



Possibilities

#CiscoLive

The secret to capturing business demand for managed services

Accelerating your services with Cisco MSX

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Agenda

- Massive demand for Managed Services
- Cloud Innovations unlock new Services
- Cisco Managed Services Accelerator (MSX)
Simplicity, Security, Speed, and Value
- Let's demo Cloud Managed Services
SD-WAN (Joint Meraki and Viptela)
- Next steps and MSX Resources

The move to Managed Services



Market Dynamics



Partner Imperatives

Customer spend with MSP is 2.3x that of traditional VAR

Complexity, not cost is #1 concern among IT professionals

45% will go MSP route for Cloud



Recurring Revenue



Customer Stickiness

Creating loyalty with exceptional digital experiences

The background is a dark blue field filled with numerous small, semi-transparent squares and dots in various colors including light blue, green, yellow, orange, and red. These elements are scattered across the frame, with a higher concentration of larger squares in the upper left and a trail of smaller dots and squares extending from the upper right towards the bottom right.

Cisco Managed Services Accelerator (MSX)

Enterprise trends are driving growth in Managed Service opportunities



Apps and data continue moving to the cloud



Number of IP devices is growing dramatically



The Internet edge is shifting to the branch/mobile



Service capabilities are growing... but so is complexity



Critical apps need more control and priority



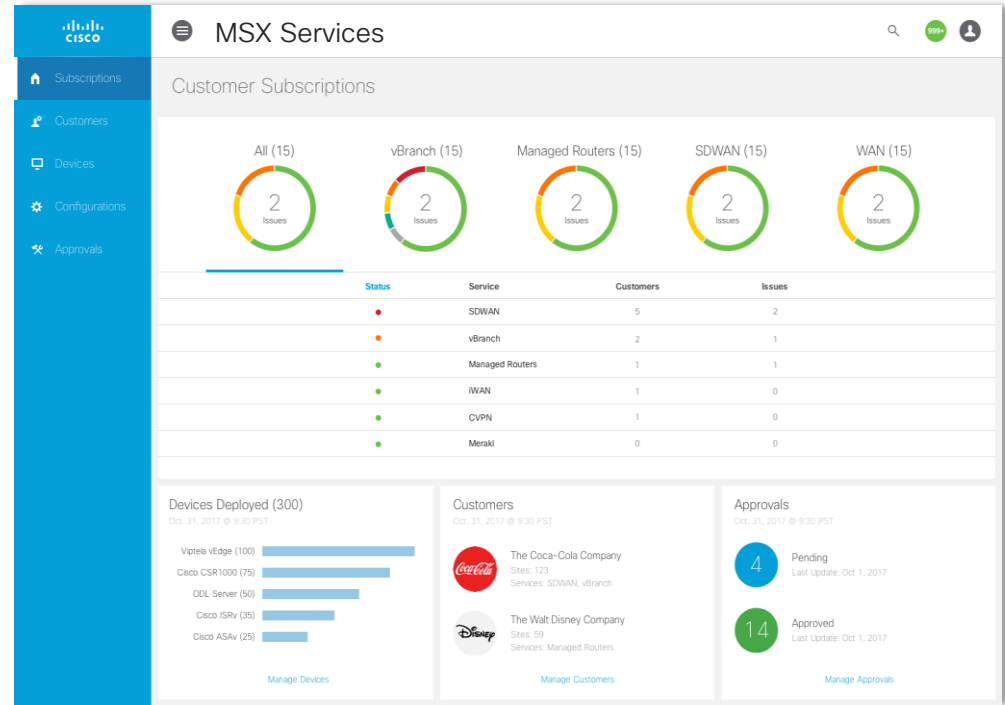
IT is shifting to As-a-Service and Managed models

Cisco Managed Services Accelerator (MSX)

