Magic Quadrant for Managed Network Services

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By Analyst(s): Ted Corbett, Danellie Young

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> Enterprises struggling to balance expense optimization with greater network agility and performance are increasingly choosing managed network services. Sourcing, procurement and vendor management leaders should use this research to navigate the fragmented, but expanding, MNS market.

This Magic Quadrant is related to other research:

Critical Capabilities for Managed Network Services

View All Magic Quadrants and Critical Capabilities

Strategic Planning Assumptions

By 2024, 30% of enterprise buyers will demand managed network services (MNS) that include near-real-time case management synchronization with enterprise-operated IT service management (ITSM) tools, which is an increase from fewer than 10% in 2020.

By 2024, more than 60% of software-defined, wide-area network (SD-WAN) customers will have implemented a secure access service edge (SASE) architecture, compared with approximately 35% in 2020.

Market Definition/Description

The MNS market focuses on externally provided, network operations center (NOC) life cycle services delivering on the current and emerging needs of end-user customers. This contrasts with Gartner's accompanying Critical Capabilities for Managed Network Services, which focuses solely on the current key capabilities of the providers in this market. The MNS market consists of globally capable MNS that provide service management functions for the operation of enterprise networks for two MNS:

- **Managed LAN/wireless LAN (WLAN) services** (i.e., MNS for LAN) include the management of enterprise LAN customer premises equipment (CPE), including a single point of contact (SPOC) ownership for the life cycle management of these devices.
- **Managed WAN services** (MNS for WAN) include the management of enterprise site edge networking CPE and WAN transport management. These services provide life cycle management for site edge CPE, such as routers and SD-WAN. In addition, MNS providers provide an SPOC for incident troubleshooting case management ownership, with all WAN transport services connecting client sites.

Core capabilities for this market include:

- Service delivery platform (SDP)
- Service management functions
- Operations automation
- Customer experience management
- Professional services

Note: The MNS market does not include network services for WAN connectivity, which is covered in Magic Quadrant for Network Services, Global.

Magic Quadrant

Figure 1: Magic Quadrant for Managed Network Services

Source: Gartner (November 2021)

Vendor Strengths and Cautions

AT&T

AT&T is a Niche Player in this Magic Quadrant. Its Managed LAN and WAN Services are available across all industry segments and verticals. Its operations are geographically diversified, and its clients tend to be all sizes of enterprise customers in all industry segments. The vendor enhances customer experience with its Integrated Service Experience (ISE), providing a single point of contact (SPOC) and accountability, with collaboration across multiple AT&T service lines.

Gartner has observed three third-party MNS vendors where AT&T has subcontracted the MNS offering for its enterprise customers in a multipart agreement.

AT&T has added a software-defined LAN offer to its MNS portfolio this year, with continued investments planned. AT&T's MNS for WAN plans will focus on enhancing the customer experience around service delivery, service assurance processes and the bundling of additional services.

Strengths

- AT&T has a good breadth of services for very large enterprises that favor a single provider. This provider can also support a prime contractor sourcing approach for MNS, network transport services and other services, such as managed security.
- AT&T is in the top quartile for overall corporate financial viability for this market. It is a well-organized and viable company that sourcing executives can engage with for the long term.
- The vendor's adjacent managed security services and network services are market category leading. This leadership makes compound MNS/managed security services (MSS) and network services offers more appealing to buyers.

Cautions

- At times, the vendor subcontracts to other third-party provider MNS providers. These services may not meet this market's inclusion criteria and could reduce service quality.
- The vendor's performance with automation for incident management is estimated to be in the lowest quartile among vendors included in this research. This specific area is its first contact resolution (FCR) performance for manual and fully automated incident resolution.

- Gartner has observed that the vendor's MNS pricing is among the highest, when compared with the other vendors in this research.

BT

BT did not participate in this research nor did they respond to requests for supplemental information. Hence, Gartner's analysis is based on other credible sources, including client inquiry, past information shared by the vendor, reviewing public statements, the website and other publicly available data sources.

BT is a Niche Player in this Magic Quadrant. Its MNS for LAN and WAN are broadly focused on providing technology product support options across LAN and WAN edge CPE original equipment manufacturers (OEMs). Its existing MNS are mainly focused on Europe, with 80% of its MNS customer sites located there. Its clients cross multiple industry verticals, including finance and business services. BT plans to expand its customer technology support across LAN and WAN estates and invest in its presence within carrier-neutral facilities and access e-bonding; however, evidence on its progress is limited. It also had planned significant investments in service delivery quality, automation and customer experience during the past 12 months, which are expected to continue.

Strengths

- BT offers buyers multiple options of both technology and service delivery packaging, including product OEMs, MNS and life cycle as a service procurement options.
- BT has the best geographic client site coverage in Europe among other providers in this Magic Quadrant, with more emergent coverage in the larger U.S. market.
- BT is progressing with integrations to application performance monitoring (APM) and end-user visibility monitoring to improve application performance and the end-user experience.

Cautions

- BT focuses on global, multinational enterprises, whereas regional customers are served by regional direct and inside sales teams and partners.
- Enterprises interested in using BT for MNS should expect significant BT network service transport revenue commitments to be required as part of the deal.
- BT's service delivery processes and customer experience are undergoing needed upgrades in capabilities, which may affect clients' near-term satisfaction.

HCL Technologies

HCL Technologies is a Leader in this Magic Quadrant. The vendor's SDP is mature with a strong focus on consistent data quality, process efficiency and automation. Its clients cross most industry verticals, with particular differentiation in IT and operational technology (OT) convergence.

The vendor's discipline for service quality management is significant, evidenced by strong continuous service-level key performance indicators (KPI) monitoring with integrated improvement processes and automation undergirding their continual service improvement capabilities. The vendor's sales model is 100% direct, with the vast majority of its customer sites located in Europe and the Americas.

Strengths

- The vendor demonstrates strong troubleshooting tooling via its NetBot capabilities for automated life cycle management and artificial intelligence (AI)-assisted automation.
- The vendor's success with OT networks, specifically manufacturing and energy, is a notable differentiation, as compared with others in this research.
- Onboarding for new MNS customers is strong and among the fastest cycle time range — observed at between two and four weeks.

Cautions

- The vendor's pricing for MNS for LAN is among the highest in this research, indicating a lack of alignment with downward pricing trends.
- The vendor's technology support for edge networking highlights its MNS offerings alignment with the waning 2016 Next Generation Enterprise Network Alliance (ngena). However, research reveals lower adoption of ngena or related universal customer premises equipment (uCPE) virtual network functions (VNFs), compared with alternatives.
- The vendor's portal capabilities are not as strong as other leaders in this research, despite apparent operations capabilities to render a higher-functioning, customer-facing experience.

Hughes

Hughes is a Challenger in this Magic Quadrant. Its HughesON offer set for MNS is focused on multiple retail and closely related verticals defined as those with large numbers of similar sites. Its operations are geographically diversified, and its clients tend to be any type of enterprise network with at least 150 sites that have similar networking requirements.

