

Technical Services Cisco SMARTnet Contract Notification and Welcome Kit



Thank you for purchasing Cisco® SMARTnet

Invoice Number		Quote Number	231599830			
Contract Number	200652693	Local TAC Phone:	tac@cisco.com			
Reseller Name:	CONNECTIVITY IT SOLUTIONS PVT LTD					
Customer Name:	SEARCH AGENCY PERFORMANCE MARKETING INDIA PVT LTD					
Details:	Product Part Number	Serial/PAK Number	Reference Service Part	Qty	Begin Date	End Date
	ASA5516-FPWR-K8	JMX2023Y0YY	CON-SNT-ASA556F8	1	28-Apr-20	27-Apr-21

Congratulations on your purchase of Cisco's SMARTnet Technical Services!

This document provides information on maximizing your investment in Cisco internetworking products through the industry's leading service and support program. Please read the following information carefully and keep a copy for future reference. If you require additional information please contact your Cisco reseller or Cisco representative.

Your service contract has already been electronically registered for this service agreement with Cisco Systems Inc. The service contract registration does not register the products, only the contract itself. You must add the products to the contract as specified before.

The entitlements of this service agreement, the support Terms and Conditions, and instructions on how to use this service agreement are outlined below.

Please register any and all products covered under this contract that will require service (hardware, software or technical support from Cisco Systems, Inc. Please go to www.cisco.com/public/scc in order to register.

Any products not registered in the right location will require registration previously to receiving the service and this could create additional delays to the resolution of any existing issues. Additionally any product warranties require the product to be registered 30 days before the service is requested.

SMARTnet™ entitles you to industry-leading Cisco technical support for twelve months (see Service Terms and Conditions):

1. Cisco OS Software Support: maintenance, minor and major releases of Cisco OS software via the Web or as shipped media, allowing you to maximize your Cisco technology investment.

2. Online Tools and Knowledge Transfer Resources (Cisco.com): registered access to Cisco's award-winning, industry-leading online support and information. Cisco.com is your gateway to the robust set of Cisco technical tools and product



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information, which increases self-sufficiency and builds in-house expertise for improved productivity. Online troubleshooting tools and support resources include Software Advisor, TAC case collection, My Tech Support, Output Interpreter, Peer-to-peer online forums and the TAC newsletter.

3. Technical Assistance Center (TAC): 24x7x365 worldwide direct phone and web access to highly-skilled Cisco TAC engineers, including many certified CCIE® professionals, problem-resolution support, and critical problem escalation.

4. Advance Parts Replacement: An Advanced Replacement part will be shipped to customer location according to the delivery option you have selected after the product has been registered with Cisco Systems, Inc. as indicated before. Please read below for specific details related to the service delivery option you have chosen. Complete program details, including Customer obligations and responsibilities, can be found in the Terms and Conditions section at the end of this document.\

1. SMARTnet™ 24x7x4:

- a Advanced Replacement parts delivered to the customer's site within four (4) hours of Cisco's diagnosis and determination of failed hardware, twenty-four (24) hours per day, seven (7) days per week, including Cisco-observed holidays.
- b Cisco will use reasonable commercial efforts to provide Four-Hour Response for customer-site delivery of the replacement part from the time Cisco diagnoses the problem and determines that a replacement part is required.

2. SMARTnet™ 8x5x4:

- a Advance Replacement parts delivered to the customer's site within four delivery hours of Cisco's diagnosis and determination of failed hardware, anytime from 9:00 a.m. to 5:00 p.m. Depot Time, Monday through Friday (excluding Cisco-observed holidays).
- b Cisco will use reasonable commercial efforts to provide Four-Hour Response the same business day, provided both the call and Cisco's diagnosis and determination of the failed hardware has been made before 1:00 p.m. Depot Time. If you make a request after 1:00 p.m. Depot Time, Cisco will deliver the Advance Replacement the next business day.