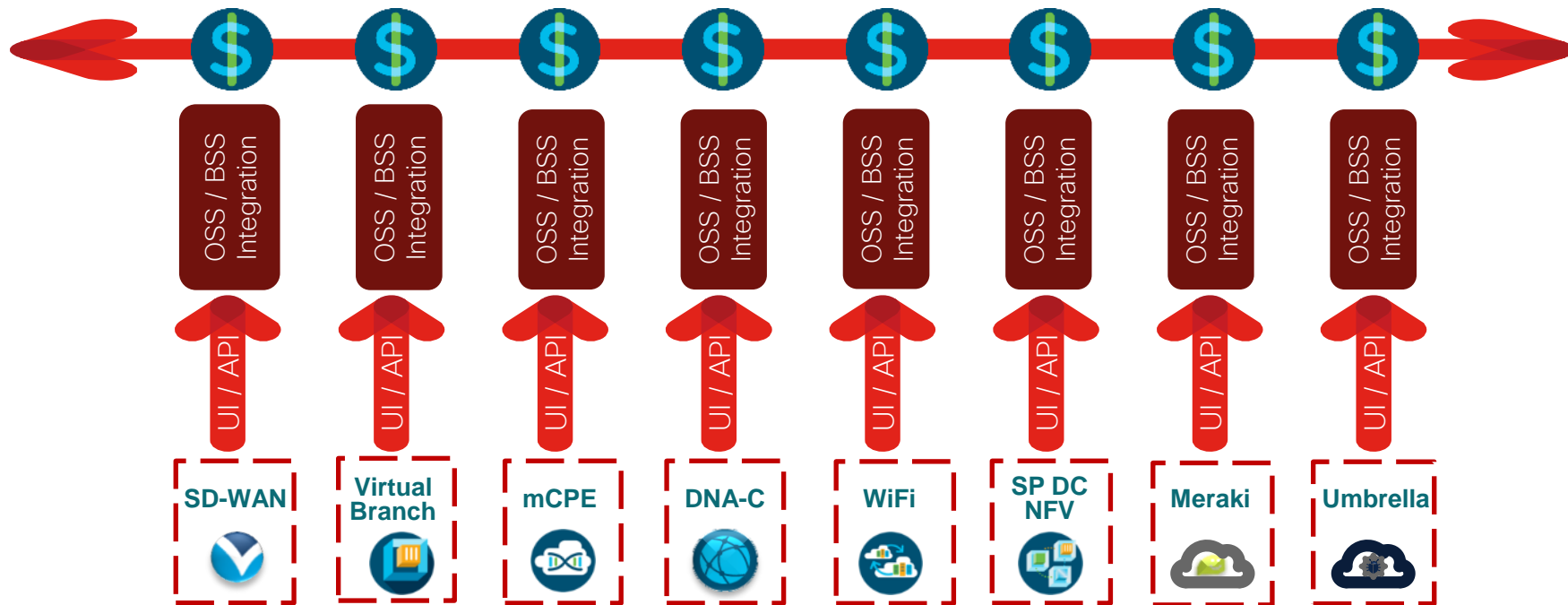
Cisco MSX is a...

-  Cloud-native
-  Multi-tenant
-  Multi-service
-  Multi-vendor

... software platform for the simple development, deployment, and management of enterprise managed services.



Independent services drive complexity & costs



Siloed services increases service costs and decreases service velocity

MSX removes costs and speeds up time-to-market



Lower cost to integrate;
lower cost to operate

One-time
OSS / BSS
Integration

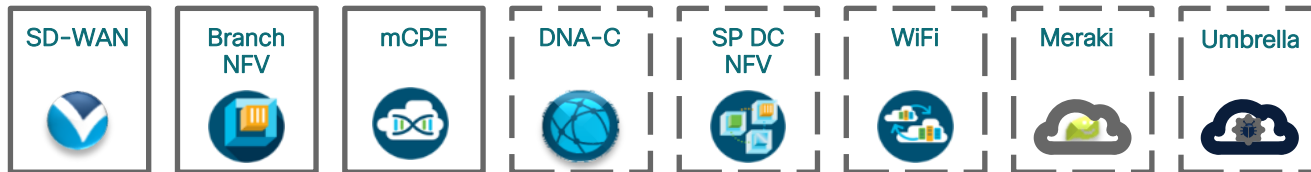
Faster time to market and
greater differentiation



UI / API

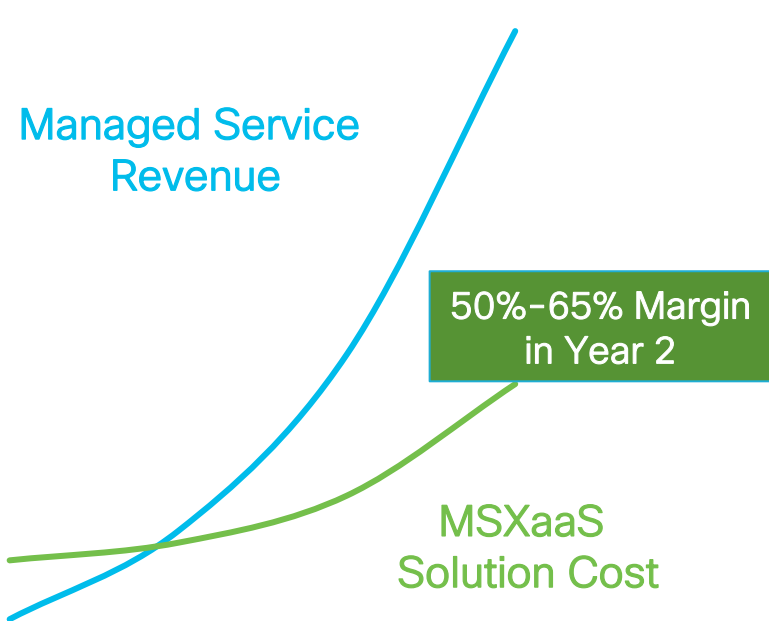


MSX common framework for service integration, orchestration, delivery and operations