The vendor focused on process automation improvements during this past year, when it expanded its healthcare focus on large outpatient networks and home healthcare systems categories. The company plans to continue its machine learning (ML)-enabled automation and orchestration across the service life cycle, with a focus on enhancing cross-network technology anomaly detection during the next 12 months.

Strengths

- Hughes' ongoing investments in automation to drive improvements in service quality resulted in strong year-over-year improvements in zero-touch, incident-resolution performance.
- Hughes has the broadest range of MNS for LAN adjacent endpoint support with particular success with large networks that also have a set of hard-to-reach sites with variable access and edge technology environments.
- Hughes has the most complete customer satisfaction framework supporting its MNS offers, compared with other providers in this research. MNS client participation in continuous improvement activities is expected by this vendor.

Cautions

- Hughes has lower market awareness among enterprise buyers of MNS relative to other providers in this research, and buyers often lack awareness of its MNS offerings.
- The vendor uses price incentives to encourage clients into purchasing LAN and WAN equipment as part of their deals, limiting effective customer choice.
- MNS buyers that do not fit Hughes' targeted WAN design types (large numbers of similar site types) may experience lower interest when inviting Hughes to bid, due to the market focus of the provider.

Lumen

Lumen is a Niche Player in this Magic Quadrant. Its MNS for LAN and WAN are focused on providing network technology product support options across enterprise network estates to complement its primary network services transport business. It has a substantial customer base, primarily in the European and Americas regions.

Lumen is striving to increase service delivery quality with increased investments. It targets traditional MNS buyers, yet it also looks to accommodate custom packaging needs for do-it-yourself (DIY), while also enabling co-management buyers. During the next 12 to 18 months, the vendor plans to invest in LAN automation and complete its ITSM integration with its customer portal to enable an improved customer experience.

Strengths

- Investments to enhance MNS capabilities are underway, including services packaging, automation and customer experience.
- The vendor has a leading network services transport portfolio that allows it to be a one-stop shop for enterprise buyers operating multicloud and hybrid WAN consumption patterns with MNS requirements for LAN and WAN.
- Enterprises seeking customized service wrappers (e.g., customized NOC services offers versus standardized MNS) should expect more-willing accommodation of these requirements than others in this research.

Cautions

- The vendor's capabilities in its MNS offerings lack the level of standardization and service delivery quality, compared with others in this research.
- The vendor's broad focus on MNS, custom and tailored options of service management functions for this market is substantial and may be slower to deliver on customized proposal requests.
- The vendor's MNS pricing is higher than most others in this research across MNS for LAN and WAN offers.

MetTel

MetTel is a Leader in this Magic Quadrant. Its range of MNS for LAN and WAN is applicable to all enterprises. Adjacent managed services market additions are common with its MNS clients, including MSS, last-mile access management and telecom expense management (TEM). Its network operations delivery centers are mostly U.S.-based, and its clients tend to be large enterprises and government clients.

The vendor demonstrates customer value by first accepting and solving the most difficult networking problems and then expanding. In the upcoming year, it expects customer growth to increase across the Internet of Things (IoT), edge and expanding buyer upgrades in wireless, including 5G and Wi-Fi 6, and requiring additional MNS.

Strengths

- MetTel's year-over-year network automation performance improvements are top performing among other leaders in this research.
- The vendor ranks in the top quartile for customer experience among others in this research, with especially strong customer satisfaction among large retail and financial services enterprises.
- The vendor's continued expansion of large MNS wins in the U.S. federal government continues to fund commonly adjacent capabilities, including MSS and SASE.

Cautions

- MetTel's sales and marketing focus historically has been U.S.-centric, with more limited expansion to global network customers, compared with other providers in this research.
- Enterprises requiring provider personnel to be physically present for global location support should not expect the provider to meet this requirement and will need to separately source this requirement.
- MetTel's scope of initiatives for expanding its MNS are significant, which raises concerns over maintaining its ability to execute through its aggressive service expansion strategies.

Microland

Microland is a Leader in this Magic Quadrant. Its MNS for LAN and WAN is included in the provider's smartBranch offering, with automation-led service delivery capabilities in service analytics, visibility and user experience for many endpoint types. Its operations are mostly focused in North America and Europe, and its clients tend to be large enterprises, including banking, financial services and insurance (BFSI) network estates seeking transformations enabled by newer network OEM capabilities, including SD-WAN.

During the next 12 months, Microland's plans expand its channel partnerships, including CPE OEMs, white-label MNS. It also plans to make a strategic move to increase network as a service (NaaS) consumption offerings.

Strengths

- The vendor's network automation capabilities are within the top quartile of performance, among others in this research.
- The vendor's offerings align solidly with key buyer criteria for high-performing MNS at attractive price points.
- Microland's SDP and capabilities are mature and of consistently high quality, and its offers are highly standardized.

Cautions

- Microland is in the lowest quartile of size, relative to other providers in this research; continued market expansion may strain its resources and execution.
- Brand awareness is low in key markets globally, though most MNS revenue comes from North American and European geographies, Microland's market visibility is not as strong as others in this research, which may constrain its ability to participate in opportunities.
- Market execution complexities of Microland's white-label channel plans may divert resources and contribute to loss of focus on direct customer delivery quality, while further diminishing brand awareness.

NTT

NTT is a Niche player in this Magic Quadrant. Its MNS for LAN and WAN is delivered worldwide and focused on enabling clients in transforming their networks with software-defined capabilities. Its MNS operations delivery centers are geographically distributed, and its clients tend to be large enterprises across any vertical.

The vendor offers several adjacent market offer extensions, including security and staff augmentation. NTT plans to continue investments in automation support with its predictive analytics technology, AI/ML capabilities applicable across client LAN and WAN estates.

Strengths

- Among all providers in this research, NTT scores in the highest quartile on the breadth and depth of its SLAs, which include credit structures that are the highest in terms of the vendor's willingness to assume risk.
- NTT is in the top quartile on current levels of FCR, relative to other vendors in this research.
- Its portal customer experience, with ease of navigation, visualization and network behavior replay functionality, is in the top quartile among its peer quadrant placement.

Cautions

- Enterprises' familiarity with NTT's standardized MNS capabilities in North America lags most other providers in this research; many of these geography customers have custom NOC services.
- NTT has multiple MNS offering descriptions, so clients should make it clear to NTT what type of managed network services they are seeking, particularly those seeking standardized or network service provider (NSP)-agnostic offerings.
- Buyers interested in using NTT for MNS should anticipate inclusion of network services revenue commitments by the provider as part of the agreement.

Optanix

Optanix is a Challenger in this Magic Quadrant. Its standardized and automated MNS for LAN and WAN supports all customers whether sold directly or via their channel. The vendor is primarily focused on channel partner, white-label enablement of its MNS platform, with 80% of revenue channel-generated, the vendor is the only vendor in this research operating this sales model. Its MNS platform supports enterprises globally across multiple industry segments.

Its channel partners use the Optanix Platform to deliver MNS; the provider has more than 35 partners, including market-leading carriers, network equipment OEMs and system integrators (SIs). The provider plans to increase its corporate brand in the market, while continuing investment in its strengths across service delivery quality, automation and customer experience.

