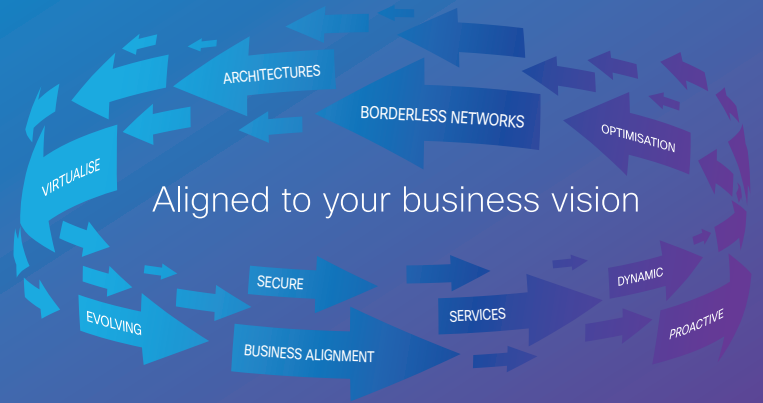


Cisco Transformative Networking enabled by IBLM

Cisco Discovery Service



Cisco® and its partners are building new capabilities to transform their customers' businesses and to position them for future growth.

Cisco Discovery Service is a key component of our Cisco Transformative Networking engagement process and plays an important role in the Discovery phase driving business and technology alignment supporting the continued evolution of customers' businesses.

A '360° Network Assessment' is about using a formal tool to scan a network and identify all the working network elements.

Discovery tool uncovers potential network risks and performance issues; identifies architectural and Services opportunities and is a critical starting point to understand network readiness to build the Borderless Network solution.

What Are the Customer Benefits?

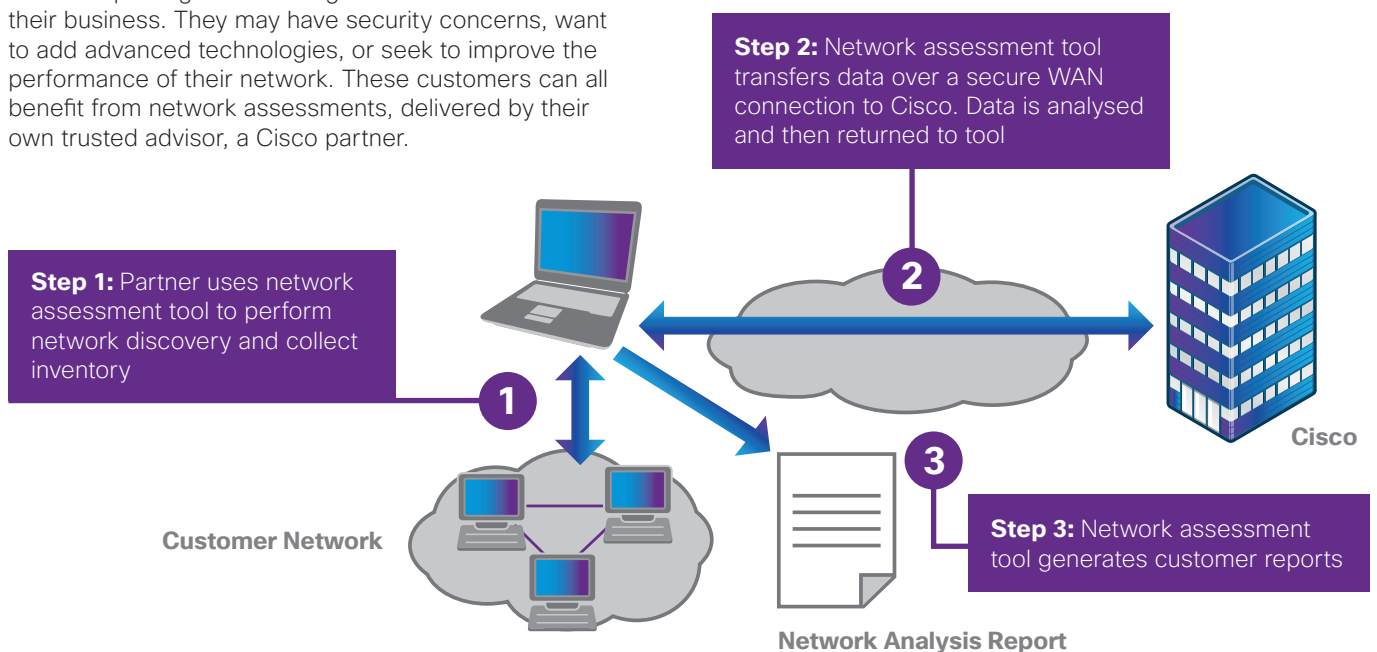
Many organisations lack resources to maintain important information about their network, support decentralised IT resources, or operate in multiple remote locations where network changes occur but are not tracked.

Customers are constantly looking at how their networks are underpinning and enabling the future success of their business. They may have security concerns, want to add advanced technologies, or seek to improve the performance of their network. These customers can all benefit from network assessments, delivered by their own trusted advisor, a Cisco partner.

- Provides current state of their network and where to start towards becoming a borderless organisation with modern architectures supporting and enabling business delivery
- Cost optimisation: demonstrates how lifecycle management practices can optimise OpEx for savings reinvestment in a Borderless Network
- Uncovers potential network risks and performance issues in a one-time snap-shot view.

How Does Cisco Discovery Service Work?

The first step in the process is using a Cisco Discovery Services-enabled network assessment tool such as Netformx DesignXpert or NeteXpose DNA tool to collect detailed information about a customer's network infrastructure. Next, the network assessment tool uses the embedded Cisco Discovery Services engine to transfer the information via secure WAN to Cisco, where it is analysed. The resulting data is then transferred securely back to the network assessment tool. Finally, the tool generates a network analysis report that provides detailed information about all Cisco equipment on a given network. This report can be used by partners to make well-informed recommendations about network migrations, service offerings, and support contract changes that bring their customers' network up to speed with today's advanced technologies.



What Are the Partner Benefits?

Immediate opportunity for:

Revenue Capture: Cisco estimates as much as \$20 billion in Cisco routing and switching equipment worldwide is more than five years old and \$9 billion of that have reached its end-of-life date.

Partner Relevance: Network assessments enable partners to set themselves apart from their competition by positioning them as trusted advisors who can:

- Recommend more efficient solutions
- Speak with more credibility on Cisco architectures and advanced technologies
- Align technology evolution to business priorities and evolution

- Create a unique Architecture Roadmap.
- Network assessments also enable partners to capture short-term opportunity as they uncover new cross-sell and up-sell opportunities.

Here are a few of the revenue opportunities that network assessments enabled by Cisco Discovery Services help partners uncover:

- Design opportunities for Cisco Architectures and advanced technologies
- Phased migration paths from old hardware
- Software consolidation and upgrade options
- Partner support and services

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Open up more strategic customer conversations and increase deal sizes

