



The bridge to possible

Elevate Your Managed Services Practices with the Fast and Furious High Velocity Managed Services Offers

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Agenda

- Introduction
- The four pillars of offer creation
- **Product:** Leveraging high velocity offers to create a superior service
- **Place:** Matching the right sales channel with the right customer
- **Promotion:** Embracing digital marketing and demand generation
- **Price:** Providing more choice, more flexibility
- Conclusion

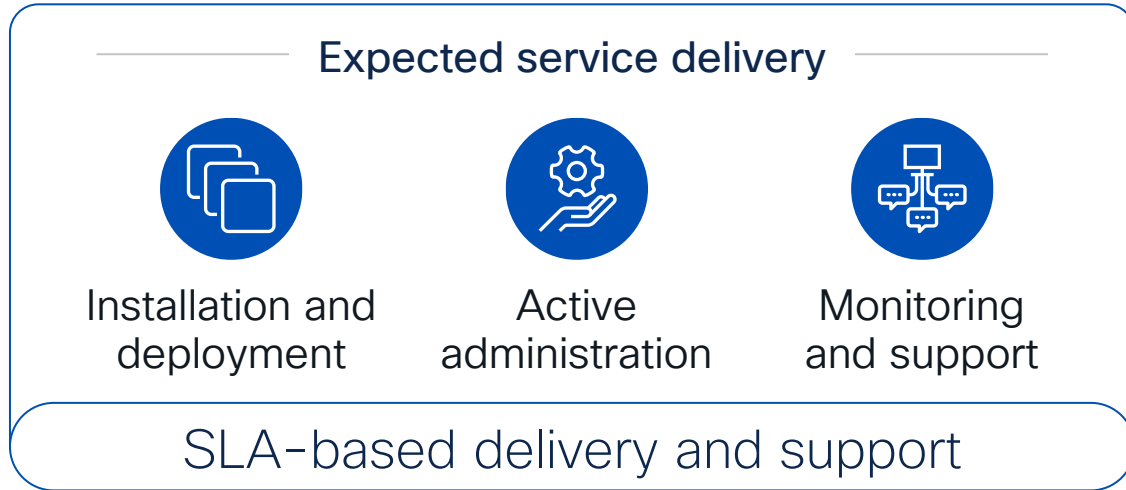
Introduction

High Velocity Managed Services offer



What is managed services?

Managed services assumes the responsibility of managing customers' IT service outcomes within an agreed SLA and set budget, allowing customers to focus on their core businesses instead of their IT operations.



Optimization services

Maximized partner differentiation, share of wallet, and customer loyalty

What are the Fast and Furious high velocity offers?

High velocity offers are purpose-built offers created to help our partners launch their **managed service offers** faster and more successfully (**Fast and Furious**).

These offers are consumed from **Cisco® cloud solutions** or **Cisco cloud-managed** services and delivered and managed by the MSP's Network Operations Center (NOS) or Security Operations Center (SOC) teams.

They are designed to integrate with partners' core capabilities such as their **telecom services**, **professional** and **integration services**, third party applications, etc.



Simplicity

Reduced complexity to productize, deliver, manage, sell, and market managed services



Higher Average Revenue Per Unit (ARPU)

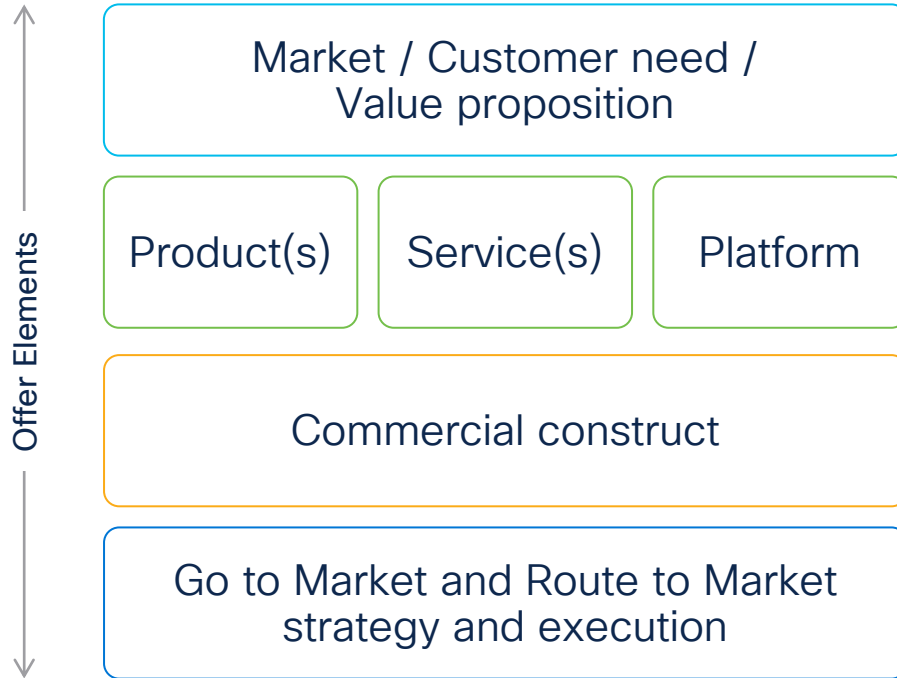
Multiple services stacked within the MSP's unique brand