Strengths

- Optanix's platform is mature, with business processes and technology capabilities designed to support co-management of a customer environment.
- Optanix's end-user portal is flexible and end-user-configurable, with excellent business impact monitoring/reporting.
- For any enterprise operating a mission-critical, on-premises unified communications (UC) infrastructure, such as for contact centers, Optanix is the strongest-performing provider in this research.

Cautions

- Optanix is the smallest provider in this research, with 300 employees; hence, buyers seeking adjacent market components, such as connectivity or product sourcing will need to source these elements elsewhere.
- The vendor's service delivery model for MNS is uncommonly channel-partner sales-oriented, which may not align to the needs of sourcing leaders seeking a direct-only engagement model for their MNS sourcing approaches.
- The vendor's brand is not well-known to enterprises; most Gartner clients have never heard of it, which reduces the likelihood of invitations to buyer RFPs.

Orange Business Services

Orange Business Services is a Niche Player in this Magic Quadrant. Its MNS for LAN and WAN are focused on providing common network technology product support options across enterprise network estates. It has a substantial customer base, primarily in the European regions. It is striving to improve its service delivery quality, automation and customer experience dimensions.

The vendor primarily uses commercial off-the-shelf (COTS) tooling, especially those from network product vendors, with integrations to its internal ITSM tool. The vendor's geographic support is global, with a heavy concentration in the European region where more than 90% of its customer sites reside. The vendor's plans include continued focus on its SDP components and integration capabilities with customer ITSM tools.

Strengths

- Nearly half of all customers subscribe to the vendor's MNS for LAN services, in addition to MNS for WAN, making them more attractive to buyers seeking both MNS offers.
- The vendor's current software capabilities (SDP) are more current-generation vendor COTS components versus legacy COTS. This helps them accelerate offer improvement efforts versus past-generation COTS environments.
- The vendor has strong reseller channel leverage with significant reseller partners, including Bell Canada, Capgemini and SITA, that may result in better MNS pricing.

Cautions

- The vendor's MNS price points are among the highest, compared with alternatives in this research.
- The vendor is behind most others in this research with its integration maturity between its SDP software components.
- The vendor's performance with automated FCR incident resolution is among the lowest in this research.

Sify Technologies

Sify is a Niche Player in this Magic Quadrant. Its MNS for LAN and WAN are focused on NSP-agnostic MNS. The vendor's MNS offerings include periodic reporting of analytical data, such as application visibility, SLA path metrics, performance and quality of service (QoS) reporting. The vendor's geographic customer base has a heavy concentration in the Asia/Pacific (APAC) region, where more than 90% of customer sites reside.

The vendor brings significant resource support for India-based field services customer use cases. During the next eight to 12 months, the vendor plans to increase tooling, and automation and to refresh its SDP to attract a broader cross-section of customers and increase multitenant capabilities.

Strengths

- The vendor's MNS pricing is among the most attractive, compared with other vendors in this research.
- The vendor's primary in-region (APAC) customer base and India resource access will appeal to buyers with a similar geographic-location-centric footprint.
- Buyers seeking fewer advanced automation capabilities and constrained by budget concerns will be a fit for the vendor.

Cautions

- The vendor's size and concentration of customer sites in the APAC region (more than 90%) limits awareness from other region buyers.
- The vendor has limited integrations available for customer ITSM data synchronization supporting case management only.
- The vendor's performance with FCR automated incident resolution is among the lowest in this research.

Tata Consultancy Services

Tata Consultancy Services (TCS) is a Niche Player in this Magic Quadrant. Its managed LAN and WAN services are available across most industry segments and verticals. TCS works closely with both regional and global NSPs to provide enterprises with solutions such as managed SD-WAN, which are often bundled for mutual prime or subcontractor relationships with NSPs. The vendor's breadth of additional LAN endpoints extends to smart plant OT support offerings. The OT support includes network modernization plan, build, deploy and MNS. These extensions primarily fit manufacturing industries and those with similar requirements, such as consumer product goods or retail.

During the next 12 to 18 months, the vendor is extending its monitoring flexibility to include on-demand monitoring of selected objects and parameters. The vendor's plans include the capability for its portal end users to individually configure the navigation experience.

Strengths

- The vendor extends its MNS for LAN coverage from IT to adjacent OT environments that differentiates its market adjacency offerings from most other vendors in this research.

- The vendor's MNS SDP is heavily built on leading COTS vendors that support faster delivery of automation capabilities and integrations than most others in this research.
- The vendor's capacity management capabilities are mature, exhibiting a proactive approach that is configurable for different industry verticals.

Cautions

- Gartner has observed that TCS is more closely aligned with NSPs than most other non-NSPs in this research, which will undermine enterprise requirements for maintaining carrier agnosticism.
- The common presentation of customized offers from this vendor is a risk to QoS, creating the potential for increased life cycle costs.
- The TCS customer portal lags its competitors, in such areas as service mapping, self-service and reconfiguration. Compare TCS' portals with others to ensure that its capabilities meet your specific requirements.

Telefónica

Telefónica is a Niche Player in this Magic Quadrant. Its range of MNS for LAN and WAN is applicable to all enterprises. Adjacent market additions are common with its MNS clients, including security services and OT. The vendor's installed base is in the top quartile for MNS endpoints, while its OT endpoints under management far exceed MNS for LAN endpoints.

The vendor's customer experience elements, via their portals, provide predefined, real-time reports and download features for end-user report customization. Its support for standardized preapproved changes (move, add, change or delete [MACD]) is mature and doesn't have a volume threshold for these change activities.

The vendor offers API integrations for ticketing and change management with customers and provider ITSM. Customer integration for a configuration management database (CMDB) is a one-way viewing capability, whereas two-way synchronization to a customer CMDB has not been implemented with any current customers.

Strengths

- The vendor has standard (MNS), premium (MNS), and custom (NOC) management centers that allow it to accommodate two standardized service offers, as well as a customized offer.

- The vendor has mature, end-device provisioning automations across both WAN and LAN estates.
- The vendor has one of the larger installed bases of MNS customers in this research, mostly in the Americas and European regions.

Cautions

- Although many customers receive standard MNS, buyers looking for custom extensions to the standard offers should anticipate higher life cycle costs.
- The vendor's data quality synchronization with a customer's ITSM platform is minimal, compared with other vendors in this research, and contributes to low service execution.
- The vendor's FCR automation for incident resolution is below average among others in the Niche quadrant.

Verizon

Verizon is a Niche Player in this Magic Quadrant. Its MNS for LAN and WAN is focused on all enterprises globally across all vertical industries. Verizon has been delivering high-complexity, managed network takeovers for global enterprises and plans to increase its capacity for this customer segment.

Verizon also plans to invest in and expand its MNS for WAN capabilities into adjacent areas, including managing SD-WAN overlays in concert with emerging wireless mobility services and edge application support in its MNS. The vendor's plans include recent instantiation of a focused digital operations experience team to leverage AI, ML and analytics to deliver improvements in automation and customer experience.

