



Network Operations Center

September 2023

AppDirect is introducing new Managed Services

Advisor facing slides

Why is this an exciting opportunity for advisors?

Market Trends

- 1. Managed Services is on the rise**

Demand for managed services has evolved 3fold since 2021, quickly turning into **half-a-trillion** dollar business
- 2. SMBs are changing channel partners**

SMBs prefer channel partners with service capabilities & move away from resellers as they continue to adopt managed services
- 3. MSPs gaining market share**

SMBs are shifting IT spend to MSPs & SIs to meet their need for increased support and consultation

Advisor Benefits

AppDirect Advisors can capitalize on this growing market with access to a network monitoring & management platform & team of 24/7 Network Operations Center (NOC) experts

- ✓ Stay ahead of customer needs
- ✓ Offer managed services without drastically changing their business
- ✓ Become more competitive in the market
- ✓ Capture more share of wallet

Offer value-added services without drastically changing your business



Become more competitive

in the market by offering managed services and support previously only offered by MSPs



Increase value to your customer

and solve their business challenges by complementing their existing solutions with managed services



Capture more share of wallet

from existing customers by identifying cross-sell/upsell opportunities

What's happening in the market?

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Security, reliability, and performance are top of mind



Always on Culture

requires 24×7×365 availability



1 minute of downtime =
up to **\$10k** in lost revenue &
productivity



Downtime & data loss
negatively impact brand
reputation and customer
experience

Staffing and tool configuration are difficult



RESOURCE & SKILLS GAP

Demanding **consistent responsiveness** with minimal idle periods for staff and maintaining the **necessary skills** makes doing it on your own challenging.



LACK OF VISIBILITY

Having your network information scattered across multiple tools makes it challenging to get a comprehensive view. Your staff, stakeholders, and vendors need to have the right information to **identify the scope and root-cause** of IT issues



LACK OF A CENTRALIZED TOOL

Configuring, integrating, and maintaining the necessary tech stack to **monitor, report, view, and manage network health** can be costly and time-consuming.

The right tools and team enable you to **proactively identify and address potential issues** before they escalate into major problems.

This helps **minimize downtime, data breaches, and other disruptions** that can negatively impact business operations.

AppDirect can help

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Add NOC solutions to your portfolio with our catalog

ENERGY

EV Charging | Water & Waste
Electricity | Natural Gas | Solar

CONNECTIVITY & SD-WAN

Fiber | Cable | Wireless | Satellite | TEM

MANAGED SERVICES

NOC | SOC | Professional Services
SmartSupport | Asset Management

SECURITY

Physical Security | Network Security
Endpoint Security | Cloud Security | SASE

CLOUD INFRASTRUCTURE

Public, Private, & Hybrid Cloud
Data Center & Colocation | Disaster Recovery

SOFTWARE AS A SERVICE

Microsoft | Google | ERP | CRM | Productivity | Business
Applications | IT Management | BI

MOBILITY & IoT

Wireless Services | Internet of Things (IoT)
Managed Mobility | Expense Management (WEM)

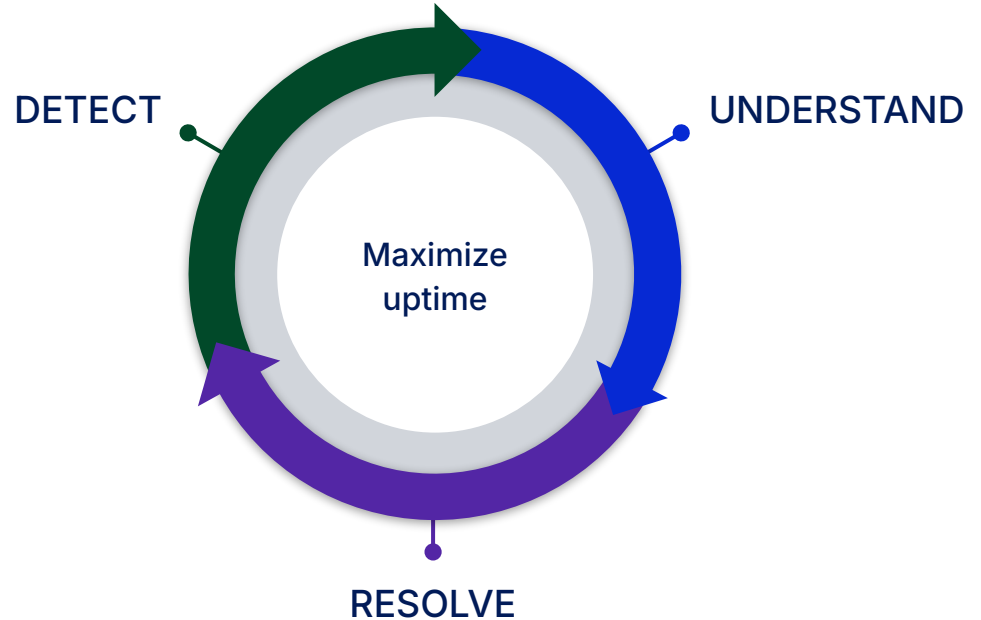
CUSTOMER EXPERIENCE (CX)

UCaaS | Contact Center | CPaaS | SMS
Analytics | Artificial Intelligence (AI)



AppDirect VNOC

Maximize uptime with a best-in-class **networking management and monitoring platform**, coupled with a **team of NOC analysts** acting upon alerts **24x7x365**



Team of Analysts

As an extension of your IT organization, we proactively manage & ensure the performance of your networked environment.



24×7×365 Monitoring

Team of **NOC analysts** that proactively monitor and resolve incidents available **24×7×365** to minimize downtime and ensure seamless operations.