Joint Go to Market (GTM)

Service discovery, creation, and delivery with additional programmatic benefits

What is an offer?



An offer guarantees:

1. All elements are covered.
2. Proper level of integration is achieved.
3. Everything works.
4. Service is market-ready.

The four pillars of offer creation

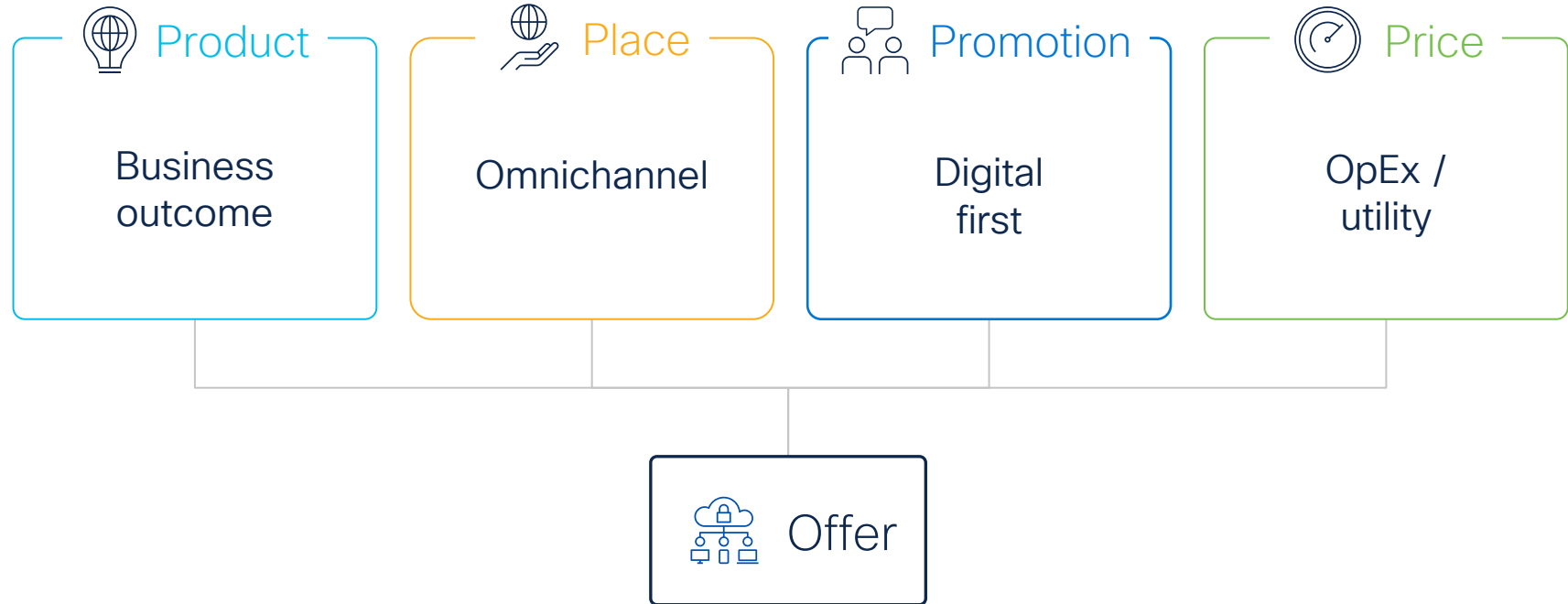


Profound shift in how technology is consumed and delivered



Customers today **buy outcomes and expect experiences.**

This shift in customers' expectations requires a fresh approach to the creation of new products and services

