



Global Enterprise Modernization Software & Support (GEMSS)

Steve Esposito
Program Director

Mike Hart
Systems Engineer

Christian Harris
Cust Success Manager

Monica Guevara
Program Manager



IRON BOW[®]
TECHNOLOGIES



**EMPOWERING
THE GLOBAL
WARFIGHTER**



Cisco Enterprise Agreement

- SmartNet Total Care:
 - 24x7 Technical Assistance Center (TAC) for All Cisco device technical issues by phone and online portal
 - Severity Code (S1-S4) assigned based on the severity of the outage
 - No-cost replacement for All Cisco device failures (NLT next business day)
 - Advantage tier licensing for Catalyst-based routers, switches, and wireless devices (excludes Nexus)
 - Software Downloads for All Cisco devices
 - Catalyst Center [Centralized config management \(virtual appliance option, AWS and VMware\)](#)
 - GEMSS Enterprise Agreement Produced Over \$190M in Cost Avoidance
- Advance Services Included:
 - 5 dedicated Architects/Engineers assigned at DAF level (SAF/CNS) for Enterprise-wide support
 - High Touch Operations Management (HTOM) – [prioritization of tickets](#)
 - High Touch Technical Services (HTTS) – [Supporting higher classifications](#)
 - Asset management – [My Cisco Entitlements \(MCE\) Virtual Accounts, bulk adds/moves](#)
- Commonly Requested but Not Covered:
 - Cisco learning libraries and Base/field engineering support – [Cisco Points or Scope Edge team](#)
 - Cisco Identity Services Engine (ISE) – [provides 802.1x, enables Comply to Connect, and enables Zero Trust](#)
 - Cisco Nexus Licensing – [Licenses for Nexus data center devices are not covered](#)

NOTE: This is not an IDIQ contract to purchase Cisco equipment, but an Enterprise Agreement for entitlement to Cisco services

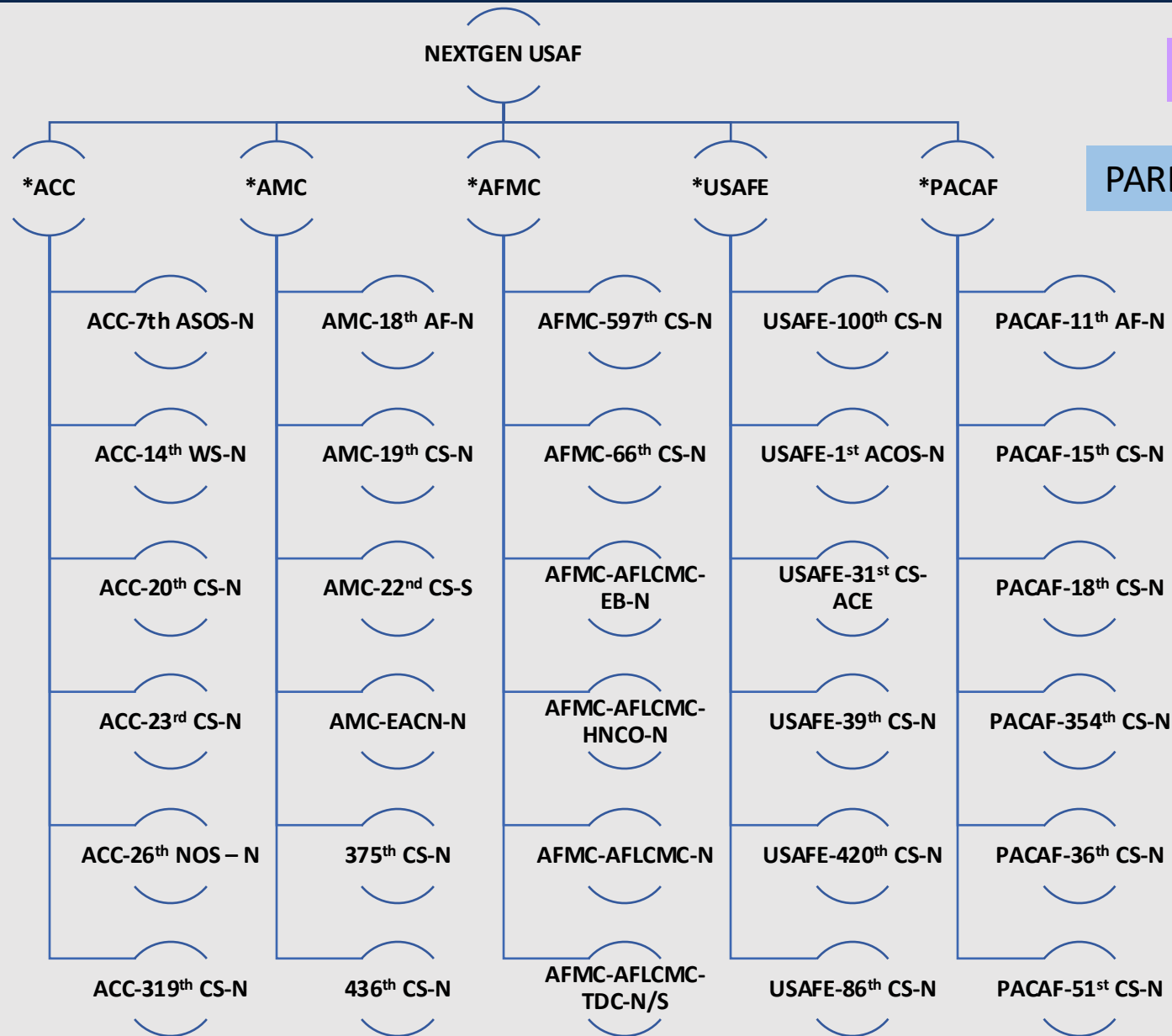
GEMSS Provides Cost Avoidance for Cisco Covered Device Purchases Regarding Software, License, and Support

