AEP CloudProtect Service Provider Partner Programme

Introduction

Service Providers have long recognised the need for security in Hosted MSP and Cloud environments; this has been heightened by end-customer awareness of the issue in the light of increased media coverage. The traditional approach to deliver Secure Services in these environments has meant that service providers have had to make considerable up front investments in terms of security infrastructure procurement, licensing and support costs. This 'build before service' approach can severely impact a service provider's financial performance due to its upfront CAPEX whilst customer revenues are realised on a monthly subscription basis. Latterly, some vendors have developed a halfway house by offering a deferred payment approach; this however does not change the impact of CAPEX investment versus OPEX revenues.

AEP Networks is taking a radical and innovative approach to this service provider dilemma with a commercial offering that mirrors current service provider revenue models and completely eliminates upfront CAPEX infrastructure costs. Based on a 'pay as you go' subscription model service providers can implement an AEP CloudProtect Security Solution, together with licensing, management and maintenance and only pay for it as and when their customers use it. The subscription is based on the number of secured concurrent connections for end-point clients.

AEP SECaaS 'Security as a Service' - The Disruptive Commercial Model for Service Providers

- The AEP CloudProtect solution can be scaled ON DEMAND as your customers request it
- Pay ONLY when your customers start using the service
- Pay your bills on a MONTHLY subscription basis
- NO contract term
- Increase service PROFITABILITY immediately with a new annuity revenue stream

Service providers are now able to implement Application Security in a much more cost effective and risk adverse way thereby overcoming traditional barriers to market entry and service deployment, accelerating speed to market with immediate profitable recurring revenue streams.

Service Provider Programme Focus
The AEP Service Partner Programme is available to Telcos, Fixed and Mobile Network Operators, Managed Service Providers (MSP) and Cloud providers. Such service providers engage in designing, building, implementing and managing services to end user organisations. These services take the form of billable services with service level agreements (SLAs). Services include:

- Cloud application services
- Infrastructure as a Service (IaaS)
- Managed hosting services including hosted virtual computing solutions
- Managed WAN services including managed data and voice IP services
- Enterprise Mobility and 3G data services
- Managed VPN services
- Multi-Bearer communications services

As an AEP Service Provider Partner you have an exceptional opportunity to participate in securing the fast-growing Cloud services, managed services and hosted services markets. Services which are being driven by central and branch office server consolidation, virtualisation, unified communications, 3G broadband mobile and applications on demand.

Some specific examples where CloudProtect can provide benefits for MSP and Cloud provider services are as follows:

Managed Service Providers	Cloud Providers

Secured Managed Hosting Services
• *Enable Securely Hosted Services*
  ○ *Server consolidation*
  ○ *Application delivery*
• *MSP or Customer premise deployment*
• *Increase ARPU revenue*
• *Differentiated SLAs*
• *Improve security of customer applications*
• *Lock out competition*
	Secured Cloud Services
	
	• *Differentiate yourself from the usual Cloud Story in the key area of security*
	• *Enable Secure Delivery of Applications*
	  ○ *SaaS*
	  ○ *IaaS*
	• *Supports Public & Private Clouds*
	• *Enable access from corporate offices or home/mobile users*
	• *Only allow access to application for end-points that meet your pre-defined security criteria*
	• *Deploy "In-Cloud" as a Virtual Appliance*
	• *Increase ARPU revenue*
	• *Improve security of cloud assets*

Critical success factors for service providers include:

Rapid service provisioning offering high levels of deployment flexibility, scalability and management capabilities. This provides the service provider with accelerated time to market, ease of deployment and management.

Best-in-class Security solution from a company who specialise in Enterprise and Government secure communications, which helps the Service Provider provide guaranteed secure access to business critical applications and IT services across highly distributed multi-bearer communication methods, whether hosted, virtualised or delivered through a cloud environment.

The flexibility to offer a variety of value add and differentiated services with policy based security definable individually to match your customers requirement in a individual or multi-tenanted deployment.

The AEP Service Provider Partner Programme

AEP Service Provider Partner Programme is called "AEP Service Provider Partner Programme (SPPP)" and is based on commitment, reward and access to AEP resources. The SPPP empowers our service partners to:

- Increase their market reach and business profitability
- Build a replicable sales channel and pipeline
- Gain comprehensive understanding on delivering Application Security as a service

Service Provider Partner Programme Investment
The Service Provider will pay a single one off fee of $15,000 non-recurring fee to join the AEP Service Provider Partner Programme. The fee will entitle the Service Provider to in-country training for four individuals (training of individuals to be concurrent) and also two design and implementation days from AEP's ProServ Professional Service Team.

Service Provider Partner Requirements

	Service Provider
General	
Current partner agreement	Yes
Training & Certification	
Sales certification	Two Executives
Technical certification – Pre sales	Two Engineers
Technical certification – NOC	Two Engineers
Sales and Support capabilities	
Dedicated product manager	Yes
Business plan & Review	Bi-Annual
Support capabilities	Level 1 & 2
Network Operations Center (NOC)	
Basic ITIL process, proactive monitoring and SLA reporting	Yes
Marketing capabilities	
Marketing Events	Bi-annually
Lead generation programmes	Bi-annually

When a Service Provider provides CloudProtect to a customer through a Systems Integrator, the requirements can be jointly shared. The table below shows how the requirements are typically split between the Service Provider and Systems Integrator although flexibility is possible where appropriate.

