

Lumen[®] Managed Services Anywhere

Capabilities and expertise to accelerate your digital transformation

9/2020

What if you could...

Simplify your Hybrid IT environment

Speed application delivery

Save money

Achieve benefits like these

Examples of benefits achieved by companies using managed cloud services



50%

increase in
efficiency



80%

less
downtime



30%

cost
reduction

Especially when

75%

of organizations navigate the cloud journey on their own... **and many fail.**

Don't go it alone.

There are IT and business challenges



Business

Speed to market

Governance

Compliance

Cost control

Expertise gaps

Security

Disaster Recovery

Shadow IT

Cloud sprawl

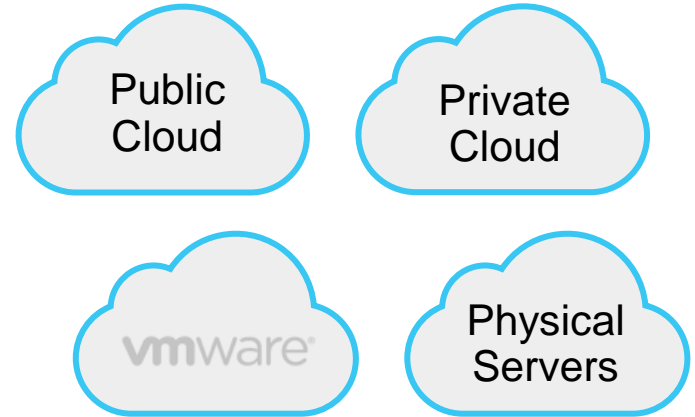


IT

But, there's a better way

Managed Services Anywhere

People, processes and automation to manage applications and workloads across virtually any hosted infrastructure to enable you to:



Simplify governance

Speed app delivery

Save money

Managed Services Anywhere

1

Provider

Subscription

Global team

Technical manager

Managed platform

All-in-one

- Build automation
- Application connectivity
- Monitoring
- Scaling policies
- Workload deployments
- Patch management
- Incident management
- Disaster Recovery

How does Managed Services Anywhere work?

Your environments are defined, workload instances are discovered or modeled, ITIL-compliant steady-state assurance is baselined

Globally-consistent, ITIL-Based, IT Service Management practices for operational assurance and business alignment

- Full transparency via Cloud Application Manager (CAM)
- Highly efficient problem and incident management via automation tooling

Continual operational improvement with a suite of tools, powered by Cloud Application Manager

- Watcher: for monitoring and predictive analytics
- Actor: for process automation
- Jumper: for auditable remote access and change control
- SafeHaven: for Security and Disaster Recovery Readiness

Customizable with Advanced Managed Services

- Design and architecture assistance
- Security guidance
- Adaptive help desk options



Digital marketing center of excellence for cloud

A multinational food, snack and beverage corporation cut costs by 30% by migrating workloads to Microsoft Azure and another public cloud across multiple data centers.

The Lumen solution:

Managed Services Anywhere on Cloud Application Manager was chosen to help lift and shift current website properties into new data centers on a tight timeline.

Results:

The move to a cloud-based solution enabled the migration of workloads over another public cloud and Azure and regions to:

- Cut monthly spend by 30%
- Scaled site to 900x normal load to meet high peak traffic including earnings calls and ads aired during world's largest football game
- Reduced hardware maintenance lifecycles and capital costs



Design and deploy scalable cloud enabled platforms

A leading global provider of advanced delivery technologies and development solutions for drugs, biologics and consumer health products needed to design and deploy a scalable, cloud-enabled platform across multiple locations and environments.

The Lumen solution:

Managed Services Anywhere on Cloud Application Manager was chosen to monitor the Azure environment and facilitate the technology and security requirements.

Results:

A scalable Azure architecture and support to drive growth.

- Reallocated resources
- Increased app delivery
- Reduced costs



Transformed IT delivery for global telecom

A leading global communications provider needed to automate the delivery of network workloads across premise, network and cloud to drive network function virtualization across multiple multiple business lines.

The Lumen solution:

Modeling workloads in Cloud Application Manager and deep integration with a cloud-compatible Universal CPE framework.

“Working with the Cloud Application Manager framework was a game-changer. It enabled us to abstract away legacy systems and focus on automating business functions.” – Matt Holway, Product Manager

