



# UBIqube Channel Introduction



- **Introduction**
- UBIqube Solutions
- UBIqube Partner Program « Powered by UBIqube »
- Next steps



# Managed Services: Definition

- **“Managed Services”** refers to all IT related services outsourced by the enterprise customer to his Service provider of choice (SP, SIs, etc...) for an opex monthly fee
- Scope of the current Managed service initiative is limited to Converged End Point managed which encompasses Network/Security and VoIP related service management
- Key Concepts:
  - CPE remotely monitored
  - CPE remotely provisioned
  - SLA management
  - Min.1 year contract
  - CPE ownership: Partner or end user

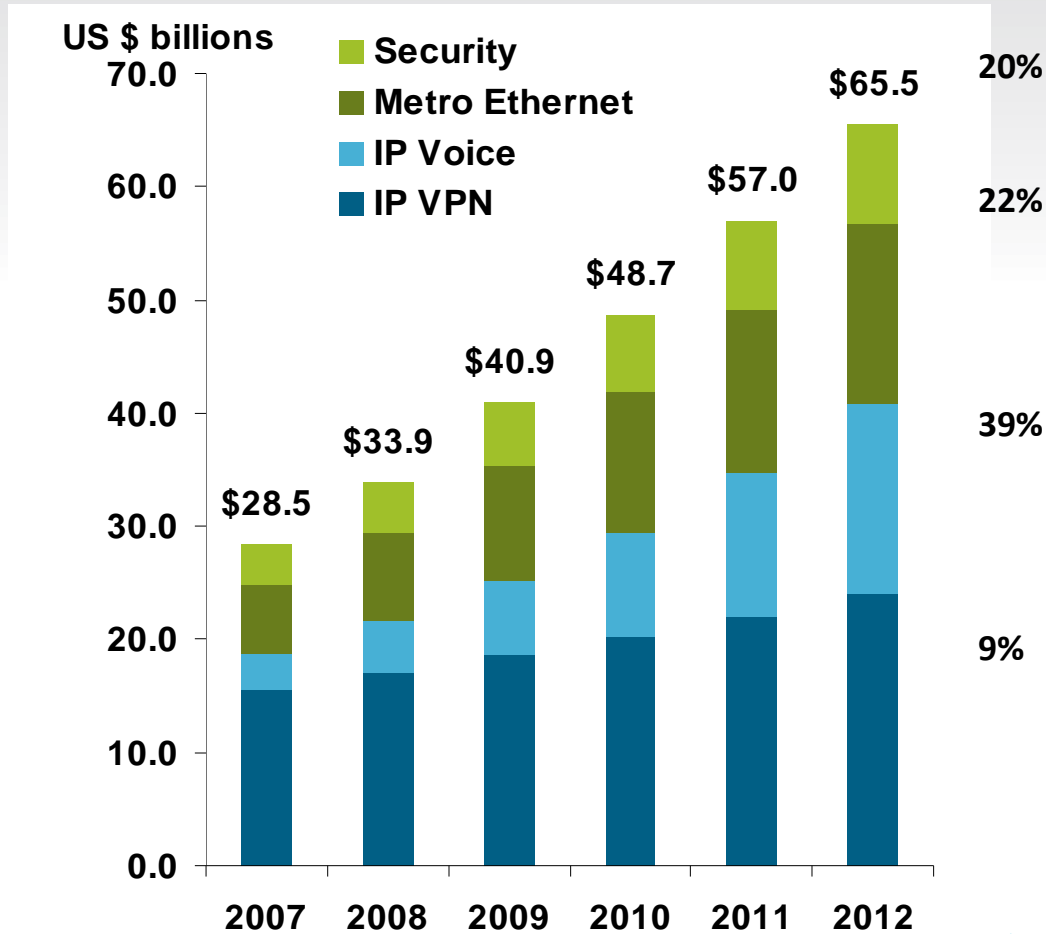
# Managed Services- Drivers

- **Financial :**
  - Transition from Capex to Opex
  - Opex predictability
- **Strategic :**
  - Need for IT agility to business environment hard to achieve in-house
  - Need to move internal IT expertise to core business related tasks
  - Improved IT SLA and cost management
- **IT :**
  - High Complexity ->less technical investments
  - SLAs and QoS over all sites
- **For the Partners : Recurrent business model more predictable and higher margin**



