



Carrier Routing & Switching Service

ACG provides an unbiased analysis of the carrier routing and switching market and the opportunities and challenges facing service providers. We compare technology solutions of major network equipment providers as well as assess the issues related to architecture roadmaps, network convergence, service creation, and technology strategic directions to provide insight on next-generation routing and switching and align them with business initiatives.

Service providers are demanding more than just point products and point solutions. Their goal is to increase profit margins and accelerate service creation implementation. Those innovative vendors that can develop equipment and services that meet these requirements as well as address customer' requirements for simplicity and flexibility will lead the pack in capturing market and revenue share.

ACG's research and consulting services provide independent qualitative analysis, quantitative data and expertise are designed to help both service provider and networking vendor organizations make key decisions about

Carrier Routing & Switching Services

Strategic Planning and Go-to-Market Services

Market Research: Market shares and forecast as well as custom specific reports and white papers, speeches on technologies, architectures and Carrier service offerings.

Strategy Services: One-day to two-day sessions on carrier infrastructure and service creation frameworks that support service provider initiatives

Customized Projects: Custom and specific programs based on needs

product development, pricing, market entry strategies and competitive positioning. Our Carrier Routing & Switching Research Service offers the following service offerings:

- Market Research: Market shares and forecasting
- Strategy Assessment: Prepare, Plan, Design, Implement, Operate, and Optimize (PDIOO)
- Go To Market Strategy: Direct vs. Indirect (Sales, Marketing and Channels)
- Best Practices Framework and Training
- Network and Telecom Architecture Assessment
- Custom Research and Consulting

Strategic Planning & GTM Services

ACG Research assists organizations with developing their strategic plans for carrier routing and switching adoption, identifying new business models and establishing go-to-market strategy. These services consist of executive presentations, market landscape reviews, scenario impact modeling, organizational consensus development, vendor selection/negotiation and internal change management, updated sales and channel tool kits as well as router services pricing models.

1. Next-Gen Router Business Imperative Workshop

Description: A high-level overview on the router market that provides a detailed picture of the entire landscape, including data center. The workshop covers the routing and switching ecosystem, market drivers and challenges through the identification of specific business models that could potentially benefit your organization.

Goal: Increase nontechnical staff and decision makers' knowledge on next-gen router services, market drivers and business models.

Length: One day

Topics:

- History and landscape of the market
- Technologies and developments
- Architectural overview of
- Ecosystem overview
- Market size and growth forecast
- Market dynamics
- Business models and their respective pros and cons
- Business imperatives detailed

2. Carrier Routing and Switching Deep Dive

Description: A deeper dive into router technology, players, strategies and business models.

Goal: Increase nontechnical staff and decision makers' knowledge on key issues, market drivers and industry practices to enable them to make effective strategic and GTM decisions regarding carrier routing and switching equipment.

Length: One day; (Can be split into separate half-day seminars)

Topics:

- Service provider landscape: overview of the major players, their offerings, markets served, key advantages and disadvantages
- Competitive landscape, emergence of new players
- Market dynamics
- Emergence of new business models
- Disruptive potential of new technology on service providers: cord cutting/cord shaving
- Disruptive potential of new technology equipment supply chain

3. Next-Gen Carrier Router and Switching Business Strategy Workshop

Description: Identify if, where and how your company should play in the next-gen carrier routing and switching market.

Goal: Define high-level strategy and business roadmap for new business model opportunities and/or new products/services.

Length: Based on company needs

Topics:

- Company vision, strategy and competition assessment
- Business processes analysis
- SWOT analysis
- Routing and switching ecosystem review and Industry best practices
- What your competition is doing
- High-level requirements to pursue in the next-gen carrier routing and switching strategy
- Strategy and roadmap reports

4. Go-to-Market Strategy and Planning

Description: Provide an assessment of current successes and challenges to create new tools and go-to-market capabilities to meet the market opportunities; understanding of go-to-market capabilities and sales capabilities by partners and sales teams and survey the challenges they face on the



Ray Mota
Analyst, Router and Switching

Why Router and Switching Market with ACG Research?

- Globally respected analyst dedicated to each service; our analysts are experts in their segments, not backend administrators without field knowledge. ACG’s analysts have multiple areas of expertise and are able to address technology, strategy, business issues, and key executive issues in the service provider space.
- ACG has worked with service providers in the industry to promote innovative strategy and vision for its largest customers worldwide.
- ACG has several key relationships with and is well respected by major Wall Street financial firms.
- ACG's main focus is on the service provider space, and because of this focus we provide penetrating value.
- Customer service is ACG’s top priority and we value your business. We are a responsive team that provides timely answers and solutions.

field.

