



## Managed Services Provider Workshop

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**NetEnrich**

**GROWTH INSPIRED — A Bold Vision in Services**

# Seismic Global NOC Topics

- **MSP Services Dynamics**
- **Ingram Micro Seismic Global NOC**
- **Ingram Micro Seismic Global NOC Infrastructure**
- **Summary**

# Service Dynamics: VAR/MSP

- **Typical IT Spend: CapEx = 20% & OpEx = 80%**
- **Distributors and VARs/SIs traditionally in the CapEx world**
- **CapEx is going through disintermediation**
  - **Cloud Computing, Virtualization, Grid utility & other trends**
  - **MSFT, Dell, Cisco, HP, IBM, Google, Amazon morphing**
- **Targeting OpEx revenue streams - a must to grow and thrive**
  - **Very sticky & recurring revenue business model**
- **Tools & Technology are means to an end**
  - **The big VALUE is making it work & align to customer needs**
- **IMS / RIM / MSP business is \$100B+ in 2010**
- **Ingram Micro + VAR Channel best positioned to capitalize**

# Challenges faced by the VAR/MSP

- **VARs/SIs are sold on the MSP model**
  - But 90% who adapted are yet not successful
- **Too many vendors selling MSP enablement technology**
  - Technology is only 1/10<sup>th</sup> of the need to become an MSP
- **“Do it yourself” solutions are viewed by VAR**
  - As too complicated, costly and slow in time to revenues
  - Not enough critical mass to sustain and scale
  - Not used to invest and build now and leverage down the road
  - High risk: Selling vs. Execution
- **MSP operations model has many unfamiliar mines for VAR**
  - Simplify pricing, packaging, SLAs, reporting
  - Simplify customer on-boarding – big black hole
- **Out of site, out of mind syndrome – Need full visibility to the SMB**



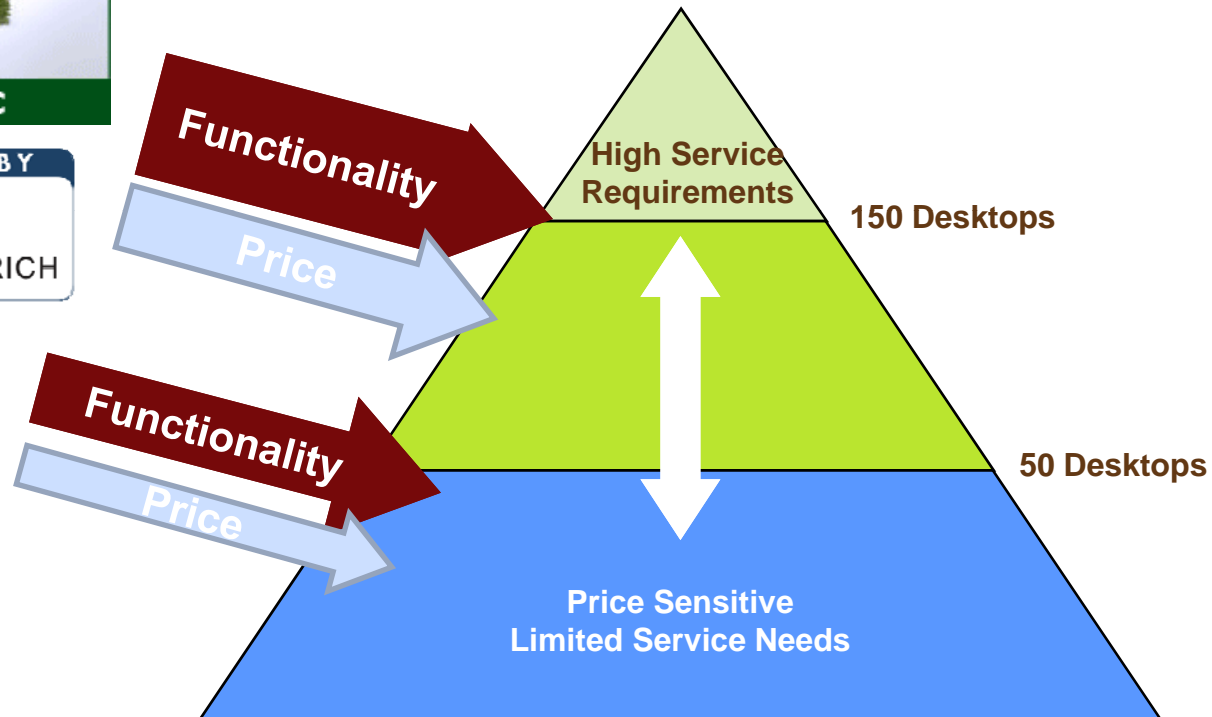
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- **Ingram Micro Seismic  
Global NOC**

