



# Cisco ServiceGrid

## Partner Overview

March 3, 2016

# Did You Know That...



## Cloud Use Is on the Rise

- 70% of companies use enterprise-class cloud technology
- The global cloud market will represent 27% of all IT spend 2020



## Multi-Sourcing Is Growing

The average enterprise has:

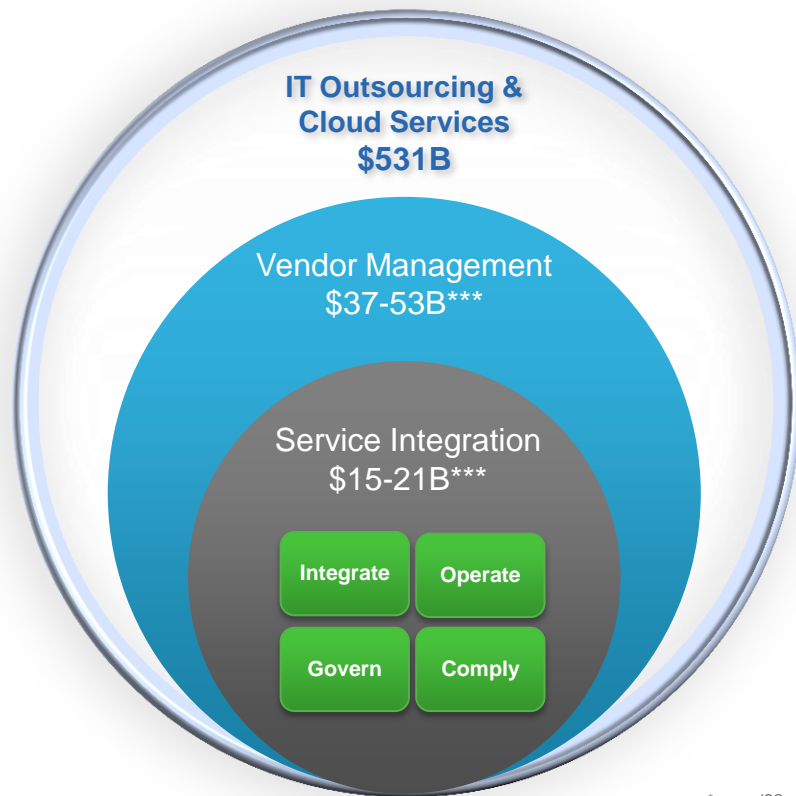
- 19 external IT service provided in North America<sup>1</sup>
- 26 external IT service provided in Europe<sup>1</sup>



## Service Costs Are Increasing

- Service provider issue resolution results in 50% higher operational costs<sup>2</sup>
- 32% longer resolution times<sup>2</sup>
- 10% lower customers satisfaction

# Next Generation IT Services Integration TAM



➤ \$400 billion Outsourcing\*  
\$131 billion Cloud Services\*\*

➤ 7-10% spent on plan, contract, implement and manage tasks\*

➤ 40% operational management  
96% In-sourced

➤ **Integrate** Std. process and tools  
**Operate** Auto request to resolve  
**Govern** Visible and Transparent  
**Comply** Real-time and Actionable

