



Partnering for Success in Market Transition



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Agenda

Market Transition

Partnering for Success

Why Cisco Managed Services

New Service Opportunities with 3G

Summary



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Why Cisco Managed Services

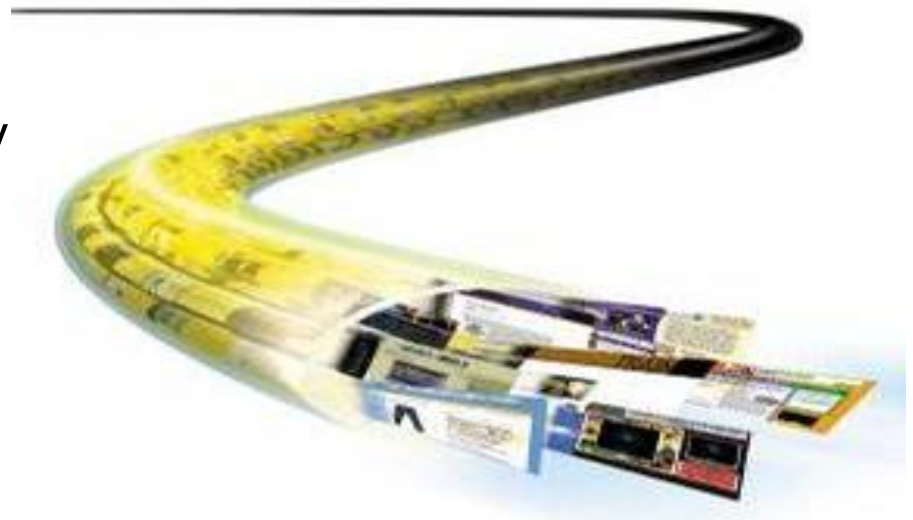
New Service Opportunities with 3G

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Quick Snapshot of Telecom & Services for an Enterprise Today

- Data services such as VPN connectivity is growing extremely fast following the boom of FSI segment
- Service is moving from TDM based to IP based
- Heavy investment made on IP NGN should provide new and high bandwidth services
- Offering from different SPs are quite similar, the competition become very tough
- New applications, business models and industry-specific demand requires more service offering



Customers Expect More Today...

Can you provide access to my new ATM machine within 2 business days?

Can you guarantee the service agreement in country-wide?

I need faster response time in case of network failure !

Do you offer Bandwidth on Demand service for my video session over VPN?

Do you offer more secured VPN service so that my transaction could rely on?

Do you provide a bundle of email and hosting service together with VPN services so that I don't need to hire more IT guy?

Is your offered business voice service secured?

Which SP can provide more services at Lower Cost

Who should I outsource the IT services to

Are you able to provide 24x7 video surveillance service for my shops?

Do I have a choice for better SLA? How do you guarantee that?

Market is Transitioning...

SP Business Challenges

- Too many diversified demands from customers - only a small set fit to currently offered service portfolio
- Differentiate the offered service from other competitors
- Maintain customers intimacy to subscribed services
- Increase SLA to attract more high-value customers
- Expand business to new market segments – horizontal and vertical industry
- Optimize business processes to simplify customer interaction
- Contend with complex organization structure and processes make it longer time to address new customer needs

REQUIRE A NEW APPROACH TO MARKET...

