

# 2007-2008 MPLS-based VPN Total Customer Experience (TCE) State-of-the-Market Report

Produced by:



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## Today's Speakers



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This report was made possible in part due to the generous support of MASERGY.



## Survey Methodology

- Data collected in second half of 2007
- Primary survey base was the Webtorials community
  - Essentially equal mix of end-users and service providers
  - Over 150 respondents included here
    - Users only
    - Completions only
  - Worldwide results
    - Approximately 65% North America
  - Details available at end of presentation



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## Key Findings

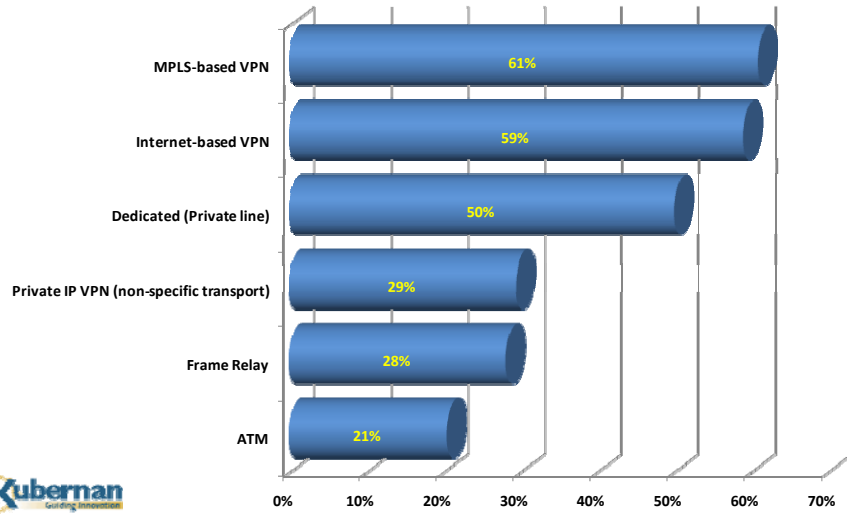
- MPLS-based VPNs have made significant inroads into corporate networks
  - Many of these networks have moved from the test stage to the production stage
- Users are relatively satisfied with their networks
  - Reliability, pricing, and timeliness in resolving issues are quite important issues with which users are not dissatisfied
  - High-level satisfaction is qualitatively higher than more detailed areas
- There is still considerable room for improvement
  - Both on important and less important issues
  - This can provide a roadmap for product differentiation



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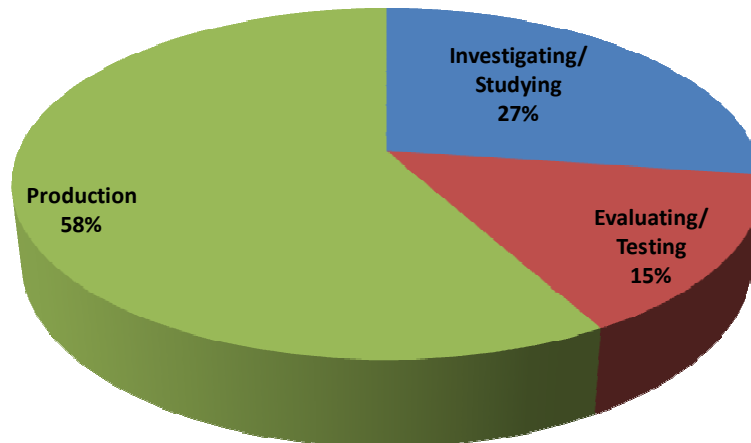
## Overall VPNs in Use

- What type(s) of Wide Area Network (WAN) transport services are you currently using? (Please check all that apply.)



## Deployment Stage

- For the purposes of your answer in this questionnaire, which of the following best describes your current stage of MPLS deployment?