\*source: ISG

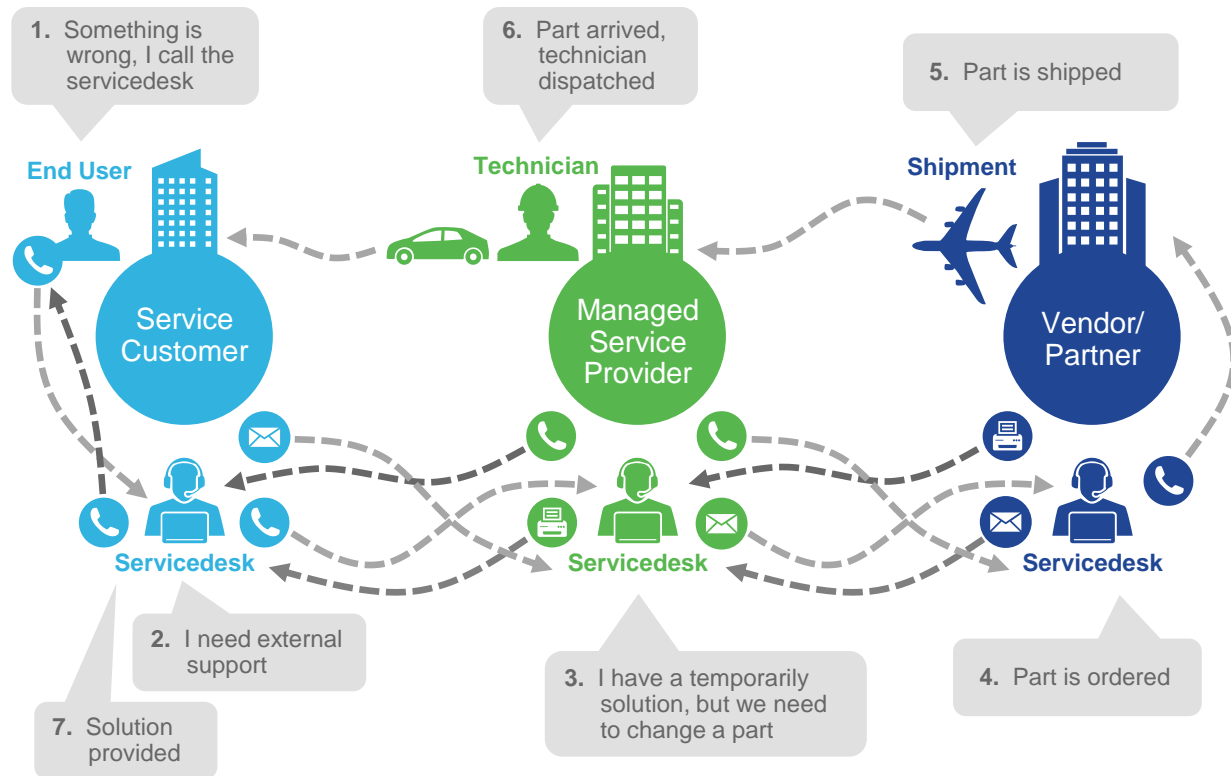
\*\*source: Gartner

\*\*\* calculated based on the above industry numbers

# Market Drivers

## Why a Solution is Needed

- Overlapping Responsibilities
- Unclear Ownership of Issues & Service Provider Performance
- Fragmented Communication
- Inefficient Issue Resolution

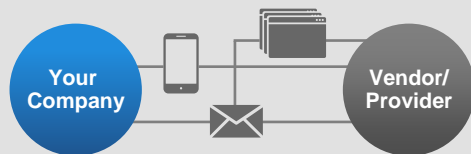


# Ways to Approach a Multi-Party Solution

Where Are You? Where Do You Want to Be?

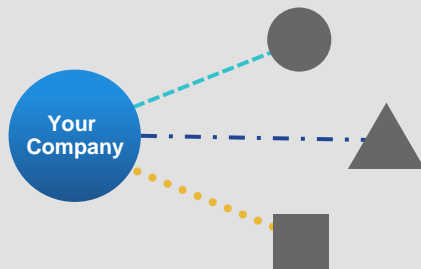
Manual Information Sharing

No  
Automation



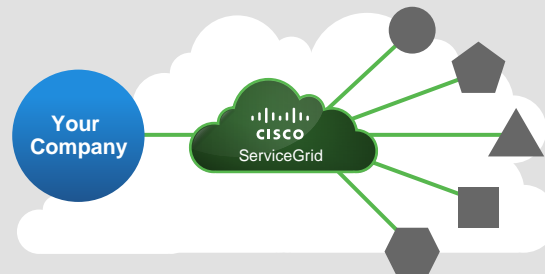
Individual Connections

Custom Development



Connect Once – Connect All

ServiceGrid



# ServiceGrid: Automated Real-time Support

ServiceGrid is an integration platform in the cloud.

## Connect Once – Connect All

- 3<sup>rd</sup> Party Connections Made Easy
- Acceleration and Automation of Service Delivery
- Management of Multi-sourced IT Service
- End-to-End SLA Management and Benchmarking

