

What is “Managed Services”

- Outsourcing by the SPs of their corporate customers’ telecommunications capability and responsibility through their network infrastructures
- Managed service providers can be [access providers](#) or [hosting](#) companies

Presentation_ID © 2000, Cisco Systems, Inc. Cisco.com 4

The Way To Differentiate for the IDCs

home > products & services > data centers/colocation



Outsource with One source

Verio Data Centers

Ping, Pipe, Power, PLUS! Verio Data Centers deliver the three P's in a fully redundant and secure manner.

You need a safe, secure environment to support and maintain your important applications—because you can't do business on the Web if your site isn't up and running 24/7.

Domain Name Check
Register your own Domain Name for only \$50/year! Check it now!

www. \$50

Enter name and click go to check for availability. [Get More Info.](#)

Verio Business Solutions

Outsource with One Source. Verio Data Centers: Worry-free from back-up to bandwidth.

Managed Security. Don't leave your data defenseless.

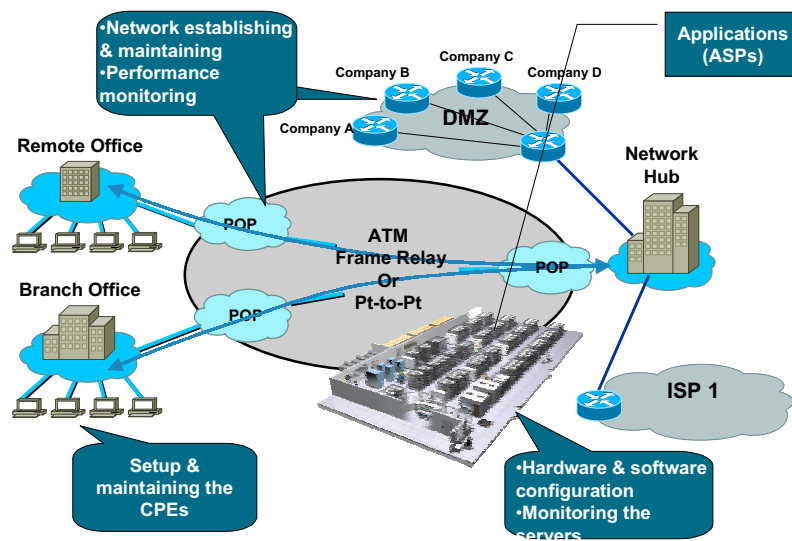
Reach for the Sun. Solaris™ Virtual Private Servers.

Presentation_ID © 2000, Cisco Systems, Inc.

CISCO.COM

5

So, What's Managed?



Presentation_ID © 2000, Cisco Systems, Inc.

CISCO.COM

6

Who May Need Managed Services?

- **Multiple national or international locations**
- **Manage frequently changing and complex network, accomodating relocations, additions and removal of sites and staff reorganizations**
- **Require complex disaster control and recovery capability**
- **Increasing telephone fraud and security concerns**



Services Available

Evolution of Requirements

Transport Services

- leased line, Frame Relay, ATM
(current business processes)

Traditional

IP Connectivity Services

- Internet
- intranet
- extranet

Enterprise
VPN

IP Valued-Added Services

- content hosting
- collaboration
- voice
- video

IP Managed
Services

A Private Network Just for Kids SilverTech, Inc.

eKIDS
Internet

About Us
Unequaled Safety
Discover eKIDS Internet
Sneak Preview
FAQ
Support
Order Free CD!

MAIL

FREE AFTER
renewal

WELCOME eKIDS

eKIDS Internet is a whole new world. It's not another website or portal. It's a private network just for kids. Totally secure - away from the public Internet.

You go through a coded tunnel, so you're safe from the moment you log on. You use a private dial-up connection and a special browser to surf, chat, send email, play games, watch cartoons, get help with homework, even take virtual trips to faraway countries.

You can do everything you can do on the world-wide web and more! Thousands of cool sites are stored on eKIDS Internet servers, with no kids in or out. It's where you like to be on eKIDS Internet, with no worries about inappropriate sites or intruders.

