



# IBM® Network Managed Services

Untangling the complexity



<date>

<insert client name>

<insert client company and address details>

Dear <insert client name>,

As we have discussed, I am pleased to present a proposal for our exciting new offer which can enable your organisation to untangle the complexity of managing your network.

You may be familiar with the challenges that many organisations today are experiencing with their networks. The requirement to transform legacy infrastructure into networks capable of supporting next-generation applications and devices is contributing to an increasing complexity in network management. At the same time, there is mounting pressure to reduce cost, coupled with constrained capital investment funding.

IBM's Network Managed Service offers scalable solutions to help simplify your network operations. We focus on traditional disciplines of network management – device monitoring, performance reporting, fault and change management and configuration back up – providing an attractive alternative to expending the funds and manpower to perform the work in-house. With IBM's expertise, companies are saving substantially on the cost of maintaining experts for various devices and future-proofing their technology investments.

The Network Managed Service product is made of three service options – **iPing, Alert or Advantage:**

- iPing is a basic 'ping' service for 'up/down' monitoring of network equipment
- Alert is a managed network solution which is ideal for clients with limited internal resources who require monitoring and management services with nominal reporting
- Advantage is an inclusive managed network solution

For a limited time IBM is offering the Advantage service option for the price of the Alert service option for your network. You can benefit from this offer right now and receive the base service of the Alert option with additional monitoring, reporting and management capabilities at no extra cost. This offer means you can save up to 19% on your annual management fee.

I will contact you again soon to discuss how we can help your organisation gain the greatest value from your network.

Yours sincerely,

<insert client rep name and details>

# IBM Network Managed Services – Untangling the complexity

IBM's Network Managed Services can help <client> manage your increasingly complex network and assist in reducing IT costs

## CHALLENGES

Due to technology advances associated with convergence, consolidation and centralisation across the ICT stack, networks have become increasingly important and complex. Advanced networking environments are no longer made up of routers, switches and firewalls alone. Newer technologies such as **voice and video over IP, WLAN, Server Load Balancing, WAN Optimisation, Application based policy control, Secure Remote Access, Web / Email Security and DLP** have all become important network elements which govern the businesses ability to operate efficiently and securely.

IBM offers a highly experienced and agile network management team with the skills necessary to meet your end users' expectations, enabling you to focus more on your business and keeping your costs down.

Typically, challenges include:



**Greater Complexity:** Disparate network elements from multiple vendors need to be managed, along with secure policies, application performance and service levels.



**Reliability / Predictability:** Critical business applications and processes are impacted by unpredictable network availability.



**Cost Management:** Networking and communications costs are a perennial concern for organisations and one of the most important factors in implementing new services.

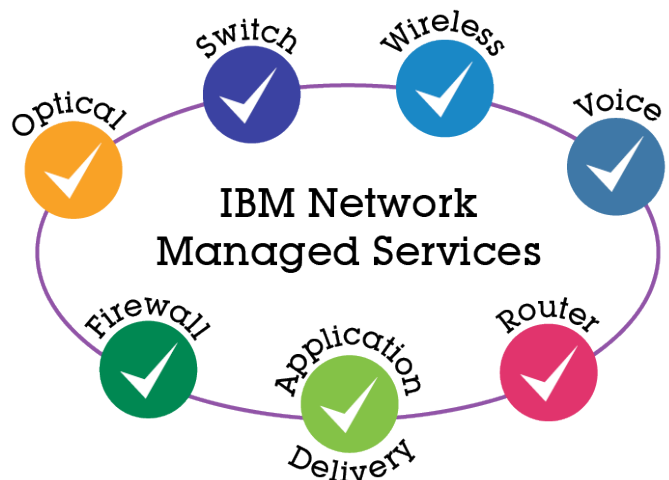


**Resourcing / Technical Expertise:** In-house technical expertise could be better used to progress business projects, rather than manage network monitoring and availability issues.

## THE SOLUTION

IBM's Network Managed Services untangles the complexity of a modern corporate network. By using Network Managed Services, <client> can realise the following benefits:

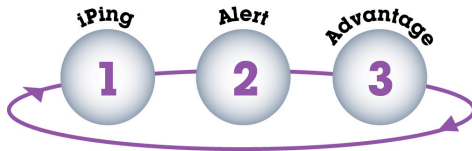
- ✓ **Device and vendor agnostic:** IBM supports a wide variety of networking products from different vendors such as Cisco®, Juniper®, Blue Coat®, Riverbed®, Adva™, IPFX®, F5® and many others, with new products added as technology evolves.
- ✓ **Increased availability:** Greater network availability through 24x7 proactive monitoring and managed problem resolution by a team of networking specialists.
- ✓ **Information at all times:** Near real time information on your network through our 24x7 customer accessible portal.
- ✓ **Reduced Costs:** Reduce the cost of IT management and the total cost of ownership, allowing your in-house experts to focus on your core business activities.



