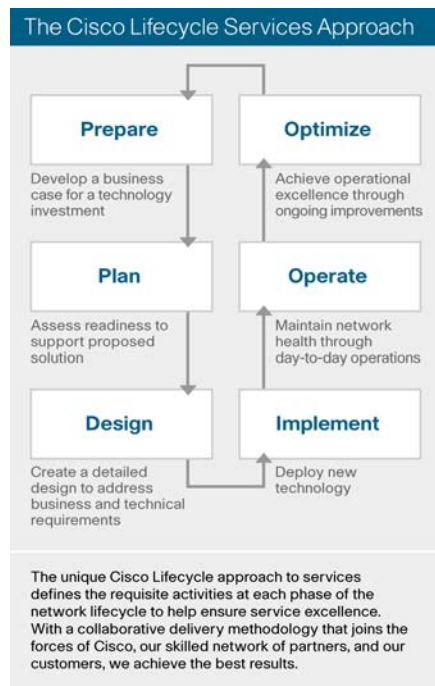


Cisco Remote Management Services: Cost Savings and Productivity Improvement in a Challenging Economy



Efficiently manage converged networks with advanced and emerging technologies.

In today's economy, two primary challenges for every business are to improve efficiency and simplify operations. The converged network is increasingly recognized as the platform for achieving these goals and enabling new business strategies. However, today's networks and the advanced and emerging technologies within them are more complex. They require monitoring and management 24 hours a day, 365 days a year to make sure that advanced capabilities are fully realized and that they remain available and reliable. For organizations that choose to self-manage, the cumulative costs of doing so are significant. They include the provision of a dedicated IT staff day and night, with the latest expertise, tools, and processes. They also include the costs of ongoing training as well as the business effects of increased network outages if effective management cannot be maintained.

Another potential cost is difficult to quantify but can have a major effect on the ability of a company to compete and win. Companies that choose to self-manage risk devoting valuable IT resources to routine network

management instead of focusing their talents on using the benefits of advanced and emerging technologies to promote efficiencies and innovation. With more of the IT staff's time directed toward complicated day-to-day network operations, there is little time left for staff to handle the planning and implementation of new technologies to support strategic business initiatives.

Some companies might try to solve this problem by increasing the IT headcount to provide 24-hour operations management while still allowing additional personnel for strategic planning and implementation efforts. But increasing headcount is not a viable strategy in a tight economy.

Other companies might choose to fully outsource the day-to-day management of their network to a third-party managed services provider (MSP). But in doing so, the company will often be locked out of its own network, losing control of its most critical business asset and visibility into network health and status.

Effective Management with Lower Total Cost of Ownership Without Giving Up Control

Built upon the principles of co-management and out-tasking, Cisco® Remote Management Services (RMS) offer a happy medium between complete outsourcing and self-management. A team of experts proactively monitors the network from the Cisco global network operations center (NOC) 24 hours a day, 365 days a year. These Cisco engineers respond to incidents and take the lead in co-managing the network, acting as an extension of the customer's staff IT team while the customer remains in control. Together, we anticipate, identify, and resolve issues faster, more accurately, less expensively, and with more visibility. An innovative management portal provides a constant, detailed view of network health as well as the actions of the Cisco team. IT staffing is simplified, and the customer can focus resources on core business strategies instead of ongoing network management. You can also

make use of the full benefits of Cisco advanced technologies to enhance collaboration, simplify operations, and establish the network as the platform for business growth and innovation.

Why Choose Cisco Remote Management Services?

Cisco Remote Management Services simplify the ongoing management of converged networks, enhance business benefits, and significantly reduce total cost of ownership (TCO) for customers. Cisco RMS takes full advantage of Cisco's technology expertise, processes, and best-in-class tools to help accelerate the business advantages that are possible from Cisco solutions.

The co-management approach also means that Cisco RMS experts function as the customer's IT service teammates rather than as simple service providers. Cisco proactively monitors the network from our global NOC, responding to incidents and taking the lead in co-managing the network as an extension of the customer's IT team. Cisco has the responsibility for the day-to-day monitoring and management of the network, while the customer retains complete control over and access to the network.

Because Experience Is Important, Cisco RMS Knows the Network

Cisco RMS has more than 13 years of experience in delivering network management and monitoring services. These services are delivered by experienced teams of highly trained engineers who monitor and manage the customer's network 24 hours a day, 365 days a year for even the most challenging and complex of networks. All services are based on industry-standard Information Technology Infrastructure Library (ITIL[®]) processes, which include incident identification, problem management, change management, configuration management, and reporting.

With a true global presence, Cisco RMS currently manages more than 40,000 devices in over 75 countries around the world, including the management of more than 465 Cisco TelePresence endpoints.

An Important and Timely Benefit, but Only One of Many

Lower TCO for advanced and emerging technologies on your converged network is only one reason to consider Cisco Remote Management Services. Helping you to adopt and use advanced those technologies; help ensure high network availability and reliability; trust in Cisco's leading expertise, processes, and tools; and keep your focus on business strategy are some of the other empowering benefits of this unique managed services portfolio.

Learn more at www.cisco.com/go/rms and get the complete details from a Cisco representative.



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