KIDS
(click here)

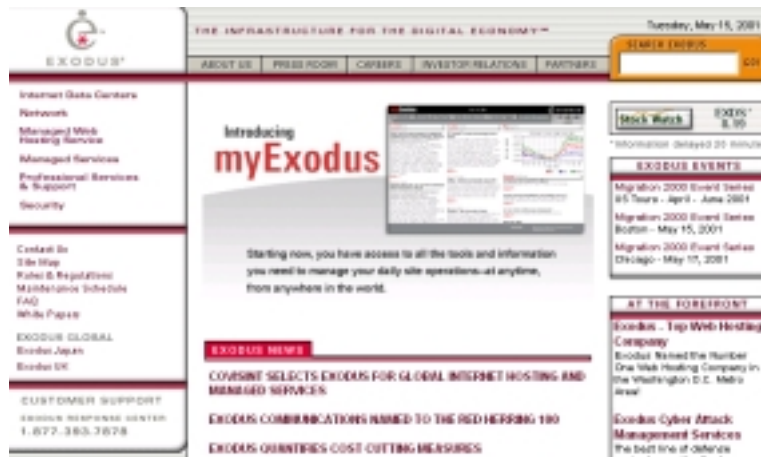
TEACHERS
(click here)

PARENTS
(click here)

Want to check it out? Click on "Sneak Preview" right now.

Want to send for a free access disk? Click on Order Free CD!

The Infrastructure for the Digital Economy Exodus Communications

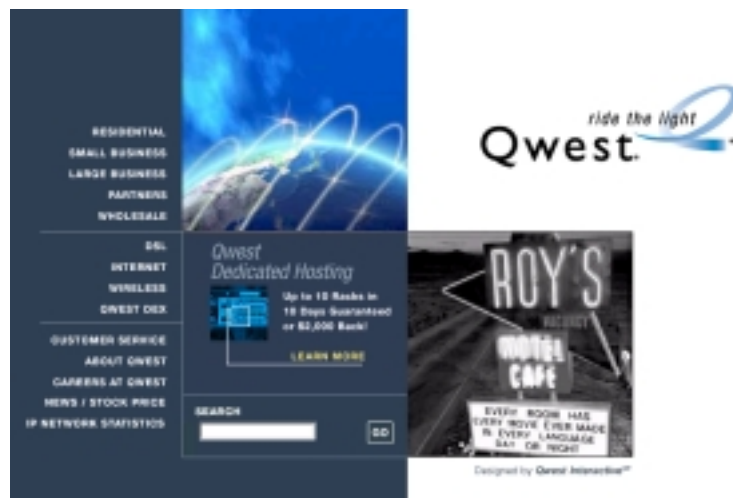


Presentation_ID © 2000, Cisco Systems, Inc.

CISCO.COM

11

Advanced Communications for Buildings Qwest



Presentation_ID © 2000, Cisco Systems, Inc.

CISCO.COM

12

Network Infrastructure Solutions (i)Structure



Presentation_ID © 2000, Cisco Systems, Inc.

Cisco.com

13

Radical Economics Cogent Communications

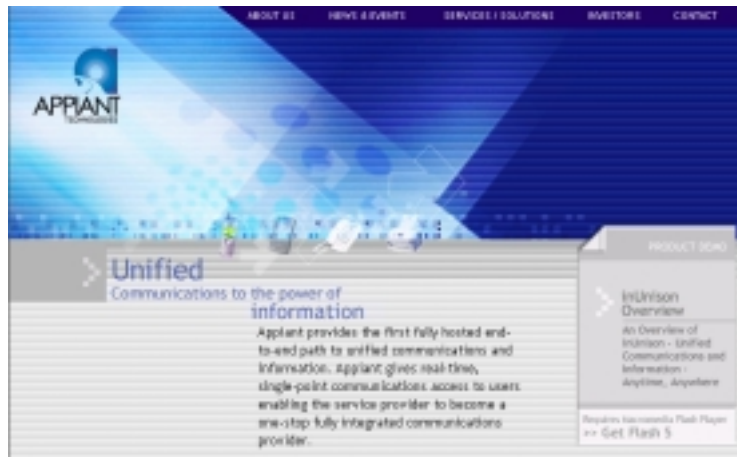


Presentation_ID © 2000, Cisco Systems, Inc.

