# How can I more effectively address the needs of my business customers?

**ca**®

Transforming
IT Management

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# Executive Summary

## Challenge

The availability of lower cost, broadband services will erode fixed-line revenues from existing enterprise customers as they migrate from legacy to Ethernet-based services. To compensate, CSPs must expand into the small- and medium-sized business market and become more effective at delivering value-added capabilities that better meet the needs of all business customers. Offering services such as performance reporting, identity provisioning, business continuity management and mobile device management can help generate profitable revenue and growth.

## Opportunity

Expanding into new markets and delivering new services can be costly. However, adding capabilities that complement and extend traditional service offerings by building on proven technology and by partnering with a successful IT-management company helps reduce the risks. Licensed from or hosted by CA, our IP-based service management solutions help you effectively deliver more value to business customers. And CA can help train and support your sales and marketing team to better enable your success.

## Benefits

Business customers are seeking more from their service providers. They need to reduce their IT costs while increasing their support for strategic initiatives. Acquiring network-based voice and data services from a trusted provider can be the ideal solution.

CA IP-based service management solutions help you protect and grow your customer base, extend competitive advantage and reduce risk by enabling you to deliver new managed services that help customers reduce costs and improve their business agility.

# More Effectively Meeting the Needs of Business Customers

Even as broadband services continue to expand, creating opportunities to grow bundled-service revenues and increase ARPUs from consumers and SMBs, fixed-line providers face another challenge: Enterprise customers of traditional voice and data networking services — carried via DS0/T1/T3, TDM, frame relay, ATM and dedicated DSL and custom fiber optic links — are now looking to upgrade their networks and services to Ethernet-compatible broadband services. Why? As more players enter the market and broadband service coverage continues to expand, competitive pressures are impacting prices. Plus with Ethernet-based services, companies can save by consolidating all their traffic onto a single, well managed network. And while many companies will be willing to use some of the savings to pay for managed services to reduce their reliance on scarce and expensive internal IT resources, basic fixed-line revenues from large enterprise customers are likely to remain under pressure despite the growing demand for bandwidth.

## Delivering New Types of Managed Services

At the same time, SMBs represent a new growth opportunity for all communications service providers (CSPs). With broadband service access charges similar to those for consumer services, the SMB market has now become a viable opportunity. Although competition for SMB customers between traditional telcos, cable service operators, ILECs and others means pricing for basic broadband services is likely to remain very competitive.

Customers of all sizes are under growing pressure to lower costs, reduce risks and better align IT with business imperatives. CSPs should now position themselves to protect one of their largest sources of revenues and profits by delivering managed and value-added service capabilities that help reduce the burden on their customers' IT organizations and free up their IT staff to work on new capabilities and more strategic issues.

## Creating These New Services Can be Costly and Require New Investments

However, developing new business services can be expensive and risky. While significant new investments are needed to deliver basic broadband services, managed and value-added services require major additional investments in hardware, software and human resources. Even CSPs that leverage other service providers' wholesale transmission services must invest in expanded operations centers and in the recruitment, training and compensation of professional services staff.

And as they do this, CSPs are entering a market that has already reached a high level of maturity and competitiveness. IT service providers, systems integrators, outsourcers and software-as-a-service companies have been selling outsourcing, integration, security, and managed and professional services to enterprise customers for several years.

To be successful, CSPs must differentiate themselves from non-network service providers by developing network-centric offerings that build on and are easily bundled with existing network services and that are grounded in a single standard: IP. For example, managed voice-over-IP (VoIP) services are likely to be attractive to many businesses, particularly smaller ones, because they do not have the technical expertise to manage their own voice or unified communications capabilities.

**To Succeed, CSPs Must Know Their Customers Inside and Out**

Another significant challenge faced by traditional telcos is that while they have deep relationships with the telecommunications professionals within their customer base, their relationships with the rest of IT are not as strong — and other CSPs may not have sold into the IT department at all. Providing real value to enterprise IT departments requires that:

SERVICE PROVIDERS MUST UNDERSTAND THEIR CUSTOMERS  Most likely, enterprise IT organizations will look to CSPs for network-related services that address issues such as network management and planning, security, mobile device management, storage, business continuity and unified communications. However, it is less likely that they will view their network service provider as an applications- or business process-based service supplier unless or until the CSP demonstrates a strong core competence in these areas.

SERVICE PROVIDERS MUST TALK THE LANGUAGE OF IT  Increasingly the model to which enterprise customers are turning to manage their IT organizational development is the IT Infrastructure Library, or ITIL®. CSPs offering managed and value-added services must be able to describe how their services fit into the ITIL model and how they can contribute to increasing the IT maturity levels of their customers.

**Offering These New Services Will Take Providers into Uncharted Waters**

Finally, offering these managed and value-added services will take many CSPs into new territory. For example, the profitability of expensive professional services resources requires careful assessment, as does the planning and service-level management of heterogeneous customer-premised equipment in a variety of geographies. Plus, keeping track and control of which internal resources are used by which business services and what IT capabilities are provided to which customers may be necessary for both profitability and regulatory compliance. And being able to automatically capture service requests — and resolve these issues accurately and quickly — to meet the tight service-level agreements (SLAs) that guarantee high levels of network performance is critical to keep customer satisfaction high and competitors at arm's length.