# Managed Services Europe-market data

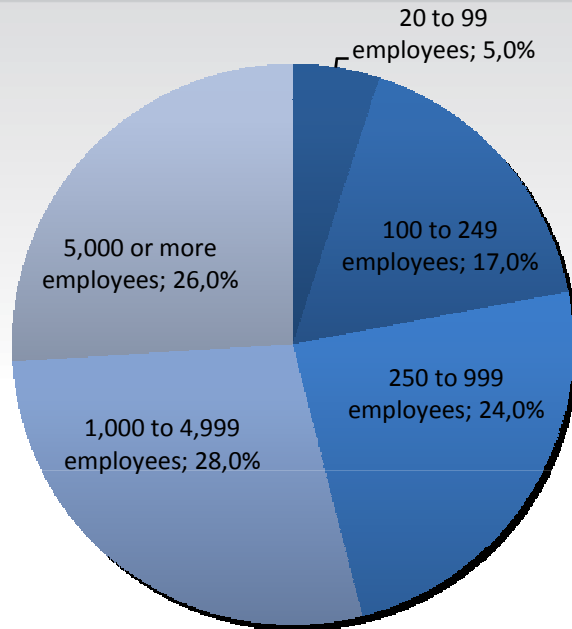
18% CAGR (2007-2012)



- 18% is substantial CAGR over 6 years
- IP voice sees fastest growth but from smallest base
- Security growth above average

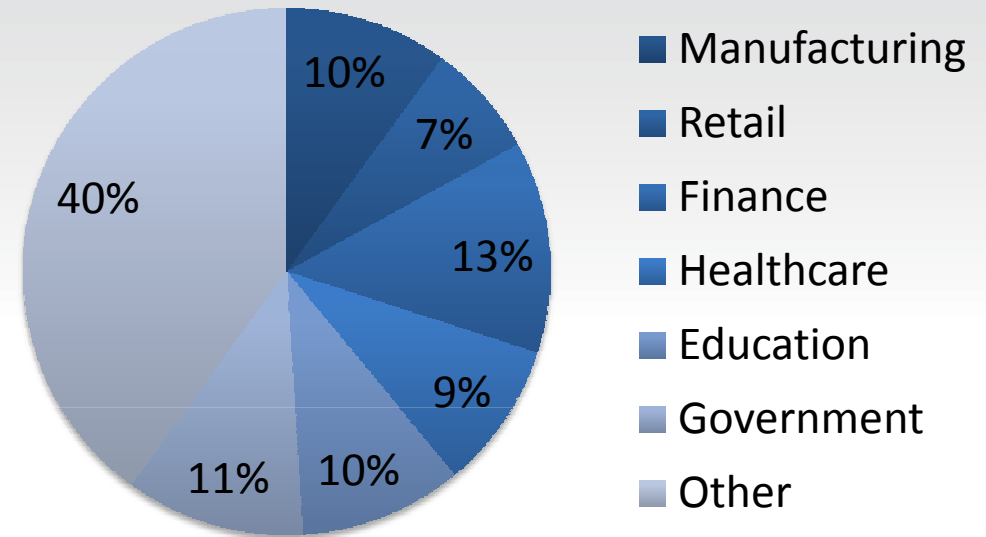
Source: Ovum 2008

# Managed Services Europe-market data



Largest growth will be done on the commercial segment

In 2013 the corporate accounts will remain the major investments in Managed Services



Public sector, education and healthcare should be privileged before finance, retails and manufacturing

# The CIO paradigm change...

In large corporations CIO focus/role change in the past 10 years:

1999 « Internal utility era »