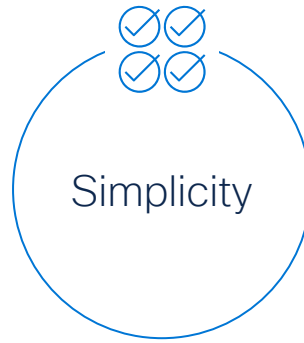


Product

Leveraging high
velocity offers
to create a
superior service



The promise of Cisco high velocity **platforms**



Meraki

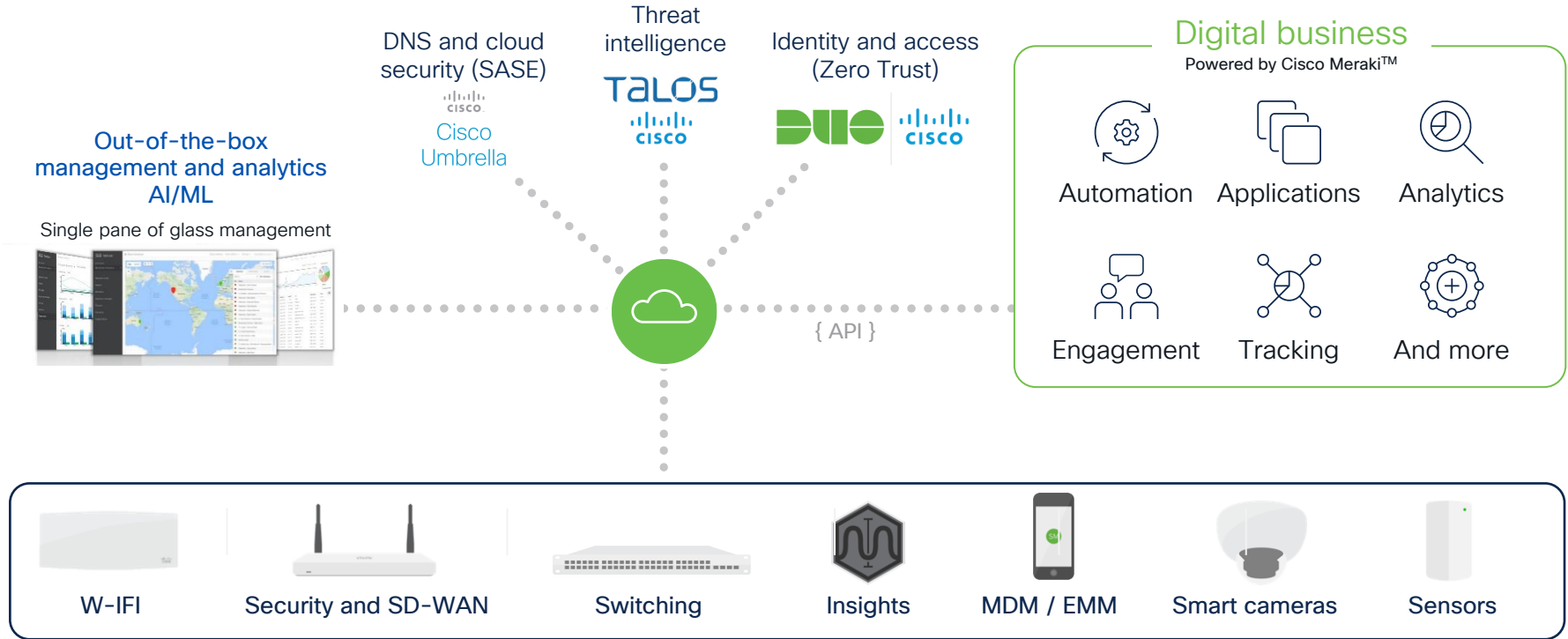


Cisco
Umbrella



webex
by **CISCO**

Cisco Meraki... your steppingstone “platform” into Cisco high velocity offers



High Velocity Managed Services offers catalog

Ready for scale



Managed
Wi-Fi

**\$12.3B Global Total
Addressable Market (TAM)**
**20% Compound Annual
Growth Rate (CAGR)**

Entry level managed service targeting all segments from SOHO to larger SMEs; can be bundled with umbrella to provide security and connectivity to wireless clients