Incident Management

Specialized team of experts delivering high touch incident management depending on your environment and needs.

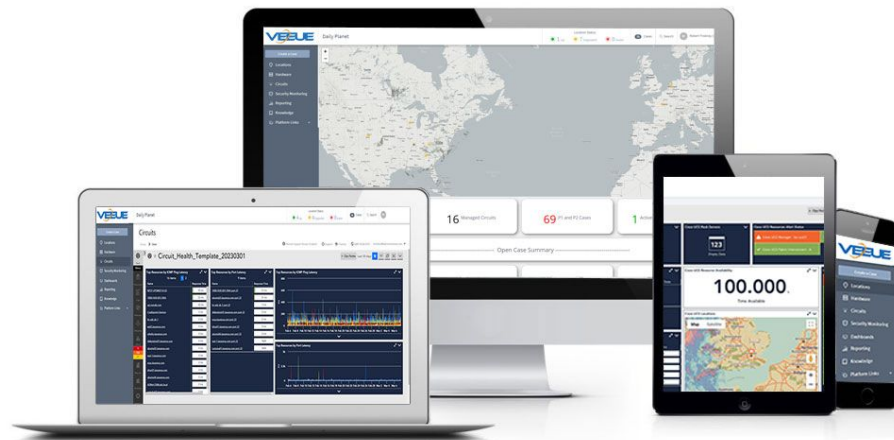


Customized procedures

We follow ITIL standards and create **customized** troubleshooting procedures.

Integrated Toolset

Gain all of the capabilities of ServiceNow and LogicMonitor in a single integrated platform.



Detect LogicMonitor

Monitor the **infrastructure that matters** to your business with proactive alerts so network troubles can be swiftly resolved.



Manage & Resolve ServiceNOW

Raise and track tickets in real-time to stay aware of **ticket status and progress** through to resolution.

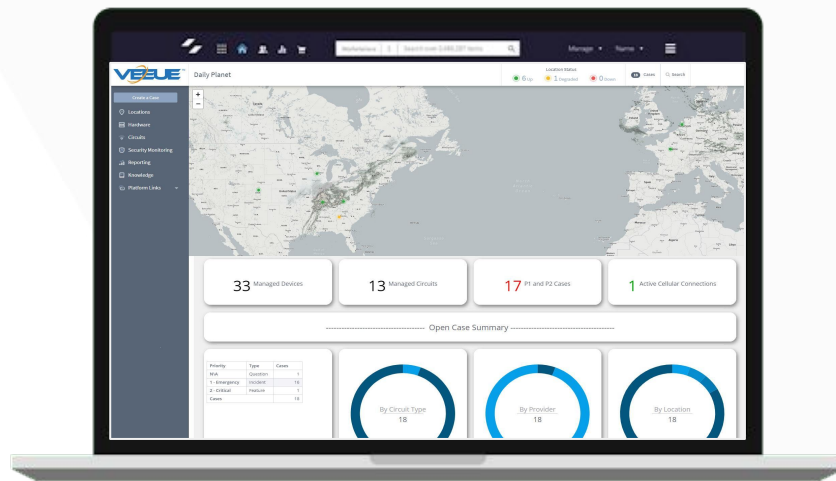


Gain Insights

Simplify and analyze complex data with AI and machine learning to make **data-driven decisions** about your network.

Centralized View of Network Health

A single-pane of glass for your internal and extended teams to monitor everything with an IP Address



Consolidated view of all devices

Real-time insights into the **health & status** of all connected devices and locations (up/down/degraded).



Alerts & resolution

Instant alerts and notifications about potential issues to address problems before they escalate.



Dashboards & reporting

Historical data analysis and reporting features to **identify trends and patterns**, aiding in effective **capacity planning** and **resource allocation**.

Monitor your end-to-end tech stack

Vendor Agnostic

Your tech stack spans many vendors, so should your monitoring



...and many more

Professional Services



PROJECT MANAGEMENT

Project Managers that assist in onboarding, **organizing and streamlining** strategic initiatives, technology upgrades, and lifecycle management.



ENGINEERING SERVICES

Engineers and subject matter experts to **design, configure, and install** the solution that meets your needs. Migrate to the latest technological, upgrade networks, and leverage SASE and SD-WAN.



ON-SITE TECHNICIAN SERVICES

On-site, on-demand field coverage across the country, helping multi-site companies **solve routine or emergency technical tasks**.



WAREHOUSING

Secure storage facilities to **house and deliver lifecycle services for your equipment**; including inventory management, staging, configuration, testing, assembly, and more.

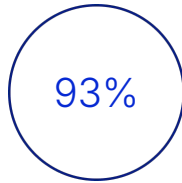
SmartSupport

Helping millions on their journey



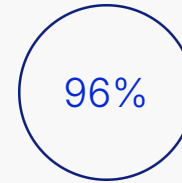
Calls Annually

End-user **Help Desk** services and **on-boarding** support



Customer Satisfaction

End-customers rate us highly for **on-boarding**, **migration**, and **level 1 help desk support**



First Call Resolution

Most end-customer issues are resolved on the first call.

Case studies

Ideal customers

Our solution is a good fit for:



Organizations with multiple physical locations that need to be monitored



IT teams lacking resources to properly monitor and manage their network



Retail, manufacturing, banking energy/utilities, hospitality

Key NOC win

Won 25K MR-GMV NOC deal over incumbent

Challenge

Looking for new provider as incumbent was a telco with a non-agnostic service offering

Solution

Comprehensive WAN management solution to support the complex global WAN network

Results

>1600 monitored IP addresses over 15 countries

\$4600
in recurring
commissions

Thank You