## **Internal Support focus**

- Cost center
- Reactive mode
- Suppliers management relations
- Objectives are mainly internal user satisfaction



2009 « Strategic driver »

## **Proactive and key contributor to a corporate strategy**

- Member of executive committee
- Direct impact on corporate competitiveness
- Objectives are business related



# The Mid and SMB Market virtual CIO

For smaller companies unable to afford a full time CIO it is their **SI partners** Who take on the task of ensuring an optimal IT strategy in line with their business objectives

As a result Managed Services are taking off in that segment as it is viewed as a Perfect mechanism to offload IT management to a trusted party

In particular the following tasks are now more and more outsourced to SI/MSPs:

- Network and security devices proactive management (provisioning, change management, license management, health check etc...)
- VoIP management
- Consolidated and «easy to digest» reporting (security)

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- UBIqube develops converged next generation management solutions for the IT and Managed Services Industry:
  - **MSActivatorS DP** is the corner stone SW platform for converged services delivery and management (network, security and VoIP)
  - **SmartSOC Unified Management appliance** is the one stop shop Solution for a CIO end point Network, Security and VoIP Management challenges
- UBIqube's Engineering is in France and sales offices are Paris, Dubai, DC, Delhi, Moscow and Budapest
- UBIqube has a global strategic relationship with Cisco crystallized through many Managed Services wins and Channel initiatives

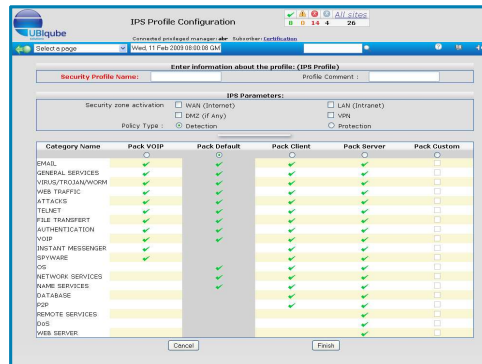


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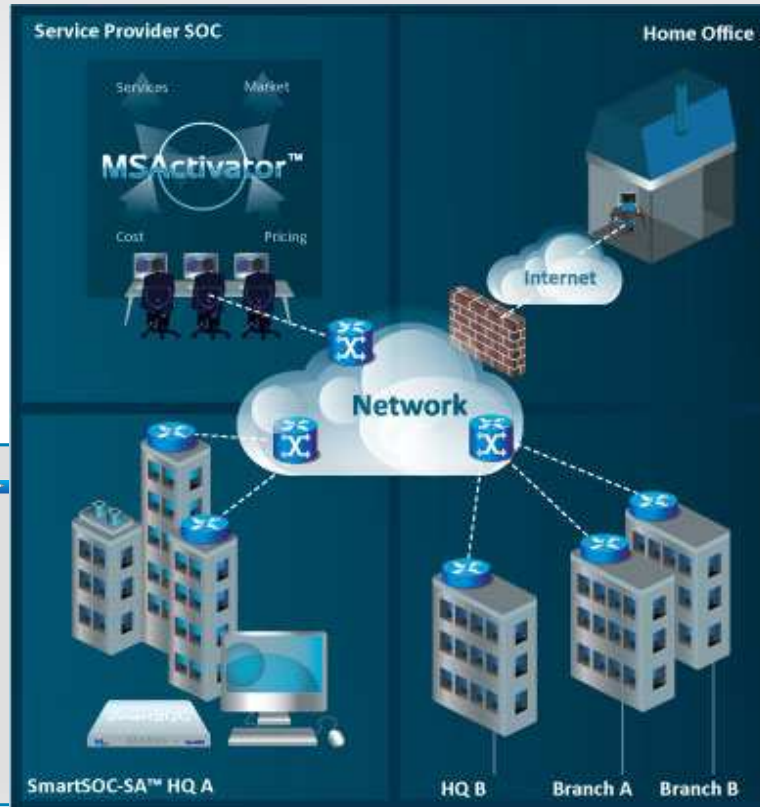
# UBIqube = The Simplicity



