

New Program Redefines Your Cisco Relationship

The Next-Generation Customer Relationships program offers select customers an opportunity to collaborate with Cisco® to help us provide you with more comprehensive business value.

Meeting Your Next-Generation Business Needs

Your network is already critical to your business. As your business practices evolve, your network will become an increasingly important foundation for new business processes such as collaboration, virtualization, customer intimacy, and Green IT. Cisco realizes that new demands on your business require us to provide more customized and comprehensive business value than ever before. We are defining a new approach to customer relationships rooted in feedback that we have received from our most important customers: Cisco needs to change.

This is not an effort to sell you more products or services. Instead, we need to become a better partner for your overall enterprise by offering you more adaptable technology and customized services that directly address your critical business concerns. To move from a preferred vendor role to a strategic business partner role, we need to develop a deeper understanding of your business and use that knowledge to fundamentally rethink our product and service strategies as well as our business practices.

This is our challenge as we develop a next-generation customer relationship model, and we need your help. We have always placed a premium on listening to our customers, and we want to define our new relationship model based on a collaborative approach. You may have heard Cisco employees refer internally to this model as “Cisco 3.0”. This model is now an official Cisco program, and it is called Next-Generation Customer Relationships.

A Collaborative Relationship Model

Cisco is inviting a select group of clients to work with us over the course of a year. We will examine concerns and strategies in quality, technology, architecture, services, globalization, and environmental responsibility. The discussions will be comprehensive, relevant to your specific business functions, and highly interactive. Together, we will develop a next generation relationship model that will help you meet your business objectives faster, more completely, and with less risk. We invite you to be one of the first clients to receive the benefits of this personalized, collaborative relationship by working with us to define it.

How You Will Benefit

The Next-Generation Customer Relationships program will give Cisco invaluable feedback, and we hope that you will benefit from the resulting improvements in our products, services, and business processes. We also recognize that we will be asking you for a significant commitment, so, we designed this program to give you direct and immediate benefits, including:

- **Better integration of business and technology architectures:** Your IT teams will work closely with Cisco industry consultants and experts in multiple disciplines to adapt your IT architecture to your specific business objectives.

- **Opportunities to define new best practices in network-centric business processes:** You will be at the forefront of industry as you help us pioneer best practices in areas such as network operations and application profiling. For example, you will have the opportunity to benchmark your key IT practices against those of other customers, both within and outside your industry, and use the results to realize greater business impact from your IT and communications investments.
- **Prioritized access to Cisco and industry experts:** You will have the opportunity to share your expertise and experience with peers and industry thought leaders and gain the benefits of their experience through real-time and online forums on the topics that provide value to you.
- **More in-depth, personalized engagements with Cisco leaders:** Web 2.0 tools such as WebEx and TelePresence will make our leadership team more accessible and our interactions more productive and effective. To facilitate these engagements, Cisco will supply and install up to two Cisco TelePresence units at jointly-agreed locations, at no cost to you.

What We Ask of You

We are investing resources company-wide into this program because we believe that shaping the next generation of customer relationships is critical to our joint success. We are offering this program to only a select group of clients who understand the potential business impact of the network as a platform for implementing new business processes and optimizing existing ones.

For this program to be successful for both of us, we will ask you to make some resource commitments:

- Invest executive time with Cisco leaders to help us comprehensively understand your business and your technical goals and objectives.
- Invest executive time with Cisco functional leaders to provide input on numerous aspects of Cisco operations.
- Invest the time of your technical staff to collaborate with our architects and business development teams.
- Participate in semi-annual executive business reviews of your business and technology experience and give Cisco detailed feedback and direction.
- Assign an executive sponsor to facilitate the right connections between our companies.

Program Components

Input from numerous advisory board meetings and executive interviews inspired us to create a multifaceted program with new levels of executive engagement that include strategy, planning, architecture, products, deployment, operations, services, and business practices. The program will provide a framework under which we can collaborate to create joint business, service, and technology objectives based on your business requirements. We will define our success using formal tracking and business and technology reviews of your results, and we will work with you to adapt the components discussed in the following sections to your specific needs.

Enhancing the Cisco Engagement Model

This component will streamline our engagement process to give you a single set of expectations and more efficient interaction as you work with Cisco throughout the world. For example, one of our goals is to adapt our service offerings to better meet your specific business requirements and

provide consistent global contracts, finance and delivery terms, and approval processes. We will provide you with an IT architect qualified to discuss how the many aspects of your business relate to your network, such as applications, communications, and your call center. Our experts will work to understand your desired business goals and your priorities, and how those topics map to your current IT structure and IT priorities. That process will give us the information we need to determine where we can offer new or improved products and services, where Cisco partners can help, and how we can facilitate better outcomes.

We will monitor the improvements in our engagement model by providing you with multiple executive sponsors with a global scope, facilitated through face-to-face Cisco TelePresence meetings. Your sponsors will invest the time to understand your business and make sure that your concerns are handled by the appropriate person or team. Our executive sponsors' compensation will be tied to your scorecard.

Improving Network Availability

This component will focus on understanding different ways of improving network availability, including architectures, configurations, and best practices. We will examine operational topics such as outsourcing, Cisco's role in remote operations, and how to best change a variety of operations practices to correct existing problems and prevent new ones from occurring. We will incorporate your input on how to change our system testing and release management using enhanced customer-aligned labs that more closely mirror your environment.

You will be able to monitor your results with semi-annual business and technology reviews that are offered only to program participants. These reviews will provide a performance scorecard that tracks all aspects of your business relationship with Cisco and explores new ways to benchmark key network performance metrics, so you can compare your performance to others' performance in a standardized way.

Influencing Cisco Product and Technology Strategy

Here, you will move beyond participation in technology and service boards to direct interaction with senior Cisco technology executives that emphasizes a two-way exchange of ideas. You will provide input into requirements and strategy for current and future product lines and technology investment, and gain early exposure to the latest Cisco enhancements and innovations directly from the leaders responsible for developing them.

We will get your input on new technology partners for Cisco who can help us meet your specific business needs, and you will influence future Cisco acquisitions by offering suggestions based on current gaps in technology and services that limit your success today.

Facilitating New Relationships

This component is about connecting resources through innovative forums to support your business initiatives. We might connect CIOs from different companies with a shared experience together with someone from Cisco, or with a vendor or an industry expert. We will adopt the best approach for each situation: online communities, TelePresence roundtables, small group meetings, or onsite executive briefings to exchange ideas with your peers, Cisco leaders, experts, and industry leaders on topics that you define because they are relevant to you. These discussions will give you new perspectives, and give us the background we need to develop the products and services that best suit your needs.

We find that helping customers use new solutions can involve changing the way people think about the technology. Process change, cultural change, and behavioral change can all play a part in the success of a technology investment. You will work directly with internal Cisco IT leaders and change agents who will share insights into the “soft” side of technology deployments: the people and behavioral aspects that are often the keys to success. We will even help you promote your new IT solutions within your company.

Taking the Next Step

As the network evolves to play a more critical and a more central role in your business, you will need expanded capabilities from us to support that role. Cisco is committed to moving beyond improvements in products, services, and ease of doing business to a new level of personalized communication and collaboration with you. We want to become a more strategic partner by helping you use IT technology and services to meet the needs and aspirations of your business and to accelerate your success.

For more information, please contact your Cisco client executive to talk about how we can customize this program to your business needs and provide the best possible value to your company. We firmly believe that a collaborative approach to redefining our customer relationships will help increase our collective success, and we welcome the opportunity to offer you more value.



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