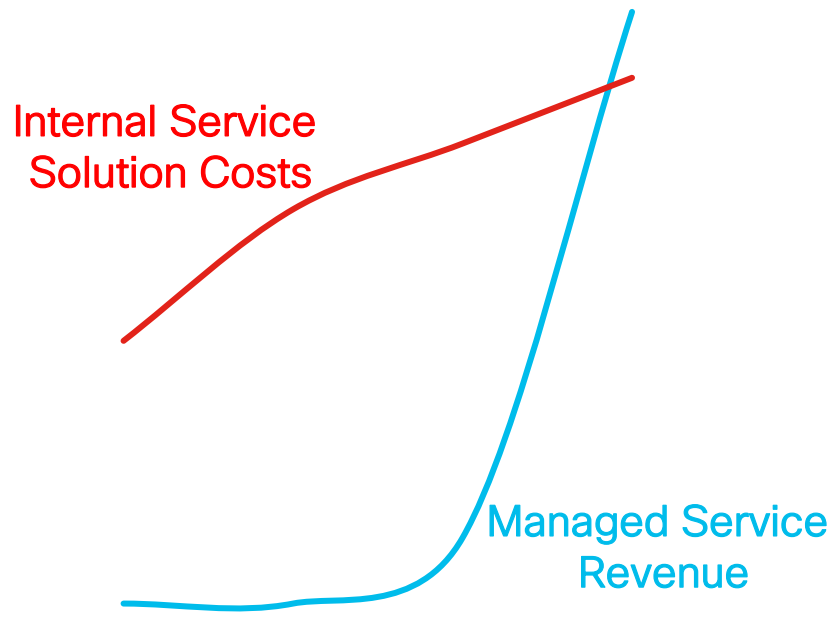


Pre-built service packs further reduce costs and complexity

MSX accelerates your time to revenue

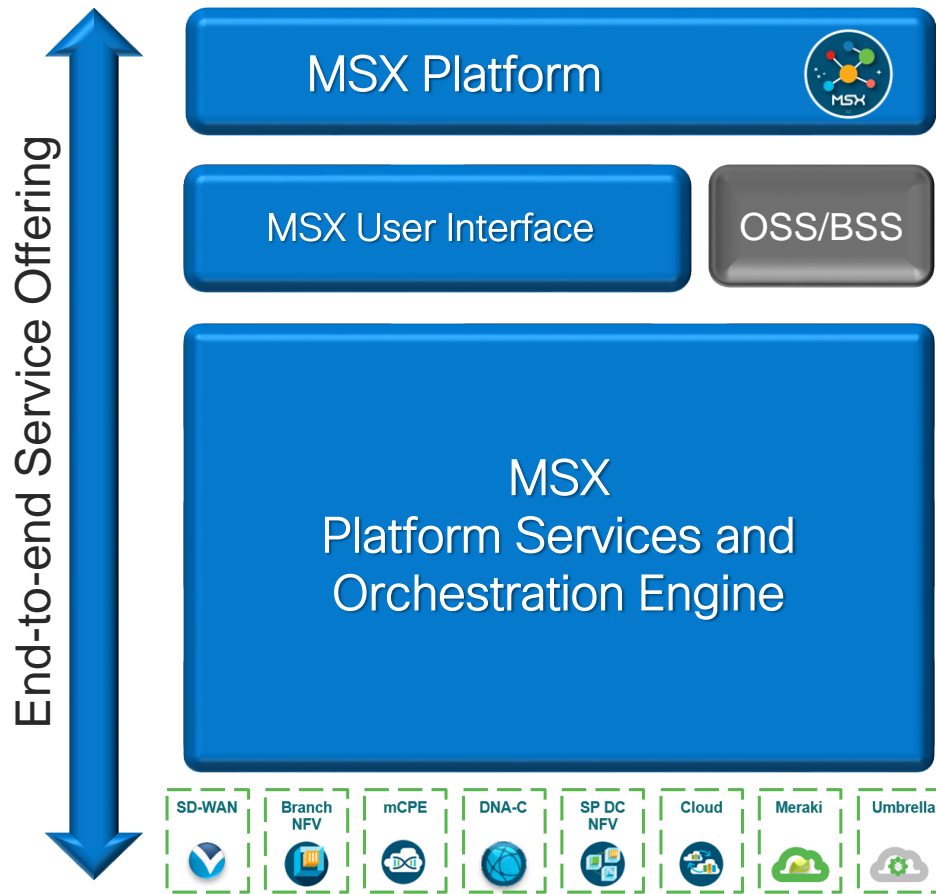


8 *Weeks* Time to Market with MSXaaS



12-18 *Months* Time to Market with Internally Developed Solution

Forecasted numbers from major North American telco



MSX is a innovative Cloud Native Platform

The MSX platform employs:

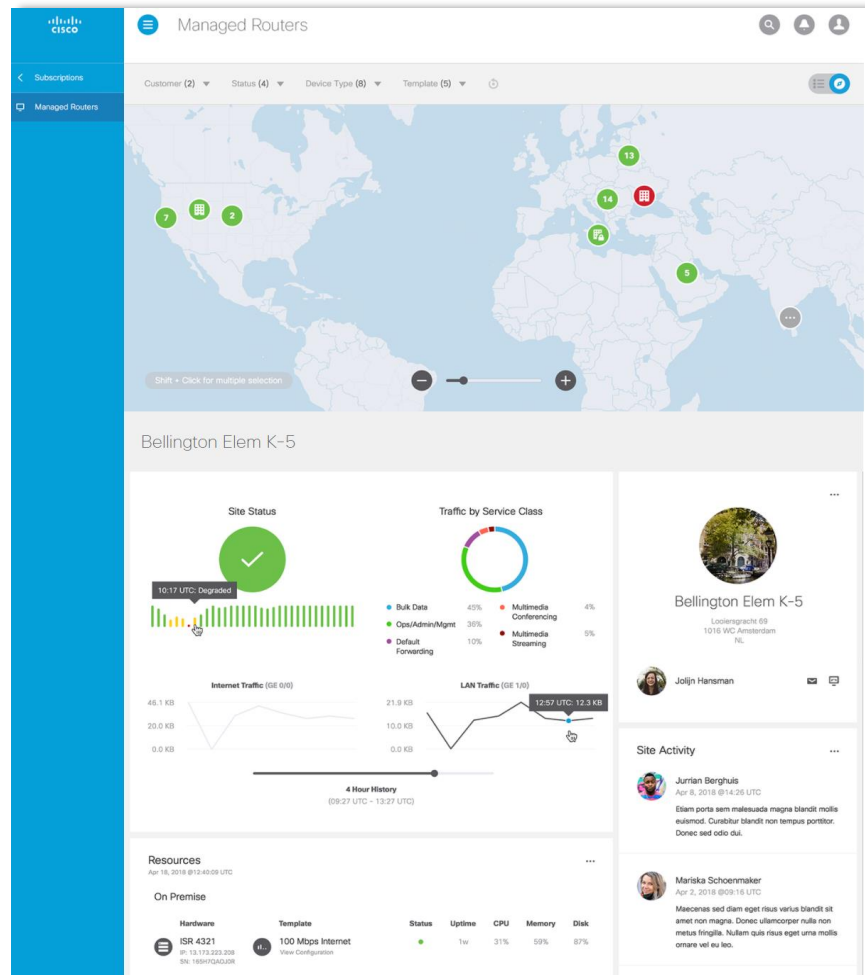
- Docker Containers run on any Cloud
- Kubernetes
- Micro-service framework
- Network Services Orchestrator (NSO)
- REST APIs
- Custom Service Offers and Templates
- Custom Operations Workflows

to deliver a rich catalog of Cloud Managed Services

MSX Cloud Management

The MSX Customer and Operator dashboards are customizable and provide simplified Cloud Management of distributed customer sites:

- Self Service Portal
- Services Catalog
- Identity Management
- Mapping Functions
- Service Analytics and Management Displays
- Zero touch Provisioning
- Lifecycle mgt of physical and virtual assets



MSX provides Multi-Tenant Service Delivery

Simply and securely from the Cloud

Select MSX Tenant

1

MSX Manages
Many Tenants
from the Cloud



Select Services

2

Meraki



SD-WAN
(Viptela)



SD-Access
(DNAC)



Managed Device
& Security



SD-Branch
& Security
(x86 devices)