Web GUI (2.0)



Multivendor and Converged Profile based administration (abstraction)



## Advantages :

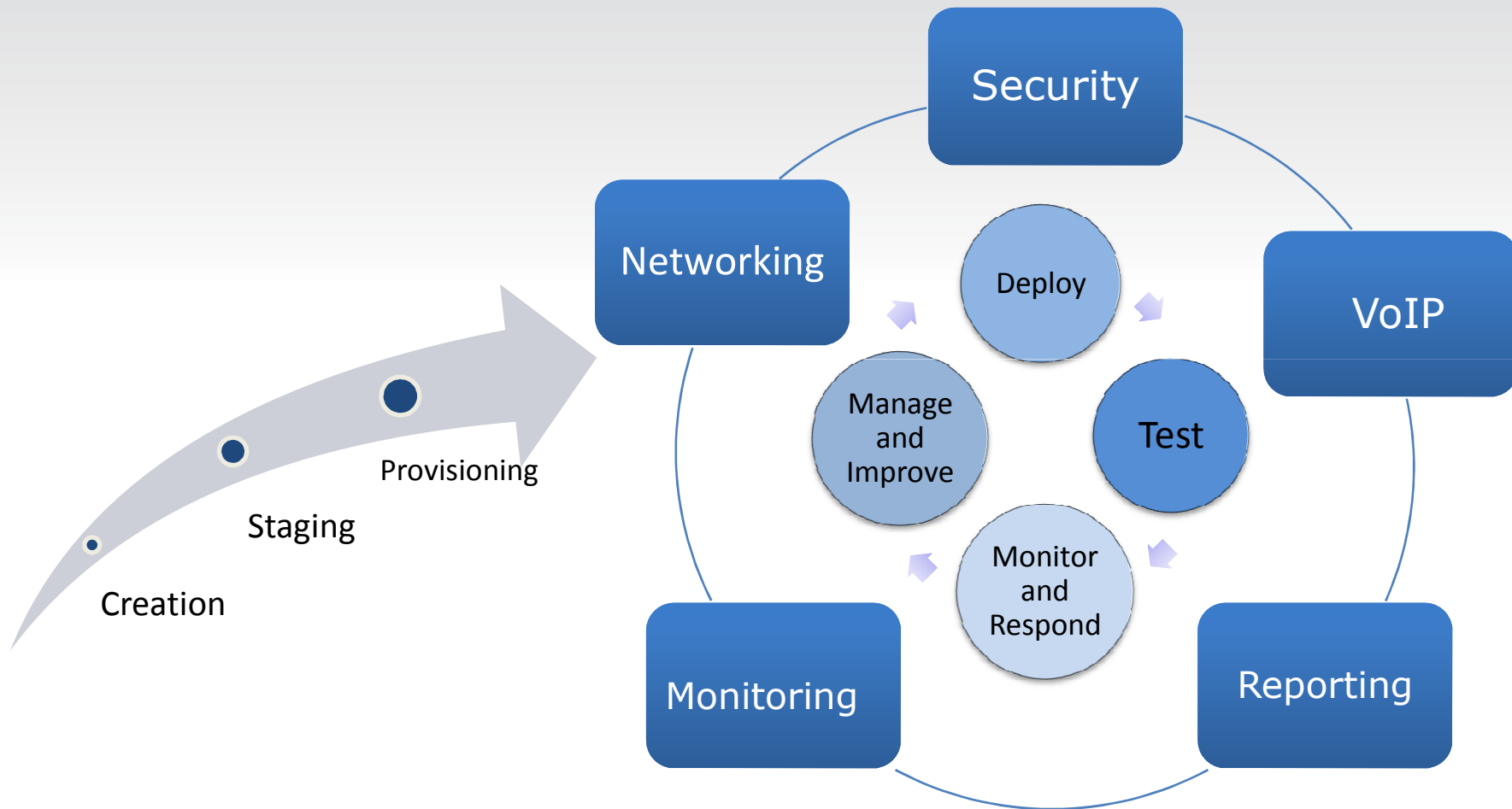
- Reduces the OPEX
- Reduces the delivery time