Cisco.com

14

Unified Communications Enhancement Technologies



Presentation_ID © 2000, Cisco Systems, Inc.

CISCO.COM

15

Internet Operations Management Services LogicTier



Presentation_ID © 2000, Cisco Systems, Inc.

CISCO.COM

16

Global Content Delivery Mirror Image Internet

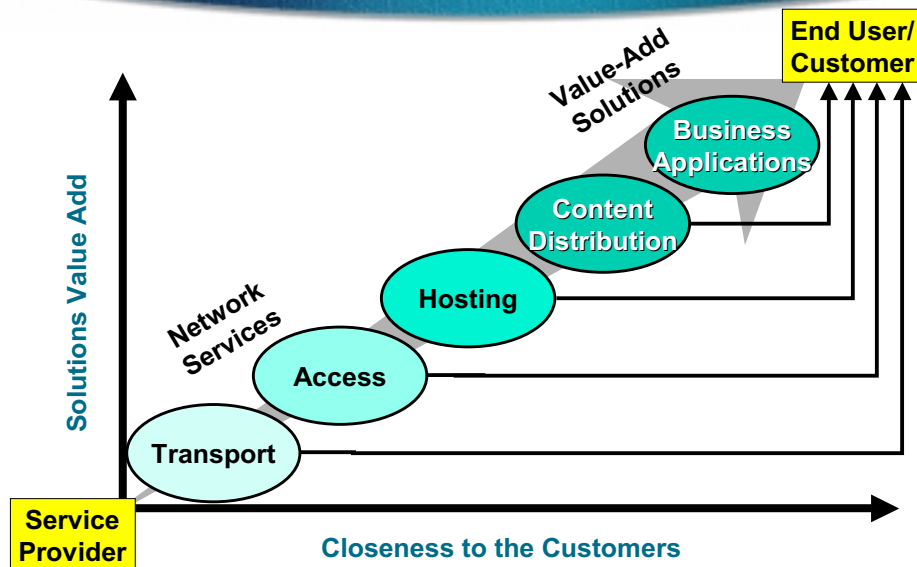


Presentation_ID © 2000, Cisco Systems, Inc.

CISCO.COM

17

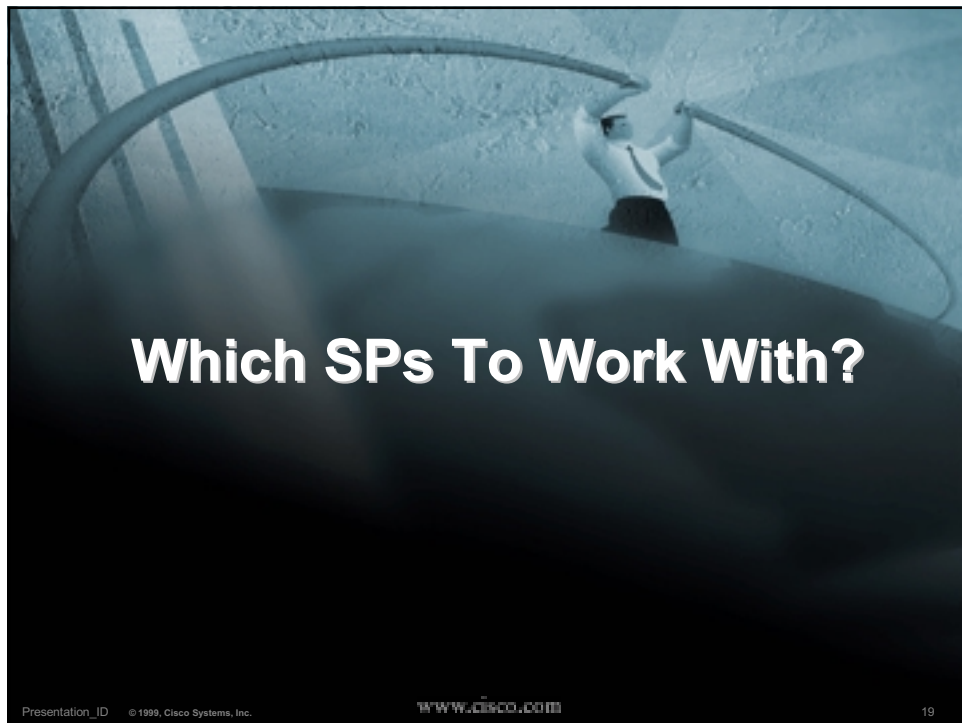
Getting Closer to the Customers



Presentation_ID © 2000, Cisco Systems, Inc.