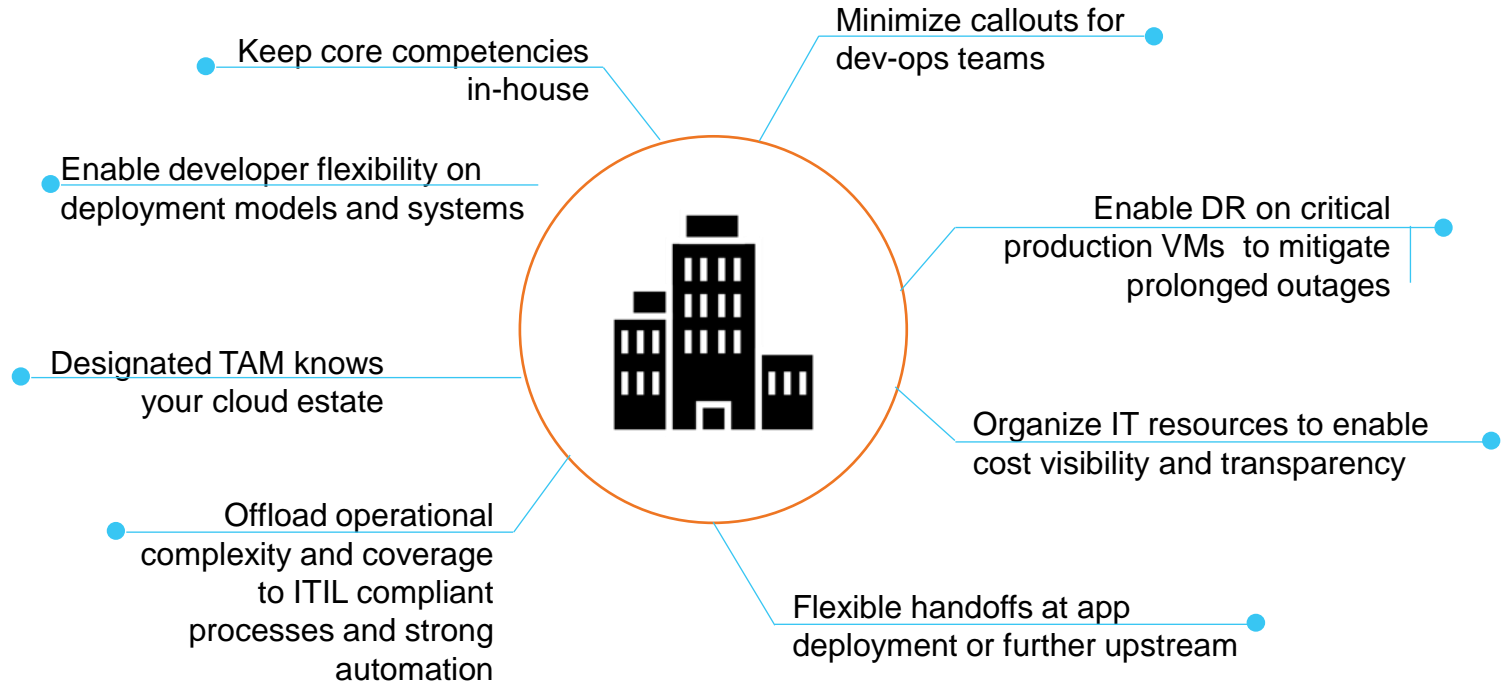
Results:

Equivalence between IT and Network workloads, with a common delivery model for NFV workloads across

- Customer premise locations
- Near-edge deployment pods on the network backbone
- Cloud provider partners

Tailored for your business

Change the management mix – in and out – virtually anytime, anywhere





Technical Account Manager



**Your
trusted
expert**

- Rigorous, formal education and CAM platform training
- Gains deep knowledge of your IT estate
- Extensive external and internal certifications and training
- Single-point of contact across all platforms



Your Technical Account Manager

- David monitors and tracks your business like it's his own
- David has completed the CTL Cloud Professional Certification Program which includes deep, detailed, training on CAM tooling and has achieved one (or more) public cloud certification
- He makes recommendations with precision and authority based on training and experience
- His mission is to maximize IT investments for you – **and he's done it before**