Strengths

- Verizon is the only vendor in this research that is a leader in high-demand, adjacent markets, specifically the MSS and network services Magic Quadrants.
- The vendor's planned investments include key improvements in automated support of wireless and wireline technologies, specifically for 4G/5G and third-party connectivity access methods.
- The vendor's proactive anomaly detection plans via its advanced analytics capabilities is a key buyer interest to improve troubleshooting speed and reduce incidents.

Cautions

- Research data reveals no examples of vendor proposal packages that do not have adjacent offerings for network services.
- The vendor's FCR incident management automation capabilities are not improving at a rate of change comparable to the leaders in this research.
- The vendor's MNS pricing for both LAN and WAN endpoints remain among the highest, compared with others in this research.

Wipro

Wipro is a Leader in this Magic Quadrant. Its MNS for LAN and WAN focus on service delivery, automation and customer satisfaction results. Its operations are geographically diversified, while its clients tend to be large global enterprises. Its SDP includes the Multi Domain Orchestrator (MDO), for automation-enabled management of LAN and WAN environments.

The MDO capabilities are supported by its cognitive platform capabilities. A significant, minority percentage of its customers have legacy LAN/WAN environments, whereas others have transformed.

Strengths

- Wipro operates a dedicated SD-WAN global command center, which is uncommon among providers included in this research, with its strengths focused on SD-WAN service delivery use cases.
- The vendor has strong legacy LAN/WAN to current-generation transformation capabilities that sourcing leaders commonly seek from MNS vendors.
- Wipro has the largest MNS customer base overall in the APAC region, and it also has a top-quartile customer site footprint in the European, North American and Latin American markets.

Cautions

- Given Wipro's large size and broad adjacent market plans, buyers are likely to experience a diminished focus on its execution in the MNS market.
- The vendor's brand awareness for MNS is relatively low, compared with other markets in which it operates.

- Wipro will favor multipart deals beyond MNS; absent broader scope, less-competitive MNS pricing should be expected.

Vendors Added and Dropped

We review and adjust our inclusion criteria for Magic Quadrants as markets change. As a result of these adjustments, the mix of vendors in any Magic Quadrant may change over time. A vendor's appearance in a Magic Quadrant one year and not the next does not necessarily indicate that we have changed our opinion of that vendor. It may be a reflection of a change in the market and, therefore, changed evaluation criteria, or of a change of focus by that vendor.

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Added

HCL Technologies, Lumen, Orange, Sify Technologies, Tata Consulting Services, Telefónica

Dropped

IBM reported that it does not have MNS offers that meet enterprise requirements for this market specifically related to standardized offer packaging. As a result, it was dropped.

Inclusion and Exclusion Criteria

Providers in this Magic Quadrant must provide generally and globally available enterprise MNS as of 1 June 2021. Services available after this date will have an influence on the Completeness of Vision axis only for the Magic Quadrant. They must show relevance to Gartner’s enterprise clients on a global basis by meeting all of the following criteria:

1. Must provide MNS to enterprises for networking products and related network services on a 24/7 basis for customer locations.

2. Must provide MNS for network operations life cycle management of networking hardware/software in support of both LAN and WAN technologies, as defined by the MNS market definition.

3. Must operate a multitenant SDP for customers of the MNS.

4. Must provide services for customers' existing LAN and WAN environments (e.g., brownfield environments and managed takeover), in addition to developing LAN and WAN customer environments and adopting updated networking technologies.

5. Must offer an MNS for both LAN and WAN on a global basis in at least three of the following regions: North America, Europe, APAC region, Middle East/Africa and Latin/South America.

6. Must offer and provide a fixed monthly subscription fee for each device managed for enterprise customers of both the MNS for LAN and MNS for WAN offerings.

7. Must have a minimum of 500 MNS for LAN customer sites and at least 1,000 MNS for WAN customer sites (under active MNS contracts). Specific site-level customer data (for example, quantities of devices) required to be included in this research.

8. Service management processes and tools for MNS must achieve a minimum average of 70% FCR for all incidents, regardless of whether manual or automated. Specific percentage attainment and underlying method detail are required to be included in this research.

9. Service management processes and tools for MNS must achieve a minimum average of 10% first-contact resolution for all incidents via automation (no manual touch). Specific percentage attainment and underlying method details will be required for inclusion in this research.

Evaluation Criteria

Ability to Execute

Gartner analysts evaluate vendors on the quality and efficacy of their processes, systems, methods and procedures. These criteria enable MNS providers' performance to be competitive, efficient and effective, and to positively affect revenue, retention and reputation in Gartner's view of the market.

Product/Service: Gartner evaluates the ability to offer MNS for LAN and WAN customer environments. We consider offering capabilities and differentiation across the categories of service delivery quality, automation and customer experience.

Overall Viability: Viability includes an assessment of the organization's overall financial health, as well as the financial and practical success of the business. We also evaluate whether the organization continues to invest in its MNS business, including its SDP development, as well as service delivery to the market, including sales channel, marketing communication and service delivery.

Sales Execution/Pricing: We evaluate the organization's capabilities in all presales activities and the structures that support them. This includes deal management, pricing and negotiation, presales support and the overall effectiveness of the sales channel.

Market Responsiveness/Track Record: We look at the vendor's ability to respond, change direction, be flexible and achieve competitive success as opportunities develop, competitors act, customer needs evolve and market dynamics change. This criterion also considers the vendor's history of responsiveness to changing market demands.

Marketing Execution: We evaluate the clarity, quality, creativity and efficacy of programs designed to deliver the organization's message to influence the market, promote the brand, increase awareness of offers and establish a positive identification in the minds of customers. This "mind share" can be driven by a combination of publicity, promotional, thought leadership, social media, referral and sales activities.

Customer Experience: How do customers view this provider and the quality of customer experience delivered? The key components in this category are the provider's MNS portal and service support responsiveness to enterprise customers in any industry segment.

Operations: This criterion refers to the ability of the organization to meet goals and commitments. Factors include quality of the organizational structure, skills, experiences, programs, systems and other vehicles that enable the organization to operate effectively and efficiently.

Table 1: Ability to Execute Evaluation Criteria

Evaluation Criteria ↓	*Weighting* ↓
Product or Service	High
Overall Viability	Medium
Sales Execution/Pricing	Low
Market Responsiveness/Record	Low
Marketing Execution	Low
Customer Experience	High
Operations	High

Source: Gartner (November 2021)

Completeness of Vision

Gartner analysts evaluate vendors on their ability to convincingly articulate logical statements. This includes current and future market direction, innovation, customer needs and competitive forces, and how well they map to Gartner's view of the market.

Market Understanding: Can the vendor drive/influence the direction of the market through development roadmaps and offerings? We also evaluate the vendor's ability to address current network vendor management requirements to meet the needs of current network service applications and to address market trends. Are providers focusing on building their core competencies, or are they investing in random technologies?

Marketing Strategy: We are looking for messaging and marketing campaigns and the vendor's ability to communicate differentiating its functionality and value proposition. Are the issues that are being communicated and addressed meeting the trends in the market and the needs of end users?

