

The AI Advantage: Redefining Services



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**In a world where technology cycles are faster
than ever, customer experiences must evolve**

Dynamic demands require a new CX



Resiliency

Proactive issue
avoidance



Simplicity

Real-time,
hyper-personalization



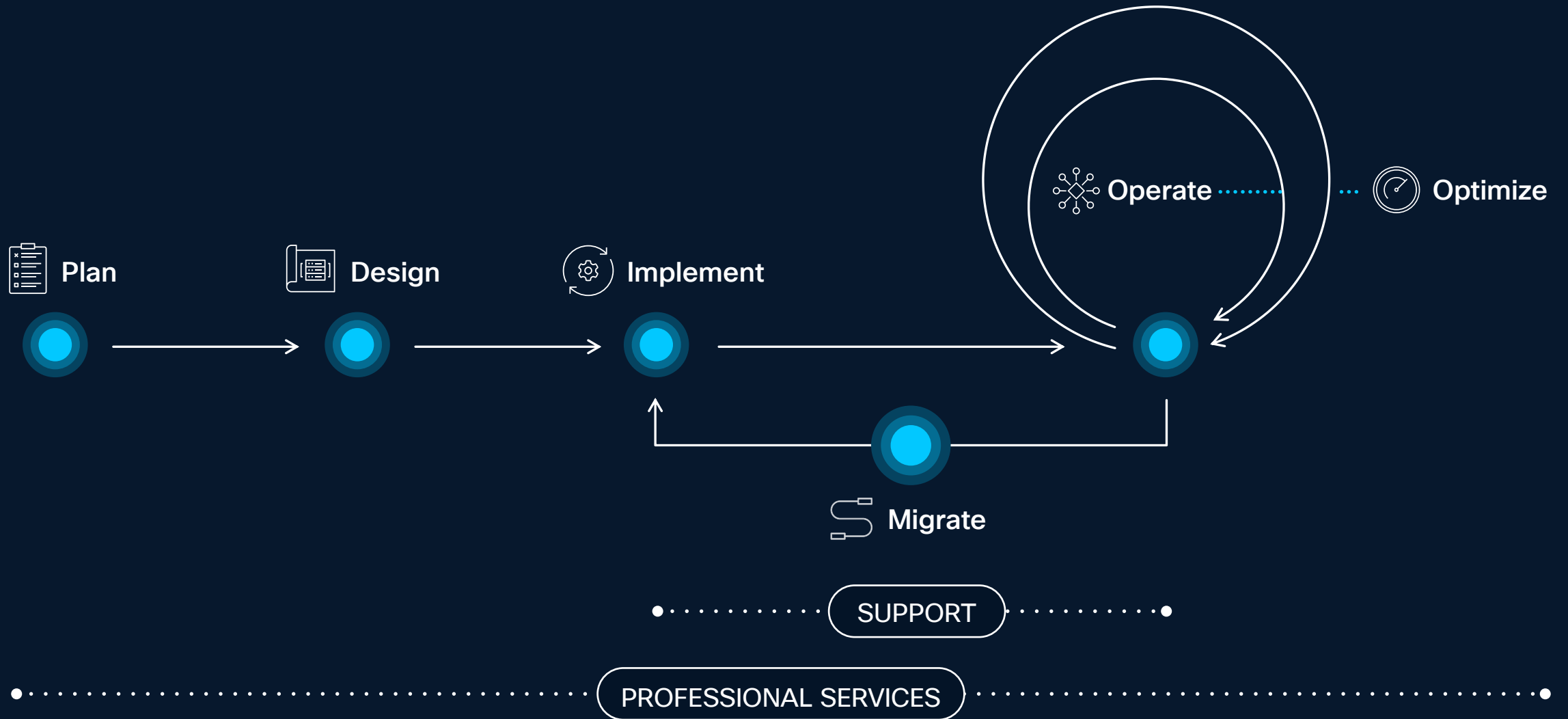
Time to value

Faster time
to value

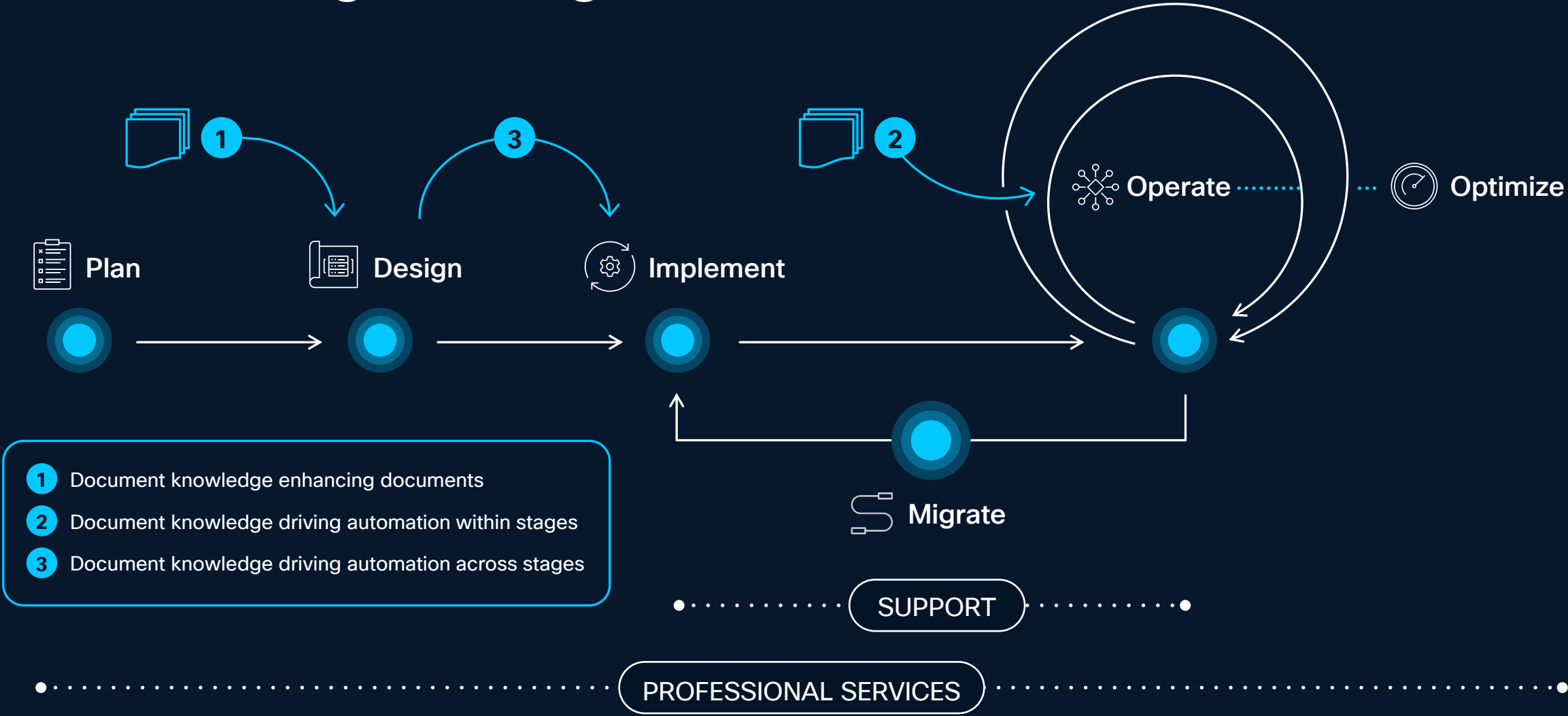
**Transforming the fundamental
nature of services**

Personalized, proactive, and predictive at scale – powered by agentic AI and human expertise

Infrastructure lifecycle



