



## IDC MarketScape

# IDC MarketScape: Worldwide Network Consulting Services 2017 Vendor Assessment

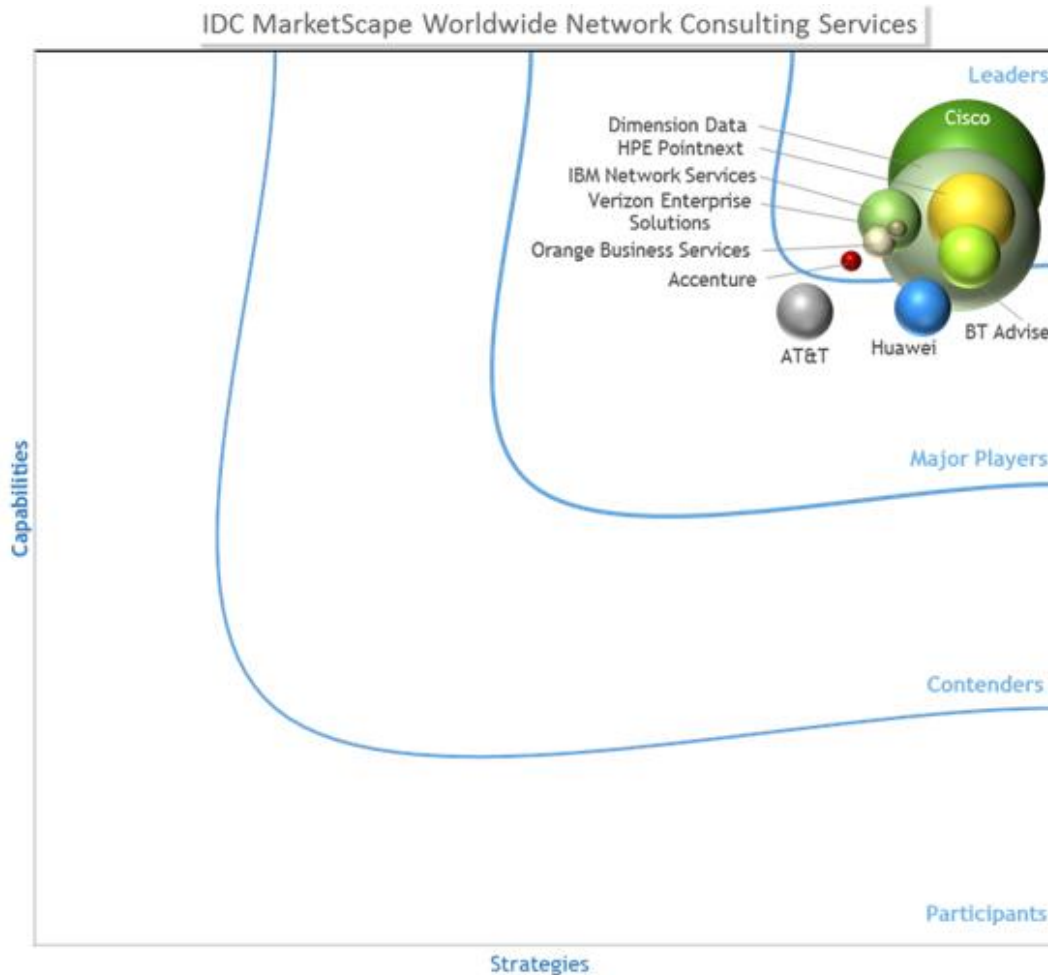
Leslie Rosenberg

THIS IDC MARKETSCAPE EXCERPT FEATURES: CISCO

## IDC MARKETSCAPE FIGURE

FIGURE 1

### IDC MarketScape Worldwide Network Consulting Services Vendor Assessment



Source: IDC, 2017

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

## IN THIS EXCERPT

---

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Network Consulting Services 2017 Vendor Assessment (Doc # US41623217). All or parts of the following sections are included in this excerpt: IDC Opinion, IDC MarketScape Vendor Inclusion Criteria, Essential Guidance, Vendor Summary Profile, Appendix and Learn More. Also included is Figure 1.

## IDC OPINION

---

This IDC study represents the vendor assessment model called IDC MarketScape. This research is a quantitative and qualitative assessment of the characteristics that explain a vendor's current and future success in the marketplace. This study assesses the capability and strategy of many prominent network consulting firms. This evaluation is based on a comprehensive framework and a set of parameters expected to be most conducive to success in providing network consulting services during both the short term and the long term. In this study, IDC has given additional weighting for the vendors' future view and strategic direction. Network consulting services is an evolving market, and the reader will find it valuable to understand where the participants are heading directionally. As one would expect of market leaders, overall, the participant firms performed very well on this assessment as global services firms that have been selected because they met the required criteria.

