

For  
Small  
Business



# Cisco Small Business Support Service At-A-Glance



## Your Business Depends on the Network

Increasingly, today's small businesses rely on a secure, high-performance network to get business done. You use the network when you process secure credit card purchases, talk over IP phones and mobile devices, process sensitive financial information, serve customers over Wi-Fi, exchange patient information, access customer information in the cloud, or connect with customers or suppliers through web- or video-conferencing.

To keep your network running smoothly, the Cisco Small Business Support Service is a device-level service agreement that expands and enhances the technical support exclusively for Cisco Small Business Products. These industry-leading products include a minimum of a limited lifetime warranty that includes one year of phone support during business hours.

CRN Magazine rated Cisco #1 for support satisfaction and "Channel Champion" in SMB Networking two years in a row.

## Key Customer Benefits

- **Higher Network Availability:** Protect your network for three years with the confidence that your network will be there to support your business operations. Keep your network protected and secure with access to software updates. Allow your Cisco partner or a Cisco Small Business Support Center (SBSC) engineer to resolve any issues, so you can focus on your business.
- **Improve Employee Productivity, Lowering Costs.** Network downtime can put your business on hold. With the Small Business Support Service, your Cisco partner or a Cisco Small Business Support Center engineer will help you network issues more quickly, allowing your business to keep running. Higher network availability increases employee efficiency and productivity.
- **Increase Revenue by Reliably Serving Customers.** An increasing number of customers rely on your network to do business with you. Using this service increases network availability, which improves your customer interactions. In addition, you also allow network maintenance to be done when least disruptive to customers, on evenings and weekends.

Table 1. Features and Benefits

Features	Benefits
<b>Three-Year Service Plan Coverage</b>	Improve network availability with support backed by Cisco.
<b>Next-Business-Day Hardware Replacement where available</b>	Reduce time to replace any inoperable device, improving network availability.
<b>24x7 Access to Cisco Small Business Support Center (SBSC)</b>	Access Cisco SBSC engineers 24x7 in English, local business hours in 12 other languages.
<b>Cisco Small Business Support Community</b>	Collaborate with extended Cisco community to receive valuable advice, including Cisco and peer best practices.
<b>Software Updates</b>	Maintain optimal and secure performance with ongoing software maintenance, including major and minor release updates.
<b>Open Service Requests Online</b>	Increased partner productivity with familiar process to open cases.

## Do I need a service plan when I already have a product warranty?

The Cisco Small Business Support Service provides much more than product warranty. A warranty protects you against product defects. A warranty does not provide assistance with configuring the network, or cover you when you want to expand and upgrade your network as your business grows. A warranty does not provide coverage if you have a security breach or application misbehaving on your network. A warranty does not cover you when a device fails and you need a replacement, today or tomorrow.

When you buy the Cisco Small Business Support Service, you:

- 1. Extend the support term**, from 1 year with warranty to 3 years with the service.
- 2. Get after-hours phone support**, from local business hours with warranty to 24x7 in English with the service.
- 3. Receive faster product replacement**, from return-to-factory (which might take 5-10 business days) to next-business-day advance product replacement in customer locations where available.

## Why should I buy this service?

Most customers and partners tell us the Small Business Support Service is an excellent value, based on:

a) Higher network availability, which keeps employees and customers productive during business hours.

b) Having the ability to maintain the network after-hours with assistance from Cisco-certified engineers.

c) Never having to buy, stock, and pay shipping on replacement products, or absorb the cost of obsolete products.

## How does Cisco Small Business Support Service compare to other manufacturers' services?

According to CRN, Cisco offers the industry's best technical service support in SMB networking. In a CRN survey, four-thousand resellers voted Cisco "Channel Champion" two years in a row, and gave Cisco the #1 ranking for "support satisfaction". On a 100-point scale, Cisco's support was rated 13.9 points higher than the next closest manufacturer.

Unlike equipment manufacturers that only offer a product warranty without a service plan, Cisco Small Business Support Service provides award-winning support, not "lowest cost support". You don't want surgery from the lowest cost heart surgeon. You don't want the cheapest tires on your car. Similarly, you don't want the lowest cost IT infrastructure and technical support when your business depends on your network.

Compared to equipment manufacturers that do provide service plans but only allow you a maximum of three calls per year and 60 minutes per call, Cisco offers an unlimited number of calls and no restrictions on call duration.

## Frequently Asked Questions

### What if I require a higher level of support?

Should you require 4-hour advance hardware replacement, you can take advantage of the Cisco Small Business Partner Rapid Response Service, available through your Cisco partner and backed by Cisco. This includes everything that comes with Small Business Support Service, including 24x7 phone access to the Small Business Support Center, plus four-hour advance hardware replacement where available.

### Can I use this service for any Cisco product?

No. The Small Business Support Service is only available with the Cisco Small Business portfolio of products, specifically designed to meet the needs of small businesses and the Cisco partners who serve them.



**To learn more and buy this service, contact your Cisco partner today or visit [www.cisco.com/go/smbservices](http://www.cisco.com/go/smbservices)**