

Managed Integrated Services

Now More Than Ever

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Today's Speakers



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Agenda

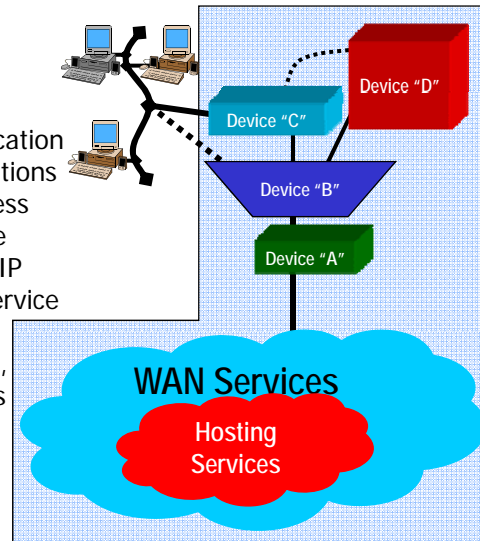
- The Analyst View
 - Managed Services Today
 - Multifunction Network Appliances Today
 - Integrated Managed Services
 - Why Now?
- Comments from the Sponsor

Defining “Managed Services”

- All services are “managed services”
 - Management is a question of degree, not an absolute
 - The “private line” myth
 - Until 1984, essentially all network services were “Managed Services”
 - Defining a “demarc” for technical reasons and political reasons
 - “Managed Services” as a term started as a euphemism for the “O-Word” after the early disasters with outsourcing
 - Numerous business, technical, and political issues

Managed Services and Flexibility

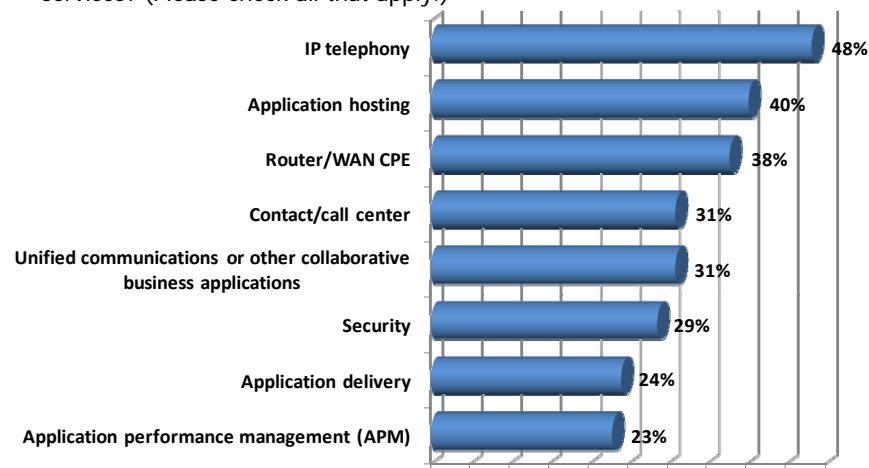
- The key is being selective
- Inclusive or a la carte
- Options include:
 - Router, TelePresence, Application delivery, Unified communications or other collaborative business applications, Virtual machine processors for applications, IP telephony, Software as a service (SaaS)/cloud computing, Contact/call center, Security, Application hosting, Wireless LAN, Application performance management (APM)



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Top Managed Services

- For which services does your company use or anticipate using managed services? (Please check all that apply.)

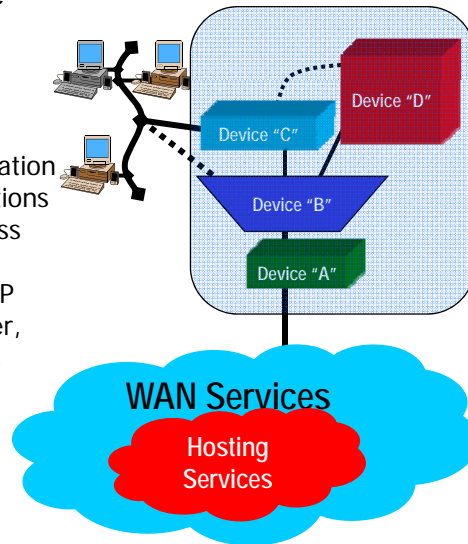


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0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%
Preliminary survey results as of 11/12/2008 6