Smart & Virtual Account Layout



DAF Cisco Ecosystem

- ~673,000 Devices
- ~1,100 Virtual Accounts
- ~1,900 Users



SMART ACCOUNT

PARENT VIRTUAL ACCOUNT

VIRTUAL ACCOUNTS



Iron Bow GEMSS Website

<https://ironbow.com/gemss-air-force-space-force/>



GEMSS Resources

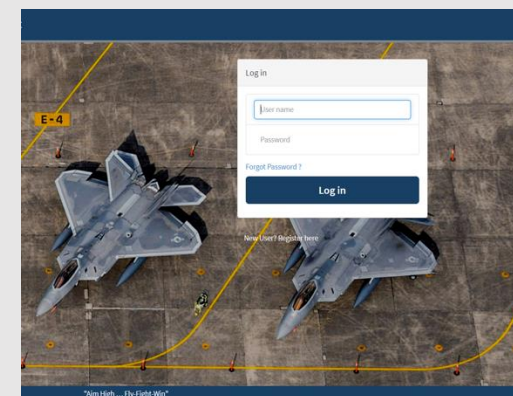
- GEMSS USAF Standard Operating Procedure
- GEMSS USAF Quick Reference Guide
- DoD ESI Orderable Advanced Services
- GEMSS Contract Overview
- Cisco Configuration Guides
- GEMSS FAQs
- Technical Support
- Key Contacts- Iron Bow
- Key Contacts- Cisco

Iron Bow GEMSS Licensing Portal

<https://ironbow.servicenowservices.com/gemss>

Once registered, portal supports:

- License Generation
- Smart Account Creation
- Smart Account Access
- Smartnet Contract Access



Catalyst Center Training

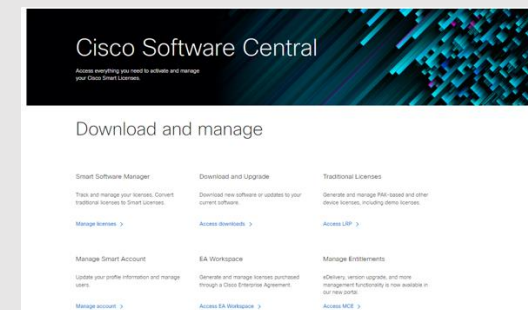
<https://www.cisco.com/site/us/en/products/networking/catalyst-center/demos.html>

Cisco training videos on using the Cisco's centralized manage tool, Catalyst Center (formerly DNA-Center).

Cisco Software Central

<https://software.cisco.com/>

- Download and manage software
- Access hardware and license list
- Access My Cisco Entitlements





The Global Enterprise Modernization Software & Support (GEMSS) contract is an Enterprise Agreement (EA) that provides Cisco SmartNet coverage for all Cisco devices, Cisco Digital Network Architecture (DNA) Advantage Licenses for routers, switches, and wireless devices, and provides GEMSS white-glove support with Advanced Services. New purchases of Cisco GEMSS covered devices will have zero cost for license, software, and support services.

EXECUTIVE SUMMARY

WHAT IS INCLUDED?

Cisco Digital Network Architecture (DNA) Advantage license Enterprise Agreement.

SmartNet Total Care

SmartNet Total Care support that provides technical support 24x7. Defective device replacement no later than next business day. Cisco software downloads for all Cisco devices, and Cisco Catalyst Center software to centrally manage the Cisco device ecosystem. Grandfathered coverage for all Cisco Software Support Service (SWSS) coverage.

DNA Advantage Licenses

SmartAccount licensing is provided for most Catalyst routers, switches, and wireless devices.

Advanced Services

Five Cisco engineers and architect to support AF-level engineer solutions. Cisco engineers with clearances to provide units personalized support for NIPRNet, SIPRNet, JWICS device issues.

GEMSS@IronBow.com

Key Resources:

[DNA covered equipment](#) | [Cisco Software Central Catalyst Center info](#) | [Cisco Device End of Life notices](#)

SMART NET

Technical Support

A 24x7 Technical Assistance Center (TAC) with highly qualified GEMSS personnel to assist with issues, 800-553-2447, option 1., or <https://mycase.cloudapps.cisco.com/case>

Device Replacement

No later than next business day replacement for all Cisco device failures.

Software Downloads

Access to the most current software and firmware for all devices through Cisco Software Central, see link below.

