



Managed Services

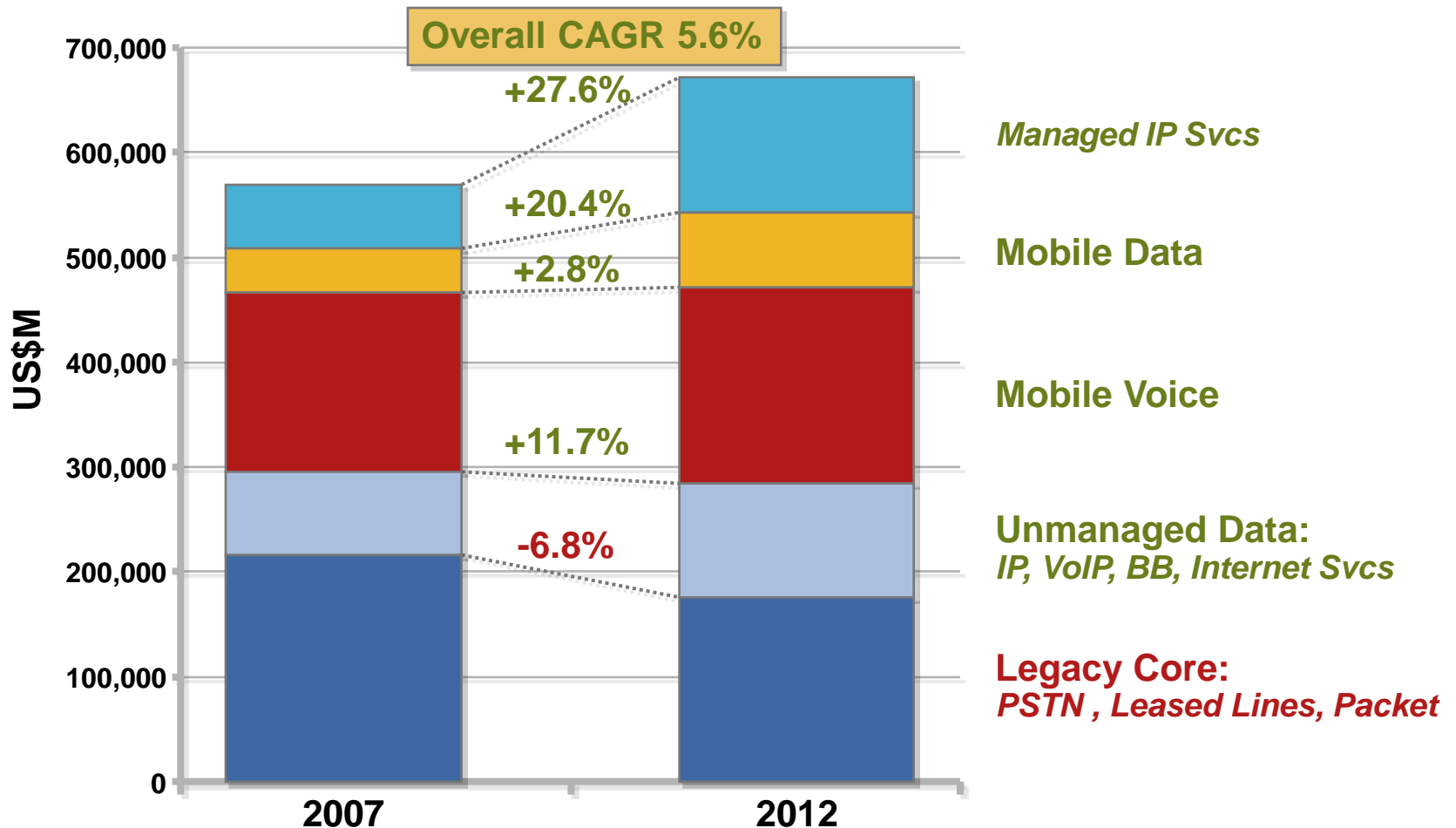


Moawyah ElWazer
Regional Manager, Service Providers
North Africa and Levant
June 2010

- **Changing World for Service Providers**
- **What is Managed Services?**
- **Managed Services Case Studies**
- **How Cisco can Help**
- **Next Steps**

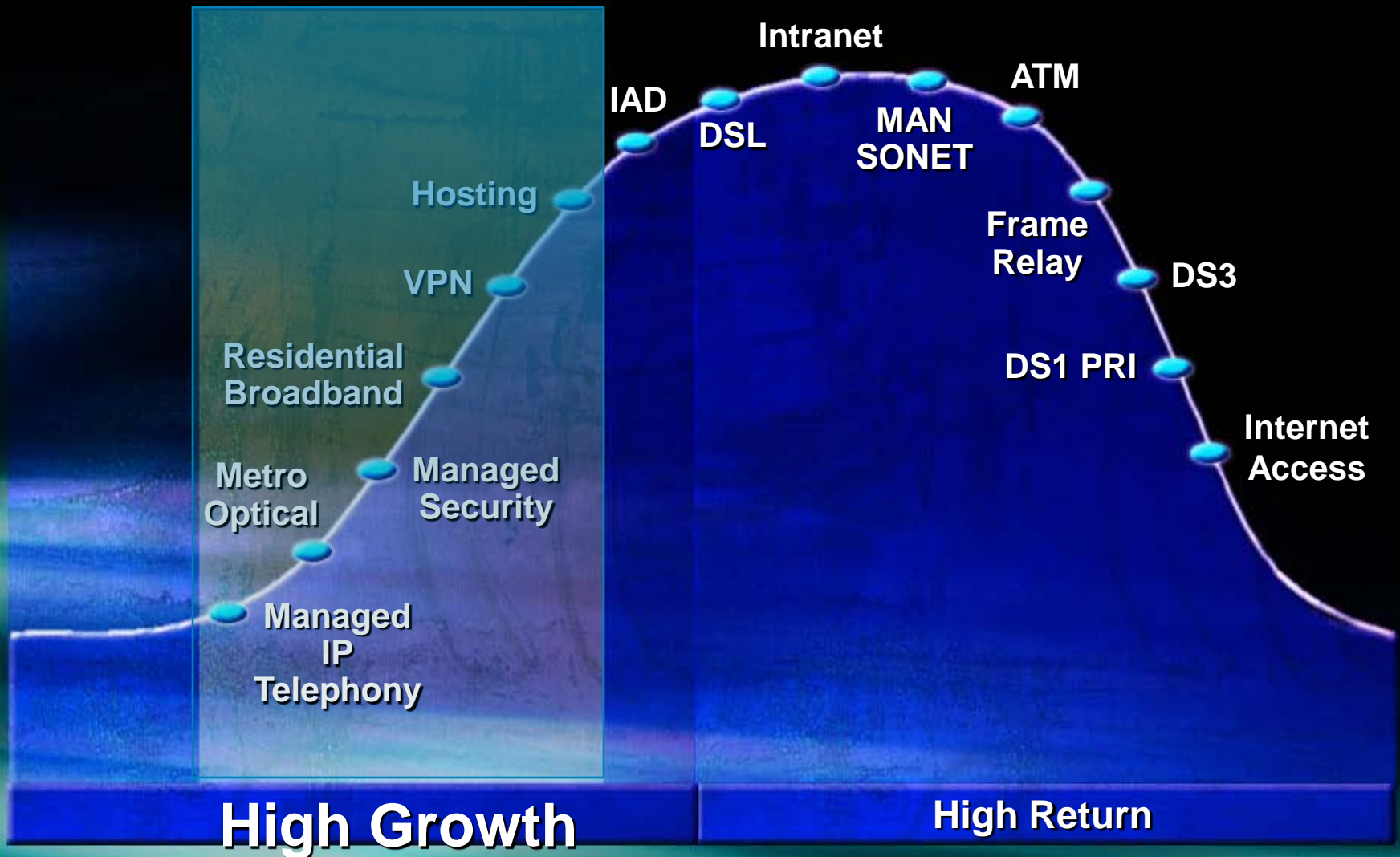
A Decline in Legacy \$\$ and a Shift in Network Services

Worldwide SP Business Revenue (Excludes Consumer)