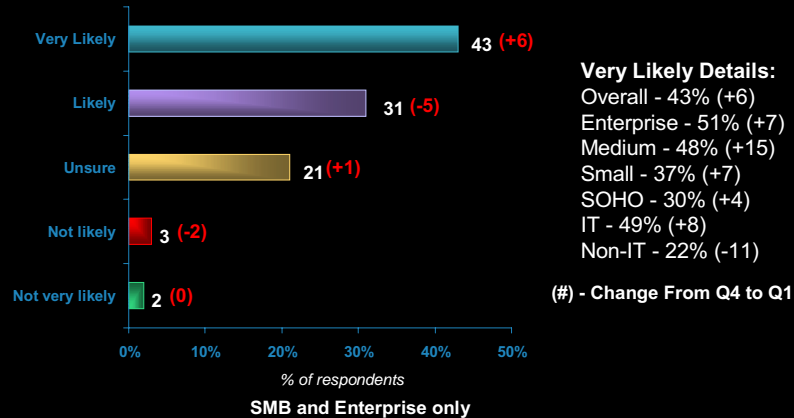
CISCO.COM

18



Cisco Powered Network Brand Recognition Survey Singapore(Q2, 2001)

*Are you more likely to use a service
provider certified by Cisco?*



Presentation_ID © 1999, Cisco Systems, Inc.

21

Assured Interoperability



Presentation_ID © 2000, Cisco Systems, Inc.

cisco.com

22

WAN and LAN Network Audits

- Evaluates the overall health of the member's Cisco equipment, specific to the audit type
- A snap shot of a network segment
- Detailed analysis of the network



Presentation_ID © 2000, Cisco Systems, Inc.

Cisco.com

23

Security Posture Assessment

- Evaluates one Class "C" address space
- Uses external penetration from a hackers perspective
- You get a detailed analysis



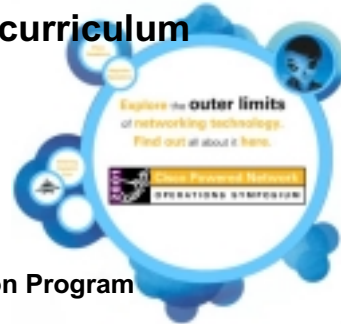
Presentation_ID © 2000, Cisco Systems, Inc.

Cisco.com

24

Network Operations Symposium

- **Exclusive to members**
- **Hands-on SP training curriculum**
 - Optical
 - BGP
 - Network security
 - VPN and IPSec update
 - MPLS
 - Service Provider Certification Program



Presentation_ID © 2000, Cisco Systems, Inc.

