



The Techco Revolution

How Service Providers, MSPs & VARs are Exceeding Enterprise Expectations

Kevin Baranowski

Sr Director, Global
Enterprise MSP & MSSP Channel Sales

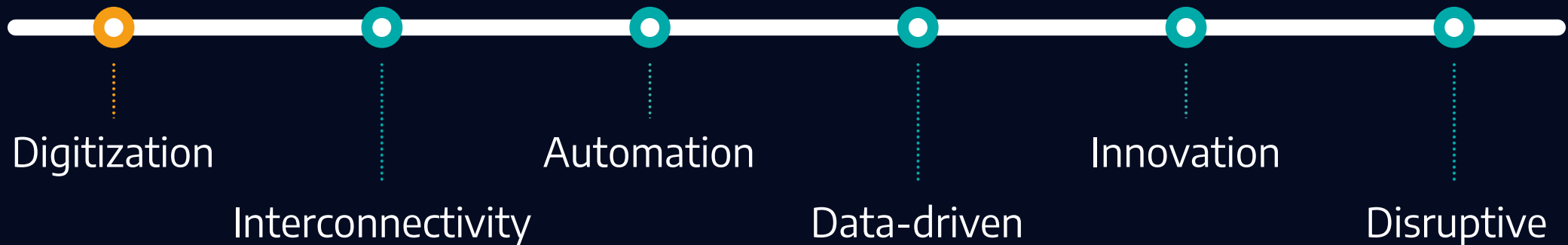


ACCEDIAN

Understand the need.
Deliver the solution.












Data Drives Technology Advancements



SLA Assurance – Proof of Performance



<p> Challenge Inability to hold cloud providers responsible for missed SLAs, burden of proof of where problem lies.</p>	<p> Challenge Lack of visibility can result in missed SLAs, financial losses, and delayed MTTR.</p>	<p> Challenge Inability to troubleshoot at the microsecond level can mask problems that otherwise show green.</p>
<p>40% of businesses experience brownouts several times a week¹</p> 	<p>Average IT enterprise teams spends 12.5hr/week trying to fix network performance problems²</p> 	<p>Granular visibility into network application performance can help organizations reduce data breach-related fines by approximately \$842 million³ by 2024</p> 
<p> Outcome End-to-end visibility (before, during and after) cloud deployments. Forensics and proof of innocence.</p>	<p> Outcome Improved time to resolution. Cutting down finger-pointing. Reduce costs.</p>	<p> Outcome The ability to capture and detect outages that are short-lived (milliseconds of missed data).</p>

Changing Technology Landscape

The digital medical experience



“The digital world has been in a separate orbit from our medical cocoon, and its time the boundaries be taken down.”

-Eric Topol



Troubleshooting – Faster Time to Resolution



Challenge

It takes too long to get to root cause or problem resolution

91% of mid-sized enterprises surveyed in 2021 said that a single hour of downtime would cost them over USD¹

\$300,000



Outcome

Get to root cause in just a few clicks. Reduce downtime, improve operational efficiencies



Challenge

Lack of proactive monitoring to get ahead of incidents and reduce downtime

60%

of IT teams say that end-user complaints are increasing and hurting their productivity²



Outcome

Test capacity & performance before outages occur. Get ahead of incidents before impact users



Challenge

Troubleshooting more complex as incidents transcend systems, technologies, & disciplines