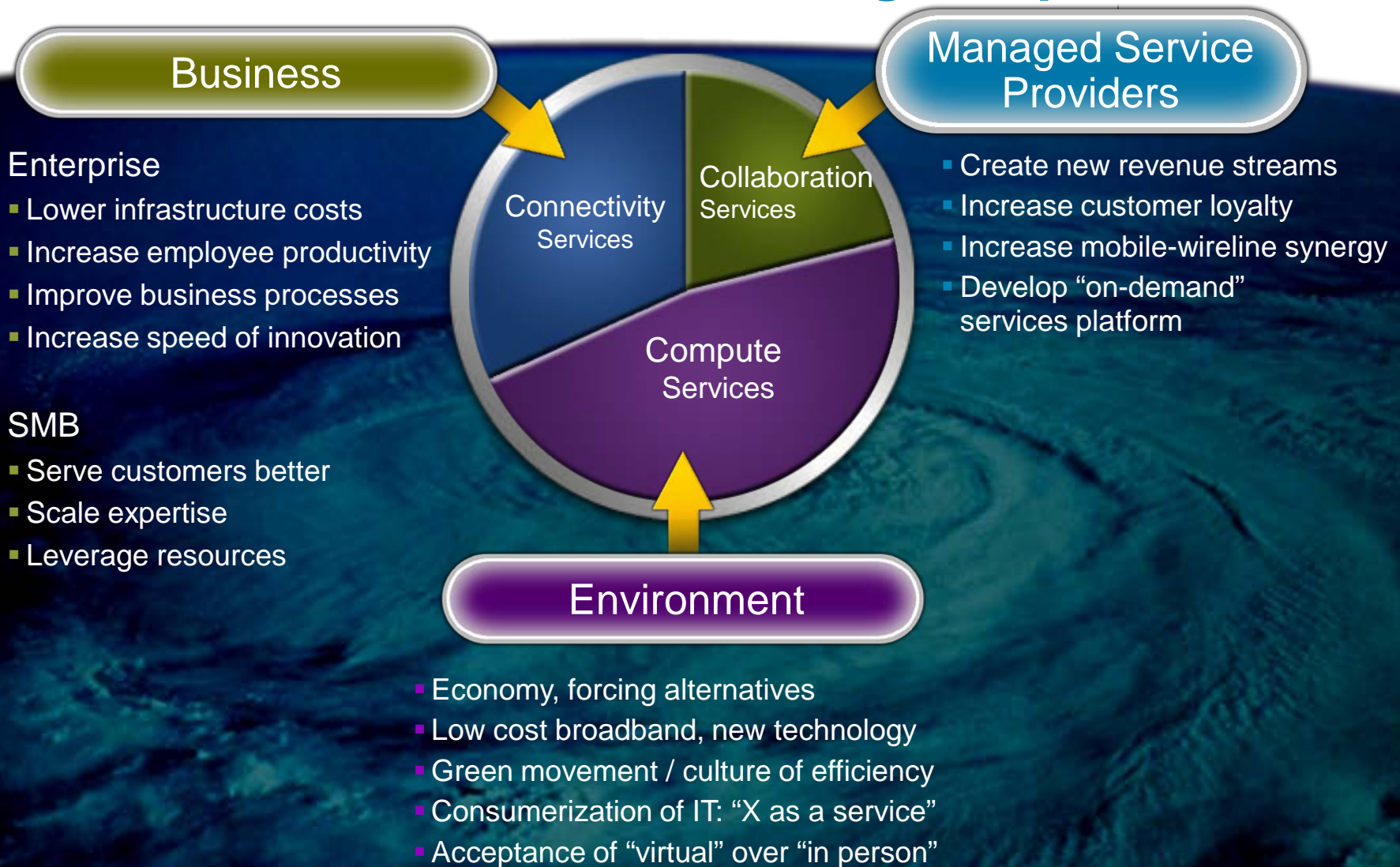


Sources: Gartner, Ovum, Cisco IBSG

Access service is reaching maturity



The “Perfect Storm” is Fueling Adoption of MS



Source: Cisco, IntelliComm

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What Are Managed Services?



Information technologies delivered as finished solutions, managed remotely by highly skilled professionals from a network operation center (NOC)

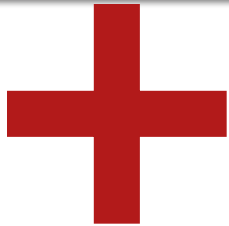


Managed services are proactively monitored and providers can troubleshoot incidents from the NOC, according to defined service level agreements (SLAs) negotiated with end users



Managed services are often offered on an operating expense basis that requires no capital outlay for the end-user customer

The Value of Managed Services for SPs



Adding Value to Commodity Product

Minimum
Maximum

\$0.04
\$0.23

\$0.74
\$1.48

\$1.99
\$4.98

Prevailing prices for
various coffee offerings



1¢-2¢
Per Cup



5¢-25¢
Per Cup



75¢-\$1.50
Per Cup



\$2-\$5
Per Cup

Commodity

Good

Service

Experience

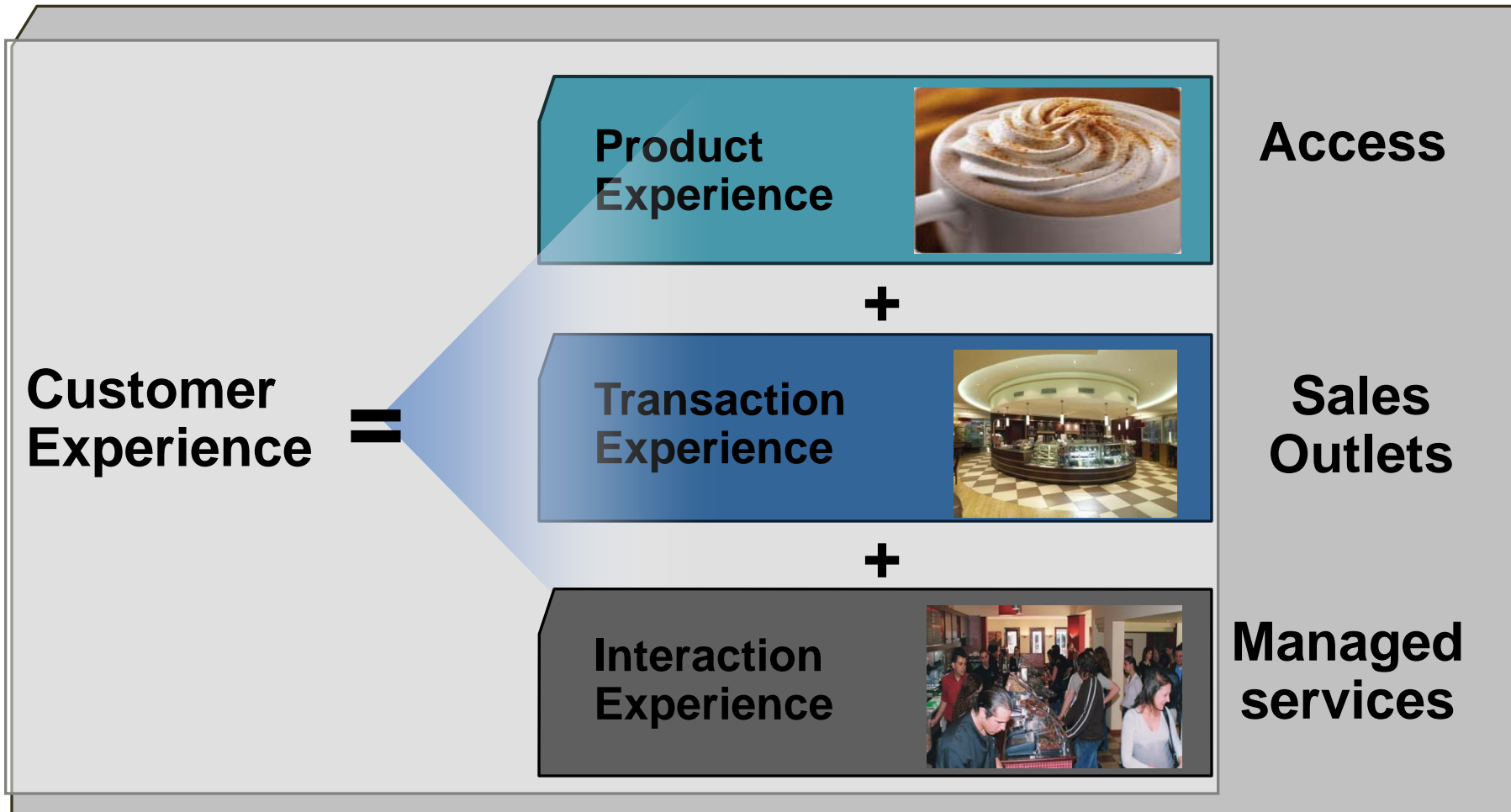
IP Access \$

Managed Services \$\$\$\$

Graphic: BusinessWeek, 2005 Source: Pine and Gilmore, The Experience Economy, 1999

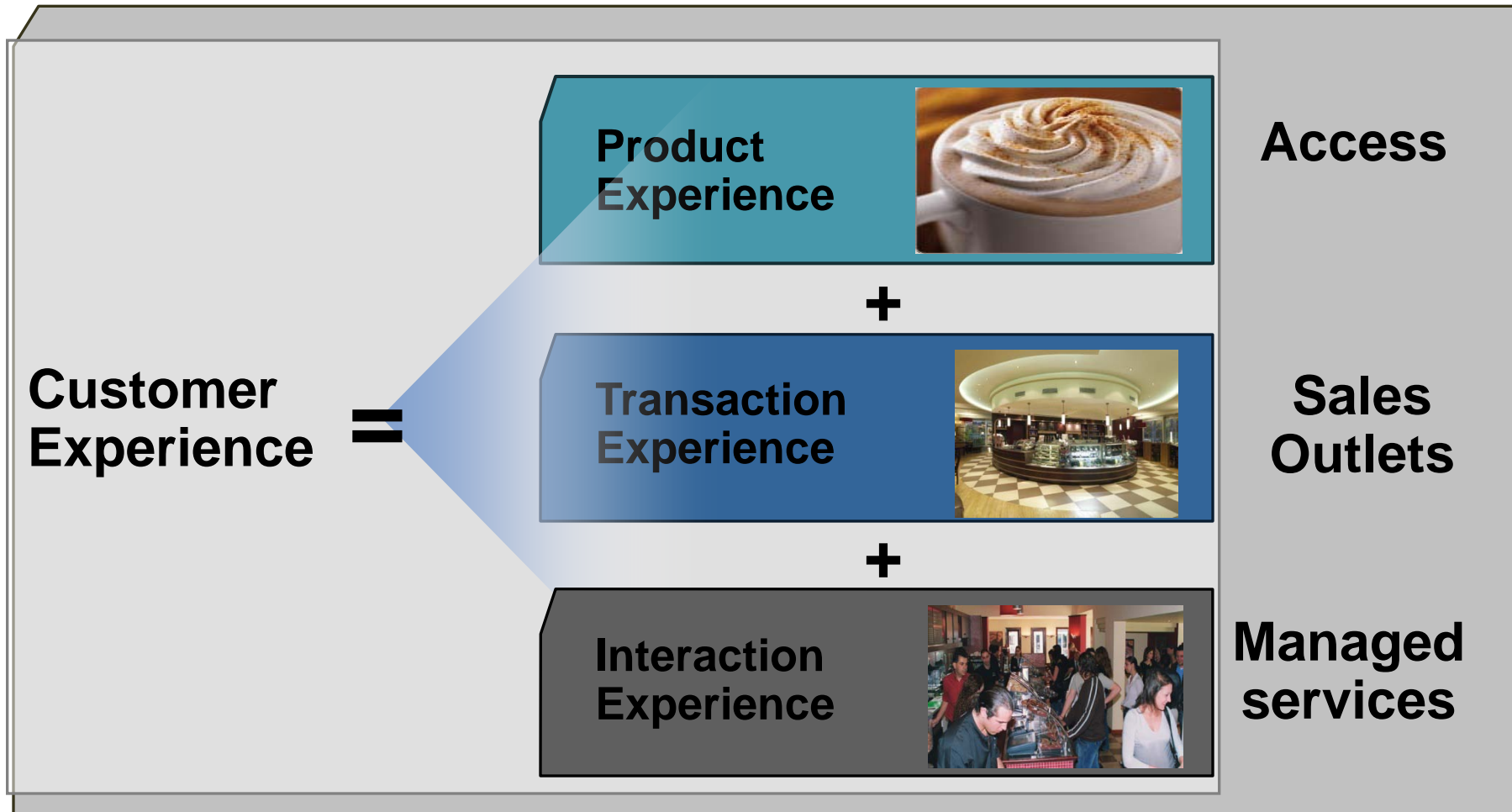
The Building Blocks of Customer Experience

