



Cisco's Data Openness provides SMARTnet a Competitive Advantage

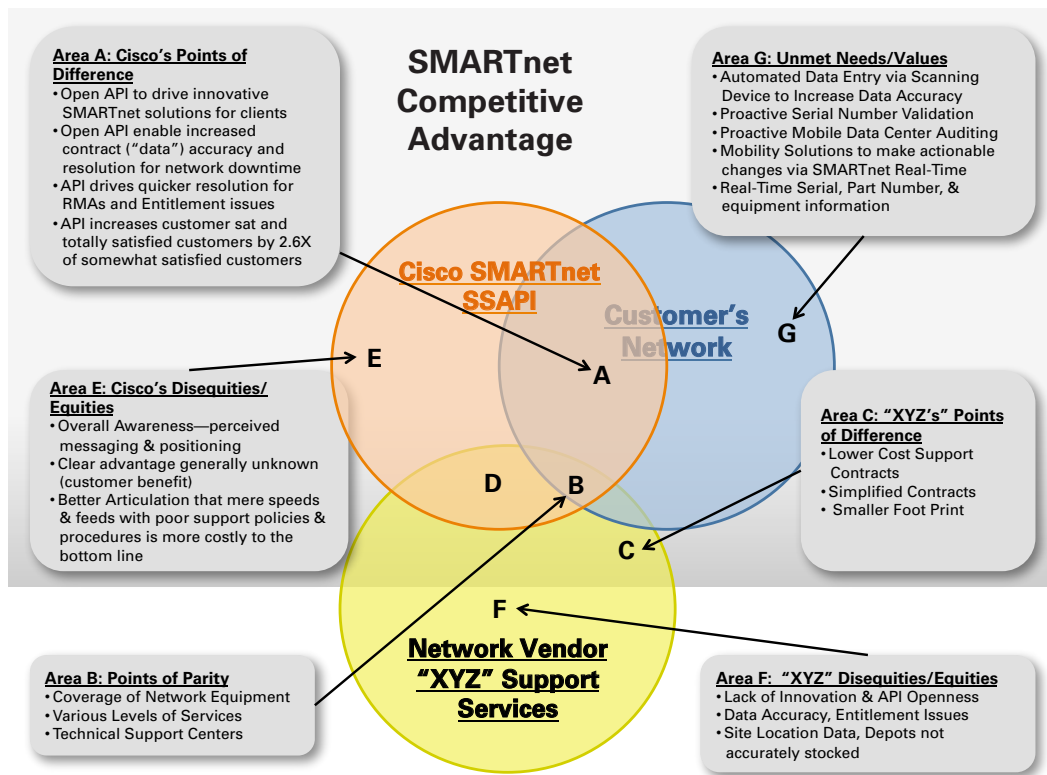
Cisco is changing the services landscape from closed and reactive environment to an open and proactive, providing a next generation services platform via their SSAPI (Smart Support Web Services API). This next generation services platform coupled with its data openness provides Cisco with a clear competitive advantage when bundling an end-to-end product and services offering versus its core competitors in the marketplace.

With networks becoming the strategic platform for many small to global businesses, the ability to quickly resolve any network issue and empower IT staff members with mobile and tablet tools to be proactive rather than reactive means the difference of network downtime, loss of employee productivity, and increased business liability.



“This truly changes the services conversation with a customer. The conversation changes from speeds and feeds to a complete end-to-end product and services offering that not only exceeds the application needs of the business but also properly positions customers to proactively mitigate risk and liability. By Cisco exposing its data through the SSAPI, Cisco extends its SMARTnet solutions to its customers and enables partners to develop solutions for web, mobile, and tablet. These next generation tools empower an IT staff and drive an intelligent asset life-cycle process throughout the organization, increasing data and contract accuracy, and eliminating entitlement issues.”

**Steven Robb,
Vice President and general manager
LaSalle Solutions**



The 3-Circle Diagram illustrates Cisco's competitive advantage with respect to SMARTnet and its data openness versus its competitors. The SSAPI enables Cisco and its partners to provide differentiated service offering versus its competitors.

In **Area A**, relative to the competition,

Cisco's points of difference or advantage with SMARTnet solutions by exposing critical data so customers can leverage proactive tools to decrease network down time, quickly resolve RMAs, and eliminate entitlement issues. This provides provide a growing competitive advantage versus the competition. Let's be real, all network providers have issues, bugs, or product challenges. Unlike other network solution providers, Cisco's solution can fundamentally change the product and services conversation.