# Seismic Global NOC



## Right Sized / Right Priced



**Market  
Success**

- Flexible packages support different VAR & user needs
- Reliable services at competitive prices
- Technology platform independent Global NOC



# Seismic Global NOC - Gold

## Desktop

### Preventative Maintenance

- Patch Management
- Antivirus/Anti-spyware
- Temp File Deletion
- Disk Defragmentation
- Asset/Inventory Reporting
- Portal Access

## Server

### Preventative Maintenance & Care

- 24X7 Monitoring
- Patch Management
- Antivirus/Anti-spyware
- Preventive maintenance for Exchange / AD
- SOPs for correction before escalation
- Portal Access
- Two-way integration to PSA
- Limited Admin

# Seismic Global NOC – Platinum

## Desktop Preventative Maintenance

- Everything in **Gold**

## Server Troubleshoot & Fix

- Everything in **Gold**  
Plus...
- Remote  
troubleshoot & fix
- Move/Add/Change  
on users/groups

# Seismic Global NOC – Platinum +

## Desktop

Trouble Shoot & Fix

- Everything in **Gold**
- Plus...
- Remote remediation

## Server

Trouble Shoot & Fix

- Everything in **Gold**
- Plus...
- Remote troubleshoot & fix
  - Move/Add/Change on users/groups

# Remote Network Management

- Add-on service to Platinum or Platinum +
- Device based pricing
- Three levels
  - Switches
  - Premium
  - Comprehensive
- Available now



# Remote Network Management Switches

## Switch

### Monitor & Maintain

- 24/7 advanced monitoring
  - Port monitoring
  - Resource monitors (CPU, memory, ports etc.)
  - Configuration backup of manageable switches
- Reporting

# Remote Network Management Routers & Firewalls

## Premium Monitor & Maintain

- 24/7 advanced monitoring
- Basic vendor mgmt
- Pro-active maintenance
  - IOS/FW upgrade on need basis
  - Backup network device configuration
  - External vulnerability scan one IP address
- Reporting

## Comprehensive Monitor, Trouble Shoot & Fix

- Everything in Premium **PLUS**
- Remote troubleshoot & fix

# Bundled LPI vs. Bring our Own License (BYOL)

Bundled	BYOL
All-in-one “Hands Off,” low cost solution with no setup fee & no LPI license fee	Leverage current investment in LPI
Fully managed & configured Service Center & Onsite Manager	Administrative access to Service Center
Best reliability & availability backed by 24x7 LPI support	Self configured Service Center & OM with Global NOC templates applied by NetEnrich
View access to Service Center & full access to reports & RDP	Create & manage your own templates

# NOC Reporting

- **Microsoft Baseline Security Analyzer**
  - Identifies O/S vulnerabilities
- **Disk Space**
- **Preventive Maintenance**
  - Temp File Deletion
  - Antivirus
  - Disk Defragmentation
- **Inventory Report**
  - Helps identify aging infrastructure

