



Cisco Powered/MSCP Integration



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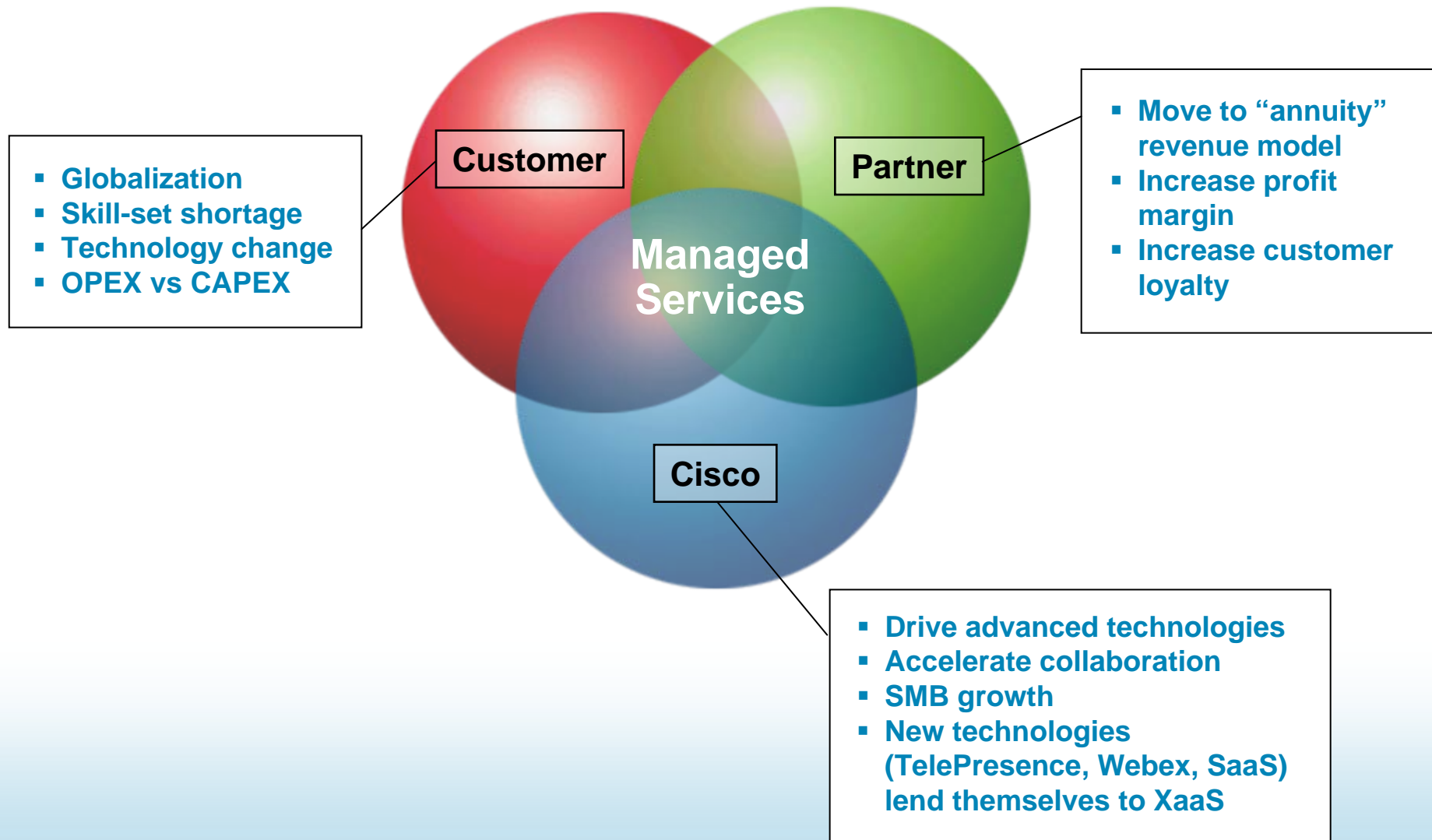
March 25, 2009

Agenda

- Why Managed Services Now
- Strengthening the Cisco Powered Franchise
- Transition Timeline
- Service Designation Changes
- Managed Service Channel Program Benefits
- Resources for Transition

Market Transition to Managed Services

Intersection of Needs Creating “Perfect Storm”



Changing Landscape

NETWORKWORLD

“ In 2008, 63% of organizations plan to use some form of managed services, up from 46% in 2007.” - Nemerates

COMPUTERWORLD

“...managed-services market in Canada will grow more than 60% in the next two years, from \$1.2 billion to \$1.95 billion in 2009.” - Ovum

Gartner

“ The shift to cloud computing is underway. Service suppliers should be able to provide computing to companies more efficiently than companies themselves.”