Simplify, speed, save

Lumen[®] Cloud Application Manager can



Simplify governance and management with full visibility



Speed app delivery through modeling and automation



Save money and efficiency through analytics and recommendation engine

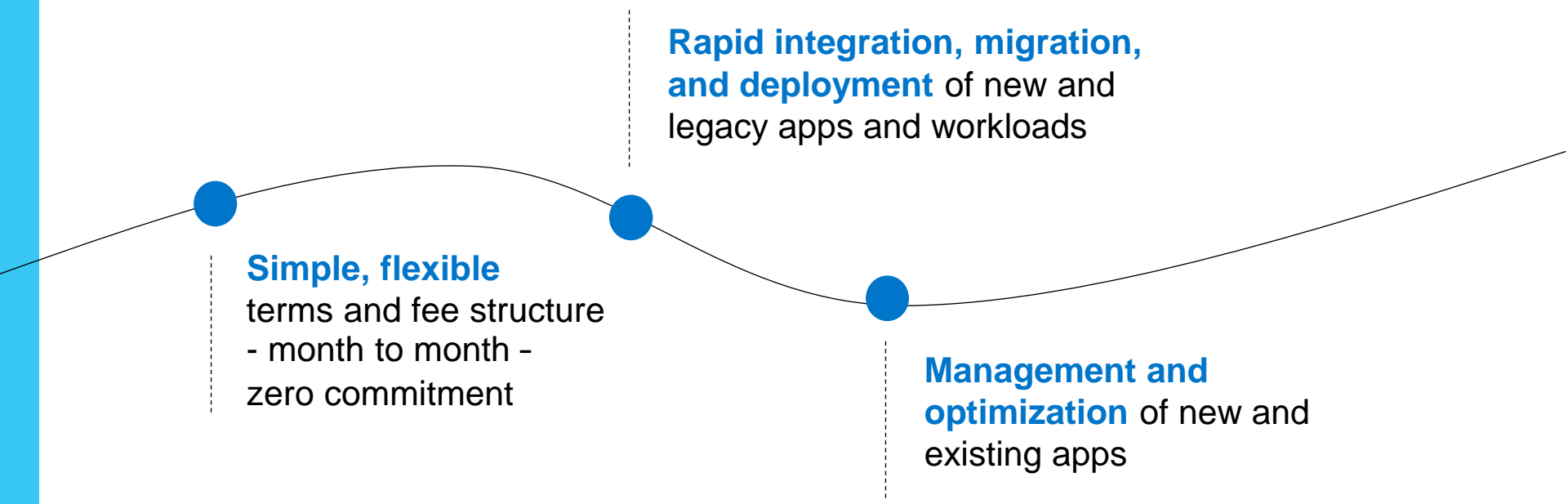
Lumen Hybrid Cloud Management Platform given 10/10 for business impact

“Lumen’s Cloud Application Manager platform stands out among the competition for its comprehensive capabilities and integration of the company’s “managed anywhere” services, which enables customers to access managed service support in a cloud-like consumption model.”



The journey to the cloud

capabilities and expertise to enable



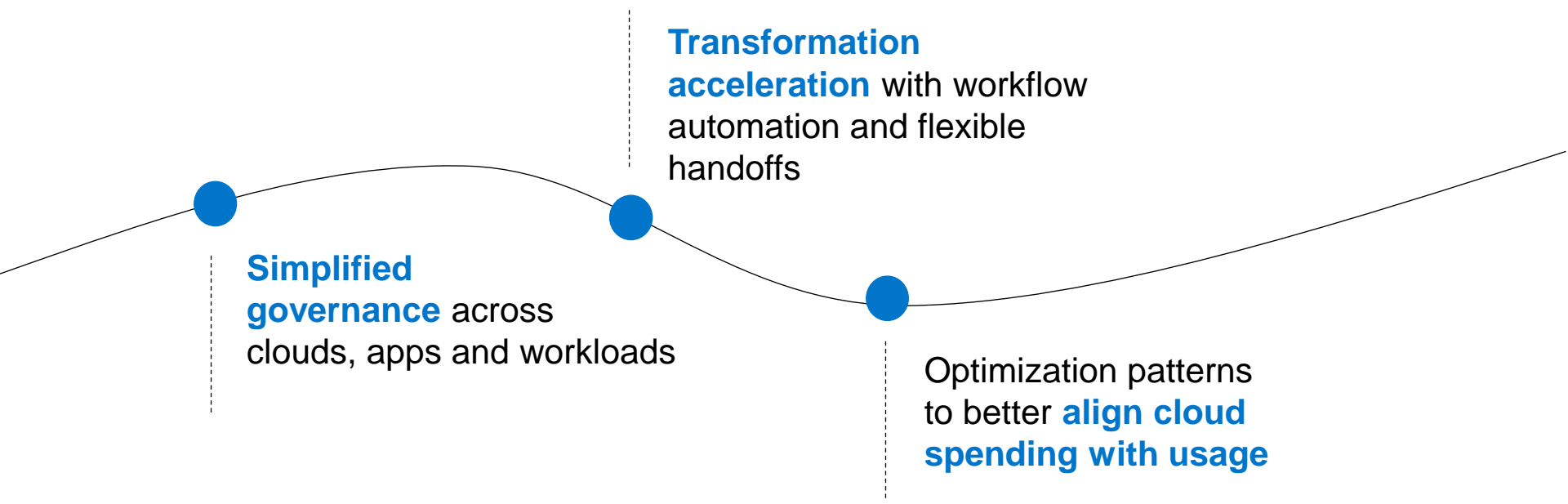
Simple, flexible
terms and fee structure
- month to month -
zero commitment

