Managed Services: Antidote for Bad Economy

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Agenda

• Introduction

• Managed Services: What, Who & How

• Cisco’s Managed Services Programs

• References

• Q & A
Introduction
Technology Needs of Any Business

Computing

Communicating

Collaborating

In an Experience Economy, Network is Integral to Transact Business Competitively Anywhere, Anytime on Any Device

Is it easy?

Is it reliable?

Can I get it now?

Can I pay monthly?

Dedicated IT Staff?

Is it secure?

Will it help my business?

Welcome to the Human Network.
## Managed Services Accelerate in a Recession

<table>
<thead>
<tr>
<th>Source</th>
<th>Date</th>
<th>Quote</th>
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<tbody>
<tr>
<td>SearchCIO.com</td>
<td>11/08/2008</td>
<td>“Fueled by a global economic recession and rapidly evolving technologies, the market for IT managed services is poised to exploded during the next 24 to 30 months.”</td>
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<tr>
<td>FORRESTER</td>
<td>11/2008</td>
<td>“...a perfect storm is brewing. Technological change, the technology investment cycle, and difficult economics are combining to push some types of managed services over the chasm.”</td>
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<tr>
<td>MSPmentor</td>
<td>11/25/2008</td>
<td>“Tough Times, MSPs say bring them on!”</td>
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<tr>
<td>NETWORKWORLD</td>
<td>11/19/2008</td>
<td>The value of managed network services...actually increases in economic downturns.”</td>
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**Tough Times, MSPs say bring them on!**

**As the economy continues to lose steam it is becoming pretty clear that managed services have a lot of counter cyclical economic potential.”**
Managed Services
Managed Services: What Are They?

Information technologies delivered as finished solutions, managed remotely by highly skilled professionals from a network operations center (NOC).

Managed services are proactively monitored, and providers can troubleshoot incidents from the NOC, according to defined service-level agreements (SLAs) negotiated with end users.

Managed Services Are Often Offered on an Operating Expense Basis that Requires No Capital Outlay for the End User Customer.
Managed Services: What Are They?

- Managed Hsting
- Managed Data Center Co-location
- ITaaS
- SaaS

- Managed Storage
- Managed Digital Media Signage
- Managed TelePresence

- Managed IP communications services
- Managed wide-area application services
- Managed wireless WAN

- Managed security, Managed VPN services
- Managed router and LAN services
Managed Services: Who Are The Players?

- Network Provider
- Service Designer and Creator
- Operator / Service Manager
- System Integrator / Fulfiller
- Owner of Client Relationship / Seller
- Client
Delivering Managed Services

Players

- Cisco
- Distributor
- Service Provider
- SI / VAR
- Cisco Resellers
- Customers

Main Activities / Capabilities

- Develop: Service Creation / Product Development
- Promote: Marketing campaigns & lead generation
- Sell: Commissioned sales force
- Install: Equipment configuration and installation in customer premises
- Manage: Managed Services deployment (remote monitoring & management)
- Bill & Support: Customer post-sales relationship

- Depending on the BM, one player can perform more than one activity, and also, one activity can be shared with more than one player.
Managed Services: Cisco’s Programs
Cisco’s Unique Position

Helping Service Providers Succeed

Helping Clients Locate and Buy Best Service

Cisco’s Complete Service Lifecycle Approach

- Envision the Service
- Build the Service
- Market & Sell the Service

Welcome to the Human Network.
Managed Services That Meet All the Following Criteria:

- Remote monitoring for all subject customer premises equipment (CPE)
- Remote configuration and troubleshooting
- SLA between partner and end customer
- Term of contract one or more years
- CPE title held by partner or end customer
Cisco MSCP criteria based on major industry frameworks:
- Information Technology Infrastructure Library (ITIL)
- ISO 20000-1

Cisco conducts independent third-party audits of partner NOC:
- NOC procedures and capabilities
- Review of partner service portfolio
- Annual recertification
Cisco’s Value Proposition

**Service Provider**

- **Accelerated and secure service integration**: Rapidly deliver secure, integrated services on a single routing platform.
- **Increased profitability**: Serve a wide range of customer segments and applications using the Cisco integrated services router as the foundation for multiple service offerings.
- **Expanded market opportunities**: Easily add new capabilities with the award-winning Cisco integrated services router to keep the empowered branch, enterprise, and small business competitive.

**Business Customer**

- **Reduced expenditures**: Avoid the costs associated with building out an infrastructure by using a service provider’s network.
- **Simplified branch IT operations**: Take advantage of a service provider’s technical expertise by out-tasking IT operations.
- **An integrated suite of services**: Quickly enable a suite of secure, voice, data, video, and application optimization services.
Managed Services:
References
Managed Services:

MSCP / CPP:
http://www.cisco.com/go/mscp
Q & A

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