## Seamless Multi-Party Service Collaboration

### Enterprise IT



### Vendors



Service Provider A



Service Provider B



ITSM Software A



ITSM Software B



# ServiceGrid Multi-Party Support Collaboration

## Integration Platform in the Cloud

Enable  
Ecosystem  
Collaboration

Configure Collaboration  
Rules for Each Partner

Map Processes  
and Connect  
Once

Enterprise IT

ITSM

### ServiceGrid

Service Integration & Management

Active SLA

Analytics

Benchmarks

Portal / Mobile  
Experience

Immersive  
Collaboration

Bi-Directional Integration

Telco's

Managed  
Service Providers

Outsourcers

Vendors

Cloud Service  
Providers

IoT

# How Customers Benefit With Cisco ServiceGrid



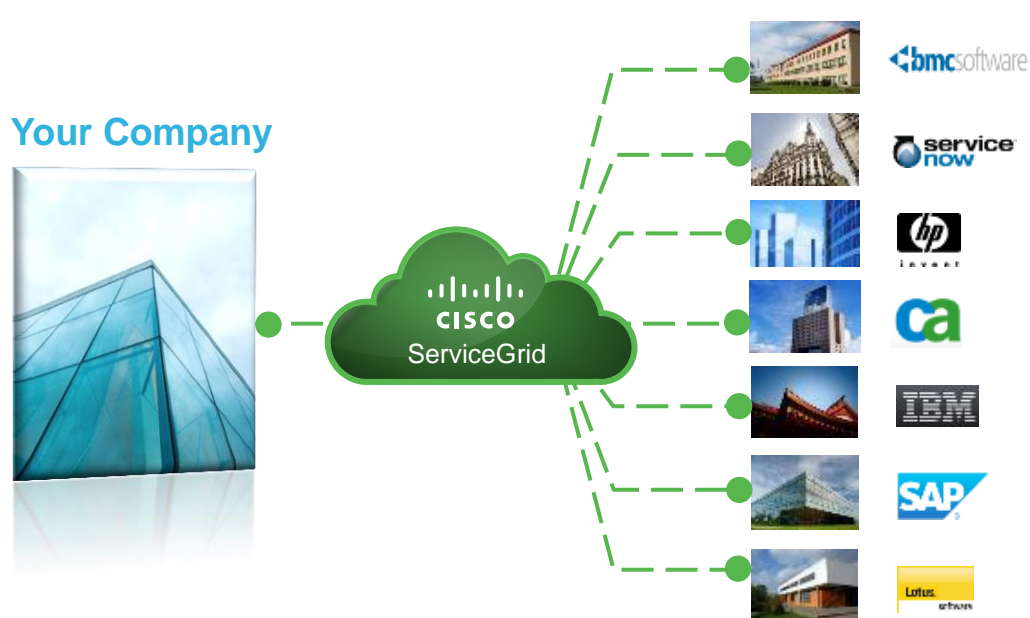
Reduce Operational  
Expenses

Maximize ROI on IT  
Investments

Improve Customer  
Satisfaction



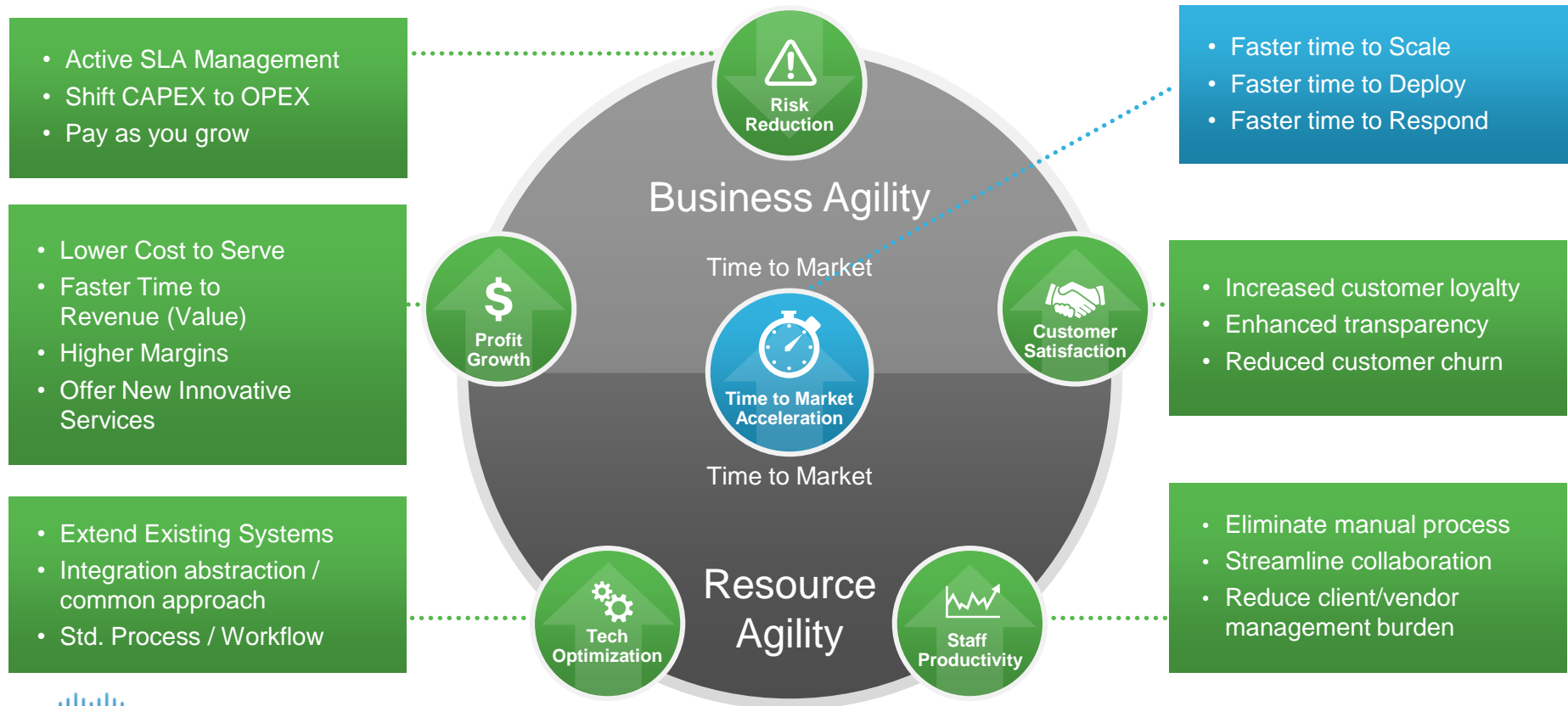
# Cloud Technology: Universal Framework



**ServiceGrid provides an universal framework that works with any leading:**

- Web service technology
- Service management application
- CMDBs, asset data bases
- All standard transport protocols

# ServiceGrid Delivers Key Business Outcomes



# Accelerate Your Practice with ServiceGrid

## Grow New Business



- Market forecasted at \$15-21B
- Create value-added and differentiated services

## Get Competitive Advantage



- Reduce time to market
- Provide an integrated service experience

## Build Profitability



- Lower your total cost of operations
- Improve revenue margins with reduced integration expenses

# Solution Capabilities

Creating an Efficient Network Ecosystem

1

Cloud Technology

2

Single Point of Control

3

Standardization and Automation

# Cloud Technology: Benefits



- High Scalability
- Enhanced Agility
- Cost Effectiveness

# Single Point of Control: Benefits



- Improved SLA Management
- End-to-End Visibility
- Simplify Support Processes
- Monitor Vendor Performance

# Standardization & Automation: Benefits



- Integration with Legacy Systems
- Faster Issue Resolution
- Boost Productivity, Reduce Errors and Bottlenecks
- Faster Onboarding

# What are the Business Outcomes

Using an integration platform in the cloud that seamlessly connects solution operators to support partners to automate multi-party service collaboration.

