



COMPANION TO THE DISCOVERY GUIDE— SOLUTIONS RECOMMENDATIONS GUIDE

Translating Business Needs into Technology Solutions

INSTRUCTIONS

Now that you have completed the assessment and scoring in The Discovery Guide Part I, you are ready to use this Solution Recommendations Guide.

This document includes 12 double-sided Solution Recommendations pages: one for each of the four pain points (operational efficiency, cost containment, customer responsiveness, and security) at each of three phases (foundation, growth, and optimized).

The objective of each Solution Recommendations page is to facilitate discussions that identify and address real-world obstacles to the success of your customer's business. Once you have identified your customer's specific pain points using the assessment, here's how the guide can help you:

- Before your meeting with the customer, print the complete Solution Recommendations Guide. Then select the Solution Recommendations pages that are most relevant to your customer's situation. Exercise your best judgment in deciding how many pain points to cover in your discussion. In most cases, two or three pain points are a good number to start with.
- Use the scoring from Part I to determine which pain points are most relevant to the discussion and to select and prioritize the Solution Recommendations pages.

Example: If your customer's scores on assessment question 1 were 2.5 for cost containment, 2.25 for customer responsiveness, 1.75 for security, and 0.025 for operational efficiency, you might organize the Solution Recommendation pages to start with cost containment, discuss customer responsiveness second, and conclude with security. You would save operational efficiency for a future meeting in order to keep the discussion focused.

- Your customer's implementation score (question 2) will help you determine which phases to select for each pain point.

Example: If cost containment is the highest-ranking pain point and the corresponding implementation score is 1.5, begin with the Phase 1 (foundation) page and move on to Phase 2 (growth). If the customer's implementation score for cost containment is 2.25, perhaps begin with the Phase 2 (growth) page and then move into the optimized (Phase 3) discussion.

- The front of each Solution Recommendations page provides a quick-start overview that identifies high-priority symptoms or challenges for that business pain point and phase. It outlines the solution components and recommended services to address that customer situation and provides a useful diagram that shows integrated solutions. Finally, it identifies top-line benefits of such an implementation.
- The back side of each Solution Recommendations page provides a more in-depth discussion of the symptoms (challenges), solutions, and benefits for each business pain point and phase.

Cross Selling and Up Selling:

The Solution Recommendations Guide is also useful to identify cross-selling and up-selling opportunities.

The Smart Business Roadmap is designed to allow partners to help customers meet their near-term business needs while planning for long-term optimization. Viewing the customer from a business-evolution perspective can reveal opportunities for consistent up selling and cross selling. For example, if a customer's responses reveal that operational efficiency is their highest priority and they appear to be at a foundation implementation phase (Phase 1), you might want to emphasize the solution recommendations for the growth and optimized phases and point out up-selling opportunities. Specifically, if the customer wants to be more progressive in

addressing this pain point, regardless of their starting point, you might focus on the opportunities by helping them move more progressively through the phases.

When you evaluate your customer's assessment results (Discovery Guide—Part I) before your meeting to discuss Solution Recommendations, look at integration relationships and opportunities across the highest-priority pain points. The customer is much more likely to advance their implementation if they see the benefits across multiple pain points and business processes. What other solutions might offer complementary benefits? While your primary focus may be on the top-priority pain point, consider whether addressing two or more business pain points would strengthen the case for making an investment decision.

1

OPERATIONAL EFFICIENCY PHASE 1: FOUNDATION

QUICK-START SOLUTION RECOMMENDATIONS GUIDE

This page provides a quick start to understand this solution. The back of this page provides greater detail on the challenges, and example solution recommendations and associated benefits.

Based on the results of the assessment completed in Part I of the Discovery Guide, you have identified operational efficiency as one of your customer's primary business pain points. Based upon their implementation score from the assessment, the customer appears to be at an early or foundation phase in addressing this pain point. To help the customer address this pain point, include this Solution Recommendations page in your discussion. Use your judgment to determine how fast to advance the customer through the other phases of this solution based upon their score, attitudes, and priorities.

1. To initiate the dialog with your customer, start by discussing the top challenges facing their business. The following list of common symptoms and challenges will help you begin this process:

- Access to basic information is slow
- Manual processing of orders is slow and/or error rates increased
- Cumbersome paperwork is required to keep track of expenses/finances
- Filings take too much time and are often delayed

2. Now consider the following list of solution/service examples and discuss with your customer which of these solutions best fit their current needs. Use the example solution diagram below to lead them through a discussion on how to best customize a solution to their business pain point.

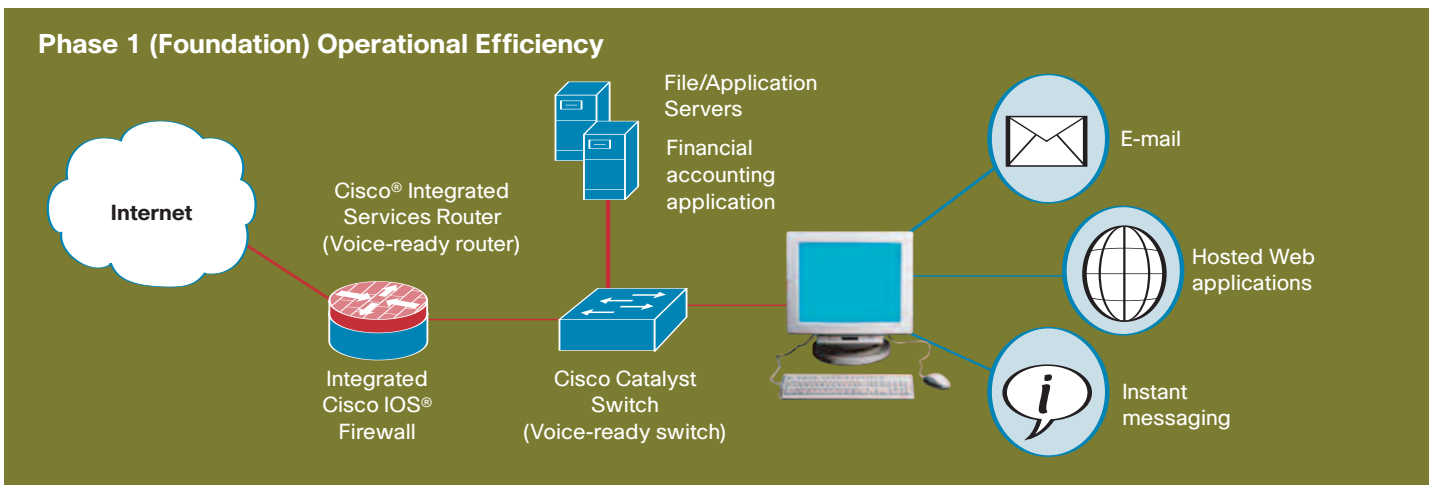
- High-speed Internet access
- Hosted e-mail service
- SNF-ISR, switch, security
- Hosted order processing solutions and hosted financial/accounting software

Available Cisco services for this solution include:

- **Cisco SMB Support Assistant**

3. Help your customer clearly understand the opportunities and key benefits associated with each of these solutions. Some of the top-line benefits that your customer could gain from this implementation include:

- Employees are more productive because the network and critical business applications are more reliable and accessible
- Customer orders and internal transactions are processed electronically and on time
- Paperwork is submitted on time and with fewer errors



(The above diagram, based on organizing around priority business pain points, is a typical configuration example that illustrates the latest Cisco products working together to solve the business pain points associated with operational efficiency at a foundation phase.)

DETAILED DESCRIPTION: OPERATIONAL EFFICIENCY PHASE 1

Pain Points and Challenges:

Improving the operational efficiency of your business is an ongoing process. A common symptom of operational inefficiency is slow access to critical business applications like e-mail, financial accounting software, hosted Web applications, or instant messaging. Problems such as these can become serious barriers to business success. Slow network and application performance can frustrate end users, impact the quality of customer service, make it difficult to respond quickly to market changes, and inhibit business growth.

Solutions and Benefits:

- **Cisco Integrated Services Router** and **Cisco Catalyst switches** provide a fast, secure, and reliable network foundation for your business that enables connectivity to business applications, remote networks, and the Internet. Building a sound network foundation of Cisco Integrated Services routers and Cisco Catalyst switches gives you more control over network traffic, allowing you to tune your network to your business needs. Quick response times from core business applications allow your business to operate more efficiently.
- **Cisco Integrated Services routers** and **Cisco Catalyst switches** are part of the Cisco Secure Network Foundation. Security services are integrated in each device, allowing you to build a comprehensive security policy from the start.

Available Services and Their Benefits:

Cisco Lifecycle Services help customers speed access to applications and services for improved operational efficiency in the following ways:

- Assess and improve your operational preparedness to support current and planned network technologies and services
- Improve service-delivery efficiency and effectiveness by increasing availability, resource capacity, and performance
- Improve the availability, reliability, and stability of the network and the applications running on it
- Manage and resolve problems affecting your system and keep software applications current

QUICK-START SOLUTION RECOMMENDATIONS GUIDE

This page provides a quick start to understand this solution. The back of this page provides greater detail on the challenges as well as example solution recommendations and associated benefits.