## SOC impact, Case in point:

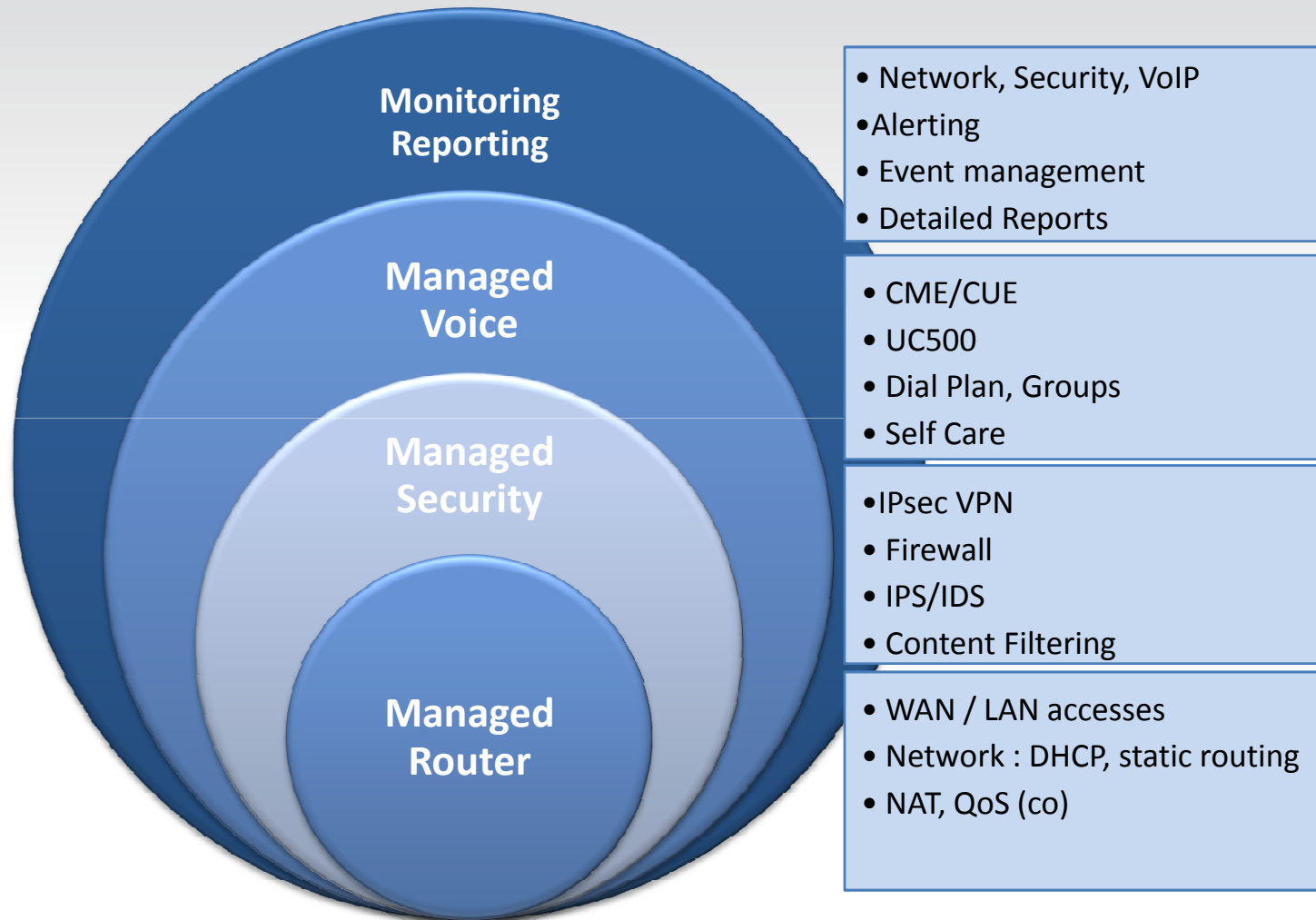
For a UBIqube empowered SOC, 1 employee manage over 2000 devices,