A key worldwide finding is that network consulting providers are generally quite capable with the delivery of critical capabilities by providing the required spectrum of consulting services, leveraging resources appropriately, and integrating processes and toolsets into the engagement. They are also investing in tools and technologies to help clients identify and implement options for growth, expand into new markets/geographies, and innovate around the network for greater efficiency, competitive advantage, and business models. Another key finding is that according to this evaluation, generally, network consulting providers have work to do to strengthen their ability to have consistent global knowledge transfer and exchange – an essential component of many projects. The participants were also evolving the way they commercially engage with clients, by offering a broader spectrum of consumption, payment, and risk sharing options based on customer needs and business requirements. This IDC study highlights where the network consulting market is moving directionally, how the participants are developing offers and processes to meet their customers' needs for differentiation and competitive advantage, and the investments participants are making to ensure efficient and successful delivery of network consulting services. IDC examined the participants' capabilities and strategies for helping their customers transform their networks as well as their businesses, technology, and operational processes, which are underpinned by the strength of their network and being transformed by their network. Key themes demonstrated by leaders in this study are as follows:

- Offer breadth and depth
- Ability to deliver on a global scale
- Defined and repeatable methodology
- Strategically hiring, reskilling, and training talent

- Investment in automation and tools for efficient service delivery
- Helping customers succeed with technology, operational, and business outcomes

## IDC MARKETSCOPE VENDOR INCLUSION CRITERIA

---

This IDC MarketScape includes analysis of worldwide network consulting firms, those with broad portfolios spanning IDC's network consulting services research coverage with global or regional importance. This assessment is designed to evaluate the characteristics of each firm – not solely the size or the breadth of services. It is conceivable, and in fact the case, that small focused firms can compete with larger firms on an equal footing. As such, this evaluation should not be considered a "final judgment" on the firms to consider for a project. An enterprise's specific objectives and requirements will play a significant role in determining which firms should be considered as potential candidates for an engagement.

## ADVICE FOR TECHNOLOGY BUYERS

---

Networking, IT, and business requirements demand solutions that work holistically within an enterprise. These solutions are often complex and will require input from a broad spectrum of domains and stakeholders throughout the enterprise. Thus network consulting projects are often complex, transformative, and differentiated. To maximize value and minimize disruption as an enterprise moves through a network transformation project, enterprise decision makers must:

- Ensure a services firm can strategically prioritize networking, operational, and business requirements.
- Bring together disparate stakeholders and influencers to ensure a linkage between the business and the technology.
- Deliver the project in a globally consistent manner in a variety of consumption and payment models.
- Define and deliver repeatable methodologies for technology, operational, and business change.
- Articulate investments in new technologies, processes, and tools for efficient, secure, and intelligent service delivery.

## VENDOR SUMMARY PROFILES

---

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

### Cisco

According to IDC analysis and customer feedback, Cisco is a Leader worldwide in this IDC MarketScape.

Cisco Systems Inc. is based in San Jose, California, and operates globally. Growth and innovation are fueled by an aggressive acquisition strategy and organically through initiatives such as the Research Center, which supports R&D through collaboration with universities, and the Entrepreneurs in Residence incubator program.

The Cisco Services organization provides a life cycle of IT services – advisory, implementation, optimization, training, managed, and technical services – across key and emerging industries including networking, datacenter, collaboration, cloud, security, and IoT. Further, Cisco continually innovates to improve its services using emerging technologies such as cognitive, machine learning, big data, business intelligence, and data visualization.

To deliver Advisory Services in an ecosystem approach, Cisco uses two frameworks: Cisco DNA 8 and Cisco Domain Ten 8. The new DNA 8 framework aligns with the Digital Network Architecture (DNA) a secure, automated, open, and software-driven architecture. This framework identifies eight areas customers should address during network transformation and maps each area to expected improvements. Consultants use DNA 8 to define current- and future-state models, feed strategic planning, and simplify stakeholder discussions. The established Domain Ten framework addresses datacenter and cloud network architectures and IT infrastructure and how they work together. Both frameworks reflect significant investments in automation, analytics, and security capabilities, and both were designed to specifically address customer security, operations, governance, and organization challenges as they adopt new technologies and architectures.

