must be at least 75% by the end of the quarter.

CSPP Service rebate formula: quarterly Attach Rate and/or Renewal Rate multiplier(s) earned on TPV scorecard **X** quarterly CSPP services bookings = $ CSPP Rebate

Scorecard service multipliers can be viewed at www.cisco.com/go/tpv under Metrics tab
Service bookings can be viewed at www.cisco.com/go/tpv under Program tab > CSPP.

For TPV training please go to this link: https://forums.cisco.com/ecom/web/operations-exchange/pet/tpv

Service Request	Process
Renewals: How can I view my contract renewals?	For step-by-step instructions on how to pull a renewals report from the TPV website and to see a sample report go to **Renewal Rate Report Steps** Note: To sort on columns in the report select row 14, click on the "Sort & Filter" option in the toolbar and select "Filter".
New "Attach" business: How can I view my Attach Rate opportunities?	When you sell new Cisco gear you can see what has and hasn't been placed on a service contract yet by pulling an Attach Rate report from the TPV website: For step-by-step instructions on how to pull an attach report from the TPV Website and to see a sample report go to Attach Rate Report Steps Note: To sort on columns in the report select row 14, click on the "Sort & Filter" option in the toolbar and select "Filter".
Customer upgraded software or license version: How do I update my customer's service contract after a software or license upgrade?	**To ensure you receive proper renewal metrics credit, always make sure to update the customer's contract when a version upgrade through the PUT tool is performed:** 1. When you or your customer upgrades a license or software version through the PUT tool please make a note of the upgraded part number. 2. Download the contract details from CSCC so you can view the old version part #s and the associated instance numbers. 3. Send an email to Cisco customer service asking them to update the customer's contract with the new part numbers using this template: Send an email to cs-support@cisco.com Subject line: "SWAP" Body of the message: "due to a product/license upgrade through the PUT tool please remove instance number(s) "xxxxx" and add quantity "x" of "New Part Number" on Contract "12345". (Note: If there are multiple instance numbers it will be easier to attach them in an Excel spreadsheet.) Signed, Your e-signature Your CCO ID ***Note: This process should always be followed after an upgrade for a software or license version. Contracts are not automatically updated with this information. The PUT tool is <u>not</u> linked to CSCC.
E-Consulting Tool for Partners High-level tool for analyzing your product and services business.	Cisco E-Consulting for Partners is a powerful business intelligence platform that combines services sales, delivery, and product sales metrics with Cisco experience to help you manage, grow and transform your services and technology practices. Go to www.cisco.com/go/econsulting If you would like to schedule an individualized session to learn how to better leverage this tool please email econsultingreadiness@cisco.com

Service Request	Process
IBLM Partner Portal	Uncover technology refresh opportunities for product and service sales within your customer base. Portal: http://cebi.cisco.com/piblbi/analytics/saw.dll?Dashboard Main site: www.cisco.com/go/iblm
	HELP
General Partner Service Inquiries	partnerservice@cisco.com
Service Help Aliases by Technology	Security: partnersecurityservices@cisco.com Data Center: partnerdcservices@cisco.com Collaboration: partnercollabservices@cisco.com Networking: partnerenservices@cisco.com Cloud: partnercloudservices@cisco.com Internet of Things (IoT): partneriotservices@cisco.com
Technical Assistance Center (TAC)	The direct number for the TAC is 800.553.2447. For escalations ask for the TAC Duty Manager. TAC site: www.cisco.com/go/tac TAC Best Practices and FAQ's: https://communities.cisco.com/docs/DOC-38209 Open a TAC case online or check on an existing case: https://mycase.cloudapps.cisco.com/case
Software Center	The Software Center is located at www.cisco.com/software
Product Upgrade Tool (PUT)	The PUT tool is located at www.cisco.com/upgrade
Distribution Help: What are the contact numbers for service help at disty?	• AVNET 800-305-2833 or steven.wallace@avnet.com • Comstor 800.955.9590 x3 or smartnethelp@comstor.com • D&H 800-340-1001 option 2 or smartnetspecialist@dandh.com • Ingram Micro 800-456-8000 x76471option 2 or smartnetquote@ingrammicro.com • ScanSource/KBZ 215-348-9481,800-944-2439 x4018 or ciscoservice@scansource.com • Tech Data 800-237-8931 x77776 or smartnet@techdata.com • TelcoBuy 877-350-0191 or ciscopos@telcobuy.com • Visitec 800-998-5269 or quote@visitec.com