No need for CCIE

# A Platform built as a Service Lifecycle management Tool



# A converged Service Delivery Platform for a converging Industry





# Service Portfolio

Service	Enterprise	Mid-market	SMB	Enabled by MSActivator
Security Consulting	Y	Y	.	.
Customer Self Service	Y	Y	.	Y
Log Retention Services	Y	.	.	Y
Event Management	Y	.	.	Y
Monitoring, Alerting, Reporting	Y	Y	Y	Y
Managed VoIP	Y	Y	Y	Y
Managed IPS/IDS	Y	Y	.	Y
Managed Firewall	Y	Y	Y	Y
Managed Content (AV, AS, URL)	Y	Y	Y	Y
Managed VPN	Y	Y	Y	Y
Managed Router	Y	Y	Y	Y



# UBIqube Solutions



**UBIqube Service Provider Solution Suite** is the corner stone of a CPE based Converged Managed Services offering

A Partner empowered with UBIqube MSActivator is set to cost effectively address the Converged Managed Services market opportunity. Available in SaaS and on-premises (partner pack)

**UBIqube Smart SOC** helps organizations streamline their network, security and VoIP lifecycle Management.

As a result, IT departments equipped with UBIqube's innovative SmartSOC appliance benefit from reduced complexity, reduced operational cost, and ultimately improved security.



Supported devices: Cisco IOS based (ISR G1/G2), Cisco ASA, PIX, UC500 and CME/ISR  
Reporting on Ironport to come, SA500/SRP on research mode.

## Product

SmartSOC



MSActivator



## Solution offering

Large Account Management Solutions for Network, Security, UC

Managed Services

Managed Routing  
Managed Security  
Managed UC

## Channel

System Integrators

VARs

Service Providers

MSSP

VAR

## Target

*Managed Services:*

1 Partner who offer MS

2 Partner who want to offer MS

*Integration mode:*

Partner that want to offer a unified solution for network, security and UC multi-sites

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# UBIqube Managed Service Program

A dedicated « Powered by UBIqube » Managed Service Partner Program featuring the following support:

## **GTM/Sales and Marketing**

- Discounts on UBIqube's technology
- Services activation with ASA, ISR, UC500
- MS Business case (SaaS, Partner Pack)
- Full marketing collateral Pack (Datasheet, service description, SLAs)
- Sales training assistance

## **Technique**

- Solution test/Validation in SaaS model at no cost, SmartSOC NFR, account demo on UBIqube SOC.
- Online technical training or assisted by UBIqube
- Intensive support during the service launch phase (3 months)





# Powered by UBIqube Partner Packages

## Package Bronze

1 500€

- Web portal acces for 2 devices (including 1 free of charge)
- Online training and certification

## Package Silver

5 000 €

- SmartSOC NFR for 10 devices
- Web portal acces for 5 devices (including 1 free of charge)
- Training in UBIqube's offices for 2 persons/2 days and online certification

## Package Gold

10 000€

- SmartSOC NFR for 25 devices
- Web portal acces for 10 devices (including 2 free of charge)
- Training in UBIqube's offices for 4 persons/2 days and online certification

★ Certification valid 12 months

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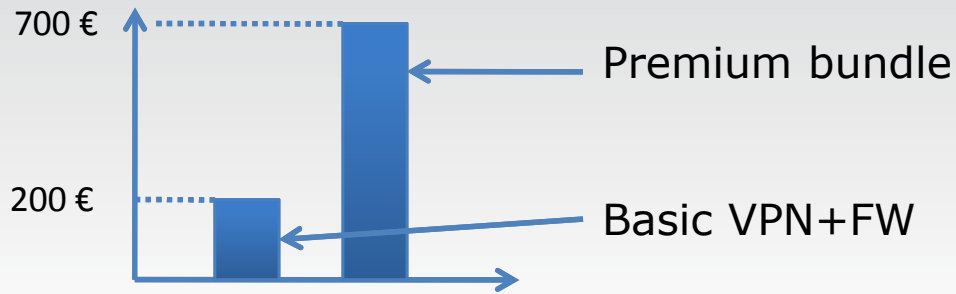
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# Thanks on UBIqube MSAActivator Platform...