3. SMARTnet™ 8x5xNext Business Day (NBD)

- a In countries where local NBD depot services is available, an Advanced Replacement part will ship the same day to arrive the next business day provided both the call and Cisco's diagnosis and determination of the failed hardware has been made before 3:00 p.m., local time in Customer's region, Monday through Friday (excluding Cisco-observed holidays). For requests after 3:00 p.m., Depot Time in Customer's region, Cisco will ship the Advance Replacement the next business day.
- b In countries where local NBD depot service is not available, an Advance Replacement part will ship the same business day from a Cisco depot to be determined by Cisco provided both the call and Cisco's diagnosis and determination of the failed hardware has been made before 3:00 p.m. Depot Time, Monday through Friday (excluding Cisco-observed holidays). For requests after 3:00 p.m. Depot Time, the Advanced Replacement part will ship the next business day from a Cisco depot to be determined by Cisco. Same day Advance Replacement parts will be shipped using Cisco's preferred carrier, freight prepaid by Cisco, excluding import duties, custom clearance, taxes and fees, where applicable. Please note that destination country importation and customs processes may condition delivery time. Please also note that when receiving same day Advance Replacement parts, the customer is responsible for import documentation (if required), import duties, taxes and fees, assisting in customs clearance, and verifying any damage in transit.

FIRST STEPS: Getting the most out of your SMARTnet Support:

1. If you don't already have a registered Cisco.com user ID, you should first register for Cisco.com access. Your Cisco.com User ID allows you to take advantage of Cisco's industry leading online technical support tools and knowledge-transfer resources:
 - 1.1. Go to www.cisco.com - Service Contract Center (www.cisco.com/public/scc) with your contract number and click on "Register for CCO user ID" under "First Time Users."
 - 1.2. Under Step 1, select option 1a "Cisco Service Contract Owner"
 - 1.3. Leave Step 2 options blank and click on "Next".
 - 1.4. Follow remaining instructions for registering for your Cisco.com User ID. Your Cisco.com Access will be activated within 24 hours.
 - 1.5. If you are a Network Administrator or Internetworking Engineer, contact your Cisco Service Contract Manager after you have registered in order to update your user profile with appropriate service contract information.



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- 1.6. If you are experiencing problems with CCO, please send an e-mail to web-help@cisco.com.
2. Follow these steps to view, manage and update the products under your contract:
 - 2.1. Send an e-mail with your cisco.com user ID and contract number to pkg-help@cisco.com requesting that they give you access to your contract in the Service Contract Center.
 - 2.2. Visit the Service Contract Center at www.cisco.com/public/scc/ 24 hours after you have requested access to your contract in step 2.1.
 - 2.3. Click "Login to SCC" under the section "Registered SCC/SCM users".
 - 2.4. Enter your cisco.com User ID and password.
 - 2.5. Keep Cisco informed of all additions, moves, and modifications within your network through the Service Contract Center (SCC), or by sending an email to pkg-help@cisco.com. Having updated information on your network inventory allows Cisco to maintain the support infrastructure and stocking levels to most effectively support your network.
 - 2.6. If you experience problems with SCC, please send an e-mail to pkg-help@cisco.com
3. Be aware of your service entitlements for your network.
 - 3.1. Go to www.cisco.com > Service Contract Center (www.cisco.com/public/scc) and log in using your Service Contract Center (SCC) user ID and password. Look up your contract number and make a note or print all the part numbers and serial numbers covered under this contract. Make a copy of the list and distribute to every person that supports your network, and have it readily available so that Cisco can support you most efficiently.

HOW TO.... Access Cisco TAC to resolve a network problem:

1. Cisco's TAC can be accessed via phone, email, or online via Cisco.com. Your local Cisco TAC phone number is included on the first page of this document. For a complete list of phone numbers by country, e-mail addresses, and to access the Cisco TAC online case open and case management tools, visit: www.cisco.com > Technical Support Help – Cisco TAC > Contact TAC (<http://www.cisco.com/public/support/tac/contacts.shtml>)
2. By the time you initiate contact with Cisco TAC, you will be asked to provide:
 - 2.1. Your contract number
 - 2.2. Serial numbers of the main chassis and any serialized components
 - 2.3. Model number of the product and its hardware configuration
 - 2.4. Physical location of the product
 - 2.5. An e-mail address to which the service confirmation will be sent
3. All TAC cases will be assigned a case number for future reference.
4. You will need to set a severity level based on the following definitions for all service requests opened with Cisco TAC:
 - 4.1. Severity 1: An existing network is down or there is a critical impact to your business operation. You and Cisco will both commit full-time resources to resolve the situation.
 - 4.2. Severity 2: Operation of an existing network is severely degraded, or significant aspects of your business operation are negatively impacted by unacceptable network performance of Cisco products. You and Cisco will commit full-time resources during Standard Business Hours to resolve the situation.
 - 4.3. Severity 3: Operational performance of the network is impaired while most business operations remain functional. You and Cisco will commit resources during Standard Business Hours to restore service to satisfactory levels.
 - 4.4. Severity 4: You require information or assistance with Cisco product capabilities, installation, or configuration. There is clearly little or no impact to your business operations. You and Cisco are both willing to provide resources during Standard Business Hours to provide information or assistance as requested.
5. If you feel that adequate forward progress or the quality of Cisco service is unsatisfactory, Cisco encourages you to escalate the problem ownership to the appropriate level of Cisco management by asking for the TAC Duty Manager.