Infrastructure lifecycle w/ document intelligence and knowledge management



**Transformative,
AI-powered support**



Cisco's support services

Moving **beyond** break-fix, enabling customers to build digital resiliency



Personalized

Unlock hyper-personalized view across customers' entire Cisco environment, insights and tailored recommendations.

Proactive

Proactively show customers opportunities to improve their environment and minimize risk.

Predictive

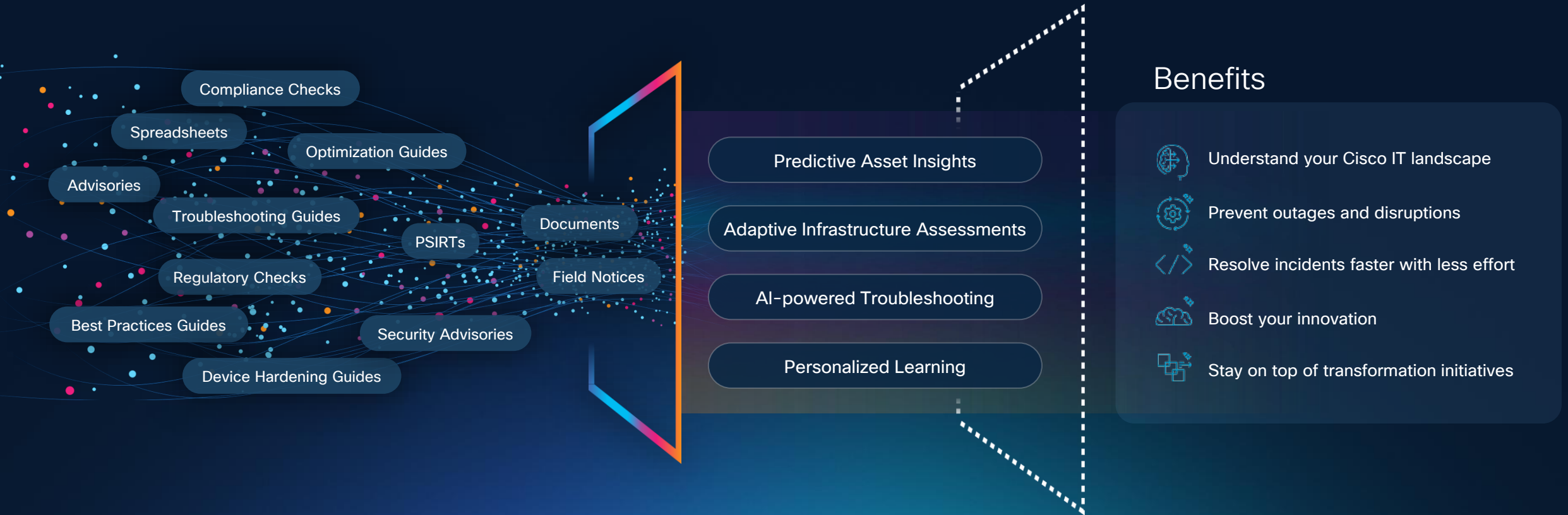
Anticipate, act and prevent events and faults, optimize performance, and enable smarter decision-making.

