




Building the Infrastructure for The Future

Quality Week Europe 2002
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Session Number
Presentation_ID

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Key Messages



- **Quality SW on “Infrastructure of the Future”**
- **SW Quality Programmes at Cisco – dealing with “Complexity”**
- **New technologies do change “how we do things around here”**
- **SW Quality and Postsales Support – the Importance of Partners**

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Quality SW on “Infrastructure of the Future”

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“Our Software assumes a Perfect network...”

A Senior Executive of a World-class SW Company

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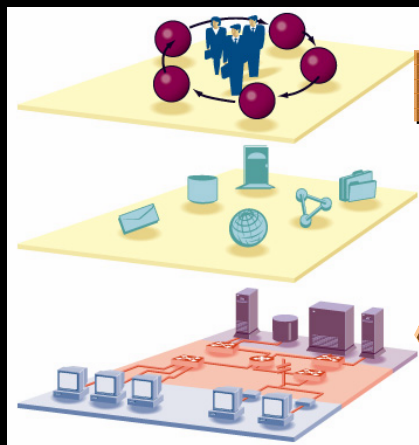
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Linking Business Applications to Infrastructure

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- Business initiatives
- Application portfolio
- Network infrastructure



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Applications do run through “The Cloud”

Applications Coverage Span

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Quality SW on the Infrastructure of the Future

- **Key Elements to consider:**
 - **Networks are Business Critical**
 - **Network availability > 0.99999 – does not come for free!**
 - **Virtual Private Networks (VPN)**
 - **Storage Area Networks (SAN)**
 - **Quality of Service (QoS) – Application-sensitive SW**

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SW Quality Programmes at Cisco – Dealing with “complexity”

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Service Provider

Spans all Markets

Global implementation

Backward compatibility

Enterprise

• Multiple platforms

• “Feature Labyrinth”

Small-Medium Biz

BOUCHERIE

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Assess where you are

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“If you don’t know where you are, a map won’t help.”

Watts Humphrey

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Customer Focus

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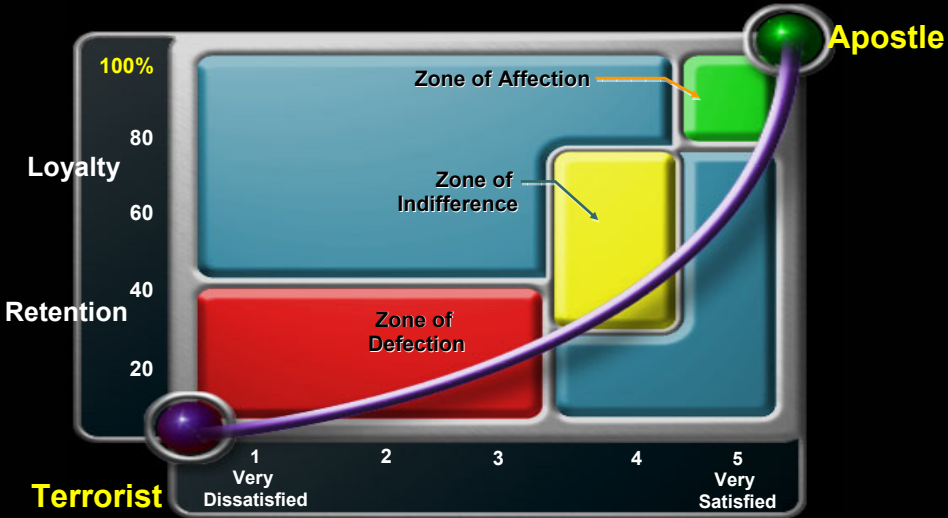
“We’re fanatical about staying close to the customer. The top priority of Cisco is helping our customers succeed.”



**John Chambers
President
Cisco Systems**

Focus on Customer Satisfaction

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Source: Harvard Business Review (March–April '94)

Customers Provide Quantitative and Qualitative Feedback

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Verbatim Report - Netscape

Location: http://walk.erweb.cisco.com/reporting/report.cfm?rep_spec_id=56420

Internet Reporting

Verbatim Report

Job: 2001 Survey Data

Generated: Your date/time is Thursday, May 10, 2001 15:42:20

Favorite Report: support-comm-parts

Favorite Report Owner: sounning@cisco.com

Filter: Parts filter

Filter Owner: [Bassist@usa]

Search: No Search

Search Owner: system

Welcome Steve!

Records 1 through 59 of 59. 59 per page

Sample Info

Q02 Overall satisfaction with Cisco's products, services, support, and field sales.