Service Request	Process
Cisco Product & Service AMs: Who is the Cisco Product and/or Services AM for my customer?	Use the Who-Is-My-Cisco-Rep tool to look up the Cisco Product and Service Account Managers for an enduser account: Go to link: https://tools.cisco.com/WWChannels/CAMLOC/whoismyciscorep.do You can also send an email to cs-support@cisco.com with the word "Query" in the subject line and the following in the body of the email "Please provide the name and contact info of the Cisco Account manager for "customer company name" located at "provide full business address here".
Who can I contact for a Licensing question or issue?	Send an email to the licensing alias: licensing@cisco.com Include in the body of your email this info: Cisco.com ID: xxxx (list your CCO ID in the xxxx space). The licensing portal is located here: www.cisco.com/go/licensing
End of Sale/ End of Support info	Use this link to view End of Sale and End of Support information : http://www.cisco.com/c/en/us/products/eos-eol-listing.html
Not For Resell (NFR) Partner Program: This program is for Cisco Partners who are purchasing gear for their internal use – network, lab, or demo – at deep discounts (up to 80% off products and up to 70% off services).	Note: If you have not created your reusable FY17 NFR Deal ID, you will need to do that prior to ordering. Because you use the same Deal ID all fiscal year for NFR purchases it's best to label it "NFR Aug2016 to July2017". Please see here for set-up instructions (you may need to copy and paste link into your browser): http://www.cisco.com/web/partners/downloads/partner/WWChannels/incentive/us_nfr_partner.pptx When creating your NFR Deal ID you will see two options based on your partner certification level: The **Certified/Specialized** partner option is available for Select, Premier, Silver and Gold partners. The **Registered Partner** option must be used if the partner's certification status is "Registered" only. **The NFR program is NOT set up for renewals, only <u>original purchases</u> of gear and service.** For the service/SNTC component you only get one shot at using the 70% off list price discount so it's more cost effective to <u>buy 5 years of coverage</u> on the gear you purchase through the program. At renewal time you have to use your normal services discount to purchase the renewal. Access the NFR program through CCW: www.cisco.com/go/ccw Main link for NFR program info: www.cisco.com/go/nfr How to Order: When ordering through distribution you should include both the deal id and/or the DART deviation number.

Service Request	Process
E-RATE:	E-Rate Partner Central: http://www.cisco.com/web/partners/sell/industry/education-k12/e-rate.html E-Rate Help Desk: www.ciscoerate.com E-Rate services questions: erate_inquires@external.cisco.com E-Rate Team for questions about the US K-12 Bundled Warranty Offer or E-Rate Modernization: eratemodernization@cisco.com Funds for Learning (E-Rate compliance, eligibility and cost allocations questions): help@fundsforlearning.com E-Rate Promotion Playbook—contains promotion details, registration & ordering instructions, & FAQs: http://www.cisco.com/web/partners/downloads/partner/WWChannels/industry/downloads/eRate_prom_progoview.pdf
Deviations: How do DSAs/DARTs get applied?	1. For Direct Partners: the Cisco Services AM (CSM) creates a deviation and emails the DSA# to the partner who then opens a case (by either using the Customer Service Central portal, sending an email to cs-support@cisco.com or calling the Cisco Service Support Center at 800.556.1343) to have it applied to the partner's CSCC quote. 2. For Indirect Partners: the CSM creates a deviation and emails the DART# to the partner who then asks their distributor to apply it to their order.