Support services needs



... and more

Introducing Cisco IQ

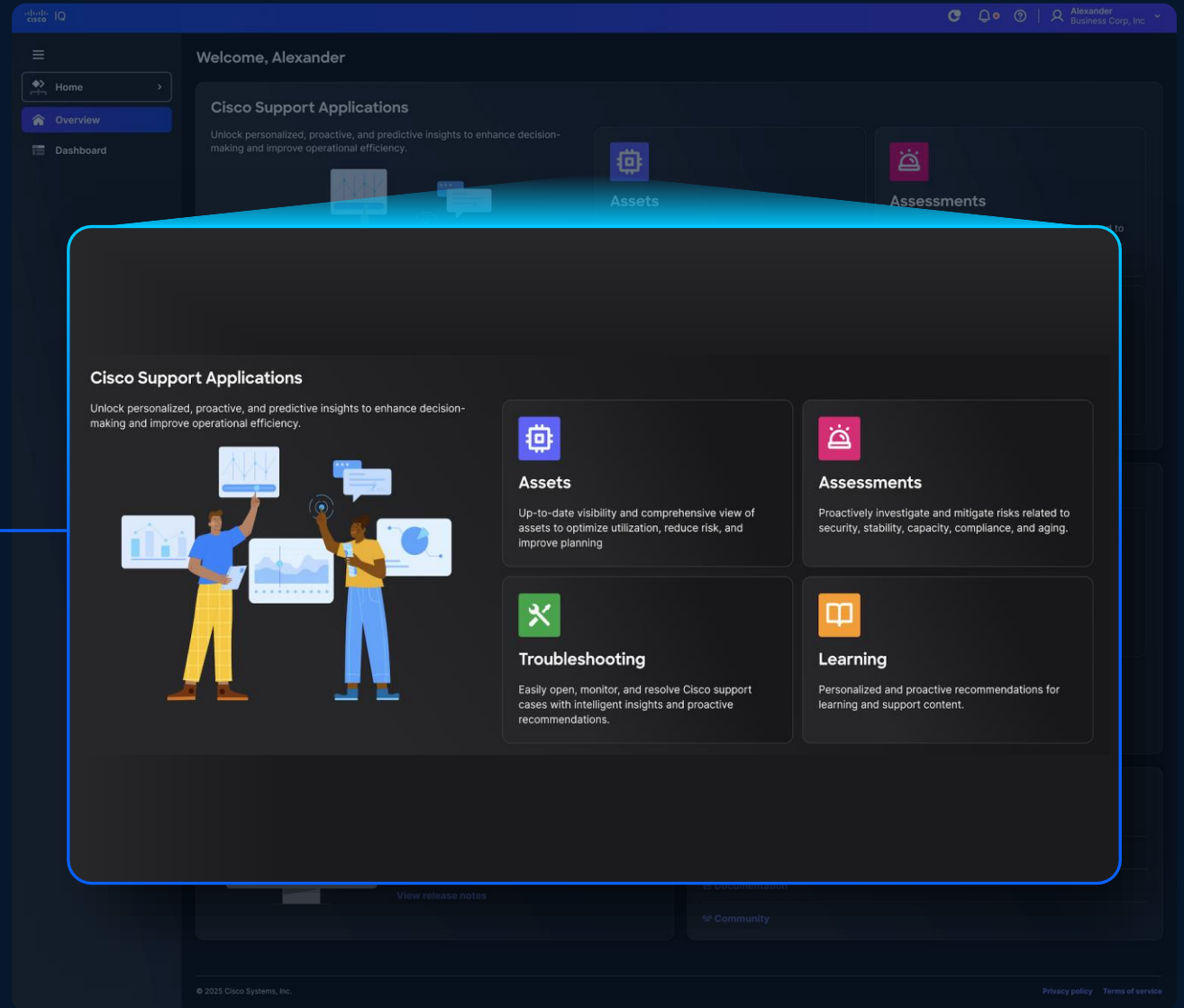


Cisco IQ

A unified, simplified interface

Support services
applications

- Assets
- Assessments
- Troubleshooting
- Learning

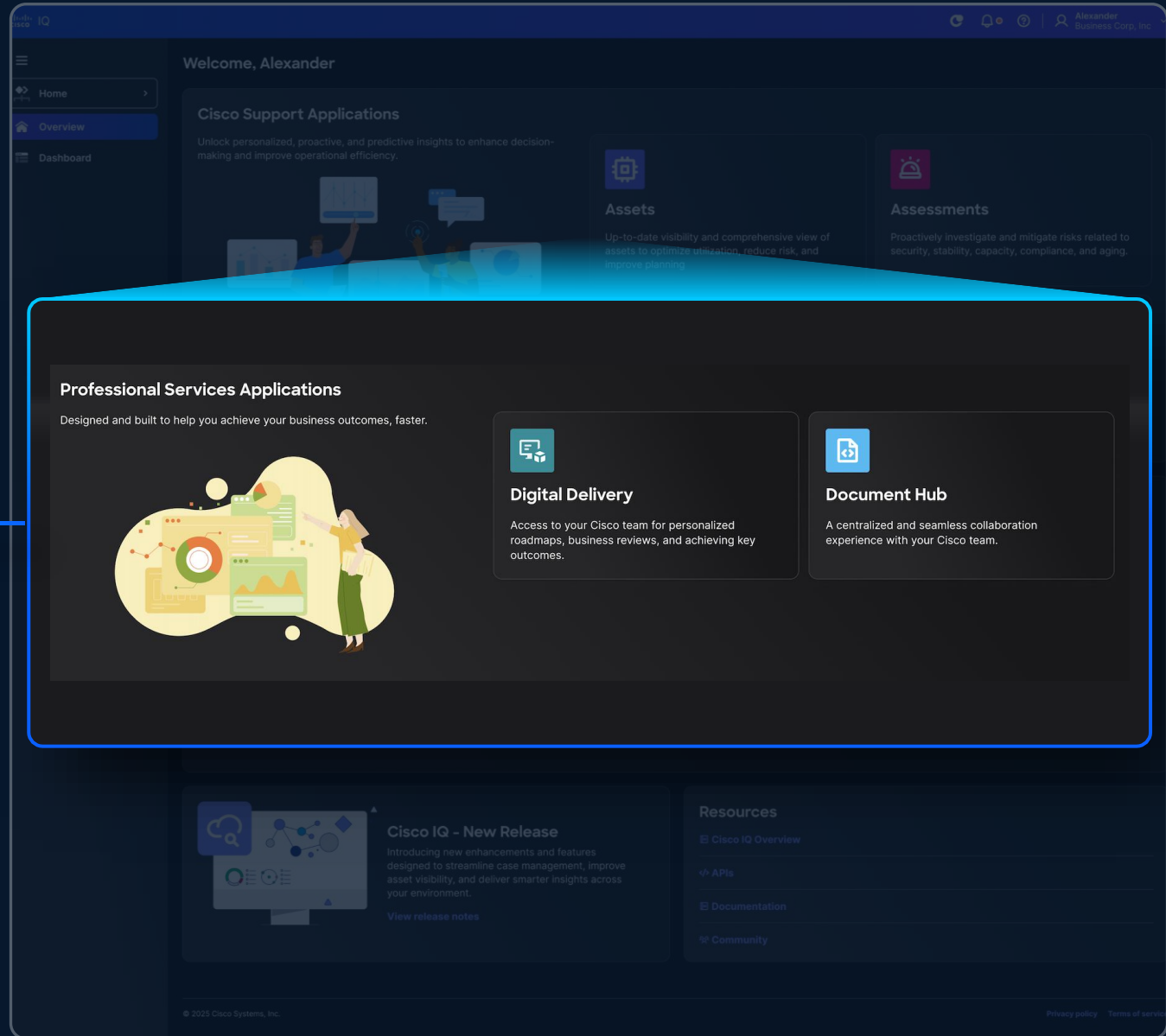


Cisco IQ

A unified, simplified interface

Professional Services Applications