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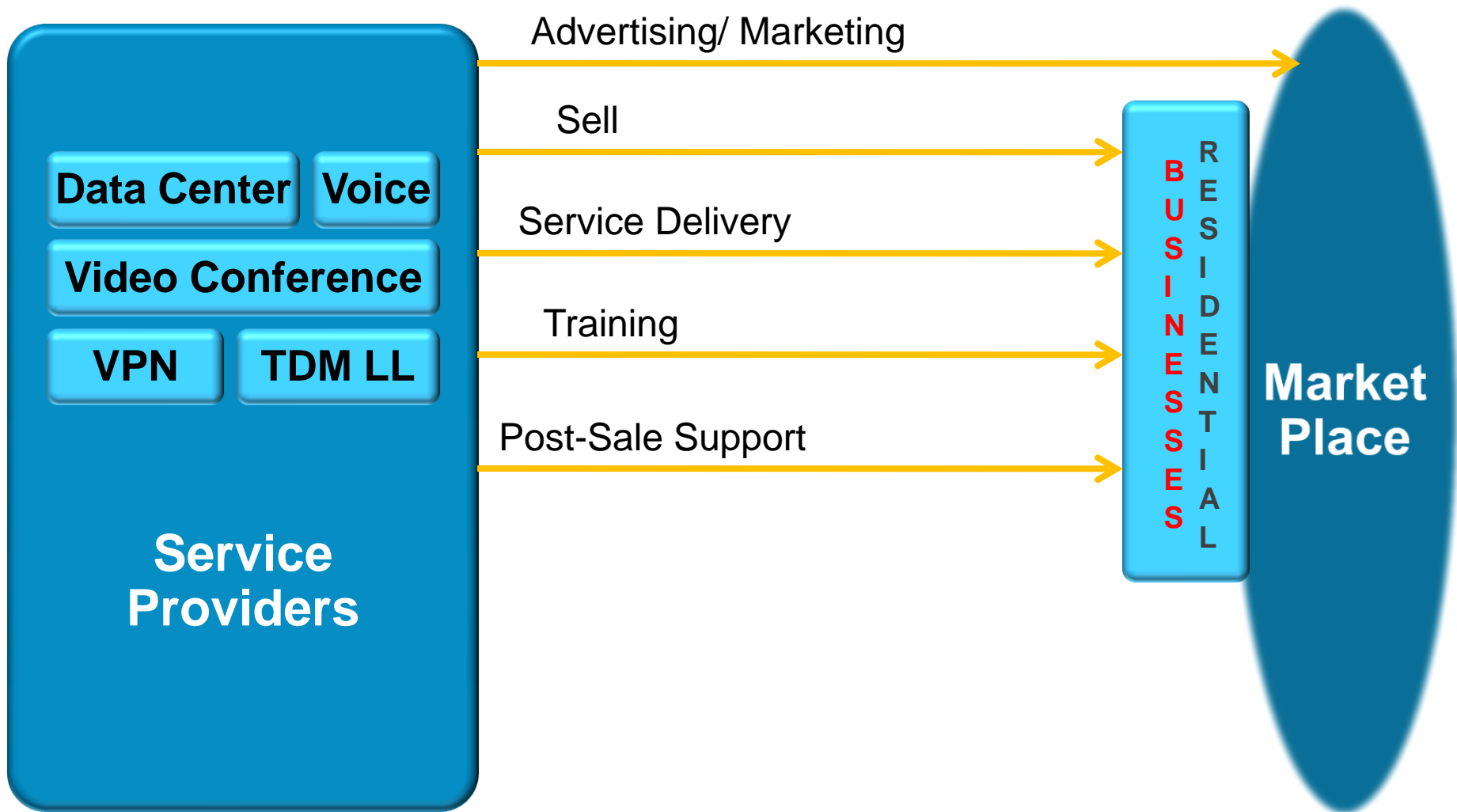
