

MaxxPort Network Reference Guide

Positioning at a Glance



Challenge:

As businesses evolve to include multiple widely dispersed locations, their network needs can outpace their planning and infrastructure, leaving users with poorly performing applications. It can become increasingly difficult to build a single high performance network at a cost the business can support. For these customers, MaxxPort provides an economical and easy-to-deploy network option.

Key Messaging: MaxxPort is the One.

One Service Provider For All Your Locations

Utilizing a wide choice of underlying carriers, MaxxPort delivers the connectivity you need. MaxxPort utilizes a high-performance MPLS backbone, accessible via T1, DS3, OCx, and Metro Ethernet. The result – a network that optimizes cost, resiliency and performance

One Network For All Your Applications

MaxxPort integrates voice, data, video and internet services into a single network architecture. Eliminate different connections for different kinds of traffic, simplify the vendor management challenge, and streamline service interactions. MaxxPort provides access speeds from 1.5Mbps to 10 Gbps.

One Call For All Support

West IPC NOC is staffed 24/7 by Cisco-certified engineers who monitor the enterprise communications network, freeing IT teams to focus on strategic initiatives.

One Web-based Portal For Total Transparency

Real-time and historical reporting of bandwidth utilization provides IT managers insight into their network performance and resource efficiency.

One Sure Way To Optimize Application Performance

Select from among 3 available QoS policies to differentiate between real-time applications like voice, business critical applications, and general internet activity. Each QoS policy includes four defined Classes of Service, ensuring that all network voice and data traffic is prioritized according to your business requirements

Value Proposition:

The MaxxPort network solution allows an organization to deploy a converged, all IP network with exceptional application performance, flexibility, and resiliency. Like MAXXIS, MaxxPort offers flexible service delivery, utilizing multiple Tier 1 carriers to ensure wide geographic coverage, a complete choice of network interfaces to suit business needs and a level of resiliency that is not found in single-carrier networks. Built on the state-of-the-art Maxxis platform, MaxxPort provides customers with an advanced network option that is easy to deploy and manage with limited IT resources.

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Target Information

Who to talk to within an account

- Strategic
 - CFO
 - CIO/CTO/IT Director
- Technical
 - Enterprise Architect
 - Storage Architect
 - Application Architect
- Influencer
 - Director of Business Applications
 - IT Security Officer

Environmental Considerations & Opportunities

- Deploying centralized or cloud-based applications
- Multiple locations across wide area
- Want to explore convergence on MPLS
- Requires fast implementation

Pain Points

- Poor Network Performance
- Poor Service & Support
- Struggling to manage multiple service providers for multiple locations
- Lack of competitive pricing in key locations

Key Qualifying Questions

1. Does your IT team possess the capacity and skillset to manage your network and provide ongoing maintenance while tackling the firm's strategic challenges?
2. Does the firm have the skillset to manage and maintain network security?
3. Does the firm have multiple, widely dispersed locations?
4. Is the firm using any business critical applications hosted in the cloud (e.g. Salesforce.com)?
5. Where in the contract cycle is the prospect today?
6. What concerns does the prospect have today about their current network?

Key Competitive Differentiators

Ability to provide a single network from a heterogeneous selection of Tier 1 providers

Provide a fully survivable dynamically routed network infrastructure via a single source

Rapid deployment backed by industry-leading West IPC NOC

Dedicated Account Manager & Implementation Manager

Web interface to manage account, view network performance, submit service requests, and check implementation status

Proactive Monitoring & Trouble Resolution

Certifications:



Managed
Unified
Communications

