

Managed Network Services

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Managed Network Services* program analyzes the market for managed network management services delivered to the enterprise. As enterprises face the challenges of increased network complexity, service providers and network equipment vendors have developed managed solutions that maintain and extend customer relationships via more value-added service delivery models and offerings. IDC's Managed Network Services research keeps clients informed of industry trends and their impact on the market. The service helps clients understand managed network services purchasing patterns, business drivers, provider selection criteria, and service and support requirements and analyzes what these mean for service providers and vendors that seek to develop and/or refine their go-to-market strategies.

Markets Covered

This service covers the following segments of the managed network services market::

- Managed IP VPN
- Managed wireless LAN
- Managed unified communications
- Managed IP PBX
- Managed local-area networks
- Managed telepresence

Subjects Analyzed

Throughout the year, this service will address the following topics:

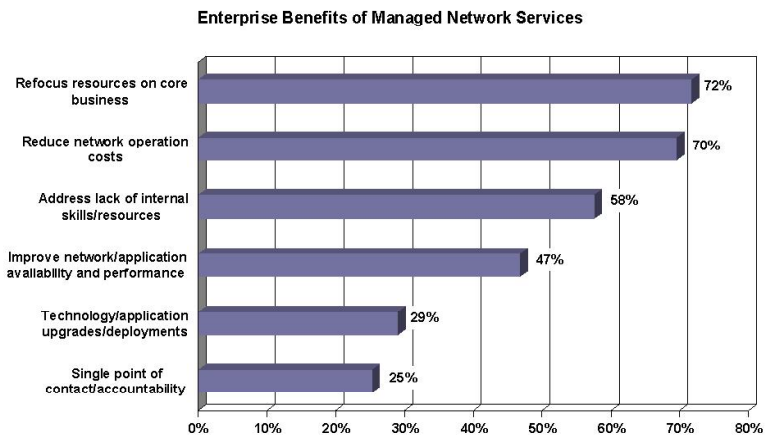
- Enterprise buyer requirements
- Network and IT convergence services
- Product development strategies
- Pricing and customer engagement models
- Go-to-market strategies
- Partnerships and alliances

Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. What specific network elements are being managed by third party providers?
2. What are the business requirements driving demand for managed network services?
3. What are the underlying dynamics of enterprise buying behavior and how do networking, IT, and applications interact?
4. How are service provider and equipment vendor business models evolving to capture the opportunity of managed network services?
5. What are the delivery models for managed network services?
6. How is the managed network services ecosystem evolving?

Enterprise Benefits of Managed Network Services



Source: *IDC U.S. WAN Managers Survey, 2007*

Source: IDC

Companies Analyzed

IDC's Managed Network Services program examines how major service providers and network equipment vendors are positioning themselves to compete in the managed network services market. This service reviews strategies, market positioning, and future direction of providers in the managed network services market, including:

Accenture, AT&T, Alcatel-Lucent, Avaya, BT, Cisco, Citrix, Cox, CSC, Cybera, Dimension Data, EDS, Global Crossing, HP, Juniper, IBM Global Services, Level 3 Communications, MASERGY, MegaPath, New Edge Networks, Nortel, Orange Business Services, Presidio, Qwest, SAVVIS, Sprint, T-Systems, TWT, Verizon, Virtela, XO Communications

Core Research

This service focuses on the following core research. In addition to the insight provided in this service, IDC may conduct additional research on specific topics, or emerging market segments, via research offerings that require additional IDC funding and client investment

Managed Network Services Framework and Taxonomy, 2008
This study presents IDC's preliminary framework for research and analysis of managed network services (MNS) trends and opportunities. The document provides definitions and classifications of MNS activities, lays out an initial MNS market model , and offers insights on the MNS supply chain and competitive landscape.

U.S. Managed Network Services: A Demand-side View from the 2008 WAN Managers Survey
This study presents the managed network services-related results from IDC's U.S. WAN Manager Survey, 2008, which examines the market from a demand-side perspective and focuses on the MNS consumption patterns and strategies of small, medium-sized, and large United States–based businesses.

Managed IP VPN Market Forecast and Analysis
This IDC study examines the market in the United States for MPLS IP VPN services for carrier-managed services. The document provides a discussion of key market dynamics and growth factors and market sizing and forecasts.

Managed Network Services Vendor Profiles
This study will highlight a leading vendor's managed network services strategy, including details such as customer segmentation and solution portfolio, growth strategies and go-to-market plans. The document provides actionable advice for the vendor community, partners, and customers using specific examples of industry best practices and detailed assessment of profiled vendor's MNS strengths, weaknesses, and competitive differentiation.

A Complete Intelligence Solution

IDC offers a complete market intelligence solution customized to meet your business requirements. The array of products and services available to you includes:

- The opportunity to have your specific questions answered through personal interaction with industry experts who cover the topics and markets in your service
- Around-the-clock access to our market intelligence on idc.com, IDC's personalized Web experience
- A view of the market's future with 12 months of continuous intelligence about its direction and the reasons behind it, along with actionable advice for taking advantage of existing and emerging opportunities
- Special client discount pricing on purchases of research from other services
- Complimentary admission to IDC's annual Directions conference, where you'll hear our latest forecasts and network with IDC analysts and other industry professionals
- Complimentary invitations to monthly executive telebriefings, interactive forums designed to provide you with insights about research and strategies directly from IDC analysts

To find out how our flexible packaging options can meet your specific business needs, please contact your IDC sales executive.

IDC's Investment Philosophy

As a privately held company, IDC believes that our customers are our primary constituency. A large percentage of every revenue dollar is reinvested back into our products, including more analysts, more geographic coverage, and extensive primary research.

Our steady growth over the past 10-plus years reflects our commitment to investing in our customers.

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IDC Analyze the Future

IDC is the premier global provider of market intelligence, advisory services, and events for the information technology telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For more than 43 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting www.idc.com.

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