IBM Network Managed Services supports a variety of technologies

## SERVICE OPTIONS

The Network Managed Service is made up of three service options. You are able to nominate either **iPing**, **Alert** or **Advantage** (or a combination of the three), based on your requirements for network monitoring, management and reporting.

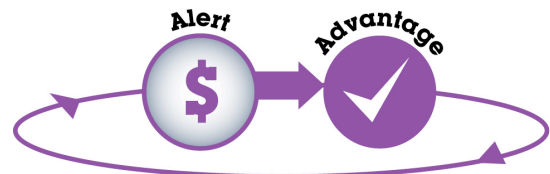


1. **iPing** is a basic 'ping' service for 'up/down' monitoring of network equipment
2. **Alert** is a managed network solution which is ideal for clients with limited internal resources who require monitoring and management services with nominal reporting. Services included in Alert are:
  - Patch notification
  - Monthly availability reporting
  - Network documentation management
  - Round-the-clock first, second and third level support engineers
  - Real-time secure portal website allowing anytime access to network device status
  - Backup status configuration history
  - Real-time alarms
  - Trouble tickets
3. **Advantage** is an inclusive comprehensive managed network solution, comprising the base service of Alert with additional monitoring, reporting and management capabilities. The Advantage service option is suitable for clients who require a greater level of support to manage their network as it provides extensive performance and traffic monitoring and detailed reporting analysis. Additional features of Advantage are:
  - Daily and monthly reporting on device utilisation
  - Network health and situations to watch
  - One-time device IOS version health check and analysis
  - Threshold monitoring for managed devices and link

Service	iPing	Alert	Advantage
Service Delivery Manager	✓	✓	✓
Service Portal access	✓	✓	✓
Ping Device	✓	✓	✓
Configuration Backups	✓	✓	✓
Incident Management	✓	✓	✓
Carrier Management	✓	✓	✓
Document Management	✓	✓	✓
Change Management	✓	✓	✓
AAA Services	✓	✓	✓
SNMP monitoring	✗	✓	✓
Monthly reporting	✗	✓	✓
Real time statistics	✗	✓	✓
Adhoc reports	✗	✓	✓
Vendor Advisories	✗	✓	✓
Thresholding	✗	✗	✓
Daily reporting	✗	✗	✓
Ticket reports	✗	✗	✓
Post incident review	✗	✗	✓

## SPECIAL OFFER

IBM is offering the **Advantage service option for the price of the Alert service option** for your network.








**This offer represents a saving of up to 19% on your annual management fee.**

Offer valid until 31<sup>st</sup> March 2013.

VALUE ADDED SERVICES

- **Know the network assessments:** This assessment provides you with a current view of the devices on your network, the health of the device, the current IOS version and the end of life status.
- **Consult service:** Indepth analysis of custom performance reports and statistics to provide recommendations for improving availability, affordability and overall performance of your network.
- **Managed WAN carriage:** Leveraging IBM's buying power, <client> can have a choice of carrier services and benefit from lower telecommunications costs and a single point of ownership for service delivery.
- **Hardware maintenance:** An optional service where expertise and spare parts are available 24x7 in every state in Australia, providing time critical responses for urgent repairs.

WHAT IBM OFFERS TO <CLIENT>

-  IBM has **extensive experience with managing complex networks using multiple vendor technologies.**
-  We can help <client> gain a **competitive edge** through **high-quality, reliable** and **cost effective** network operations.
-  We have **strong relationships with multiple vendors** and service providers to deliver the **best value** to your business.
-  We have a **purpose built customer portal** which will give you a real-time view of your network.
-  We can provide an **all in one package** with managed carriage and hardware maintenance **to save costs.**

SPECIAL OFFER

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WHY IBM?

With over 30 years of managed service experience, IBM supports thousands of customers and we have over 165,000+ network devices from multiple vendors under management. IBM is well positioned to support <client>. We have a track record in quantifiable savings versus a DIY in-house solution.

If you are ready to untangle the complexity of your network and take advantage of IBM's offer, please contact your IBM representative.



*IBM Network Managed Services – helping you untangle your increasingly complex network.*

<sup>1</sup> 19% saving is based on the difference between the standard prices of the Advantage service option and the Alert service option and excludes setup charges.



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