For any given customer segment:

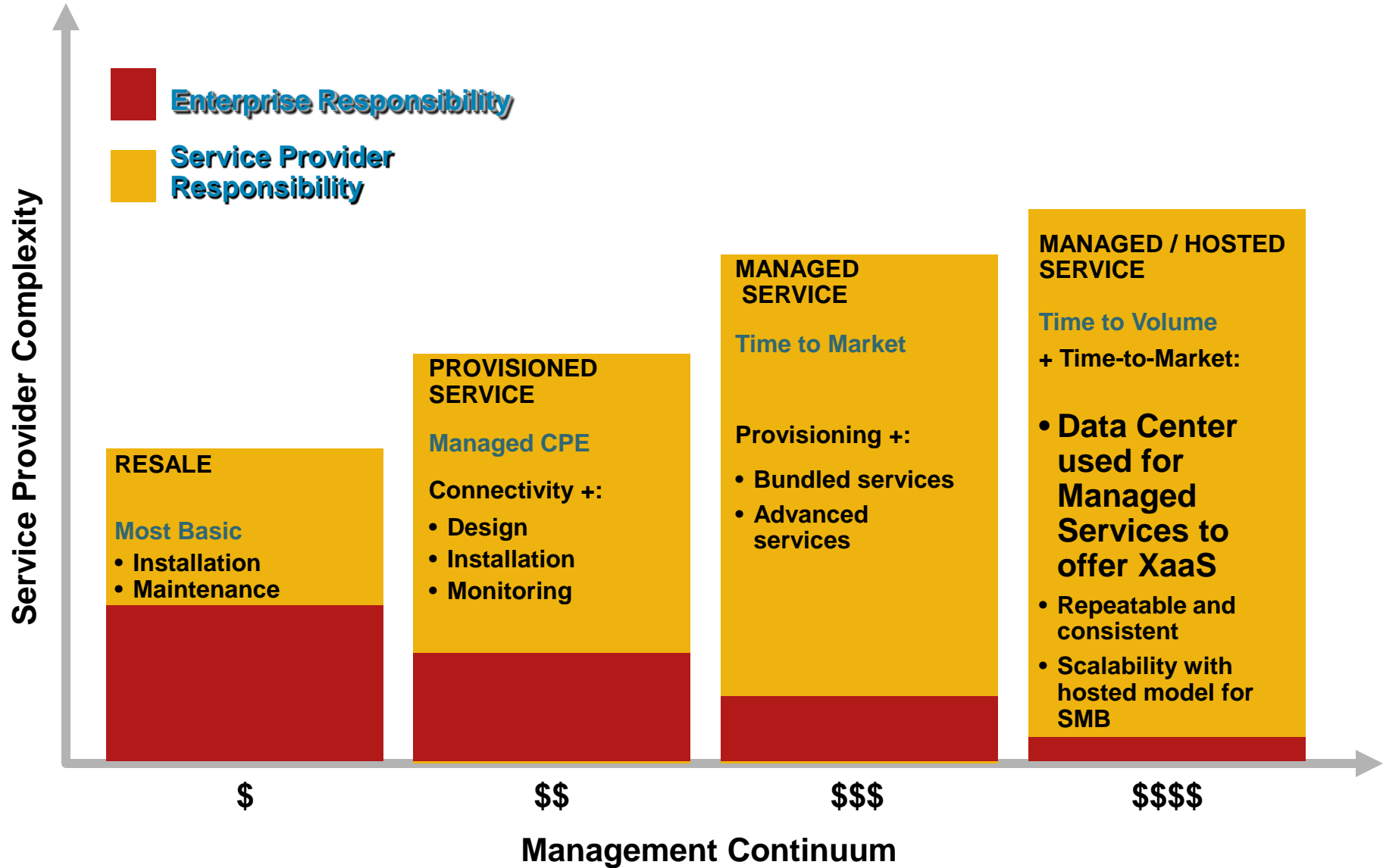


The Building Blocks of Customer Experience

For any given customer segment:



For Each dollar of Managed Services, Service Provider can plan to secure 1-3 Dollars of high Margin connectivity



Managed Services Scenarios:

Data Center

DC is the **Service Delivery Center (SDC)** for **Managed Services:**

- WAAS
- Unified Communications
- NOC/ SOC, NMS
- Security Services
- Conferencing
- Managed Storage
- Managed Hosting Service
- Managed Backup
- Co-location
- Disaster Recovery

e.g. SMB Customers, Branch office

Backup

Local Storage

App/file/print Servers

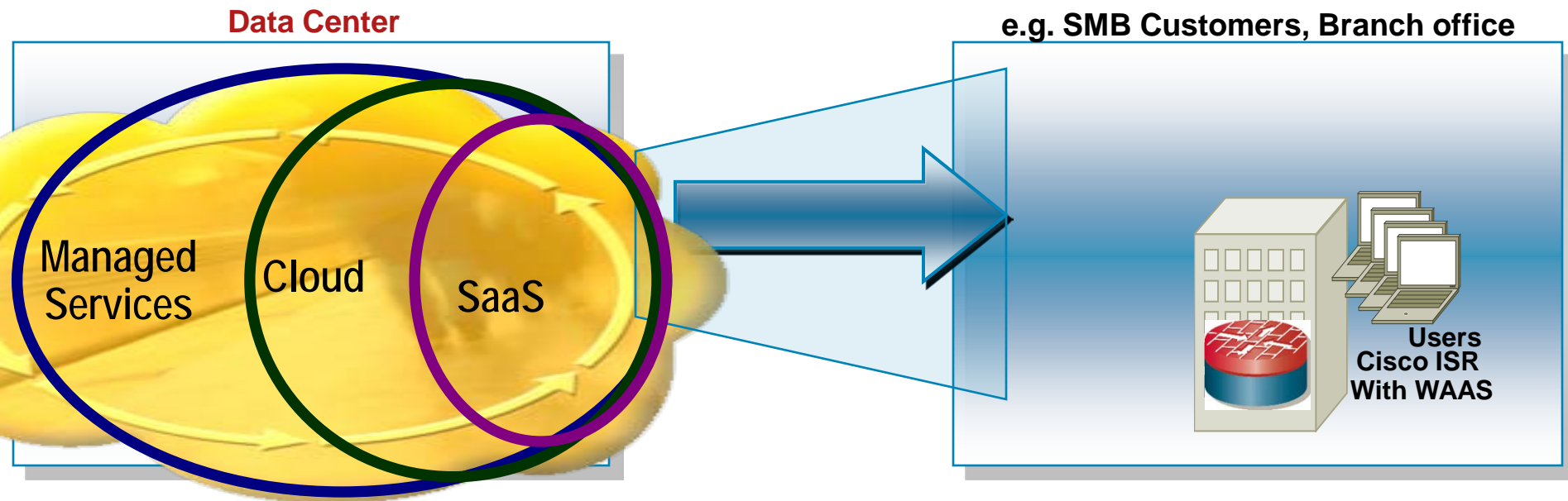
Security

Voice

Users
Cisco ISR
With WAAS

RouteWLAN

Managed Services Scenarios:



Benefits of offering managed services for Service Providers

- Capitalize on the Service provider's core competencies and existing assets
- Reduce the cost of market entry
- Increasing lifetime revenue
- Build a trusted long-term relationship with their customers' IT executives
- Competitive differentiation
- Attract new business customers
- Strengthen the loyalty of existing customers
- Additional higher-margin revenues from Managed Services
- Increase the return on investment from the IP NGN



Benefits of Managed Services for Customers

- Reduces costs, including traditional service fees, hardware, IT operations, and transport
- Eases adoption of new business processes
- Increases levels of support and network availability
- Makes the IT budget more stable and predictable
- Provides access to the latest technology with limited risk
- Provides access to an enhanced skills base
- Makes it easier to adapt to changing business conditions
- Enables the IT group to focus on the core business