CISCO ESCALATION GUIDELINE

Table 1: Escalation Information



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Elapsed Time	Severity 1	Severity 2	Severity 3	Severity 4
1-Hour	Customer Engineering Manager			
4-Hour	Technical Support Director	Customer Engineering Manager		
24-Hour	Vice President Customer Advocacy	Technical Support Director		
48-Hour	President (CEO)	Vice President Customer Advocacy		
72-Hour			Customer Engineering Manager	
96-Hour		President (CEO)	Technical Support Director	Customer Engineering Manager

HOW TO...Request an advance parts replacement, a Return Material Authorization (RMA)

1. If a Cisco TAC engineer determines you have experienced a hardware failure, they will issue you a Return Material Authorization (RMA) and will provide you with information regarding the advanced replacement shipment.
 - 1.0 Each RMA must specify the number, type, and serial number of each part to be replaced.
 - 1.1 Replacement hardware may be new or equivalent to new.
2. Failed parts returns must be shipped to Cisco within 10 days of the receipt of the replacement hardware or the recovering business unit will be invoiced for the replacement unit. Returns must agree exactly in the number, type and serial numbers associated with the RMA transaction. Please pack properly and include a description of the failure and written specification of any other changes or alterations.

HOW TO.... Obtain Cisco OS Maintenance, Minor and Major Releases:

1. Cisco OS maintenance, minor, and major releases can be downloaded via Cisco.com at [www.cisco.com](http://www.cisco.com/public/sw-center/) > Software Center (<http://www.cisco.com/public/sw-center/>)
2. Cisco IOS maintenance, minor, and major releases can also be obtained directly from Cisco by calling the TAC.

HOW TO.... Access Cisco.com's Award Winning Online Technical Support Tools and Knowledge Transfer Resources:

<http://www.cisco.com> > Technical Support Help — Cisco TAC > Tool Index
(<http://www.cisco.com/public/support/tac/tools.shtml>)

Table 2. Technical Support Tools



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ONLINE TECHNICAL SUPPORT ASSISTANCE	
Tool Name	Description
Case Open Tool	Allows you to open a case with the Cisco Technical Assistance Center (TAC) directly via the TAC
Case Query Tool	Helps you query and review the history and status of a case that you currently have open with the Cisco Technical Assistance Center.
Case Update Tool	Enables you to update and modify the information in a case that you currently have open with the Cisco Technical Assistance Center.
Cisco LIVE!	Communicate directly with a TAC engineer using Instant Messenger, Browser Synchronization, and Virtual Whiteboard technology.

ONLINE TECHNICAL SUPPORT TOOLS (HIGHLIGHTS)	
Software Bug Toolkit	Search for software bugs based on version and feature sets or bug ID
Troubleshooting Assistant	Interactively diagnose common network problems
Error Message Decoder	Explanations for console error message strings
Output Interpreter	Instant analysis of selected show command output
Technical Tips	Tips and configuration examples provided by Cisco TAC
IP Subnet Calculator	Plan your sub-netting and addressing strategy online
IP Telephony Readiness Review	Helps confirm whether your organization has met common network-design requirements for a high-availability Cisco IP telephony implementation
Software Advisor	Select appropriate software for your network devices
Cisco IOS Feature Navigator	Obtain information on how to select, configure, compare and support Cisco IOS software
Cisco IOS Upgrade Planner	Flexibility to browse for preferred software
Cisco IOS Roadmap & References	Detailed information regarding Cisco IOS releases
Command Look-up for Cisco IOS	Detailed description or configuration guidelines for a particular IOS command

Visit the Tool Index at the URL above for a complete list of Online Technical Support Tools