**Rapid integration, migration,
and deployment** of new and
legacy apps and workloads

**Management and
optimization** of new and
existing apps

The transformation on the cloud

capabilities and expertise to enable

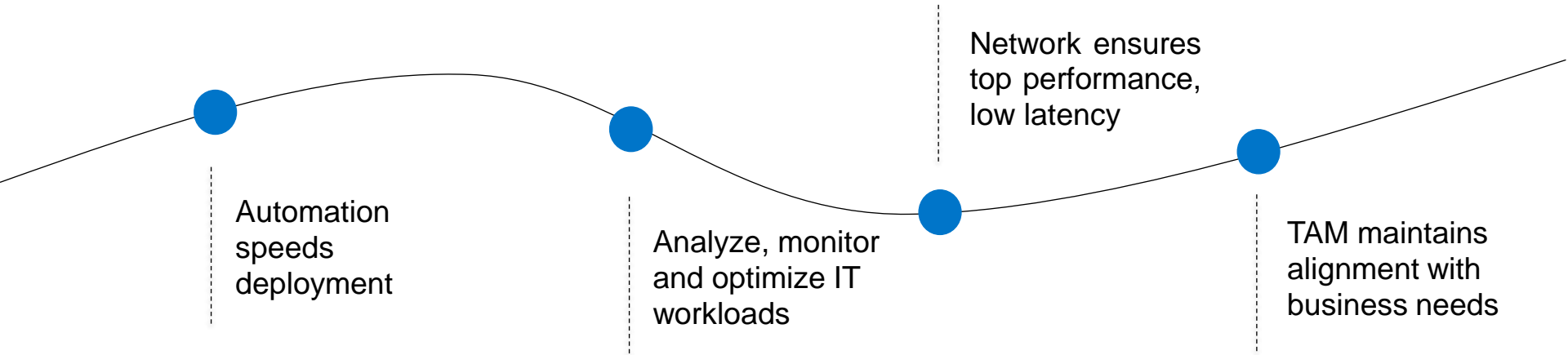


Simplified governance across clouds, apps and workloads

Transformation acceleration with workflow automation and flexible handoffs

Optimization patterns to better **align cloud spending with usage**

Providing a consistent experience across your IT platforms



Microsoft
Partner



Gold Cloud Platform
Gold Datacenter
Gold Application Development
Gold Data Analytics
Gold Cloud Productivity

Lumen helps you accelerate digital transformation



Certified expertise



Powerful platform



Global network

100+ certifications

The Managed Services Anywhere difference

- **Manage a range of physical servers, private cloud, and public clouds** via one platform and leverage ITIL certified support processes and strong automation capabilities
- **Enables customers to BYOC** (bring-your-own-cloud) – your choice to maintain your existing vendor relationships or leverage Lumen buying power
- **Comprehensive optimization of IT consumption** across multiple environments
- **Built in Disaster Recovery Readiness** features included with Cloud Application Manager and Managed Services Anywhere
- **Designated Technical Account Manager** with formal certification training, multiple cloud certifications, and demonstrated skills across cloud platforms
- **Manage many third-party applications** without a separate services agreement
- **No large, long term, financial commitment** required to leverage the service

Trusted connections

450,000 global route miles of fiber

114 billion NetFlow records collected per day

Customers located in **60+** countries

170,000+ on-net buildings

Thank you



Additional content

Managed Services Anywhere

Solving the most common pain-points with cloud-enabled digital transformation

Consistent experience across physical servers, private cloud, and public cloud environments

Compliant deployment of cloud workloads

Optimize traditional business apps (“mode 1”) migrated to the cloud

Streamline cloud-native applications with a managed delivery pipeline

Protect critical VMs with Disaster Recovery Readiness features built into Cloud Application Manager