40%

of enterprise workloads will be in the cloud by 2023³



Outcome

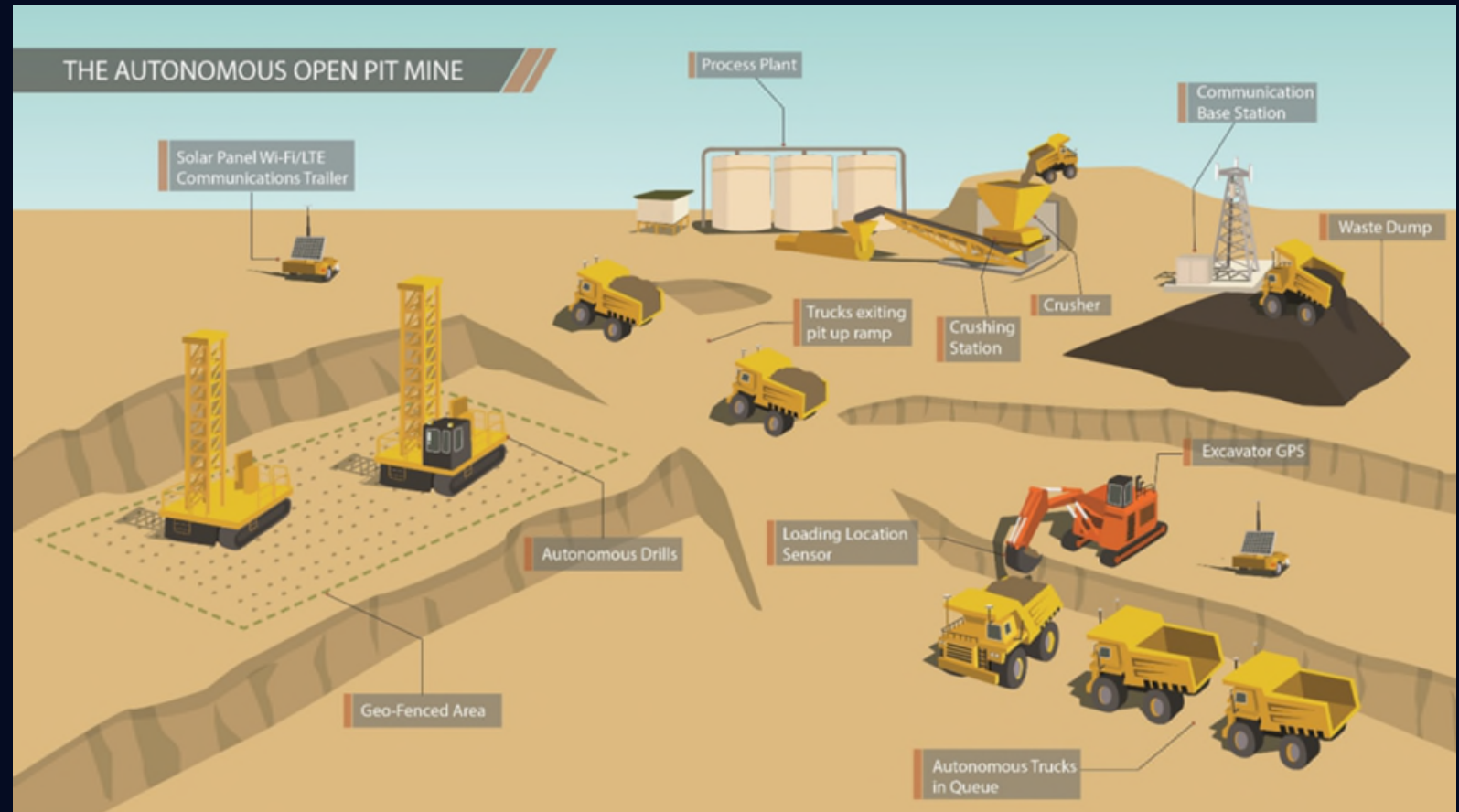
Simplified troubleshooting that reduces the skills or time needed to debug

Changing Technology Landscape

Autonomous robotics and manufacturing



**Real time management
regardless of distance
or location.**



Private 5G – Secure Network Performance



Challenge

Monitor Private 5G network traffic to assure service performance & guarantee SLAs



Challenge

Detect and resolve problems quickly within the Private 5G and service provider network