- Services as Code
- Document Hub



Realizing the vision

Ways we're using AI today

Support Services

Predictive asset insights

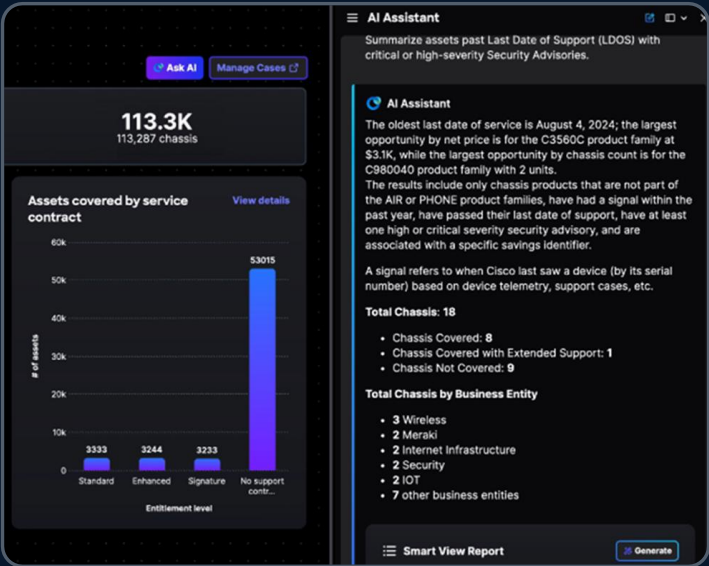
LDOS,
device criticality

Adaptive infrastructure assessments

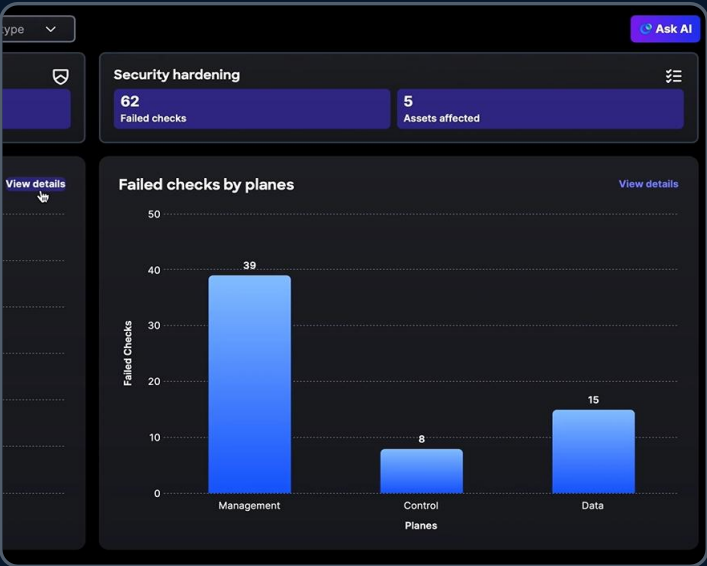
Device hardening, configuration,
regulatory compliance, ...

