Managed Services
The Road to Revenue

Pravin Mahajan
pmahajan@cisco.com
Agenda

- Managed Services Introduction
- Solution Offerings
- Market to Services Mapping
- Summary
High Business Interest in OutTasking

Intent to Out-Task

- Plan to Adopt

- Intend to Out-Task

* IPT Out-Tasking Drivers
  - Lower operational costs (OPEX) by not hiring specialized resources
  - Make telecom costs predictable & scalable with monthly per user fee
  - Simplify and reduce risk in migration to IP telephony

Source: Cisco IBSG’s SP-Enterprise Connect Study, 2004
Survey of 521 Med-large enterprises, US & EMEA
Out-Tasking---- Reasons

Not a Core Business Activity 54%
Cost Savings 51%
Lack of In-house Expertise 51%
Lack of Staff 45%
To Gain More Value 37%

Source: Cisco FISH Study
### One Network Many Services for Customers

<table>
<thead>
<tr>
<th>Site Backup and Resilience</th>
<th>Voice VPN’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classes of Service</td>
<td>IP Telephony Integration</td>
</tr>
<tr>
<td>Telecommuter Services</td>
<td>Private Content Services</td>
</tr>
<tr>
<td>Traveling User Services</td>
<td>Managed Extranet Services</td>
</tr>
<tr>
<td>Internet Access Integration</td>
<td>ASP Services</td>
</tr>
<tr>
<td>Firewall Services</td>
<td>Virtual ISP Services</td>
</tr>
<tr>
<td>Secure OFFnet Access</td>
<td>Unified Communications</td>
</tr>
<tr>
<td>Intranet Hosting/Colo Services</td>
<td>E-commerce</td>
</tr>
<tr>
<td>Site-to-Site Encryption Services</td>
<td>End-to-End SLA’s</td>
</tr>
</tbody>
</table>
The evolution of Telco services can be divided into four phases, each with escalating complexity and value offered by the service provider:

<table>
<thead>
<tr>
<th>PHASE I</th>
<th>PHASE II</th>
<th>PHASE III</th>
<th>PHASE IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONNECTIVITY SERVICE</td>
<td>PROVISIONED SERVICE</td>
<td>MANAGED SERVICES</td>
<td>OUTSOURCING</td>
</tr>
<tr>
<td>The most basic offering</td>
<td>More expertise, but still static offering, includes CPE</td>
<td>Addressing business needs more completely, selectively tailored</td>
<td>The most complex offering</td>
</tr>
<tr>
<td>Transport: Type and bandwidth</td>
<td>Connectivity + design, installation</td>
<td>Provisioned + managed &amp; monitored CPE, service bundling, SLA’s</td>
<td>Integrated service + consultative modifications to fit customer’s specific needs</td>
</tr>
<tr>
<td>Eg. Leased Line</td>
<td>Eg. Broadband Internet Access</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Managed Services
Solution Options
Layer 3 and Layer 2 MPLS VPN

ABC Company

Leased Line, Frame Relay, ATM, ADSL, Cable, Fixed Wireless

Ethernet Access

FTTB

Service Provider IP Infrastructure

IP-VPN
Internet Access

ABC Company

Global Internet

Service Provider
IP Infrastructure

PSTN

Branch Office

Internet Access

Access VPN

IP-VPN
Managed Security

1. Mgd CPE Firewall
2. Mgd IPSec VPN (site to site and remote access)
3. Mgd CPE Intrusion Detection/Prevention

4. Mgd DDoS Service
5. Mgd Network-based Firewall
6. Mgd Network-based Intrusion Detection/Prevention
7. Outbreak Prevention Service
8. Mgd Network Access Control/Quarantine
9. Mgd Antivirus & Endpoint Protection
10. Mgd Wireless (802.1x) Security Svc

11. Full MSSP capabilities
   - Consultative Full Security Lifecycle Management
   - Security SLAs

Managed End-to-End Security

Enhanced Security

Basic Protection/Security
Extranet
IDC / Hosting

ABC Company

Service Provider
IP Infrastructure

Global Internet

Partner Company

PSTN

Branch Office

Hosting
Extranet
Internet Access
Access VPN
IP-VPN
Managed Voice Services

- Enable Service Providers to deliver revenue generating services based on IP Communications to enterprises and SMBs
  - Hosted IP Communications Applications
  - Hosted Call Center
Managed Voice Applications
BVS (Biz Voice Services) Case Study: Voice VPN and Hosted IP Telephony