Based on the results of the assessment completed in Part I of the Discovery Guide, you have identified operational efficiency as one of your customer's primary business pain points. Based upon their implementation score from the assessment, the customer appears to be at an intermediate or growth phase in addressing this pain point. To help the customer address this pain point, include this Solution Recommendations page in your discussion. Use your judgment in determining how fast to advance the customer through the next phase of this solution based upon their score, attitudes, and priorities.

1. To initiate the dialog with your customer, start by discussing the top challenges facing their business. This list of common symptoms and challenges will help you begin this process:

- Employees working remotely have limited access to business information and resources
- Order volumes are increasing and present a challenge to available resources
- Too much time is spent on financial/regulatory paperwork.

2. Now take a look at the following list of solution/service examples and talk with your customer about which of these solutions best fit their current needs. Use the example solution diagram below to lead them through a discussion of how to best customize a solution to their business pain point:

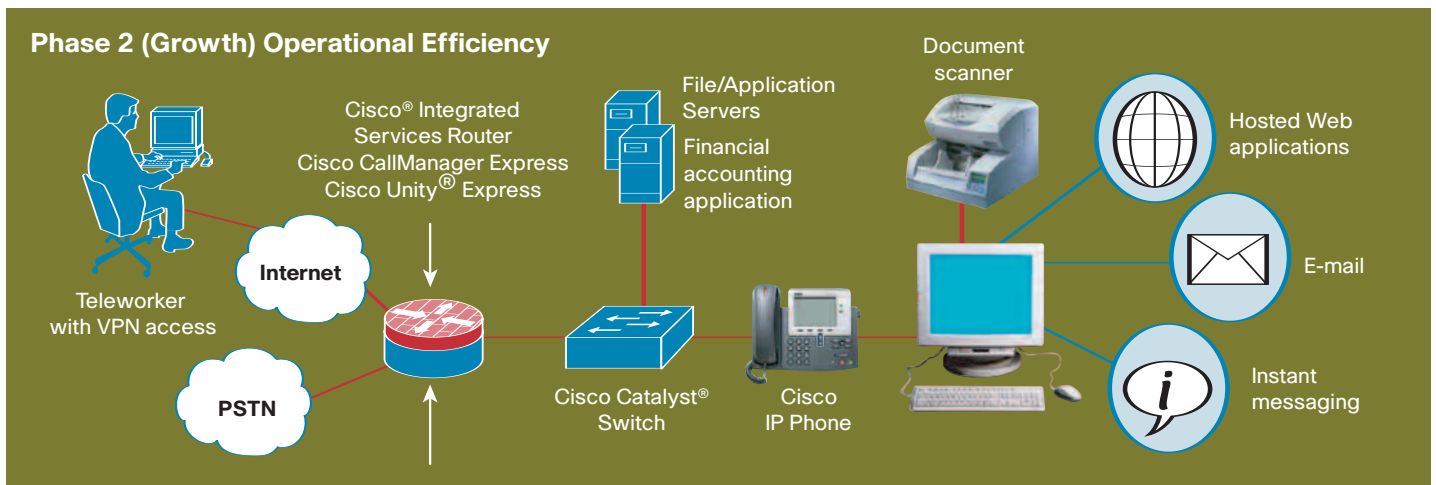
- **Cisco CallManager Express** or **Cisco CallManager**
- **Cisco Unity® Express** or **Cisco Unity**
- Converged voice/data network
- Integrated VPN for remote user access
- Electronic document management system, imaging, scanning

Available Cisco services for this solution include:

- **PDI Help Desk**
- **SMB Support Assistant & SAS**

3. Help your customer clearly understand the opportunities and key benefits associated with each of these solutions. Some of the top-line benefits that your customer could gain from this implementation include:

- Employees are productive anytime, anywhere, with access to company resources and tools, both voice and data
- All orders are processed electronically and on time
- Supplier and compliance paperwork is submitted with minimum effort



(The above diagram, organizing around priority business pain-points, is a typical configuration example that illustrates the latest Cisco products working together to solve the business pain points associated with operational efficiency at a growth phase.)

DETAILED DESCRIPTION: OPERATIONAL EFFICIENCY PHASE 2

Pain Points and Challenges:

In many cases, the growth phase of improving operational efficiency focuses on three important areas: improving employee access to business-critical data and information, using technology to help your business scale to meet increasing demands, and intelligently filing and archiving important documents.

Solutions and Benefits:

- **Cisco Integrated Services routers** have embedded remote-user VPN capability that lets you enable your remote or mobile employees with secure access to your network and mission-critical applications from wherever they are located.
- **Cisco CallManager Express** or **Cisco CallManager** gives your employees access to their company phone extension over a secure VPN network connection. Employees can easily reach coworkers using by simply dialing a four-digit extension or accessing the company directory. All toll charges are billed back to the company, eliminating the hassles of employee reimbursements for business toll charges.
- Outdated filing and archiving processes can hinder a business from operating efficiently. Archiving and storing paper documents electronically can greatly improve operational efficiency. Developing a good strategy is essential. Cisco

Integrated Services routers and Cisco Catalyst switches provide a reliable, secure, fast network transport for electronic storage of your digital documents and images.

Available Services and Their Benefits:

Cisco Lifecycle Services help customers speed access to applications and services for improved operational efficiency in the following ways:

- Assess and improve your operational preparedness to support current and planned network technologies and services
- Improve service-delivery efficiency and effectiveness by increasing availability, resource capacity, and performance
- Improve the availability, reliability, and stability of the network and the applications running on it
- Manage and resolve problems affecting your system and keep software applications current

QUICK-START SOLUTION RECOMMENDATIONS GUIDE

This page provides a quick start to understand this solution. On the back of this page, you'll find greater detail on the challenges as well as example solution recommendations and associated benefits.

Based on the results of the assessment completed in Part I of the Discovery Guide, you have identified operational efficiency as one of your customer's primary business pain points. Based upon their implementation score from the assessment, the customer appears to be at an advanced or optimized phase in addressing this pain point. To help the customer address this pain point, include this Solution Recommendations page in your discussion.

1. To initiate the dialog with your customer, start by discussing the top challenges facing their business.

This list of common symptoms and challenges will help you begin this process:

- Inefficiencies resulting from increased business complexity and volume
- Demand for greater access to more information
- Manual order processing is slow and prone to error

2. Discuss the following list of solution/service examples with your customer to determine which of these solutions best fit their current needs. Use the example solution diagram below to lead them through a discussion of how to best customize a solution to their business pain point:

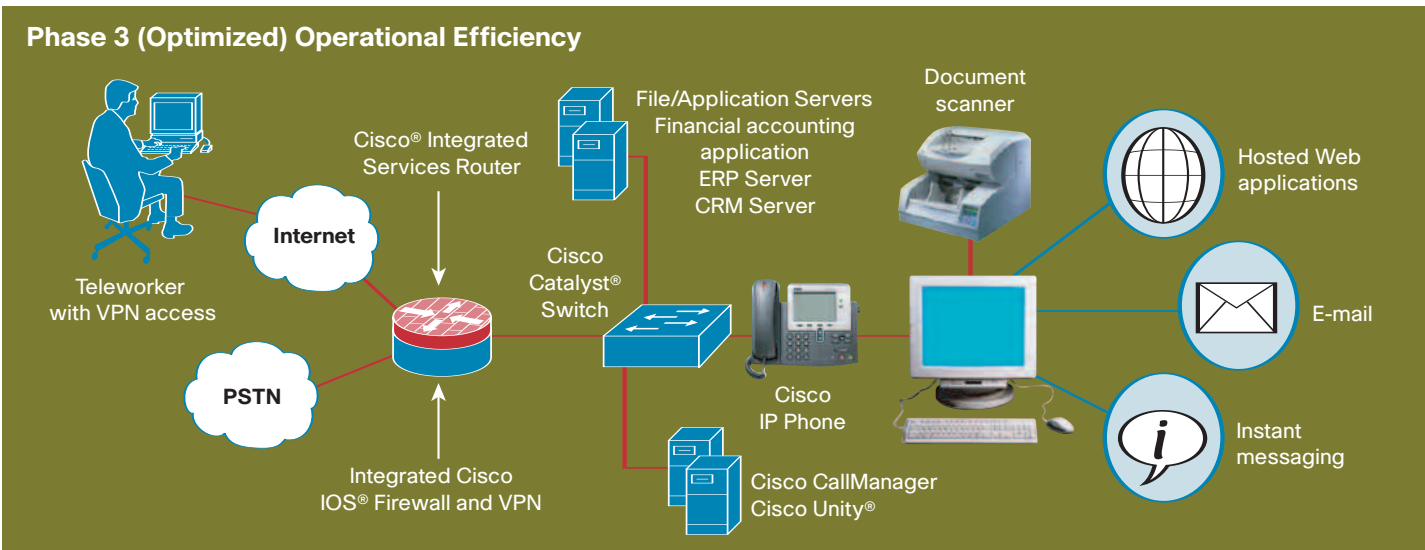
- Company intranet
- **Cisco CRM Connector** for integration of CRM with Cisco IP Communications
- Increased ERP/SCM and CRM application performance

Available Cisco services for this solution include:

- **PDI Help Desk**
- **SMB Support Assistant & SAS**

3. Help your customer clearly understand the opportunities and key benefits associated of each of these solutions. Some of the top-line benefits that your customer could gain from this implementation include:

- High-efficiency virtual operations
- Efficient online/electronic customer and supplier relationships
- Simplified employee communications via company intranet
- Streamlined allocation of customer call center agent resources through use of **Cisco IP Contact Center Express** software



(The above diagram, organizing around priority business pain-points, is a typical configuration example that illustrates the latest Cisco products working together to solve the business pain points associated with operational efficiency at a growth phase.)