While Cisco has automated much of its services delivery, the company believes it provides higher value to customers with a "human in the loop" to interpret the information and build knowledge. In addition, Cisco has digitized intellectual property gathered from more than 30 years' experience helping customers design, build, deploy, and run the world's largest networks. The company is turning that IP into tools and automation.

### **Strengths**

Worldwide, buyers of network consulting services regard Cisco Services as strong at delivering operational efficiencies and improved network security. In addition, Cisco was rated as one of the strongest vendors in its ability to partner, encompassing a broad spectrum of partner types – including ISVs and technology and channel partners – to expand its reach and capabilities. A Cisco hospitality customer states, "Cisco has a pool of very knowledgeable engineers who were able to listen to our requirements and deploy a solution that met our goals."

Furthermore, end users state, "We have been a customer of Cisco for nearly 15 years and feel that they understand and value our business," "the customer service, products, and services are top notch," and "Cisco Services provides intelligent network services supplement to IT."

### **Challenges**

To further advance Cisco's perception among buyers, Cisco can more clearly articulate its investment in advanced tools and technologies, by highlighting its advancements in automation and how that will improve the service delivery experience. End users state Cisco "can improve their timing for service delivery."

## **APPENDIX**

---

### **Reading an IDC MarketScape Graph**

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represent the market share of each individual vendor within the specific market segment being assessed.

## IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

Inclusion criteria:

- Significant network consulting revenue
- Global delivery capabilities across North America, EMEA, APAC, and LATAM regions
- Network consulting services surrounding the following solution areas:
  - Mobility/collaboration
  - Datacenter networking
  - SDN-network virtualization
  - SD-WAN and hybrid WAN
  - Cloud
  - Network consulting supporting IoT

## Market Definition

Network consulting and integration services (NCIS) are defined as those activities associated with planning, designing, and building local and wide area data networks (commonly known as LANs and WANs), including multiservice, converged wireless, and wireline networks that allow voice, video, and data applications (such as VoIP and unified messaging) to be propagated across a single, common infrastructure. This study specifically focuses on services for the enterprise, as defined in the section that follows.

## LEARN MORE

---

### Related Research

- *Software-Defined Networking Requires Services-Defined Professional Services – Services Observations from the IDC SDN Survey* (IDC #254697, March 2015)
- *IDC's Worldwide Services Taxonomy, 2015* (IDC #254824, March 2015)
- *Worldwide and U.S. Enterprise Mobility Network Consulting and Integration Services 2014-2018 Forecast* (IDC #251200, September 2014)
- *Worldwide and U.S. Enterprise Network Consulting and Integration Services 2014-2018 Forecast* (IDC #248685, May 2014)
- *Evolution of Network Consulting and Integration Strategies in the 3rd Platform Version 2* (IDC #247816, April 2014)
- *Worldwide Enterprise Communications and Datacenter Networks 2014 Top 10 Predictions* (IDC #246585, February 2014)

### Synopsis

This IDC study uses the IDC MarketScape model to provide an assessment of several providers participating in the worldwide network consulting services market. The IDC MarketScape is an evaluation based on a comprehensive framework and a set of parameters that assesses providers relative to one another and to those factors expected to be most conducive to success in each market during both the short term and the long term.

"While the participants in this study are highly capable of delivering network consulting services, the study aims to differentiate those consulting firms that are investing to be ahead of the market and meeting customers' needs. This requires a strategic road map for helping enterprise customers innovate, differentiate, and compete on technology, innovation, and business playing fields. To do this successfully, network consulting firms must have the right mix of people, process, and technology to meet the demand," said Leslie Rosenberg, research director, Network Life-Cycle Services.

## About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For 50 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

## Global Headquarters

5 Speen Street  
Framingham, MA 01701  
USA  
508.872.8200  
Twitter: @IDC  
idc-community.com  
www.idc.com

---

### Copyright and Trademark Notice

This IDC research document was published as part of an IDC continuous intelligence service, providing written research, analyst interactions, telebriefings, and conferences. Visit [www.idc.com](http://www.idc.com) to learn more about IDC subscription and consulting services. To view a list of IDC offices worldwide, visit [www.idc.com/offices](http://www.idc.com/offices). Please contact the IDC Hotline at 800.343.4952, ext. 7988 (or +1.508.988.7988) or [sales@idc.com](mailto:sales@idc.com) for information on applying the price of this document toward the purchase of an IDC service or for information on additional copies or web rights. IDC and IDC MarketScape are trademarks of International Data Group, Inc.

Copyright 2017 IDC. Reproduction is forbidden unless authorized. All rights reserved.