AI-powered troubleshooting

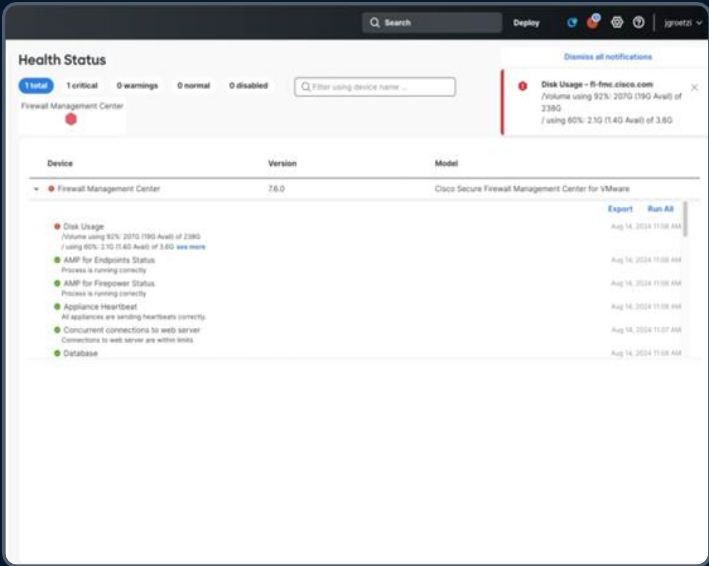
Automated RMA,
in-product support



Always-on install base visibility with
LDOS and risk exposure insights



Real-time vulnerability insights and
assessments, automated discovery



Predictive incident avoidance,
with proactive remediation

Predictive asset insights



Application Home >

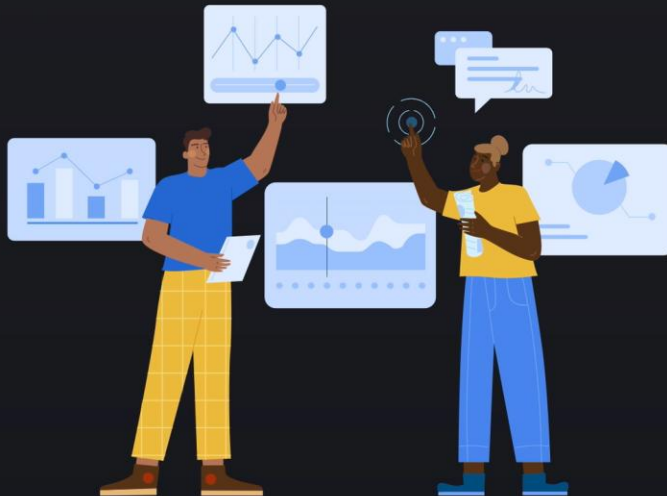
Overview

Dashboards

Welcome, Bhaskar Jayakrishnan

Applications

Unlock personalized, proactive, and predictive insights to enhance decision-making and improve operational efficiency.



Assets

Holistic visibility and insights to help you better manage your Cisco assets, licenses, subscriptions, and contracts.



Assessments

Proactively investigate and mitigate risks related to security, stability, capacity, compliance, and aging.

Recent Applications

No Recent Applications



Customer Experience

Introducing new enhancements and features designed to streamline case management, improve asset visibility, and deliver smarter insights across your environment.

[View Release Notes](#)

Adaptive infrastructure assessments

Hardening guides and security advisories

Documents

Effort intensive to:

- Analyze
- Automate
- Remediate

Regular updates

- Cycle repeats

Cisco IOS XE Software Hardening Guide

Contents

Introduction

Prerequisites

Requirements

Components Used

Background Information

Secure Operations

Monitor Cisco Security Advisories and Responses

Leverage Authentication, Authorization, and Accounting

Centralize Log Collection and Monitoring

Use Secure Protocols When Possible

Gain Traffic Visibility with NetFlow

Configuration Management

Management Plane

General Management Plane Hardening

Password Management

Enhanced Password Security

Login Password Retry Lockout

No Service Password-Recovery

Disable Unused Services

EXEC Timeout

Keepalives for TCP Sessions

Management Interface Use

Cisco IOS and IOS XE Software SSH Version 2 RSA-Based User Authentication Bypass Vulnerability



Advisory ID: cisco-sa-20150923-sshpk CVE-2015-6280
First Published: 2015 September 23 16:00 GMT
Last Updated: 2016 January 14 16:56 GMT
Version 1.1: Final
Workarounds: No workarounds available
Cisco Bug IDs: CSCus73013
CVSS Score: Base 9.3, Temporal 7.7

Download OVAL
Email

Cisco Security Vulnerability Policy

To learn about Cisco security vulnerability disclosure policies and publications, see the [Security Vulnerability Policy](#). This document also contains instructions for

Multiple Vulnerabilities in the IOS FTP Server



Advisory ID: cisco-sa-20070509-iosftp CVE-2007-2586
First Published: 2007 May 9 16:00 GMT
Version 1.4: Final
Workarounds: See below
Cisco Bug IDs: CSCag16908
CVSS Score: Base 10.0, Temporal 8.3

Email

Cisco Security Vulnerability Policy

To learn about Cisco security vulnerability disclosure policies and publications, see the [Security Vulnerability Policy](#). This document also

Multiple Vulnerabilities in Cisco IOS XE Software Web UI Feature



Advisory ID: cisco-sa-iosxe-webui-privsec-j22SaA4z CVE-2023-20198
First Published: 2023 October 16 15:00 GMT
Last Updated: 2023 November 1 15:44 GMT
Version 2.6: Final
Workarounds: No workarounds available
Cisco Bug IDs: CSCwh87343
CVSS Score: Base 10.0