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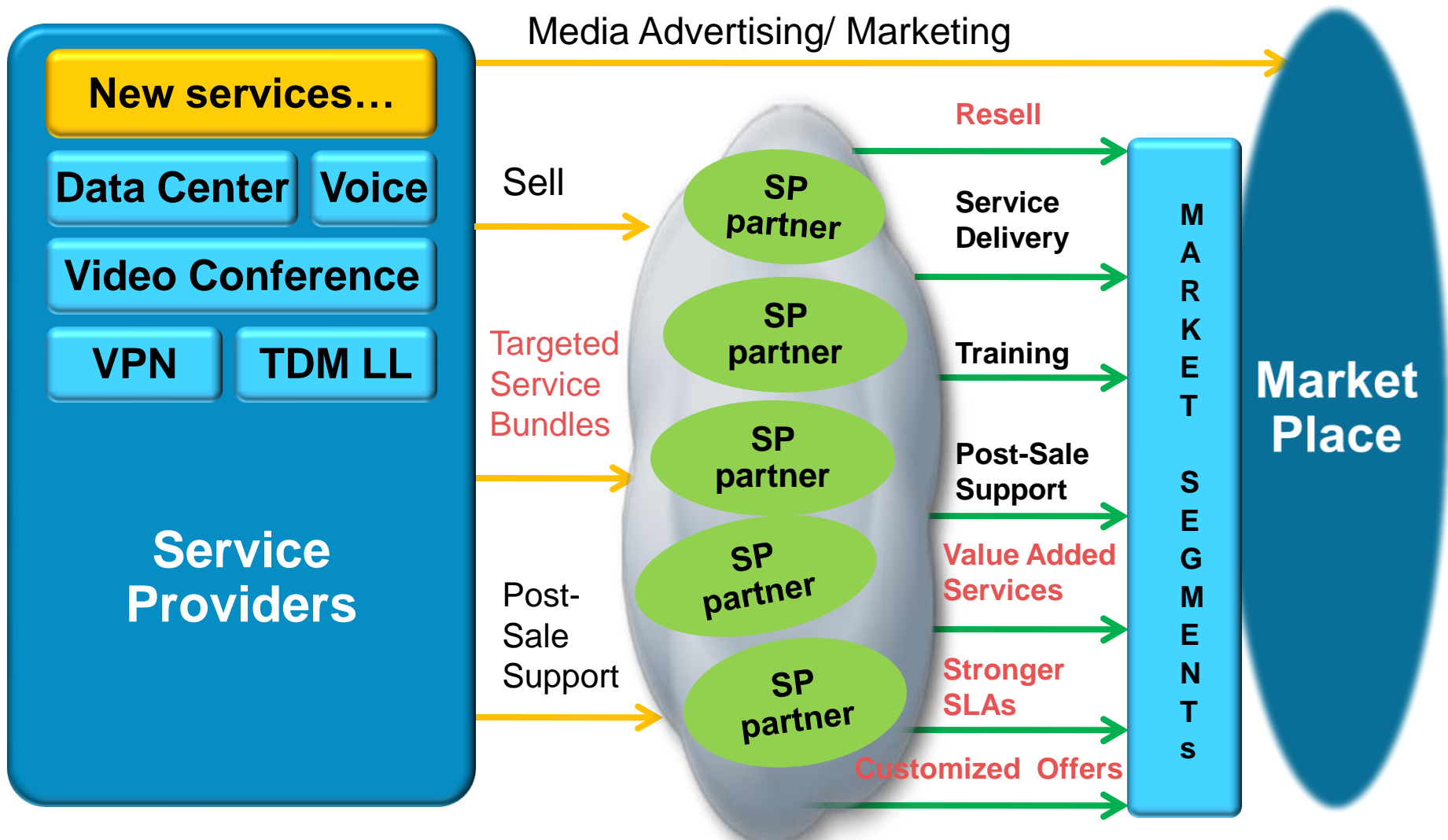


