



Partners: SI & MSP Focus

IN PRACTICE

Engagement Profile

- ◆ Global Financial Services Firm
- ◆ **36,000** Devices; **650** Branch Offices
- ◆ **10-300** Devices per Office
- ◆ 5 partners with Specific Responsibility

Prior to engaging Clarus Systems, the deployment time and labor costs were high, with quality of service out of control.

Results

- ◆ Automated Testing reduced deployment timeframe by 6 months
- ◆ Reduced senior consultant travel, burn out, and attrition costs
- ◆ Eliminated post-cut Help Desk trouble tickets and consultant return repair work

What does it cost your customer if...

- ◆ **IP phones don't work properly on Monday morning?**
- ◆ **the entire CUCM system fails and the backup system is not configured properly?**
- ◆ **a stock broker can't call out to make a multi-million dollar sale?**
- ◆ **the CEO's calls and private voicemail messages are being forwarded to an inappropriate phone number or voicemail box?**
- ◆ **a Call Center representative can't receive orders because their DID is not working properly?**

As a System Integrator or Managed Service Provider, you strive to instill a high degree of confidence in the IP Telephony environments you deploy and operate, so your customers don't have to play the 'what if' game. By partnering with Clarus Systems, you can exceed customer expectations of voice Service Level Agreements while standardizing repeatable services that create operating efficiencies.

OPTIMIZE the POWER of COLLABORATION

DIFFERENTIATE YOURSELF with INTEGRATED VOICE SERVICE MANAGEMENT

As new enterprises adopt IP Telephony, more and more System Integrators and Managed Service Providers will emerge to manage these converged networks. Now more than ever, it is critical to position strategic tactics that differentiate how you implement and manage ongoing operations of Cisco Unified Communications Manager.

Set yourself apart from the competition by offering your customer integrated voice service management as a strategic component to your CUCM implementation offerings. The value will be proven in measurable results including increased performance management capabilities by providing the actionable insight necessary to effectively deploy and optimize your customer's application performance.

WHO is CLARUS SYSTEMS?

Clarus Systems provides integrated voice service management, testing and monitoring solutions for IP

Communication and Contact Center deployments, upgrades and transformations. Privately held and based in Redwood City, Calif., Clarus Systems is widely recognized for its award-winning application, ClarusIPC®, which maximizes system availability based on the company's four pillars of automated testing, performance management, configuration management and business intelligence. Clarus Systems' management solutions ensure ongoing, validated telephony environments that empower unified communications.

- ◆ Founded in 2001
- ◆ Global Industry Veterans: 100+ Combined Expertise
- ◆ Focused on the Enterprise, SI & MSP Channel Strategies
- ◆ 2007: High Growth Reported
- ◆ European Market Penetration
- ◆ Exclusive Cisco Technology Developer Partner
- ◆ Only Testing Solution Endorsed in Cisco's Best Practices Guide, "Steps to Success"





HELPING SYSTEM INTEGRATORS PROVE VALUE TO THE CUSTOMER

Do you struggle to prove to your customer that work has been completed, or that problems post deployment are a result of their changes to the voice network? As the only testing solution endorsed by Cisco in the Best Practices guide, "Steps to Success", the ClarusIPC® Plus+ solution accelerates deployments by automating the testing, documentation and acceptance phases of the implementation. Together, we can help you reduce costs and optimize engagements, including:

- ◆ *Improved resource utilization, productivity and margins,*
- ◆ *Increase sales process by up-selling ongoing operational services to existing customers,*
- ◆ *Attain higher customer satisfaction ratings and end user confidence through faster deployments, and*
- ◆ *Improve resource utilization including infrastructure outsourcing.*

Take your customer engagements to the next level and prove your value to cost, including:

- ◆ Enhance credibility through better deployments and initial end user experience,
- ◆ Provide "As built" documentation to support invoicing,
- ◆ Produce environment snapshots for downstream conflicts,
- ◆ Enable faster troubleshooting,
- ◆ Support on-site team management with phone registration monitor,
- ◆ Reduced end user impacting issues reported to the helpdesk, and
- ◆ Allow remote problem management with Remote Hands.

SI DELIVERY OPTIONS

- ◆ Services can be purchased from Clarus Systems where we operate the certification activities.
- ◆ Software can be leased for the duration of a deployment project.
- ◆ Software can be purchased and used for Day 1, rolling into Day 2.
- ◆ Software can be resold to end customer.

Proactive Troubleshooting: 5 Common Problems Solved

1. Improper Gateway Provisioned in Routing Tables
2. Voicemail Accounts not Provisioned for Users
3. Call Forwarding to Off-Network Numbers
4. Direct Inward Dial Calls Fail to VIP Users
5. Outbound Calls Fail for Single Office

IMPROVING MANAGED SERVICE PROVIDERS PERFORMANCE

Do you manage enterprise voice networks as part of a multi-year agreement? If so, your performance is most likely measured on the speed of your ability to keep customer's voice networks up and running smoothly, while managing costs to sustain or increase the profitability of the engagement. Our comprehensive service delivery methodologies have helped MSP's:

- ◆ Reduce costs as a result of faster deployments and increased efficiencies in managing customer IPT issues.
- ◆ Create new revenue producing services and extend contracts by proving customer value through increased IPT availability and productivity.
- ◆ Resolve issues quicker and avoid problems before they impact end users with proactive troubleshooting.



Because the bar is constantly being raised in the MSP market by customers who demand more than simple network availability monitoring, you can differentiate your offerings by collaborating with Clarus Systems. Our integrated voice service management solutions will help you increase customer satisfaction as part of the normal network lifecycle, through:

- ◆ Proactive monitoring and alerting of major components,
- ◆ Optimization monitoring,
- ◆ Incident management, tracking and resolution,
- ◆ Problem analysis reporting,
- ◆ Performance stats and reporting,
- ◆ Proactive testing, and
- ◆ Customized monitoring and alerting.

MSP DELIVERY OPTIONS

- ◆ Services can be purchased from Clarus where we set up the MSP customer for Day 2 activities.
- ◆ Software can be purchased; volume discounts offered based on phones under management as measured on a quarterly basis.

ABOUT CLARUS:

Clarus Systems, Inc. provides voice service management, testing and monitoring solutions for IP Communication and Contact Center deployments, upgrades and transformations. Privately held and based in Redwood City, Calif., Clarus Systems is widely recognized for its award-winning application, ClarusIPC®, which maximizes system availability and performance through automated, end-to-end testing, monitoring, reporting, troubleshooting, and operations management. Clarus Systems' solutions ensure ongoing, validated telephony environments that can serve as the foundation for unified communications. The company attributes its success to its roster of elite Global 2000 enterprises, system integrators, and managed service providers within the financial services, aerospace & energy, and public sector & education market segments.



Empowering Unified Communications™