Goal: Define new business opportunities and models with carrier routing and switching services and how to monetize them as well as create a design of tools to support faster closure of business.

Topics:

- Sales and channel assessment (Interviews)
- Key customer and partner interviews
- Business model definition and carrier routing and switching services pricing model
- ROI, TCO analysis and time to market case studies
- Demo design
- Sales tool kit redesign
- Channel tool kit redesign
- Sales training
- Channel/customer loyalty program design

5. Next-Gen Carrier Routing and Switching Sales/Channel Assessment and Recommendations

Description: Sales and channel tool kit assessment and business model creation for improved sales and channel efficiency.

Goal: Understand the challenges your partners and sales teams face as they sell your services or products to improve sales and channel tool kit.

Topics:

- Survey worldwide sales force on targeted market segment
- Establish decision makers state of minds
- Sales SWOT analysis and recommendations
- Survey key channel partners
- Establish channel partners needs
- Channel SWOT analysis and recommendations
- Establish competitive landscape based on sales and channel assessments
- Sales tools improvement: relevant case studies, update company presentations

Market Research and Monitoring Syndicated Services

These services (four quarterly reports on the market size and share and two semi-annual forecasts) provide an overview of the market (drivers, challenges and key players), a detailed understanding of carrier routing and switching technologies and solutions available, identifying their strengths and weaknesses. We also examine industry best practices and case studies, including efficiency measurements.

Market Education Services

To be fully effective, companies need to test their messages and use independent third-party channels for certain messages for maximum impact. ACG offers this service to clients when it agrees with the messaging. In addition to providing a trusted, independent viewpoint for clients, ACG's website and di-

rect channel to key decision makers augments our clients' existing channels for communicating vision and products/solutions strategy.

Message Testing

The ability to test messages from an industry expert with an independent view of your company and your competition is the key to ensuring that your messaging has the maximum impact. ACG has seen many instances of companies skipping this step and the result is lower credibility and mindshare and a loss of momentum and lost opportunities.

Company Profile or Deep Dive

These are shorter reports that focus on a company, announcement or strategy. The Profile or Deep Dive summarizes the company/announcement/strategy, positions it in the market and informs decision makers on why it matters and why they should care.

Sponsored White Papers

White papers are more in-depth and cover a specific topic and are excellent for educating the market on key issues that impact our clients' ability to develop a market.

Sponsored Case Studies

ACG brings its expertise and skills to create compelling and relevant case studies. Through different ROI and TCO metrics, ACG provides measurable data on process and efficiency improvements.

Custom Communications

- Video interviews
- Webinars
- Speeches

Service Package Options:

- White paper, video and webinar
- Profile and whitepaper
- Multiple reports (packages may include 2–6 reports)
- ROI/TCO analysis and customer testimonials; packages may include 2, 5, 10 studies
- Customized benchmarks against competition and published results through PR campaign

Training Services

One to two day workshops on carrier routing and switching and business practices to enhance your ability to share your thought leadership on next-gen carrier routing and switching as an educational series or topic oriented to strategically enhance relationships with internal teams, customer teams or channel partners. This package can include:

- Sales Training: Specifically designed to gear up your sales force knowledge on next-gen carrier routing and switching.
- Marketing Training: Trains marketing personnel on how they can leverage next-gen carrier solutions to be more effective and increase productivity and customer reach.

Customized Services

Select those cuts you want and we will quote you a price to meet your unique business opportunities for your initiatives.

- Sales demo for your sales tool kit
- Sales and channel assessment and recommendation
- Go-to-market strategy and execution
- Benchmarking: ACG benchmarks services or solution against your competition. Our methodology includes customers' feedback as well as assessing the solution's robustness against your top competitors' solution.

These customized options can be added to your sales tool kit. We design demos from surveying your sales force, your channel and your target customers and through market segment analysis.

Ray Mota, managing partner and carrier routing and switching analyst for ACG Research's carrier routing and switching service business, offers a comprehensive program consisting of training modules, including takeout and strategies, to support vendors' and service providers' go-to-market processes based on the industry's best practices.

For more information about ACG Research's Carrier Routing and Switching Service practice click here www.acgresearch.net or contact Ray Mota at rmeta@acgresearch.net

ACG focuses on providing market analysis and consulting to help service providers and vendors monetize their existing infrastructures and increase operational efficiency and profitability. Through ROI and TCO analysis, product and service message testing, and business model review, reports and forecasts, ACG gives you strategic and tactical advice, services and products, and timely answers so that you can better understand market dynamics and grow your telecom.

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