In **Area E**, while Cisco is perceived as an innovative company, Cisco's competitive advantage is relatively unknown. This represents a huge opportunity among Cisco Account Managers and Service Account Managers to offer differentiated message versus its competition and an opportunity to education customers on Cisco's competitive advantage.

In **Area B**, relative to the competition, show areas that both Cisco and its competition share or similarly offer relative to their services offering. While there are a few similarities, this is where the similarities end.

Area G represents the largest opportunity for Cisco. Area G highlights where customer have unmeet needs with respect to services purchased by network solution providers. When customers purchase equipment from a network solutions provider, customers want the ability to automate tracking and management of asset serial numbers through a mobile scanning device.



By automating the process through the scanning device, data inaccuracy and issues when calling into the network solution providers' support center are reduced. Most if not all customers know the issues with this scenario. Moreover, this mobile scanning apparatus empowers IT staff to validate and receive critical asset related data via Cisco's SSAPI. This process also enables the organization to streamline data center auditing, site location and RMA processing and dramatically decrease possible entitlement issues.

Area C represents the competitions relative advantage versus Cisco. While there are a few advantages, they fail in comparisons to Cisco's advantage. On the other hand, **Area F** highlights the competition's challenges to meet these unmet needs of the customer.

Today's Services Delivery Problem & Solution

Problem: In today's competitive business environment where network downtime can cause harm to reputation, loss of employee productivity, and increased business liability, the ability to quickly resolve bugs and work with your strategic network provider to resolve any issue is paramount.

With so much at stake with your strategic network assets, are your network providers' back-end systems, processes, and procedures truly ready and capable to deliver on the services agreements you purchased?

Often the answer is NO. Access to this type of data is very frequently unavailable for partners to provide value-added services and critical systems, and processes are missing or lacking to drive an intelligent asset life-cycle process, increase data and contract accuracy, and reduce entitlement issues. As a result, this begs the question, *is your strategic vendor pushing boxes or providing complete holistic and open solutions for the customer and partners that supports your business?*

Solution: Unlike any other network solutions provider, Cisco's SSAPI provides its manufacturing data to partners who are then able to wrap intelligent web, mobile, and tablet solutions to drive an intelligent asset life-cycle process, increase data and contract accuracy, and eliminate entitlement issues unlike other service offerings from other network solution providers. Data Cisco provides in their APIs include:

- Serial number
- Part number
- End-of-life
- End-of-service
- End-of-support
- Marketing description



The Cisco Competitive Advantage

By providing partners with this API, Cisco empowers customers with tools to increase contract data accuracy, quickly perform audits, proactively process RMAs, and eliminate entitlement issues. With the Cisco's differentiated approach to services, customers have confidence that their investment will mean not only superior networked solutions but also service solutions to minimize downtime and maximize network ROI.

For example, in a composite study done by Forrester called, *"The Total Economic Impact of Cisco SMARTnet Service"* (March 2012), the study of four organizations revealed significant Return on Investment (ROI), a quick Payback Period, and a positive Net Present Value (NPV). At the time of this study, the benefits of Cisco's SSAPI were not included as it was just released, but the financial benefits calculated would be significantly higher.

Table 1

Composite Organization Three-Year Risk-Adjusted Sales Growth/ROI/TCO¹

ROI ¹	Payback period	Total benefits (PV)	Total costs (PV)	Net present value
192%	Within 9 months	\$1,527,352	(\$1,004,324)	\$523,028

As a Cisco AM/SAM, how can I gain from my Services Advantage?

Cisco SMARTnet Total Care + LAMP + SSAPI = Cisco's Services Competitive Advantage

By changing the Services conversation from speeds and feeds to superior operations and support, Cisco is able to uniquely provide a service offering that sets it apart from the competition.

While Cisco's SSAPI is a big component to its services competitive advantage, the biggest services competitive advantage is when Cisco Smart Net Total Care is coupled with LaSalle Solutions' web based portal LAMP. LAMP is a secure web-based portal that deeply integrates with Cisco's SSAPI to provide a best in class solution that enables customers to take control and manage their assets, maintenance programs, dispositions, services and leasing programs.