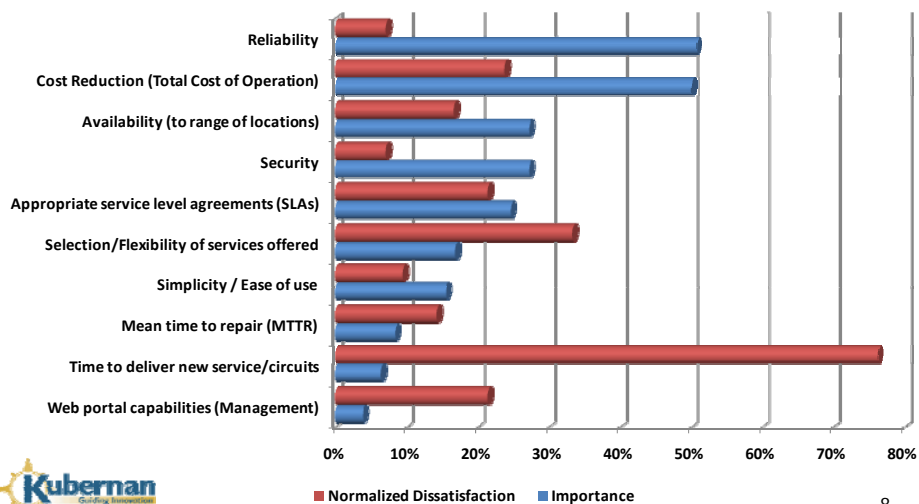
## Importance and Dissatisfaction

- Survey Respondents were asked about five areas
  - Current MPLS VPN Experience
  - Buying and Evaluation Process
  - Delivery/Installation of Service
  - Support
  - Billing
- Asked to rank the most important three factors for "Importance"
- Asked to rank the two areas of greatest dissatisfaction
  - Dissatisfaction indicates a problem
  - Responses normalized to compare with "Importance"



## Current MPLS VPN Experience

- Which of the following are the most important aspects in your overall satisfaction and how dissatisfied are you with your MPLS VPN service?



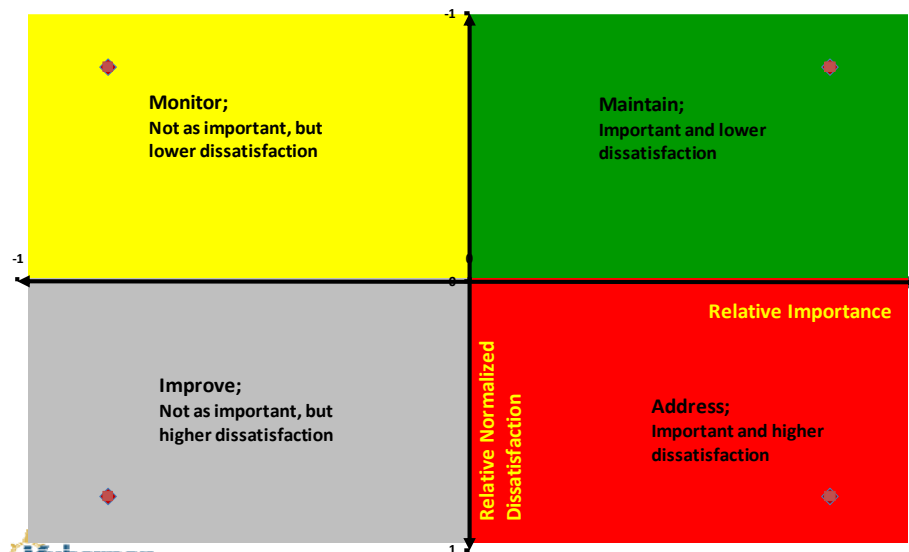
# Relative Importance/Dissatisfaction

- Bar graphs are meaningful, but also need to know
  - Whether the “Important” needs are being satisfied
  - Whether areas of “Dissatisfaction” are important
- Methodology
  - Average ranking of “Importance” and “Satisfaction” calculated for each area
  - Difference from average Importance or Dissatisfaction calculated
    - Average of these values is 0 (Neutral) for relative importance and satisfaction
  - Plotted Importance versus Dissatisfaction for each area
    - Vertical axis is inverted
    - Provides upper right quadrant where items are important and have low dissatisfaction
    - Example on following slide