Managed
SD-WAN

\$11B Global TAM
28% CAGR

Cloud-delivered overlay WAN architecture connecting branches to data centers to campuses and multi-cloud environments, securely and redundantly



Managed Secure
Access Service
Edge (SASE)

\$7B Global TAM
38% CAGR

Integration of network and security stacks to optimize and scale networks to new locations, remote users, and distributed workloads



Cloud-Managed
Security/Network

\$6.5B Global TAM
11% CAGR

Leading solution for MSPs to provide transformational outcomes to their customers through a single on-premise managed platform



Managed Unified
Communications as
a Service (UCaaS)/
Collaboration

\$29B Global TAM
12% CAGR

Cisco-hosted and operated UCaaS platform that delivers various collaboration services such as calling, meetings, events, devices and much more

Place

Matching
the right sales
channel with the
right customer

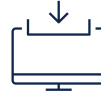


From high velocity to high touch



Sales led

Sales motion tied to front end of deal with broad sales force **enablement** and managed services **specialist overlay** where needed. Supported by adequate **compensation** to achieve **sales acceleration** aligned to the MSP strategic objectives



Platform enabled

Platform-enabled **digital experience** motion with key lifecycle activities—including marketing, ordering, delivery, and support—with **real-time** service performance to increase **digital activation** for future growth and expansion

Encapto brings Cisco high velocity offers to MSPs instantly



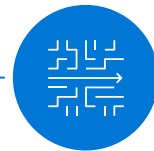
Cisco **as-a-Service** from
one **platform**



