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 America¹
- 26 external IT service provided in Europe¹

Service Costs Are Increasing
- Service provider issue resolution results in 50% higher operational costs²
- 32% longer resolution times²
- 10% lower customers satisfaction

¹Source: Gartner ²Source: Technology Services Industry Association
Next Generation IT Services Integration TAM

IT Outsourcing & Cloud Services
$531B

Vendor Management
$37-53B***

Service Integration
$15-21B***

Integrate
Operate
Govern
Comply

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

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

40% operational management
96% In-sourced

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

*source: ISG
**source: Gartner
*** calculated based on the above industry numbers

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Market Drivers

Why a Solution is Needed

1. Something is wrong, I call the servicedesk
2. I need external support
3. I have a temporarily solution, but we need to change a part
4. Part is ordered
5. Part is shipped
6. Part arrived, technician dispatched
7. Solution provided

- 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

Vendor/Provider

Your Company

Individual Connections

Custom Development

Your Company

Connect Once – Connect All

ServiceGrid

Your Company

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ServiceGrid: Automated Real-time Support

ServiceGrid is an integration platform in the cloud.

Connect Once – Connect All

• 3rd Party Connections Made Easy
• Acceleration and Automation of Service Delivery
• Management of Multi-sourced IT Service
• End-to-End SLA Management and Benchmarking
ServiceGrid Multi-Party Support Collaboration
Integration Platform in the Cloud

Map Processes and Connect Once
Enterprise IT

Configure Collaboration Rules for Each Partner

Service Grid
Service Integration & Management
- Active SLA
- Analytics
- Benchmarks

Portal / Mobile Experience
Immersive Collaboration

Bi-Directional Integration

Enable Ecosystem Collaboration
Telco’s
Managed Service Providers
Outsourcers
Vendors
Cloud Service Providers
IoT

ITSM

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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

- **Business Agility**
  - Eliminate manual process
  - Streamline collaboration
  - Reduce client/vendor management burden
  - Increased customer loyalty
  - Enhanced transparency
  - Reduced customer churn

- **Resource Agility**
  - Active SLA Management
  - Shift CAPEX to OPEX
  - Pay as you grow
  - Lower Cost to Serve
  - Faster Time to Revenue (Value)
  - Higher Margins
  - Offer New Innovative Services
  - Extend Existing Systems
  - Integration abstraction / common approach
  - Std. Process / Workflow

- **Staff Productivity**
  - Faster time to Scale
  - Faster time to Deploy
  - Faster time to Respond

- **Time to Market**
  - Faster time to Scale
  - Faster time to Deploy
  - Faster time to Respond

- **Risk Reduction**
  - Increased customer loyalty
  - Enhanced transparency
  - Reduced customer churn

- **Profit Growth**
  - Eliminate manual process
  - Streamline collaboration
  - Reduce client/vendor management burden

- **Customer Satisfaction**
  - Lower Cost to Serve
  - Faster Time to Revenue (Value)
  - Higher Margins
  - Offer New Innovative Services

- **Tech Optimization**
  - Std. Process / Workflow
  - Active SLA Management
  - Shift CAPEX to OPEX
  - Pay as you grow

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Accelerate Your Practice with ServiceGrid

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

Grow New Business

- Reduce time to market
- Provide an integrated service experience

Get Competitive Advantage

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

Build Profitability

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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

Customer

Problem
Incident
Change
Service Request
Custom

Partner

3rd party vendors

ServiceGrid

Customer
Smart Bonding Gives You the Cisco Advantage

TAC Connection with ServiceGrid

**Before**
- "Swivel-chair" support
- Case escalation via phone or web portal (TSRT)
- Case notes updates transitioned to Cisco
- Overlapping cases

**After**

Customer/Partner Support Process

- B2B Gateway
- Incident & Problem Management

Cisco Support Process

- B2B Gateway
- e2Open
- CRM: C3

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
Dynamic Support Network
(MANY-to-MANY)

Ecosystem Builder
Ecosystem Manager

Create, Collaborate and Manage Support Interactions

Directly with multiple Ecosystem Trading Partners

Multi-tiered Support (ONE-to-MANY)

ServiceGrid Route to Market
Two SaaS Packages for Direct and Indirect Sales

Spanning the B2B Ecosystem
Ecosystem Builder

Dynamic Support Network (MANY-to-MANY)
## ATP ServiceGrid Partner Program Benefits

### Offer Type

<table>
<thead>
<tr>
<th>Offer Type</th>
<th>Consumption Model</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Licenses</td>
<td>Software as a Service</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>Term License</td>
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<td></td>
<td>Perpetual*</td>
<td>20%</td>
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<tr>
<td>Technical Support</td>
<td>Support</td>
<td>15%</td>
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<tr>
<td></td>
<td>Upgrades</td>
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<tr>
<td>Professional Services</td>
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<td>10%</td>
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### Transactional Discounts

<table>
<thead>
<tr>
<th>Transactional Discounts</th>
<th>Type</th>
<th>Discount (Base Plus)</th>
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<tbody>
<tr>
<td>ATP Partner Type</td>
<td>ESCO Provider</td>
<td>+10%</td>
</tr>
<tr>
<td></td>
<td>Provider</td>
<td>+5%</td>
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<tr>
<td></td>
<td>Integrator</td>
<td>+4%</td>
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<tr>
<td></td>
<td>Reseller</td>
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<td>Multiyear</td>
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<td>Initial Deal Size</td>
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<td>On-time Renewal</td>
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### Integrator

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 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

Large Enterprise Customers
• High volume (1K requests per month)
• Escalations involve 3rd party provider
• Need to improve timely status updates to customers

Key Selling Points
• Automated exchange
• Eliminate the “swivel chair”
• Enhanced customer experience

Integrate your enterprise customers
Reduce MTTR and enhance service quality
Automate Service Delivery
Build ecospheres and scale connections
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

Service Desk for Managed Services

E-bonding to Key Vendors

Integration & Process Automation
Synchronized, consistent data

“Service Desk Integration” offer to Managed Services customers

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Next Steps
Where We Go From Here

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, 30 percent lower infrastructure costs, 50 percent faster disaster recovery, and 90 percent reduction in deployment time.

What can we do for you?

Presenters Reminder – Call to Action Point Here

For more information about ServiceGrid, please visit www.cisco.com/go/servicegrid

Why Cisco?

• Use this slide include the next steps you want the customer to make.
• Remove this note.
Appendix
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

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

Leverage multi-vendor approach for growth
- Single source integration to unite all parties in the service delivery process
- Duel 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
High Differentiation and Customer Satisfaction

ShoreGroup

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

<table>
<thead>
<tr>
<th>Applications</th>
<th>Connections to SM Applications and Systems</th>
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<tbody>
<tr>
<td>IBM DB2</td>
<td>• Clarify</td>
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<tr>
<td>Microsoft SQL Server</td>
<td>• IBM Maximo</td>
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<tr>
<td>Oracle</td>
<td>• E2open</td>
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<td>others</td>
<td>• IBM RCMS</td>
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<td>• Fujitsu Poms2/Perle</td>
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<td>• Lotus Notes</td>
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<td>• helpLine</td>
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<td>• MS Access</td>
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<td>• MS Navision</td>
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<td>• Webmethods</td>
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<tr>
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<td>• 3rd Party Customer Applications*</td>
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</tbody>
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### 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
- Informatica
- Nagios

### Logistics Applications

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

### Master Data Systems

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

### Application Ports

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

### Data Formats

- XML
- CSV
- XLS

*Applications can run on leading database systems including: IBM DB2, Microsoft SQL Server, Oracle and others.*