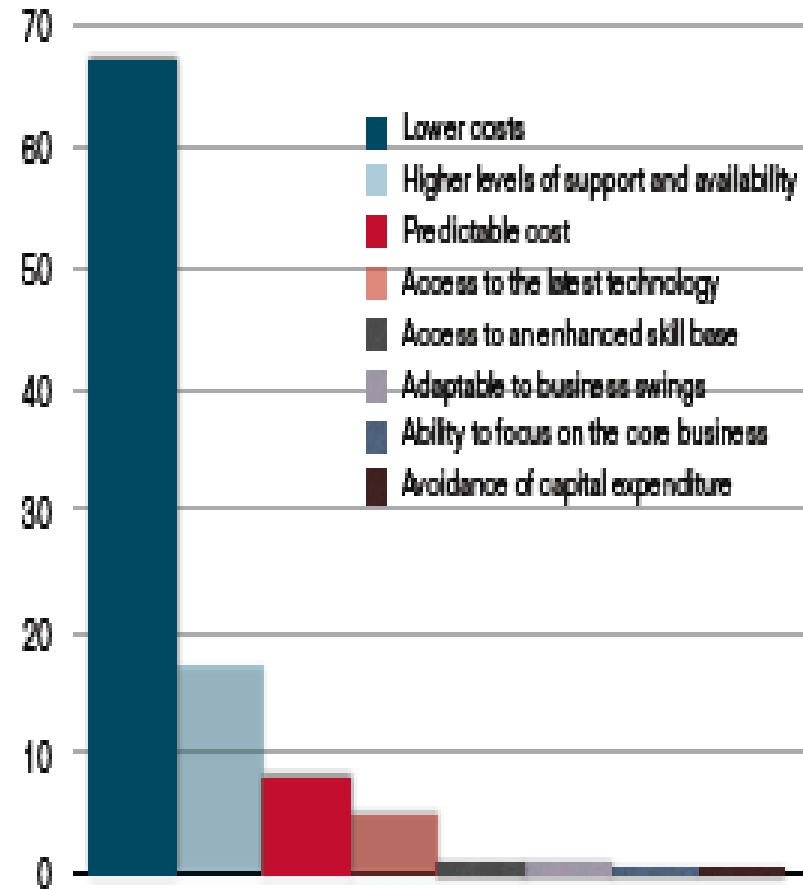
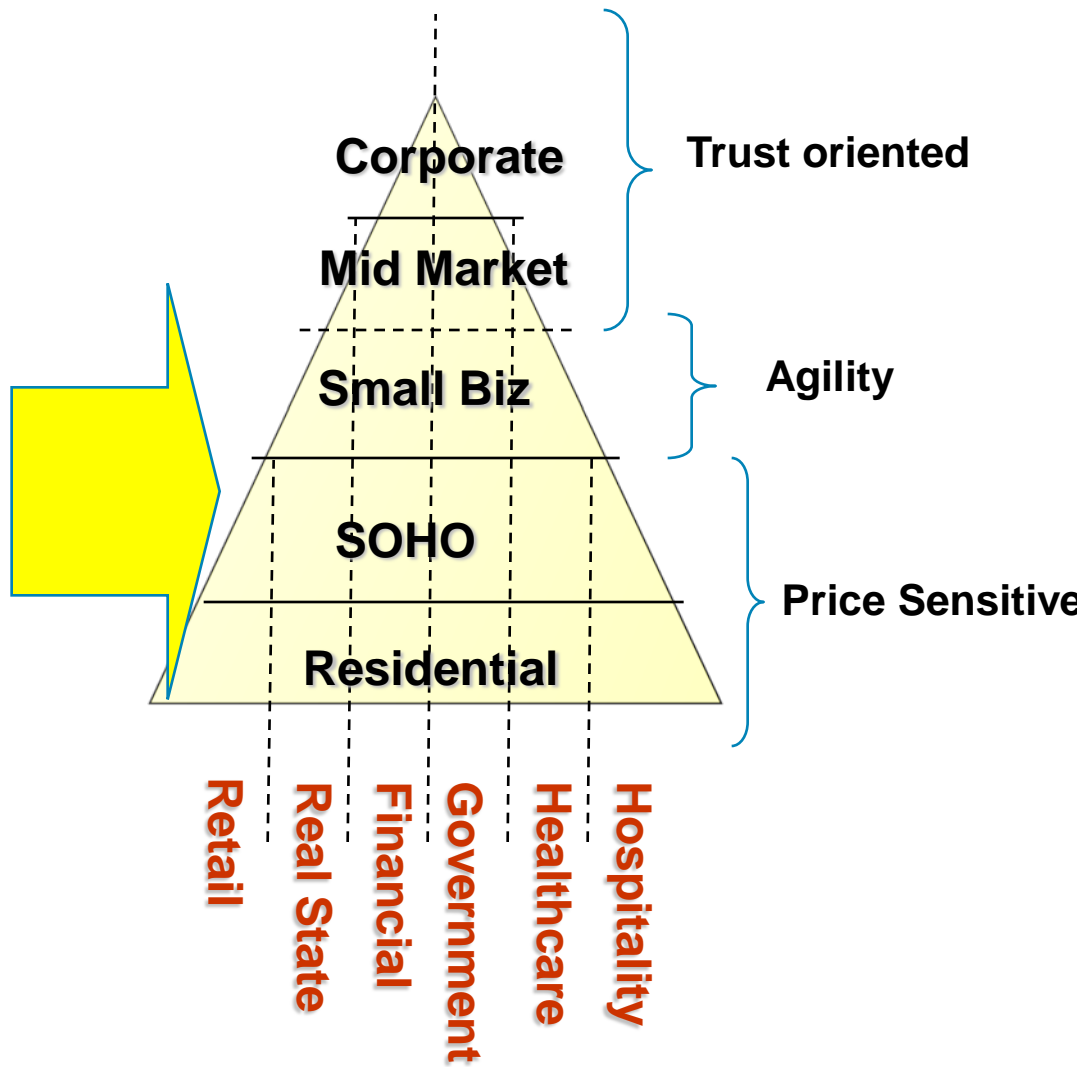


Figure 3 Reasons for Adopting Managed Services

T

Managed Services targets different market segments

- Managed IP VPN
- Managed security
- Managed LAN
- Managed IP contact center
- Managed IP communications
- Managed hosting and storage Managing
- Managed wireless and mobile computing
- Managed WAN
- XaaS
- Managed X....



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Cisco Managed Services...Today's reality

Foschini Group—MPLS VPN from Telkom South Africa

COMPANY

- Largest retail group in South Africa
- 1200 outlets
- Diverse storefront: department store to boutique

SOLUTION

- Cisco based 'VPN Supreme', 600 outlets deployed to date
- LAN refresh & IPT roadmap
- Cisco IP Core in Telkom

KEY BENEFITS

- Multiple applications supported: POS, Stock control, financials
- Convergence: OPEX savings 17%



Connecting the College IPC with Telmex Chile

THE CUSTOMER

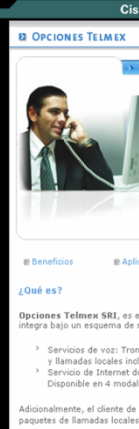
- University of Chile
- Largest and least tech savvy

THE CHALLENGE

- Use communication technology to increase collaboration
- Connect Administration with teachers with students in multiple faculties across several geographies

THE SOLUTION

- Unified CallManager Cluster
- 8000 IP Telephony Ports
- Unified Messaging, Video Conferencing and Video Streaming



Connecting the Kingdom IP-VPN from Saudi Telecom

THE CUSTOMER

- Ministry of Defence
- 1000 employees

THE PROJECT

- IP-VPN

THE SOLUTION

- Router, Switch, CM, IPT and Wireless IPT
- The most complete solution in the local government space based on Cisco HW and Telecom Italia connectivity

KEY BENEFITS

- Cost savings through convergence and network consolidation
- Improved customer service and business efficiency
- ??



United Arab Emirates: 'Triple-Play' services from Dubai Internet City

ABOUT DUBAI INTERNET CITY

- Branchchild of HRH Sheikh Mohammed Al-Maktoum
- Regional Hub for the New Economy, multi-media businesses, Internet start-ups, venture capitalists, professional firms and more....
- 12,000 users, 40 buildings, 300 Villas, 1150 Tenants
- Largest Converged Telecom Infrastructure in ME

SERVICES OFFERED

- Data, Voice (IPT), Video (triple-play)
- Hosting & back-up services
- Direct links to the Internet backbone, International VoIP, and International BB services

ROADMAP

- Second national operator (pending deregulation)
- Enhanced Triple-play for residential
- Growth to 50,000 users in campus
- Servicing new Dubai Urban Development projects.



City Stars, Cairo: Services innovation in Egypt

ABOUT CITY STARS

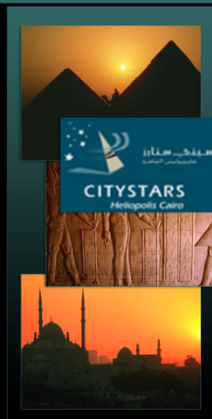
- Largest Converged Telecom Infrastructure in North Africa
- 40 buildings, Hotels, 300 Villas connected
- 45,000 user ports
- 3,000 IPT users, projecting 20,000

SERVICES OFFERED

- Data, Voice (IPT), Video (free-to-air & satellite)
- Video on demand & NVoD
- VPLS (virtual pvt. LAN) & IP-VPN services
- Hosting & Co-Location
- Unified messaging
- Web conferencing
- Wireless telephony

ROADMAP

- Enhanced Triple-play services for residential
- Growth to 75,000 users



Data Collaboration with Telefonica

THE CUSTOMER

- Banco Itau
- Leading Bank in Brazil

THE CHALLENGE

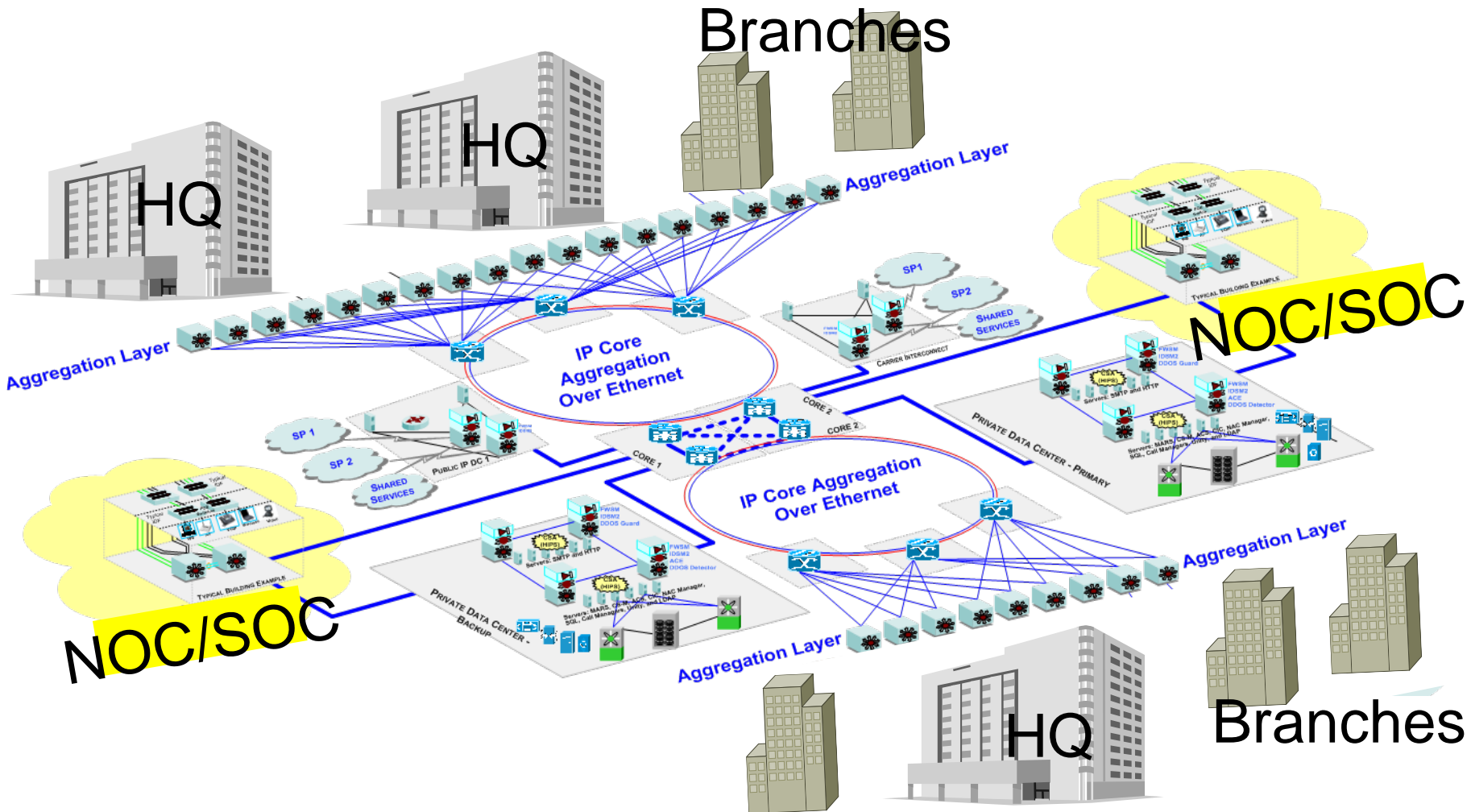
- Virtualize operations/collaborate across the enterprise
- Roll out deployment across over 2000 branches

