

Cisco for Managed Service Providers (MSPs)

Accelerating the success of MSPs

Managed Service Providers have to balance the day-to-day demands of running a business with strategic planning to ensure future success, growth, and profitability. This balancing act is tough to do. That's why Cisco is bringing together integrated, profitable, and operationally efficient networking and security solutions so you can spend time focusing on what matters most to your business.

Cisco offers MSPs a comprehensive and integrated portfolio of fast-to-deploy, easy-to-manage, quickly scalable, and secure solutions that:

- Help get MSPs out of the vendor management business and put time back in their day to focus on growing their practices.
- Efficiently and profitably expand recurring revenue potential through integrated managed service solutions.
- Enable MSPs to offer their clients integrated networking solutions with zero-day deployment that are backed by Cisco's world-class security and Talos Threat Intelligence group.
- Allow MSPs to integrate Cisco solutions with management software from ConnectWise, ServiceNow, Auvik, Local Measure, Agreefy, and Purple.
- Give MSPs additional opportunities to differentiate and expand their managed service practices through collaboration and cloud-based video surveillance.

If you haven't considered the benefits Cisco could bring to your MSP practice solution set, or if you're ready to accelerate the profitability of your current practice with smarter solutions and expanded services, take a look at Cisco's networking, security, and collaboration.

Cisco Meraki: cloud-based profitability

Did you know? 60% of customers who try Meraki buy Meraki, and they go on to invest 3.3x their initial purchase and have a 91% renewal rate.

Meet the business needs of your clients while meeting your need to simplify network management with Meraki MR wireless access points, Meraki MS switching, and Meraki MX security devices. From a single cloud-based dashboard, Meraki gives MSPs:

- An integrated platform that simplifies IT operations management
- Zero-touch, zero-truck-roll-out deployment of a full stack in just hours
- Granular control from the branch office to the cloud for management consistency
- Customizable network access based on client roles and needs
- Security at scale to protect clients from ever-present threats
- Software-defined WAN capabilities that can make more efficient use of bandwidth
- Integrated surveillance cameras and device management

Cisco Meraki now manages two million active networks worldwide with the most intuitive networking solution on the market. Meraki technology offers cloud-based location and traffic analytics, application visibility, and bandwidth load balancing to reduce outages, making troubleshooting more efficient. And with Cisco Meraki Full Stack Networking Services, you can rest assured that your Meraki stack is continuously optimized for capability, security, and performance.

The best thing about running an MSP practice on Meraki? The time you gain by not having to jump from vendor portal to vendor portal to manage a system. Meraki makes it easy to reduce operational costs, ticket noise due to solution incompatibility, and your staff's training burden.

Pervasive, multi-layer security

Cybercriminals seek to exploit every potential vulnerability, and they know who to target – in 2019, SMBs suffered from 43% of all cyber attacks. Cisco security solutions can protect users against viruses, ransomware, and crypto mining whether they are on or off the corporate network with cloud-based tools that protect without complicating the user experience.

Underpinning Cisco's comprehensive line-up of security solutions is **Talos**, the world's best team of over 350 threat intelligence experts analyzing data from tens of millions of Cisco-connected devices, 24 hours a day, 7 days a week, 365 days a year. They identify threats and recommend ways to defeat them.

Consider these managed security services designed to protect clients and save you time by reducing ticket noise and breach remediation.

Cisco Umbrella – Zero-latency, DNS, and IP layer enforcement protects users anywhere they access the internet, on or off your network. Umbrella reduces malware infections by 80% percent, runs in the cloud, and is the most straightforward security product you will ever deploy or manage.

Cisco Duo – Verify the identity of all users with Duo's strong two-factor authentication. Duo reduces the risk of a data breach and protects clients against phishing threats. Duo can even ensure a user's devices meet predefined security standards before granting them access, safeguarding against vulnerable or potentially-compromised endpoints. **Duo is now available on Cisco GPL.**

Cisco Stealthwatch Cloud – The only solution that detects threats across your private

network, public clouds, and even in encrypted traffic, Stealthwatch helps ensure industry-specific compliance standards (PCI, HIPAA, FISMA) across Microsoft Azure, AWS, and Google Cloud.

Advanced Malware Protection (AMP) for Endpoints – Visibility and control to defeat advanced attacks. Get global threat intelligence, advanced sandboxing, and real-time malware blocking to prevent breaches with Cisco Advanced Malware Protection (AMP). But because you can't rely on prevention alone, AMP also continuously analyzes file activity across your extended network, so you can quickly detect, contain, and remove advanced malware.

Cisco and Perch – A fully integrated prevention, detection, and response solution for managed service providers who are deploying Cisco security solutions. Your ready to go to market SOC/SIEM + Cisco stack.

Perch is a co-managed threat detection and response platform backed by an in-house Security Operations Center (SOC). Perch was built to be flexible, scaling to any size business and tailored to fit your specific needs.

Read enough and ready to start a trial?

- **Umbrella**
- **Duo**
- **Advanced Malware Protection (AMP) for Endpoints**
- **Meraki**
- **Stealthwatch Cloud**

Why Cisco?

Cisco is evolving to be the vendor of choice for MSPs. We are collaborating with partners to identify programs and resources to help MSPs drive business efficiencies, capture recurring revenue, and simplify the requirements to be a Cisco partner.

The Cloud and Managed Service Program (CMSP) Express is Cisco's MSP Partner Program. The CMSP Express tier has been redesigned for Managed Service Providers to help you improve your profitability, get managed services to market quickly, and power you to do more of what you do best.

We want every Cisco MSP partner to have access to the benefits of the program. But we also heard that enrollment in Cisco programs could be complicated. We took this to heart and worked hard to simplify the CMSP Express enrollment process.

Two benefits Partners can enjoy:

- **CMSP Simplified Pricing** – an incentive designed to provide upfront discount predictability and enable more straightforward quoting and sales acceleration.
- **Cisco Secured MSP** – This no-cost promotional license program gives MSPs the ability to elevate their internal security and protect themselves from attack, by using Cisco Umbrella for MSP, Next-Generation Endpoint Detection and Response with Cisco Advanced Malware Protection (AMP) for Endpoints, and cloud-based threat detection from Cisco Stealthwatch Cloud.



For more information, visit
<https://cisco.com/go/msp>

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