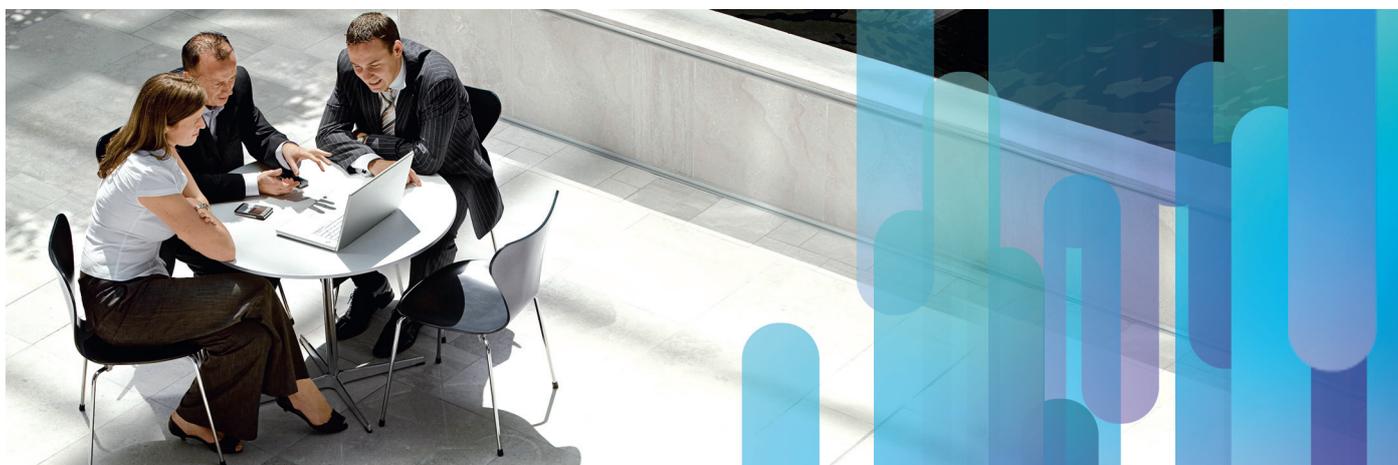# Support Provider Automates Network Maintenance

Cisco Smart Net Total Care gives iYogi peace of mind in managing network risk to scale its global business footprint.

EXECUTIVE SUMMARY

Customer Name: iYogi, Inc.
- Global technical support provider with 2 million subscribers
- Location: New Delhi, India
- +5,000 employees
- Multiple call centers worldwide
- Services available across the globe in multiple countries

Challenge:
- Improve accuracy in network inventory management
- Eliminate reactive approach to issue resolution
- Reduce network risk

Solution:
- Cisco Smart Net Total Care provides proactive, accurate, and comprehensive network maintenance
- Built-in device diagnostics offer early warning of potential hardware problems
- Easily scales to meet network growth needs
- Eliminates issues concerning service coverage entitlement

Results:
- Complete, transparent inventory access saves time spent on maintenance and TAC interaction
- Service coverage entitlement issues are disappearing
- Network vulnerability has been reduced

Challenge

iYogi is a leading provider of technical support services to consumers and small businesses across a wide range of computing and communications devices and software. Leveraging its iMantra software technology platform, iYogi delivers support to more than two million consumers and small businesses globally. Its services are available on a 24-hour basis, 365 days a year.

With a rapidly expanding worldwide footprint, iYogi services are available in the United States, the United Kingdom, Canada, Australia, and the United Arab Emirates (UAE). The India-based company's growth is not surprising given the results of a recent report published by iYogi research, which showed that 63 percent of United States households spend 35 percent more on technology bills than utility bills. Using a combination of online, phone, and on-site support, iYogi's unique business model is designed to eliminate computer-related stress for millions of digitally-dependent subscribers through access to its Certified Tech Experts.

Underlying iYogi's success is the company's belief in good karma. According to the definition of karma, the deeds of people determine their destiny, and influence past, present, and future experiences.

What does good karma have to do with running a reliable network? Put simply, by having a stable, resilient network infrastructure, iYogi can help ensure that its customers always have a great experience with their technology at home or at business 24 hours a day.

Maintaining good karma was difficult for iYogi when it needed to rely upon manual methods for maintaining its installed base of more than 300 network devices. IT staff members would spend an inordinate amount of time gathering data from remote international locations and inserting the information into a spreadsheet. The spreadsheets would then be sent to the company's India headquarters for review and consolidation. This process was not only time consuming, it also resulted in errors and did not provide a timely view of the network's status due to lags in reporting.

Further, its existing inventory management system was contributing to issues when interacting with the Cisco Technical Assistance Centre (TAC). It was difficult

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"The Smart Net Total Care web portal provides us with a single source of truth on the status of our network inventory. This contributes to a more stable network operating environment than before we implemented the Cisco solution."

