

# Cisco Discovery Service



A CISCO® WEB SERVICE THAT WORKS WITH THIRD-PARTY NETWORK ASSESSMENT TOOLS TO PROVIDE REPORTING AND ANALYSIS VALIDATED BY CISCO

## Introduction

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

Cisco Partner Enablement is a worldwide initiative that provides best-in-class resources to help improve partner productivity, efficiency, and scalability.

Cisco Discovery Service network assessment tools are a key component of the Partner Enablement initiative and play an important role in developing new opportunities for network transformation. They provide more accurate information regarding potential upgrade paths for customers and can aid partners in making a compelling business case for new architectures, solutions, and services.

## When to Use Cisco Discovery Service

Cisco Discovery Service is a presales assessment service specifically for use as a one-time transactional event that delivers a snapshot view of the customer's network to identify sales opportunities. The reports generated by a Cisco Discovery Service assessment help partners position a full lifecycle services offer to customers supported by Cisco Collaborative Services.

A network assessment is a vital step in understanding network readiness when building the borderless enterprise. It captures essential network inventory data to help customers understand their current state, identify gaps, and determine if their existing network infrastructure is fit for the purposes for which it will be needed.

Cisco Discovery Service delivers detailed analysis and reporting on Cisco devices, including end-of-life milestones (EoX), security alerts (PSIRT), field notices (FN), and service coverage reports based on Know The Network (KTN). This information can be used to assess upgrade and service opportunities, and to identify security, hardware, and software vulnerabilities on existing equipment that could result in revenue opportunities from remediation.

Partners use Cisco Discovery Service transparently via any of the compatible network assessment tools. Refer to the [Cisco Discovery Service](#) website for a list of currently supported tools. New network assessment platforms will be added on a regular basis.

## Cisco Discovery Service 2.0 Enhancements

Cisco Discovery Service 2.0 extends beyond reporting on core product milestones and service contracts. New reporting capabilities indicate readiness to support the Cisco Borderless Network Architecture. Current reports include:

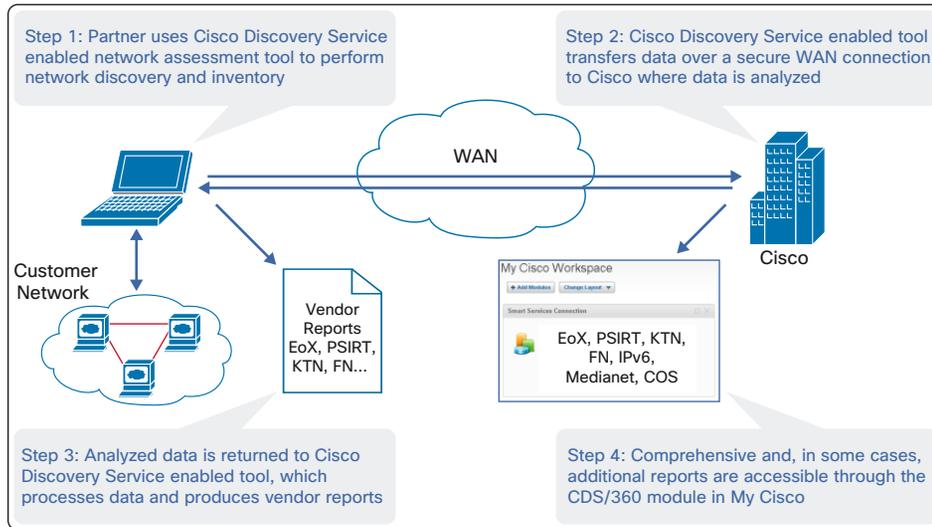
- **Medianet Profile:** Reports basic medianet readiness (business video capability), recommending replacement products for a medianet-ready architecture
- **IPv6 Profile:** Presales IPv6 scorecard provides a basic IPv6 readiness report that quickly indicates whether new products or a detailed Cisco Advanced Service assessment is required
- **Cost Optimization Service:** Identifies key areas with potential to optimize costs through simple steps such as product platform standardization or better service practices
- **CDS/360 Portal:** Available through [My Cisco Workspace](#); a central hub for all transactions and old and new reports

## How Does Cisco Discovery Service Work?

The first step in the process involves using a Cisco Discovery Service-enabled network assessment tool to collect detailed information about a customer's network infrastructure (Figure 1). Next, in step 2, the network assessment tool uses the embedded Cisco Discovery Service engine to transfer the information via secure WAN to Cisco, where it is analyzed. In step 3, the resulting data is then transferred securely back to the network assessment tool, where the tool generates a network analysis report that provides detailed information about all Cisco equipment on a given network. Partners can use this report to make well-informed recommendations about network migrations, service offerings, and support contract changes to bring their customer's network up to speed with today's advanced technologies. Finally, in step 4, you can use the CDS/360 web portal to view your transactions and generate new reports, such as the Medianet Profile, IPv6 Profile, and Cost Optimization Service (COS).



Figure 1. Cisco Discovery Service Process



**Note:** CDS/360 in My Cisco is localized in 16 languages; however, the data and reports are not.

## What Are the Benefits to Partners?

Cisco estimates that as much as US\$20 billion in Cisco routing and switching equipment worldwide is more than five years old, and \$9 billion of that will reach its end of life within the next year. Network assessments enable partners who sell foundation, Cisco IOS® Software, Cisco Catalyst®, and advanced technology products to mine their customer installed base and collect a detailed inventory of their customers' networks. This makes it easier to uncover new cross-sell and up-sell opportunities.

Network assessments also allow partners to set themselves apart from their competition by positioning themselves as trusted advisers who can recommend more efficient solutions with confidence and by helping them speak with more authority about advanced technologies that could extend and enhance each customer's unique network deployment.

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

- Phased migration paths from old hardware
- Software consolidation and upgrade options
- Design opportunities for deployment of Borderless Network, Collaboration, Data Center, and Virtualization architectures
- Opportunities to up-sell to Collaborative Services to ensure full lifecycle and proactive network support

## What Are the Benefits to Customers?

Many organizations lack resources to maintain important information about their network, support decentralized IT resources, or operate in multiple remote locations where network changes are not tracked. 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 trusted Cisco partner.

Even if customers are not ready to upgrade, a network assessment will show them which areas on their network need replacement or have reached end of sale - including platforms, components, and software. With the resulting network assessment report, partners are well informed and prepared to present appropriate upgrade paths that can help their customers support more advanced technologies, such as voice over IP, integrated security, and integrated wireless.

## Call to Action

Visit the Cisco Discovery Service website to learn more: [www.cisco.com/go/ciscodiscovery](http://www.cisco.com/go/ciscodiscovery).