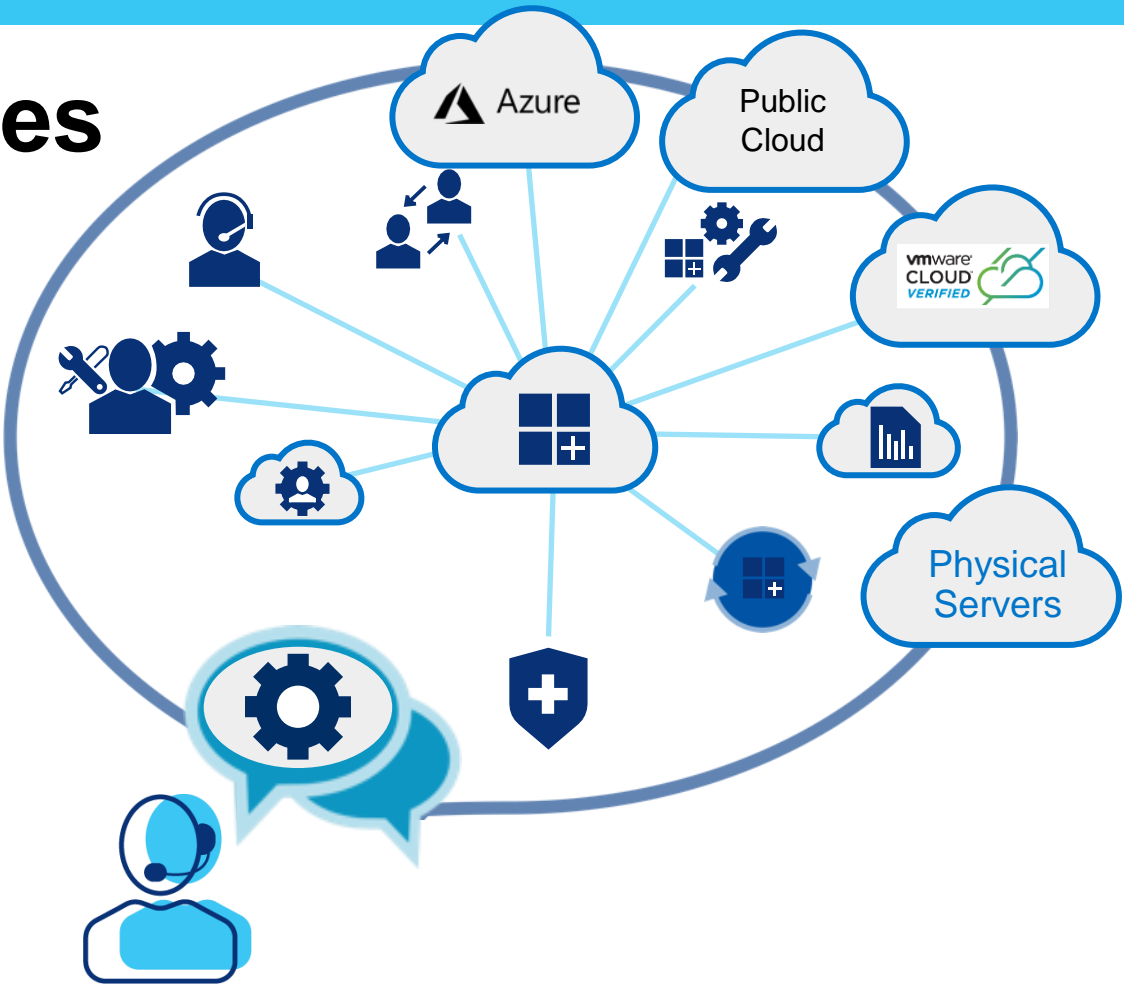


Gold Cloud Platform
Gold Datacenter
Gold Application Development
Gold Data Analytics
Gold Cloud Productivity

Managed Services Anywhere

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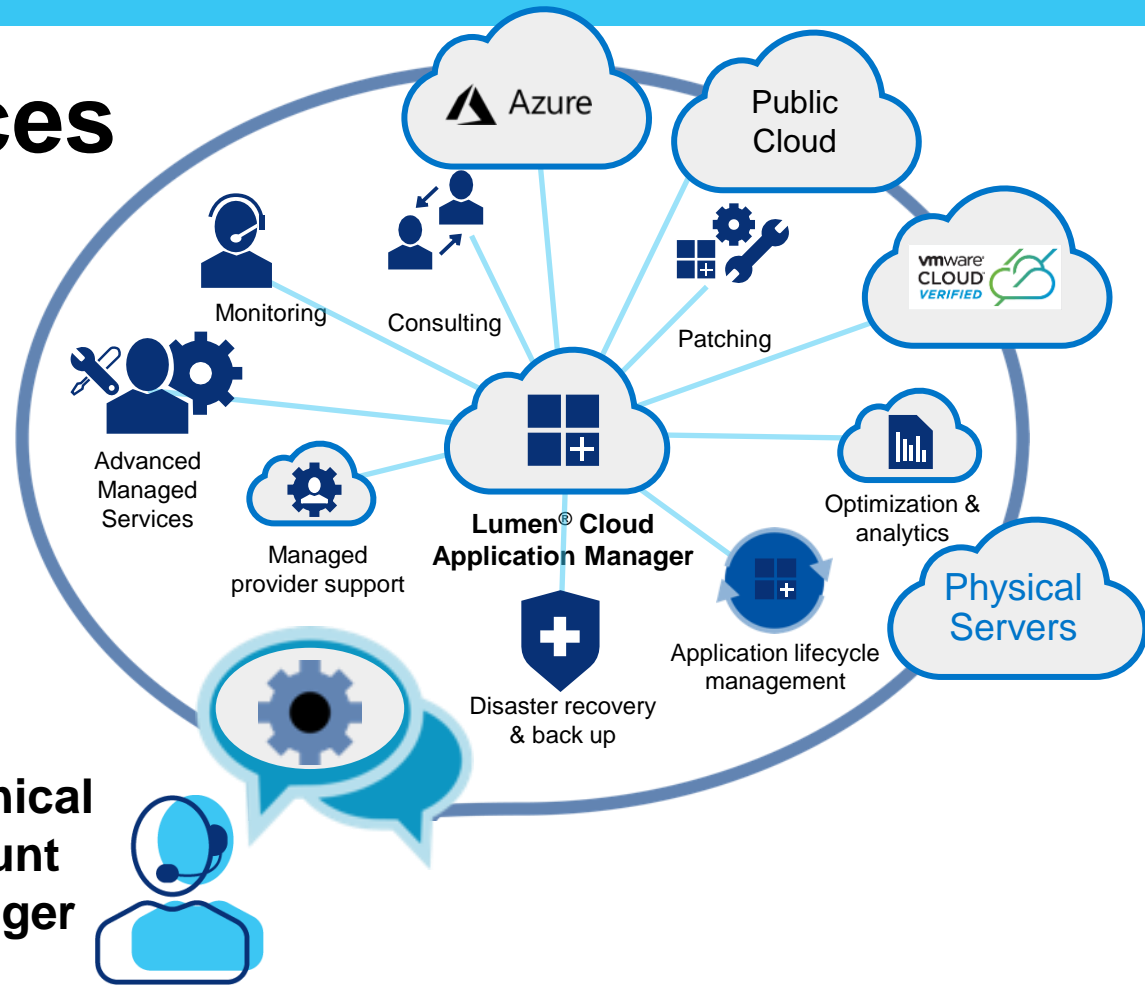
- Service provider
- Service subscription
- Global service team
- Technical Account Manager
- Managed platform