Pradeep Joshi
IT Network Operations Manager
iYogi, Inc.

to determine if a device qualified for service entitlement, to ascertain its level of entitlement, and to identify essential information such as serial numbers to facilitate problem resolution. Without the ability to automatically search their inventory database, the IT team would need to manually drill down into spreadsheet information to find an answer. This difficulty contributed to a frustrating situation; iYogi was often reacting to network problems rather than preventing them before they occurred. The company wanted a better way to manage its inventory to mitigate network risk.

Solution

iYogi sees Cisco® Smart Net Total Care as the ideal solution for improved network maintenance. The service integrates extensive network wide inventory management and analysis with customized security alerts, service contract management, and proactive diagnostics. It also provides smart service capabilities that deliver proactive support and actionable intelligence to increase operational efficiency and improve risk management.

Using smart services capabilities, Smart Net Total Care identifies iYogi's installed base of Cisco equipment and securely communicates this data to a secure Cisco data center, where the data is analyzed to provide a comprehensive view of equipment, software versions, and service contracts.

Following purchase, the solution was deployed in less than 10 days with the help of the local Cisco team, and the Smart Net Total Care collector quickly gathered information on 100 percent of the company's network. iYogi's IT operations team is accessing the Smart Net Total Care secure web portal on a weekly basis to determine the status of its devices. Previously the operations team would spend 2-3 hours per week updating their network inventory. This time has now been reduced to minutes. Detailed inventory information, life-cycle status, contract coverage, and targeted alerts are all easily available to the organization using the portal at the click of a button anywhere around the world. For them, the web portal is becoming the single source of truth for installed base understanding and management. And, equally important, the time savings can be applied to more strategic IT tasks, such as configuration management.

iYogi also values the device diagnostics and foundational technical service capabilities of Smart Net Total Care, which all work together to simplify equipment maintenance, budgeting, and planning. In fact, the company has already installed Cisco Smart Call Home, a built-in capability of Smart Net Total Care, ranging from switches to firewalls and routers, and also including several core devices. Cisco Smart Call Home provides automated device diagnostics for faster incident resolution, greater visibility into network performance, and a continuous connection to Cisco that allows real-time monitoring, troubleshooting, alerts, and remediation.

This advanced Cisco diagnostics capability is especially useful for incident management. A proactive alert is created when Smart Call Home detects a problem. A service case is automatically created, the customer receives an email notification, and a Return Materials Authorization (RMA) is initiated by Cisco team to quickly ship the replacement device to the customer.

In short, Smart Call Home gives iYogi greater peace of mind, knowing that their core devices are being monitored around the clock and, if a problem is detected, the Cisco TAC will take care of it.

Seeing more detailed information available using Smart Net Total Care, validating service entitlement is rapidly disappearing as a cause for concern for iYogi. The company's latest device status can be obtained and validated through the web portal, facilitating TAC interaction and leading to faster issue resolution.

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providing quality service to remote customers in the United States during peak usage times. Cisco's solution gives us peace of mind that we are acting proactively to prevent network downtime." Pradeep Joshi, IT Network Operations Manager, iYogi iYogi, Inc.

Results

iYogi is successfully moving from a time-consuming, error-prone manual inventory process, which caused them to react in resolving issues, to a proactive maintenance process using Smart Net Total Care, which provides full network visibility and positions its IT operations group to avoid problems before they occur. This move is providing several major benefits to iYogi:

1. Savings in time and related expense through elimination of the previous manual inventory process
2. Full visibility into the network installed base, which helps quickly qualify service entitlement and speeds interactions with the Cisco TAC
3. Improved response from the Cisco TAC through rapid identification of device details and related service coverage
4. Avoidance of device incidents, helping ensure network stability and reducing downtime risks
5. Timely access to a complete, up-to-date, and accurate central repository of inventory information, which permits the IT organization to work more effectively around the clock, and around the world
6. PSIRT alerts, which help maintain PCI and security compliance

And, just as importantly, all these Cisco smart services benefits should easily scale, as iYogi expands its customer coverage into the future and around the world.

"The Smart Net Total Care web portal provides us with a single source of truth on the status of our network inventory. Because we operate multiple network operations' shifts 24/7 every day of the year, this ensures that each shift has the most current and complete device information available, rather than referring to manual reports that may be out of date or incorrect. This contributes to a more stable network operating environment than before we implemented the Cisco solution," Joshi explained.

Next Steps

Looking ahead, End of Life (EoL), End of Service (EoS), and security alerts (PSIRTS) will become of more interest to the iYogi IT. PSIRTS are especially useful in helping manage security compliance requirements, while EoL and EoS notifications will help iYogi precisely target devices that require change management.

Currently, the Cisco team is providing the alerts with these reports. The long-term goal is to have all alerts automatically routed to iYogi's internal Risk Management and Information Security group for prompt handling, giving the group the ability to quickly look at network vulnerabilities and make change requests when and where required.

For More Information

To find out more Cisco Smart Net Total Care, go to: www.cisco.com/go/total.