

CISCO SBCS 1.0 Solution Fundamentals

Monitoring Solution Overview



Configuration and Monitoring Management SMB Companies in the Future



SMB research indicates:

- SMB companies will spend more than \$175 Billion in 2006.
- Channel partners are realizing the impact Managed Services will have in the future.
- The annual growth rate of the service market is 60 percent.



Configuration and Monitoring Management – SMB Companies in the Future

The research firm AMI-Partners, New York, predicts SMB companies will spend more than \$175 billion on IT in 2006, an increase from an estimated \$163 billion spent in 2005. Many channel partners are beginning to realize that Managed Services will have a major impact on how this \$175 billion prize is shared in the future. The annual growth rate of the service market is 60 percent.

Configuration and Monitoring Management Benefits

Beneficiary	Description
SMBs	Benefits for SMBs: <ul style="list-style-type: none">• Proactive (24 x 7) self management of the network.• Rapid deployment and monitoring• Total network awareness.• Ease of use and operations.• Economical.
Partners	
Cisco	



Configuration and Monitoring Management – Benefits

Configuration and Monitoring Management Benefits

Beneficiary	Description
SMBs	<p>Benefits for partners:</p> <ul style="list-style-type: none">• Shift from reactive (drop and leave) to proactive (trusted advisor).• Rapid deployment, configuration and monitoring.• Migration to the monthly recurring revenue business model.• Cash-Flow positive.• Total SMB ownership and intimate network knowledge.• Network homogenization.• Allows partners to offer advanced technology and value-added services.
Partners	
Cisco	



Configuration and Monitoring Management – Benefits

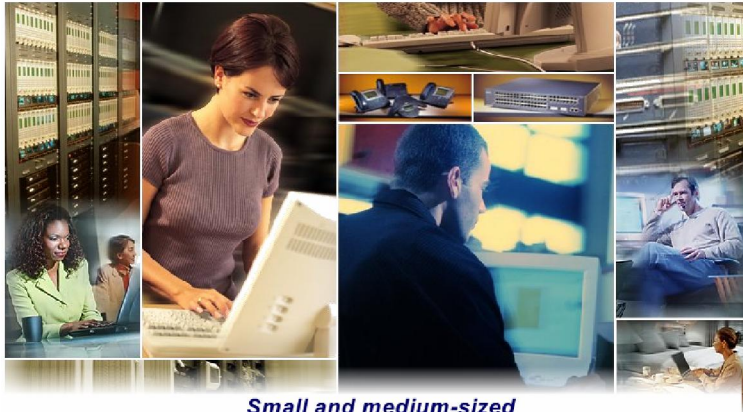
Configuration and Monitoring Management Benefits

Beneficiary	Description
SMBs	Benefits to Cisco: <ul style="list-style-type: none">• Total Cisco solution selling.• VAR enablement.
Partners	
Cisco	



Configuration and Monitoring Management – Benefits

Configuration and Monitoring Management Overview



***Small and medium-sized
businesses have a huge economic impact***

Expect a fully reliable network

***Economics, ease of use,
and proactive maintenance***



Configuration and Monitoring Management – Overview

More than 90 percent of the world's economy consists of small- and medium-sized businesses (SMBs), making the impact of this segment huge. More than ever, these businesses expect a fully reliable network for conducting their daily commerce. Economics, ease of use, and proactive maintenance of these networks are essential to the survival of SMB customers.

SMBs seeking to enhance their profitability, remain more competitive, and improve customer relationships can take advantage of the system's management tools to simplify setting up, configuring, and monitoring customer networks, thereby gaining opportunities for new service offerings with recurring revenue streams.

Configuration and Monitoring Management Overview



SMBs seek :

- Enhanced profitability.
- Improved competitiveness.
- Improved customer relationships.