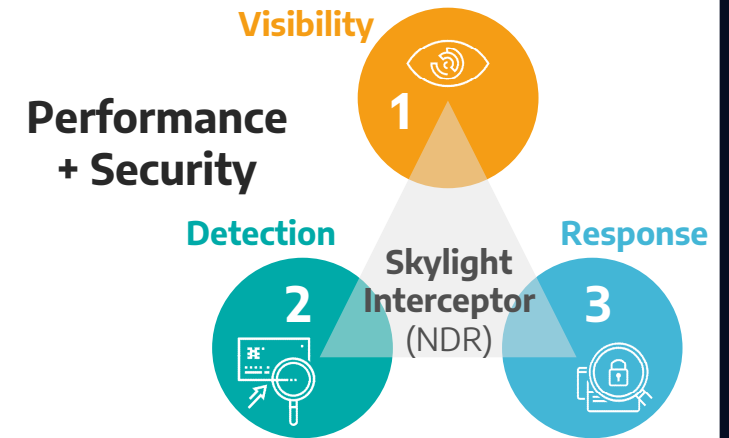
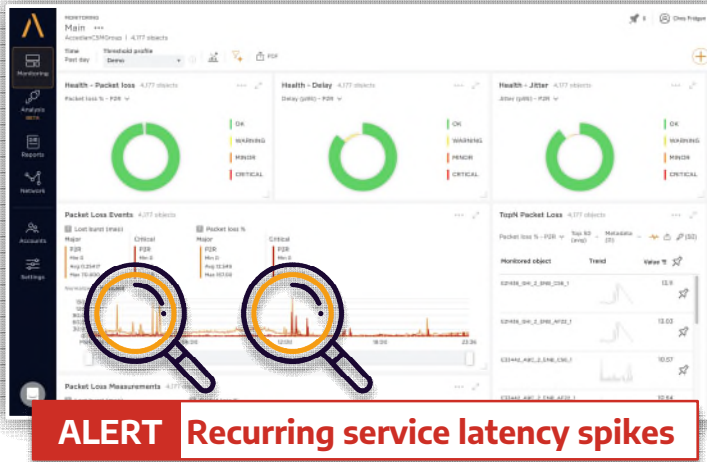
Challenge

Secure the Private 5G network with early detection of network traffic anomalies



Network KPI thresholds

- availability
- throughput
- latency/delay



Outcome

Differentiate Private 5G services with performance SLAs and continuous, real-time monitoring and reporting



Outcome

Optimize QoE with complete visibility of network, application, RAN, and transport network performance



Outcome

Integrated security, network, and application performance monitoring within the same platform

Changing Technology Landscape

Cloud initiatives



40%

IT Reliability Concerns

25%

Building Hybrid Clouds
















25%

Migrating to Cloud



End-Customer Portals

Transform self-serve experience

 Challenge Meet customer demands for real-time service and SLA monitoring, reporting visibility	 Challenge End-user self-service portals with personalized reporting are expected by B2B customers	 Challenge Developing the capability in-house or adapting existing platforms is often not viable
 <p>Real-time self-service SLA reporting</p>  <p>Real-time insights</p>  Customer Experience Increased responsiveness SLA transparency	 <p>Increase revenue</p>  <p>Reduce support calls</p>	 <p>R&D \$\$\$\$</p>    <p>Portal-aaS subscription</p>
 Outcome Offer transparent network services and SLAs with confidence	 Outcome Differentiate portfolio and upsell portal reporting dashboards 'as-a-service' for additional revenue	 Outcome Reduce cost-to-serve customers with multi-tenanted end-user reporting portal

Key Figures: Enterprise Markets & the Changing Technology Landscape



\$7.5B¹

Private 5G
2025 Global Addressable Market

\$832.1B²

17.5% (CAGR)