SMB Channel Partners Betting on Managed Services



7/28/2008

“ ... the market for TelePresence managed services could be worth up to \$4 billion per year in the coming years.”



AT&T Teams with Cisco on Managed TelePresence



KPN Completes Getronics Acquisition



“Carrier managed/outsourcing services is growing in Japan...the market will continue to grow steadily after 2008.”

FORRESTER

“ SMBs...turning to managed services ... to efficiently address telecomm technology and networking needs... reducing the total cost of ownership of IT operations.”

Economic Conditions—“Not Hurting”



11/08/2008

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



11/19/2008

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



11/11/2008

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

FORRESTER

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.”

T-Systems Wins 2007 SAP Partner Award for Outsourcing-Hosting



11/25/2008

“ Tough Times, MSPs say bring them on!”



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 Gain More Support Within Cisco



Cisco Services



MS Aligned Services

Technology and Solutions



**Network Mgmt
Systems Innovation
Beach Head Accts
Product / Solution**

Sales



**Global GTM
Comp and Credit
CAM Support
Sales Policy**

Marketing



**Demand Gen
Solutions
Launches
Field Enablement
MS Market
Engagement**

Worldwide Channels



**Program
BD Offer Support
Partner Enablement
Programs
(Theatre MDF Alignment)
Communications**

Why Cisco Is Doing This

Benefit to You

- Eliminate confusion among end users when selecting a qualified partner
- Globally consistent program
- Take better advantage of trend to purchase products as a service
- Leverage Worldwide Channels organization to get more resources from Cisco including streamlined onboarding and demand generation

How

Mainstream managed services within Cisco by combining two programs

Strengthen the Cisco Powered franchise to stand for high-quality user experience

Expand resources to help providers envision, build, market and sell managed services

Strengthen the Cisco Powered Franchise

- Increases preference for your services
 - Stands for high-quality user experience
- Awarded based on Cisco and ITIL-compliant requirements
 - Now validated by third-party audit annually
 - Standard requirements of the value-based channel programs
- Selectively awarded to top providers worldwide



The Cisco Powered Logo Increases Preference for Your Service

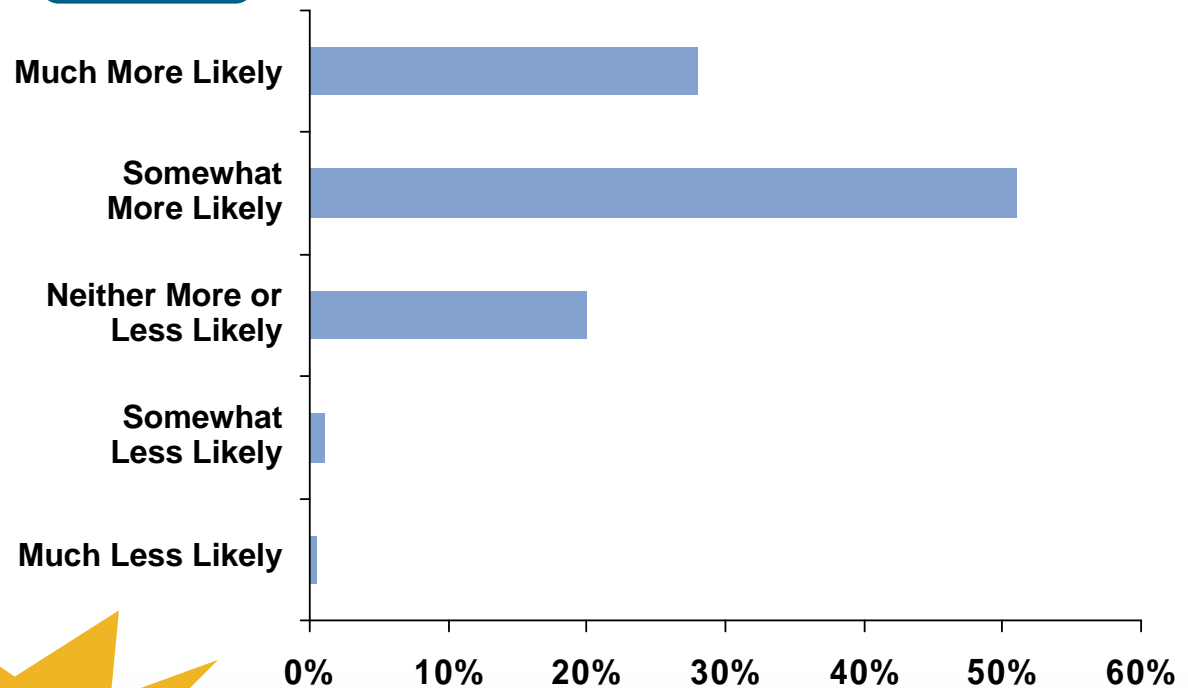


If you were considering the purchase of service from a

service provider and you knew that the provider utilized Cisco technologies in their network to deliver the service, how likely would you be to purchase these services from this service provider?