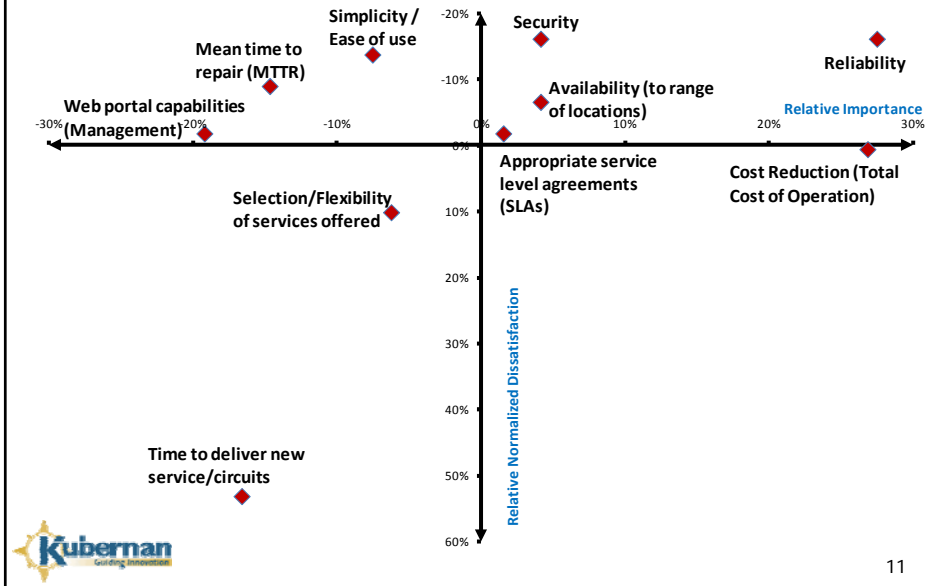
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# Importance/Satisfaction Matrix