Sales Strategy: Does the vendor have a sound strategy for selling that uses the appropriate networks, including direct and indirect sales, marketing, service and communication? Does the vendor have partners that extend the scope and depth of market reach, expertise, technologies, services and its customer base?

Offering (Product) Strategy: Do the current and planned future offerings meet buyers' needs now with differentiable functionality, and how will it do so in the future? Is the vendor simply building an MNS that the buyer is asking for, or is it anticipating the issues that the buyer will face and allocating resources to address them?

Business Model: We evaluate the design, logic and execution of the organization's business proposition to achieve continued success. Does the business model meet the needs of the target market and enable the provider to grow?

Vertical/Industry Strategy: Does the provider's strategy, direct resources, skills and offerings meet the needs of market segments, including vertical industries? In this market, can the vendor differentiate itself with services that are specifically developed for the unique requirements of targeted verticals, such as healthcare, logistics, manufacturing, retail, hospitality and others?

Innovation: What has the provider done to address the future requirements of managed network services, including the need for tighter integration with customer ITSM systems, addressing the requirements of IoT and the use of AI/ML to solve client business problems? Has the vendor successfully differentiated the current and future product lines to address customer requirements, now and two to five years out?

Geographic Strategy: We evaluate the provider's strategy to direct resources, skills and offerings to

meet the specific needs of geographies outside the "home" or native geography. Can the provider meet the needs of global enterprises for product and support?

Table 2: Completeness of Vision Evaluation Criteria

Evaluation Criteria ↓	*Weighting* ↓
Market Understanding	High
Marketing Strategy	Low
Sales Strategy	Low
Offering (Product) Strategy	High
Business Model	Low
Vertical/Industry Strategy	High
Innovation	High
Geographic Strategy	High

Source: Gartner (November 2021)

Quadrant Descriptions

Leaders

A provider in the Leaders quadrant demonstrates the ability to fulfill a broad variety of customer requirements through the breadth of its MNS offerings. Leaders have the ability to shape the market and provide complete and differentiating services, as well as global service and support. Leaders maintain strong relationships with their channels and customers and have no obvious gaps in their portfolios.

Challengers

A vendor in the Challengers quadrant demonstrates sustained execution in the marketplace and will have clear and long-term viability in the market. However, it may not have a complete and competitive MNS offering set. In addition, Challengers may not have the ability to shape and transform the market with differentiating functionality or to serve a broad, global customer base.

Visionaries

A vendor in the Visionaries quadrant demonstrates the ability to add features to its MNS offerings to provide a unique and differentiated approach to the market. A Visionary will have innovated in one or more of the key areas of MNS (for example, service delivery quality, automation and customer experience). The ability to apply differentiating functionality across the MNS scope will affect its position.

Niche Players

A vendor in the Niche Players quadrant demonstrates a near-complete product offering. However, it may not be able to control development or provide differentiating functionality due to other core focus areas the provider deemed more critical. Niche Players also may lack strong go-to-market capabilities that would enhance their reach or service capabilities in their MNS offerings.

Context

Over the course of this research, several key observations emerged from providers' responses, Gartner analysis and MNS customer feedback. Organizations should consider these carefully during their network operations sourcing strategy formulation and MNS provider selection.

MNS providers are either NSPs or non-NSPs, and MNS offers should all be available without the requirement of enterprises to buy any other products or services from the MNS provider. This includes networking hardware/software or any network transport services. In fact, all providers in this research (NSPs and non-NSPs) reported that no other products or services beyond MNS offers are required to be purchased by customers. However, Gartner does not commonly observe this transport provider agnosticism from NSPs competing in the MNS market. In fact, our research reveals that NSPs rarely demonstrate interest in enterprise MNS opportunities that do not include buying network transport services from them.

Gartner commonly sees buyer interest in MNS from every industry category, across public and private organizations globally. Many buyers believe they have higher costs when internally managing their network operations versus an MNS approach. Although network operations have foundational elements (hardware and software) that are commonly capital expenditure (capex) in nature, most life cycle costs are operating expenditures (opex), primarily in the form of labor. The amount of highly skilled labor required to plan, design, build and operate internally with DIY NOCs is considerable. Together, these requirements present ongoing challenges for most enterprises — finding and keeping the right labor talent and hence seeking MNS alternatives.

Enterprises seek lower network operations expenses and prefer MNS providers with differentiating performance on key automation categories, which is critical to maintaining higher service delivery quality and customer satisfaction. These include service management KPI performance on configuration and incident management process automation.

In “all opex” offers for networking solutions, the networking hardware and software are rented (for example, provided as an operational lease) and no end-user ownership is contemplated for the included network elements. Although some vendors and providers have dubbed these NaaS, this consumption model of network hardware/software is decades old and is a common procurement option. The NaaS market remains emergent. Vendor marketing and offer activity significantly increased in 2021 (see Navigating Emerging Network-as-a-Service Promises and Challenges). In the MNS context, offers are always opex-only, with no notion of buyer ownership. Other elements (hardware and software) delivered as opex are simply the consumption pattern choices of buyers, which may or may not be combined with MNS offers. In 2021, emergent NaaS offers must demonstrate proof of higher value, more than costs, from emergent NaaS offerings to garner interest. They should always include MNS.

WAN transport services have always been opex, because circuits are leased from carriers — except for enterprises that have obtained their own fiber infrastructure (e.g., dark fiber) to operate and support (DIY or managed service) for their business models. Ownership and operations of private fiber networks in this context are common among energy company operational technology (OT) networks worldwide. However, this industry sector is also predominantly DIY, due to the critical nature of these networks and specialized expertise required. In contrast, MNS providers commonly manage state and local government initiatives (for example, public Wi-Fi, broadband, smart cities, public via private partnerships [P3s], universities and others) that own and operate fiber infrastructure.

Many providers consider the requirement for buyer transparency to be limited to performance KPIs and metrics in support of SLAs and service-level objectives (SLOs). These measurements are necessary, but insufficient, for MNS buyers. MNS is not at the maturity stage of commodity services, such as a water or electrical utility. Insight and transparency into underlying provider capabilities are required for selection and governance. Buyers should carefully investigate the underlying offer component details of this limited MNS provider performance measurement, and reporting within their governance framework.

Stark differences can exist among MNS providers when broken down into the contextual elements that define activities included in the service versus either optionally charged or not available. For example, few providers charge separately for SPOC for transport troubleshooting, whereas most include this in the device monthly recurring charges (MRCs). Some included simple changes in the device's MRC, others don't. This lack of provider specificity within underlying elements of MNS proposals negatively affects the service quality delivered and undermines financial governance of agreements. The lack of visibility into the component and the activity details of offers commonly results in lower quality delivered and unexpected higher costs to buyers of these services. (See Five Ways to Save Money and Improve Performance When Sourcing Managed Network Services.)