TRAINING & OTHER RESOURCES

Services Training: I'm hiring a new person to work with our Cisco services business and they need training.	**Cisco Service Expert Program** Highly recommended set of 9 fundamental modules for anyone in your company who will be working with Cisco Services. Additional Cisco Services Training Resources: **Services Training for New Hire** **THE SELL** is an excellent resource on all things Cisco and was developed for new managers, AMs and SEs in our Partner community. **Cisco Partner Guide**
Leverage AMs to Increase Service Revenue	**Ensure your Account Managers are comfortable discussing Service basics with customers:** Position SNTC over Warranty – YouTube video (2 min) http://www.youtube.com/watch?v=wj6gYtbEfBk Discuss Services early in the sales cycle, YouTube video (3min): http://www.youtube.com/watch?v=H3S5CGdrHbk Explain cost savings of Multiyear contracts, YouTube video (4 min): http://www.youtube.com/watch?v=po6pWQYt1xI Multiyear calculator: **Multiyear Calculator**

Service Request	Process
Smartphone app for trainings provided by Cisco Distributors	**Disti Compass App for iOS and Android -** https://www.disticompass.com/ Mobile app that provides a complete calendar view of Cisco product and service trainings delivered by Cisco Distributors.
Service and Warranty descriptions and links	Service level descriptions: http://www.cisco.com/c/en/us/about/legal/service-descriptions.html Cisco video on YouTube (2 min) - How to position SNTC over Warranty: http://www.youtube.com/watch?v=wj6gYtbEfBk For descriptions of service and warranty offerings see this document: **Service and Warranty Offerings**
Service Pricing Lists: Where can I find the latest Service Pricing list?	Go to Cisco Commerce Workspace (CCW) at www.cisco.com/go/ccw , click on the price list catalog located in the Quick Links box (look for the ⚭ symbol in the top right portion of the page).
Service Pricing changes: Where can I find the latest Service Price announcements?	Service Announcements: http://www.cisco.com/web/partners/services/orders-support/price-changes/index.html
Sales Connect Service Library Browse service topics	Browse the Sales Connect Library of Service training modules and documents.
Partner Guide: Where can I find a Cisco Partner Guide?	Comprehensive **Cisco Partner Guide**
Legal I need legal documents on terms and conditions, SNTC cancellation policies and/or the enduser license agreement.	Main legal site: www.cisco.com/go/legal Smart Net Total Care cancellation policy: http://www.cisco.com/web/partners/program/certifications/download/Cisco_Consolidated_Ops_Guide.pdf - see section "Global Cancellation for Credit and Change Order Policy for Product, Service, and Software Subscription (for Services)" starting on page 19 Guidelines for Support: http://www.cisco.com/web/services/abuse/docs/service_guidelines_for_cisco_hardware_software_not_under_supportl.pdf These points are found in above link: Q. Is the Cisco product warranty transferable? A. No. The Cisco product warranty is nontransferable. A warranty is provided solely to the original end user of the equipment. Q. Are service maintenance contracts such as Cisco Smart Net Total Care contracts transferable? A. No. Standard service maintenance contracts are not transferable from user to user. Please contact your Cisco Services account representative if you have questions regarding any specially negotiated terms.

Service Request	Process
Legal cont.	Q. Is a Cisco software license transferable? A. No. Cisco software licenses are not transferable from user to user unless otherwise stated by Cisco or required by applicable law. Any purchaser of used or secondary market Cisco equipment is required to re-license the software. For further details read the End User License Agreement at http://www.cisco.com/en/US/docs/general/warranty/English/EU1KEN_.html End User License Agreement: http://www.cisco.com/en/US/docs/general/warranty/English/EU1KEN_.html main site: http://www.cisco.com/web/products/software_licensing_center.html United States Terms of Sale and Software License Agreement (services follow this policy): http://www.cisco.com/web/about/doing_business/legal/docs/tc-us.pdf Main site: http://www.cisco.com/web/about/doing_business/legal/terms_conditions.html Cisco policy on software transfer and re-licensing: http://www.cisco.com/en/US/prod/cisco_software_transfer_relicensing_policy.html Any questions or comments regarding this Policy should be sent to swtransfer@cisco.com More legal info for Partners: Cisco Channel Program Audit and Policies http://www.cisco.com/web/partners/program/certifications/channel_partner_program_policies.html#~Svc
Cisco Service Support Center: I still have a service question, who can I call?	The Cisco Service Support Center can help with service related questions. The number is 800.556.1343.