

THERE HAS TO BE A SMARTER APPROACH TO  
PRODUCT DEVELOPMENT

MANAGED SERVICES  
MARKETING and OPERATIONS CONSULTING

for Service Providers, Integrators and Equipment Vendors

Parcus Group provides consulting to carriers, telecommunications service providers, systems integrators and IT equipment vendors on methodology & strategies for building successful managed services businesses.

### Value Proposition

Parcus Group collaborates with clients to help them become high-performance managed services providers and suppliers. Our customers include service providers and carriers, equipment vendors as well as IT providers and systems integrators.

Our value to clients comes from our niche & specialised focus, the expertise of our people and our ability to provide holistic managed services business creation & improvement program including business financial analysis, product & process development and effective stakeholder engagement.

Your business will leverage the following benefits:

- **Improve Time-To-Market:** Parcus Group consulting professionals have years of experience in operations, marketing & product development of managed services that can dramatically reduce the learning curve during your project. This is especially important when developing new products, capabilities and feature releases.
- **Learn from Professionals:** Our people are certified professionals and have in-depth managed services product knowledge as well as extensive consulting experience. Through direct vendor engagement, we can facilitate the knowledge transfer to your staff to increase their understanding of managed services best practices.
- **Flexibility:** Our consulting offers a flexible engagement model to allow you to leverage only the specific consulting expertise your organization requires. This provides you with maximum flexibility in structuring the project to work within your budget.
- **Minimize TCO:** Our consulting teams can help you with integration of IT systems, applications and processes allowing you to maximize the value of your service delivery infrastructure.
- **Global Coverage:** Parcus Group has consultants available in North America, Europe, Asia and Australia to help implement your global solutions.

### Our Approach

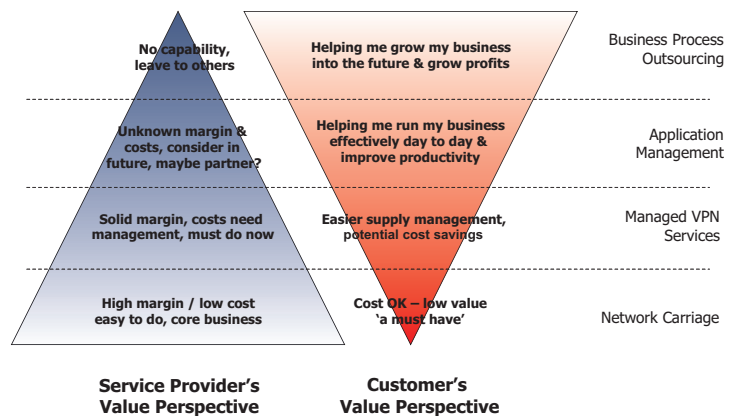
By relying on expertise of our consultants with experience in running world leading managed services businesses for major telcos, we can help your business grow further.

Our approach covers two activity streams run separately or in parallel, to maximise the value we deliver to your business. First stream includes **operational aspects of managed services business** and second focuses on **product, marketing & strategic activities**, you need to consider.

Our program can be applied accordingly, across multiple product variations including Managed Connectivity, Managed Network Services, Managed Security, Managed Server, Managed Storage, Managed Application Services, Managed Convergence & Mobility and finally Managed Collocation & Hosting Services.

### Managed Service Provider Benefits

- Business contracts extended longevity (in line with customer premise equipment life spans)
- Increase 'stickiness' & ARPU (average revenue per user) of core communications products by applying service bundling strategies
- Ability to interact with & influence customers at a business/application decision making level
- Protect vital carriage revenue by de-commoditising & value adding



### Customer Benefits

- Peace of mind: provider monitors IT infrastructure, network & applications on 24x7 basis proactively
- Single point of contact for carriage and all networked equipment issues & single supplier instead of multiple vendors (IT strategy partner)
- Business aligned service levels (SLAs) for uninterrupted delivery of critical applications
- Known costs for management & fixed price contracts
- Avoid costs of building own IT management & reporting systems
- Lower TCO reduced costs for specialised IT staff

## Managed Services Marketing & Strategy Considerations

### Product definition

Running a great managed services business includes running with market & customer requirements in mind. For a complete business solution, following are some of the ingredients:

- CPE: win in the market by offering market leading range of products
- Technical services: design & installation, infrastructure and applications management & maintenance
- Keeping the customer informed: Reporting & performance monitoring options
- Commercial aspects: create differentiation at a business service level (SLA) layer
- Value proposition: Market based pricing & go-to-market strategy

### Strategy & managed services business evolution

Our approach will ensure you have clearer visibility of the future directions, trends and evolution of managed services in a world of convergence, applications & increased mobility and thus create products which deliver benefits to customers not only today but also tomorrow.