Download CSAF
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Cisco Security Vulnerability Policy

To learn about Cisco security vulnerability disclosure policies and publications, see the [Security Vulnerability Policy](#). This document also contains instructions for

Hard-Coded SNMP Community Names in Cisco Industrial Ethernet 3000 Series Switches Vulnerability



Advisory ID: cisco-sa-20100707-snmp CVE-2010-1574
First Published: 2010 July 7 16:00 GMT
Version 1.1: Final
Workarounds: See below
Cisco Bug IDs: CSCrf25589
CVSS Score: Base 10.0, Temporal 8.3

Email

Cisco Security Vulnerability Policy

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 **Application**
Home

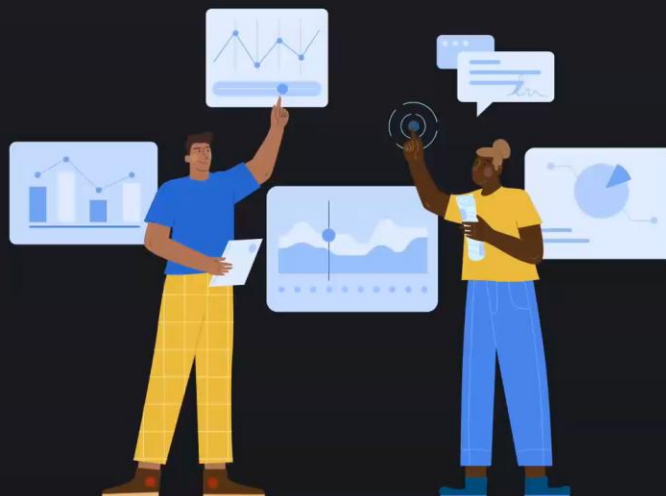
 **Overview**

 **Dashboards**

Welcome, Bhaskar Jayakrishnan

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AI-powered troubleshooting

Cisco AI Assistant for Support: time to value

Automated troubleshooting

2-4x faster when fully automated

Customer

Customer opens case
Tue @ 02:24 am

"Received the following error: Default Keyring's certificate."

Customer resolves issue
Tue @ 03:13am

"The issue is resolved. You may close this ticket."

49 min. from open to resolution

Cisco AI Assistant

Cisco AI Assistant for Support takes case
Tue @ 02:26 am

Cisco AI Assistant for Support responds
Tue @ 02:27 am

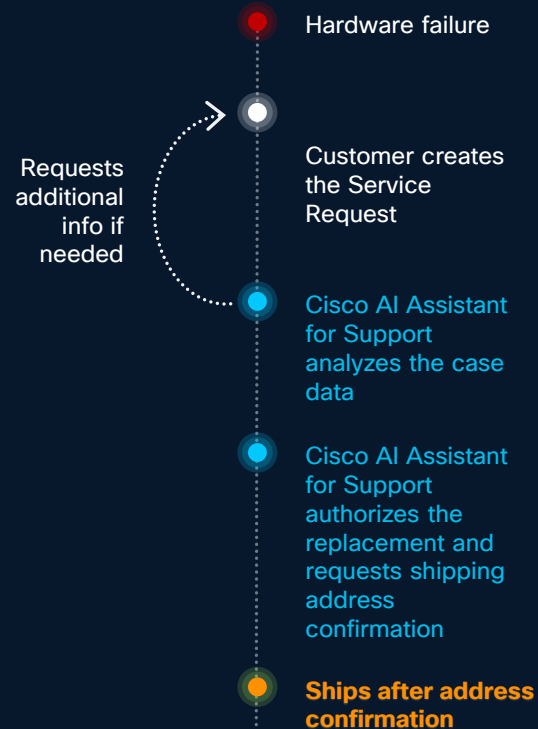
"To regenerate the certificate, please do the following ..."

Cisco AI Assistant for Support responds
Tue @ 04:17 am

"I will close out this case."

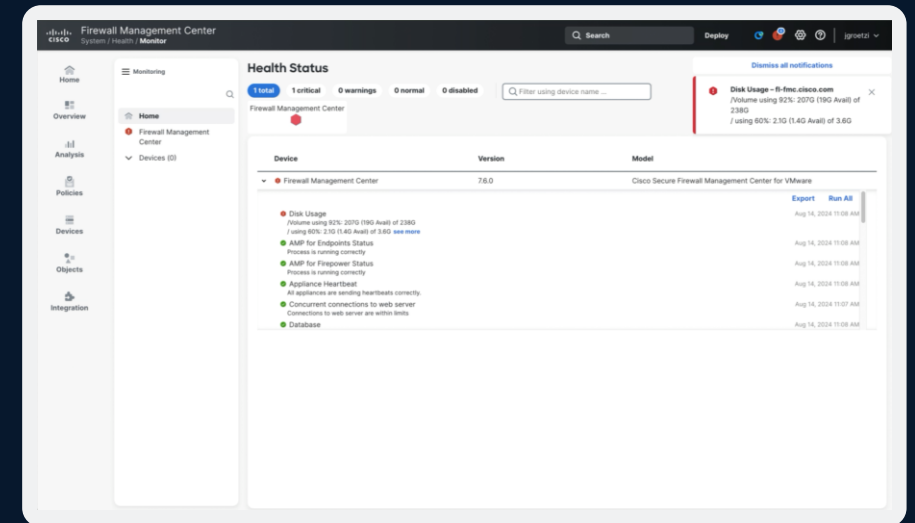
Automated RMA

6-12x faster hardware replacement authorization



In-product Support

Improves time to resolution with in-context support



Revolution with AI from fragmented to comprehensive

Before



Limited visibility

- **Fragmented experience**
Limited integration, lack of API support
- **Data accuracy, reporting limitations**
- **Misaligned contracts, siloed license views**
Not aligned to CCO ID, isolated license information
- **Limited recommendations**
Incomplete adoption insights, no renewals insights

