# Smart Foundation Service

### Increase Uptime and Protect Your Network Investment

Managing a retail business today has its share of challenges. To differentiate yourself, you've got to offer excellent products, superior customer service, and an outstanding shopping experience that keeps customers coming back for more.

To succeed in those goals, your IT infrastructure has to deliver as well. Your employees need systems that are reliable and that work as hard as they do. And management requires assurance that the company will realize a return on its networking investments.

### Services for Retail Businesses and Branch Environments

No matter what the size of your business, you are dependent on your network applications. You can't afford the lost productivity or profitability that can come from a network outage, but neither can you afford to commit to a service program that doesn't answer to your particular business needs.

That's why Cisco® has developed the Smart Foundation Service. It's ideal for retailers with

· Branches managed by a data center

· Smaller data networks comprised of routers, switches, wireless, and VPN/security

· Limited IT staff who are responsible for network design, deployment, and maintenance



The Cisco Smart Foundation Service is specifically designed for small and medium-sized businesses (SMB). It provides the easy, cost-effective network support your business needs to ensure operational reliability while containing costs and protecting your investment in Cisco networking solutions.

## Fundamental Protection that Fits

The Smart Foundation Service provides essential elements of support, including

· Clear, non-technical tools and resources

· Step-by-step guidance from Cisco SMB Technical Assistance Center (TAC) engineers who are trained to support customers with branch environments

· Next-business-day hardware replacement

· Operating system software updates for bug fixes

Smart Foundation Service customers have 24/7/365 access to the Cisco Technical Assistance Center (TAC). Whether you prefer contact by email, telephone, or through Web-based collaboration, the service is both convenient and efficient. Global, multi-language support is available in English, Spanish, Portuguese, French, Italian, German, Chinese, and Japanese.

## Cisco Smart Foundation Service

| Advance Hardware Replacement | Cisco Technical Assistance Center Hotline | Cisco Knowledge Base and Tools | Operating System Software | Eligible Devices |
|---|---|---|---|---|
| 8 x 5 x next business day | 8 a.m. to 5 p.m. access to SMB TAC engineers (access levels vary by region) | Full access through Cisco Smart Foundation portal | Updates for bug fixes | Select SMB-class data products |

## Affordable Business Continuity

The damages of network downtime can reach throughout your entire business. In the store, sales can be lost and employee productivity can suffer. Your relationships with suppliers and business partners can be jeopardized. And downtime can result in impaired financial performance from missed discounts and interrupted cash flow.

Warranties offer limited protection, and are usually in effect only within a short window following purchase. When defective hardware must be replaced, you may have to wait many days for shipment. Plus, warranties don't provide expert technical support, online tools and resources, or software updates.

With all of these risks, investing in a support program can pay off. The annual fee for Cisco Smart Foundation Service can be lower than the cost of even a single uncovered service call. Your IT staff gets the support they need from Cisco's award-winning service organization, which allows them to stay focused on their primary responsibilities. And you are assured of operational stability and a program that fits your budget requirements.
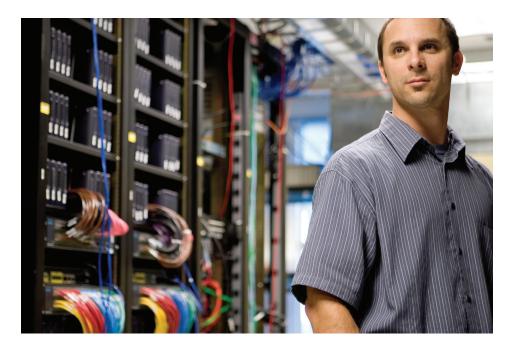
J.D. Power and Associates selected Cisco as the first global networking company to receive its award for technology service and support excellence in 2006*, recognizing Cisco's and our partners' commitment to customer satisfaction.

* J.D. Power and Associates Certified Technology and Service Support Program,[SM] developed in conjunction with the Service and Support Professionals Association (SSPA); for more information, visit www.jdpower.com or www.thesspa.com.

## Why Cisco?

Whether you have two stores across town or 2,000 around the globe, Cisco has the solutions, experience, and expertise to help improve your effectiveness and operational capacity.

- **Increase efficiency.** Cisco offers an exceptional range of data, voice, and mobility products to help your retail business to achieve long-term IT efficiencies, while providing the tools for business innovation.

- **Lower total cost of ownership (TCO).** Cisco can help your business reduce capital expenses through higher utilization of data servers and storage, simplifying and automating administrative tasks, and lowering operational costs.

- **Increase agility.** With a flexible Cisco network architecture, IT staff can more quickly respond to changing business demands, streamline operational procedures, and improve resource management.

- **Benefit from best practices worldwide.** Applying principles and guidelines derived from real-world deployments with a variety of leading retailers, Cisco provides award-winning, comprehensive services tailored to your retail requirements.

## Contract Benefits

Multi-year contracts for the Smart Foundation Service make critical support even more cost effective. These options offer lower total support costs, a stable rate over the course of your contract, and the ability to match your service contract to lease terms. Plus, you may be eligible for additional discounts that can lower your contract rate substantially.

## Learn More About Cisco Smart Foundation Service

For more information, contact your local Cisco account representative today. We can answer your questions and explore how Cisco Smart Foundation Service can help ensure the network reliability you need to maintain the competitive advantages of your retail business.

| Americas Headquarters | Asia Pacific Headquarters | Europe Headquarters |
|---|---|---|
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