The monitoring solution provides:

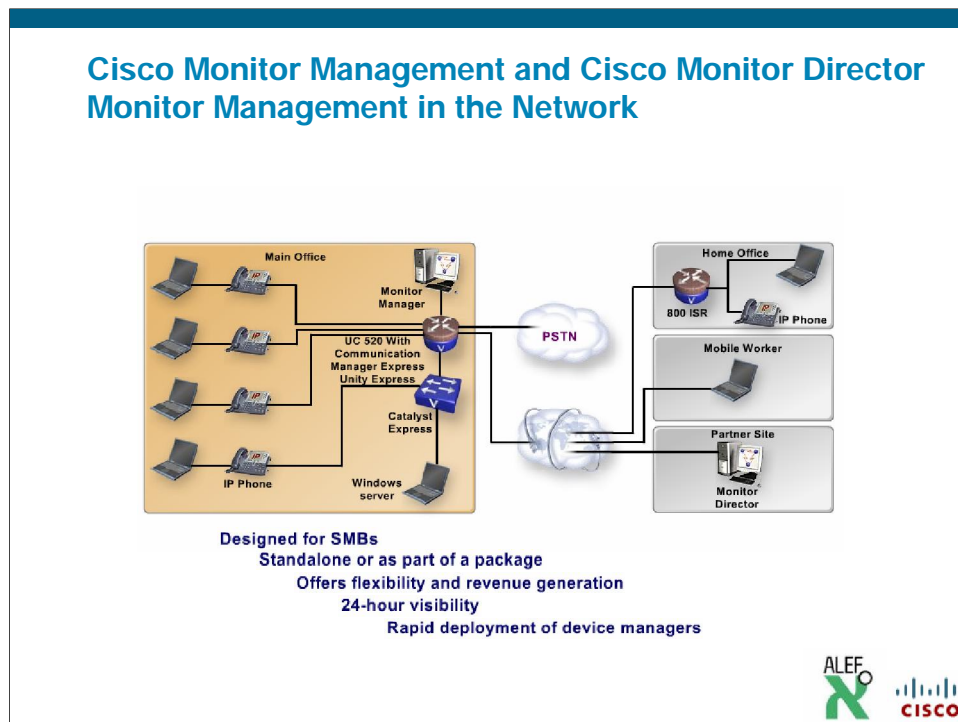
- Simplified setup.
- Easy configuration.
- Monitoring of customer networks.
- New opportunities.



Configuration and Monitoring Management – Overview

More than 90 percent of the world's economy consists of small- and medium-sized businesses (SMBs), making the impact of this segment huge. More than ever, these businesses expect a fully reliable network for conducting their daily commerce. Economics, ease of use, and proactive maintenance of these networks are essential to the survival of SMB customers.

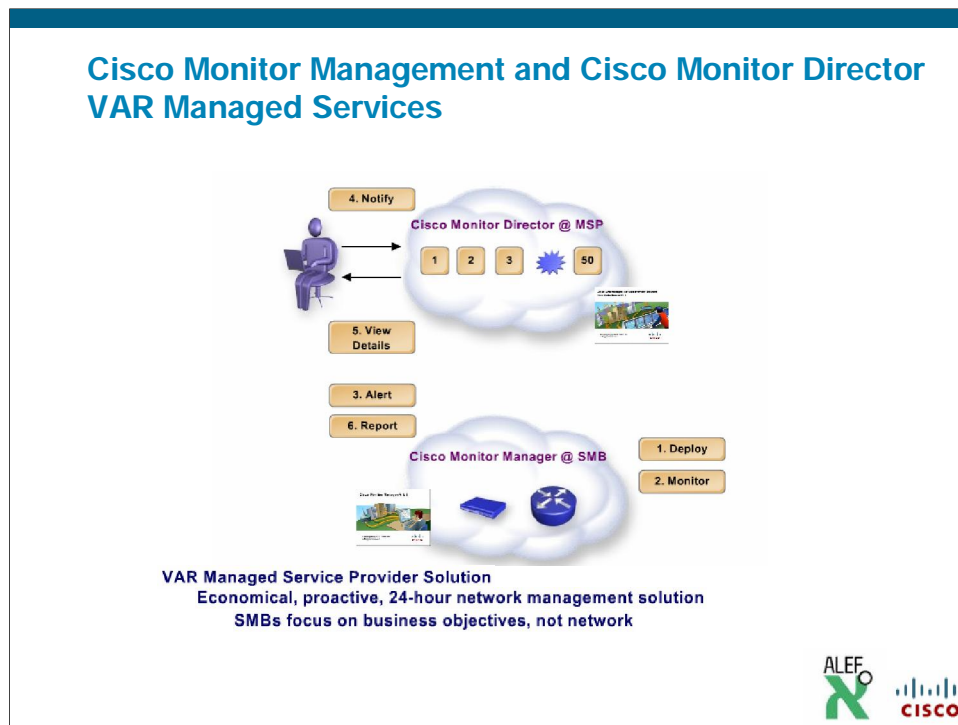
SMBs seeking to enhance their profitability, remain more competitive, and improve customer relationships can take advantage of the system's management tools to simplify setting up, configuring, and monitoring customer networks, thereby gaining opportunities for new service offerings with recurring revenue streams.



