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#CiscoLive

The bridge to possible

The Fast and the Furious High Velocity Managed Services

Partner Managed and as-a-Service Sales

Marival Cruz, Managed Services Architect

PSOSPG-1015

#CiscoLive

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with the speaker after the session

How
1. Find this session in the Cisco Live Mobile App
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Webex spaces will be moderated
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https://ciscolive.ciscoevents.com/ciscolivebot/#PSOSPG-1015

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Cisco Managed Services by Numbers

31%
Managed Services
Product growth* | Outpacing overall bookings growth

↑
GSIs and MSPs
Outpacing overall RTM growth*

3x
Managed Cloud Networking
Compared to overall* | Meraki's fastest-growing RTM

Service Providers
Most resilient during the pandemic

*CiscoQ2FY22

Cloud Managed: Furious Market Opportunity

$6.5B   **11% CAGR**

Campus Switches

Software-Defined Network Management

WLAN Access Points

Secure Web Gateway

SD-WAN Equipment

Note: Market $ include Cisco addressable markets only through 2025, hardware, software, & Managed Services

Source: Cisco market model with leading research firm

What is your Managed Service Motion?

Non-aaS offers	
5%	CAGR
$29B	Dollar growth from larger base TAM
45%	Opportunity with Managed Services RTM

Product-Centric

Managed Services for these offers tend to be focused on break/fix, patching, integrating and managing boxes and disparate solutions, etc.

aaS offers	
21%	CAGR vs. non-aaS
$62B	Dollar growth from emerging TAM
43%	Opportunity with Managed Services RTM

Strategic

Managed Services for these offers tend to be focused on unification, cross-functional integration, outcomes, modernization, etc.

Note: Market $ include Cisco addressable markets only through 2025, hardware and software specifically

What is High Velocity?

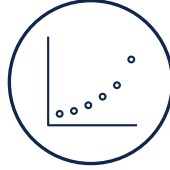The High Velocity sales motion is purpose built to align with the Service Provider unique GTM model

The sales play focuses on business value by bundling Cisco cloud-managed offers with the Service Providers (SP's) existing connectivity services such as broadband, MPLS, and mobile services

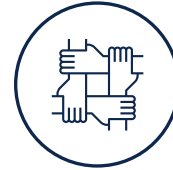# High Velocity: Fast Managed Services Outcomes

Simplicity
Easy to sell, easy to deploy and easy to manage

Increased ARPU
Stack multiple services within your unique brand

Joint GTM
Service discovery, creation, and acceleration with programmatic benefits

Enable Outcomes
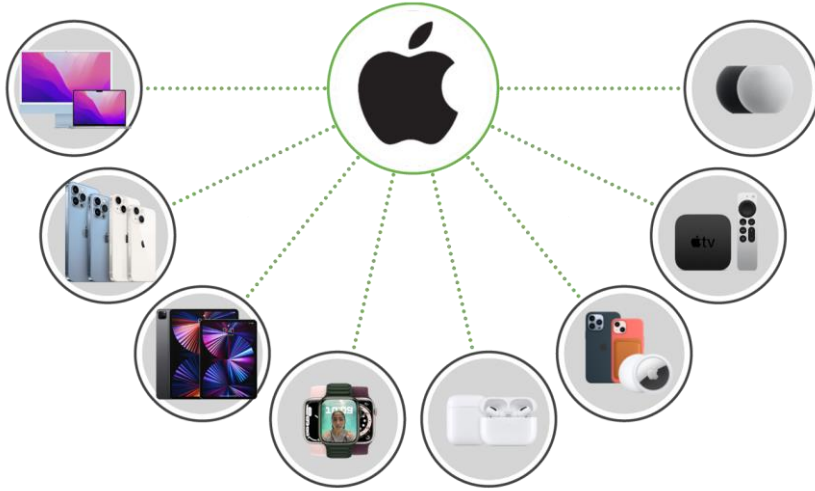Provide transformational value to your customers

Reduce Churn
Enhance the stickiness of your core business
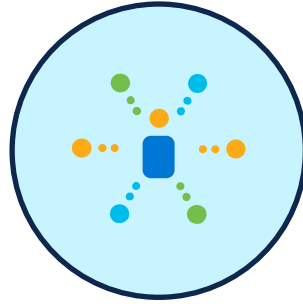
High Velocity start by...