Q34 Satisfaction with Post Sales Technical Support.

Q35_1 One message to send to Cisco's top management on Post-Sales Support?

Email Address	Q02	Q34	Q35_1
	Very Satisfied	Very Satisfied	I have really appreciated the TAC and the support that they've given me. I've called in several times, and I had problems on only 1 case. We've also received our replacement parts quickly and with very little headache.
	Satisfied	Satisfied	I personally have had problems more than once getting replacement parts delivered due to what seems to be conflicting information on our contract.
	Very Satisfied	Dissatisfied	Long lead times on replacement parts.
	Very Satisfied	Very Satisfied	All the support I have received so far has been via the phone. That has been great. I can not yet comment on the spare parts delivery or on-site engineers.
	Satisfied	Satisfied	Received defective parts as replacement parts on multiple occasions
	Very Satisfied	Very Satisfied	The only issue I have is the availability of spare parts. They are not always available. I do not have the budget to keep all spare parts at my company so I depend on Cisco to maintain that for me, and it has bitten me a couple of times when Cisco did not have the parts in stock
	Satisfied	Very Satisfied	Please improve your spare parts delivery process. It is currently lacking in on-time

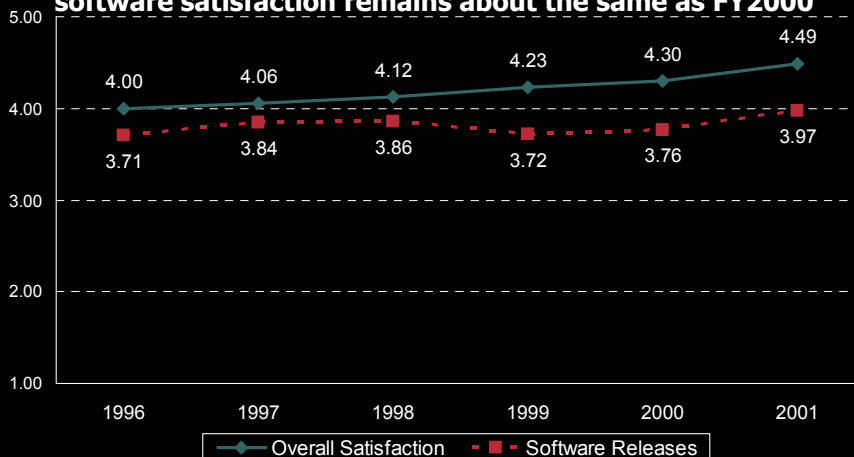
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Customer Satisfaction

Overall Satisfaction and Software Releases

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Customer satisfaction with software releases has improved in FY 2001 but the gap between overall customer satisfaction and software satisfaction remains about the same as FY2000



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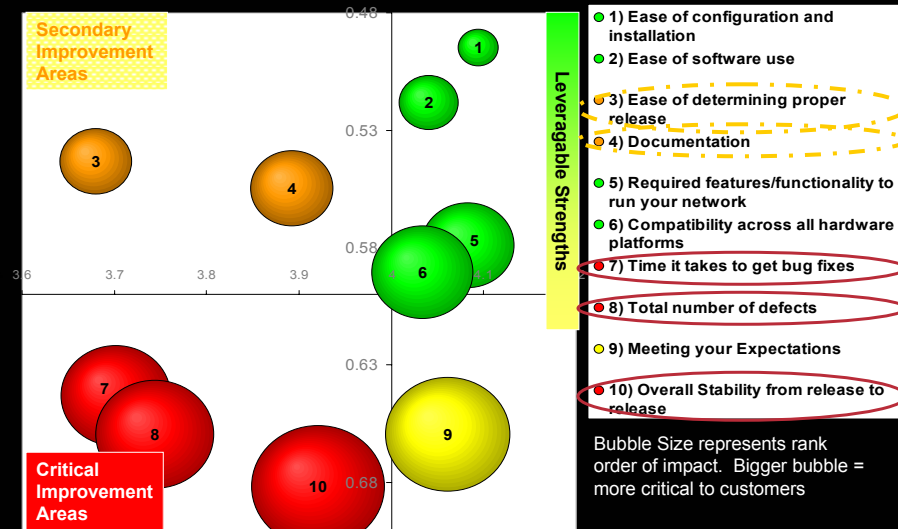
From FY2001 Customer Satisfaction Survey

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Software Quality - Customer Satisfaction Drivers

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From FY2001 SW Quality Follow Up Survey

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Customers Satisfaction Cisco must . . .