Cisco Monitor Manager and Cisco Monitor Director – Monitor Manager in the Network

Cisco Monitor Manager is a management application designed solely for the needs of SMBs. It can be used as a standalone network-monitoring application or as part of a managed service offering startup package. This gives greater flexibility to SMBs and creates revenue-generating opportunities for managed service providers.

In this application, SMB customers can self-manage and monitor their network by simply installing a single copy of Cisco Monitor Manager at their corporate office. In a standalone mode, it can remotely discover, monitor, and proactively manage the entire SMB network across the main office and remote offices. Reports and alerts are generated as required to provide 24-hour visibility into the health of the network. Cisco Monitor Manager also allows for the rapid deployment of Cisco device managers when they are needed to perform advanced configurations.

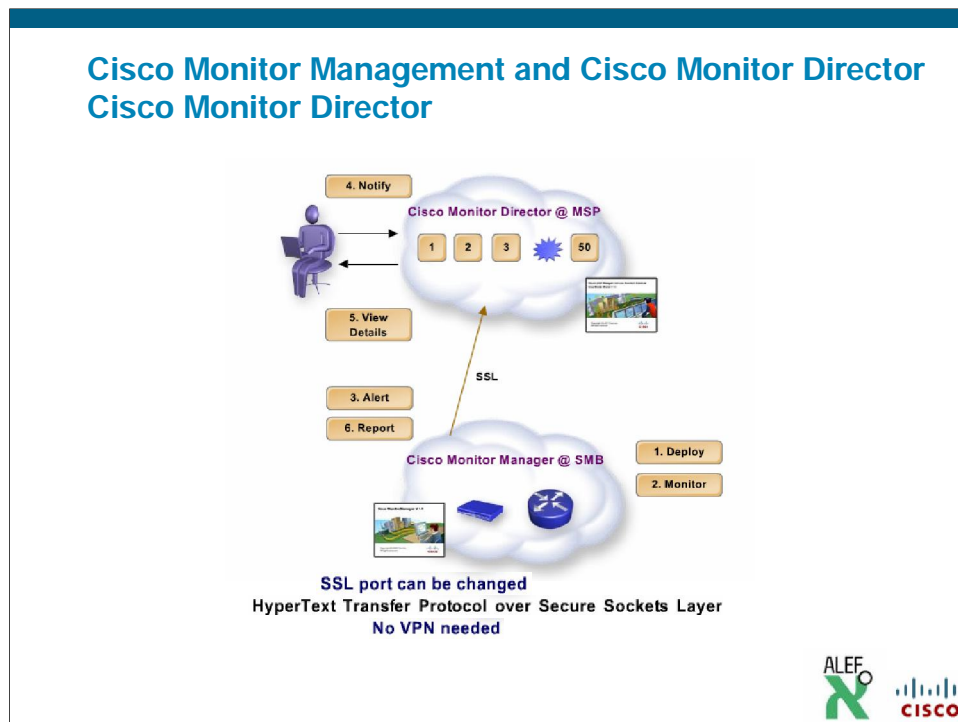


Cisco Monitor Manager and Cisco Monitor Director – VAR Managed Services

As part of the Cisco Value-Added Reseller (VAR) Managed Service Provider Solution, Monitor Manager provides distributed intelligence, comprehensive alerts, and reports to Cisco Monitor Director residing at the partner's location.

