Collaborative Remote Management Services for Unified Communications Customer-Facing Collateral Boilerplates

How to Use This Document

This document contains boilerplate blocks of copy to assist qualified partners in building customer-facing marketing materials about Collaborative Remote Management Services. This boilerplate copy, recommended naming structure, and the Cisco Services logo may be used only by qualified Cisco partners that have met the requirements to participate in the Cisco Collaborative Services Program.

This document follows the general structure of an overview of a Collaborative Remote Management Services offering. It begins with suggested text for introductory/context-setting paragraphs and proceeds through a description of the Collaborative Remote Management Services and the specific component services that may be provided, as well as the benefits of these services.

Suggested and Mandatory Copy

Most of this copy is intended as general guidance for describing the value of the services and the benefits customers receive through this collaboration. However, when defining the Cisco contribution and its component services to the overall service the partner is delivering, all customer-facing communications must include the specific language in this document. Mandatory copy points are indicated.

The Cisco Lifecycle Services Approach

The unique Cisco Lifecycle approach to services defines the requisite activities at each phase of the network lifecycle to help ensure service excellence. With a collaborative delivery methodology that joins the forces of Cisco, our skilled network of partners, and our customers, we achieve the best results.
In this document, we have used placeholder names to indicate where the partner will need to insert applicable customer-facing names:

- [XYZ Partner] is used as placeholder for the partner’s company name.
- [XYZ Partner Service] is used as placeholder for the end service that is offered to the customer by the partner. The following section provides options to the partner on service naming.

### Service Name Guidelines

#### Option 1
Cisco recommends that partners combine their brand name with the prescribed Cisco collaborative service name and also include the text endorsement “together with Cisco Services.”

<table>
<thead>
<tr>
<th>Collaborative Service Description</th>
<th>Recommended Service Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cisco Remote Management Service</td>
<td>[XYZ Partner] Remote Management Service together with Cisco Services</td>
</tr>
</tbody>
</table>

This proposed service naming structure is not mandatory. However, these names use the same construction as the service names Cisco uses in its own customer-facing communications. As a result, these names will sound familiar to many customers and will reinforce the close link between the partner and Cisco. Additionally, partners that follow this naming scheme will realize greater benefit from Cisco marketing and awareness-building efforts for Collaborative Services.

#### Option 2
If the partner chooses not to adopt the service naming structure just described, the service name must be followed by the text “together with Cisco Services” on first reference to the service in the body copy of a customer-facing marketing document. For example, the first reference to [XYZ Partner]’s service offering would read “[XYZ Partner Service] together with Cisco Services.”

For more information about Collaborative Remote Management Services or about the guidelines for communications materials for these services, visit [www.cisco.com/go/partner/collaborative](http://www.cisco.com/go/partner/collaborative).

### Collaborative Remote Management Services Collateral Boilerplates

#### Generic Context Setting/Introduction [Suggested Copy]

In today’s global business environment, companies rely on network-based applications and communications tools more than ever before. As you adopt state-of-the-art technologies for your communications, security, and other advanced applications, your business network can become increasingly complex – and increasingly vulnerable to outages that can reduce productivity and profitability. More than ever, you need to keep your essential systems and applications protected and functioning optimally.

You already might recognize the value of working with a local Cisco partner who has an intimate understanding of your network and of your unique requirements. At the same time, when your company relies on sophisticated technology solutions, you want to feel confident that, if an issue arises, you can receive fast assistance from engineers with in-depth expertise in Cisco technologies and direct access to proprietary Cisco support resources.

When selecting a service partner for your essential business applications, should you choose a local partner who is familiar with your company and your needs or one with exhaustive networking expertise in the Cisco solutions you use? Now you can have the best of both worlds with a new type of service experience that integrates the people, processes, relationships, and technical knowledge
of both [XYZ Partner] and Cisco.

**Cisco Contribution to Overall Service [Mandatory Copy]**

[XYZ Partner Service] together with Cisco Services is a collaboration between Cisco and [XYZ Partner]. This collaboration combines [XYZ Partner]’s local resources and detailed understanding of your business with Cisco infrastructure, best practices, and intellectual property. It all adds up to a consistently excellent service experience.