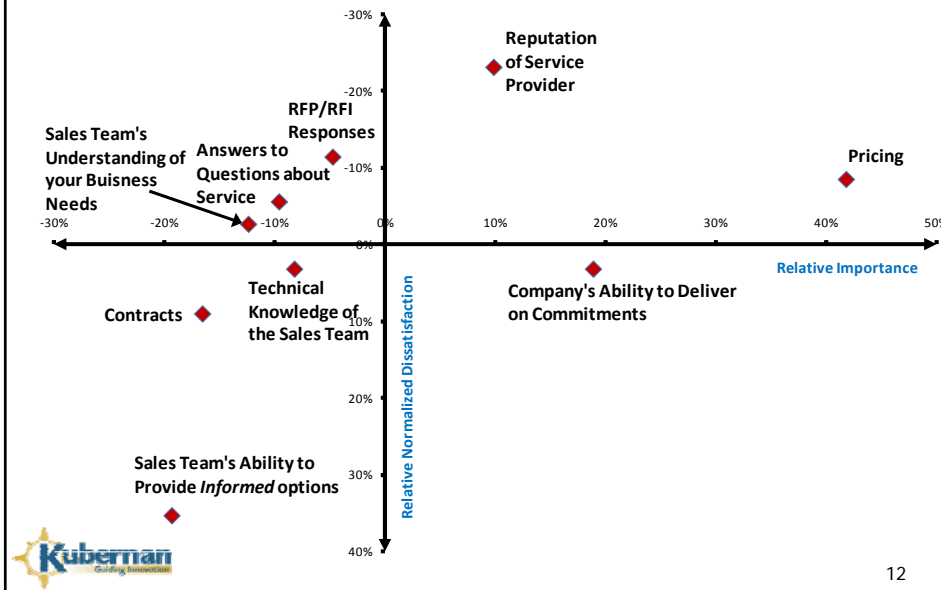


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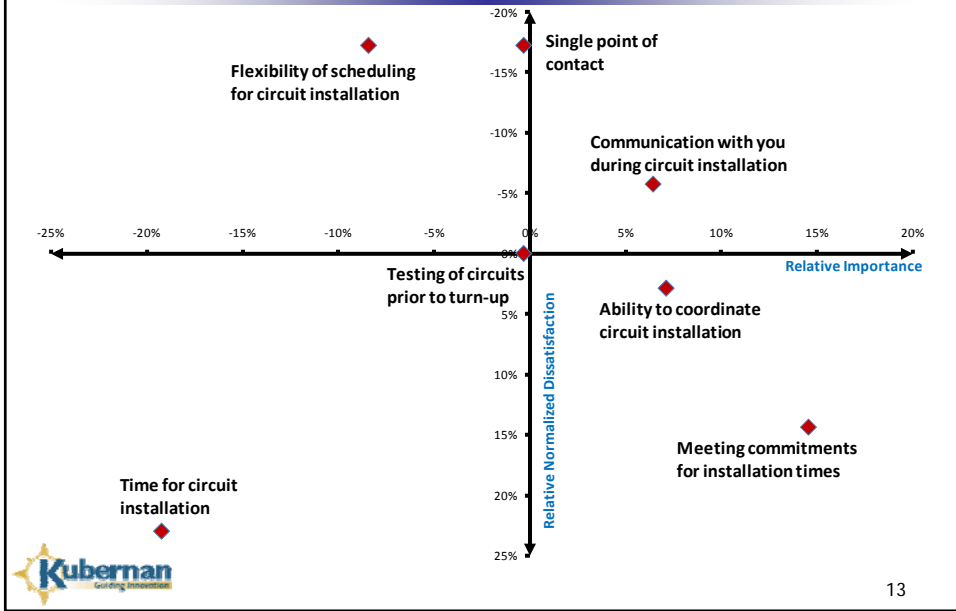
# Current MPLS VPN Experience