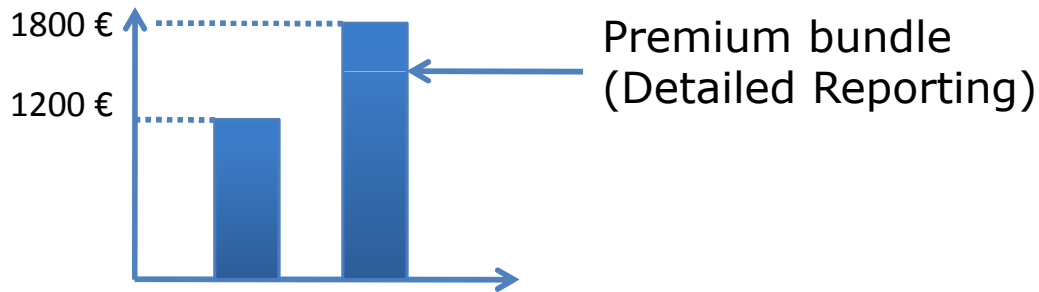
Annual Partner margin per:

**ISR (G1,G2)**

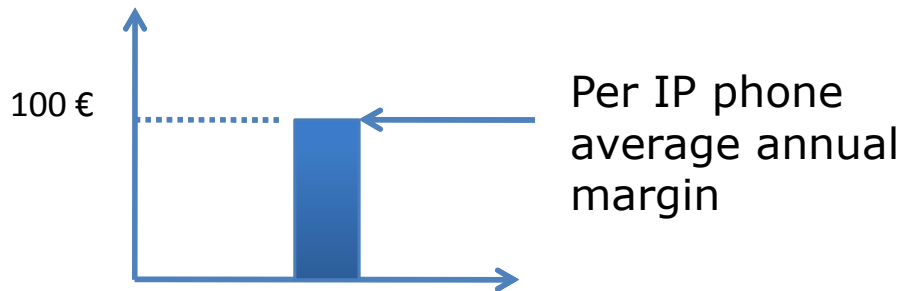


*Data based on real Cisco UBIqube partner businesses launched in Western Europe in 09. Margin net of device lease and UBIqube license.*

**ASA**



**UC**





**completel**  
la fibre de l'entreprise

Identifiant

Mot de passe

Connection

La solution réseaux et télécoms pour les entreprises

powered by UBIqube

**it VISE**

Login

Password

Connection

DRIVING IT, POWERING BUSINESS

powered by UBIqube solutions

VSOC 9.3.0 (Puma)

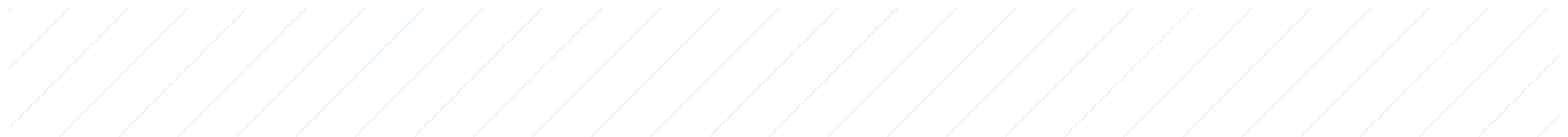
**RELIANCE Globalcom**  
Anil Dhirubhai Ambani Group

Login

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## Q&A Next steps

- Questions ?
- Be part of our program



Contact UBIqube :  
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