Current Go-To-Market Model



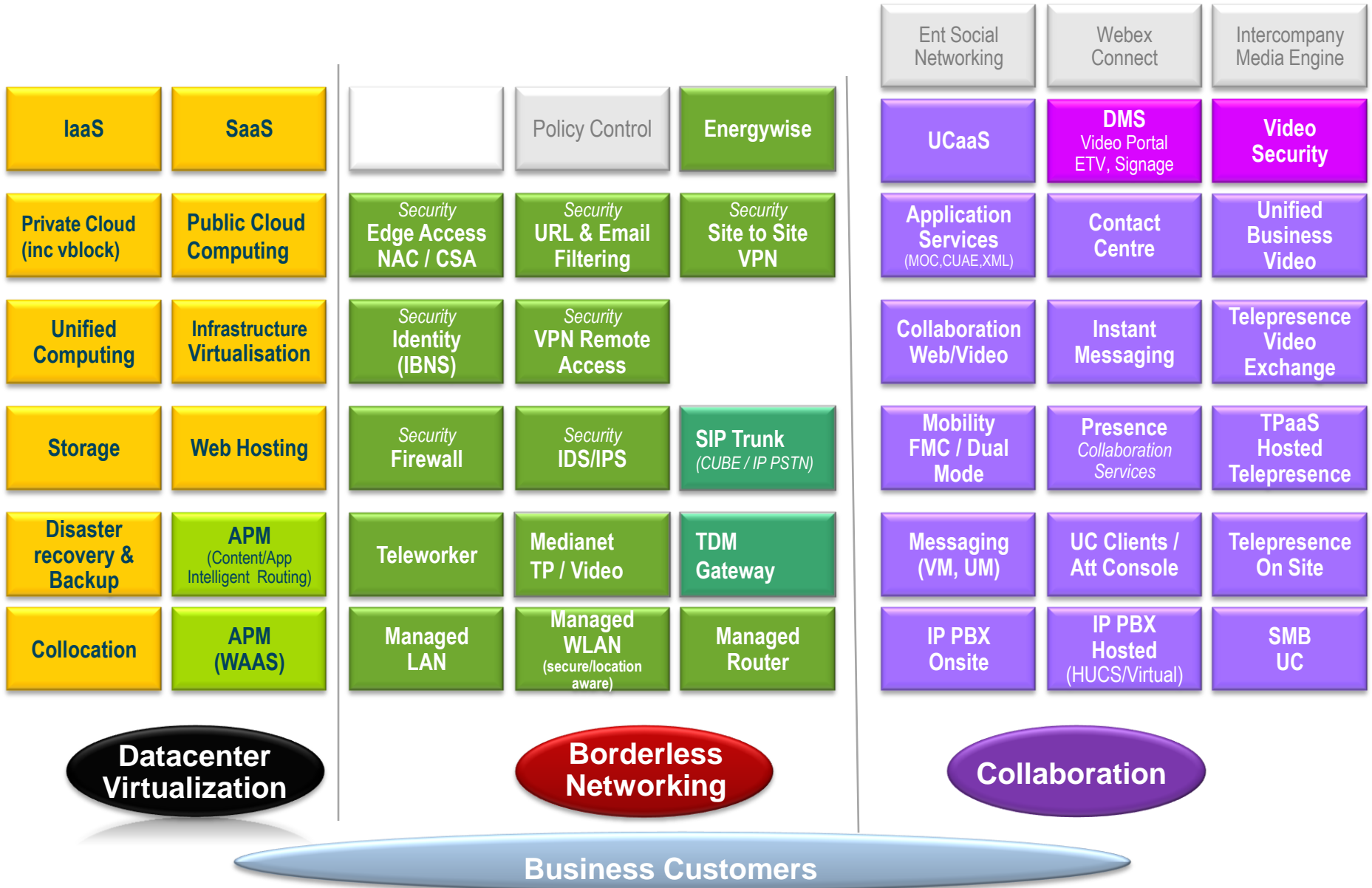
Lacks of Scaling and Customer Satisfaction in services for businesses

Partnering for More Success



Collaborative model to scale more and win more!

Many more services with the new model



Success Story – Indian Business Case

Indian biggest bank relied on a SI partner to build and manage a part of nationwide WAN network

Customer brief

Largest commercial bank in India, serving 90 million customers through a network of 9000 branches

Bank Requirement

- ❑ Re-design and upgrade WAN network for IP voice, transaction, ATM, intranet...for 1500 branches and 3000 ATM
- ❑ One Stop Shop requirement : remote, real-time, on-line network and facility management
- ❑ High SLAs included 24/7 helpdesk, management of network outages, service improvement

SP & SI solution

- ❑ Using a mix of E1 and 64K lines to provide connectivity
- ❑ Centralized control of network – including the generation of reports for proactive fault and performance management.
- ❑ QoS, security and high availability was achieved by deploying Cisco networking equipment
- ❑ Unbroken service is guaranteed by SI uptime maintenance service, which incorporates detailed SLAs, including penalties for network downtime

