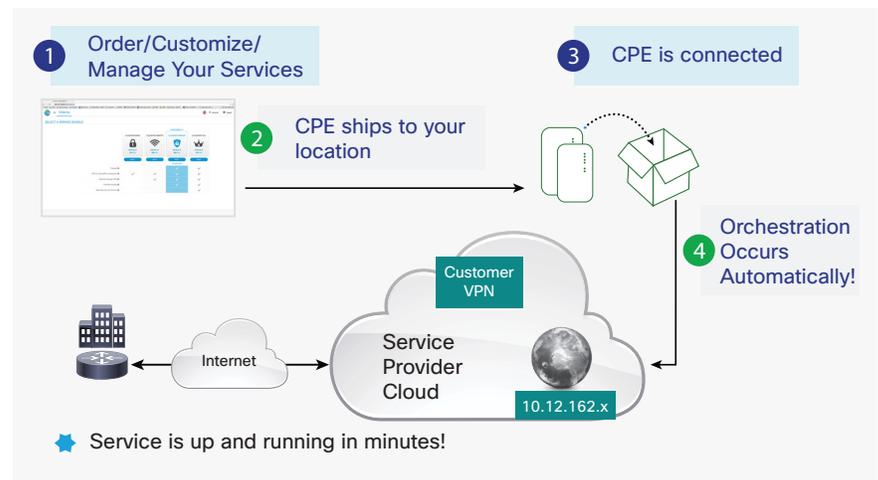# Cisco Virtual Managed Services Platform

Benefits

- Deliver services in new ways that your customers want and expect to consume.

- Respond to market opportunities faster and support your business priorities better.

- Offer your customers customizable services, on demand, in minutes.

- Greatly reduce your costs for capturing new revenue streams.

Expand Your Business While Reducing Investment Risk

As a service provider, Cisco® Virtual Managed Services (VMS) can help you deliver the service capabilities that your enterprise and SMB customers need and increase your share of the growing ITaaS market. Cisco's encompasssing Virtual Managed Services software platform and customizable service solutions can be deployed as flexible software packages, as fully integrated solutions, in a subscription-based, pay-as-you-go platform, or in a network as-a-service model.

Cisco Services can help you develop a strategy to achieve your current and future business goals as you deliver the best possible experience and increase your operational efficiency and productivity. We can also help you integrate the advanced orchestration, automation, service assurance, and management capabilities of the Cisco Evolved Services Platform (ESP) and Virtual Managed Services into your existing OSS/BSS with little disruption.

Virtual Managed Services service-level packages, a renewable subscription service, include Cisco Technical Services for Software (TSSW) Preferred or Advantage solution-level support. These services can help you differentiate your portfolios, reduce deployment risks with a variety of as-a-service deployment and delivery options, and increase your revenue through joint go-to-market support, training, financial incentives, and discounts.

Offer Your Customers a Choice of VPN Connectivity and Security Applications

With Cisco Virtual Managed Services, you can offer your customers automated cloud based services, relieving them of the need to manage their own network and IT services. The increasing adoption of software-defined networking (SDN), network function virtualization (NFV), cloud, and open-source software is driving exciting business innovations and new market opportunities. Virtual Managed Services, an open and flexible software solution, lets you offer a rich set of secure, cloud-based network services and applications over any access technology. These innovative new services are enabled via solution-level service level packages including:

- **Cloud VPN Foundation:** Provides secure site-to-site VPN connections between your customers' sites using IPsec tunnels over the Internet.

- **Cloud VPN Advanced:** Provides secure site-to-site VPN connections between your customers' sites using IPsec tunnels with secure firewall and optional web security and remote access VPN capabilities.

These service level packages help you serve your customers better by offering them a flexible selection of VPN connectivity and security applications that are easily customized through a self-service portal (Figure 1). You'll see higher attach rates, cross-sell more services, and expand your offerings to serve a broader set of customers. By getting to market quicker while reducing your costs for customer acquisition, service fulfillment, time to repair, and maintenance, the Virtual Managed Services platform makes it easy for you to deploy, manage, and sell more business and IT services from the cloud. You can accelerate your revenue growth by up to 15 percent while reducing your current operating expenditures (OpEx) by up to 76 percent*.

Figure 1. Quickly Meet Your Customers' Needs with Cisco Virtual Managed Services

Next Steps

For additional information, visit Cisco Virtual Managed Services at www.cisco.com/go/vms.

*Source: ACG Research