DETAILED DESCRIPTION: OPERATIONAL EFFICIENCY PHASE 3

Pain Points and Challenges:

The optimized phase of the Cisco Smart Business Roadmap represents a more sophisticated approach to improving the operational efficiency of your business. This phase employs more advanced Cisco technologies to help you manage the growing volume of transactions and operational complexity that your business now faces.

Solutions and Benefits:

- In this phase, you continue to reap the rewards and benefits of your investment in **Cisco Integrated Services routers** and **Cisco Catalyst switches**. Your reliable, fast, and secure network foundation allows you to deploy a companywide intranet and/or Website to share important information with employees and customers.
- Using the **Cisco Network Foundation**, consisting of **Cisco Integrated Services routers** and **Cisco Catalyst switches**, the business has the power to provide access to mission-critical applications and data over high-speed connections. Prioritizing traffic to and from an ERP or CRM application ensures that employees can access critical data when they need it, thereby improving customer service and optimizing the operational efficiency of the business.

Available Services and Their Benefits:

Cisco Lifecycle Services help customers speed access to applications and services for improved operational efficiency in the following ways:

- Assess and improve your operational preparedness to support current and planned network technologies and services
- Improve service-delivery efficiency and effectiveness by increasing availability, resource capacity, and performance
- Improve the availability, reliability, and stability of the network and the applications running on it
- Manage and resolve problems affecting your system and keep software applications current

1

CUSTOMER RESPONSIVENESS PHASE 1: FOUNDATION

QUICK-START SOLUTION RECOMMENDATIONS GUIDE

This page provides a quick start to understand this solution. On the back of this page, you'll find greater detail on the challenges, as well as example solution recommendations and associated benefits.

Based on the results of the assessment completed in Part I of the Discovery Guide, you have identified customer responsiveness as one of your customer's primary business pain points. Based upon their implementation score from the assessment, the customer appears to be at an early, or foundation phase, in addressing this pain point. To help the customer address this pain point, include this Solution Recommendations page in your discussion. Use your judgment to determine how fast to advance the customer through the other phases of this solution based upon their score, attitudes, and priorities.

- 1. To initiate the dialog with your customer, start by discussing the top challenges facing their business. This list of common symptoms and challenges will help you begin this process:**
 - Need to provide customers with a basic, up-to-date, and always-available Website
 - Need to increase the ability to reach employees
 - Need to provide rapid, secure access to customer history, data, and buying behavior

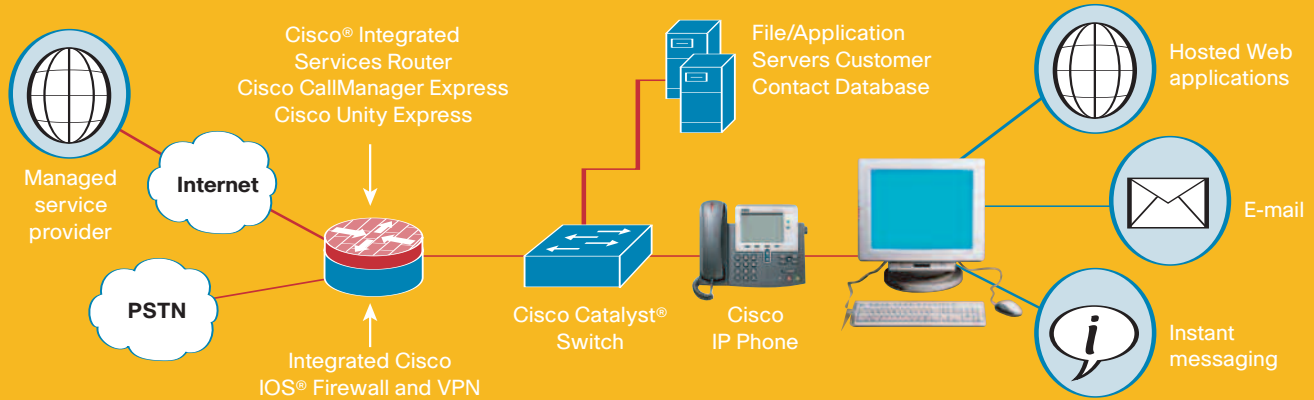
- 2. Discuss the list of solution/service examples with your customer to determine which of these solutions best fit their current needs. Use the example solution diagram below to lead them through a discussion of how to best customize a solution to their business pain point.**
 - **Cisco Secure Network Foundation** with integrated security and **Cisco Catalyst switch**
 - **Cisco CallManager Express** or **Cisco CallManager**
 - **Cisco Unity Express** or **Cisco Unity**
 - Hosted or managed IP communications for voice
 - Hosted e-mail service
 - Hosted Website

Available Cisco services for this solution include:

 - **PDI Help Desk**
 - **SMB Support Assistant & SAS**

- 3. Help your customer clearly understand the opportunities and key benefits associated of each of these solutions. Some of the top-line benefits that your customer could gain from this implementation include:**
 - Your customer can access information quickly and easily from your company Website
 - Employees have multiple ways to respond to customers (e-mail, phone)
 - Customer and company data is kept secure using the Cisco network foundation security features
 - Employees have timely access to relevant customer information

Phase 1 (Foundation) Customer Responsiveness



(The above diagram, organizing around priority business pain-points, is a typical configuration example that illustrates the latest Cisco products working together to solve the business pain points associated with operational efficiency at a growth phase.)

DETAILED DESCRIPTION: CUSTOMER RESPONSIVENESS PHASE 1

Pain Points and Challenges:

Improving the customer responsiveness of your business involves facilitating employee reachability, offering employees multiple ways to stay connected and respond to customers, providing a reliable, up-to-date Website for customers, and enabling employees to quickly and securely access information on customer history, data, and behavior.

Solutions and Benefits:

Cisco IP Communications and **Cisco Secure Network Foundation** products are the initial building blocks for improving customer responsiveness in your business. Implementing these products and technologies enables you to securely and safely provide employees and trusted vendors with access to company voice and data services over a secure network connection from any location. Mobile employees can now respond more quickly to important e-mails, phone calls, and voice-mail messages. The workforce is more productive, whether on the road, working from home or accessing from another remote location. Workers can access customer history and data securely and easily from any remote location over a Cisco VPN connection.

A professional Web presence helps make a positive impression on customers and create the perception that your business is available to respond to their needs. **Cisco Integrated Services routers**

and **Cisco Catalyst switches** form the foundation necessary to enable your business to offer this important form of presence and communication.

Available Services and Their Benefits:

Cisco Lifecycle Services help customers speed access to applications and services for improved operational efficiency in the following ways:

- Assess and improve your operational preparedness to support current and planned network technologies and services
- Improve service-delivery efficiency and effectiveness by increasing availability, resource capacity, and performance
- Improve the availability, reliability, and stability of the network and the applications running on it
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QUICK-START SOLUTION RECOMMENDATIONS GUIDE

