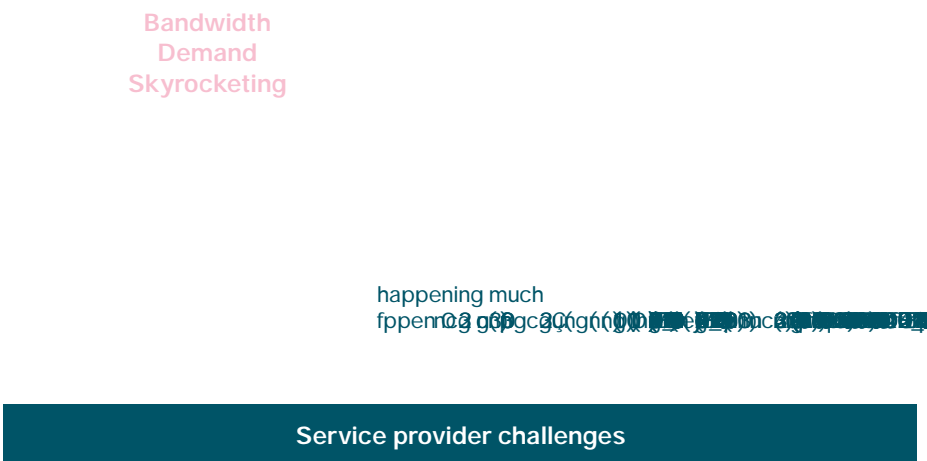
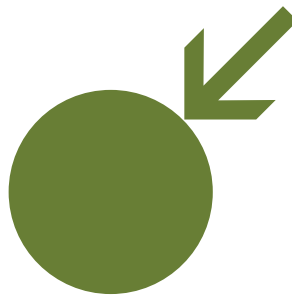
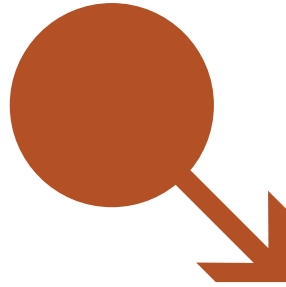


Figure 1. SP Market Dynamics





It is important to recognise that addressing each of the challenges in isolation is not the recipe for success - the challenges are inter-related. It is therefore

Cost Optimisation - Overcoming Cost Challenges

Operational Excellence - Improving the Customer Experience

Upskilling the team

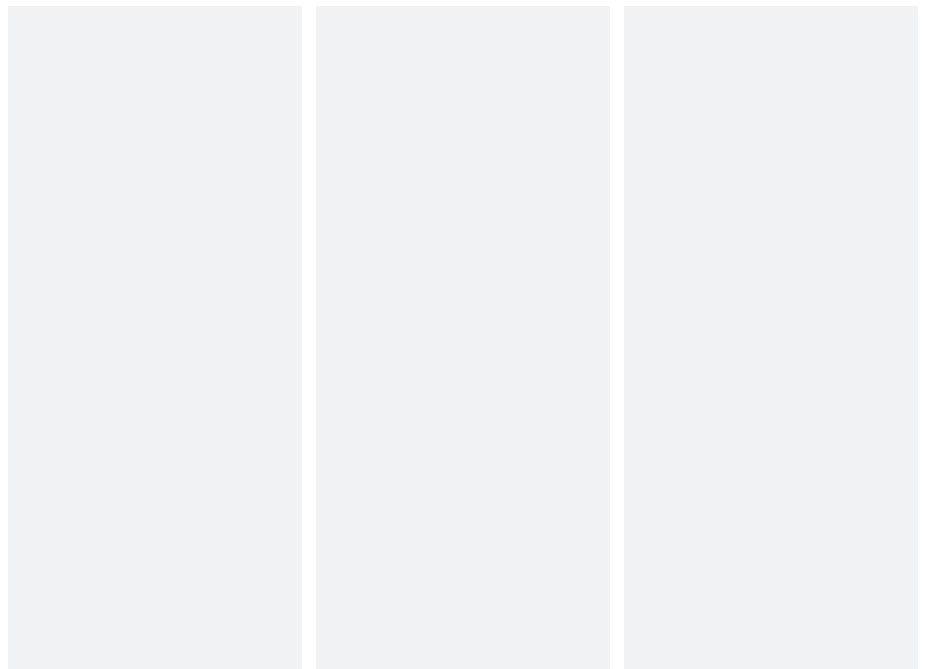
Network teams are under intense pressure to deliver new services faster. The situation is further complicated by the proliferation of new devices, multi-service networks and new technologies to support. This requires new skills to manage the services and technologies, so changes to the architecture must also be considered in terms of their internal impact on people and processes,

Service providers have mature, advanced skills in traditional services and technologies. However, if they plan to introduce new services, they will need to make an investment in training and upskilling to reach the same level of maturity. This can also extend the launch period, slowing time to revenue. Cisco Services can help overcome resource challenges with a range of assisted options and flexible business models such as Build Operate Transfer, Build Integrate Transfer or hosted/white label services supported by SLAs. In some cases, Cisco Services can take the lead on implementation then hand operations back, allowing the

delivering revenue. This derisks the service launch and takes service provider skills to a higher level of maturity.

By using the Service Assurance Roadmap, service providers are able to benchmark their operations maturity and use Cisco Services to "leapfrog" to higher levels of maturity for new offerings that can be taken to market

Figure 7. Outcome Based Engagements





To ensure the highest standards of governance and project management, the Cisco Services team works to internationally-recognised best practice and standards such as ITIL and eTOM when designing and implementing s 8 83 Services termk