Multi Million US\$ contract over 3 years

New Partnering Approach in Service Creation Enhances Total Value

- Utilize local Telco branding
- Make the large scale service offering more relevant to businesses -> more customers, more revenue
- Win stronger brand-awareness and customer intimacy through partners
- Explore more biz opportunities with partnership
- Offload from service delivery and support to focus on developing new services for new revenue



- One-stop-shop for different services from VPN connectivity, security, hosting to other specific needs
- Enjoy stronger/flexible SLAs , scalability of services and dedicated support
- Limit technology risk and accelerate new business deployments
- Focus on core businesses to gain more competitiveness by reducing investment and running cost of IT facilities

- Bring additional value to SP services by customizing the offer to match specific needs.
- Gain more mindshare and expertise
- Deeper relationship with end-customer spot more revenue stream
- New value prop: proactive maintenance and management of solutions; vendor management; help desk.

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The Cisco Powered Program

Driving Your Success



Envision

- Market Intelligence
- Envision Resource Kits
- Business Analysis Tools
- Best Practices
- Resources

Build and Maintain

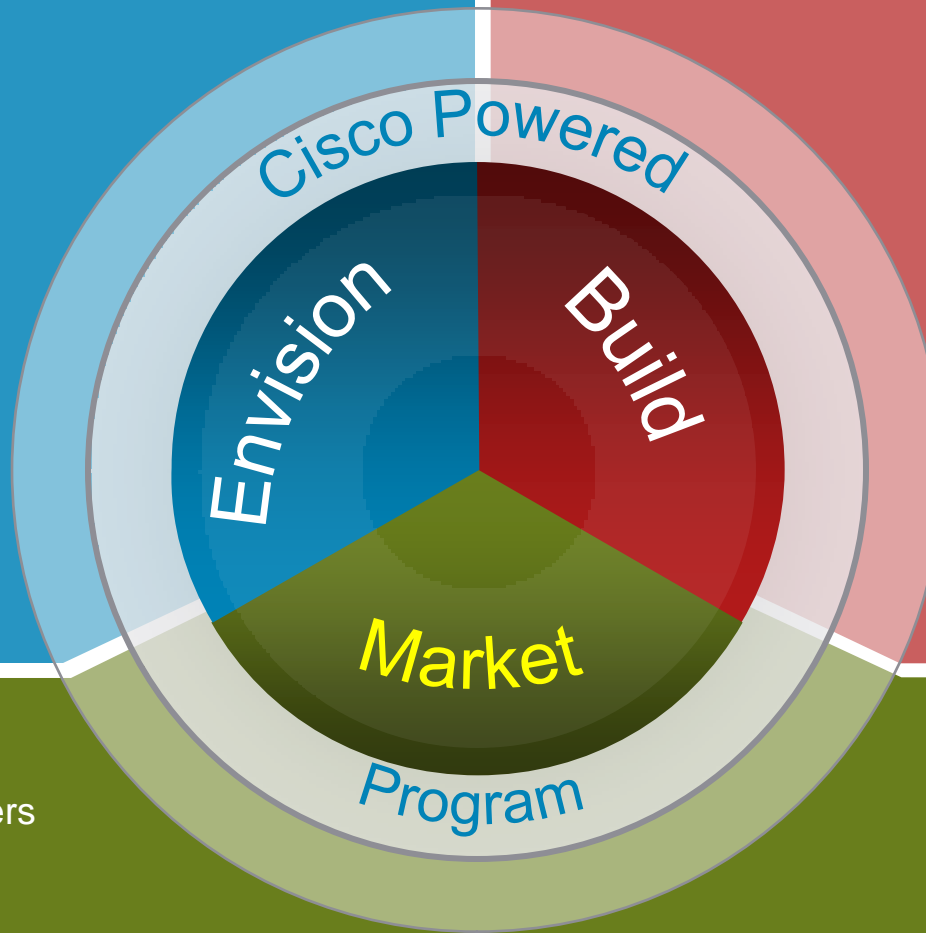
- Service Architectures
- Service Designations and Certifications
- Technical Training
- Cisco Networkers