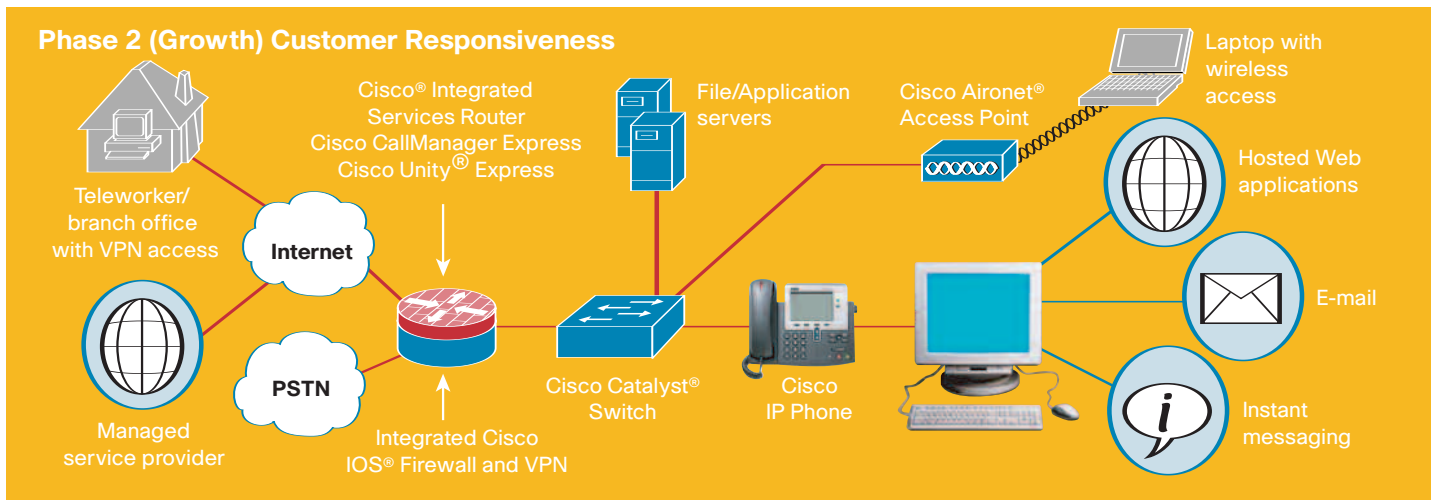
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Based on the results of the assessment completed in Part I of the Discovery Guide, you have identified customer responsiveness as one of your customer's primary business pain points. Based upon their implementation score from the assessment, the customer appears to be at an intermediate or growth phase in addressing this pain point. To help the customer address this pain point, include this Solution Recommendations page in your discussion. Use your judgment to determine how fast to advance the customer to the next phase of this solution based upon their score, attitudes, and priorities.

- 1. To initiate the dialog with your customer, start by discussing the top challenges facing their business. This list of common symptoms and challenges will help you begin this process:**
 - Need to increase customer access to the company's employees
 - Need to provide network access for geographically dispersed and mobile employees
 - Need to provide a Website on par with or superior to competitors
- 2. Use the following list of solution/service examples to discuss with your customer which of these solutions best fit their current needs. Use the example solution diagram below to lead them through a discussion of how to best customize a solution to their business pain point;**
 - **Cisco VPN security services**
 - **Cisco Secure WLAN**
 - On-premise hosting of the company Website to gain maximum control of the site

Available Cisco services for this solution include:

 - **PDI Help Desk**
 - **SMB Support Assistant & SAS**
- 3. Help your customer clearly understand the opportunities and key benefits associated of each of these solutions. Some of the top-line benefits that your customer could gain from this implementation include:**
 - Customer perceives the company as competitive and state of the art
 - Employees serve customer needs in the office, on the road, or teleworking with full access to the voice and data network
 - The business gains more control over its Website, creating more innovative ways to communicate with the customer and conduct business



(The above diagram, organizing around priority business pain-points, is a typical configuration example that illustrates the latest Cisco products working together to solve the business pain points associated with operational efficiency at a growth phase.)

DETAILED DESCRIPTION: CUSTOMER RESPONSIVENESS PHASE 2

Pain Points and Challenges:

Improving the customer responsiveness of your business using Cisco technology involves offering multiple ways for employees and trusted vendors to gain secure access to the company network resources. In this growth phase, the predominant challenge is to make the right employees available to your customers, to reach geographically dispersed employees more easily, and to enable these employees to access customer and company information quickly and reliably. Another challenge is to maintain a Website that is current, competitive, and always available to your customers.

Solutions and Benefits:

- **Cisco VPN** functionality enables you to connect remote branch offices and employees to your main business network. You can also manage your network from any connected location.
- **Cisco Secure Wireless LAN** technology enables your business to support wireless laptops for employee mobility and even connects nearby offices over wireless connections. In many cases, wireless networking reduces circuit costs and saves on costly cabling expenses.
- The next phase, Phase 3, represents the most sophisticated implementation of Cisco solutions to address customer responsiveness challenges.

Available Services and Their Benefits:

Cisco Lifecycle Services help customers speed access to applications and services for improved operational efficiency in the following ways:

- Assess and improve your operational preparedness to support current and planned network technologies and services
- Improve service-delivery efficiency and effectiveness by increasing availability, resource capacity, and performance
- Improve the availability, reliability, and stability of the network and the applications running on it
- Manage and resolve problems affecting your system and keep software applications current

3

CUSTOMER RESPONSIVENESS PHASE 3: OPTIMIZED

QUICK-START SOLUTION RECOMMENDATIONS GUIDE

This page provides a quick start to understand this solution. The back of this page provides greater detail on the challenges as well as example solution recommendations and associated benefits.

Based on the results of the assessment completed in Part I of the Discovery Guide, you have identified customer responsiveness as one of your customer's primary business pain points. Based upon their implementation score from the assessment, the customer appears to be at an advanced or optimized phase in addressing this pain point. To help the customer address this pain point, include this Solution Recommendations page in your discussion.

- 1. To initiate the dialog with your customer, start by discussing the top challenges facing their business. This list of common symptoms and challenges will help you begin this process:**

- Need to offer consistent customer experience across multiple branches, locations, and channels
- Need to provide online ordering/e-commerce
- Need to enable real-time employee access to customer information anytime, from anywhere

- 2. Discuss the following list of solution/service examples with your customer to determine which of these solutions best fit their current needs. Use the example solution diagram below to lead them through a discussion of how to best customize a solution to their business pain point:**

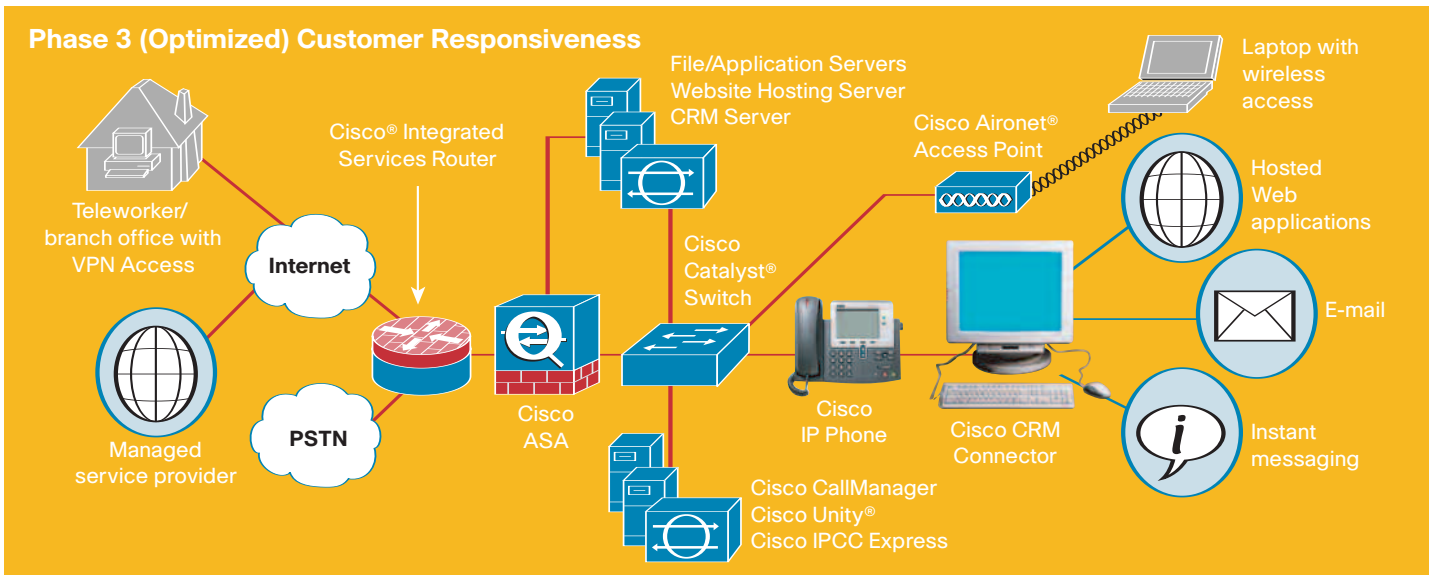
- **Cisco CRM Connector** for CRM integration with Cisco IP Communications
- Companywide intranet
- E-commerce-enabled Website with advanced security **Cisco ASA 5510 Series Adaptive Security Appliance**
- **Cisco IP Contact Center Express**

Available Cisco services for this solution include:

- **PDI Help Desk**
- **SMB Support Assistant & SAS**

- 3. Help your customer clearly understand the opportunities and key benefits associated with each of these solutions. Some of the top-line benefits that your customer could gain from this implementation include:**

- Customer can easily and quickly reach the employees that can best serve them
- Customer receives consistently superior service at every "touch point"
- Customer can easily purchase products/services from your e-commerce Website
- Employees have timely access to relevant customer information



(The above diagram, organizing around priority business pain-points, is a typical configuration example that illustrates the latest Cisco products working together to solve the business pain points associated with operational efficiency at a growth phase.)

DETAILED DESCRIPTION: CUSTOMER RESPONSIVENESS PHASE 3

Pain Points and Challenges:

The optimized phase of the Smart Business Roadmap for Customer Responsiveness involves providing a consistent customer experience across multiple branches, locations, and channels; enabling customers to purchase products and services easily; and streamlining and automating internal business processes and tasks.