Managed Services Anywhere

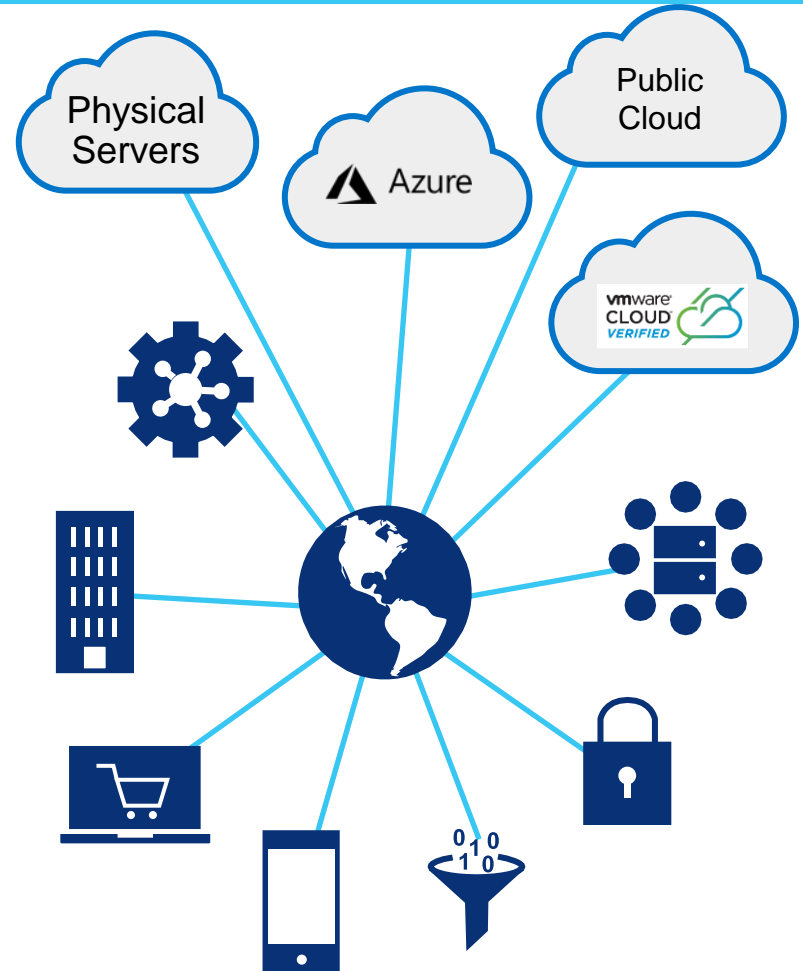
Tools, processes and people to manage applications and workloads across virtually any hosted infrastructure.