...The Platform

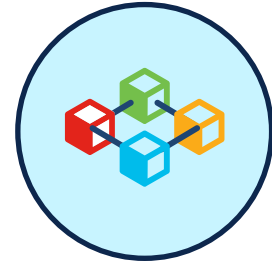# Fast and Furious with Meraki Platform

Meraki Platform

Speed
Deploy new services easily and quickly on the Meraki full stack

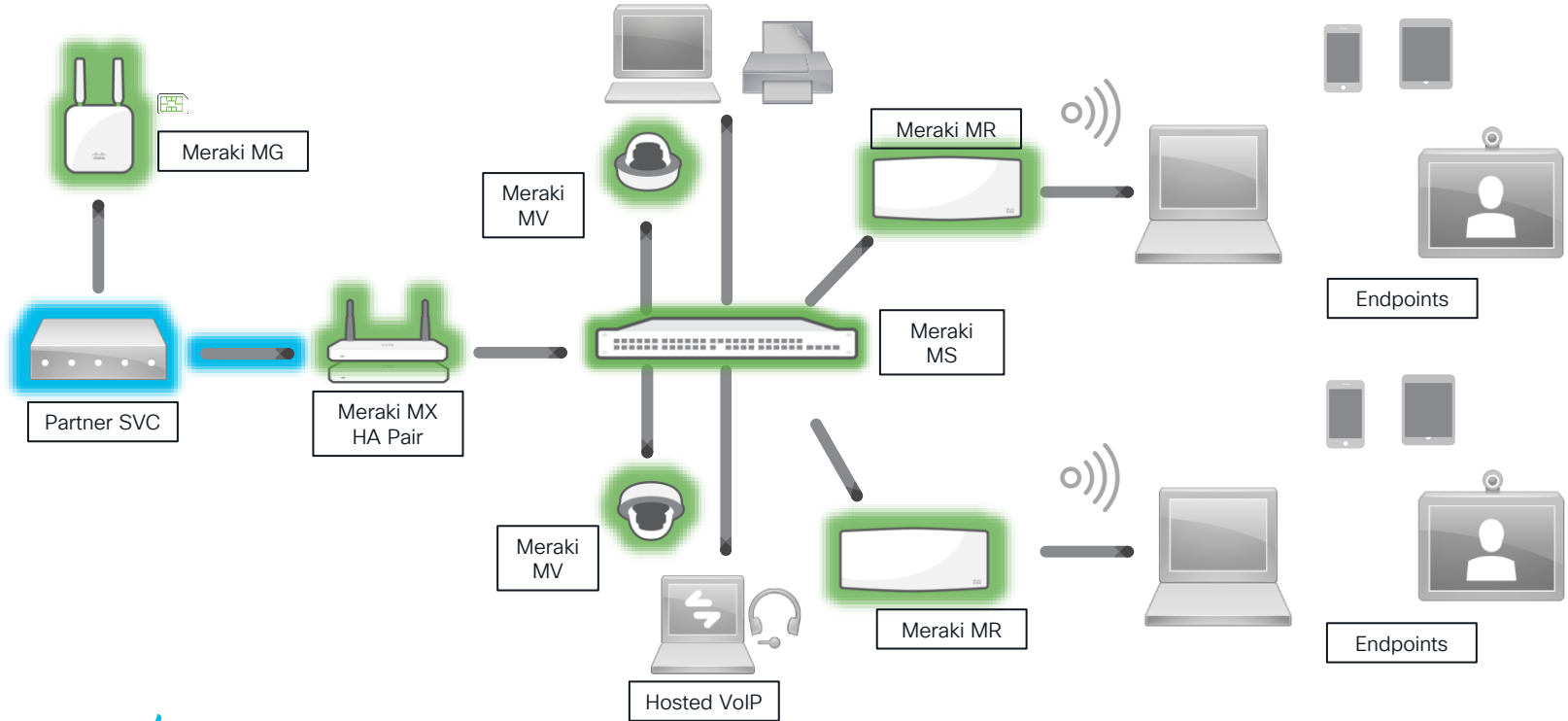## Easy OSS/BSS/ Ecosystem Integrations
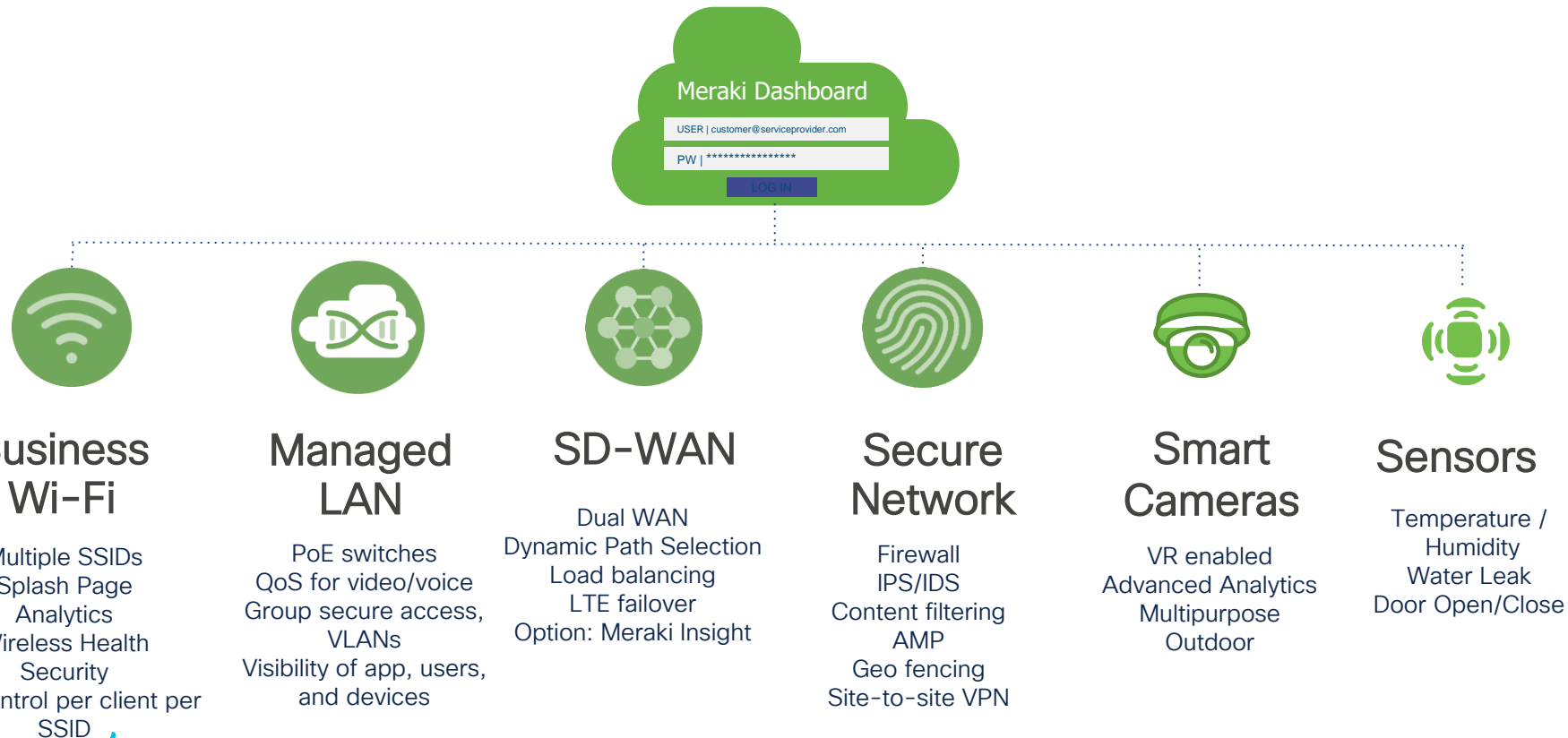Integrate OSS and BSS APIs once across the entire stack