As enterprises continue to expand requirements, multicloud and hybrid networks are common. Enterprises continue shifting applications to the cloud, embracing the internet as transport and enabling remote work — increasing complexity from a network operations management perspective. Compared with on-premises workloads (e.g., private data center or hosted), visibility into cloud resources and the networks connecting them remains limited. This is true regardless of a DIY NOC or an MNS provider's offers. Some MNS providers offer service visibility, contextualization and service mapping across the entire estate, including public cloud visibility, and enhance this with business impact reporting. Others are on the path to achieving improved end-to-end capabilities via digital experience monitoring and APM MNS add-ons.

LAN technology support from MNS providers includes all common LAN components — access points, switching and wireless LAN controllers (WLC). Cloud-managed networks (e.g., cloud-based WLCs) are not typically managed by the MNS provider. These are the minimum typical scope elements for the MNS for LAN market. Beyond these core components, almost any LAN-connected IP networking device can be monitored and maintained by most MNS providers.

WAN site edge technology support from MNS providers includes the common network edge CPE, including routers, WAN optimization and variants of SD-WAN deployments. Support for leading network product OEMs is near-universal in capability, because all MNS providers in this research support at least two of the most common OEM site edge products. However, in cases of some MNS-provider-developed and integrated virtual uCPE platforms, multiple software technology combinations are possible on the same platform for functions including routing, SD-WAN and firewalls.

The vast majority of uCPE platforms and MNS support in the market is developed and integrated by NSPs (e.g., AT&T, Verizon and BT). It is not common or possible, in most cases, for these NSP-developed uCPE offerings to be supported by third-party MNS providers, whether by a different carrier or a non-NSP. The portability (ability to change providers) between NSP and non-NSP MNS providers for supporting these uCPE configurations is low. This is because these platforms are fundamentally custom server environments running VNFs (e.g., networking product OEM software) and are architected uniquely by the provider — in this case, dominantly by NSPs.

When assessing MNS providers, sourcing, procurement and vendor management (SPVM) leaders responsible for network operations should:

- Ensure that all stakeholder requirements are met by engaging a cross-functional team, including business leaders, when negotiating MNS agreements to optimize expenses.
- Know your own capabilities and costs first — don't presume MNS will deliver better quality or be more cost-effective than DIY.
- Require standardized MNS offers by leveraging the Five Ways to Save Money and Improve Performance When Sourcing Managed Network Services.
- Prioritize the reduction of higher-impact MNS operation expenses by expanding beyond technology-focused selection criteria.
- Ensure MNS provider tool quality by confirming that the provider's service delivery software platform meets business requirements for service delivery performance automation, and end-user satisfaction.
- Improve MNS performance by adding service operations metrics to network-technology-centric SLAs. Consider outsourcing instead of MNS for complex, custom or otherwise unique service management support.
- Choose DIY for network operations when your network is critical to the performance and differentiation of your business/industry or your intellectual property is embedded in your network operations. Leading MNS providers differentiate competitively in their market. However, they do not typically differentiate to your business model, because this would be a custom-made offer in which MNS can be delivered as a component within a broader scope managed service offering (e.g., custom NOC services)

- When required to maintain internal intellectual property and capabilities, continue to source your own NOC tools (e.g., tools beyond owned ITSM tools compatible with MNS offers) by procuring staff augmentation models required for volume spikes, instead of using MNS.
- Avoid requiring MNS providers to use any of your tools to monitor and manage your network estate, except for API integrations. This complex model of operations will reduce service quality and increase costs.
- Inform stakeholder leadership about the implications of a first-time MNS decision by reinforcing that, once a decision is made, a change in direction back to DIY is dramatically more difficult, time-consuming and costly. Key NOC processes, tools and skilled people resources will diminish or disappear in your enterprise and you will need to reinvest and start over if reversing the initial MNS decision.
- Confirm your process, NOC tooling and people skills maturity level by leveraging Gartner's IT Score assessment results to inform your preparation for an MNS decision.

Market Overview

All providers in the Magic Quadrant and Critical Capabilities for MNS globally support multiple LAN and WAN edge product vendors, including legacy networking equipment and current-generation network product capabilities. MNS are remotely delivered services from the provider's NOC with a separate disaster failover site (i.e., a backup NOC) as a minimum. The NOC personnel are commonly deployed at the physical NOC location and/or deployed regionally. The providers in this market are either NSPs or non-NSPs (both types are common in this market). The MNS market does not include network services (for example, WAN transport services), which are covered in the Magic Quadrant for Network Services, Global.

Three mission-critical capabilities are highly interdependent in the MNS market:

- **Service deliver quality** — process efficiencies, data accuracy and integrated service management across the MNS solution
- **Network automation** — high-performing FCR for automated incident resolution, leveraging AI/M with automation orchestrations delivering high-functioning troubleshooting automations.

- **Customer experience** — near-real-time, configurable, automated updates and easily navigable portal presentation of all services

Today's MNS market is a volume operations business model, not a complex operations model. Volume-based models focus on optimizing products and services in a relatively mature market (for example, LAN and WAN edge CPE). Volume models deliver standardized services undergirded by repeatable processes and tightly integrated tools with high degrees of automation to achieve high-scale efficiencies. Differentiation comes in the form of consistently high-quality service performance, customer satisfaction and cost-effectiveness. This Magic Quadrant focuses on the MNS volume operations business model of services, not custom NOC offers (see How to Choose the Correct Network Operations Model for Your Enterprise).

The MNS volume delivery model has been in place for many years. It has evolved from a complex operations delivery model, which is similar to custom-made IT outsourcing agreement delivery. Network technologies continue to evolve, and the software to manage these networks has improved substantially during the past 10 years. However, some MNS providers are also IT outsourcers that operate "both" models and straddle the two markets, which is difficult when the operations delivery is shared, because challenges with strategy, offerings, investments and focus collide. Gartner views the context for the MNS market across three tightly interdependent categories: service delivery quality, network operations automation and customer experience management.

Service Delivery Quality

The components of service delivery quality include the following:

- **Service delivery process frameworks.** This includes adapting the ITIL framework to the provider's service delivery model. MNS providers must display a high degree of process discipline. This discipline must be embedded in their MNS offers (for example, standardized service offers). Quality is best achieved via repeatable, standardized processes that are automated — a high degree of custom, nonstandardized processes reduce quality and increase costs to buyers.

- **SDPs,** which comprise the multitenant hardware, software, applications, security and scalability components of the provider's infrastructure for delivering MNS. The platform's core purpose is to deliver service management and service assurance capabilities to support the provider's offers.

- **API capabilities and integrations.** Most commonly the provider's own ITSM tools and customer-owned ITSM tools (for example, ServiceNow or BMC Helix ITSM [formerly Remedy]) and/or customer-owned APM tools (such as Dynatrace or New Relic). However, some MNS providers are increasing their inclusion of more-limited APM and enabling digital experience management in their internally developed SDPs.

- **Endpoint and link monitoring via SNMP.** Most MNS providers also ingest flow data (for example, IP Flow Information Export [IPFIX]) as part of their service, which improves visibility and context of application impacting events. Packet data capture is not a capability commonly included in offerings in this market.