Network-Wide Visibility

Catalyst Center software solution that provides network discovery, inventory, Cisco PnP, software image management, audit, remediation, device tagging, and many more features, see Catalyst Center data sheet link below for complete details.

Legacy Support

Software Support Service (SWSS) offers technical support coverage for software application products included in the EN EA. SWSS coverage before 20 June 2021, was grandfathered into the GEMSS contract.

DNA ADVANTAGE LICENSES

Licenses

Licenses are tracked in the Manage Licenses link located on the Cisco Software Central website.

Licenses for most Catalyst iOS-based routers and switches and Wireless AireOS and iOS devices are covered, see link below for DNA covered equipment.

SUPPORT

Metrics

The GEMSS Team provides discussions with management and performance metrics to CCMD, HAF, MAJCOMs, FLDCMDs, and Units to ensure the DAF maximizes use of all services and capabilities.

Additionally, all Units can access My Cisco Entitlements through Cisco Software Central for a list of assigned device, see link below.

ADVANCED SERVICES

High Touch Technical Support (HTTS)

Personalized, high touch support, expedited routing and call-handling with limited after-hours on-call support. Ability to transmit and receive classified information via SIPR and VoSIP. Note: Most technologies are supported 8:00 a.m.– 8:00 p.m. (Eastern).

High Touch Operations Management (HTOM)

Cisco single point of contact for all support assistance, prioritization and management within this contract.

afhtom@cisco.com

Advanced Service Resources

Five dedicated Cisco resources to support design, implementation, delivery and management of the Cisco environment.

Asset Management

Cisco resources to track, maintain, and document Cisco hardware and software.

afassetmgr@cisco.com

Contract Details: 1 Base Year with 4 option years (Contract # 204246961)

Start Date: 25 June 2021

End Date: 23 April 2026

Iron Bow GEMSS website: <https://ironbow.com/gemss-usaf-space-force>



Account Managers (Sales)



Eric R Younkin
DAF HQ, ACC, CCC, PACAF, INDO
eric.younkin@ironbow.com
571-405-0148



Drew Gerber
ANG, AFRC, AETC
drew.gerber@ironbow.com



Mitch Levine
USSF, AMC, SPACE/NORTH/USTC
mitch.levine@ironbow.com
240-418-3321



Max Houghton
USAFE, CENT/SO/SOUTHCOM
max.houghton@ironbow.com
571-324-1293



Steven Turner
AFGSC, STRATCOM
steven.turner@ironbow.com
253-867-1833

GEMSS Support Team



Steve Esposito
GEMSS Director
stephen.esposito@ironbow.com
571-324-1371



Mike Hart
GEMSS Engineer
michael.hart@ironbow.com
703-674-5229



Christian Harris
GEMSS Cust Success Manager
christian.harris@ironbow.com
404-643-1320



Mike Lydo
Senior Manager, Software &
Adoption Services
mike.lydo@ironbow.com
716-515-8547

Program Management



Monica Guevara
Operations Manager
monica.guevara@ironbow.com
210-612-4501

Cisco Support Team



Dave Morrisette
Service Delivery Leader
dmorrise@cisco.com
210-286-2992

Leadership, Strategy



Andrew D'Ippolito
VP, Global Defense Programs
andrew.dippolito@ironbow.com
813-734-0330



Joe Cinosky
Director, USAF / USSF
joe.cinosky@ironbow.com
973-722-7373



Rob Watson
VP, DoD Sales
rob.watson@ironbow.com



Ryan Tyrrell

rtyrrell@cisco.com

Leader, Regional Sales
DAF Enterprise



Scott Cruff

sccruff@cisco.com

Account Manager
Air Force Enterprise



Alfred Ziviello

aziviell@cisco.com

Account Manager
Air Combat Command (ACC)



Greg Halvorsen

ghalvors@cisco.com

Account Manager
Air Force Global Strike
(AFGSC)



Stephanie Harper

srieper@cisco.com

Account Manager
ABMS/JADC2, Air Force Programs,
MPE (MPCO), Foreign Military Sales
(FMS)



Thomas Ferguson

thofergu@cisco.com

Account Manager
Air National Guard (ANG)



Matt McCook

mmccook@cisco.com

Account Manager
Air Force Reserve
Command (AFRC),
Air Force Programs



Kim Poineau

kpoineau@cisco.com

Account Manager
Air Force Central Command
(AFCENT)



Scott Dreher

scdreher@cisco.com

Account Manager
Air Mobility Command (AMC),
Air Force Lifecycle Management
Center (AFLCMC), USTRANSCOM



Rob Woodrow

rowoodro@cisco.com

Account Manager
Air Force Europe (USAFE)



Shiva Hiremath

shivhire@cisco.com

Account Manager
Pacific Air Forces (PACAF)



Damon Brisson

dabrisso@cisco.com

Account Manager
US Space Force, NORTHCOM,
Space & Missiles Center (SMA)



Gaberiel Budai

gbudai@cisco.com

Account Manager
US Space Force



Don Rogers

donroger@cisco.com

Systems Architect
DAF Enterprise