Solutions and Benefits:

- Cisco CallManager Express** and **Cisco CallManager** allow you to integrate your business phone system with your customer relationship management (CRM) application or customer contact database. Integrating these systems, using the Cisco CRM Connector, for example, empower your employees with features that can save them time and improve their ability to respond to customer inquiries quickly. An added benefit of CRM integration is that all call information is collected by the Cisco CRM Connector and inserted into the CRM application. This allows management to make decisions based on real customer contact metrics.
- Cisco IP Contact Center Express (IPCC Express)** allows you to deploy contact center software that routes customer calls to the agent or employee who can best address the customer problem. In turn, your employees have faster access to customer data, improving their ability to provide superior customer service and increase customer loyalty.

Available Services and Their Benefits:

Cisco Lifecycle Services help customers speed access to applications and services for improved operational efficiency in the following ways:

- Assess and improve your operational preparedness to support current and planned network technologies and services
- Improve service-delivery efficiency and effectiveness by increasing availability, resource capacity, and performance
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- Manage and resolve problems affecting your system and keep software applications current
- Manage and resolve problems affecting your system and keep software applications current

1

COST CONTAINMENT PHASE 1: FOUNDATION

QUICK-START SOLUTION RECOMMENDATIONS GUIDE

This page provides a quick start to understand this solution. The back of this page provides greater detail on the challenges as well as example solution recommendations and associated benefits.

Based on the results of the assessment completed in Part I of the Discovery Guide, you have identified cost containment as one of your customer's primary business pain points. Based upon their implementation score from the assessment, the customer appears to be at an early or foundation phase in addressing this pain point. To help the customer address this pain point, include this Solution Recommendations page in your discussion. Use your judgment to determine how fast to advance the customer through the other phases of this solution based upon their score, attitudes, and priorities.

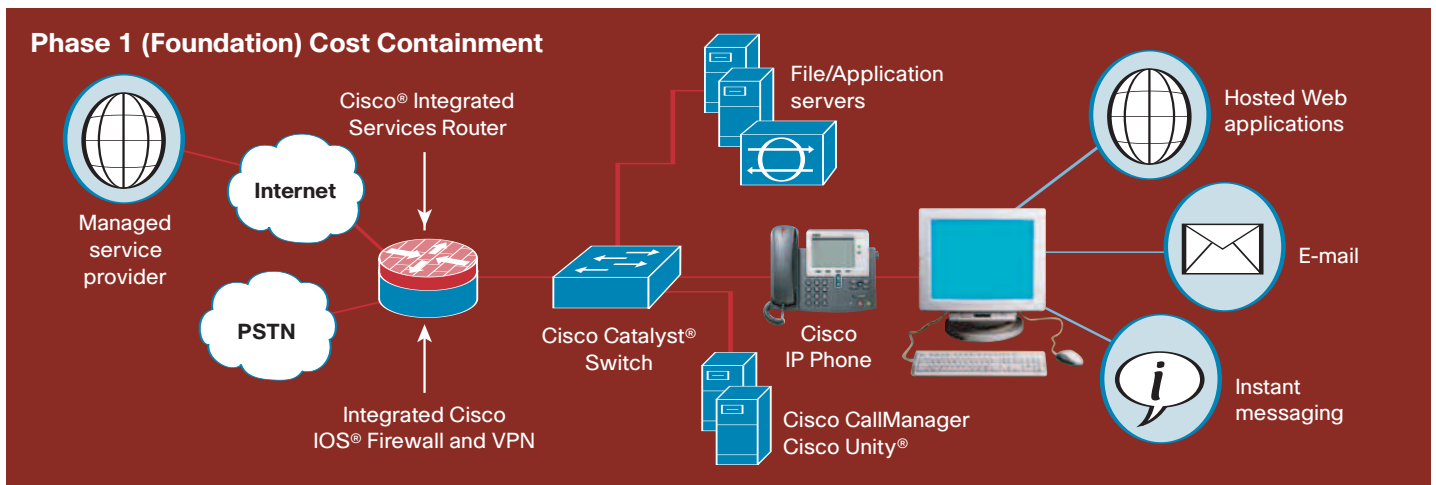
- 1. To initiate the dialog with your customer, start by discussing the top challenges facing their business. This list of common symptoms and challenges will help you begin this process:**
 - Telecom bills too high
 - Telecom administrative support costs too high
 - Employees are not working at maximum productivity

- 2. Discuss the following list of solution/service examples with your customer to determine which of solutions best fit their current needs. Use the example solution diagram below to lead them through a discussion of how to best customize a solution to their business pain point:**
 - Hosted or managed IP communications (voice) service
 - Highly flexible and scalable Cisco IP Communications solution utilizing **Cisco CallManager Express** or **Cisco CallManager**
 - **Cisco Unity Express** or **Cisco Unity Connection** or **Cisco Unity**
 - **Cisco IP phones**
 - LAN with file servers
 - Hosted e-mail service
 - Integrated network management

Available Cisco services for this solution include:

 - **PDI Help Desk**
 - **SMB Support Assistant & SAS**

- 3. Help your customer clearly understand the opportunities and key benefits associated with each of these solutions. Some of the top-line benefits that your customer could gain from this implementation include:**
 - Reduced telecom bills
 - Reduced charges
 - Improved telecom administration
 - Increased employee productivity
 - Reduced administration costs



(The above diagram, organizing around priority business pain-points, is a typical configuration example that illustrates the latest Cisco products working together to solve the business pain points associated with operational efficiency at a growth phase.)

DETAILED DESCRIPTION: COST CONTAINMENT PHASE 1

Pain Points and Challenges:

Cost containment is a top concern for the majority of businesses. Your investment in Cisco network infrastructure and applications enables you to address high-priority cost containment issues such as reducing telecom bills, reducing management costs for voice and data network, and improving employee productivity.

Solutions and Benefits:

- With **Cisco IP Communications** and toll bypass you can route your site-to-site business calls over the Internet, eliminating public telephone network toll charges.
- **Cisco IP Communications** systems and networks can be managed from any connected PC or remote location. Managing separate voice and data networks is inefficient and costly. With a converged voice and data network that can be managed from any location, you can do more with limited resources while keeping network management and maintenance costs low; for example, your voice and data technical support staff can now manage all your locations from one computer.
- A solid and secure Cisco network foundation based on **Cisco Integrated Services routers** and **Cisco Catalyst switches** gives your network the performance it needs to connect to hosted

applications like e-mail, procurement, and fulfillment applications. In some cases, hosted applications can save your business money over locally hosted applications.

Available Services and Their Benefits:

Cisco Lifecycle Services help customers speed access to applications and services for improved operational efficiency in the following ways:

- Assess and improve your operational preparedness to support current and planned network technologies and services
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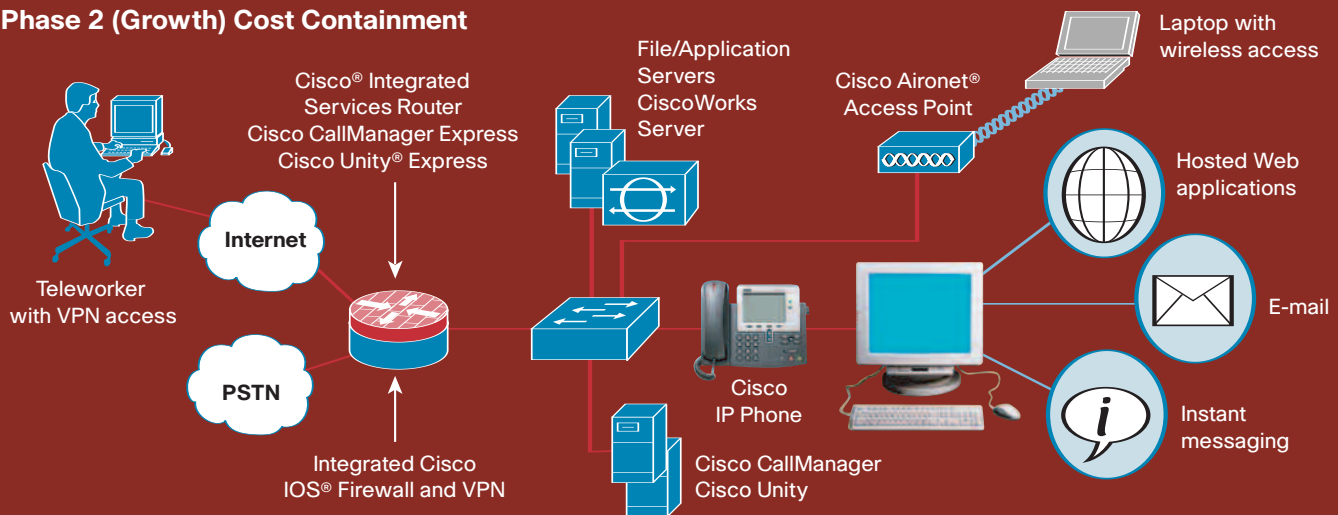
Based on the results of the assessment completed in Part I of the Discovery Guide, you have identified cost containment as one of your customer's primary business pain points. Based upon their implementation score from the assessment, the customer appears to be at an intermediate or growth phase in addressing this pain point. To help the customer address this pain point, include this Solution Recommendations page in your discussion. Use your judgment to determine how fast to advance the customer through the next phase of this solution based upon their score, attitudes, and priorities.