- **Enterprise end-user experience monitoring.** As user applications shifted from mostly internally hosted applications to cloud service providers, many enterprises recognized the need for better end-to-end visibility. With the pandemic, this requirement has become more commonplace. Some providers offer end-user experience monitoring (or digital experience monitoring [DEM]), whether the actual experience of end users (for example, PC agents) is via synthetic measurements or a combination of actual and synthetic measurements. Approaches reveal and inform enterprises with greater visibility into the user experience by the type of applications being used and geographic location variabilities. These capabilities also improve providers' abilities to detect anomalies and take proactive measures to avoid incidents.

- **Professional services elements.** The core MNS elements related to professional services are new customer onboarding or transitioning off the service activities. High-volume and short cycle time service request management requirements (for example, significant change and configuration management volumes), and complex changes are often delivered as separate statements of work (SOWs), or otherwise incur higher fees. All MNS providers include unlimited simple changes or a fixed quantity per month, which is included in the device monthly recurring fee. Onboarding fees, meanwhile, typically are quoted separately and are one-time, fixed fees. Onboarding typically runs eight to 12 weeks. However, depending on the level of complexity, it could be as short as four to six weeks or as long as several months. Enterprises seeking transformational networking initiatives in parallel with choosing an MNS provider should select the MNS provider first, and have it stabilize the current estate of the enterprise network before participating in the transformation. Furthermore, MNS buyers should not choose network product OEM technology amid a transformation first and then seek out an MNS provider. Choose the MNS provider before or in conjunction with any new network products, to confirm support. This will minimize mistakes and misses likely to cause outages and other unexpected costs.

- **Security, audit and data protection compliance certifications.** Example certifications for enterprise buyers range across different industries and geographies. These include Health Insurance Portability and Accountability Act (HIPAA), Privacy Shield, Service Organization Controls (SOC) 1 Statement on Standards for Attestation Engagements (SSAE) 18 Type 2, International Organization for Standardization (ISO) 27001, ISO 9001, and General Data Protection Regulation (GDPR).

- **Expanding the SDP's scope.** Beyond network-only devices to adjacent technology support. This includes device support for voice/video infrastructure (e.g., on-premises unified communications [UC], unified communications and collaboration [UCC], session border controller [SBC]), compute (virtual or physical in nature), on-premises storage, and security devices at the host level. (For example, on-premises firewalls are common, but not unified threat management [UTM]). Not all MNS providers support these adjacent markets, but all providers in this research support the common LAN and WAN elements, as defined in MNS market definition in this research, and meet the inclusion criteria. Technology support for elements adjacent to the MNS market, such as managed UC services and MSS, are covered in other Gartner research.

Network Operations Automation

For MNS, automation is the key to the efficiency and quality of the SDP at scale. Importantly, automation is critical to maintaining service delivery quality and positive customer experience from provider MNS offerings.

The key underlying components include tools that must be multitenant and commonly comprise artificial intelligence for IT operations (AIOps), IT operations management (ITOM), ITSM, and network performance monitoring and diagnostic (NPMD) capabilities covered by Gartner research. For MNS providers, these core tools may be integrated and automated from COTS vendors and/or MNS provider tool original development as the foundation to the provider's SDP. The automations are, in part, those that are configurable to varying degrees within the COTS tooling, but more commonly enhanced with overlay network automation orchestration frameworks that are implemented to enable cross-functional (process) automations and orchestration of these automations. These overlay-type frameworks to the SDPs are typically forms of message bus technology to orchestrate multiple automations and the requisite workflow processing, and as an ephemeral data store.

Furthermore, we see a significant number of bots used for automation within the MNS provider's SDP. Bots are most commonly used to automate configuration and event management tasks, and for enhancing ML capabilities. For example, MNS providers use bots to automate repetitive tasks that a human would otherwise have to perform manually.

Service requests affecting change and configuration, event processing and incident management activities are the most common automations. Together, these three encompass the broadest automation impact to quality and scale efficiencies, where both the provider and customers benefit. That is, providers improve their margins, whereas customers enjoy higher-quality services and improved cost predictability. In this context, enterprise agreements with MNS providers increasingly contain terms that emphasize collaboration between a provider's continual service improvement activities and its enterprise customer IT operations teams.

MNS providers maintain an accurate CMDB of the customer's networking estate, and many provide two-way integrations to customer-owned ITSM tools. These two-way API integrations cover both the CMDB and case management (for example, for service request and incident management). Regardless of whether enterprises choose to sync with the provider's platform, the accuracy of this underlying data is a mission-critical requirement for providers. Accurate network source-of-truth data is fundamental to maintaining quality and efficiency via automation within the provider's change and configuration management functions, which are commonly automated as part of MNS provider's SDP.

With a consistently maintained data repository (a CMDB) and change/configuration process discipline in place, automations are particularly efficient to the service assurance processes — event management, fault isolation (and recovery), as well as initiating incident declaration. These combine with ticket enrichment automations that inject metadata related to the initial incident classification. Beyond these elements, the automations often attempt recovery from a fault before making a formal incident declaration. These attempts may include automated restarts of services or the device itself, as well as other action-oriented workarounds for restoration of service (see Three Ways to Improve Network Automation).

Customer Experience Management

High-quality MNS customer experience is possible when supported by the appropriate SDP with high degrees of automation, service metrics detail, and near-real-time and flexible reporting. The key component from providers to support customer experience must be an always-available customer portal. The following are considered the minimum capabilities for quality results and cost predictability:

- **A near-real-time updated customer portal.** This is required for most interactions with MNS providers. The portal should persistently update all service requests, incidents and performance status of the entire scope of the MNS provider's responsibility. The portal should be easy to navigate (minimal click-through steps), and the end-user experience for accessing reporting should be configurable by end users.

- **Service mapping capabilities from their MNS provider.** Service mapping is most commonly done in the ITSM tool component (for example, ServiceNow) of the provider's SDP, while others include service mapping within the MNS provider's platform. Not all customers require a two-way integration with their internal ITSM tool and the provider's (for example, for CMDB and case management). However, this capability should be delivered in the MNS provider's SDP and be part of the provider's portal in support of customer experience. Customers should expect from MNS providers visibility into enterprise applications mapped to the correlated overlay and underlay of the enterprise networking estate (managed devices and connectivity). This contextualization between applications and their managed network elements provides the granular detail and insights, benefiting customers, ease of consumption by non-IT business stakeholder — as well as providers' troubleshooting and automation efforts.

- **Anomaly detection.** The enterprise network infrastructure and application traffic patterns are constantly monitored, and the production behavior of users and their applications is baselined for documenting the known patterns and usage behaviors. From this continuously known baseline, anomalies can be identified proactively. This is different from threshold-crossing alerts on network traffic or capacity measurement statistics, which are basic and common. This anomaly capability is more granular and enables proactive measures from providers that can prevent incidents from occurring.

- **Business-impact reporting.** This provides business-level context for customer stakeholder leadership. These capabilities can be configured to individual enterprise business-critical elements in scope for the MNS provider.