Market

- Managed Services Primers
- Market Resource Kits
- Vertical Resources
- Marketing Summit

Sell

- Sales Resource Kits
- Sales Training
- Joint Marketing
- Demand Accelerator



Cisco Brand Leverage

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New Service Opportunities with 3G Wireless WAN Accelerates Market Transition

- As the “on-demand” economy grows and E-commerce flourishes, the network is the life-line
- Network downtime not only means loss of productivity, but also loss of revenue, opportunities and damage to the reputation of the business
- Multi-path backup scenarios are important to provide higher availability and access
- Businesses are also seeking newer technology and lower cost in network connections

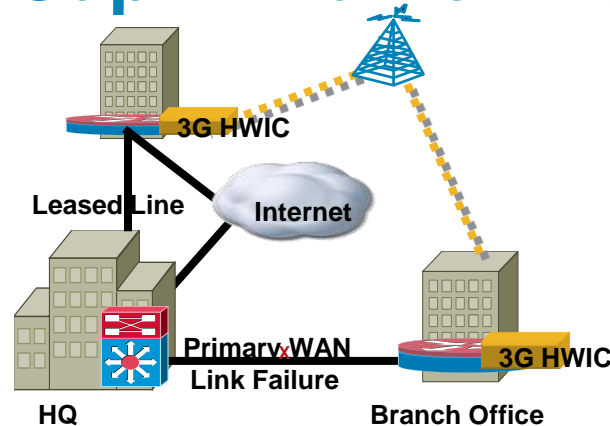


With convergence of voice, video and data over IP, Enterprises are seeking WAN solutions that offer highest resilience and cost efficiency.

3G Wireless WAN Typical Applications Addresses a Critical Gap in Market Transition

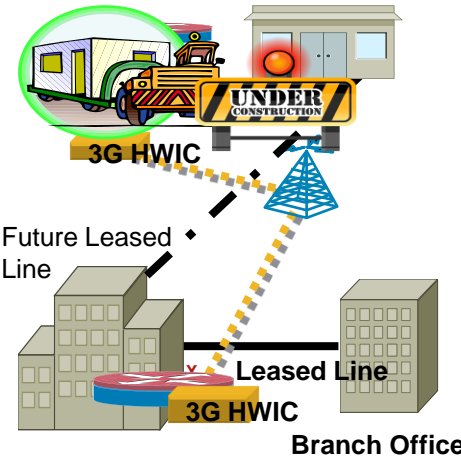
Reliable, resilient WAN Backup

- Network outages
- Disaster recovery
- True alternative to local loop



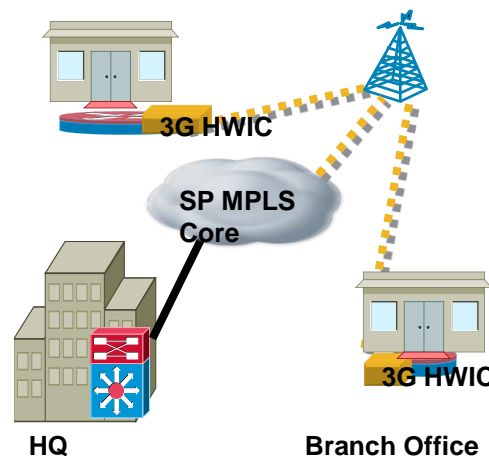
Portable Deployment

- Instant branch connectivity for temporary or new sites
- Temporary connectivity for Nomadic Sites
- Kiosks, construction trailers, mobile banks



“Primary Data” Connection

- Store-in-store, smaller retail stores, ATM connectivity, gas stations
- Alternative where there is no fixed broadband (DSL, cable, ISDN)



Summary

- With increasing demand in both bandwidth and specific services - market is surely transitioning
- Moving business towards partnership model help create a new value chain - benefits for all stakeholders
- Cisco has many year expertise in IP managed service area, helping SP and partners created more value to end customers
- 3G deployment is bringing new business opportunities