Cloud Security



MSX Creates/Attaches Service Controllers

3

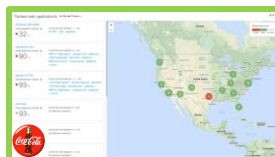


APIs and NSO

Viptela Service Controller



Meraki Service Controller



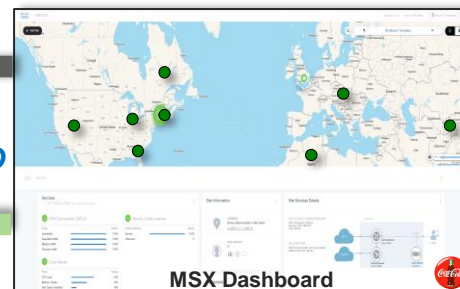
MSX Deploys Devices

4



MSX Orchestrates SD-WAN Services

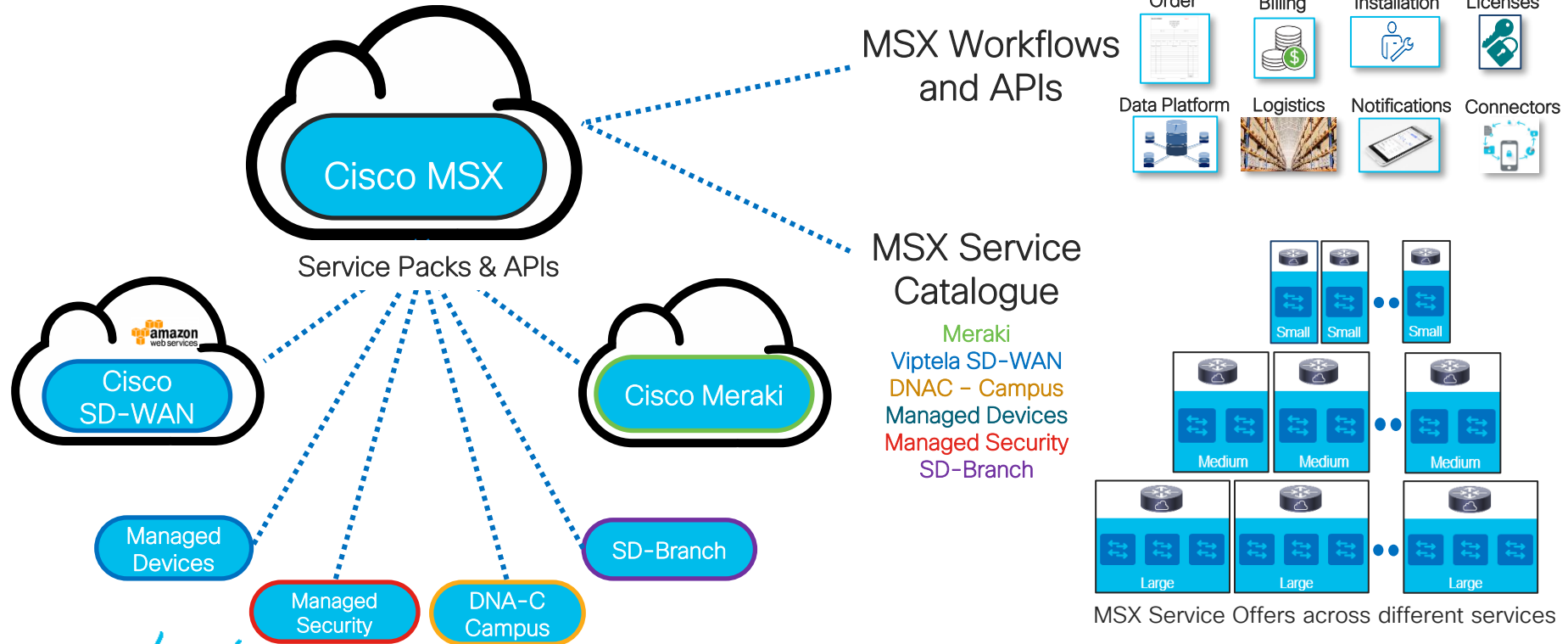
5



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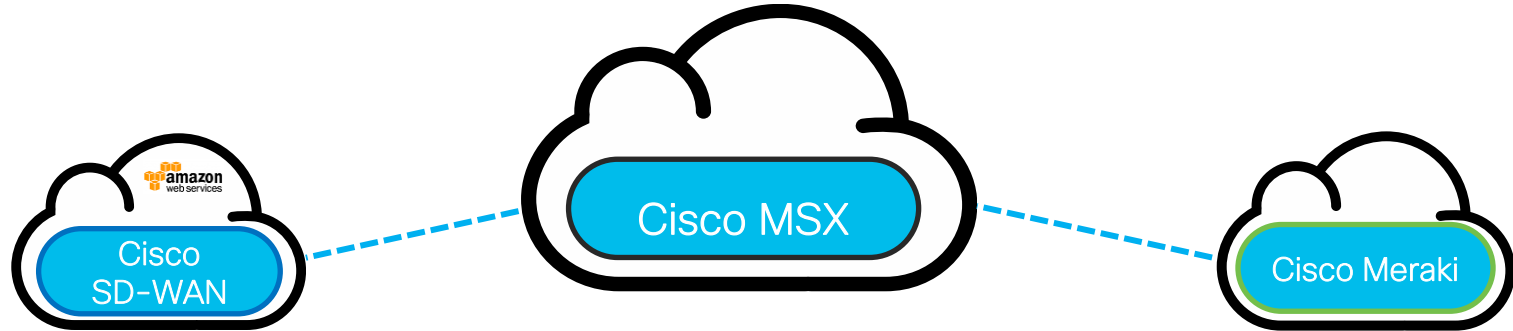
Managed Services Accelerator (MSX)

Simplify service deployment through repeatable processes, service orchestration, custom workflows, and open APIs



Managed Services Accelerator (MSX)

Simplifies service deployment across many services and 1000's of sites

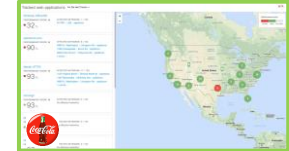


vManage
vSmart
vBond



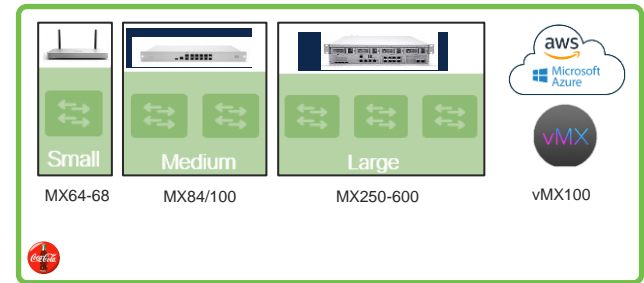
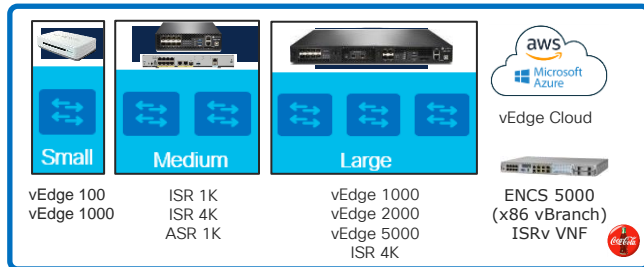
MSX Service Deployment

- ✓ MSX creates/attaches SD-WAN control plane
- ✓ MSX provides single-sign-on and RBAC
- ✓ MSX provides SD-WAN OSS/BSS interface



MSX Service Catalogues

- ✓ Zero Touch Provisioning
- ✓ Cloning, Blueprints, Templates
- ✓ LAN/WAN Network Templates
- ✓ Security Templates
- ✓ Intelligent Feature Templates
- ✓ CSV File bulk provisioning
- ✓ Image Upgrade Management



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MSX allows users to make SD-WAN policy changes

Simply with two clicks from MSX Cloud

User can change Application Policies

Application Relevance Settings

Last successfully applied on: Sep 19, 2018, 4:58:59 PM

Application	Relevance
Akamai Technologies CDN	Business Irrelevant
Apple App Store	Default
Apple Facetime	Business Relevant
Apple Music	Business Irrelevant
Apple Push Notification Service	Default
Apple Update	Default
Bittorrent	Business Irrelevant
Brighttalk.Com	Default
CNET TV	Business Irrelevant

User guard rails prevent errors

User can change path preference

Path Preference Settings

Customize transport preference per traffic class. MPLS traffic has most priority over Biz-Internet, and choose Blackhole if you want to drop the traffic.