➤ Extend ITSM best practices to all

➤ Manage ecosystem from one pane of glass

➤ All participants maintain system / processes

➤ Real time visibility and SLA management



## 37% Shorter Case Resolution

- Deliver better support
- Market as a premium offering



## 10% Improved CSAT

- Win business with differentiated support
- Reduce churn



## 6% Lower Costs

- Improve profit margins
- On board new participants quickly

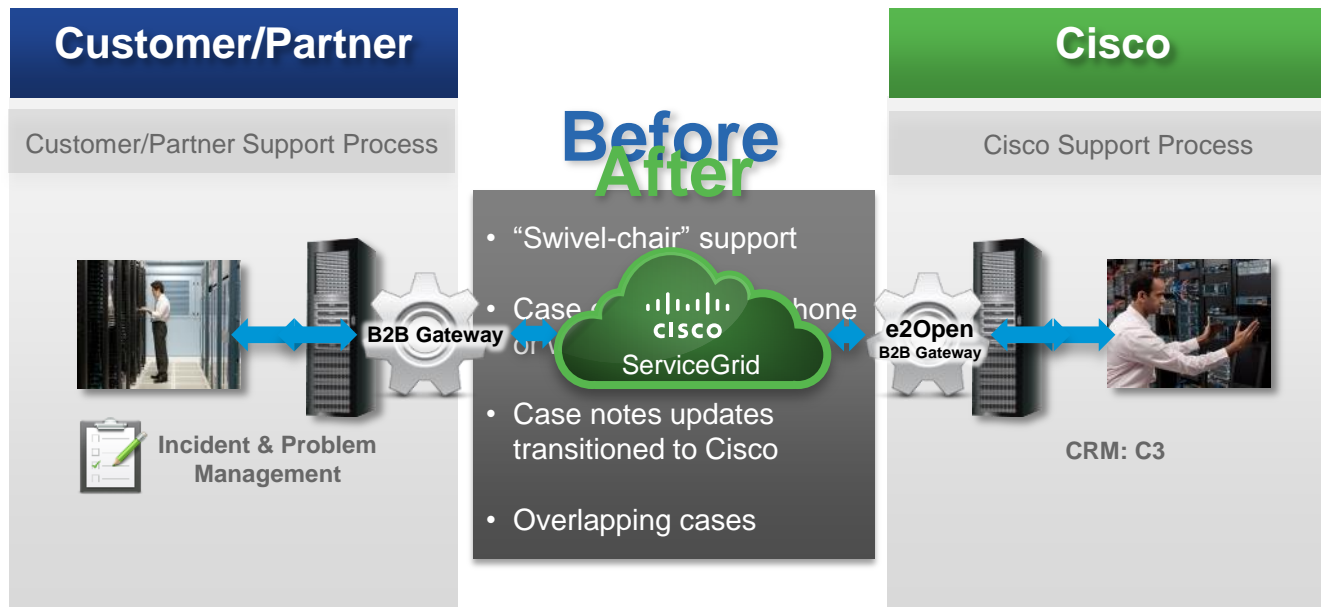


# Transform Your Multi-Vendor Support Model



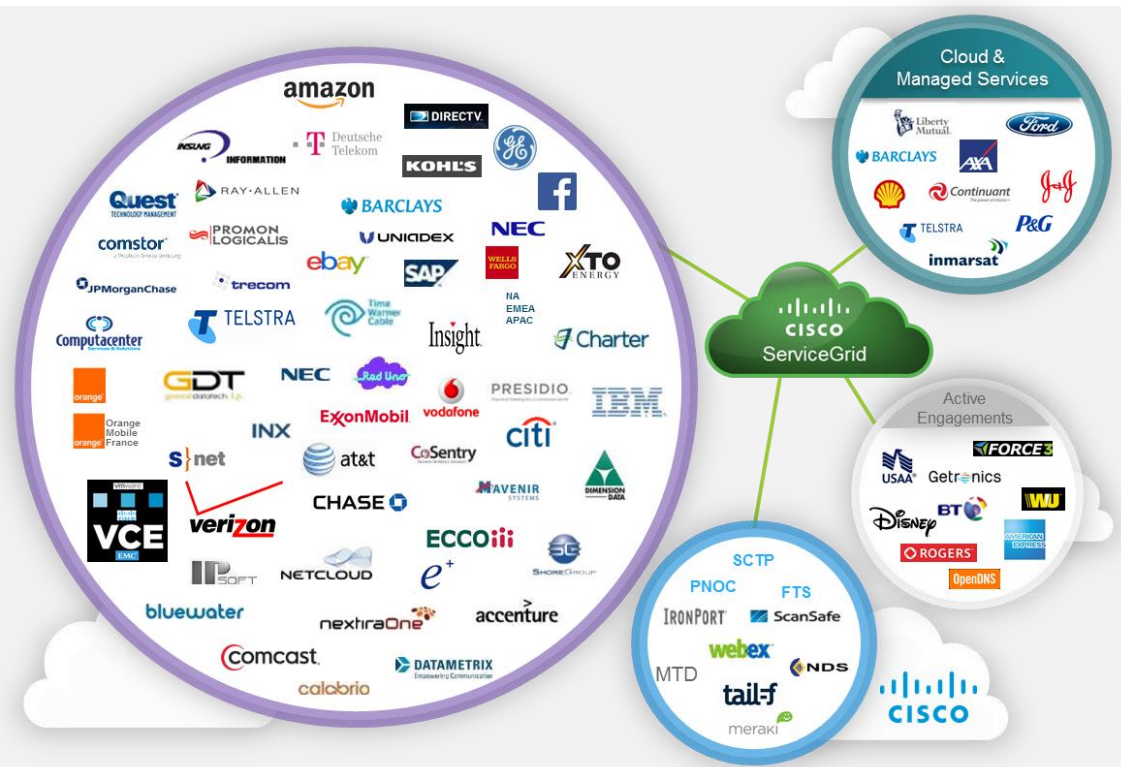
# Smart Bonding Gives You the Cisco Advantage