Technical account manager



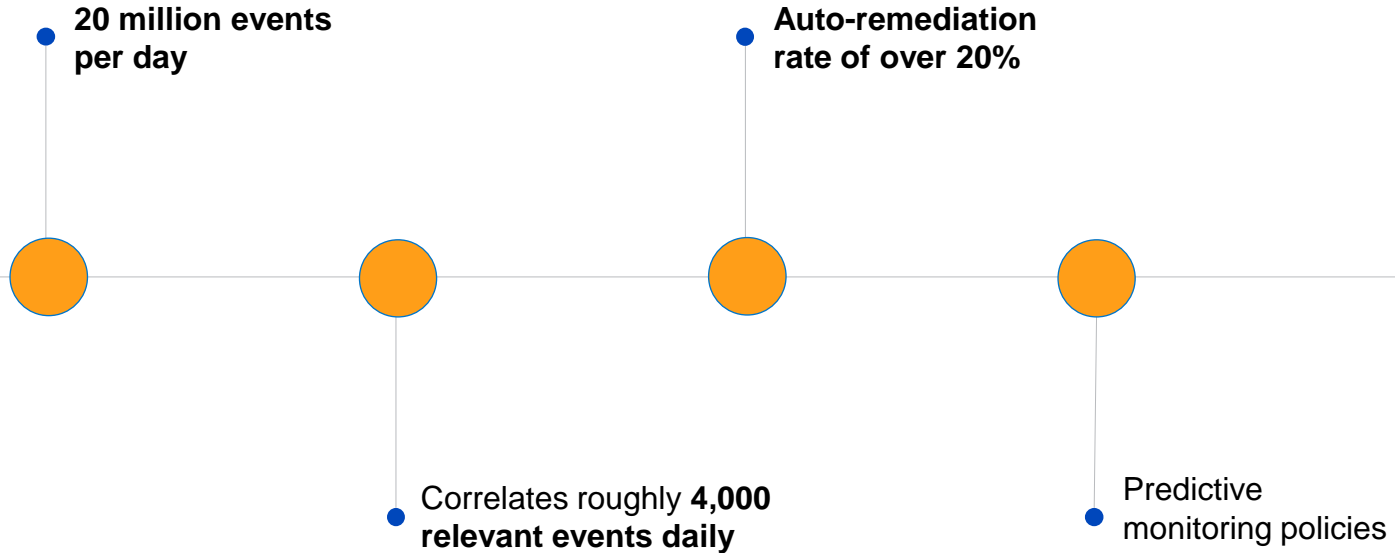
Managed Services Anywhere

- Includes a full range of management activities and technologies
 - Build automation
 - Application connectivity
 - Monitoring
 - Scaling policies
 - Workload deployments
 - Disaster Recovery Readiness
 - Patch management
 - Incident management
 - Ongoing support



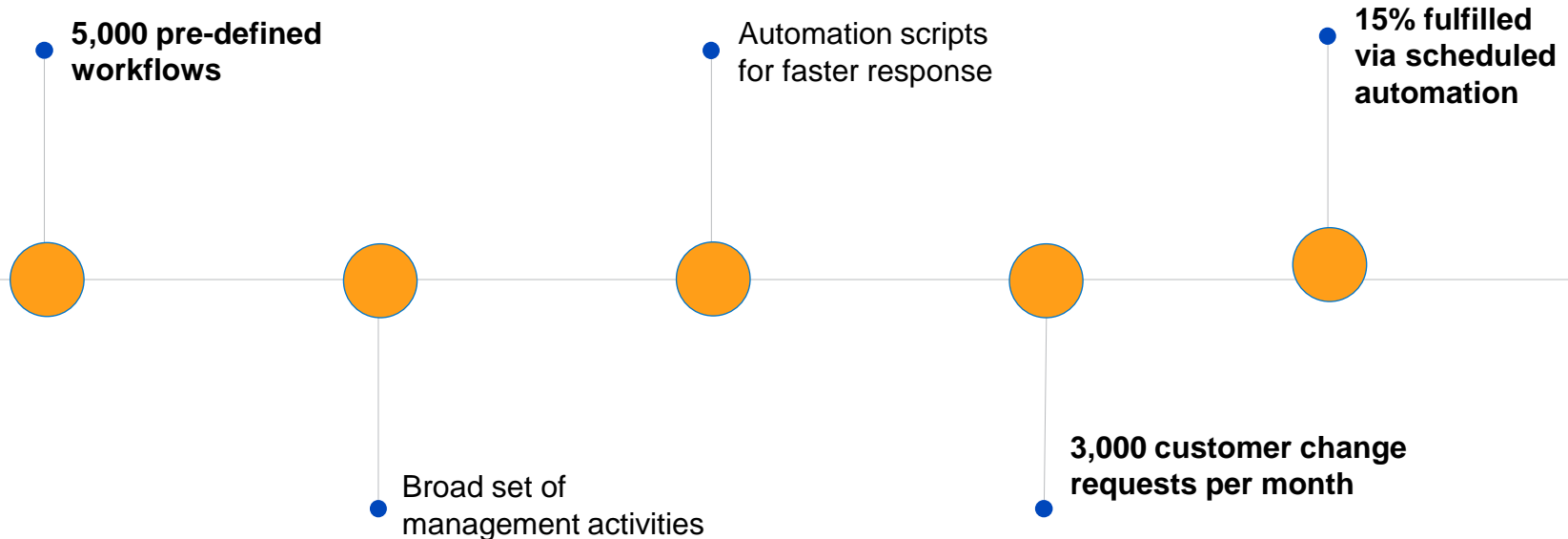
MSA automation

Continuously evolving automation capabilities mirror new cloud execution venues for enterprise applications



Automated workflows

Incident tickets are automatically routed to the proper subject-matter experts and our customers are alerted via email, text unified communications or e-bonded ticketing systems



