



Managed IP Services

In-Depth Analytical Solution Assessments

Current Analysis provides Competitive Response solutions that enable companies to effectively anticipate and counter competitive threats, and win more business.

SOLUTION ELEMENTS

- Customer Portals
- LAN and Desktop Management
- Managed Network Services
- Professional and Integration Services

KEY SELECTION CRITERIA

- Services Portfolio
- Services Heritage
- Financial Position
- Geographic Footprint
- Managed Services Resources
- Customer Support

GO TO MARKET ANALYSIS

- Solution Positioning
- Solution Traction

Managed IP Services are made up of a range of enterprise services provided by network operators, managed service providers and system integrators that manage network-centric applications that run over enterprise customers' IP networks including IP telephony, IP contact centres, unified communications, application hosting, security, and LAN and desktop management. The managed services concept continues to grow fast as MNCs reduce their IT staff levels and outsource more and more of their network and IT operations. This redefining of what is strategic and should be kept in-house, and what is merely a utility function that can be handed over to external service providers, is accompanied by an increased focus on end-to-end application performance management between any fixed or mobile terminal and any application server. The combination of growing convergence and complexity of service delivery, and increasing customer dependence on business continuity and the quality of IP services is focusing attention on the customer portals of managed service providers.

IP convergence has blurred the lines of engagement between network-centric telcos and application-centric System Integrators. Outsourcing deals involving the management of a global IP network that runs business critical applications requires telcos to have further skills in both IT and networking. Telcos are adding Professional services expertise to include network design, planning, consulting, application performance optimization, security and systems integration. Additionally, a consultative business approach to understanding an enterprise's communications needs is required as agile IP infrastructures become increasingly fundamental to business transformation. With more critical business applications running over wide area IP networks, application performance is a hot CIO issue and one that managed service providers are starting to address.

Delivered via our web-based platform CurrentCOMPETE, **Current Analysis'** Managed IP Services Solution Assessments grade the ability of major global carriers to provide comprehensive managed IP services with the global deployment and support required by MNC customers.

Benefits

- Understand competitors' value-added service portfolios, including scale, strengths, weaknesses, market positioning, and market traction
- Leverage analysis of breaking news in the services market, including new service offerings, strategic partnerships, and mergers and acquisitions
- Track new services contracts awarded by operator customers, with assessments of the competitive impact of each new deal
- Learn about new strategies and business models that work, or don't work, in the context of an infrastructure vendor, through in-depth advisory reports that examine issues that affect all competitors.

Compare offerings from:

- AT&T
- BT Global Services
- Orange Business Services
- T-Systems
- Verizon Business

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Current Analysis Solution Assessments

Solution Assessments, like all **Current Analysis** offerings, provide a level of detail that is an essential part of strategic competitive analysis, but that is also tactically indispensable in day-to-day sales situations.

Accessible via **Current Analysis'** CurrentCOMPETE platform, Solution Assessments identify the product and service combinations delivered by a technology supplier or service provider, providing in-depth analysis and tactical advice based upon solution selection criteria that are likely to be key decision points for prospective customers.



Anatomy of a Solution Assessment

- **Solution Description:** What the vendor or service provider brings to the market as a solution.
- **Solution Elements:** The products or services that make up the solution,
- **Current Perspective:** Current Analysis' opinion of the overall solution.
- **Strengths and Weaknesses:** Analysis that justifies Current Analysis' opinion of the ratings for a given solution's criteria. Cast as "Benefit" or "Issue."
- **Go To Market Analysis:** Evaluates how well the solution is positioned in the overall market, and the strength of the market traction for the solution.

About Current Analysis

Current Analysis is the preeminent source for tactical competitive intelligence and analysis. Our CurrentCOMPETE™ platform provides real-time analysis of breaking industry events, as well as intelligence reports on the markets, companies and products that are shaping the telecom, networking, and business software industries. By providing timely and comprehensive intelligence, we enable organizations to successfully counter competitive threats, and offer effective solutions to emerging challenges.

Our business model and solutions are built on the foundation of solid, quality intelligence and data, making **Current Analysis** the leader for competitive intelligence demands. We serve more than 30,000 users at over 250 enterprise clients, representing preeminent firms in the telecommunications, information technology and consumer electronics industries.

Current Analysis retains over 40 worldwide industry experts. Their frontline perspective and industry experience ensures you receive the best market information and analysis available - delivered within 48 hours of major industry events.

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