## TAC Connection with ServiceGrid



# Effective Service Governance

## Smart Bonding Ecosphere enabled by ServiceGrid



## Seamless Service Collaboration with 87 Integrations

26 Customers

13 Service Providers

37 Partners

11 Systems

## 22% Faster Issue Resolution

(MTTC reduction )

February 2016

# ServiceGrid Partner Types



Reseller



Integrator



Provider

# Business Models to Benefit From Partnering

## Internal Processes & Tools



- **Use ServiceGrid**
- Speed up time-to-market
- Be independent from external tool changes
- Gain productivity in integrated Service Management workflows

## Distribution & Fulfillment Channel



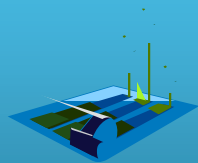
- **Resell ServiceGrid**
- Additional SI revenue and customer insight
- Service Management transformation play
- Automation platform for Cloud Brokerage

## Systems Integration & Managed Operations



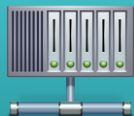
- **White-label ServiceGrid**
- Transform service collaboration in MO
- Innovative E2E visibility of service fulfillment
- Increase customer satisfaction

# ServiceGrid Portfolio Overview



## Build Services

- **Deployment Service** – Deploying B2B connections via a project-based transactional engagement



## Manage Services

- **Optimization Service** – Expert guidance, consulting, configuration and training support to utilize and optimize the software
- **Configuration Service** – Support and guidance for one-time projects lasting 1-5 days

## ServiceGrid SaaS

- **All Service Elements**  
(According to the purchased SaaS package)
- **Operational Support 24x7x365**
- **Maintenance including ongoing software updates**



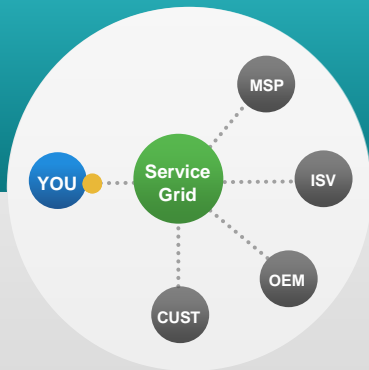
Services from Cisco and ServiceGrid ATP Partners Help  
Customers Accelerate the Time-to-value with Quick Deployment

# ServiceGrid Route to Market

## Two SaaS Packages for Direct and Indirect Sales

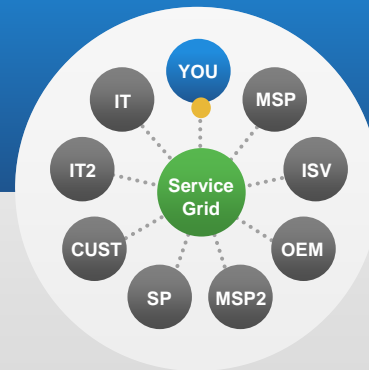
Create, Collaborate and Manage Support Interactions

Directly with multiple Ecosystem Trading Partners  
**Ecosystem Manager**



**Multi-tiered Support** (ONE-to-MANY)

Spanning the B2B Ecosystem  
**Ecosystem Builder**



**Dynamic Support Network** (MANY-to-MANY)

# ATP ServiceGrid Partner Program Benefits

Offer Type	Consumption Model	Discount
Software Licenses	Software as a Service	20%
	Term License	20%
	Perpetual*	20%
Technical Support	Support	15%
	Upgrades	15%
Professional Services		10%

Transactional Discounts	Type	Discount (Base Plus)
ATP Partner Type	ESCO Provider	+10%
	Provider	+5%
	Integrator	+4%
	Reseller	+0%
Multiyear		+3%
Initial Deal Size		+2%
On-time Renewal		+2%

**Reseller**  
**20 %**



**Integrator**  
**40 %**



# What's the Go-to-Market Approach?



## Customer Example

- Solution: EcoSystem Manager
- 5 Service connections:  
Partner +4 customers
- Contract length: 5 years
- Partner is moving from Reseller to Integrator



## Total Contract Value

- |                           |              |
|---------------------------|--------------|
| • SaaS Fee                | \$ 464.550,- |
| • Implementation Services | \$ 107.000,- |
| • Total                   | \$ 571.550,- |