Multifunction Network Appliances

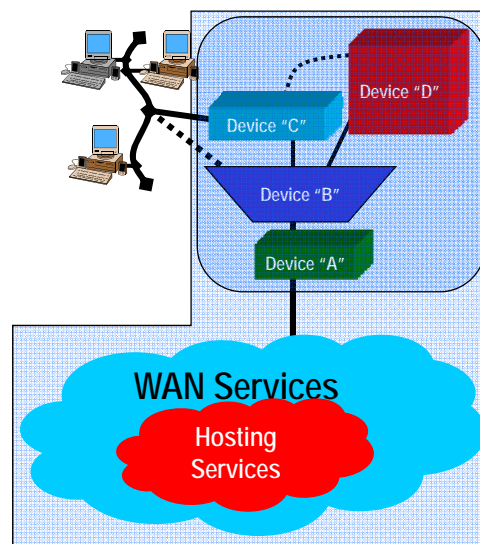
- How many functions in one device?
- Options to add functions
- Options include:
 - Router, TelePresence, Application delivery, Unified communications or other collaborative business applications, Virtual machine processors for applications, IP telephony, Contact/call center, Security, Application hosting, Wireless LAN, Application performance management (APM)



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Integrated Managed Services

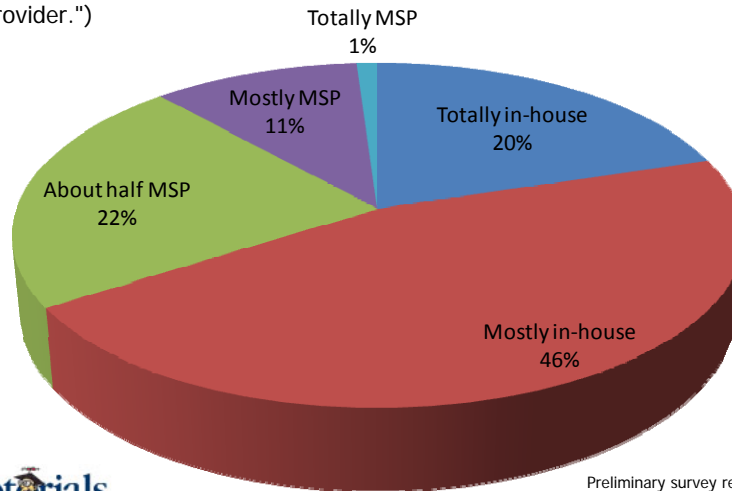
- "Selective Sourcing" of whatever makes sense for the company
- The focus needs to change from managing technology to managing suppliers and relationships
- Allows for rapid deployment of new features/capabilities as needed



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Today's Managed Services

- To what extent does your IT organization currently use managed services as opposed to performing tasks in-house? (An MSP is a "managed service provider.")



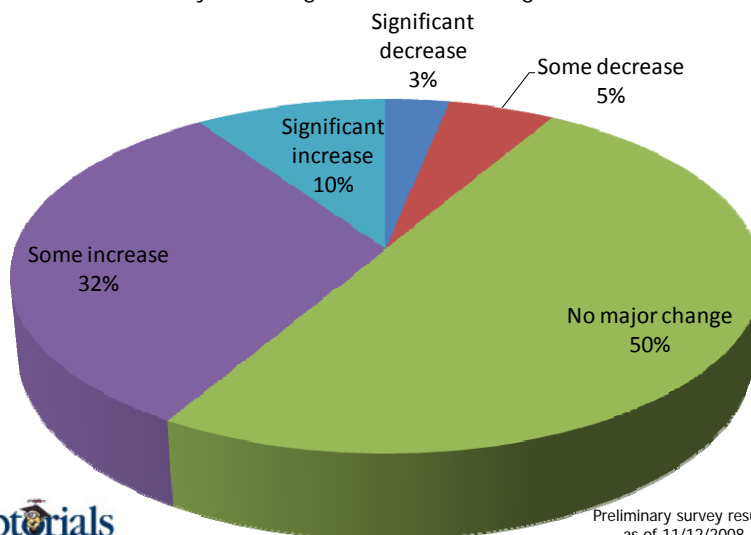
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9

Future Managed Services

- To what extent will your IT organization use managed services in the future?