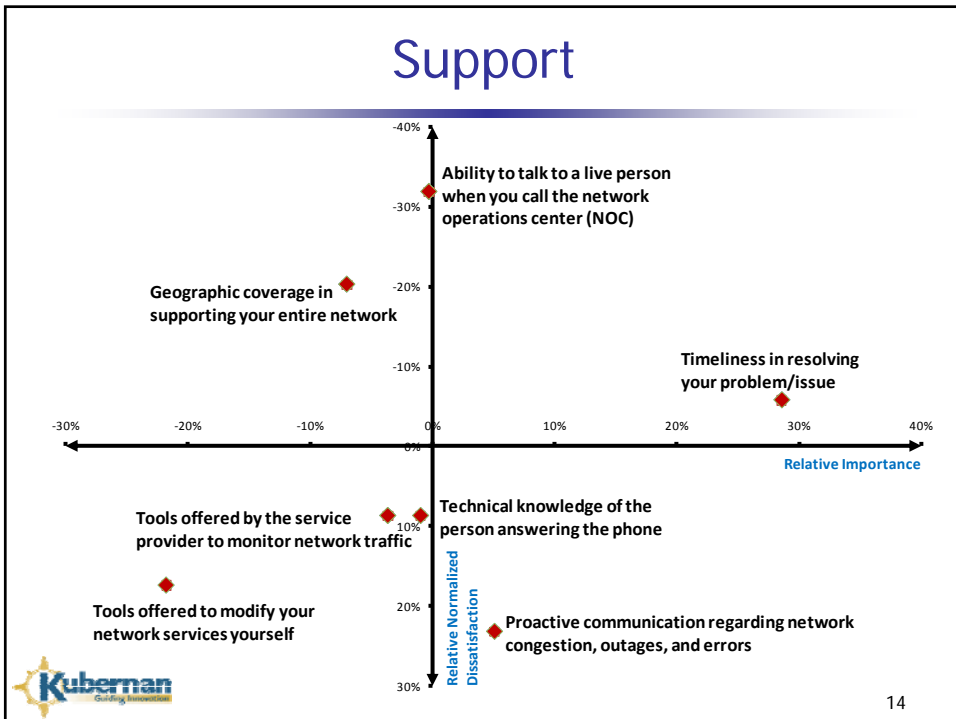
# Buying/Evaluation Process



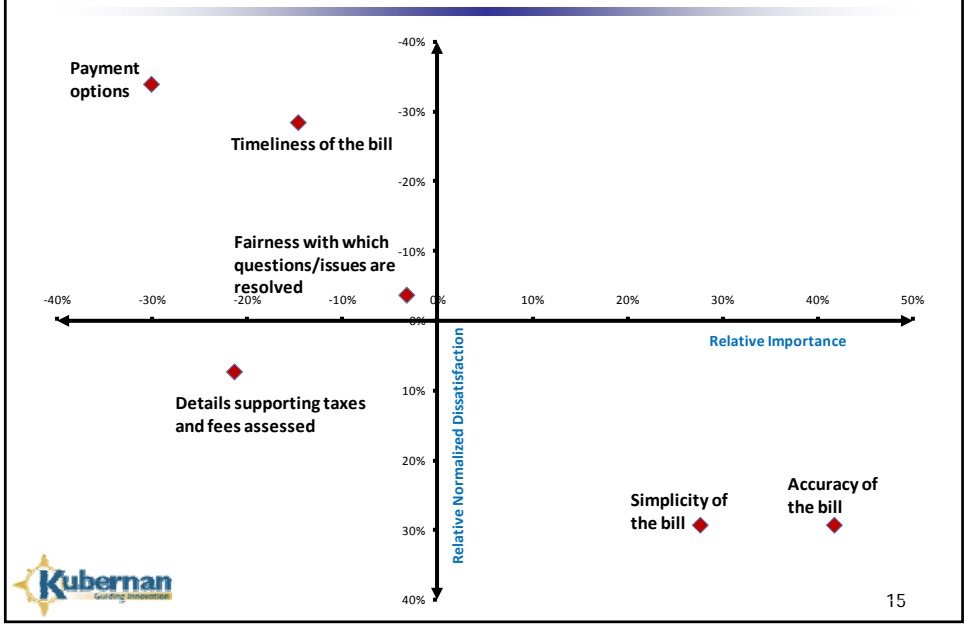
# Delivery/Installation of Service



# Support

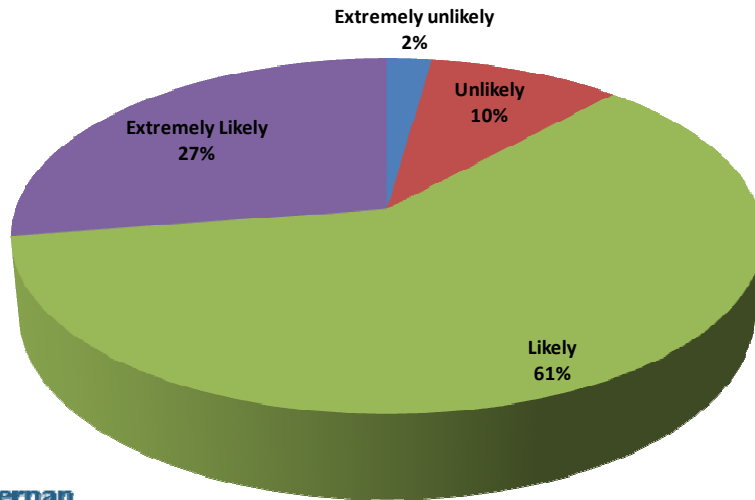


# Billing



# Recommendation Probability

- How likely are you to recommend your current primary service provider to an industry colleague or peer (who is not a competitor with you)?