LAMP is one of a few partner products worldwide that have integrated with Cisco's SSAPI. By leveraging the deep integration between LAMP and Cisco's SSAPI and coupling it with Cisco's Smart Net Total Care Service (Total Care) to complement, enhance, and extend Total Care, delivering "Complete Care", Cisco and LaSalle provide customers with a uniquely differentiated services solution with the following:

1. An intelligent asset life-cycle process:

Integrating LAMP with Cisco's SSAPI, LAMP and LAMP Scan (See *Mobility Solutions*) is able to expose vital asset related data elements such as serial number, part number, end-of-life, end-of-service, end-of-support, or marketing description. Users of LAMP or LAMP Scan can now make proactive asset related activities. For example, a user could scan a Cisco serial number and receive real-time data back from Cisco. The user could then initiate an RMA or site location change right then and there.



Once processed by LAMP Scan, a ticket is created within the LAMP portal for the LaSalle's Operation team to process and update within Cisco on the behalf of the customer. By processing these real-time SSAPI events and actions by users, the LaSalle Operations team becomes the customer's advocate in driving an intelligent asset life cycle. As a result, Cisco's SSAPI and LAMP become the glue to drive an intelligent end-to-end services support model where the customer is empowered to leverage open data provided by Cisco to better manage the customer's entire asset life-cycle process.

2. Data normalization and contract accuracy:

With Cisco's SSAPI, the LaSalle Operations team is able validate, streamline, and increase contract accuracy through a series of web based, mobile and tablet solutions. With this new approach of validating the asset information via Cisco's SSAPI and ensure data accuracy, the LaSalle Operations team is able to more accurately combine all existing SMARTnet domestic and international contracts into a single SMARTnet contract per service level. LaSalle's focus is to co-term all the contracts to one end date.



3. Mobility solutions:

LAMP Scan (Patent-Pending) is a mobile-enabling product that takes some of the key functionalities of LAMP and puts them into the hands of a mobile workforce. With Cisco's SSAPI, LAMP Scan fundamentally transforms managing Cisco assets by exposing asset related data elements such as Serial number, Part number, End-of-life, End-of-service, End-of-support, or Marketing description on a hand held and empowering users to perform actions to better manage its asset lifecycle.

LAMP Scan is a native mobile application that resides on an Apple iPod Touch. The Apple iPod Touch is housed in a professional scanning apparatus that uses 2D scanning bar technology to scan and process serial numbers from assets. From the scanning apparatus, Cisco assets can be scanned and validated against Cisco's SSAPI where a customer can receive asset identifier, asset part number, contract type, serial numbers, end-of-life information, descriptions, site information and customizable asset fields on LAMP Scan. With this information at the customer's fingertips, the customer could update site location, or perform an RMA.



Creating opportunities and unveiling the advantage

LAMP Scan and its integration with Cisco's SSAPI provide the story for your customers - it's that easy.

- **Auditing a data center in minutes or hours instead of days or weeks**
- **Tracking new inventory as it arrives at the customer location with a push of a button**
- **Validating the service contract information and site location of an asset instantly**
- **Completing the RMA process with a simple scan**



Conclusion

Cisco is changing the services landscape from a closed and reactive to an open, proactive, and innovative services platform with SSAPI which provides Cisco with a clear competitive advantage when bundling an end-to-end product and services offering versus its core competitors in the marketplace.

LaSalle Solutions is one of only a few partners who have integrated with Cisco's SSAPI and have found this offering is changing the conversation from speeds and feeds to operations and support. If a customer spends millions of dollars on network equipments but loses close to the amount spent due to outages or poor support by the network vendor, the customer has simply purchased fancy boxes with a lot of fans.

LAMP and Total Care can be deployed independently; however, when deployed in parallel, LAMP coupled with Cisco's SSAPI complements Total Care solution to provide "Complete Care" enhancing and extending the solution, delivering:

- 1. An intelligent asset life-cycle process.**
- 2. Data normalization and contract accuracy.**
- 3. Mobility solutions.**

For more information:

To learn more about LAMP, visit <http://www.elasalle.com/LAMP> or contact your local representative. To view videos about LAMP, LAMP Scan and other LaSalle Solutions products, please visit <http://www.youtube.com/LaSalleSolutions>.

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