Cisco VAR Managed Service Providers (MSPs) can install a copy of Cisco Monitor Director at their network operation center and deploy Cisco Monitor Manager at their SMB customers' sites. This deployment model provides the VAR MSPs with an economical, proactive, 24-hour network management solution for their SMB customers. The benefit to SMB customers who outsource their network management to an MSP is that they can focus more on their own core business objectives rather than their network.

Cisco Monitor Manager enhances a proactive response to potential downtime situations by actively collecting relevant network information and syslogs from the SMB customer's network and selectively forwarding this information to the VAR MSP's Cisco Monitor Director server. The VAR MSP can monitor and respond accordingly to this critical information, proactively anticipating network issues before they impact the customer's business.



Cisco Monitor Manager and Cisco Monitor Director – Cisco Monitor Director

Cisco Monitor Director uses a secure, reliable, and encrypted Secure Sockets Layer (SSL) connection to receive network alerts, performance data, inventory information, and SMB network topology information from Cisco Monitor Manager.

The SSL port used for communication between Cisco Monitor Manager and Cisco Monitor Director can be changed for added security.

Cisco Monitor Manager uses secure and reliable HyperText Transfer Protocol over Secure Sockets Layer (HTTPS) communication to retrieve inventory, topology, and performance data from managed devices.

This solution does not need a dedicated virtual private network (VPN) connection between the MSP and the SMB customer.

Cisco Monitor Management and Cisco Monitor Director Cisco Monitor Director Key Features

Cisco Monitor Director:

- Has an alert-filtering capability.
- Allows address notification based on time.
- Integrates with trouble-ticketing applications.
- Supports Cisco IP telephony monitoring.
- Generates customer inventory reports.
- Provides scheduled HTML-based reports.



Cisco Monitor Manager and Cisco Monitor Director – Cisco Monitor Director Key Features

There are several additional features of Cisco Monitor Director.

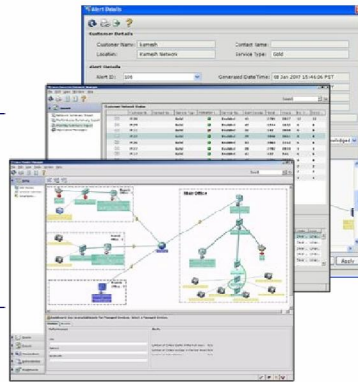
It creates real-time alerts and notifications through e-mail and pagers with alert filtering capability. It has configurable e-mail and pager addresses based on a time-of-the day setting and easily integrates with trouble-ticketing applications.

Cisco Monitor Director supports Cisco IP telephony monitoring and can generate customer inventory reports that include all SBCS components. It will also provide scheduled HTML-based monthly reports, network summary and network performance reports, and end of life/end of sales notifications and reports.

Cisco Monitor Management and Cisco Monitor Director Cisco Monitor Director

The Cisco Monitor Director:

- Provides 24 hour monitoring.
- Provides monthly reporting.
- Is cost effective and scalable.
- Enables VARs to proactively monitor.
- Provides multi-technology and multi-customer reporting.
- Is designed for small and medium businesses.



Cisco Monitor Manager and Cisco Monitor Director – Cisco Monitor Director

The Cisco Monitor Director (CMD) empowers partners to move to MSP business offerings. The CMD provides proactive and central 24-hour, 7-day a week monitoring of 50 SMBs. It also provides comprehensive automated monthly reporting and migrates partners to a monthly recurring revenue model. The solution is cost effective and scalable. It enables VARs to proactively monitor the operational health of the SMB customer's data and IP technology network. It provides multi-technology and multi-customer reporting and is designed for partners of small and medium businesses.

