



# *EXPRESS SOLUTIONS*

## **Top Line Revenue Growth - Bottom Line Guarantees for Next-Generation Service Providers**

P4 Performance Management provides intelligent and innovative remote management solutions for enterprise customers who value highly available, secure network, systems and applications. Our Express Solutions capabilities and business model were developed to allow next-generation service providers to offer emerging managed services that drive top-line revenue growth with guaranteed margins. P4 solutions are designed to be sold on a private-labeled or co-branded basis, deployed quickly and without expensive capital investments, long development cycles or complicated business models.

- **Right Sized Outsourced Solutions**

*Express* Solutions address all or selected parts of the full life cycle of a managed service offering for those customer requirements emerging in the marketplace. These professional services, bundled into delivery and management solutions, are intended to provide service providers with a complete out-tasked or out-sourced delivery capability. Customized vertical industry solutions capture industry trends and when bundled with core service offerings create customer acquisition and deal size synergy.

- **Why Managed Solutions?**

- Complimentary services that build upon core competencies that address industry bandwidth drivers and provide reoccurring revenue
- Regulatory requirements, technology complexity, security and high availability requirements are making Managed Services a growth market
- Managed Services enable greater account control, expansion and retention
- Establishes service differentiation in a competitive market with a strong enterprise value proposition – lower costs & budget predictability
- Attract new customers – introducing a range of value-added services that build towards more advanced offerings



- **Why P4 *Express* Solutions?**

- Fully Out-Sourced, Private Labeled Solutions customized to meet your customer requirements.
- P4 Solutions utilize intelligent tools, process and people – providing high caliber services
- Business Model provides for Top Line Revenue growth, reoccurring and guaranteed margins creating immediate ROI
- Rapid Deployment – No Expensive Capital Investments and No Long Development Cycles.
- Remote Delivery Capability – provides for coverage of your network foot-print
- Simple Pricing Model and Proposal & Pre-Sales Support – Access to P4’s sales and marketing expertise
- Customized Web Portal – provides customers with complete service visibility
- Access to P4’s multiple ‘downstream’ partnerships

- **What is the Enterprise Value Proposition?**

- Allow customers to focus on core business objectives, help meet regulatory compliance standards, minimizing technology complexity and reduce total cost of ownership
- Reduce staffing and equipment costs, increase profitability with budget predictability (IDC reports 45% less)
- Gain access to technical expertise on as needed basis
- Service Level Agreements – web enabled visibility

- **Who are the Targeted Customers?**

- Existing network services and collocation customers
- Large enterprises with needs for highly available and secure applications
- New accounts – leveraging as penetration strategy into difficult potential clients



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- **Summary - Strategic Relationship Approach**

P4 believes that for a strategic relationship to be successful a clear understanding of strategies and goals are required. In order to foster this close cooperation, P4 Performance Management's performance team works with service providers' product marketing staff in crafting 'mass-custom' management solutions to meet the requirements of the emerging management needs. Additionally, P4 provides the additional sales & marketing support necessary to successfully roll out the newly branded offerings and offers back-office capabilities to handle proposal generation & order tracking, billing and customer care on a required basis.

By providing high caliber support and delivery services, service providers are immediately capable of offering high value converged solutions to their clients on a revenue sharing basis without having to carry the cost of idle expensive resources, lengthy internal product development cycles and costly capital investments

### **P4 Express Solutions offerings include:**

- ▶ **Security Solutions**
  - Managed VPN
  - Managed Firewall
  - Managed Intrusion Prevention
  - Vulnerability Management Solution (Refense VMS)
- ▶ **Enhanced Monitoring & Performance Reporting**
  - Network
  - Systems
  - Applications
- ▶ **Performance Management**
  - Network
  - System
  - Applications
  - Transactions
- ▶ **Performance Voice**
  - Managed VoIP
  - Business Continuity
- ▶ **Advanced Networking Solutions**
  - Optimized Routing
  - Multimedia Collaboration Applications



*For more information:* Call P4 at (919) 783-1500 or visit us online at [www.p4performance.com](http://www.p4performance.com)