- 1. To initiate the dialog with your customer, start by discussing the top challenges facing their business. This list of common symptoms and challenges will help you begin this process:**
 - Rewiring costs are too high
 - Telecom bills for remote workers are too high
- 2. Discuss the following list of solution/service examples with your customer to determine which of these solutions best fit their current needs. Use the example solution diagram below to lead them through a discussion of how to best customize a solution to their business pain point:**
 - **Cisco Secure WLAN**
 - Softphones for remote workers
 - Network management
 - Online training

Available Cisco services for this solution include:

 - **PDI Help Desk**
 - **SMB Support Assistant & SAS**
- 3. Help your customer clearly understand the opportunities and key benefits associated with each of these solutions. Some of the top-line benefits that your customer could gain from this implementation include:**
 - Reduced wired infrastructure investment costs
 - Reduced telecom/network management costs
 - Reduced employee communications costs
 - Reduced costs for technical support staff using **CiscoWorks** to manage network elements from a central location

Phase 2 (Growth) Cost Containment



(The above diagram, organizing around priority business pain-points, is a typical configuration example that illustrates the latest Cisco products working together to solve the business pain points associated with operational efficiency at a growth phase.)

DETAILED DESCRIPTION: COST CONTAINMENT PHASE 2

Pain Points and Challenges:

In the *growth phase* of this solution, the majority of businesses want to avoid expensive rewiring costs and continue working to reduce the telecom costs associated with remote teleworker employees.

Solutions and Benefits:

- Using **Cisco Aironet Wireless products**, your business can avoid the costly expenses of rewiring buildings with structured cabling
- Providing employees with VPN access to their extension at any connected location or from their softphone which reduces the need for remote/teleworker employees to expense costly toll charges
- **CiscoWorks** allows your technical support staff to manage your business network and all branch offices from a central location, empowering them to be more productive
- **Cisco MeetingPlace Express** integrates with **Cisco CallManager Express** or **Cisco CallManager** and gives your business maximum control over your audio and Web conferencing capabilities and helps avoid costly third-party conferencing services
- The next phase, Phase 3, represents the most sophisticated approach, using Cisco solutions to improve your business's cost containment challenges

Available Services and Their Benefits:

- Cisco Lifecycle Services** help customers speed access to applications and services for improved operational efficiency in the following ways:
- Assess and improve your operational preparedness to support current and planned network technologies and services
 - Improve service-delivery efficiency and effectiveness by increasing availability, resource capacity, and performance
 - Improve the availability, reliability, and stability of the network and the applications running on it
 - Manage and resolve problems affecting your system and keep software applications current

QUICK-START SOLUTION RECOMMENDATIONS GUIDE

This page provides a quick start to understand this solution. The back of this page, provides greater detail on the challenges as well as example solution recommendations and associated benefits.

Based on the results of the assessment completed in Part I of the Discovery Guide, you have identified cost containment as one of your customer's primary business pain points. Based upon their implementation score from the assessment, the customer appears to be at an advanced or optimized phase in addressing this pain point. To help the customer address this pain point, include this Solution Recommendations page in your discussion.

- 1. To initiate the dialog with your customer, start by discussing the top challenges facing their business. This list of common symptoms and challenges will help you begin this process:**
 - Increased sales and customer transactions are resulting in increased per-unit sales cost
 - The mixture of loosely coupled customer communication channels (phone, e-mail, Web) result in high costs to serve each customer

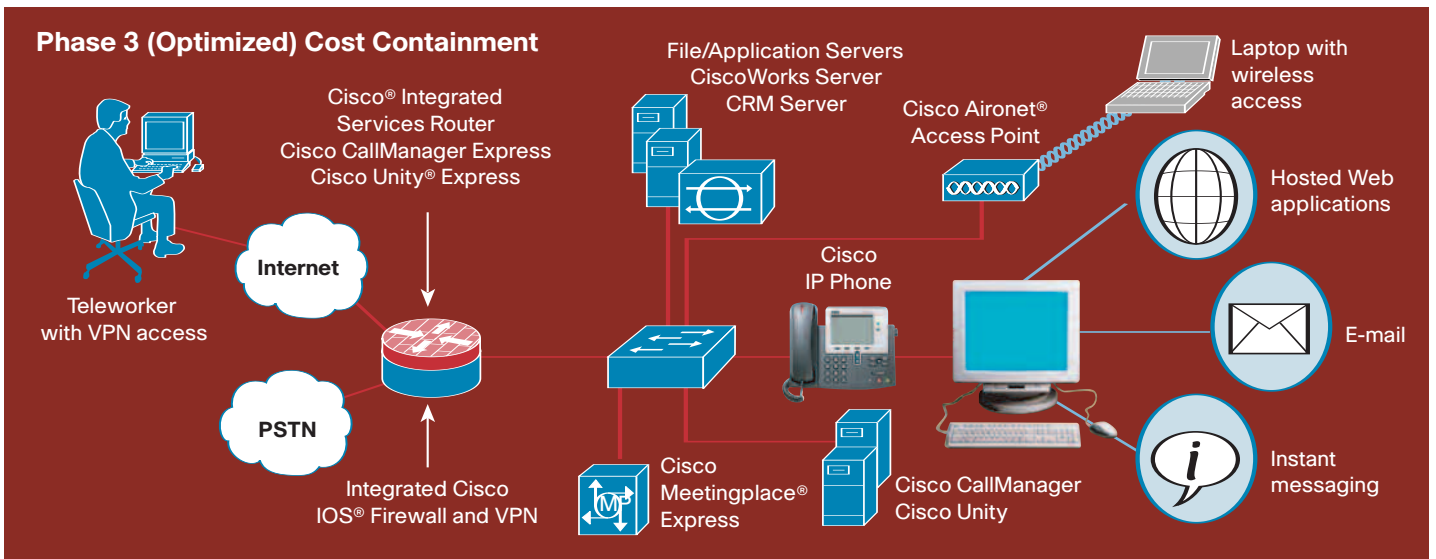
- 2. Discuss the following list of solution/service examples with your customer to determine which of these solutions best fit their current needs. Use the example solution diagram below to lead them through a discussion of how to best customize a solution to their business pain point.**

- **Cisco MeetingPlace Express** IP-enabled conferencing audio/Web
- CRM with PC interface—CRM Connector
- E-commerce Website

Available Cisco services for this solution include:

- **PDI Help Desk**
- **SMB Support Assistant & SAS**

- 3. Help your customer clearly understand the opportunities and key benefits associated with each of these solutions. Some of the top-line benefits that your customer could gain from this implementation include:**
 - Reduced per-unit sales cost through e-commerce
 - Reduced customer service costs
 - Tightly integrated, multichannel customer contact methods reduce costs of serving customers



(The above diagram, organizing around priority business pain-points, is a typical configuration example that illustrates the latest Cisco products working together to solve the business pain points associated with operational efficiency at a growth phase.)

DETAILED DESCRIPTION: COST CONTAINMENT PHASE 3

Pain Points and Challenges:

In the optimized phase of the cost containment solution, the majority of businesses experience increasing sales and customer transactions resulting in increased per-unit sales cost. Along with this increase in volume of transactions, the symptom of loosely integrated customer communication channels (phone, e-mail, Web) results in high costs to serve each customer.

Solutions and Benefits:

- Using toll bypass functionality, **Cisco CallManager Express** or **Cisco CallManager** enable toll-free site-to-site calling by sending voice packets over the IP network. This eliminates the costs associated with calls over the traditional public phone network.
- CRM integration with **Cisco CallManager Express** or **Cisco CallManager** allows your business to take advantage of productivity-enhancement features like screen pops, click-to-dial, and call tracking. Each of these productivity features saves the agent time on every transaction.
- The **Cisco CRM Connector** helps to automate many manual data entry and customer account retrieval tasks. Saving the call agents valuable time on each transaction allows them to field more calls per day, which reduces staffing requirements and costs.

- Adding e-commerce functionality to your company Website can enhance and automate your sales process. A Cisco Secure network foundation is at the core of sound e-commerce architecture.

Available Services and Their Benefits:

- Cisco Lifecycle Services** help customers speed access to applications and services for improved operational efficiency in the following ways:
- Assess and improve your operational preparedness to support current and planned network technologies and services
 - Improve service-delivery efficiency and effectiveness by increasing availability, resource capacity, and performance
 - Improve the availability, reliability, and stability of the network and the applications running on it
 - Manage and resolve problems affecting your system and keep software applications current

1

SECURITY PHASE 1: FOUNDATION

QUICK-START SOLUTION RECOMMENDATIONS GUIDE

This page provides a quick start to understand this solution. The back of this page provides greater detail on the challenges as well as example solution recommendations and associated benefits.