THE SOLUTION

- Managed MPLS VPN
- Initial roll out of 500 ISR
- IP Data and evolution to Voice + Unified Messaging



Managed Services Network



Managed Services for Commercial customers

Cisco Advanced Managed Services

- Digital Signage
- CCTV
- RFID

Managed Services

- Application Aware VPN
- Managed Wireless/LAN
- Tele Presence
- Application acceleration
- Unified Communication
- Managed Metro Ethernet
- Managed Security
- Managed IP VPN
- CPEs
- Data Centers
- Call Centers
- Integrated command and Control
- Webex

Basic Services

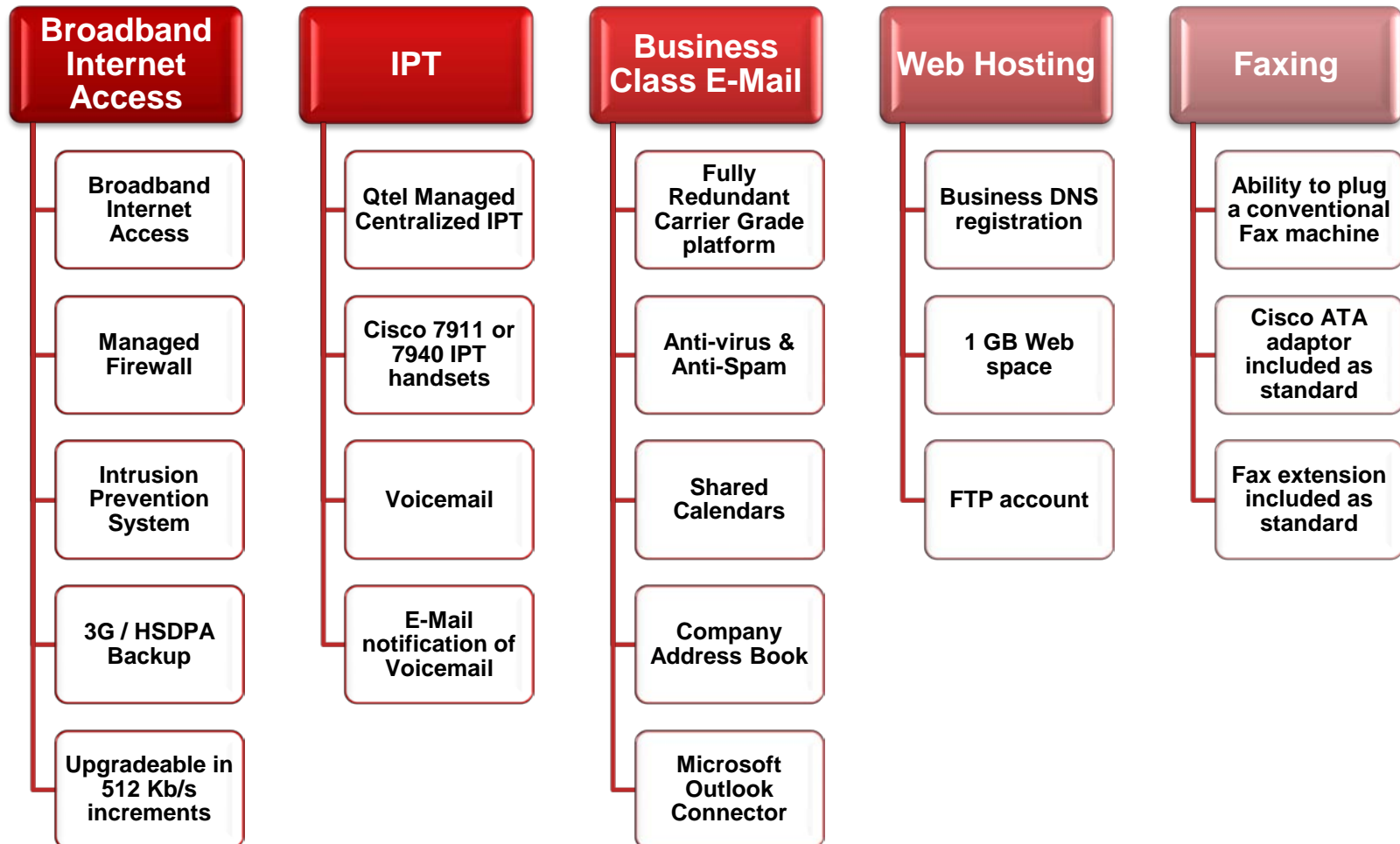
- Voice (Telephony)
- Data (Internet Access)
- Video (IPTV)



Qtel Office in a Box Feature Set



Office in a Box





Get business done anywhere with Cisco mobility solutions.

Zain now serves all your communication needs on a single box anywhere cost effectively

If you are setting up a new office remotely with a need for voice, data, internet, PBX and security services then look no further, Zain brings you all on a single platform:

- Mobile/ Fixed Voice
- Mobile Data LAN/ WAN using 3G/HSDPA Wireless Technologies
- PBX features
- Security/ Firewall
- Integration with desktop applications such as calendar, e-mail, and CRM programs.

For more information and to book an appointment, call

- Zain Key Account Manager or 246 44 444 and ask for Corporate Sales.
- Arabian ITS Sales at 222 51 611 or email sales@arabianits.com



Zain & Cisco's Unified Communication Platform

Are you setting up a new office with a need for voice, data, internet, PBX and security services?
Is your project delayed because of processing time for establishing the communications infrastructure?

Is your office in a remote location with limited connectivity options?

Do you want a future proof solution that also integrates your desktop applications?

Do you want to save costs?

If any of the above questions apply to you then look no further, Zain has the the answer to your needs.

Zain strives to bring to its customers, end to end communication solutions packaging best of breed partners into their overall proposition.

With our partners, Cisco and Arabian ITS, we are successfully deploying a Unified Communications solution that will improve the customer's business productivity.

This Unified Communications (UC) solution converges key services on a single platform:

- Mobile/Fixed Voice
- Mobile Data LAN/ WAN
- PBX
- Security/Firewall
- Integration with existing desktop applications such as calendar, e-mail, and customer relationship management (CRM) programs.

For more information and to book an appointment with Zain's Corporate Account Managers or call: AITS Number for more information (22251611)

"For a Small to Medium office, we could have all our communication services served on a single UC platform resulting in cost savings and simplicity in dealing with Zain as a single provider."
Adminstration Manager, Leading Hospital, Kuwait



www.zain.com

A wonderful world



Example of Managed Services for SMB



SMB Bundle Easy Inclusive Office (activation: 185 €)
Always on **Internet** at 10 Mbps (or DSL 2Mbps)
5 Mailboxes w. Antivirus/Spamm
5 Internet Access
Unlimited on-net **voice** call
Local (20h) National (10h) calls **160 €**

Solution:

- Cisco routers with managed Unified CallManager Express (CCME)
- Lower TCO for SMBs
- Customized telephony – CCME lets customers pick and choose features
- Expanded managed service offering

Results

- Significant increase in new customers – Over 900 CCME customers; 80+ new subscribers/mo

FastWeb One (Voice over IP for SMB)
IP Phone activation fee 55 €
IP Phone monthly rental (depends on type) 33-83 €
Switch monthly rental 48-128 €
Voice traffic add €

Flat Voice Option
Free local and national long distance calls: €20/seat

Security
VPN activation 300 €
VPN monthly rental 150 €
Firewall activation (<10 users, 11-44) 100-200 €
Firewall monthly rental (<10 users, 11-44) 50-100 €

TUS Telekom UC500 for SMB



“Office SuperHero”

- **All-in-one:** UC500 + Wireless + IP Phones + TUS services (120mins local calls)
- **Sales Strategy:** next-day delivery + try-and-buy + aggressive pricing

Internet access	Business IP Telephony		Price/60 Months
2/2 Mbits	8 users	7x IP Telephon 7911 1 x IP Telephon 7931G	95,83 €
	16 users	15x IP Telephon 7911 1 x IP Telephon 7931G	138,33 €
5/5 Mbits	8 users	7x IP Telephon 7911 1 x IP Telephon 7931G	105,83 €
	16 users	15x IP Telephon 7911 1 x IP Telephon 7931G	148,33 €

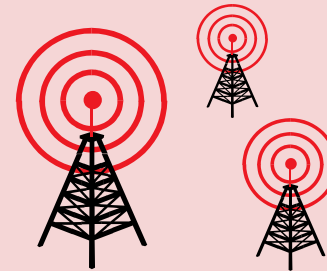
- **For advanced users:** availability of customized bundles ("a-la-carte")

Managed Service for the SMB



GSM

WiFi



Out of the Office



Unified Communications



In the Office



vodafone

BlackBerry Smartphone ↔ Wide-Area Mobile SIM ↔ WiFi to IP-PBX

SP Managed Service

Oi Connected Education

Context

- Healthcare and Education are top **priorities for the Brazilian Government.**
- **Oi, the biggest Service Provider in Brazil,** with its Network footprint can reach all the Hospitals and the Schools in Brazil.
- **Oi** with this offer provides technology solutions, as Managed Services, to improve the Public healthcare and education services, **working in strong partnership with Cisco** in order to integrate telecommunication services, IT infrastructure and solutions

Target Market

States and Local governments that require technology solutions with high quality standards to improve quality of Public services. Target is to reach all the 55,000 Brazilian schools and the 40,000 Brazilian Hospitals.