Cloud Computing
2025 Global Addressable Market

\$248.3B²

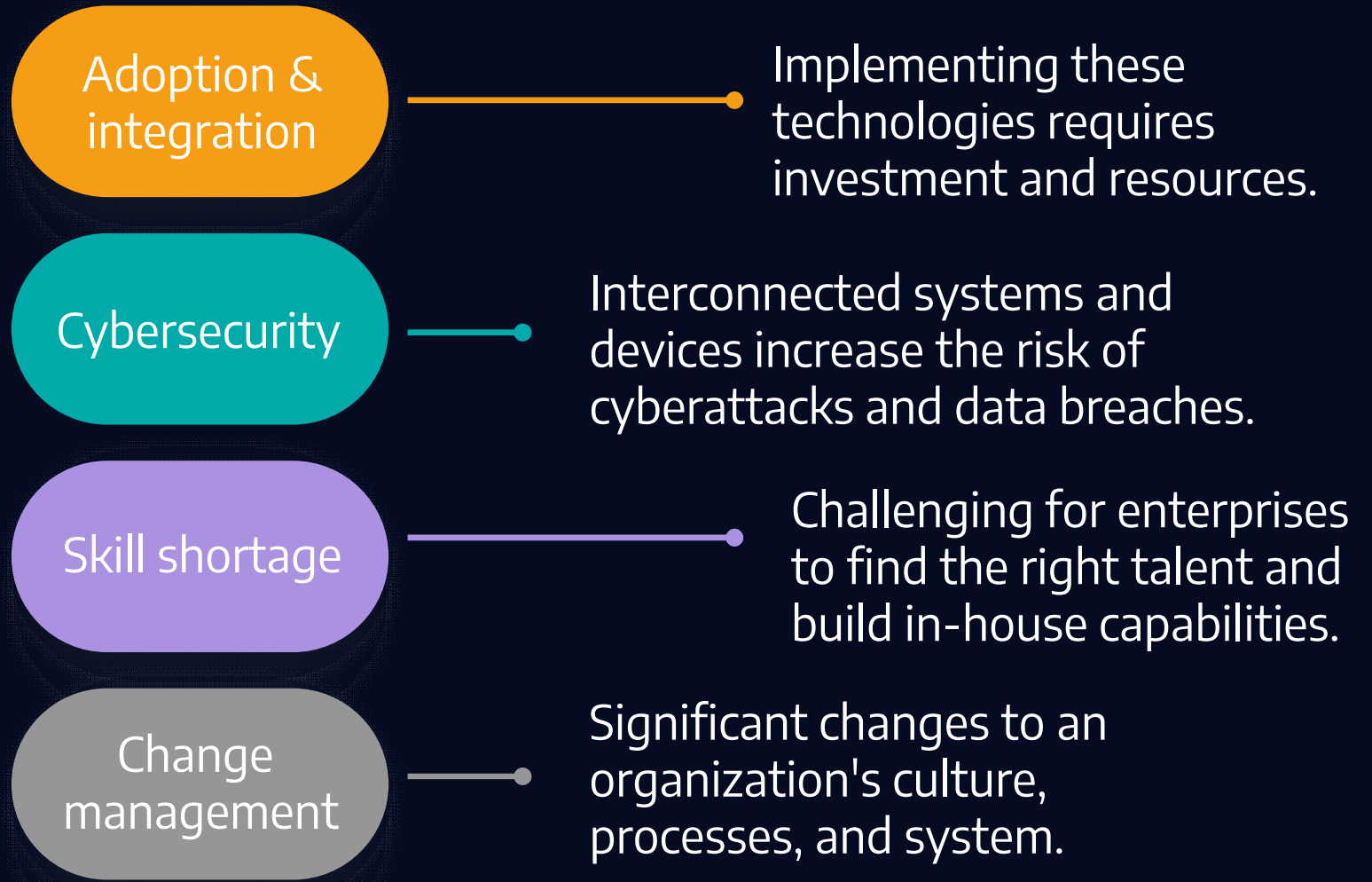
10.2% (CAGR)

Cybersecurity
2023 Global Addressable Market

Challenges Presented to Enterprises



While these technology trends bring many benefits and opportunities for enterprises, they also present significant challenges



Opportunity for VARs



Technology trends present several opportunities for value added resellers to

- **grow their business,**
- **provide value to their customers,**
and
- **establish a strong position in the market.**

Opportunity for MSPs



MSPs allow for real time updates and enhancements to technology enterprise customers need, with flexibility and scale.