## Partners' Benefit

- Between \$ 110.000,- and \$ 230.000,-  
Reseller → Integrator

# Enterprise Customer Sweet Spot



Manage vendors and  
SLAs end-to-end



Automate Service  
Delivery



Automate Service Delivery



Build ecospheres and  
scale connections

## Sweet Spot Customer

### Enterprise Customers

- Multiple service providers (3+)
- Struggling with tracking and managing SLA
- Heterogeneous Tool Landscape
- Distributed Locations
- Need to improve timely status and updates to customers

## Key Selling Points

- End-to-End Process Automation
- Single Point Control
- Enhanced Customer Experience

# Service Provider Customer Sweet Spot



Integrate your enterprise customers



Reduce MTTR and enhance service quality



Automate Service Delivery



Build ecospheres and scale connections

## Sweet Spot Customer

### Large Enterprise Customers

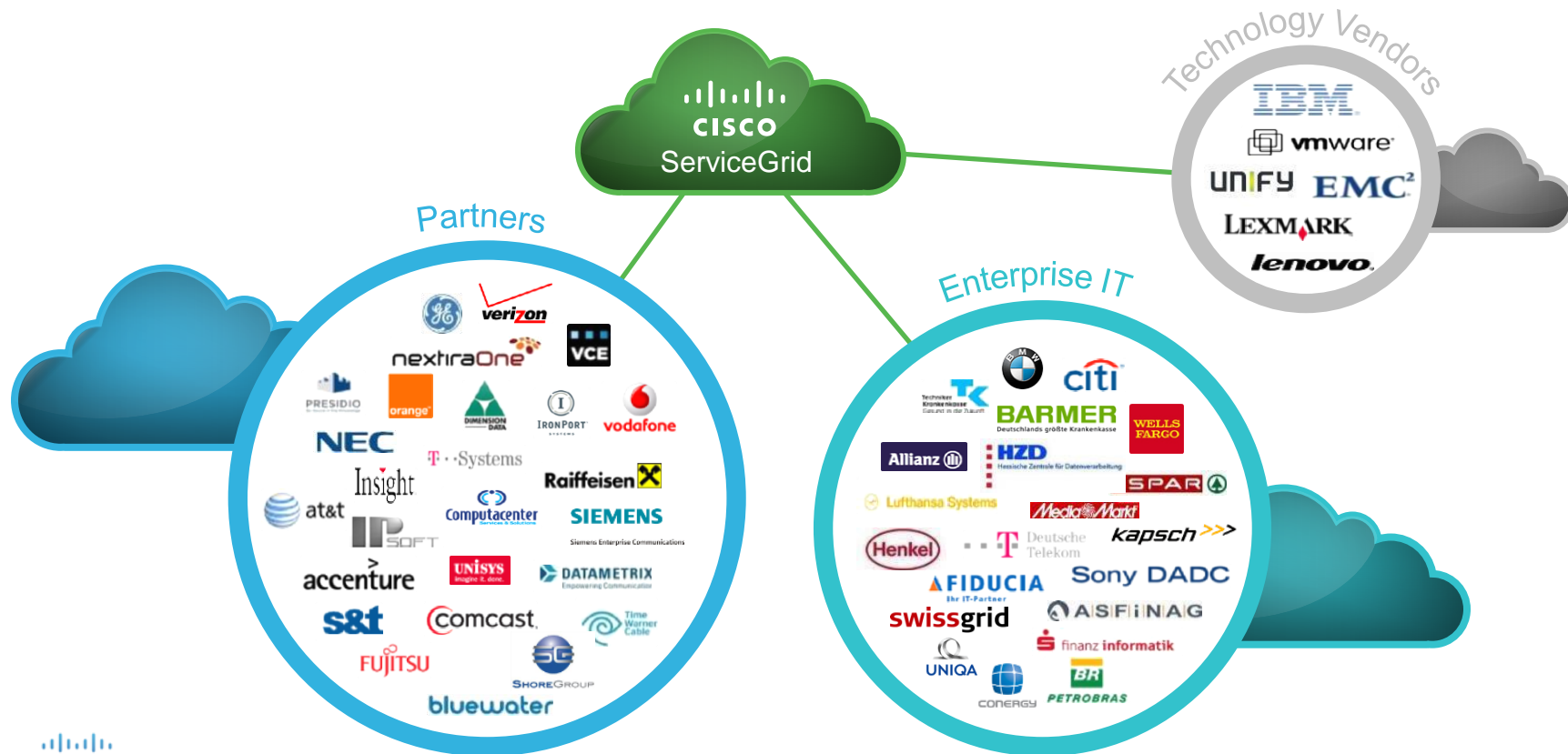
- High volume (1K requests per month)
- Escalations involve 3<sup>rd</sup> party provider
- Need to improve timely status updates to customers

## Key Selling Points

- Automated exchange
- Eliminate the “swivel chair”
- Enhanced customer experience