Scope

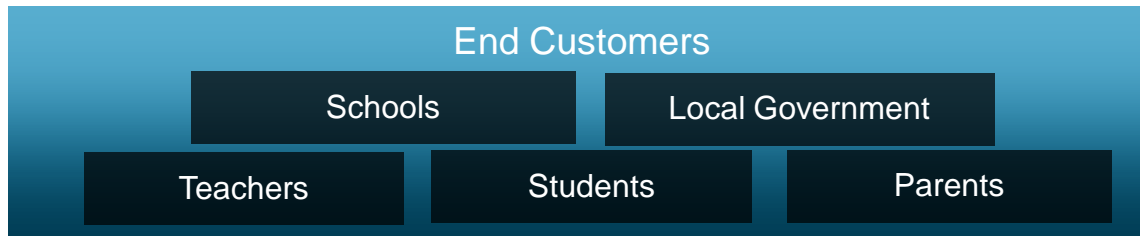
Telecommunications and IT Managed Services solutions, to improve KPIs across the entire Healthcare and Education value-chain. This will improve local autonomy, political and technical decision making processes, end user experience and will meet high Healthcare and Educational standards.

Oi Connected Education

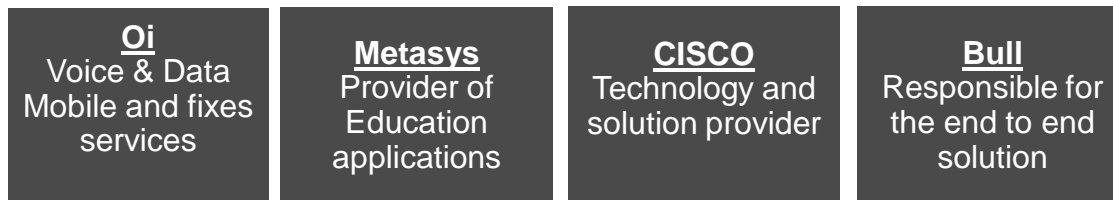
Benefits

- Monitor state owned schools Infrastructure status
- Keep the schools safe
- Real time information availability for teacher, parents and students
- Monitor parents participation in school activities
- Build a school database
- Manage meal distribution
- Build a communication network between schools, students, parents and communities;
- Control the activities from home and school
- Integrate different educational programs
- Improve Public education
- Reduce students dropout rate
- Improve school performances

Operating Model Building Blocks



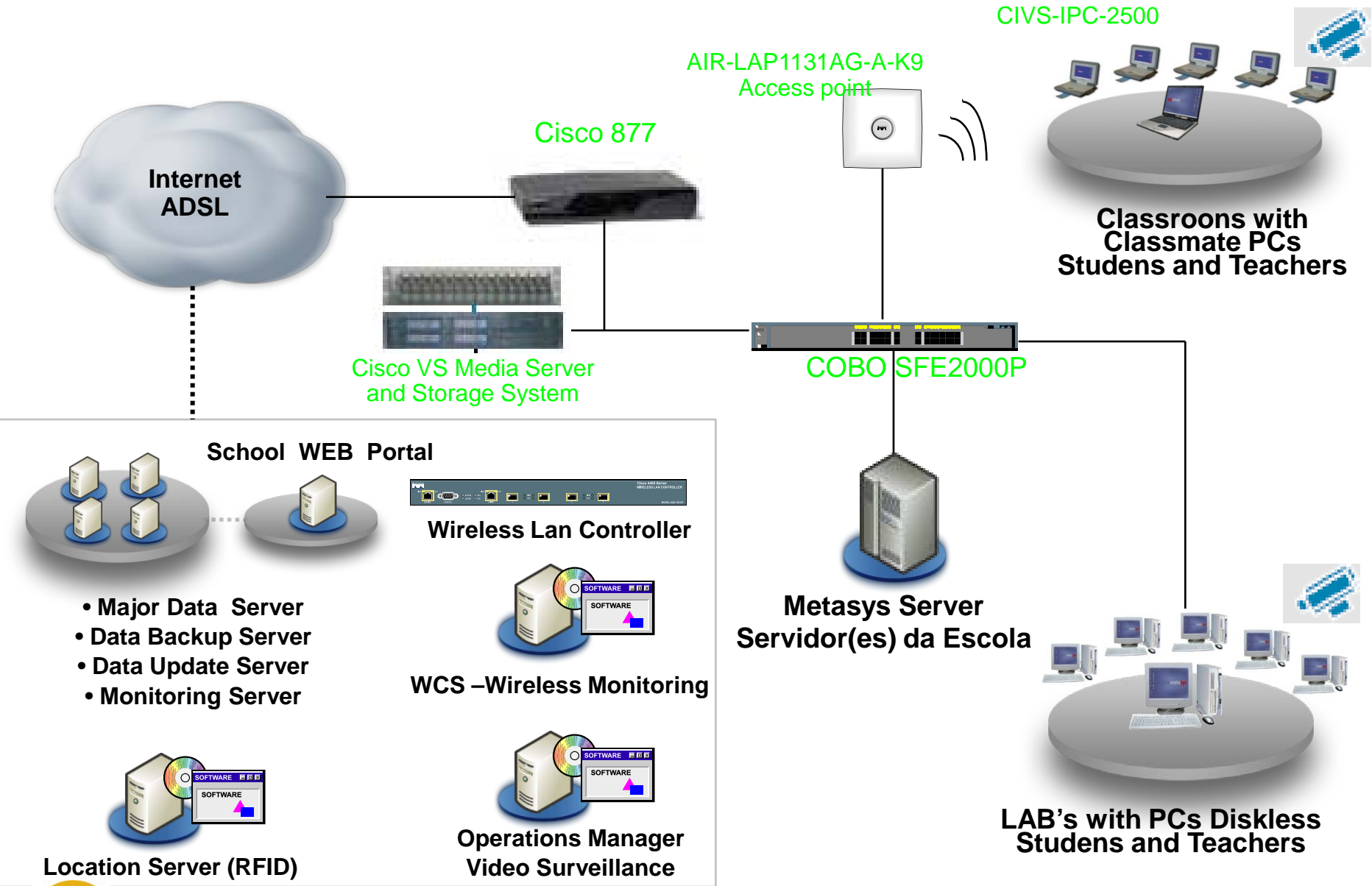
Platform: Single point of contact
Billing, Customer Care, Provisioning, CRM, Portal



Service Oriented Active Network

Passive Network

Connected Education Solution



CIVS-IPC-2500



GIGA

Managed Public Safety

Context

- Public Safety is one of the key Country priorities.
- Oi in partnership with CISCO and Dominion developed a compelling Managed services offer to cover 4 specific areas of Public safety.

Target Market

States and Local governments that require technology solutions with high quality standards to improve:

- safety and security in open spaces,
- asset security,
- vehicle security
- public security services (19x).

Scope

Telecommunications and IT Managed Services solutions, to provide an efficient platform to enhance Public Safety standards across Brazil.



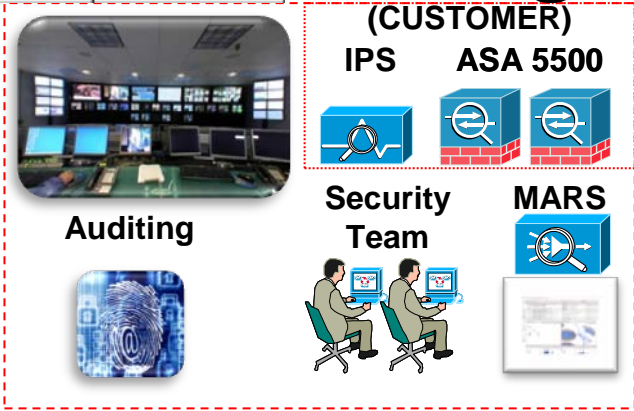
■ **Benefits**

- Reduce response times of Police, Fire Brigade, forces;
- Improve citizens perception of security;
- Ability to monitor assets, and staff and visitors access to buildings;
- SOC (security and video monitoring center);
- Quicker and more rich communication system;
- Real time Voice and data;
- Interoperability among different departments/institution (Police, Fire Brigade etc..).



GIGA

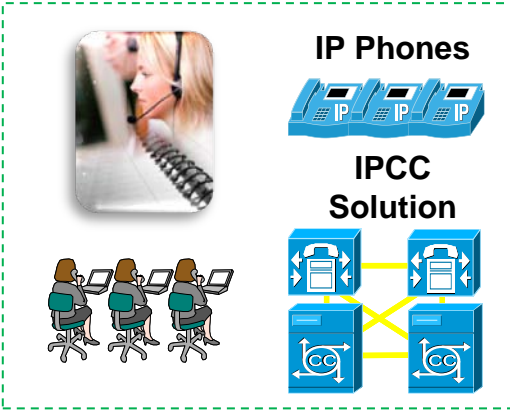
Managed Public safety Solution



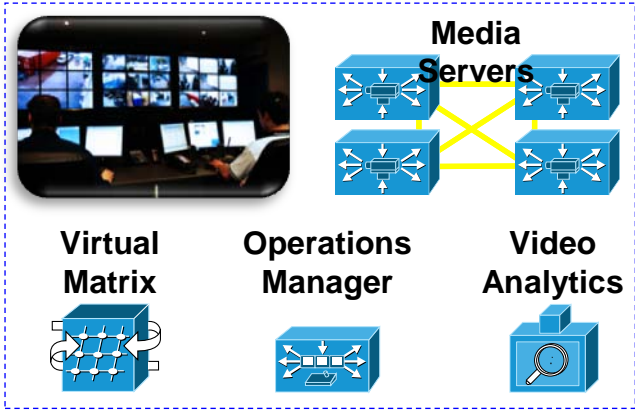
Auditing



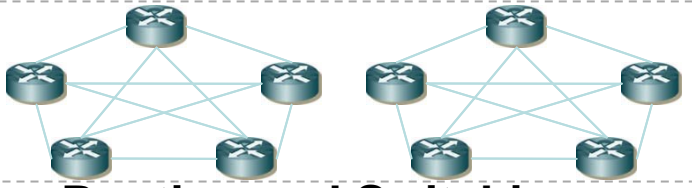
IT Security (Partner)



