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2009

Managed Services: Antidote for Bad Economy



Wael Doukmak

Welcome to the Human Network.



- Introduction
- Managed Services: What, Who & How
- Cisco's Managed Services Programs
- References
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Introduction



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Computing



Communicating



Collaborating



In an Experience Economy, Network is Integral to Transact Business Competitively Anywhere, Anytime on Any Device

Is it easy?

Is it reliable?

Can I get it now?



Can I pay monthly?

Dedicated IT Staff?

Is it secure?

Will it help my business?

Managed Services Accelerate in a Recession



11/08/2008

“Fueled by a global economic recession and rapidly evolving technologies, the market for IT managed services is poised to explode during the next 24 to 30 months.”



11/11/2008

“Managed services do well in tough economic times... there is a "huge opportunity" for managed service providers in coming months.”



11/25/2008

“ Tough Times, MSPs say bring them on!”



11/19/2008

The value of managed network services...actually increases in economic downturns.”



11/2008

“ ...a perfect storm is brewing. Technological change, the technology investment cycle, and difficult economics are combining to push some types of managed services over the chasm.”

Award for Outsourcing-Hosting



11/05/2008

“As the economy continues to lose steam it is becoming pretty clear that managed services have a lot of counter cyclical economic potential.”

Managed Services



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Managed Services: What Are They?



Information technologies delivered as finished solutions, managed remotely by highly skilled professionals from a network operations 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

Managed Services: What Are They?

Managed Hosting
Managed Data Center Co-location
ITaaS
SaaS

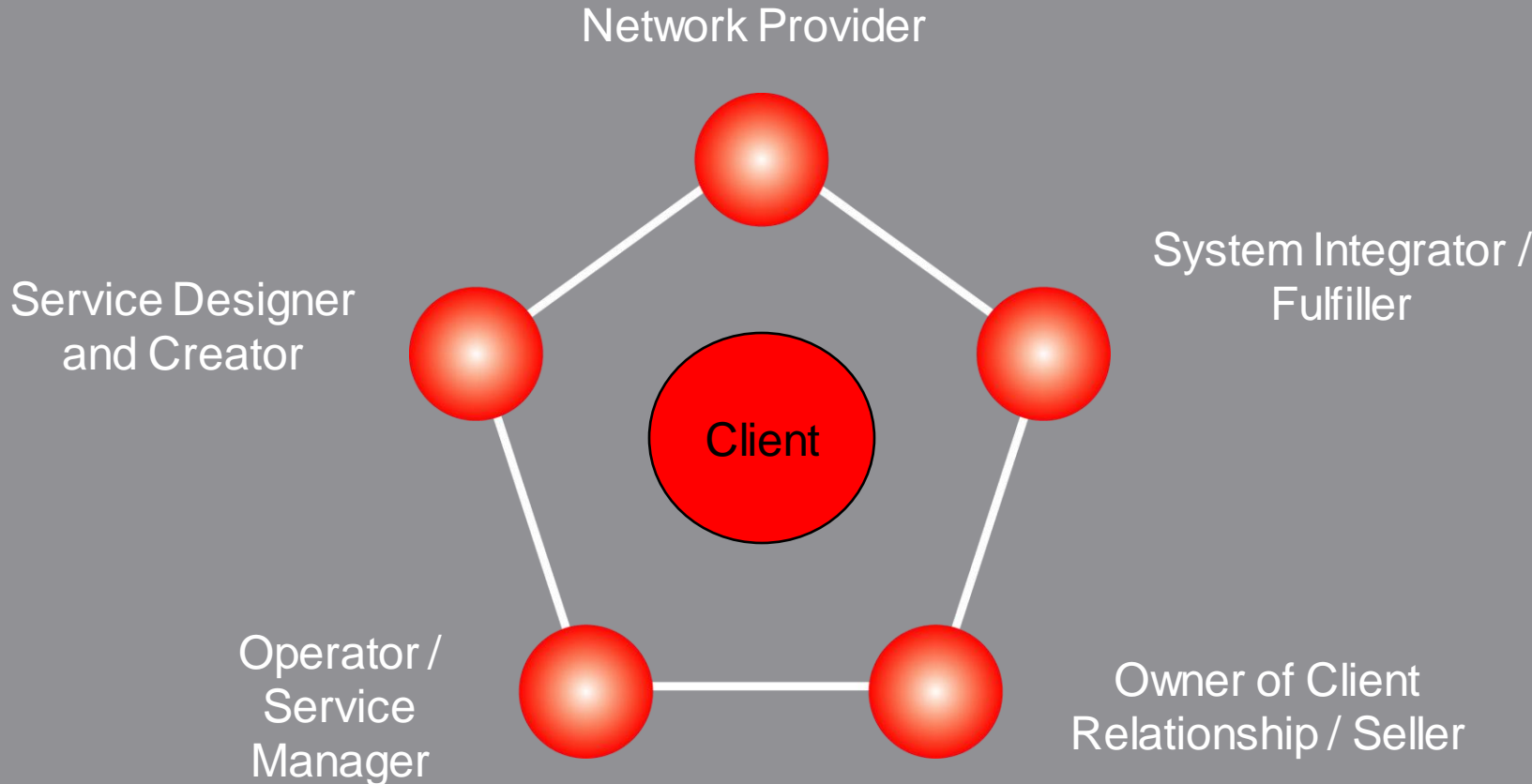
Managed Storage
Managed Digital Media Signage
Managed TelePresence