Cisco.com

25

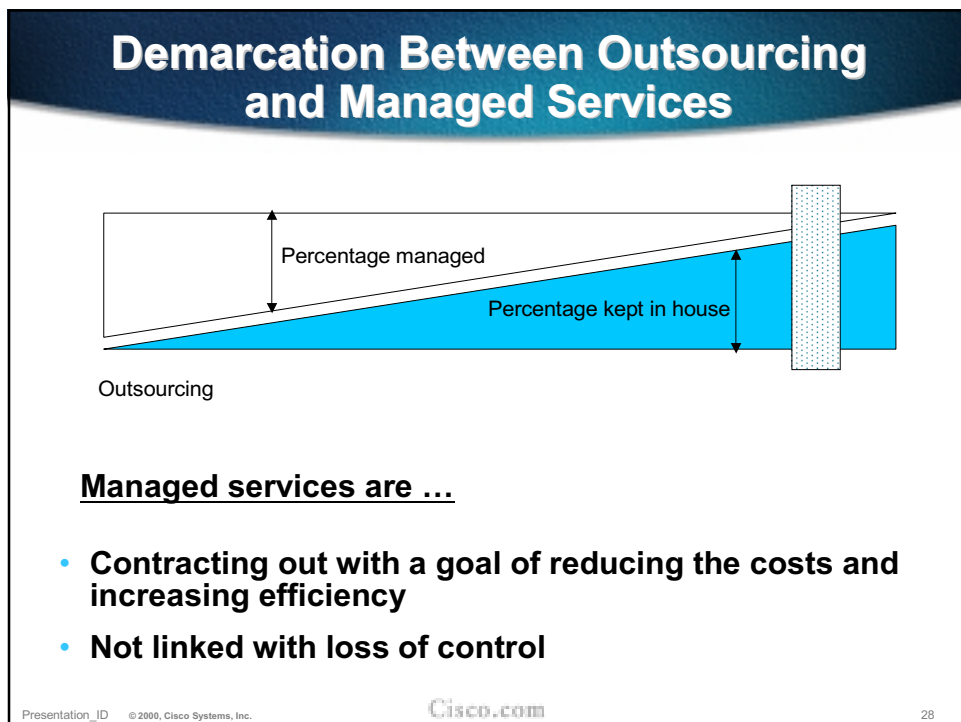
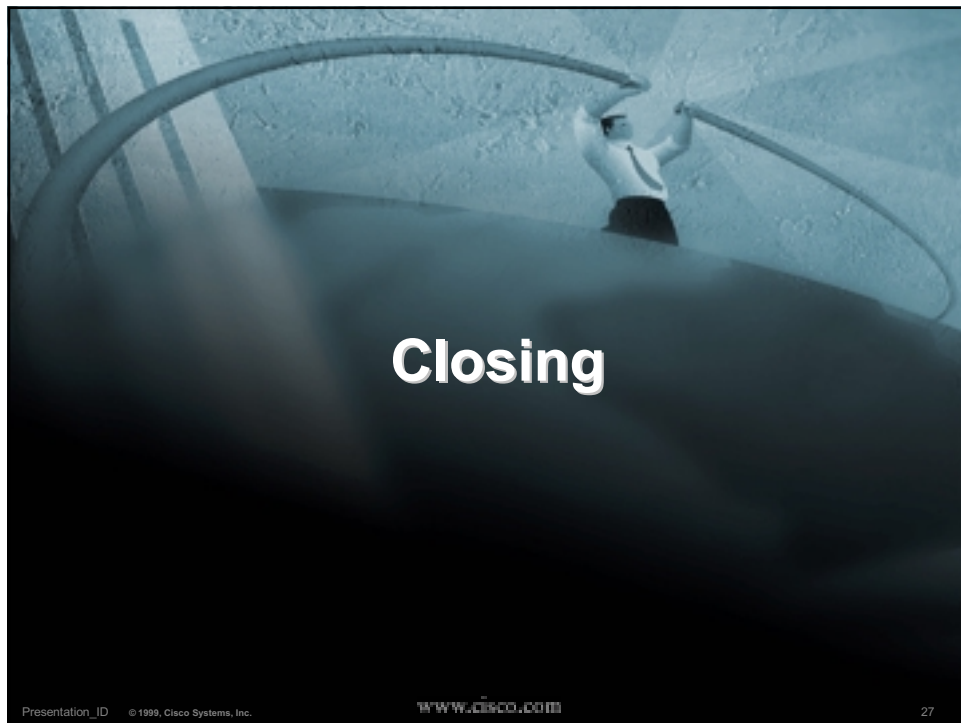
Grooming the CPN Partners Via Constant Technology Sharing

- **Annual network health check**
- **Annual security assessment**
- **Annual network operations symposium**
- **Web seminars**
- **Technical staffing support**

Presentation_ID © 2000, Cisco Systems, Inc.

Cisco.com

26



But We're Moving There

- The growth in network complexity, driven by a need for convergent services network
- Rapidly changing technology
- A tight labor market for information technology

CISCO SYSTEMS



EMPOWERING THE
INTERNET GENERATIONSM