Digital
self service
sale to support



New products
to the market
in days



Zero-touch
streamlined
delivery

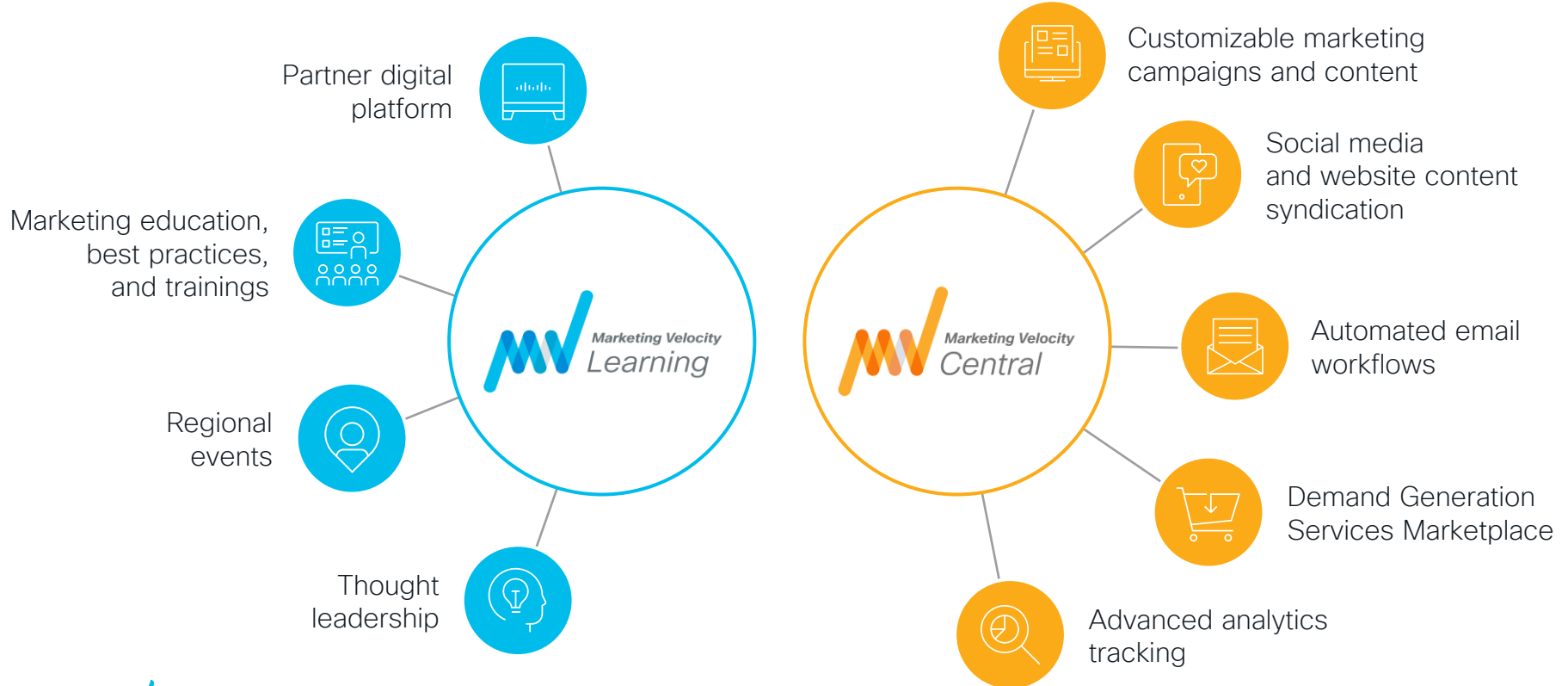


Promotion

Embracing digital
marketing and
demand generation

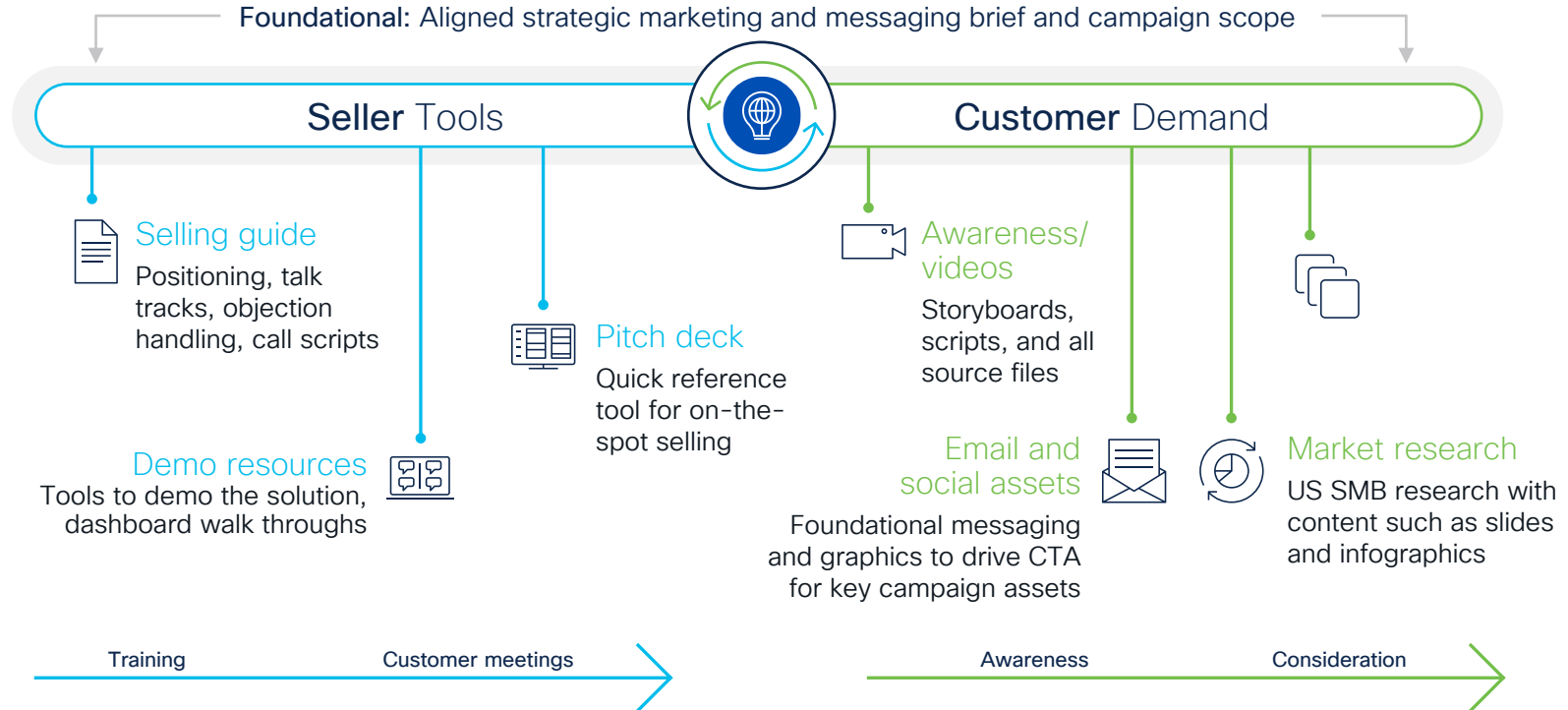


Cisco marketing ready resources



High velocity launch kits

Turnkey assets for rapid internal and external campaign development



Price

Providing
more choice,
more flexibility •



Aligned buying programs

Enabling choice, flexibility, and Cisco field alignment



MSLA

Managed Services
License Agreement

Post-paid
Uncommitted
Tiered pricing

MSEA

Managed Services
Enterprise Agreement

Provider entitled
True Forward monetized
As-a-Service packaging
Strong field alignment

Simple, made for MSPs, all inclusive licensing



License

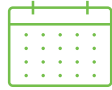


Hardware

- 1-, 3-, 5-, 7-, and 10-year durations available
- Centralized license management
- Inclusion of all features as standard, no per-feature licensing
- Finance model through capital (OpEx)



Movement of
licenses between
organizations



90-day license
activation window



Licensing
APIs



Partial
renewals

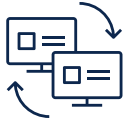


Individual device
shutdowns

Conclusion



Cisco partner managed services strategy



Platform

Start with
great technology



Preference

Be easy to
do business with



Performance

Continually
assess and invest

Takeaways



Accelerate and grow your managed services business with Cisco **High Velocity Managed Services**