# Making An Impact Around the World

ServiceGrid: 240+ Company Deployments in 68 Countries



# Accelerating Managed Services and Customer Satisfaction



## Provide Best in Class Managed Services

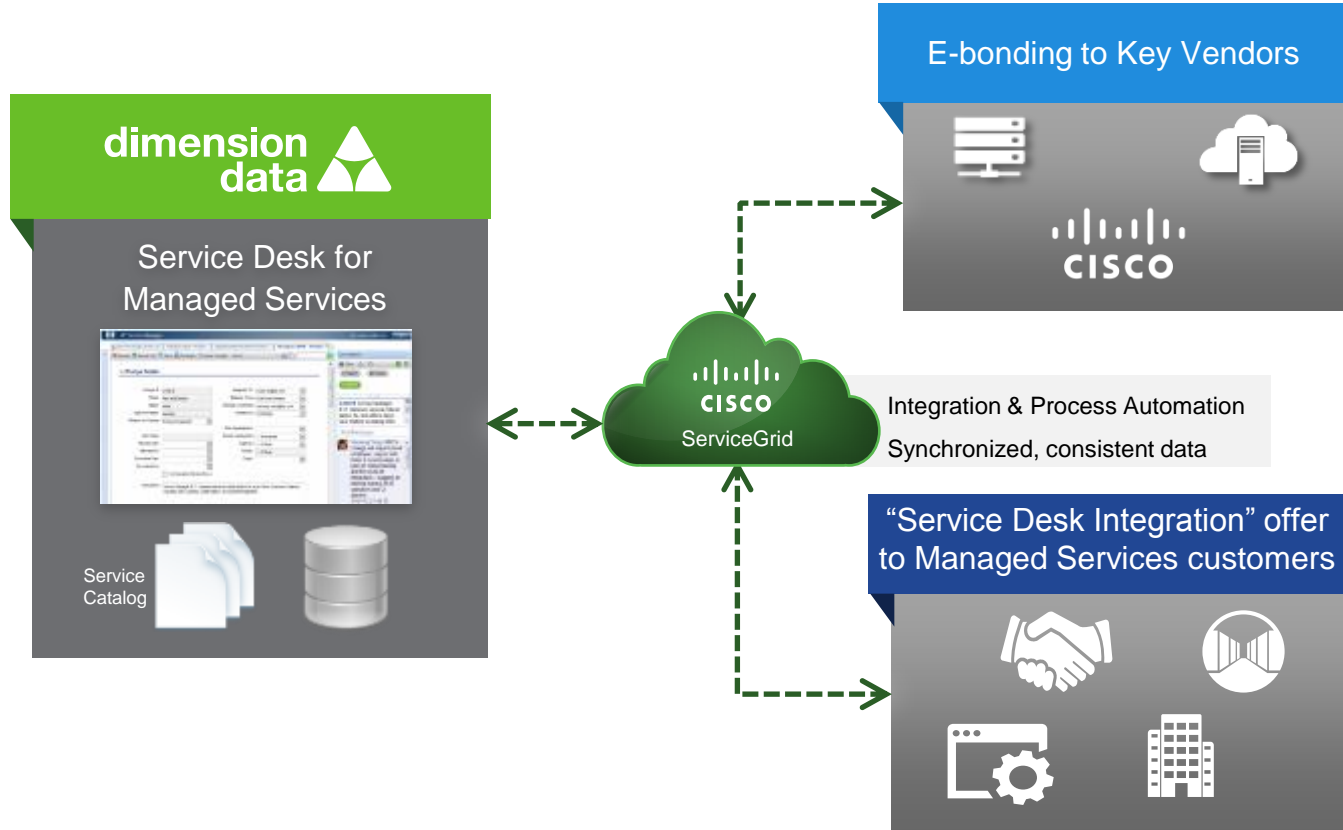
- Fast time-to-market: defined onboarding standards lead to quick deployment and a set implementation plan
- Full visibility: process automation enables end-to-end tracking of service cases and real-time updates to customers
- Expanded portfolio: ServiceGrid is embedded within Dimension Data's Managed Service for Enterprise Networks to offer simple and cost-effective integration to customers

Increase Productivity and Service Quality:  
27% Faster MTTR

10% Rise in End User Customer Satisfaction

Quickly Implement and Scale Service Integration Deployments

# Collaborative Service Ecosystem



# Next Steps

Where We Go From Here

- Use this slide include the next steps you want the customer to make.
- **Remove this note.**

- Presenter Reminder – Call to Action Point Here
- Presenter Reminder – Call to Action Point Here
- For more information about ServiceGrid, please visit [www.cisco.com/go/servicegrid](http://www.cisco.com/go/servicegrid)

## Why Cisco?

**We are the worldwide leader in IT**, helping companies seize the opportunities of tomorrow. We have more than 28 years of experience, more than 50 million installed devices, and 6 million customer interactions each year.

**Measurable business gains for our customers** include results such as 15 to 20 percent faster acceleration to revenue<sup>2</sup>, 30 percent lower infrastructure costs, 50 percent faster disaster recovery, and 90 percent reduction in deployment time.

**What can we do for you?**

<sup>2</sup>Reviews of customer engagements.