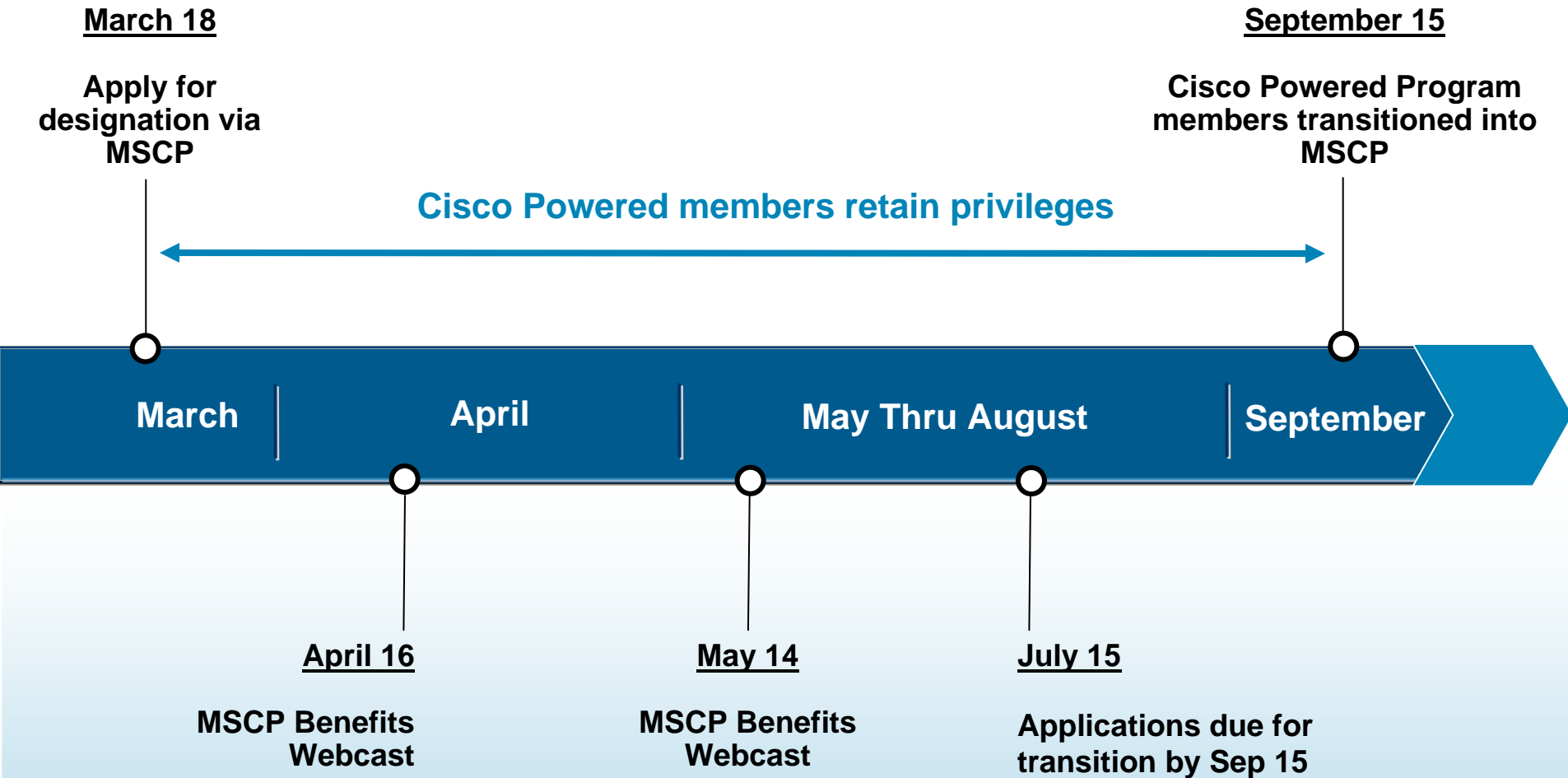
79% are much/somewhat more likely to purchase...



Logo has 62% global awareness

Source: Merrill Research, October 2008. Sample: 2261 respondents across 12 countries.