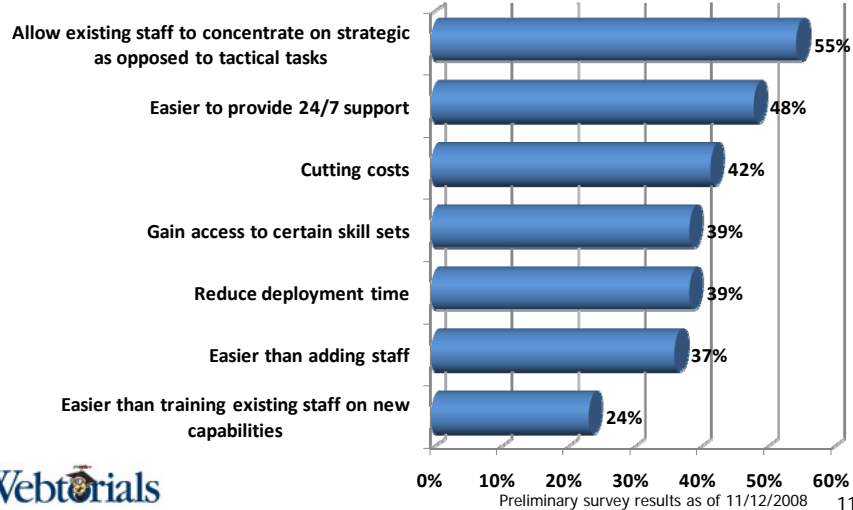
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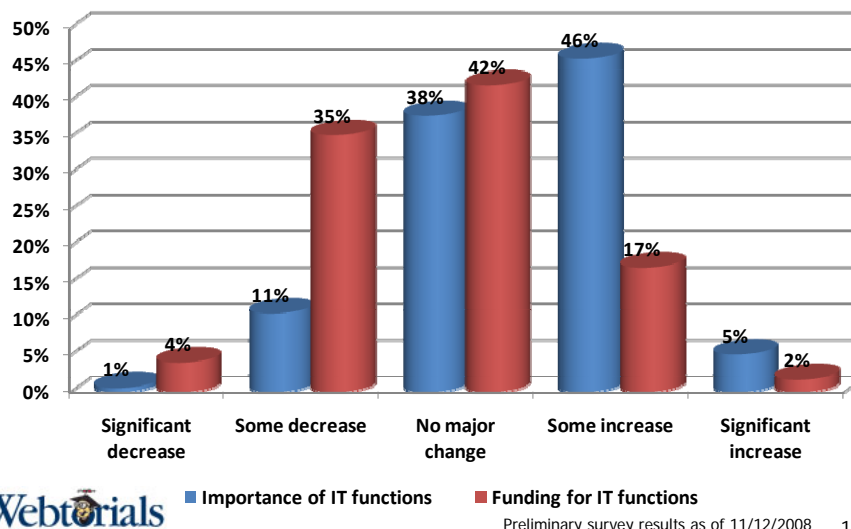
Reasons for Managed Services

- What are the primary reasons that you would consider using a managed service? (Please check all that apply.)



2009 Importance vs. Funding

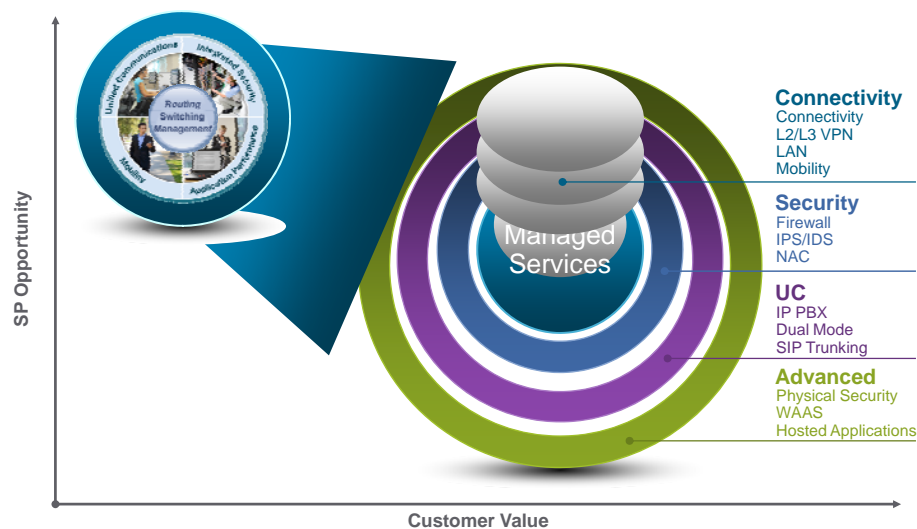
- In what way do you see the changes in 2009?



Why Now?

- Efficient use of limited resources
- Concentration on strategic as opposed to tactical tasks
- Rapid deployment of critical new applications
- **Mandate: Efficient use of IT - especially *Integrated Managed Services* - as a means to economic survival – and even success**

Managed Empowered Branch Services



Bringing It All Together

Managed Empowered Branch



Eliminates Complexity

Lowest Cost

Puts the Focus Back on the Business

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15

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