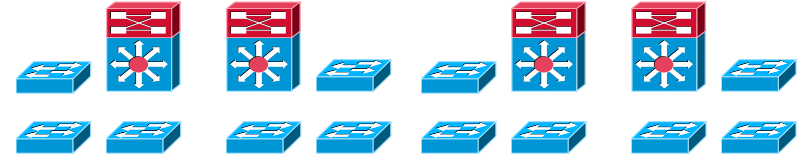
IP Contact Center



Video Surveillance

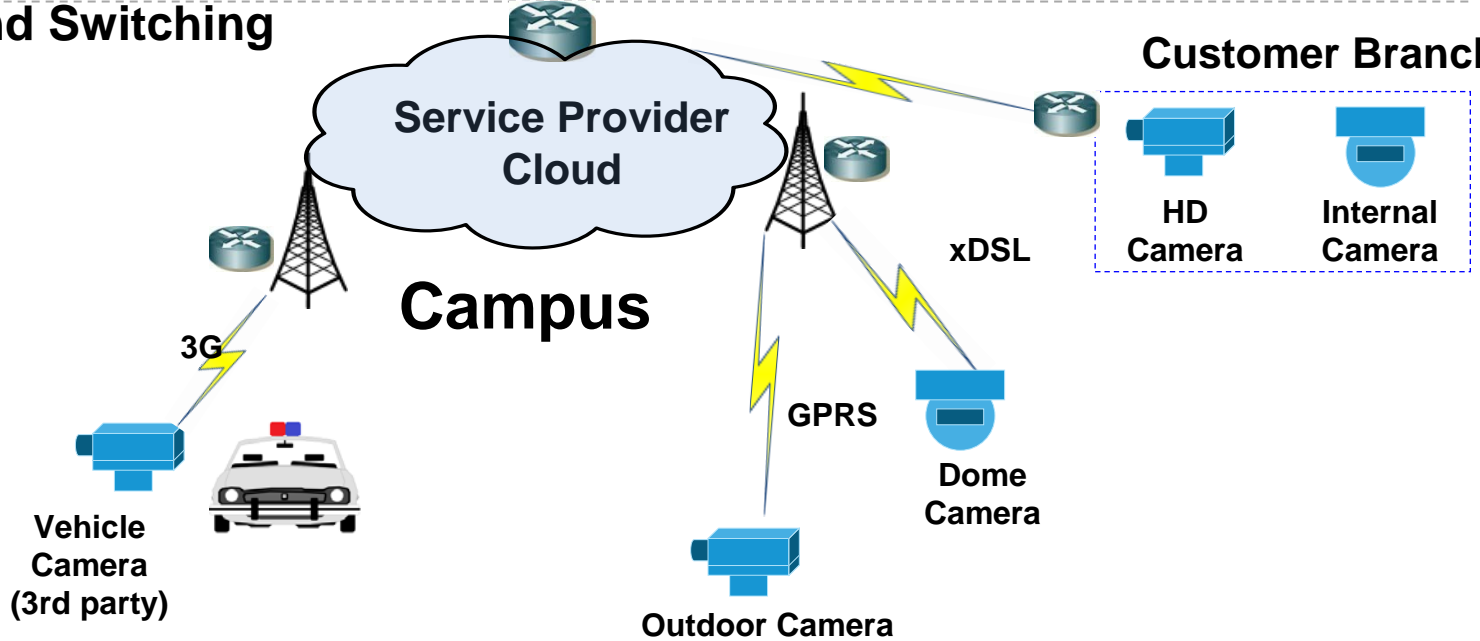


Routing and Switching



Campus

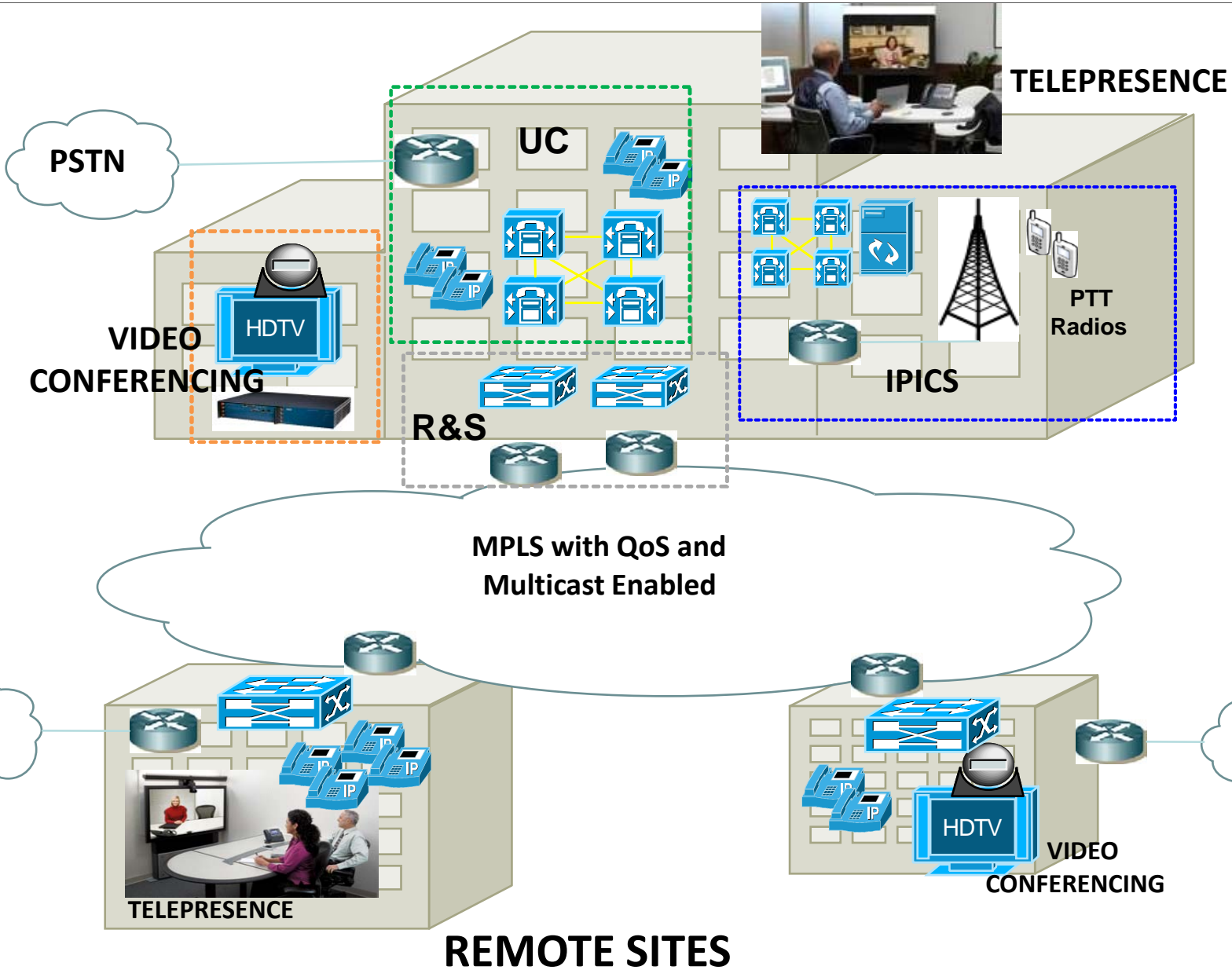
Customer Branch





GIGA

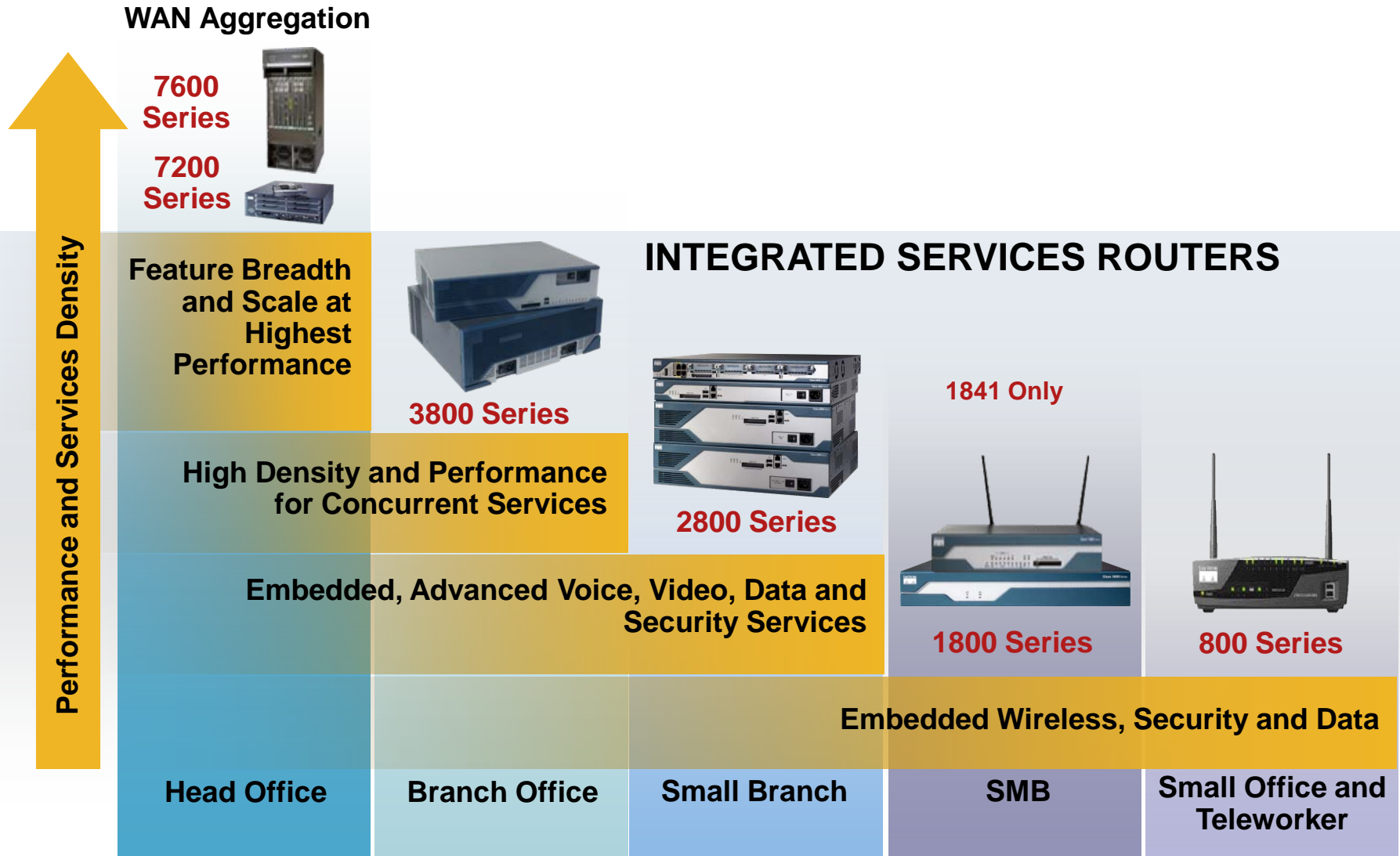
Managed Public safety Solution



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Cisco Enterprise Routing Portfolio