- **SLAs.** The nature of MNS means the enterprise technology stack performance is not typically the responsibility of the MNS provider. The performance of LAN or WAN CPE or the network transport is ultimately accountable to the product OEM and NSP. However, the key SLAs for MNS should focus on the activities of the MNS provider — those for which it is entirely accountable. These include their own service availability (e.g., their SDP). In addition, cycle time to complete activities includes speed of answer responsiveness, request and incident acknowledgment, FCR incident performance, automation metrics, and content reporting frequency and accuracy. These and others can be crafted as SLAs with penalties in most cases (see Toolkit: RFP Template for Managed Network Services).

- **SLOs.** Because MNS providers are managing infrastructure on an enterprise's behalf, tying SLA penalties to underlying technology failure is difficult. However, enterprise SLAs may be set as objectives for the MNS providers; however, absent the penalty portion, these are effectively SLOs. In this context, more common networking SLOs can be used related to performance of the technology stack (CPE and transport). This is key, because enterprises need to manage their own technology supply chain, and, when using MNS, they typically do not have the visibility internally. This visibility into the performance of these supply chain participants is a growing requirement, and is valuable in addressing any vendor or provider deficiencies.

- **Co-management.** A broad swath of requirements and use cases for the MNS market are being developed. However, for co-management, the evidence of compelling co-management capabilities in the MNS market today is limited. Hence, this is a potential growth market for approximately 50% to 60% of enterprises globally, including self-managed (i.e., DIY) networking teams.

- **Commonly added adjacent services.** The MNS market's most common adjacency among enterprise buyers are MSSs and/or SASE solutions, including components within, such as firewalls. The second-most-common adjacency is a range of IoT and OT endpoints, usually as add-ons to MNS for LAN. The IoT endpoints include surveillance devices/video and sensors.

Evidence

Gartner analysts have conducted Gartner client inquiries on the topics of networking, network operations and MNS for LAN and for WAN, between 1 August 2020 and 1 August 2021.

Market size forecast sources are from Forecast Analysis: Enterprise Managed Communications Services Growth Trends, Worldwide.

In 2021, all providers, (except one) included in this research responded to an extensive questionnaire regarding their current/future MNS offerings.

We reviewed all end-customer Peer Insights for quality purposes. All providers in this research had the opportunity to encourage customer peer reviews, although some vendors had zero reviews.

Note 1. MNS Component Definitions

SDP. This area is specific to the application tool infrastructure and the integration of the MNS provider's SDP. An MNS provider's SDP is the integrated application architecture and enabling technologies designed to allow the standardized, high-quality and scalable delivery of managed network services to enterprise customers.

Service Management: MNS management refers to the entirety of life cycle activities — supported by tool-based workflows, automation and customer support mechanisms that are performed by MNS providers.

Operations Automation: This includes the automation of tasks and activities related to the SDP, service management functions and customer experience management to achieve consistent MNS delivery quality.

Customer Experience: This includes all customer support management functions, such as customer portal functions, customer management, customer co-management and related support functions.

Professional Services: These include labor or nonrecurring-project, fee-based services for MNS nonproject work (e.g., MACD) that may not already be included in device-based, monthly recurring fees and SOW-based networking project work supporting MNS delivery.

Evaluation Criteria Definitions

Ability to Execute

Product/Service: Core goods and services offered by the vendor for the defined market. This includes current product/service capabilities, quality, feature sets, skills and so on, whether offered natively or through OEM agreements/partnerships as defined in the market definition and detailed in the subcriteria.

Overall Viability: Viability includes an assessment of the overall organization's financial health, the financial and practical success of the business unit, and the likelihood that the individual business unit will continue investing in the product, will continue offering the product and will advance the state of the art within the organization's portfolio of products.

Sales Execution/Pricing: The vendor's capabilities in all presales activities and the structure that supports them. This includes deal management, pricing and negotiation, presales support, and the overall effectiveness of the sales channel.

Market Responsiveness/Record: Ability to respond, change direction, be flexible and achieve competitive success as opportunities develop, competitors act, customer needs evolve and market dynamics change. This criterion also considers the vendor's history of responsiveness.

Marketing Execution: The clarity, quality, creativity and efficacy of programs designed to deliver the organization's message to influence the market, promote the brand and business, increase awareness of the products, and establish a positive identification with the product/brand and organization in the minds of buyers. This "mind share" can be driven by a combination of publicity, promotional initiatives, thought leadership, word of mouth and sales activities.

Customer Experience: Relationships, products and services/programs that enable clients to be successful with the products evaluated. Specifically, this includes the ways customers receive technical support or account support. This can also include ancillary tools, customer support programs (and the quality thereof), availability of user groups, service-level agreements and so on.

Operations: The ability of the organization to meet its goals and commitments. Factors include the quality of the organizational structure, including skills, experiences, programs, systems and other vehicles that enable the organization to operate effectively and efficiently on an ongoing basis.

Completeness of Vision

Market Understanding: Ability of the vendor to understand buyers' wants and needs and to translate those into products and services. Vendors that show the highest degree of vision listen to and understand buyers' wants and needs, and can shape or enhance those with their added vision.

Marketing Strategy: A clear, differentiated set of messages consistently communicated throughout the organization and externalized through the website, advertising, customer programs and positioning statements.

Sales Strategy: The strategy for selling products that uses the appropriate network of direct and indirect sales, marketing, service, and communication affiliates that extend the scope and depth of market reach, skills, expertise, technologies, services and the customer base.

Offering (Product) Strategy: The vendor's approach to product development and delivery that emphasizes differentiation, functionality, methodology and feature sets as they map to current and future requirements.

Business Model: The soundness and logic of the vendor's underlying business proposition.

Vertical/Industry Strategy: The vendor's strategy to direct resources, skills and offerings to meet the specific needs of individual market segments, including vertical markets.

Innovation: Direct, related, complementary and synergistic layouts of resources, expertise or capital for investment, consolidation, defensive or pre-emptive purposes.

Geographic Strategy: The vendor's strategy to direct resources, skills and offerings to meet the specific needs of geographies outside the "home" or native geography, either directly or through partners, channels and subsidiaries as appropriate for that geography and market.

Document Revision History

Magic Quadrant for Managed Network Services - 9 November 2020

Recommended by the Authors

Some documents may not be available as part of your current Gartner subscription.

How Markets and Vendors Are Evaluated in Gartner Magic Quadrants

Critical Capabilities for Managed Network Services

Five Ways to Save Money and Improve Performance When Sourcing Managed Network Services

Magic Quadrant for WAN Edge Infrastructure

Table 1: Ability to Execute Evaluation Criteria

Evaluation Criteria ↓	*Weighting* ↓
Product or Service	High
Overall Viability	Medium
Sales Execution/Pricing	Low
Market Responsiveness/Record	Low
Marketing Execution	Low
Customer Experience	High
Operations	High

Source: Gartner (November 2021)

Table 2: Completeness of Vision Evaluation Criteria

Evaluation Criteria	*Weighting*
Market Understanding	High
Marketing Strategy	Low
Sales Strategy	Low
Offering (Product) Strategy	High
Business Model	Low
Vertical/Industry Strategy	High
Innovation	High
Geographic Strategy	High

Source: Gartner (November 2021)