Based on the results of the assessment completed in Part I of the Discovery Guide, you have identified security as one of your customer's primary business pain points. Based upon their implementation score from the assessment, the customer appears to be at an early or foundation phase in addressing this pain point. To help the customer address this pain point, include this Solution Recommendations page in your discussion. Use your judgment to determine how fast to advance the customer through the other phases of this solution based upon their score, attitudes, and priorities.

1. To initiate the dialog with your customer, start by discussing the top challenges facing their business. This list of common symptoms and challenges will help you begin this process:

- Connected computers are at risk from viruses, SPAM, and spyware
- Company data is at risk from unauthorized access
- Business will falter if customer and business records are lost or stolen

2. Discuss the following list of solution/service examples with your customer to determine which of these solutions best fit their current needs. Use the example solution diagram below to lead them through a discussion of how to best customize a solution to their business pain point.

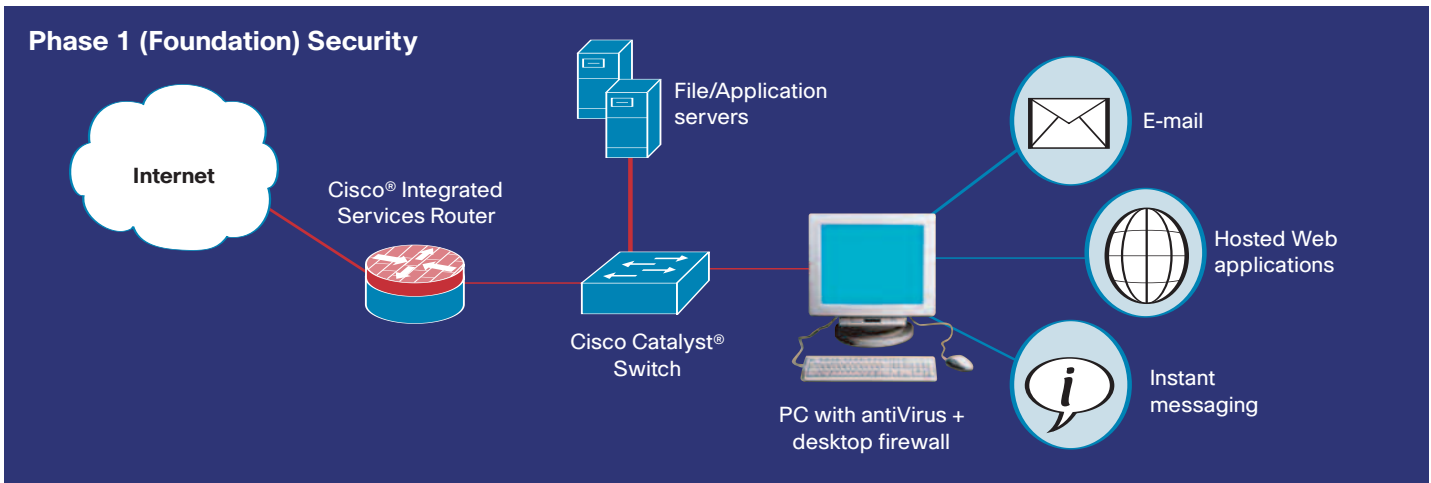
- SNF, ISR, Switch, Security, with network firewall
- Antivirus software solution
- Desktop firewall
- Network backup solution

Available Cisco services for this solution include:

- **PDI Help Desk**
- **SMB Support Assistant & SAS**

3. Help your customer clearly understand the opportunities and key benefits associated of each of these solutions. Some of the top-line benefits that your customer could gain from this implementation include:

- Customers and employees are confident in data integrity
- Reduced network downtime
- Assurance that company data is available and secure



(The above diagram, organizing around priority business pain-points, is a typical configuration example that illustrates the latest Cisco products working together to solve the business pain points associated with operational efficiency at a growth phase.)

DETAILED DESCRIPTION: SECURITY PHASE 1

Pain Points and Challenges:

To address network security for your business, start by considering a secure network foundation using **Cisco Integrated Services routers** and **Cisco Catalyst switches**. Common security concerns involve virus, SPAM, spyware, and unauthorized access to your company and customer data.

Solutions and Benefits:

- **Cisco Integrated Services routers** have integrated security services capabilities like **Cisco IOS Software**, firewall, intrusion prevention systems, and VPN. Dedicated security appliances like the **Cisco ASA product line** offer enhanced performance and security controls that allow you to protect your network from a variety of security risks. At this foundation phase, and depending on your company size, you can start with the **Cisco IOS Firewall services** in the **Cisco Integrated Services Router** for basic security functions.
- To respond to threats like virus, SPAM, spyware, and adware, many companies resort to a mixture of specialized applications that prevent and protect against these threats. Each application is independent, and you must configure, manage, and maintain each one separately. While this scenario may work, it is not the most efficient or intuitive solution for your business.
- The **Cisco Catalyst Switch** has a variety of integrated security functionality, including access lists, 802.1x, and others.

- The next phase, *Phase 2*, represents the next level in improving your business's security in a more comprehensive manner.

Available Services and Their Benefits:

Cisco Lifecycle Services help customers speed access to applications and services for improved operational efficiency in the following ways:

- Assess and improve your operational preparedness to support current and planned network technologies and services
- Improve service-delivery efficiency and effectiveness by increasing availability, resource capacity, and performance
- Improve the availability, reliability, and stability of the network and the applications running on it
- Manage and resolve problems affecting your system and keep software applications current

QUICK-START SOLUTION RECOMMENDATIONS GUIDE

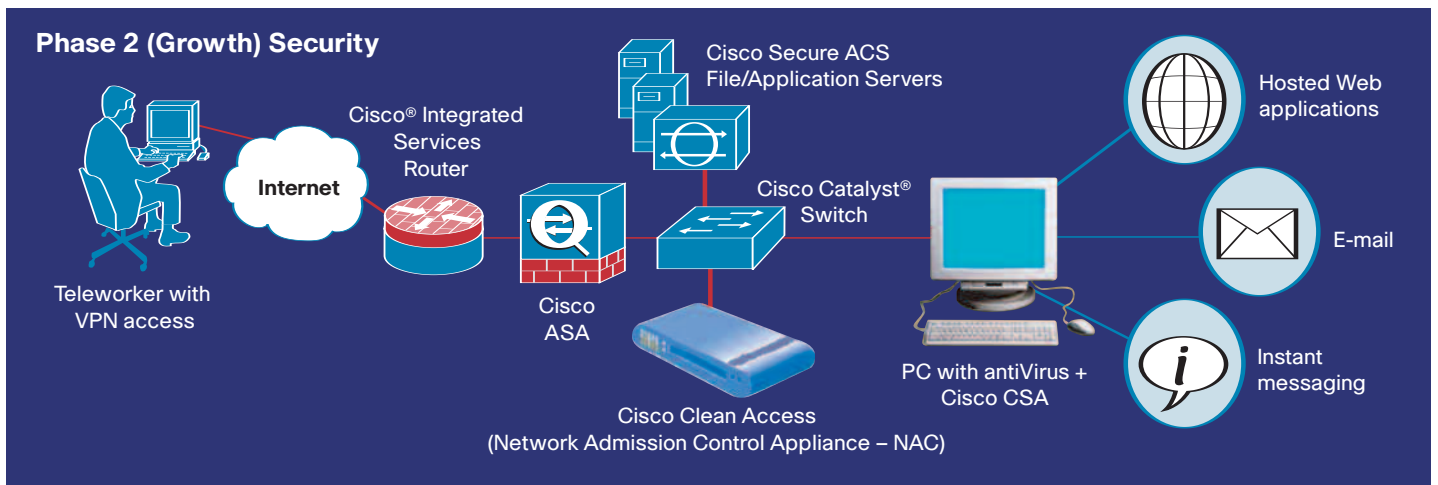
This page provides a quick start to understand this solution. The back of this page provides greater detail on the challenges as well as example solution recommendations and associated benefits.

Based on the results of the assessment completed in Part I of the Discovery Guide, you have identified security as one of your customer's primary business pain points. Based upon their implementation score from the assessment, the customer appears to be at an intermediate or growth phase in addressing this pain point. To help the customer address this pain point, include this Solution Recommendations page in your discussion. Use your judgment to determine how fast to advance the customer through the next phase of this solution based upon their score, attitudes, and priorities.