## MASERGY at a Glance

MASERGY delivers the strongest enterprise WAN experience in the telecommunications industry

- Leading global network service provider
- Focused on the enterprise segment
- Received numerous business and industry honors
- Pioneered several industry “firsts”
  - First global native IP MPLS network (2001)
  - Customer-controlled networking (2001)
  - Global VPLS (2003)
  - Global Ethernet (2004)
  - Service-embedded network management (2006)



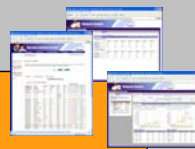
## Major Differentiators

MASERGY has acquired enterprise customers due to three major areas of service differentiation

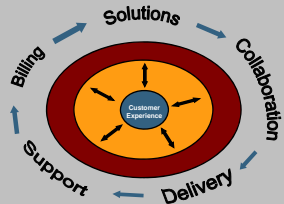
➤ Seamless Global Service Delivery



➤ Embedded Network Services

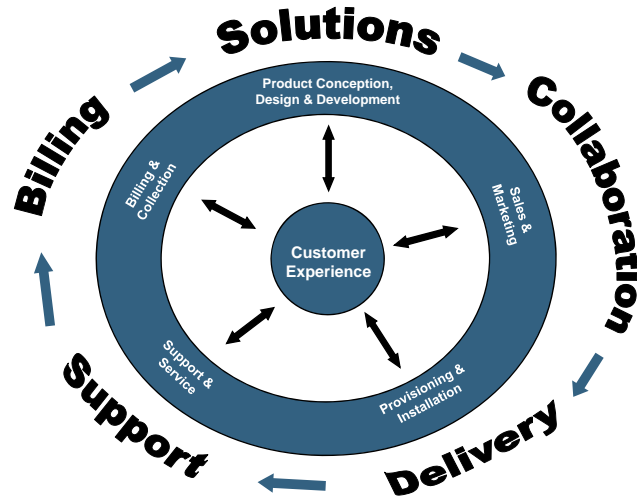


➤ Best-In-Class Customer Experience



## Customer Experience Cycle

MASERGY's vision is to deliver the strongest enterprise WAN experience in the telecommunications industry.



## Service Differentiator Best-In-Class Customer Experience



### SOLUTIONS

- Proven global IP MPLS network
- Seamless global offering via Ethernet VPNs
- Real-time control and embedded network management via advanced Web portal



### COLLABORATION

- Complementary network design services
- Large list of service partners
- Risk-free service trials



### DELIVERY

- Single point-of-contact for complete network installation
- Complete service installation at all national and international business locations
- Customer-selected service activation schedule



### SUPPORT

- Proactive service alerts for all customers
- Live support for ALL service calls with trained engineers always available
- Web portal for information, status and service changes



### BILLING

- Simple, easy-to-follow bill for all (global) business locations
- Flexible collection system for customized billing
- Quick answer to billing questions





THANK YOU!

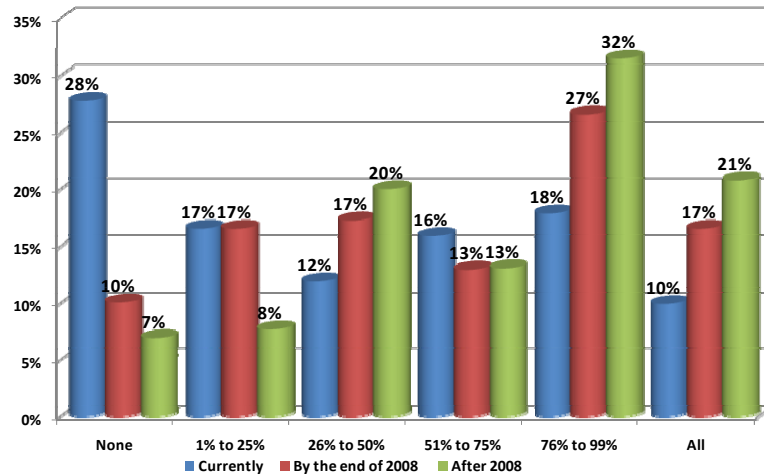


## Background information

- The following slides provide some demographic information about the respondents to the survey.