Path Preference	Primary	Fallback
Voice	MPLS	Biz-Internet
Video	MPLS	Biz-Internet
Mission Critical	Biz-Internet	MPLS
Business Data	Biz-Internet	MPLS
General Data	Biz-Internet	Blackhole
Default	Biz-Internet	MPLS

Biz-Internet

Cancel Apply

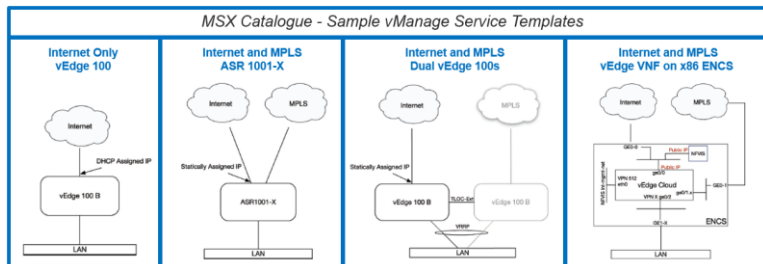
Managed Services Accelerator (MSX)

Simplifies service deployment through validated configs and repeatable processes

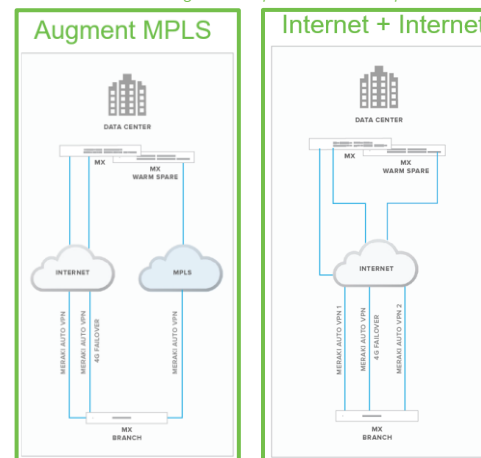


MSX Template Management

- ✓ MSX imports Service Templates and Blueprints
- ✓ MSX assigns Service Templates to Tenants
- ✓ MSX simplifies Service deployment through validated configs and repeatable processes



MSX Catalogue - Sample SD-WAN Templates



MSX Workflow Orchestration Service

MSX workflows can upgrade 1000's of deployed devices to Cisco SD-WAN...in a few clicks ☺