	Systems Integrator	Service Provider
General		
Current partner agreement	Yes	Yes
Training & Certification		
Sales certification	Two Executives	
Technical certification – Pre sales	Two Engineers	
Technical certification – NOC	Two Engineers	
Sales and Support capabilities		
Dedicated product manager	Yes	Yes
Business plan & Review		Bi-Annual
Support capabilities	Level 1 & 2	
Network Operations Center (NOC)		
Basic ITIL process, proactive monitoring and SLA reporting	Yes	Yes
Marketing capabilities		
Marketing Events		Bi-annually
Lead generation programmes		Bi-annually

Summary

- Operate a 24 x 7 NOC with Level 1 & 2 support capabilities
- Provide & engage in designing, building, implementing, and managing services to end user organisations
- Managed Services take the form of per user billable services
- Deliver customer contractual service level agreements (SLA)

Sales and Technical Certification

All Service Providers and Systems Integrators are required to certify their technical and sales personnel based on their Partner Accreditation level. Sales engineers are expected to stay current on AEP Networks products by attending training. In order to be certified, sales engineers must pass both a theory and a practical examination administered by AEP.

Sales Support Services

In order to ensure mutual success Service Providers and Systems Integrators must dedicate a product or brand manager who will serve as AEP Networks' main point of contact. This individual must at a minimum be Sales Certified and is required to stay current on all AEP product and services. Additionally this individual must develop bi-annual business plans. Business plans should include revenue goals, product forecasts, solution development planning, training for technical resources and marketing commitments. The Service Partner product/brand manager must also oversee lead generation and follow-up activities and assign the required personnel to generate demand for the CloudProtect services.

Marketing Events

Service Providers are required to organize marketing campaigns to increase mindshare and market share for the managed service being promoted. AEP marketing will work with the Service Provider's product/brand manager to assist and help organise marketing events and programmes.

Service Partner Programme Benefits

	Service Provider
Technical Support	
Access to technical support	Yes
Access to sales tools	Yes
Training and accreditation	
Sales certification	Yes
Technical certification	Yes
Marketing support services	
Access to partner portal	Yes
Sales and marketing tools	Yes
Logo usage	Yes
Event support	Yes

Proof of Concept Support

In addition AEP will also provide the Service Provider with support for customer proof of concepts as a means of practical knowledge transfer. Drawing from AEP's technical experience in customer environments, AEP's involvement in proof of concepts are designed to ensure our partner's deployment success.

Service Service Provider Support & Maintenance Services

AEP has an international support programme that is designed to ensure Service Providers are able to support their customer's satisfaction and success. Service Providers are able to achieve operational efficiency whilst taking advantage of the ongoing technological enhancements of the AEP product line.

AEP services include:
- Online Support
- Telephone Support
- Software Maintenance
- Hardware Maintenance
- Technical Documentation

Maintenance Services	Service Provider	Notes
On-line Support (via portal)	✓	A username and password is provided to gain access to the AEP partner portal
Telephone Support (Level 3) - 24x7	✓	Qualified technical specialists provide support for CloudProtect service inquiries including problem analysis and simulation over the phone; and dispatching field engineers for onsite support
Software Maintenance	✓	Upgrades for new features support and bug fixes including software maintenance revision, workarounds, patches and software revision notes. A username and password is provided to gain access to the AEP knowledgebase

Sales Programmes, Marketing and Resources

Deal Registration

AEP Networks deal registration programme is designed to protect Service Providers and avoid channel conflicts. When you register deals, AEP Business Development Managers will be able to assist with technical qualification, proof of concept support, references, etc. Service Providers will have the ability to register opportunities for a period of 90 days with the option for renewal after this time. Deal registration requests must be completed via the AEP Partner Portal. AEP Networks reserves the right to accept or deny any registration request at its own discretion. Once a registration request is processed, the partner will receive an email notification on the status of the request. If the request is accepted the partner will receive an email confirmation.

Sales Training

As a Service Provider, AEP will provide your teams with the required skills and knowledge upon request. Depending on your managed service offering AEP can create bespoke training to be relevant for the service you are promoting.

Service Provider Account Management and Business Planning

An AEP Business Development Manager will be assigned to support partner sales, marketing and support efforts, as well as assist with any questions/concerns. The AEP Business Development Manager will conduct business reviews which span all aspects of the partnership and are used to set joint goals and objectives, review past performance, and ensure mutual success.

Sales Tools

All sales tools such as customer presentations, product collateral, competitive information, etc. are available to Service Providers through Business Partner Website.

Marketing Programmes and Resources

A key benefit of being a Service Provider Partner is that AEP will work with you to develop a marketing plan that helps introduce your new Service Offering to existing & prospective customers through direct marketing campaigns, customer newsletter, press releases, customer case studies, and other marketing programmes. This will help raise awareness for your managed service offering in your focus market segments.