**Delivering Managed Network and Other Value-Added Services to Generate Growth**

So what do you, as a leading-edge communication services provider, need in order to deliver managed network services and other value-added capabilities that meet your customers' evolving requirements and help you generate growth? You need technology solutions that:

- Enable you to monitor, manage and optimize the performance and availability of network and voice services with a single, integrated view of your customers' multi-vendor, multi-technology networks

- Allow you to seamlessly manage your services, projects, products, people, and financials, empowering you to quickly and easily develop managed network services that meet your customers' requirements

- Help you deliver and manage new value-added IT services, such as network performance optimization, network-based security capabilities and mobile device management

You will also need to partner with a technology vendor that understands IP-based service capabilities, ITIL and enterprise IT requirements, enabling the vendor to assist you in defining new services and winning new business to make those services successful.

# Deliver Managed and Other Value-Added Services with Technology Solutions from CA

Delivering managed network and other value-added services that enable you to generate new revenue streams and help your business customers cut costs, reduce risk, and align IT with their business requires that you invest in technologies that enable you to monitor and manage customer-premised equipment, develop a range of services that meet ever-changing customer demands and provide a foundation to deliver value-added services that extend your competitive advantage, and help increase growth and profitability.

You can address these challenges by leveraging the best-of breed IP-based service management solutions from CA:

**CA NETWORK AND VOICE MANAGEMENT (NVM)** is a vendor- and platform-neutral approach that can help you achieve optimal performance, reliability and efficiency of enterprise data and voice services through end-to-end management of converged data networks and legacy voice systems. With CA NVM, you get a unified view of your customers' multi-vendor, multi-technology network and the ability to drill down into the details of every system, link and endpoint within the network, so you can proactively detect problems quickly and implement predictive capacity planning.

**CA UNIFIED SERVICE MODEL (USM)** is a service-centric information model that unifies information from diverse domain managers to create a 360-degree view of the IP-based services being delivered. By leveraging the service definitions maintained within the CMDB (Configuration Management Database) and rich data sources housed within other CA management solutions, the CA USM provides a detailed view of the specific assets that support your services and their interrelationships.

**CA CONFIGURATION MANAGEMENT DATABASE (CMDB)** is a repository of CIs, including hardware, software, business applications and services and the relationships between them. The CA CMDB provides data to support and enhance ITIL, a best-practice framework frequently used by enterprise customers to control costs and extend business advantage. The value of the CMDB is that it can be used to quickly relate network and service events to configuration changes and maintain "tested" configurations that are known to work. The CMDB can help you roll out new internal or customer premise equipment and network capabilities without impacting existing service levels.

**CA PROJECT AND PORTFOLIO MANAGEMENT (PPM)** is a multi-faceted planning tool that helps manage and align business requirements. The profitability of managed and professional services requires careful planning of and strict control over the use of professional services resources. CA Clarity for Professional Services Automation, a component of CA Clarity for PPM, is used by some of the largest professional services organizations to plan and manage their staff deployments. It gives you the ability to quickly view high-level details of every project, including financial and bill-back data, and conduct effective resource planning and allocation management that helps optimize utilization of resources. It also allows you to create and maintain multiple budgets and forecasts throughout the entire project lifecycle in order to accurately portray current and future profitability.

**VALUE-ADDED SOFTWARE SOLUTIONS** CA IP-based service management capabilities are increasingly used by CSPs to create additional value to their customers and additional revenues on top of their basic services. For example, eHealth, part of the CA NVM solution, is used to monitor the performance of customer MPLS edge routers connected to CSP-supplied networking circuits and provides customers with weekly (historic) reports on network performance and SLA compliance. Additional service levels, at higher monthly rates, can be specified to allow customers to run their own reports, to monitor key indicators such as VOIP packet drops and even to obtain real-time information on network performance. Using eHealth and other CA solutions, services can be extended beyond the edge routers to include servers and even mobile devices.

Other value-added services options include managed identity services, business continuity services and mobile device management:

**CA IDENTITY & ACCESS MANAGEMENT (IAM)** includes identity administration and provisioning, comprehensive access management and full auditing and monitoring capabilities. For businesses that have significant identity management requirements but lack the necessary internal resources to create and deliver them, offering a value-added service using CA IAM can enable your customers to standardize access to applications and services within their organization as well as their partners and customers. Such a service can provide a centralized approach to authenticating and authorizing users and streamline the log-in process by providing single sign-on capabilities, thereby improving productivity and customer satisfaction as well as reducing help desk costs.

**CA XOSOFT™ WANSYNC BUSINESS CONTINUITY** allows you to offer remote backup and real-time system replication services to your customers. The solution allows comprehensive, real-time replication of a customer's system to assist in swift restoration in the event of a disaster as well as:

- Quick, automatic failback, frequently in minutes rather than hours, which saves customers from suffering additional downtime
- Replication over the WAN without needing a sometimes costly dedicated access line

**CA MOBILE DEVICE MANAGEMENT (MDM)** unifies security management, configuration management, asset inventory, policy compliance and reporting through a self-service portal that can also be managed as a value-added service. The portal allows users to register their own devices, manage their passwords and lock or unlock their devices. Integrated with CA's asset management software, MDM provides a customizable workflow for approvals, escalation, event management and other support processes.