# Appendix

DO NOT DISTRIBUTE

# Use Case: Multivendor Management

## Challenge



- Dependency on multiple partners & subcontractors
- Manual resolution process specific to each partner
- Low transparency

## Solution



- Central integration platform
- Instant collaboration and information sharing
- Real-time updates and tracking of service cases

## Impact



- Actively manage vendors and subcontractors
- End-to-End governance via consistent service level management
- High scalability

# Use Case: Workflow Automation

## Challenge



- High manual efforts
- Incomplete and inaccurate data exchange
- Multiple case entries and double keying

## Solution



- Automated, bi-directional data and information exchange
- Instant synchronization and detailed documentation of service cases
- Automated case routing and process mapping

## Impact



- Reduced MTTR by 27%
- Synchronized and consistent data
- Leverage investments by using existing systems

# Use Case: Portal

## Challenge



- Difficulty in accessing and sharing information
- Enable efficient collaboration:
  - If partners do not have an ITSM system or
  - If partners do not work in your ITSM system

## Solution



- Web application to create, update, track, manage, and close service cases
- Out-of-the-box standard ITIL workflows
- Access SLA reports
- Mobile call management

## Impact



- Cost effective, scalable and easy integration of partners in the service delivery
- Fast time to market – portal setup within a few days
- Monitoring of service cases

# Use Case: End-to-End SLA Management

## Challenge



- Dependency on vendor data
- Manual customized reporting specific to each vendor
- Avoid vendor finger pointing

## Solution



- Single data repository leveraging transaction data mapped to contracted SLAs
- API based data enrichment
- Display the data in ServiceGrid or your own data mining tool

## Impact



- Single point of control
- Better response to customer issues
- Improved response & recovery times

# Use Case: Reporting

## Challenge



- No transparency on the service case lifecycle
- High manual effort to create needed reports
- Improve service quality based on fundamental metrics

## Solution



- Real-time reporting via the Cisco ServiceGrid Portal
- > 250 standard reports
- Create custom reports to measure your specific KPIs
- Create configurable, role-based dashboards

## Impact



- High transparency for better informed decisions
- Holistic picture of all ITSM activities enables continuous service improvement
- Deliver high quality services

# Integration Accelerates Time to Market

## NextiraOne



## Scale Multi-sourced Relationships

- System integration and web portal for full transparency between NextiraOne and its customers and partners
- Deliver integrated services
- Reduced incident resolution time

Better customer experience supports differentiation

Faster onboarding and execution with customers builds loyalty

Maximized performance of end-to-end services

# Efficient Support Collaboration

## Orange Business Services



### Leverage multi-vendor approach for growth

- Single source integration to unite all parties in the service delivery process
- Dual entitlement process allows service requests created at Cisco to be re-routed back to Orange for case support
- Seamless and quick communication to customer network

Built foundation consistent  
resolution to OBS customers

Solid line of positioning for  
customer retention

Cost effective way to stay on  
top of information and  
processes





## Seamless Collaboration in the Ecosystem

- Full automation of mission critical support in a point of sale environment
- Cost savings in day 2 support services increase competitive advantage
- Tailored managed services offerings enable a differentiation in the market

Reduced case resolution times

Increased customer satisfaction

Management of >1 Billion Events annually

# ServiceGrid

Connect Once, Connect All – Any System, Any Tool

## Connections to SM Applications and Systems

- |  |   |  |  |  |
|--|---|--|--|--|
| <ul style="list-style-type: none"><li>• Applix</li><li>• Axway B2Bi Gateway</li><li>• AOTS Remedy</li><li>• BMC Remedy IT Service Management Suite</li><li>• BMC Remedy Service Management Desk</li><li>• BMC Service Desk Express</li><li>• CA Service Desk</li><li>• CA Service Management Suite</li></ul> | <ul style="list-style-type: none"><li>• Clarify</li><li>• E2open</li><li>• Fujitsu Poms2/Perle</li><li>• helpLine</li><li>• HP Openview</li><li>• HP Peregrine</li><li>• HP Service Center</li><li>• HP Service Manager</li></ul> | <ul style="list-style-type: none"><li>• IBM Maximo</li><li>• IBM RCMS</li><li>• iWave</li><li>• Lotus Notes</li><li>• MS Access</li><li>• MS Biztalk</li><li>• MS Exchange</li><li>• MS Navision</li></ul> | <ul style="list-style-type: none"><li>• Netweaver</li><li>• Oracle CRM</li><li>• Pivotal CRM</li><li>• Salesforce</li><li>• SAP CRM</li><li>• SAP Solution Manager</li><li>• SAP XI</li><li>• ServiceNow</li></ul> | <ul style="list-style-type: none"><li>• Siebel CRM</li><li>• Tibco</li><li>• Webmethods</li><li>• 3rd Party Customer Applications*</li></ul> |
|--|---|--|--|--|

### Universal Transport Methods

- HTTPS SOAP
- HTTPS Post
- Rosettanet
- SMTP
- FTP/SFTP
- T1.278
- SMS
- AS2/EDI

### Event Monitoring Systems

- BMC Event & Impact Manager
- HP
- CA Spectrum
- IBM Tivoli Netcool OMNibus
- Infovista
- Nagios

### Logistics Applications

- SAP Modules MM & SD
- MS Apertum
- 3rd Party Logistics Applications\*

### Application Ports

- CA CMDB
- HP Universal CMDB
- SAP MM & SD
- Salesforce

### Master Data Systems

- BMC Atrium CMDB
- CA CMDB
- HP Asset Center/ Asset Manager
- SAP CMDB
- Update Marketing Manager

### Data Formats

- XML
- CSV
- XLS