Managed IP communications services
Managed wide-area application services
Managed wireless WAN

Managed security, Managed VPN services

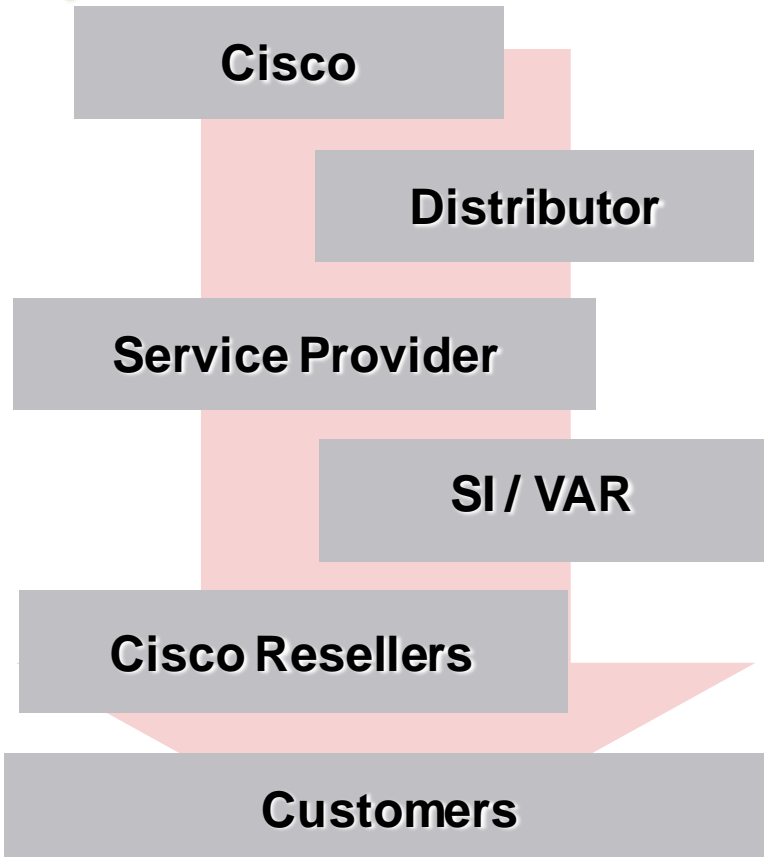
Managed router and LAN services

Managed Services: Who Are The Players?

