



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 applications 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. Eligible service offerings may further qualify for a Cisco Powered managed services designation, increasing profitability and differentiation.

This program framework provides escalating discounts, rebates, and rewards for partners based on Cisco solutions and corresponding service-level agreements (SLAs) delivered to the end user.

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 Master—Requirements

To achieve the Managed Services Master certification, you must:

- Have a network operations center (NOC) serving at least 10 unique customers
- Have at least one ITIL® Foundation trained full-time employee
- Have a minimum of two Cisco CCIE® certified experts 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 Master certification is valid for one year assuming the channel partner remains in good standing, and requires annual recertification.

Managed Services Master

The Cisco Managed Services Master certification is for partners who have mature managed services practices and deliver Cisco based services, reflecting the best customer experiences.

These partners sell and deliver managed services through a premium network operations center (NOC) investment and offer enhanced management and stewardship practices. Cisco Managed Services Master Partners have established managed services ITIL® processes, practices, and tools in place to support Cisco advanced technologies at all phases of the lifecycle—prepare, plan, design, implement, operate, and optimize.

Managed Services Master—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 that achieve Managed Services Master status receive the greatest discount on customer equipment and the most robust set of benefits. They may also apply for a Cisco Powered managed services designation for a particular service, indicating that the service has met the highest Cisco user-experience standards. Partners with a service that qualifies for a Cisco Powered designation are entitled to an additional payment on the purchase of Cisco Powered products, except as restricted, and can market the service using the Cisco Powered logo with descriptive text.

Managed Services Master Partners are invited to join the Managed Services Community, where they receive the highest level of go-to-market benefits from Cisco. Exclusive benefits from the community include:

- Managed Services Master and Cisco Powered logo assets, as appropriate
- Joint success story opportunities
- Joint press release opportunities with Cisco
- Co-marketing opportunities at select Cisco and industry events
- Premium positioning on the Partner Locator search tool
- CCIE certification assistance
- Go-to-market tools
- Service promotion support
- Marketing webcasts

For more information, visit the MSCP website at www.cisco.com/go/msmaster