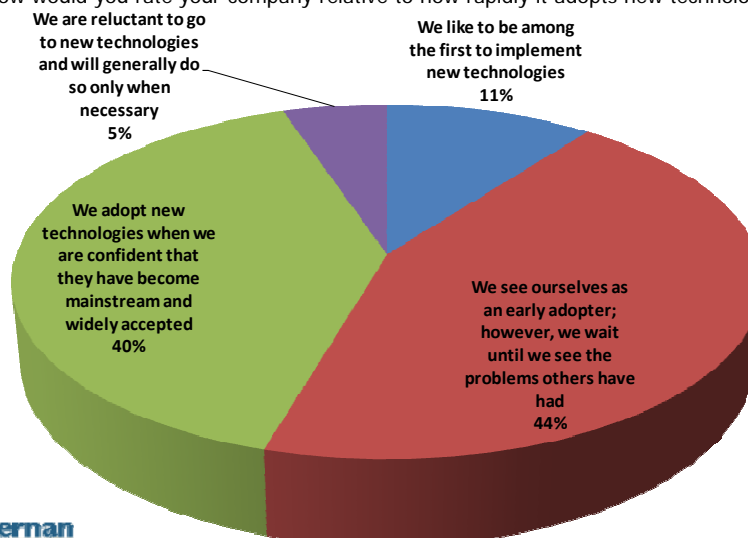
## MPLS VPN Migration

- What percentage of your WAN traffic do you have or anticipate to have on an MPLS-based VPN?



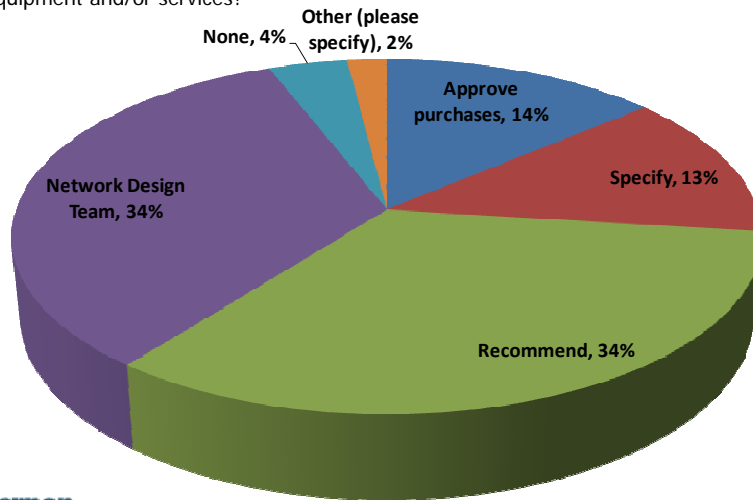
## Technology Adoption

- How would you rate your company relative to how rapidly it adopts new technology?



## Purchasing Role

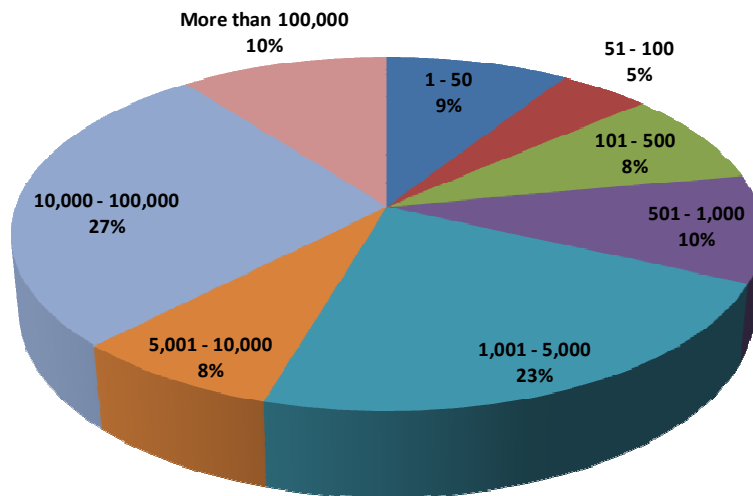
- Which of the following best describes your primary purchasing authority for networking equipment and/or services?



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## Number of Employees

- How many employees are there in your organization?



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# Geographic Distribution

- Where is your company headquartered?