ONLINE KNOWLEDGE TRANSFER RESOURCES (HIGHLIGHTS)	
TAC Web Seminars	Access a variety of online seminars and classes that explain how to make the most of Cisco's award winning on-line tools and documentation resources
Cisco Product, Technology, and Solutions Pages	Supplies you with technical support information that covers configuration, verification, troubleshooting, and training by Cisco hardware and software products; by technology area; or by end-to-end network architectures, such as Architectures for Voice, Video, and Integrated Data Networking Professionals Connection Discussion forums, Tech Talks available to share questions, suggestions, and information
Q & A Forum	Ask technical questions and search archives of common questions and answers
Field Notice Alert Tool	Receive field notices for products you specify
TAC Newsletter	Subscribe to the TAC Newsletter or view current and back issues. The TAC Newsletter provides information on new online support tools, upgrades, and enhancements, software center news, technical tips, and reader questions.

Visit the Tool Index at the URL above for a complete list of Online Knowledge Transfer Resource

1. SERVICE TERM AND REGISTRATION



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Cisco SMARTnet service is provided for twelve (12) months commencing on the date set forth on an Equipment Schedule, which may be sixty (60) days (or less) following the date of valid order processed by Cisco. Additional service periods may be purchased from a Cisco authorized reseller. Inspection (at additional charge) may be required before Cisco services any Cisco product purchased more than ninety (90) days prior to Customer's registration. After the original services expire, Customer may purchase a renewal of this service contract from a Cisco authorized reseller.



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2. SERVICES PROVIDED

- a. Cisco will provide access to the Cisco Technical Assistance Center (TAC), at the numbers specified on Cisco.com, twenty-four (24) hours a day, to assist Customer with product use, configuration and troubleshooting. Cisco will respond to Customer within one (1) hour for all calls received from 8:00 a.m. to 5:00 p.m. in the time zone for Customer's region, (specified on Cisco.com), Monday through Friday excluding scheduled local holidays ("Standard Business Hours") and for Severity 1 and 2 calls received outside its Standard Business Hours. For lower severity calls received outside its Standard Business Hours, Cisco will respond no later than its next business day.
- b. Cisco will use reasonable commercial efforts to generate solutions to software problems. Cisco will support each software release for thirty-six (36) months from the date of first commercial shipment of that release.
- c. Cisco will provide access to our web page, Cisco.com, which will also provide Customer with new releases of software and/or documentation on-line.
- d. Customer may select from the following levels of Advance Replacement subject to geographic availability. Certain limitations may apply to heavy or oversized equipment - a shipment or item that is over 150 pounds (68kilograms), or over 82 inches (2 meters) in height and requires special handling or transportation, and the replacement of such items may take longer than detailed in this Section. SMARTnet 8x5xNBD, SMARTnet 8x5x4 and SMARTnet 24x7x4 Services may not be available for Hardware cabinetry or chassis over 50 pounds (23kilograms) or 6 feet (2 meters). SMARTnet 8x5xNBD, SMARTnet 8x5x4 and SMARTnet 24x7x4 Services are not available for Software, or consumables (cables, blower assemblies, power cords, mounting hardware, etc).

1 SMARTnet 8x5xNext Business Day:

- a. In countries where local depot services are available, an Advance Replacement part will ship the same day to arrive the next business day provided both the call and Cisco's diagnosis and determination of the failed Hardware has been made before 3:00 p.m., local time in Customer's region, Monday through Friday (excluding Cisco-observed holidays). For requests after 3:00 p.m., Depot Time in Customer's region, the Advance Replacement part will ship the next business day. Next Business Day Advance Replacement parts will be shipped using Cisco's preferred carrier, freight prepaid by Cisco, excluding taxes and fees, where applicable.
- b. In countries where local depot services are not available, an Advance Replacement part will ship the same business day from a Cisco depot to be determined by Cisco provided both the call and Cisco's support staff's diagnosis and determination of the failed hardware has been made before 3:00 p.m. Depot Time, Monday through Friday (excluding Cisco-observed holidays). For requests after 3:00 p.m. Depot Time, the Advanced Replacement part will ship the next business day from a Cisco depot to be determined by Cisco. Same Day Advance Replacement parts will be shipped using Cisco's preferred carrier, freight prepaid by Cisco, excluding import duties, custom clearance, taxes and fees, where applicable.

I Destination country importation and customs processes may condition delivery time.