- PSTN
- Officew with IP Phones
- Officew with PBXs
- Voicemail
- MGW
- Softswitch
- Firewall
- Link to BT FeatureNet (TDM Centrex Service)
- BT Managed MPLS VPN
- DPNSS
- Headquarter PBX Sites
- BT VoIP Port
- Branch Office Sites
- BT MMVoIP
- Offices with PBXs
- Offices with IP Phones
Hosted Call Center Services (IPCC)

- Service provider hosts the contact center infrastructure: the ACD feature set, the IP Network IVR, and IP telephony services — in its central office/data center, which is shared by multiple business customers.
- Provides contact center functionality to a subscribing organization via an IP connection to the Service Provider’s infrastructure.
- A logical extension of a voice provider's service portfolio.
- Provides a configurable level of administration control to the subscribing enterprise customer.

Number of Agents:

- Single Site
- Multi Site

0 25 50 <500
IP Contact Center Hosted Edition Architecture with VoIP

IPCC Hosted Platform

- Supports Multiple Customers
- Shared Resources: IP PBX Clusters
- Shared Resources: CTI OS and CCM PGs

IP Network

- Shared Web Servers for Reporting and Control
- Customer CPE Admin Workstation
- Web Clients
- CTI

Admin Workstation

CVP

Shared Platform for Voice Treatment and queuing

Gateway

PSTN

Caller
Customer Control and Reporting

- Customer control options
  - Dedicated CPE administrative workstations
    - Scripting, reporting, configuration
  - Web-based tools
    - Scripting – Internet Script Editor
    - Reporting (real-time/historical) – WebView
    - Multi-tenant Web-servers
  - Service provider managed
    - Service provider administers the virtual ACD elements for the customer
    - Customer only has IP Phones and Desktops

- Service Provider controls the level of user access
  - Based on customer and UserID
  - Configurable based on subscribing customer requirements: from read-only to full configuration and scripting capabilities
Multimedia Applications
Managed Storage Service

- Replacing enterprise managed storage solution to Service Provider managed Solution.
- Addressing Business Continuance and Disaster Recovery.
- Professionals to manage the storage space for Customers.
- Reducing Customers Capex Cost
**Business Continuity Solution**

**Network Requirements**

- Low latency, high-bandwidth network to support synchronous applications
- Support for multiple storage interfaces
- Ability to scale as application requirements grow
- Certification

---

**How to Connect?**

**Primary Data Center**

- Mainframes
- Servers (UNIX)
- Disk Storage
- Tape Storage
- ESCON/FICON
- Storage Switches

---

**Backup Data Center**

- Mainframes
- Servers (UNIX)
- Storage Switches
- ESCON/FICON

---

© 2004 Cisco Systems, Inc. All rights reserved.
Synchronous Applications

- Real time mirroring
- Efficiently support several storage connections (Fibre Channel / FICON / ESCON)
- High bandwidth, low latency network
- End to End Certification
New Applications Enabler
- Video, SAN & Business Continuity

Customer benefits from **single, consolidated** network

**Integrated management** system for Video, LAN, routing, storage, and optical

**Network Transformation** by availability of Bandwidth
Enterprise Total Solution

Integration
Multimedia
VoIP
Hosting
Extranet
Internet Access
Access VPN
IP-VPN
Extending the scope of SP Services

- Managed IPT/Video/Desktop
- Managed LAN
- Managed CPE

Network based Shared Services

Cisco.com
Modes of Engagement

Complete Service Lifecycle Approach

- **Envision the Service**
  - Business Case
  - Service Creation

- **Build the Service**
  - Technical Consulting
  - Product positioning
  - Bundle creation
  - Sales force skilling

- **Market & Sell the Service**
  - Go to Market
  - Deal engagement
  - Support Framework
How SPs can succeed with their customers

Traditional Roles of Separation

- BUSINESS CUSTOMERS
- SERVICE PROVIDERS
- VENDORS

Helping Service Providers Succeed

- Vendors