



## The Managed Services Opportunity

### A Perfect Storm for Managed Services Has Formed, Fueling Adoption

The managed services market is in transition, with economic, industry, and market forces converging to create a “perfect storm” for partners to capitalize on the promise of managed services:

- **Economic:** During economic uncertainty and recession, the need for managed services accelerates due to capital budget pressures and the need to align investment to customer demand.
- **Industry:** Changing application models and new technologies are enabling and speeding the creation of new, innovative services (software as a service, Cisco WebEx™, TelePresence). Advancements in remote network management technology enable partners to deliver more robust managed services.
- **Market:** Globalization opens new opportunities for business expansion and creates new competitive pressures. To collaborate, communicate, and connect, end users expect “always on” access to applications and services—any time, anywhere, on any device.

## MSCP Framework

To meet customer needs and help our partners capture the momentum of markets in transition, Cisco provides a framework for partners to build the sales and technical skills, and best business practices, necessary to deliver solutions and services based on Cisco® technologies.

The Managed Services Channel Program features three levels of certification—Express, Advanced, and Master—that reflect an increasing value delivered by the partner.

The MSCP program framework aligns to Cisco’s lifecycle process, which supports the evolution of networks and business systems to help ensure the greatest return from

corporate IT investments. This Cisco methodology defines the continuous lifecycle of services that are required by end customers across the following phases: prepare, plan, design, implement, operate, and optimize (PPDIOO). These services have been established as a critical path to successful customer deployment of Cisco technologies.

## Managed Services Advanced

The Cisco Managed Services Advanced certification is for partners who sell and deliver Cisco based managed services through a direct network operations center (NOC) investment and offer basic management capabilities. Cisco Managed Services Advanced Partners use ITIL® processes, practices, and tools to support Cisco’s advanced technologies, from preparing, planning, design, and implementation to operation.

## Managed Services Advanced—Requirements

To achieve the Managed Services Advanced certification, you must:

- Have a network operations center serving at least two unique customers
- Have an ITIL® Foundation trained full-time employee
- Have a minimum of two Cisco CCxP (CCDP®, CCIP®, CCNP®, CCSP®, or CCVP®) certified professionals employed full-time by your company
- Have at least two Cisco based service offerings
- Pass an independent third-party audit of capabilities

Like all Cisco channel partner certifications, the Managed Services Advanced certification is valid for one year assuming the channel partner remains in good standing, and requires annual recertification.

## Managed Services Advanced—Benefits

MSCP helps partners accelerate their time to market and rewards investment in the delivery of managed services.

Program benefits include:

- Consistent, predictable global terms and discounts that allow providers to easily deliver managed services across multiple countries
- Financial rewards based on a partner’s depth of experience and ability to deliver managed services
- Marketing and sales assistance to help providers envision, launch, market, and sell their managed services

Partners participating at the Managed Services Advanced level of the program receive discounts on customer equipment and an invitation to join the Managed Services Community to receive marketing benefits and technical training that can help their services be more successful. Benefits from the community include:

- Envision resource kits
- Custom managed services research
- Business analysis tools
- New managed services financing
- Technical training
- Sales and technical webcasts
- Sales and marketing briefcases
- Vertical industry resources
- Marketing benchmarks

For more information, visit the MSCP website at [www.cisco.com/go/msadvance](http://www.cisco.com/go/msadvance)