Leverage a **platform strategy** to both deliver and sell your managed services



Leverage the Cisco Marketing Velocity **tools and material**



Benefit from the Cisco **Provider** program



To learn more, **get in touch** with your Cisco point of contact

References

To learn more about our high velocity offers,
visit [Cisco and Providers](#).

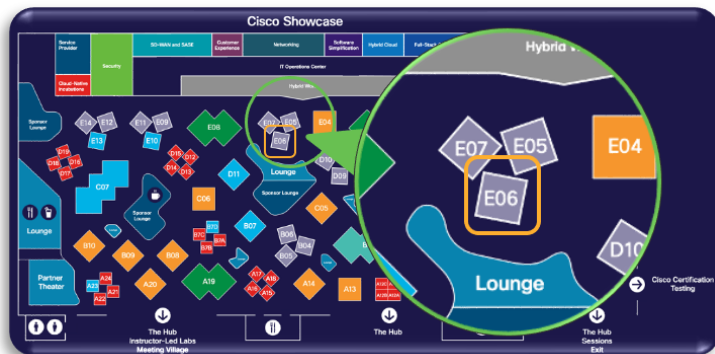
Need content?
Visit [Marketing Velocity Central](#) for marketing collateral.

Want to learn more about partner managed services?
Download the [Managed Services eBook](#).

Next steps

Want to learn more?

Visit our partner managed services booth (E06)
in the World of Solutions



Ready to get started or have additional questions?

Reach out to us at
PartnerManagedServices@cisco.com

Attend our other sessions
at Cisco Live Amsterdam!

Mon. 6th Feb
14:20 - 14:50

Successful Managed Campus in the New Hybrid World

Tue. 7th Feb
13:00 - 13:30

The Journey into the Next Artificial Intelligence for IT Operations (AIOps)

Wed. 8th Feb
9:40 - 10:10

Making Hybrid Work...Work: Learn How Managed Services Make it Easier to Optimize the Hybrid Work Environment

Thur. 9th Feb
14:15 - 15:15

Cisco Sovereign Cloud

Thur. 9th Feb
16:00 - 16:30

Elevate your Managed Services Practices with the Fast and Furious Velocity Managed Services Offers from Cisco (For SPs)

Fri 10th Feb
11:00 - 12:00

How to Supercharge your Next-Gen Network with AIOps and Managed Services



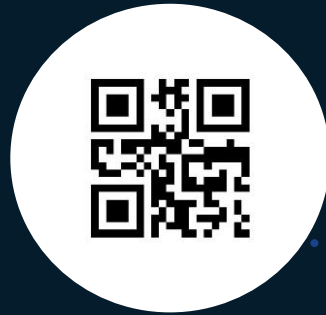
The bridge to possible

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