Service Deliver



Managed Services



Cost Savings



Scalability

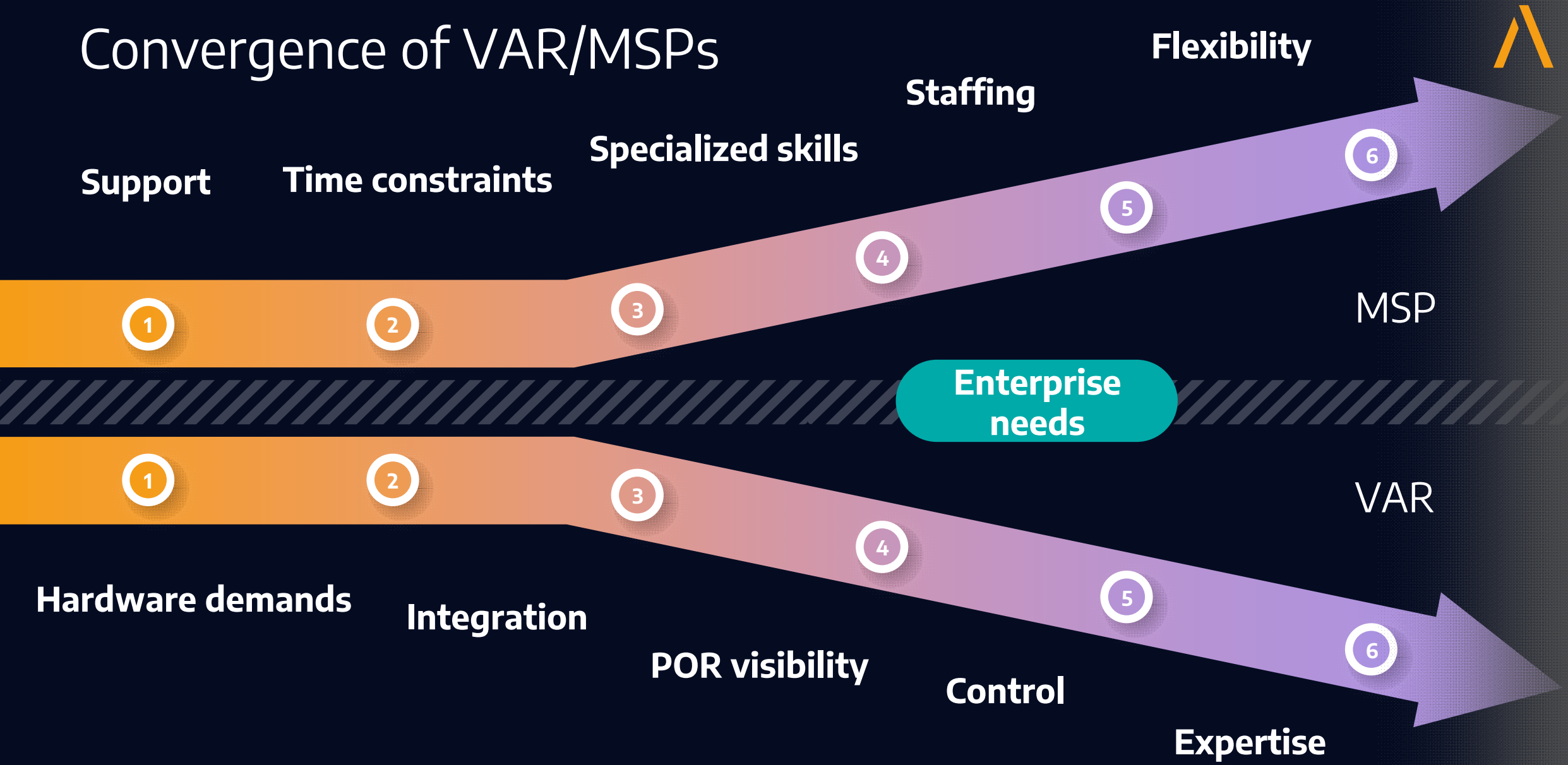


Differentiation



Recurring Revenue

Convergence of VAR/MSPs





FAST PACED

WHEN THE WORLD
CHANGES, BE THERE.



In today's fast-paced and ever-changing business landscape, staying aware of emerging trends is critical.

By keeping a close eye on trends, businesses can identify new opportunities for growth, improve their customer experience, and stay ahead of the competition.

However, staying aware is not enough.

Enterprises and VARs must also execute on these trends to fully realize their benefits and remain relevant in the market.



Merci!

Additional
questions
and feedback!