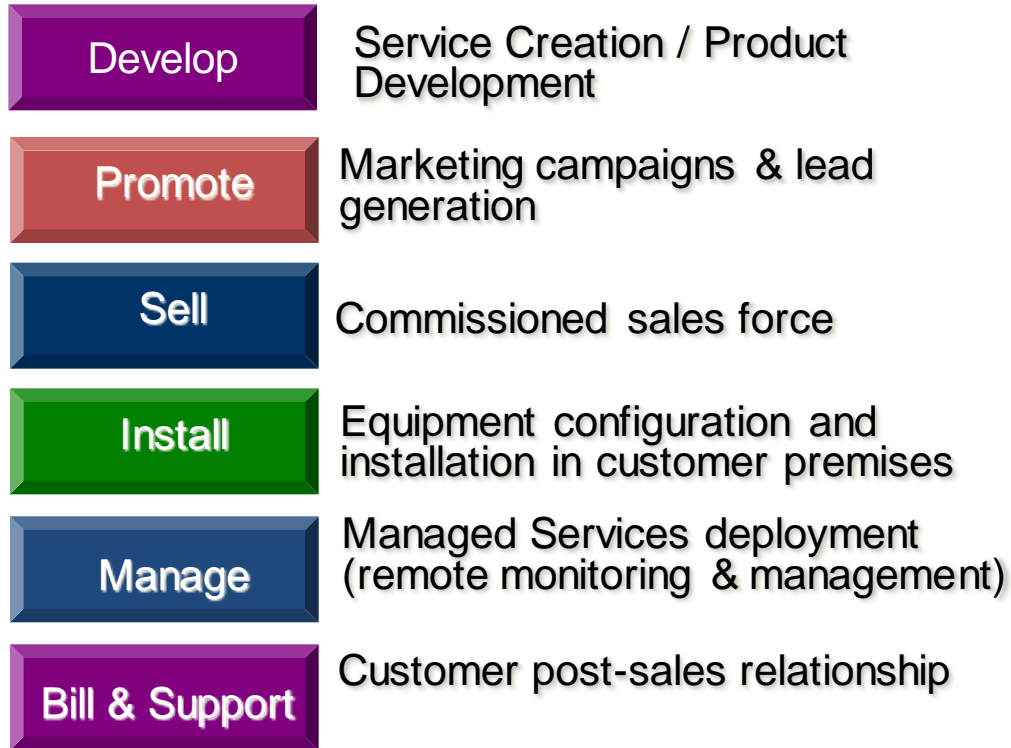


Delivering Managed Services

Players



Main Activities / Capabilities



- Depending on the BM, one player can perform more than one activity, and also, one activity can be shared with more than one player.

Managed Services: Cisco's Programs



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Cisco's Unique Position

Helping Service Providers Succeed

Helping Clients Locate and Buy Best Service



Cisco's Complete Service Lifecycle Approach



Managed Services Channel Partner Program



Managed Services That Meet All the Following Criteria:

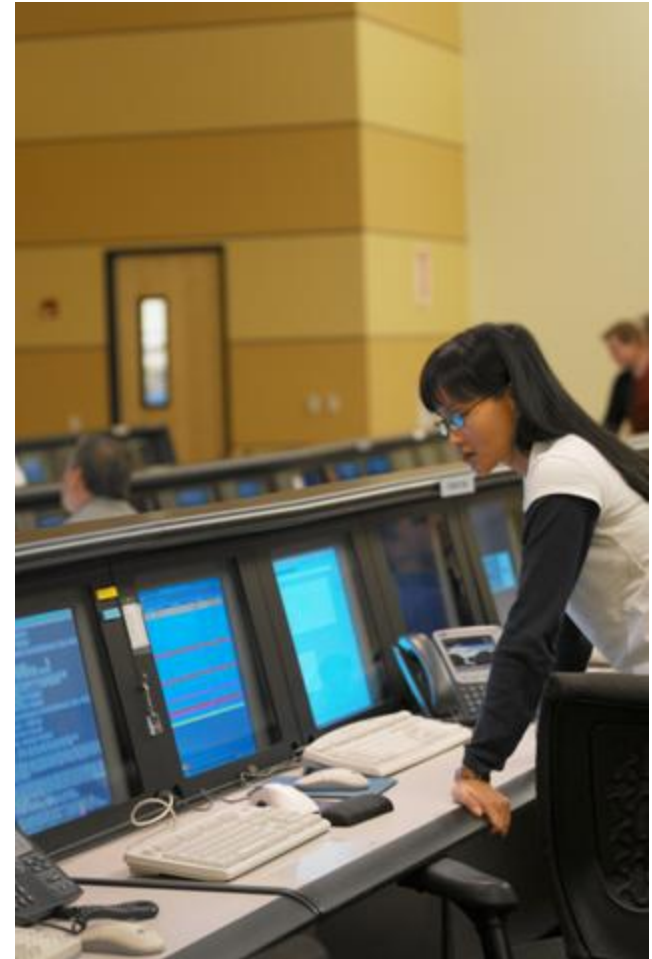
- Remote monitoring for all subject customer premises equipment (CPE)
- Remote configuration and troubleshooting
- SLA between partner and end customer
- Term of contract one or more years
- CPE title held by partner or end customer



Cisco MSCP criteria based on major industry frameworks:

Information Technology
Infrastructure Library (ITIL)
ISO 20000-1

Cisco conducts independent
third-party audits of partner NOC:
NOC procedures and capabilities
Review of partner service portfolio
Annual recertification



Service Provider

- **Accelerated and secure service integration:** Rapidly deliver secure, integrated services on a single routing platform.
- **Increased profitability:** Serve a wide range of customer segments and applications using the Cisco integrated services router as the foundation for multiple service offerings.
- **Expanded market opportunities:** Easily add new capabilities with the award-winning Cisco integrated services router to keep the empowered branch, enterprise, and small business competitive.

Business Customer

- **Reduced expenditures:** Avoid the costs associated with building out an infrastructure by using a service provider's network.
- **Simplified branch IT operations:** Take advantage of a service provider's technical expertise by out-tasking IT operations.
- **An integrated suite of services:** Quickly enable a suite of secure, voice, data, video, and application optimization services.

Managed Services: References



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- **Managed Services:**
http://www.cisco.com/en/US/netsol/ns676/networking_solutions_solution.html
- **MSCP / CPP:**
- <http://www.cisco.com/go/mscp>

Q & A



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