[XYZ Partner Service] integrates [XYZ Partner]’s intimate familiarity with your network with the latest proprietary information from Cisco about how to support Cisco advanced technologies and quickly resolve issues. For example, when a new Cisco product feature or software version is released, other managed services providers must develop a knowledge base to support the new features from the beginning. With [XYZ Partner Service], [XYZ Partner] can draw on all Cisco internal management, troubleshooting, and remediation knowledge immediately – and let customers begin gaining the benefits of new features much more quickly.

[XYZ Partner] also has received extensive training and met rigorous Cisco certification requirements.

**Cisco Service Contribution Statements [Suggested]**

**Collaborative Remote Management Service**

Cisco Unified Communications solutions can dramatically improve employee connectedness and productivity, while reducing the operational costs associated with traditional telephone systems. However, unlike conventional private branch exchange (PBX) telephony systems, Cisco Unified Communications solutions are designed to operate as part of a single, converged network infrastructure. That means that your network managers must have a comprehensive understanding of converged network environments and the tools and expertise to proactively identify potential problems and quickly restore service in the event of an outage. Unfortunately, for many businesses, developing this level of tools and expertise in house can be a daunting task.

**Cisco Service Contribution Statements [Mandatory]**

The [XYZ Partner Service] provides expert remote monitoring of Cisco Unified Communications solutions, delivered through a collaboration between Cisco and [XYZ Partner]. The service combines [XYZ Partner]’s local resources and detailed understanding of your business with Cisco Unified Communications expertise and best practices, proprietary tools, and proactive problem remediation resources. This world-class managed service offering combines the knowledge and skills of both [XYZ Partner] and Cisco to deliver the best of both worlds, helping you to improve network availability, avoid unplanned outages, and restore service as quickly as possible if problems arise.

The [XYZ Partner Service] includes proactive remote monitoring and management software for your converged Cisco Unified Communications network. This software incorporates Cisco best-in-class Element Management System (EMS) tools and proven network configurations, based on Cisco best practices for converged networks. It proactively responds to potential issues using the network indicators and thresholds employed by the Cisco managed services organization.

Through the [XYZ Partner Service], [XYZ Partner] also has a management platform integrated with Cisco proprietary intellectual property and remediation procedures for effectively managing Cisco Unified Communications networks. This expansive base of knowledge and resources was developed and codified by the Cisco Remote Operations Service practice and is continuously
refreshed by expert Cisco converged networking engineers.

Benefits Statements [Suggested Copy]
The [XYZ Partner Service] combines the best aspects of Cisco Unified Communications monitoring and management from both [XYZ Partner] and Cisco. By integrating the local expertise and capabilities of [XYZ Partner] with best-in-class Cisco EMS components and proprietary resources for proactively managing converged network environments, [XYZ Partner] can help you maintain a more reliable, higher-performing Cisco Unified Communications solution.

The [XYZ Partner Service] helps you to:

- **Increase network availability** through [XYZ Partner]'s management platform, integrated with best-in-class Cisco tools for proactively monitoring your converged network
- **Enhance operational efficiency** through the use of proven best practices for monitoring and managing Cisco Unified Communications solutions
- **More rapidly restore service in the event of an outage** through [XYZ Partner]'s management platform which includes proprietary Cisco knowledge and problem remediation resources
- **Increase the effectiveness and value of your network investment** by receiving remote monitoring and management services from a partner who is optimally equipped to support your Cisco converged network and has attained Cisco Master Specialization in Advanced Unified Communications status or is a certified Managed Service Channel Program partner
- **Reduce costs** by providing expert monitoring and management of your converged network and Cisco Unified Communications solutions through [XYZ Partner], eliminating the need for you to invest in the tools, resources, training, and personnel necessary to provide these services in house

Summary Statement [Suggested Copy]
Advanced technology solutions such as Cisco Unified Communications and security can improve your business efficiency and productivity, but only if they are continuously protected and functioning optimally. When considering service for these technologies, you can now have the best of both worlds: a local Cisco partner with intimate familiarity with your network and business, equipped with a management platform which includes Cisco intellectual property and tools.

[XYZ Partner Service] combines [XYZ Partner]'s unique capabilities and in-depth understanding of your business with Cisco proprietary tools, resources, training, and best practices. Ultimately, you can gain a much more consistently excellent service experience and realize the full business value of your Cisco solutions.

For More Information [Suggested Copy]
For more information about [XYZ Partner Service], contact [XYZ Partner].