II Customer is responsible for the following when receiving Same Day Shipment:

- a. Import documentation, if required
- b. Import duties, taxes and fees
- c. Assisting in customs clearance
- d. Verifying any damage in transit

2 SMARTnet 8x5x4:

- a. Advance Replacement parts delivered on-site from 9:00 a.m. to 5:00 p.m. Depot time, Monday through Friday (excluding Cisco-observed holidays).
- b. Cisco will use reasonable commercial efforts to provide Four-Hour Response the same business day, provided both the call and Cisco's diagnosis and determination of the failed Hardware has been made during Cisco's Standard Business Hours, local time in Customer's region. For calls placed outside Cisco's Standard Business Hours in Customer's region, Cisco will deliver the Advance Replacement part the morning of the next business day.



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3 SMARTnet 24x7x4:

- a. Advanced Replacement parts delivered on-site twenty-four (24) hours per day, seven (7) days per week, including Cisco observed holidays.
- b. Cisco will use reasonable commercial efforts to provide Four-Hour Response for on-site delivery of the replacement part from the time Cisco diagnoses the problem and determines that a replacement part is required.

4 Replacement hardware may be either new or equivalent to new.

3. SERVICE RESTRICTIONS

To receive services, Customer must observe the following conditions:

- a. Customer must pay a separate support fee for each product on which Customer receives support.
- b. SMARTnet service is not available in certain countries. Cisco reserves the right to refuse requests for service (including shipment of replacement hardware) in such countries.
- c. Customer must meet any custom requirements necessary for importation of the hardware replacement, including (i) payment of import duties, taxes, and fees (including storage) where applicable and (ii) securing any import documentation required (i.e., import permits, licenses) before requesting a hardware replacement.
- d. Customer may have to use a more current release of the software for Cisco to be able to support Customer. A more current release of software may require a hardware upgrade at additional cost.
- e. Customer must provide a severity level for all calls placed with Cisco, according to the following definitions:
 - Severity 1: An existing network is down or there is a critical impact to Customer's operation.
 - Severity 2: Operation of an existing network is severely degraded, or significant aspects of Customer's business operation are being negatively impacted by unacceptable network performance.
 - Severity 3: Operational performance of the network is impaired while most business operations remain functional.
 - Severity 4: Information or assistance is required on Cisco product capabilities, installation, or configuration. There is clearly little or no impact to Customer's business operation.
- f. Customer must provide reasonable access to the product through the Internet or a modem so that Cisco may correct problems through remote access.
- g. When Cisco ships replacement hardware, Customer is responsible for identifying any damage in transit.
- h. The Customer is responsible for all shipping charges and, where applicable, must meet any local customs requirements for exportation (including payment of export duties, taxes, and fees along with any export documentation required) of the non-working device to an authorized Cisco receiving center.
- i. Prior to placing used Cisco equipment under support, Cisco will inspect the equipment to ensure that it has been maintained in accordance with Cisco standards. Equipment Inspection Fees are outlined in Cisco's published service price list.

Inspection fees include:

- Inspection of all hardware modules
- Inspection of network interfaces
- Basic product diagnostics
- Verification of firmware
- Labor to perform inspection and testing

Inspection fees do not include:

- Charges to replace hardware
- Any customization or installation of software
- Perform Upgrades
- Repairs, troubleshooting, or diagnostics
- Travel expenses (for inspections performed outside a 50-mile/75-Kilometers radius of a Cisco/Cisco Partner service center)



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The following information is required from the requesting party prior to inspection:

- Complete inventory of hardware and software
- Confirmation of adequate AC power and workspace
- Serial numbers of all units
- Purchase order for inspection services

Cisco reserves the right to refuse inspection/service on any equipment that has been discontinued for longer than two years, is considered "used" or preowned or that is considered in no working conditions.

j.- For Product Configuration Changes, Location Change Notice and New Contracts, customer must Provide Notice to Cisco of any change to i) the Hardware component, or ii) the location of any End User Product within thirty (30) days of such change. If notification is not provided to Cisco, Cisco may invoice for expedited shipping costs incurred due to changes in Product configuration or location. Cisco requires a thirty (30) day period to reflect new contracts, adds and changes in the stock at the local depot prior to commencing service on any impacted Product.

CISCO SERVICES FOR SMARTNET AND SMARTNET ONSITE AVAILABILITY

Please use the Cisco Services Availability Matrix (SAM) tool to verify service availability and specific details:
<http://tools.cisco.com/apidc/sam/search.do>. Service availability is subject to change without notification.



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Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

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