

# Cisco Managed Services Accelerator

## **Q** What is the Cisco Managed Services Accelerator?

**A** Cisco Managed Services Accelerator (MSX) is a cloud-native service creation and delivery platform that helps Service Providers quickly, easily, and cost-effectively develop and deliver managed services like SD-WAN and SD-Branch to business customers.

## **Q** What kinds of services does MSX enable?

**A** Cisco Managed Services Accelerator enables both CPE-based and Cloud-based services with both physical and virtual appliances. With MSX, managed Service Providers can rapidly deliver multiple managed network, security, and business services to multiple customers quickly and easily.

Using MSX, SPs can create entirely new services from scratch or leverage pre-built service packs from Cisco. MSX can be up and running with minimal integration costs and time, offering an unlimited range of future services based on both virtual or physical network functions from both Cisco and third-parties.

For the absolute fastest time to market and greatest impact on service revenues, SPs can leverage Cisco's MSX-specific service packs:

- SD-WAN -- MSX SD-WAN provides a framework of automation and simplification for Managed Service Providers to quickly deploy the Cisco SD-WAN service to multiple tenants at scale.

- SD-Branch – MSX SD-Branch provides a highly customizable framework from which to accelerate service creation and automate deployment for branch-based VNF services.
- Managed devices – MSX Managed devices provides automated device provisioning, management, and monitoring across multiple network elements like routers, switches, and access points.

## **Q** How does MSX benefit the Service Provider?

**A** Managed Service Providers face growing competition from a range of non-traditional, over-the-top Service Providers who are aggressively targeting incumbent SP revenue streams. SPs need new, differentiated services they can introduce quickly at scale, manage cost-effectively, and customize easily.

In the past, Service Providers were forced to invest in lengthy service and management software development efforts and even longer integration processes. Many Service Providers have attempted to integrate “best of breed” software products to build their own service workflows, provide service orchestration, implement zero touch provisioning, display rich mapping and service analytics, collect massive data/events/service logs, and integrate each service with northbound OSS/BSS systems, all across a multi-tenant multi-service environment. Many Service Providers discovered that once deployed, these services were costly to maintain and slow to bring to market. These proprietary, siloed service management software platforms ultimately became inhibitors to business, rather than enabling innovation.

Because MSX is a cloud-native, multi-tenant, multi-service, unified platform that can easily be customized to meet the needs of the SP and/or the customer, MSX greatly reduces the expenses typically associated with service development, deployment and management. MSX provides ready-made services and significantly shortens time to market from months to weeks. This allows Service Providers to spend more of their valuable resources and time developing actual monetizable services, and less on the service delivery platform. It also provides new revenue streams for today's key services such as SD-WAN and virtual CPE for branch service consolidation.

In addition, MSX utilizes Cisco's new Plug-n-Play (PnP) Connect solution that automates the entire day-zero experience for CPE deployment - from device procurement to provisioning - for true and complete zero-touch provisioning. This removes the need for costly pre-staging of devices with complicated and error-prone configurations. Instead, with Cisco's new PnP Connect, devices can be shipped to customer sites with no preset configurations, and when powered up, will simply "call home" to the MSX Cloud for complete configuration over a secure network.

### **Q** How does MSX benefit the enterprise?

**A** Using the Cisco Managed Services Accelerator, SPs can offer their enterprise customers a host of differentiated services in a flexible, reliable, and secure manner. Enterprise customers can have their managed services turned up quickly, managed securely from the cloud, and modified easily using software-defined network technology. And with MSX's simplified, customizable dashboard, Service Providers can decide how much information Enterprises can see regarding the performance and service analytics using MSX's powerful dashboards and cloud-native data storage platform.

### **Q** How does MSX "work"?

**A** MSX can be deployed as a standalone platform or it can be integrated into the Service Provider's OSS/BSS for a complete, unified solution. Because MSX is cloud-native and implemented

using Docker containers and a micro-service framework, MSX can be deployed on the Service Provider's data center or in a public cloud to manage global sites and services. For rapid time-to-market, MSX can be consumed as-a-Service (MSXaaS), hosted on a secure public cloud and 100% managed by Cisco.

### **Q** How long does MSX take to "install"?

**A** Cisco Advanced Services works closely with the Service Provider to determine the most efficient and least disruptive path to deployment. While actual software installation is a matter of hours, depending on customer requirements (e.g., number and type of service packs, service pack customization, integration to OSS/BSS, level of physical device management, etc.), the time from plan to revenue can take anywhere from 4 to 12 weeks.

### **Q** Can't I just integrate and manage these services myself?

**A** MSX provides two critical levels of integration: 1) one-time integration to the Service Provider OSS/BSS and 2) one-time integration into the Orchestration Services framework. Both of these are required in order to deploy and manage services securely and effectively. Without MSX in place, the Service Provider would have to do this over and over again for every new service offered, a process that can take months and incur large operational expenses.

### **Q** How much does MSX "cost"?

**A** MSX provides Service Providers a low cost of entry and pay-as-you-grow options, making it ideal for both large and small Service Providers. The MSX on-premise platform is licensed on a 1- and 3-year term basis, while device management (physical and virtual) is available on a 1-year, 3-year, or monthly subscription basis. The MSXaaS offer includes post-paid monthly subscription to platform operations (including platform management, hosting, support and platform license) and device management license on a monthly post-paid basis. MSX Service bundles and monthly subscription options provide flexibility and simplicity for different Service Provider markets.