## Better Protect Existing Revenue and Generate Growth

CA solutions, including solutions to manage IP-based services, CA Clarity for PPM and CA IAM, are designed to deliver these important benefits:

HELP PRESERVE INSTALLED CUSTOMER BASE  Deliver managed network and other value-added services that meet customer requirements by working with a vendor that has more than 30 years of experience.

EXTEND COMPETITIVE ADVANTAGE  Develop and deliver new network-based managed services that keep you one step ahead of your competition, not only meeting today's customer requirements, but also anticipating their future needs.

MAXIMIZE CUSTOMER SATISFACTION  Proactively manage service level agreements (SLAs) to maintain customer satisfaction even when faults arise.

IMPROVE VISIBILITY AND CONTROL  Manage risks and optimize customer experience with improved visibility into existing resources and offerings.

HELP REDUCE BUSINESS RISKS  Leverage proven software solutions, best-of-breed tools and a strong CA partnership to help manage and sell your services portfolio and professional services capabilities and to facilitate your regulatory compliance.
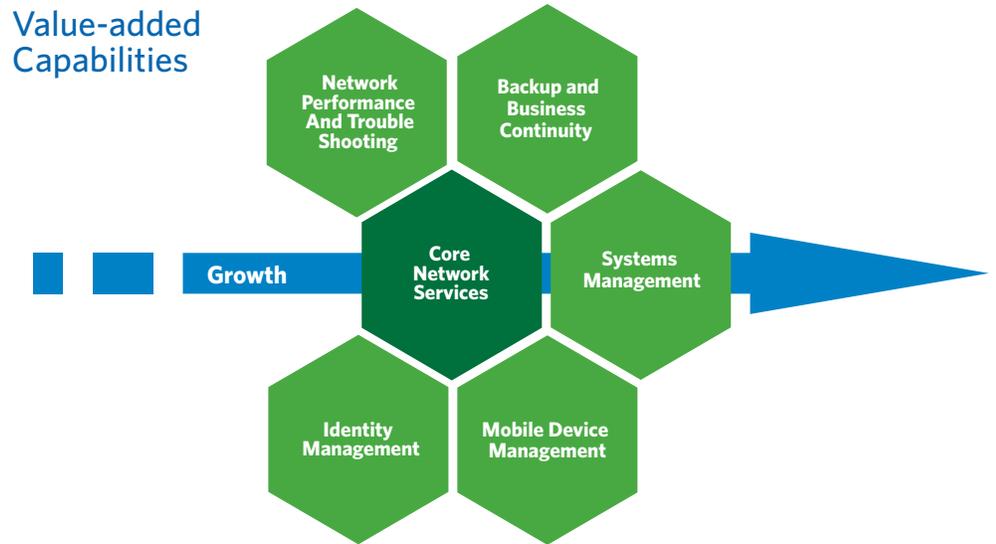
The CA solutions described above help you create and deliver new managed and value-added IP-based services to meet the evolving needs of your business customers — and help you to protect revenue, generate growth and be profitable in an increasingly competitive market.

As you transition toward delivering a broader set of managed services to your customers, it is exceedingly important to have the critical governance, management and security capabilities that allow you to differentiate yourself in a commoditized marketplace. CA leverages a blend of our industry-leading technology solutions — as well as the expertise of our partners — to enable you to develop services that meet customer requirements, enhance the profitability of these services and help your customers improve the performance of their network while reducing costs.

BECOME MORE EFFECTIVE ACROSS THE BUSINESS



**Value-added Capabilities**

- Network Performance And Trouble Shooting
- Backup and Business Continuity
- Core Network Services
- Systems Management
- Growth
- Identity Management
- Mobile Device Management

CA solutions provide the common capabilities to help you meet SLAs and performance goals across your services, drive revenues and extend your competitive advantage — all while delivering a great customer experience.

Whether you're catering to the latest consumer lifestyle goals, world-class enterprise networking needs or cost-effectively supporting SMBs, CA can help you manage your operational environment so that you can profitably meet the diverse demands of your business customers.

## SECTION 5: **NEXT STEPS**

If you're finding that:

- You need to deliver new, IP-based managed and other value-added services to protect revenue and generate growth...

- You need to monitor, manage and optimize the performance and availability of these services to customers to ensure customer satisfaction...

- You need better visibility into your existing investments and assets to quickly and easily develop managed network services that meet your customers' requirements...

Then consider the IP-based service management solutions from CA.

To learn more, and see how CA can help you develop and deliver new, IP-based managed and other value-added services to your business customers, visit **ca.com**.

CA (NSD: CA), one of the world's leading independent, enterprise management software companies, unifies and simplifies complex information technology (IT) management across the enterprise for greater business results. With our Enterprise IT Management vision, solutions and expertise, we help customers effectively govern, manage and secure IT.

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