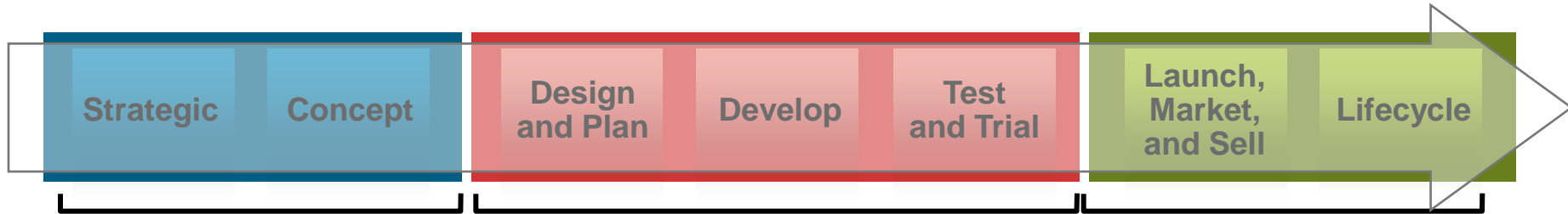
How Cisco can help you...

1. Service Creation
2. Go To Market Business Models
3. Go To Market Programs:
 - Cisco Programs (MSCP): Discounts, Co-Branding
"Cisco Powered Managed X"
 - Cisco Sales Tools (TCO or ROI)
 - MS University (Train the sales people)
 - Cisco resellers
 - Cisco SMB select partners
 - Customer Advocacy (Consultancy)
 - Technical assistance
 - Specialized MS partners conferences
 - Co-Marketing
 - Integrated products for different market segments



Service Creation...to Service Acceleration

.....Cisco Can Help you all the Way



Envision

Service Creation Workshop

- CPP envision kits:
- Market intelligence
- Business cases
- ROI Tools
- MSD
- CA: Advisory services

Build

- Cisco Powered Program Service Architectures Solutions Training
- Cisco validated design
- Cisco Advance Services
- Cisco Technical Services
- White label / Re-sale
- BOT

Market & Sell

- Service Acceleration
- Cisco Programs MSCP CPP
- TCO Tools
- SP University
- Go To Market support

Cisco works closely with SPs, Partners and customers to ensure the success of Managed Services

~~Traditional Roles of Separation~~

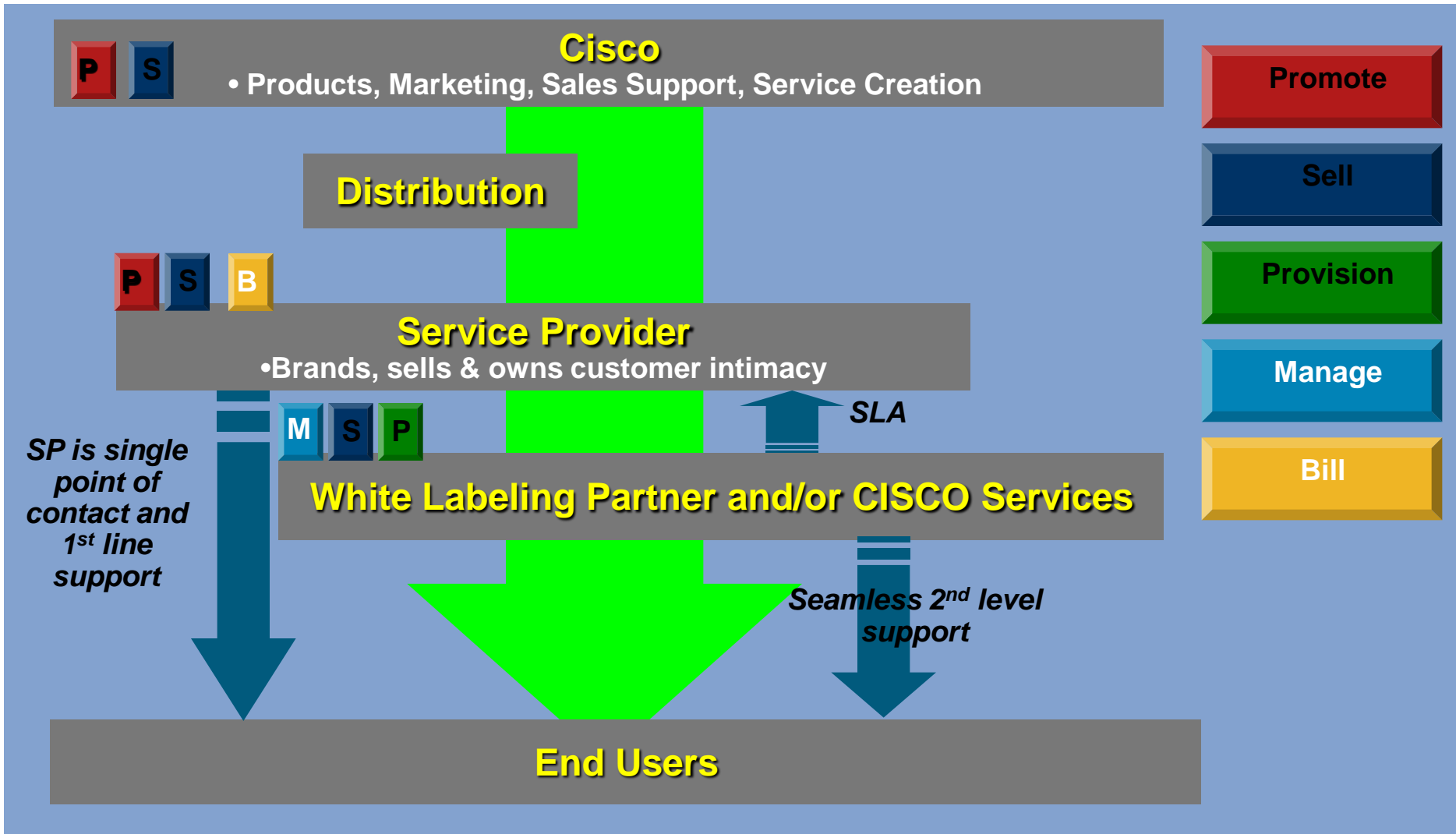


Helping Service Providers Accelerate



Generic VSP Delivery model (illustrative)

- VSP needs to interface/integrate with SP's Billing and CRM systems
- VSP needs to Implement and operate a fully automated self-service customer portal



Example of MS University course

Day One - IPVPN

0800 Arrival and Registration

0830 Introduction

- Preparing to sell Managed Services
- Recognising the customer
- Understanding the challenges for IT Professionals

0900 Moving to IP Solutions

- Explore current trends affecting the communications market
- (Activity) – identify the reasons why customers create large amounts of sensitive data
- Identify the issues of concern to corporate customers
- Review SP's market and the local market for Managed Services
- Consider the opportunities for IP VPN and Security

0930 Networking Fundamentals Review

- A brief refresh on networking technologies
- Legacy VPNs
- IP-based VPNs
- VPN technologies

1000 - Break -

1015 Understanding Managed Services Strategy for IPVPN

- Why managed IP VPNs are a particularly strong proposition for SP and its sales force
- Understand key Emerging Market trends in managed services and the opportunities they create
- Explore how customers choose Managed IP VPN services

1130 Selling Cisco IPVPN Communication Solutions

- The move from traditional VPN services to those based on IP
- Understand and be able to explain the key issues for corporate customers
- Outline the Managed IP VPN market and current trends
- Recognise, develop and close opportunities to sell Cisco IP VPN solutions
- Build a qualification checklist

1300 - Lunch –

1345 Role Play for IPVPN

- Apply the content of the day to a customer scenario

1445 - Post-Assessment & Close

Day Two – Security

0900 Thoughts from Day one

0915 Understanding Managed Services Strategy for Security

- The Treat Life-Cycle for Security
- The complexities for customers in dealing with security challenges
- Awareness of the impact of security breaches in different vertical markets

Identifying triggers for Managed Security opportunities

1015 - Break -

1030 Selling Cisco Security Solutions

- The ISR product strategy
- Winning Managed Security opportunities with Cisco ISR
- Cisco differentiators
- TCO and ROI considerations

1200 - Lunch –

1245 Role Play for Security

- Apply the content to a Customer Scenario

1345 Managed Services Case

Study Presentation on IPVPN

1430 Post-Assessment

1500 Close

Cisco Advanced Services typical engagement

Business Planning

Assessment of business strategy, delivery of a coordinated strategic plan, business model



Network Architecture

Integrated delivery of technical architecture solutions, customer migration planning and operations convergence



Service Creation

Delivery of service roadmaps, implementation plans, service plans, market service descriptions and functional and customer experience specifications for new services



Operational Readiness

Operational readiness assessment, transaction models, and operational workflow analysis and development to optimize NGN Operations