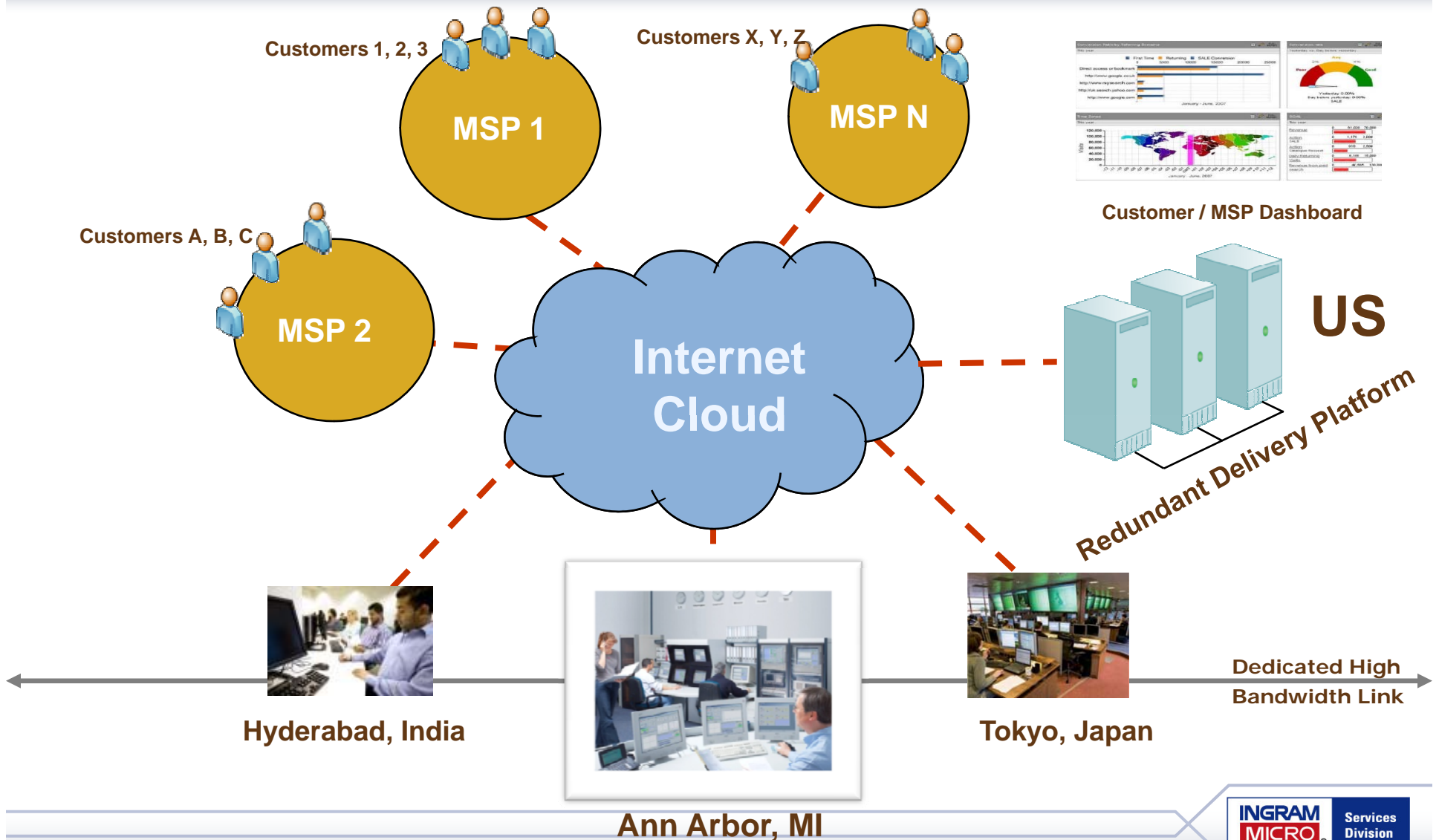
# Seismic Global NOC Pricing

Service Level	Bundled LPI (read only) Monthly	Non-Bundled LPI Monthly
Gold (10 PCs / 1 Server)	\$105	\$105
Additional PC/Servers	\$8	\$8
Platinum (10 PCs / 1 Server)	\$129	\$129
Additional PC	\$8	\$8
Additional Servers	\$39	\$39
Platinum Plus (10 PCs / 1 Server)	\$249	\$249
Additional PC	\$20	\$20
Additional Servers	\$39	\$39
Setup Fee (one time)	No charge	\$99/Onsite Manager

# Remote Network Device Pricing

Service	Monthly
Switch	\$9
Premium	\$29
Comprehensive	\$49

# Seismic Global NOC Architecture



# Seismic Global NOC

## Customer Feedback

- ***“Thoroughly impressed. The reports have been fantastic, and a great value addition.”***

**Craig Flint, Vice President  
Computer ER**

- ***“The on-boarding process went incredibly quick. NE did not let us waste any time – they let us know with appropriate and timely nudges when they were waiting on us.”***

***Scope of Work Binder; “It’s very comprehensive. I was extremely happy to see a completed QA checklist included”***

**Martin McCarthy, General Manager  
Synapse IT**

- ***“The NetEnrich communication level is great, I love the template setup that NetEnrich does for LPI.”***

**Chris Lee, Sr. Engineer  
Future Trends**

# Seismic Global NOC

## Sales Strategy

- **Explain the benefits to 24/7 NOC services**
  - More uptime & avoid the 'Firefights'
  - Predictable costs
  - Lower TCO
- **Suggest the best package for your customer & your business**
  - Sell Platinum / Platinum + if your focus is customer acquisition
  - Sell Gold if your focus is service delivery
  - Sell Enterprise Services to your large customers
- **Allow the Seismic Global NOC to free your time to sell more**

# Summary

- **VARs want to sell services**
- **Ingram Micro is the right partner for VARs**
- **The new Seismic Global NOC**
  - **Right Package @ Right Price**
  - **Solution ready & market validated**
- **World class service powered by NetEnrich**
- **Powerful Seismic roadmap**
- **Together, let's go and take the market**

**For questions, pricing, or other information,  
please call your Ingram Micro Seismic sales rep at  
1-800-705-7057, option 5 (US)  
1-877-755-5002, option 1 (Canada)**

**Thank you!**