

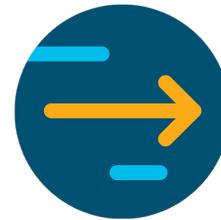
Managed SD-WAN for Service Providers



White-label Managed Services for Service Providers



Making digital transformation easy for your customers



Innovative technology delivered at the velocity of change



End-to-end service assurance for SD-WAN solutions

Leverage the Transformative Power of the Cloud

When seeking out the latest benefits of next-generation transformational technologies and solutions, enterprises can be very similar to consumers at a restaurant in terms of expectations. As restaurant patrons, we focus less on the ingredients and more on the outcome when ordering a dish: we want the ordered dish quickly and competently cooked and delivered upon demand. In the same way, enterprises want on-demand content, services, and applications delivered from the cloud delivered to their users who are completely untethered. They want to take advantage of cloud and SDN/NFV benefits such as cost savings and business agility but without making significant investments of time and money in reducing the learning curve, deploying, and developing operational readiness for these technologies. They care less about the parts of the solution and how they are all stitched together and more about the overarching business outcomes. They want complete user satisfaction with service assurance baked in when they implement transformative technologies and solutions.

Why Managed SD-WAN?

- Comprehensive white-label service for managing Cisco's SD-WAN solution
- Provides end-to-end service assurance for SD-WAN solution including CPE devices
- Supports physical and virtual CPEs in a multi-vendor environment
- Option to host SD-WAN platform and provide service orchestration capabilities on behalf of the service provider
- Accelerate time-to-market and reduce risk when deploying next-generation SD-WAN capabilities

Capabilities

Managed SD-WAN incorporates the industry's most skilled technical professionals and ITIL-based processes with tools built around operational automation and visibility. Our joint operating model for Managed SD-WAN seamlessly distributes responsibilities to multiple stakeholders who focus on fulfilling different operational outcomes. The service provider assumes front-level help desk and billing responsibilities while Cisco Managed Services tackles service assurance and CPE management.

- 24x7 infrastructure monitoring
- End-to-end service assurance
- Circuit management
- Performance management
- Change management
- RMA support
- Release management
- Multi-vendor support

Realize the Benefits

Cisco Managed Service for SD-WAN enables service providers to offer Managed SD-WAN service to their enterprise customers who can realize the benefits of this technology without having to deal with its intricacies and complexities. Cisco Managed SD-WAN is a white label service that provides operational capabilities for managing all of Cisco SD-WAN technologies, including VMS, IWAN, Meraki SD-WAN, and NSO based custom solutions. This service addresses service assurance concerns and provides superior experience by offering real-time monitoring and management capabilities for end-to-end IWAN/SD-WAN solution including CPEs on behalf of service provider customers. Managed SD-WAN incorporates a usage-based billing model for flexible consumption of the managed service.

Our goal is to help service providers accelerate time-to-market and minimize their upfront investment for Managed SD-WAN while also helping their enterprise customers to realize the cost and business agility benefits of Cisco's SD-WAN technologies. Managed SD-WAN achieves this goal by providing proactive SD-WAN Day 2 operations with associated industry-leading SLAs for both physical and virtual CPE environments. Cisco also offers the option of hosting the SD-WAN platform and providing Day 1/Day 2 orchestration capabilities, in addition to assurance capabilities described above. Not only does the Cisco Managed Services team manage all Cisco SD-WAN technologies (VMS, Meraki),

but it also provides a single layer of accountability for service providers selecting technologies for different segments.

Standardized Assurance Capabilities for Multi-Technology Environments

Managed SD-WAN incorporates the industry's highly skilled technical professionals and ITIL-based processes with tools built around operational automation and visibility. Our joint operating model for Managed SD-WAN distributes responsibilities to multiple stakeholders who focus on fulfilling different operational outcomes. The service provider assumes front-level help desk and billing responsibilities while we tackle service assurance and CPE management.

Standardized to our three tiers of service—Foundation, Standard, and Comprehensive—Managed SD-WAN provides industry-leading SLAs to ensure the highest level of operational oversight. What differentiates Managed SD-WAN from other competing offers is Cisco's experience in managing some of the world's largest service provider networks. Managed SD-WAN also includes CPE management in the scope of deliverables. All of this leads business outcomes: faster Time to Market and Time to Revenue, accelerated growth and profitability, and risk reduction with minimal upfront investment which becomes even more important when you offer different SD-WAN technologies to different segments. All of this is available in a "pay as you grow" model with a single point of accountability.