After



AI-powered, unified and simplified

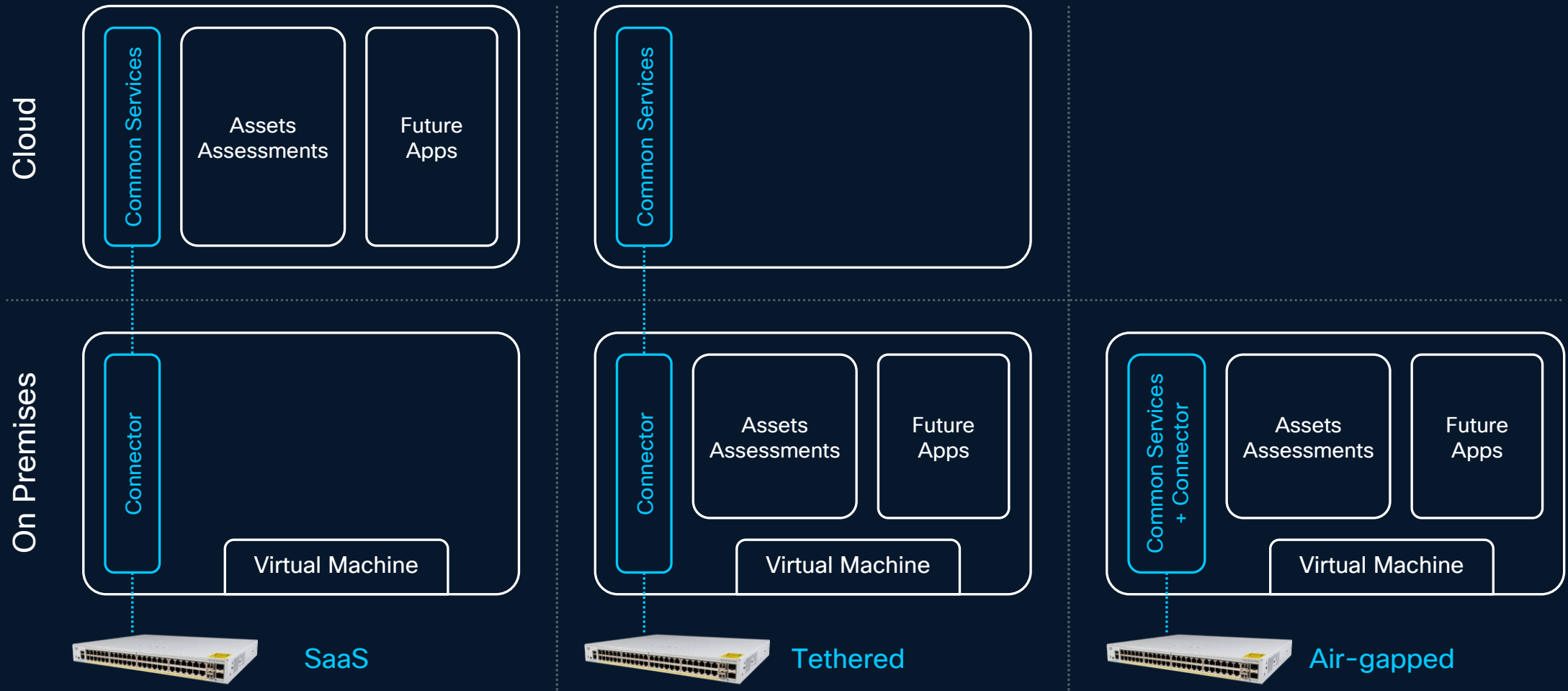
- **Unified experience across the lifecycle**
One interface, APIs, integration
- **Simplified access to insights**
LDOS, assets, risk, support cases
- **License & contract clarity**
See what's covered and what's not - instantly
- **AI-driven recommendations**
Upgrade paths, renewals, adoption
- **Always on - At your fingertips**
Web-based, dynamic, actionable

