



Managed Services Execution Empowerment The Service Provider Partnership Program

Benefit from Dependable, Incremental, Recurring Revenues

At a Glance

- Assessment and Design
- Integration and Deployment
- Remote Monitoring
- Remote Management
- Network Security Solutions

Today many service providers are looking for new services they can offer their customers that will differentiate them in their market while generating dependable, incremental revenues on a recurring basis. In addition, they would like the new service turn-up process to be as painless and rapid as possible.

Whatever kind of connectivity your organization provides—whether your model is an ISP, RBOC, LEC, or MSP—NEC Unified Solutions has the profit-oriented solutions your company has been looking for: Simply join NEC's Service Provider Partnership Program.

Make NEC's Competitive Advantage Work to Your Benefit

At a time when so many organizations are migrating to IP telephony, NEC offers an extensive portfolio of services unmatched by any other telecommunications system supplier. (See complete listing in the right column.) NEC's Service Provider Partnership Program lets connectivity providers sell any or all of these services to their customers. As program partners, providers can even offer their customers Managed IP Telephony, NEC's best-value solution for business voice services. (See "What is MIPT?") By doing so, they differentiate their offerings from their competitors' and increase customer loyalty over the long term.

The Partner Relationship

QX-S3100 switches support a wide variety of protocols including Spanning Tree Protocol (STP), Rapid Spanning Tree (RSTP) and Multiple Spanning Tree Protocols (MSTP). QX-S3100 switches also support link aggregation, a simple, cost-efficient method of increasing bandwidth while load-balancing traffic among various ports.

What is MIPT?

When a customer orders Managed IP Telephony (MIPT) service, NEC installs the entire Internet protocol telephony system on the customer's premises without upfront costs. NEC operates, monitors and completely supports it on an on-going basis. All the customer pays is one monthly recurring fee to your company! MIPT is perfect for service providers wishing to generate dependable recurring revenues. Service providers offer their customers MIPT, a unique service, while avoiding technical headaches. NEC takes care of everything!

Selling MIPT to Customers is Easy. Its Value Proposition Practically Sells Itself!

- A complete IP telephony system
- No upfront expenses
- No capital investment
- No need for on-site IP telephony technical expertise
- Customer premise-based equipment provided— no shared resources
- Quality of service (QoS) guaranteed by service level agreements (based on SLA metrics)
- Per-seat monthly fee

Two Examples: RMS & MIPT

When a service provider offers its customers Remote Management Services (RMS), NEC will manage and remediate the customers' networks beyond the demarc, to the device level, giving your business a new capability, more comprehensive than ever before. Adding the MIPT solution to a portfolio of services via the NEC Service Provider Partnership Program differentiates that provider in his marketplace and results in a steady, reliable revenue stream.

Make NEC Your Go-to-Market Partner

Looking for new services you can rapidly turn up that will generate dependable incremental recurring revenues? Look no further than NEC's Service Provider Partnership Program.

Key to Success: Defining Responsibilities

Critical to the success of the relationship between NEC and the service provider is defining our joint go-to-market responsibilities. From experience, we know that means clearly developing and defining a shared yet clearly defined process to ensure opportunities are identified, qualified, proposed, closed installed and serviced seamlessly. Employing our proven methodology delights customers during the engagement phase and ultimately delivers a compelling, fully managed and headache-free IP telephony solution.

For more information go to www.necunified.com/partner/cisco or e-mail us at sppp@necunified.com

Empowered by Innovation



For more information, visit necunified.com

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