Reduce Complexity
Reduce management complexity and scale new services with a single management portal

Fast and Furious: Work your way up to the FULL stack

Meraki MG

Partner SVC

Meraki MX HA Pair

Meraki MV

Meraki MV

Hosted VoIP

Meraki MS

Meraki MR

Meraki MR

Endpoints

Endpoints

Select from multiple offers and use-cases as to build a unique solution

Meraki Dashboard

USER | customer@serviceprovider.com

PW | ****************

LOG IN

Business Wi-Fi

Multiple SSIDs
Splash Page
Analytics
Wireless Health
Security
BW control per client per SSID

Managed LAN

PoE switches
QoS for video/voice
Group secure access,
VLANs
Visibility of app, users,
and devices

SD-WAN

Dual WAN
Dynamic Path Selection
Load balancing
LTE failover
Option: Meraki Insight

Secure Network

Firewall
IPS/IDS
Content filtering
AMP
Geo fencing
Site-to-site VPN

Smart Cameras

VR enabled
Advanced Analytics
Multipurpose
Outdoor

Sensors

Temperature /
Humidity
Water Leak
Door Open/Close

Faster and More Furious with as-a-Service Motion
Leverage APIs and Ecosystem Partners

Start with Dashboard, automate and differentiate

API

Automate, integrate

450+ API endpoints
120M+ API request per day.

Take the shortcut to profitability and jumpstart your service creation

Ecosystem

Extend, adapt

140+ ecosystem apps

encapto

BOUNDLESS DIGITAL

Winning together with High velocity managed services

Partnering value with Cisco for Managed Services
Increase revenue and reduce costs

Provider Pricing

Simplified Pricing Discounts
Rebates

Incentives

Co-Marketing Funds *(earned)*
Provider Investment Fund *(invitation)*

Sales & Marketing Enablement

Sales Enablement resources
Pre-built campaigns

Branding

Global Designation
Co-branding

Scale Managed Service practice with High Velocity
Build and deploy new services faster

Provide winning business outcomes and capture growth down-market

High Velocity Service Creation Benefits

Accelerate time to market

Build at scale

Drive several new offerings

Provide transformational business outcomes

High Velocity Sales Acceleration Benefits

Purpose-built sales and marketing kits

Sales motion alignment

Go Beyond connectivity

Learn more with these next steps

Visit us in our booth #3562

Engage with our partners

See a use case demo

Attend / [listen](#) to other Partner Managed and as-a-Service sessions

- How to supercharge your Next-Gen network with AIOps and Managed Services – BRKNWT-2208
- SD-WAN is going managed: is SASE next? – PSOGEN-1028
- Don't Panic!! The New Hybrid Workplace can be Operated and Managed – BRKOPS-2513
- The Fast and the Furious High Velocity Managed Services – PSOGEN-1015

Technical Session Surveys

- Attendees who fill out a minimum of four session surveys and the overall event survey will get Cisco Live branded socks!

- Attendees will also earn 100 points in the Cisco Live Game for every survey completed.

- These points help you get on the leaderboard and increase your chances of winning daily and grand prizes.

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Thank you

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