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- Provide fixes that work and **don't cause more damage**
- Demonstrate that overall product **quality is improving**
- Resolve IOS problems **quickly**
- Provide feature **consistency** across platforms
- Help **customers** understand 'what' features are available 'where'
- Deliver working features and fixes when **promised**

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What's Different About Quality Improvement @ Internet Speed?

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- **Customer Satisfaction** focus
- **Product** Quality-driven
 - Process is a means, not an end
- Rapid, **Incremental** Improvement
 - Results every step of the way
- **Multi-Threaded**, Non-Monolithic Deployment
- Virtual War Room
 - Accessible, **visible accountability**, not just for managers, that empowers individual contributors
- Sell, Sell, Sell
 - Not an ivory tower approach
 - Change agents are **passionate and engaged** with clients

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E-learning: Changing the Way we Learn

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- **Gain:**
 - Speed
 - Reach
 - Accuracy

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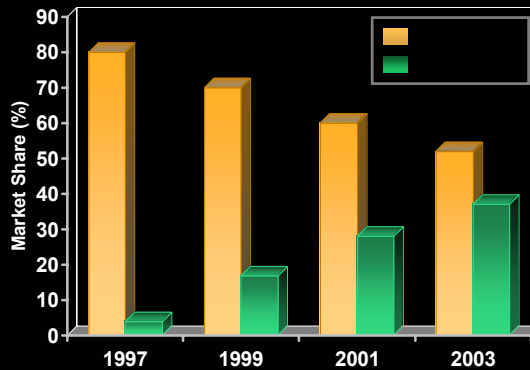
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E-Learning: US Statistics

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- **Instructor led training**
3% CAGR* = 51% share
- **E-Learning**
64% CAGR* = 37% share



CAGR = calculated annual growth rate

Source: International Data Corporation, 1999

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The 4 R's to E-Learning Benefits

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- **Reduce:**
 - The cost of delivering a learning experience
- **Reach:**
 - The intended audience efficiently
- **Retain:**
 - The greatest amount of knowledge
- **Results:**
 - That directly impact the business

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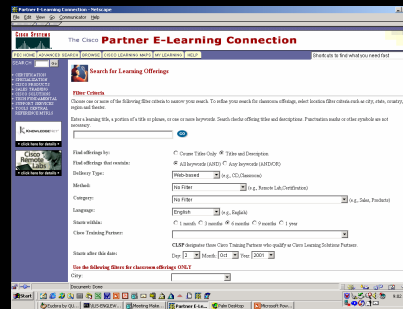
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Partner E-Learning Connection (PEC)

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- **616** Web Based offerings available (223 courses)
- **2500** hours of web content
- **222** Remote e-Labs
- **52** Learning Maps
- **11** Simulation Modules
- **28** Assessments
- **5834** courses of all types including Instructor Led, CD and web based

Details subject to change



Delivering through Partners...

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“If you don’t know where you’re going, you could wind up someplace else.”

Yogi Berra

SW Quality and Postsales Support – the Importance of Partners

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- **Measuring Customer Satisfaction has delivered some surprising results!**
- **Measuring Partner Performance versus Cisco Internal Performance has delivered some surprising results!**

From the Executive Summary of the Customer Satisfaction survey...

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- **Customers with a partner relationship are generally more satisfied than those serviced directly by Cisco. This is reflected in their ratings of Overall Satisfaction, as well as in Cisco Products, Software Releases, and Post Sales Technical Support.**

(Cisco Executive Summary - Finding Number 4 – June 2001)

From Recent Internal Cisco Analysis...

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- **Partner support is more effective (usually invisible) than generally realized within Cisco**
- **Over 75% of Cisco Support is delivered by partners while the Cisco Technical Assistance Centre is de facto an Escalation Centre**
- **End User's perception of Cisco support is predominantly determined by partner support, not Cisco.**

Source: Cisco Technical Assistance Centre WW programme office

From Recent Internal Cisco Analysis...

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- **Cisco Gold Partner's Quality Performance equal to Cisco Direct Delivery**
 - **On all metrics we tested...**
- **Partner responsiveness rated better...**

Key Take-Away's

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- **Quality SW in the future to be “Network-Aware”**
- **Cisco IOS – A major effort to deliver World-class quality Software @Internet Speed**
- **E-Learning – adopting fast**
- **Partners are Equal or Better to Support SW across the Globe**

Q&A

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“It is better to have a bad plan than to have no plan at all.”

Charles de Gaulle

Questions ?

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Discover all
that's possible
on the Internet

wwwin.cisco.com/ios/quality

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