AI-powered innovations in Cisco Support



Cisco IQ deployment modes

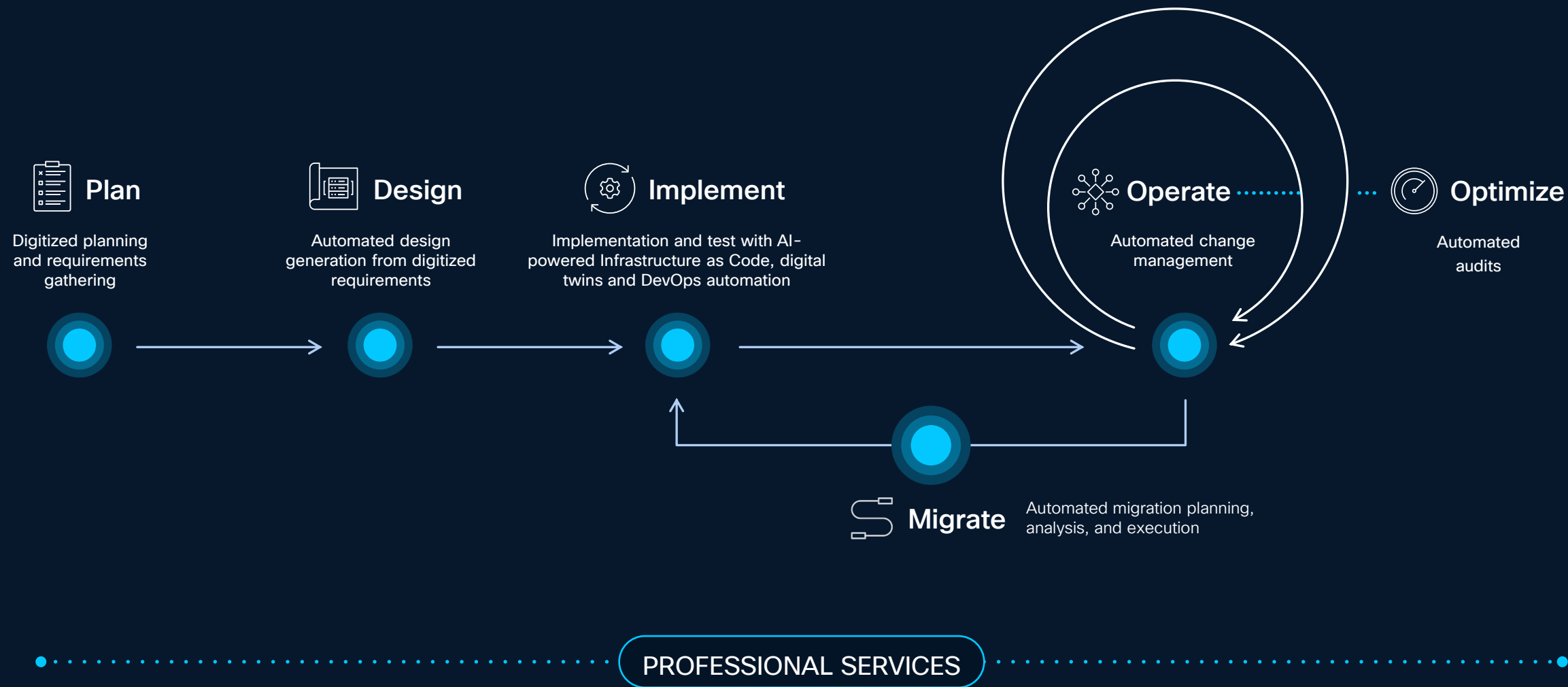
SaaS, On-prem tethered, and On-prem air-gapped



Professional Services

Building resiliency from the beginning

Simpler, resilient, and faster through the lifecycle



Greater resiliency, simplicity, and faster speed of deployment with Services as Code, now simpler with AI

From config chaos to config confidence



Before

Manual network changes

- Scheduled changes taking 24-48 hours, or more, to complete
- Manual with a lack of configuration version control
- Configuration errors are deployed directly to production
- 80% network outages due to human-induced config errors
- Heavy reliance on human expertise



With AI

Network agility with services as code

- Ready in minutes: 5x faster
- Automated with configuration version control
- Integrated testing and validation prior to deployment
- 98% change success rate
- AI-based config insights, config recommendations, and deployment troubleshooting

98%

Change success | 5x Faster

Welcome to the future of
infrastructure management with
Services as Code

Cisco's AI-powered services

Differentiated value that matters

Simplified portfolio

Cisco Support

AI-driven and expert-led support, designed to help you realize the value from your IT investments.

Signature



Enhanced



Standard



Cisco Professional Services

Expert guidance to accelerate transformation, reduce risk, optimize operations, and deliver results.



Subscription



Transactional

Empowering your transformation



AI-Ready Data Centers

- Deploy with confidence using **Services as Code** (ACI, NDFC)
- Automated, pre-validated rollouts mean **fewer issues** and faster onboarding
- Seamless integration—**accelerate time to value**



Future-Proofed Workplaces

- Deploy with confidence using **Services as Code** (SD-WAN)
- **Intent-based adoption focus** with tailored journeys
- **Maximize your investment** through faster ROI



Digital Resilience

- Always-on install base visibility with LDOS and Risk exposure insights
- Proactively detect and fix vulnerabilities before they impact business
- Prevent network drift—stay compliant and secure
- Contextualized and actionable recommendations to improve user experience and unlock new use-cases

Powered by Cisco AI

Premium Services: differentiated value that matters

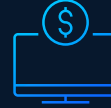
Support Services



Save time

Configuration Assessment, Validation and Reporting

50-70% reduction in compliance audit efforts for your customer



Save cost

Intelligent Asset Management

25-40% reduction in asset management costs for your customer



Reduce risk

Security Assessment and Hardening

30-50% reduction in security risk for your customer

Professional Services



Save time

Migration planning, analysis, and execution

40% productivity for your customer for migration services, enabled by AI and automation



Save time & cost

Implementation and Testing Automation

20% productivity gain for your customer due to increased AI-powered automation



Reduce risk, save time

Automated change management

5X faster, 98%+ change success* for your customer

Cisco Services Call to Action



Explore our demos in the
Cisco Stand of the
World of Solutions.



Meet with our **CX Subject Matter Experts**. Inquire about availability at the welcome desk in the CX Connections Lounge in the World of Solutions.

Cisco
**Customer
Experience**

For more information on Cisco Customer Experience and how we can help you, visit cisco.com/go/services.

Thank you