### Service bundling opportunities

We can improve your competitive advantage by providing guidance on market leading practices for successful & profitable service bundling.

### Pricing principles & strategies

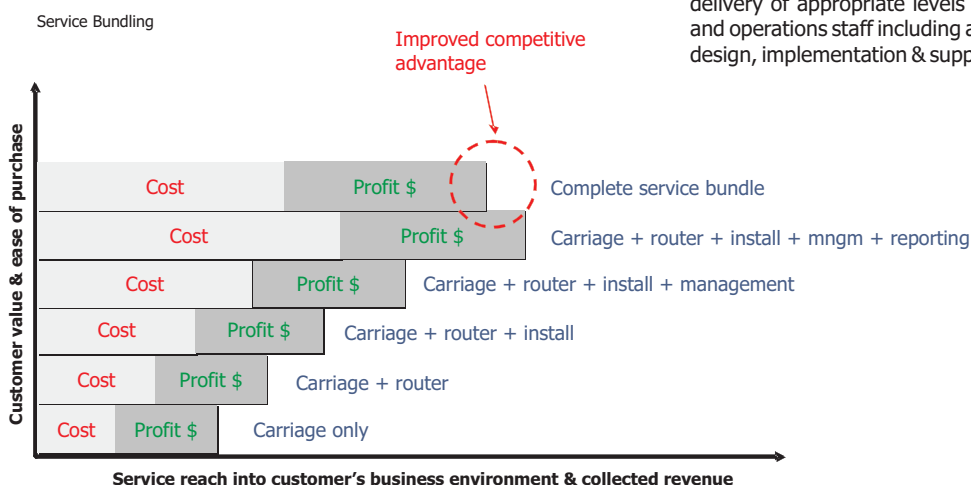
Our approach to pricing is built on market based management principles. Only by combining strong understanding of customer needs and creation of products that meet those, relative to competition products and prices, superior value for the customer, can be created.

### Total cost of ownership (TCO) modelling

In the value based pricing equation, price is only the tip of the iceberg. Role of product & marketing is to articulate the value and justify the price even where the premium pricing is required. It is thus very important to understand and use the total cost of ownership.

### Go-to-market strategies

As a part of our service we will explore creation of most effective channel models & channel enablement techniques including sales training programs & incentives schemes.



## Operational Aspects of Managed Services Business

### Service delivery models including ITIL alignment

Building a world class managed services offering requires careful consideration of all aspects of customer's requirements as well as internal capability. ITIL is a useful tool which can be used to assist with effective mapping of market demands to product and service offerings.

### Product development prioritisation

The cost of lost revenue & opportunities needs to balance or outweigh the cost of new product development, including the consideration of timing & resource availability. Our prioritisation framework will help you focus on the projects which can be delivered to the market at minimum time and cost but will bring the best return to your business.

Following are some of the investment parameters we consider:

- Business strategic alignment
- Return on investment (ROI)
- Ability to execute

### Supply policy

Through numerous years of experience in account & vendor management and negotiations in strategic sourcing, pricing and contracting, we can ensure that your interests are clearly represented, whether you are a buyer or a supplier.

### Process development

Parcus Group can provide back-of-house technical integration & process development support on product lifecycle activities & new product developments including:

- Creation and support of standard & non-standard delivery processes including solution design, ordering, activation, implementation, support and billing
- Product roadmaps, accreditation or certification of devices for compatibility with alarming, reporting and other IT management systems
- Development of configuration guidelines and activation processes
- Establishment of support and maintenance arrangements

### IT tools & systems

We will liaise with your IT department to develop & deliver suitable:

- IT strategy & direction including detailed technical solution fit to business requirements & corporate IT policy
- IT systems including hardware & software platform selection, recommendation, implementation activities, on-going support, maintenance & security
- Integration with current or new business systems & applications integration both across business units and externally

### Training & certification

Parcus Group will help you with coordination, planning and delivery of appropriate levels of training & certification for sales and operations staff including account managers, pre & post sales, design, implementation & support functions.

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You can download this brochure as a PDF file at:

[http://www.parcusgroup.com/bustec/Managed\\_Services\\_Consulting.pdf](http://www.parcusgroup.com/bustec/Managed_Services_Consulting.pdf)

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