- 1. To initiate the dialog with your customer, start by discussing the top challenges facing their business. This list of common symptoms and challenges will help you begin this process:**
 - More access to multiple sites increases the risk of spyware and virus attacks
 - Increased use of e-mail increases e-mail SPAM, viruses, and other threats
 - Network-connected servers must be protected against intruders
- 2. Discuss the following list of solution/service examples with your customer to determine which of these solutions best fit their current needs. Use the example solution diagram below to lead them through a discussion of how to best customize a solution to their business pain point.**
 - **Cisco Security Agent** for threat protection for servers and PCs
 - Dedicated security appliance for firewall, intrusion detection/prevention, VPN, and network antivirus
 - Authentication solutions—**Cisco Secure Access Control Server**
 - **Cisco Clean Access (Network Admission Control) Appliance**

Available Cisco services for this solution include:

 - **PDI Help Desk**
 - **SMB Support Assistant & SAS**
- 3. Help your customer clearly understand the opportunities and key benefits associated with each of these solutions. Some of the top-line benefits that your customer could gain from this implementation include:**
 - Reduced network downtime due to viruses and malicious network attacks
 - Your PCs, servers, and data are more secure
 - Business is conducted with a high degree of confidence
 - Simplified management and reduced costs associated with security policy management
 - Proactive security threat mitigation



(The above diagram, organizing around priority business pain-points, is a typical configuration example that illustrates the latest Cisco products working together to solve the business pain points associated with operational efficiency at a growth phase.)

DETAILED DESCRIPTION: SECURITY PHASE 2

Pain Points and Challenges:

As you advance your security systems beyond the foundation phase, you should consider implementing a layered, end-to-end security policy; a comprehensive approach that utilizes security services like network firewall, intrusion prevention, host-based intrusion prevention, and anti-virus and adware protection.

Solutions and Benefits:

- **Cisco Security Agent (CSA)** provides threat protection for server and desktop computing systems. **Cisco CSA** addresses network security for your business by identifying, preventing, and eliminating known and unknown security threats. **Cisco CSA** consolidates endpoint security functions into a single agent, providing host intrusion prevention, spyware/adware protection, protection against buffer overflow attacks, distributed firewall capabilities, malicious mobile code protection, operating system integrity assurance, application inventory, and audit log-consolidation.
- **Cisco Adaptive Security Appliances (ASA)** is a high-performance, multifunction security appliance delivering converged firewall, intrusion prevention systems, and network antivirus and VPN services. The **Cisco ASA products** stop attacks before they spread through the network, control network activity and application traffic, and deliver flexible VPN connectivity while remaining cost effective and easy to manage.
- **Cisco Secure Access Control Server (ACS)** provides a centralized identity networking solution that simplifies the user and security management experience across the entire network. **Cisco Secure ACS** allows network administrators to control who can log onto the network, the privileges they have, and record security and audit information. With **Cisco Secure ACS** you can manage and administer user access for many Cisco network devices.

- **Cisco Clean Access (Network Admission Control Appliance)** can automatically detect, isolate, and clean infected or vulnerable devices that attempt to access your network, regardless of the access method. It identifies whether networked devices such as laptops and PDAs are compliant with your networks security policies and repairs any vulnerability before permitting access to the network.
- The next solution phase, *Phase 3*, provides a comprehensive, end-to-end approach using Cisco solutions to address your business' security challenges.

Available Services and Their Benefits:

Cisco Lifecycle Services help customers speed access to applications and services for improved operational efficiency in the following ways:

- Assess and improve your operational preparedness to support current and planned network technologies and services
- Improve service-delivery efficiency and effectiveness by increasing availability, resource capacity, and performance
- Improve the availability, reliability, and stability of the network and the applications running on it
- Manage and resolve problems affecting your system and keep software applications current

3

SECURITY PHASE 3: OPTIMIZED

QUICK-START SOLUTION RECOMMENDATIONS GUIDE

This page provides a quick start to understand this solution. The back of this page provides greater detail on the challenges as well as example solution recommendations and associated benefits.

Based on the results of the assessment completed in Part I of the Discovery Guide, you have identified security as one of your customer's primary business pain points. Based upon their implementation score from the assessment, the customer appears to be at an advanced or optimized phase in addressing this pain point. To help the customer address this pain point, include this Solution Recommendations page in your discussion.

- 1. To initiate the dialog with your customer, start by discussing the top challenges facing their business. This list of common symptoms and challenges will help you begin this process:**

- Data sharing between branches is at risk
- Data integrity is at risk between remote users and offices
- Employees cannot keep track of all visitors and sensitive areas
- High-level requirements for data storage and security retention

- 2. Discuss this list of solution/service examples with your customer to determine which of these solutions best fit their current needs. Use the example solution diagram below to lead them through a discussion of how to best customize a solution to their business pain point:**

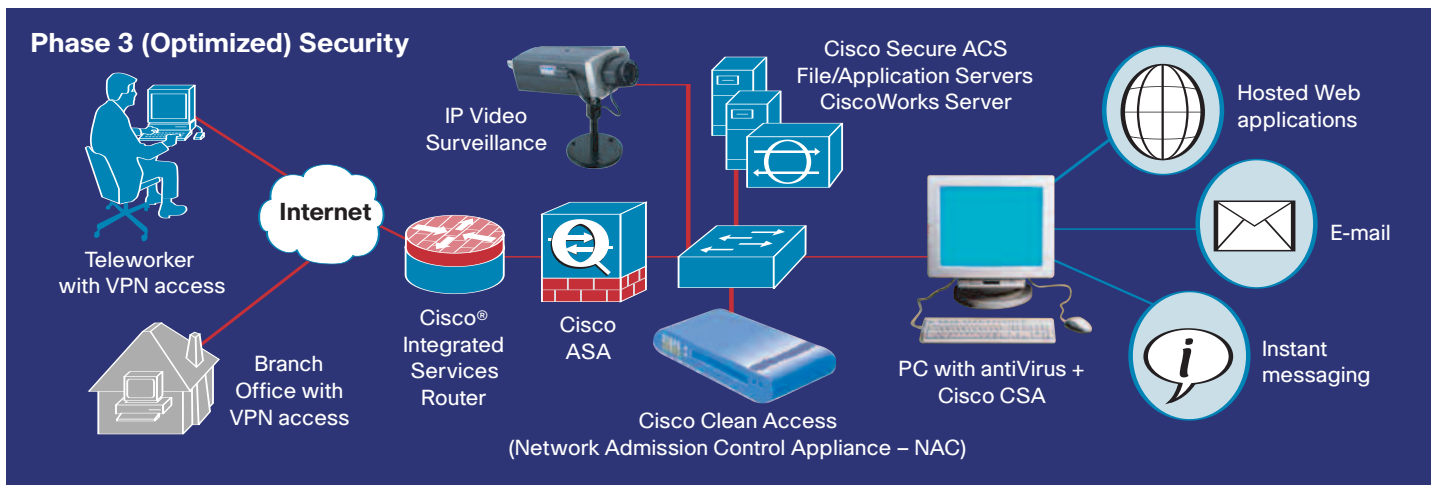
- Site-to-site VPN
- Video surveillance
- SAN

Available Cisco services for this solution include:

- **PDI Help Desk**
- **SMB Support Assistant & SAS**

- 3. Help your customer clearly understand the opportunities and key benefits associated of each of these solutions. Some of the top-line benefits that your customer could gain from this implementation include:**

- Customer assurance and trust of complete data integrity
- Physical premises are secured
- Meets regulatory requirements at justified costs



DETAILED DESCRIPTION: SECURITY PHASE 3

Pain Points and Challenges:

Your secure Cisco network foundation enables your company to adapt quickly to new security threats and challenges. You simply continue building in a phased approach onto your Cisco network architecture. Common security challenges and concerns at this phase include sharing data securely between branches, enabling your business to keep track of all visitors and sensitive areas, and meeting complex data storage and security policy requirements.

Solutions and Benefits:

- Cisco site-to-site VPN functionality, which is built into **Cisco Integrated Services Routers** and **ASA Security appliances**, enables safe and secure transport of business communications between your office sites and to remote or mobile employees. While **Cisco VPN technology** safeguards your data between endpoints, **Cisco Security Agent** ensures that the endpoints themselves are secure and able to defend against viruses or other malicious attacks.
- Keeping visual track of visitor and other sensitive areas can be a challenge without the right technology. Many businesses find it difficult to keep up to date in this area of security. IP-based video surveillance solutions offer many benefits over older legacy solutions. A solid Cisco network foundation that supports quality-of-service (QoS) and other security-related features enables your business to obtain the most benefits from your IP-based video surveillance solution. Anytime, anywhere access to live camera feeds or archived video is just one of the benefits of using IP-based video surveillance.

- Increasingly, businesses face more complex requirements from regulations and laws that govern the storage and archiving of company and customer data. Many businesses are using storage area networks to facilitate data storage and archiving across of all business locations. Fast, QoS-enabled network links are critical to ensuring that your data storage and recovery mechanisms work when you need them and help maintain business continuity and resiliency.

Available Services and Their Benefits:

Cisco Lifecycle Services help customers speed access to applications and services for improved operational efficiency in the following ways:

- Assess and improve your operational preparedness to support current and planned network technologies and services
- Improve service-delivery efficiency and effectiveness by increasing availability, resource capacity, and performance
- Improve the availability, reliability, and stability of the network and the applications running on it
- Manage and resolve problems affecting your system and keep software applications current