Program Transition Timeline



Cisco Powered Service Designations Reaching End of Life

These designations can no longer be applied for

EOL Announced March 12, 2009

Next Generation Broadband Access
IP Sec VPN
Integrated Services – Small Business
IP Voice Infrastructure
Mobile Access












EOL Announced Sep 15, 2008

Broadband Access
Content Distribution
Dedicated Access
Home Networking
Integrated Access – Broadband
Integrated Access – ATM
Integrated Access – Frame Relay
Teleworker Solutions

All members with these designations remain in the program until Sep 15, 2009

You Can Apply for These Cisco Powered Managed Service Designations

 Powered Managed Connectivity	 Powered Managed Security	 Powered Managed Unified Communications	 Powered Managed Mobile Communications	 Powered Managed Data Center
<ul style="list-style-type: none">▪ MPLS VPN▪ TelePresence Network Connection▪ Internet Service▪ IP Trunking▪ Metro Ethernet  IP Voice Infrastructure	<ul style="list-style-type: none">▪ Unified Threat Management▪ Firewall▪ Intrusion Prevention/ Detection  IPSec VPN	<ul style="list-style-type: none">▪ Business Communications▪ Unified Contact Center▪ TelePresence  Integrated SMB	<ul style="list-style-type: none">▪ Mobile Access  Mobile Access	<ul style="list-style-type: none">▪ Data Center – Application Management

Other Non-Cisco Powered services Can Be Transacted Under MSCP

Comparative View Between Programs

	Cisco Powered	MSCP
Annual Volume	\$ 2M	NA
Channel Agreement	NA	✓ Yes
Cisco Based Network	✓ Yes	✓ Yes
Service Designations	✓ Yes	✓ Yes
ITIL/ ISO-IEC 20000 Qualified NOC	✗ No	✓ Yes
SLAs	✗ No	✓ Yes
Access to Channel Benefits and Resources	✗ No	✓ Yes
Certification Through Third-Party Audit	✗ No	✓ Yes

Your Cisco Powered Program Benefits Continue

**For
All MSCP
Partners**

Envision

Build

**Market
and
Sell**

- Envision kits—
Service Creation
- Business analysis
tools
- Case studies and best
practice resources
- Market intelligence
updates

- Service designation
architectures
- 200+ technical courses
- Technical whitepapers
- Technical webcast
series
- CCIE support

- Sales briefcases
- Sales training
- Vertical industry tools
- Marketing webcasts

New Tools and Resources Are Coming Soon

**For
All MSCP
Partners**

Envision

Build

**Market
and
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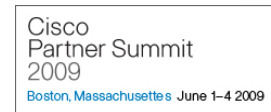
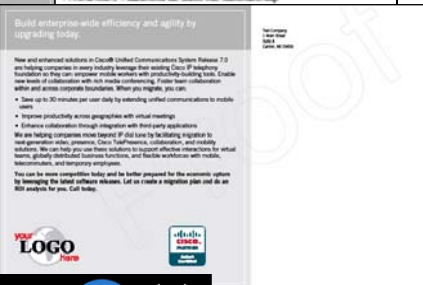
- **Interactive On-boarding Guides**
 - Why and How Apply
 - Sales and Technical Preparedness
 - Marketing and Demand Gen
 - Selling and Closing
- **Partner Practice Builder**
- **Navigator**

- **Partner Education Connection (PEC)**
- **Steps To Success**
- **Partner Exchange**

- **Design, Quote and Demo**
 - Netformix Design Expert
 - Quotebuilder
 - Portable Demos
- **Support Tools**
 - PDI Help Desk
 - Self-Help Website
- **Partner Locator**
- **Cisco Partner Space**
- **CAM and AM support**

New Premium Benefits—Coming in 2009 For Partners With Cisco Powered Managed Services

- **Highest financial rewards**
- **Exclusive use of Cisco Powered logo**
- **Early access to benefits and technologies**
- **Demand generation programs**
 - Telemarketing, seminar-in-a-box, direct mail, Web 2.0 marketing
 - 100% customizable
- **Co-marketing**
 - PR and success stories
 - Cisco Partner Space
- **Strategic Events**
 - On-site and virtual events
 - Velocity Marketing Community
- **Preferred locator branding**
 - 1.5M searches annually



Steps to Transition



- **Determine if the MSCP is right for you**

View the [Managed Services Channel Program Training](#)

Register first as a user at [Cisco.com](#)

- **Develop a transition plan**

Meet with your Cisco account manager to determine which services might qualify for a MSCP designation

- **Learn more about MSCP**

Complete the [Pre-Qualification Worksheet](#)

View the [MSCP Partner Onboarding Kit](#)

Review the [Enrollment Process](#) to hear about new benefits, new tools

Attend the April 16 and May 14 webcasts:
Benefits of Joining the Cisco MSCP



Together We Lead

- **Perfect storm of economic, industry and market forces**

Use market transitions to capture the growth opportunity

- **Cisco accelerating managed service investments to help drive partner profitability, growth, and differentiation**

Evolving MSCP to provide expanded benefits and profitability

Comprehensive suite of technologies, managed service offerings and partner enablement resources

- **Join us in the first step of our journey....transition to the MSCP**

Together.....we must evolve, grow, and lead



CISCO