ISR SD-WAN Image Upgrade

Upgrade ISRs to an
SD-WAN Release



ASR SD-WAN Image Upgrade

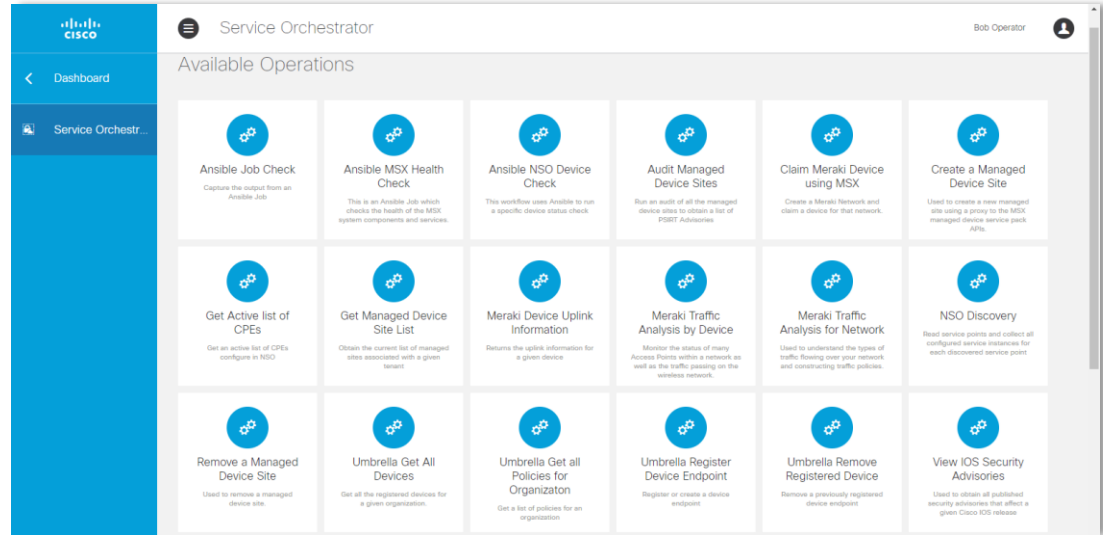
Upgrade ASRs to an
SD-WAN Release



CSR SD-WAN Image Upgrade

Upgrade CSRs to an
SD-WAN Release

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Cisco IOS XE

Cisco IOS XE SD-WAN

MSX Workflow Orchestration Service

Operators can create and execute workflows to support operations

The screenshot displays the MSX Workflow Orchestration Service interface. On the left is a blue sidebar with navigation links: Dashboard, Devices, Service Catalog, Approvals, Tenant Groups, Tenants, Users, Roles, Notifications, Configurations, and Settings. The main area shows a workflow titled 'Device Upgrade' (Modified October 25, 2019 at 9:01:30 AM). The workflow diagram includes a 'START' node, an 'ATOMIC Get And Claim Scheduled Job' node, a 'CONDITION BLOCK', a 'CONDITION BRANCH', and a sequence of steps: 'CORE Parse Parameters', 'CORE Get devices CSV', 'CORE Split devices into array', 'ATOMIC Get MSX Token', 'CORE Save Token', and 'TABLE Select from Table'. On the right, the 'PROPERTIES' panel for 'DEVICE UPGRADE' is visible, containing fields for Version, GIT REPOSITORY, GIT VERSION, General (DISPLAY NAME: Device Upgrade), OWNER (aadmin), and DESCRIPTION. There are also checkboxes for 'DELETE WORKFLOW INSTANCE AFTER EXECUTION' and 'IS ATOMIC WORKFLOW'.

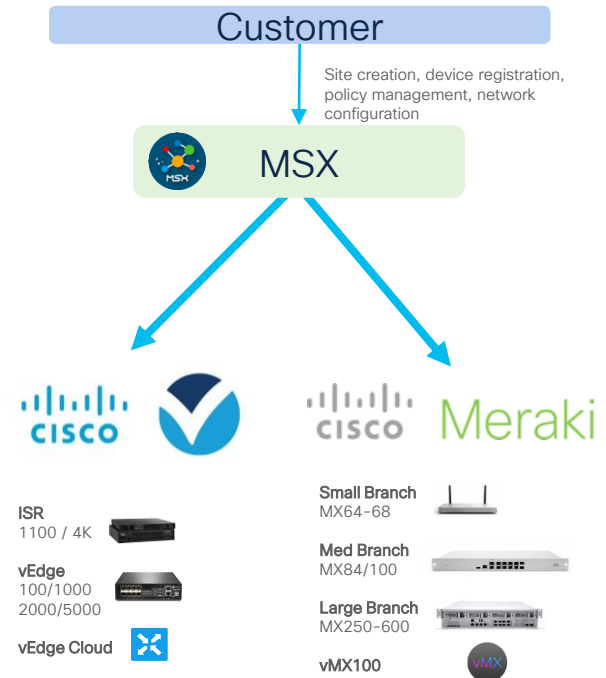
Single Platform for Meraki and Cisco SD-WAN

Now you can manage **any** Cisco SD-WAN environment from a single, integrated platform

MSX enables the creation and management of an efficient hybrid network, allowing customers to choose the right technology for any site profile.

Key Features Across Both SD-WAN Solutions:

- Single pane of glass visibility
- Simplified site and device onboarding
- Centralized template and policy management
- Easy bulk site provisioning
- Site/device health reporting
- Cross launch for advanced configuration



MSX Pre-Built Service Packs are ready to sell



Cisco SD-WAN viptela

- Speeds deployment of multi-tenant SD-WAN environments based on Cisco Viptela technology
- Coordinates with vBranch service pack to deploy virtual vEdge on ENCS



Managed Device

- Quickly on-board new devices with Cisco Plug-and-Play technology
- Simply create custom templates for ANY managed service
- Rapidly deploy and manage new devices simply from the MSX Cloud



SD-Branch (vBranch x86 based)

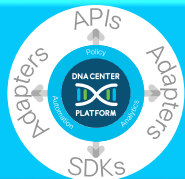
- Allows VNFs to be deployed on "universal CPE" running Cisco NFVIS
- Rich templating capabilities provide custom service chains and device configurations managed simply from the MSX Cloud

MSX Pre-Built Service Packs are ready to sell



Meraki

- Integrate with Cisco Meraki for SMB or mixed-enterprise deployments
- Provide network connections to non-Meraki or legacy topologies
- Provide service extensions to Meraki deployments



SD-Access

- Provides Multi-Tenancy for SDA Managed Services
- Simplifies and Increases Speed of SDA deployments
- Rapidly on-board and configure SDA sites, devices, fabrics in minutes



Cloud Unified Threat Defense (UTD)

- Extend Cloud VPN capabilities to small businesses with enhanced routing, firewalling, malware protection, and web security
- Provide innovative managed security services at lower price points for small businesses



Cisco Cloud Connect

- Provide simplified connections to AWS Virtual Private Clouds
- Simply and securely connect customers sites to AWS applications in minutes!

Cisco MSX simplifies service creation, delivery and operations



Faster time to market



Multiple deployment options



Reduced OPEX and Integration costs



Differentiated services

One Platform...Many Services

MSX is a full-stack solution that integrates into a BSS/OSS *once* and enables multiple service offers.

Next Steps

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Orchestrating Cloud-based
& vBranch Managed Services



Thank you



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