Business threat – shadow IT



Shadow IT now investments can exceed 40% of the formal IT spend.¹



The average enterprise uses 1,935 cloud services, with fewer than 50 of them known to IT.²



Of the more than 20,000 cloud services in use, only 8.1% meet the strict data security and privacy requirements of enterprises.²



21% of organizations experienced cyber events due to a non-sanctioned IT resource.¹

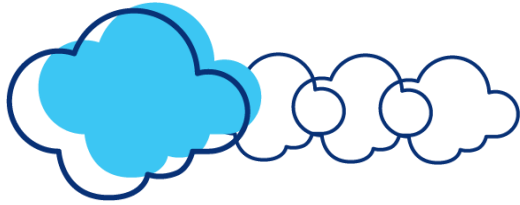
Source:

1 Gartner, Unsanctioned Business Unit IT Cloud Adoption Will Increase Financial Liabilities, 2016 – [link to report](#)

2 McAfee Cloud Adoption and Risk Report, 2019

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Business threat – cloud sprawl



42% of organizations now have a multi-cloud deployment in place.¹



“Most organizations do not have any sort of unified system in place for monitoring, managing, or securing their cloud applications and infrastructures”²

Source: 1 2018 IDG Cloud Computing – [link to report](#)

2 <https://www.fortinet.com/blog/industry-trends/addressing-cloud-sprawl-best-practices-and-business.html>

Business threat – downtime



Leading analysts put the average cost of downtime between \$84K to over \$300K per hour.¹



46% of companies don't have a backup and disaster recovery plan in place.²



Almost 40% of small businesses permanently close their doors following a natural disaster.³

Sources:

1 - [IDC, Gartner](#)

2 - [Riverbed IT Management](#)

3 - [Federal Emergency Management Agency](#)

Lumen - a range of cloud support options

Service	Cloud Application Manager (CAM) Automation Framework		Advanced Managed Services (AMS)	Custom Services via Statement of Work (SOW)
	Platform Advisory Support (PAS)	Managed Services Anywhere (MSA)		
Focus	intro → advise → support	build → deploy → operate	align → design → govern	consult → customize → evolve
General Activities:	<ul style="list-style-type: none"> • create CAM control hierarchy (org, cost centers, users, workspaces, etc.) • introduce self-service use of CAM platform • designated Technical Account Manager (TAM) • technical advisory guidance on CAM & compatible clouds • technical support for CAM and clouds w/provider escalation • no hands-on activities 	<ul style="list-style-type: none"> • includes all PAS activities • hands-on activities for fully managed tech • build cloud, OS, & app configs • deploy workloads and applications • operate applications • 24x7 hands-on activities w/many partially automated by CAM 	<ul style="list-style-type: none"> • advanced activities beyond MSA for managed environments & technology • align cloud activities to client goals • design standard deployments and • governance of change, problems • growing set of objective focused add-on packages of activities for a fixed price 	<ul style="list-style-type: none"> • cloud ready assessments of existing application estates • consulting activities for integrated IT solutions (ex: IoT, Big Data, SAP, etc.) • custom activities beyond PAS, MSA, & AMS • 24x7 management of cloud technologies outside of those fully managed in MSA • evolve IT estates with cloud design and transition services for large migrations

Maintain developer choice of tools

Providing handoff from a broad choice of dev tools and CI/CD pipeline practices



Choice of tools
and cloud
platforms



Jenkins X
workflows
Ansible
deployments



Flexible
pipeline
handoffs



24/7
operations
team

Business value

● Simplify management of applications and workloads across hybrid cloud estates without sacrificing control

● Drive efficiency and cost savings across entire cloud and application estate

● Augment internal IT expertise with Lumen® Advanced Managed Services and IT Consulting experts

● Heightened protection with Disaster Recovery Readiness

● Single pane-of-glass transparency for improved governance, cost control and capacity utilization

● Standardize application stack deployment based on your policies and environment

● Innovate faster by aligning your development, operations, and finance organization through one platform

The reality



2/3rd of enterprises aren't realizing the full benefits of their cloud migration strategies.



1/3 achieved outcomes in key areas: Cost (34%), speed (36%), business enablement (35%), and service levels (34%).



Two of the top barriers: Legacy infrastructure (43%); and lack of cloud skills (42%).



Why use managed cloud services? The majority cited "access to the right skills" as the top benefit.

The Lumen difference

Rigorous education and training | Unprecedented expertise

Microsoft
Partner



Gold Cloud Platform
Gold Datacenter
Gold Application Development
Gold Data Analytics
Gold Cloud Productivity

- Microsoft Gold level Partner for
 - Cloud Platform
 - Cloud Productivity
 - Data Analytics
 - Data Platform
 - Small and Mid-Market Cloud Solutions
- Lumen has 70 MCPs and over 200 employees that received workshop certificates and/or MCSA, MCSE, and MCSD certifications