



Measuring the Benefits of a Converged Data, Security, and Voice Solution

Prepared by Sage Research exclusively for Cisco Systems
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Research Objectives



- The goal of this research is to objectively measure the benefits of a “one box” networking solution (such as Cisco Integrated Services Router) versus the alternative of having separate devices

To do this, Sage surveyed two populations: customers with a Cisco Integrated Services Router (ISR) and those that have similar functions but in disparate devices

- For the purposes of this study, **ISR Users** are defined as those who utilize a Cisco device that combines Routing, Security and Cisco CallManager Express (or survivable remote site telephony) Wireless integration was not a requirement
- **Non-ISR** users are defined as those who achieve parallel functionality with separate devices

Methodology



- Sage collected data using an email-to-web methodology
- Study participants were selected from the Sage Technology Panel:
 - 119 ISR customers
 - 120 non-ISR customers
- All respondents were screened to be directly involved in selecting, installing, or managing networking solutions (voice, data, security)

DEMOGRAPHIC INFORMATION

	US	Latin America	Asia
Geography*	134	47	58

	ISR users	Non-ISR users
Type of technology	119	120

	15-249	250-1,499	over 1,500
Number of employees	84	82	73

* Results will be reported comparing US vs. Non-US region. Non-US includes respondents from Latin America and Asia

Strategic ISR Advantages

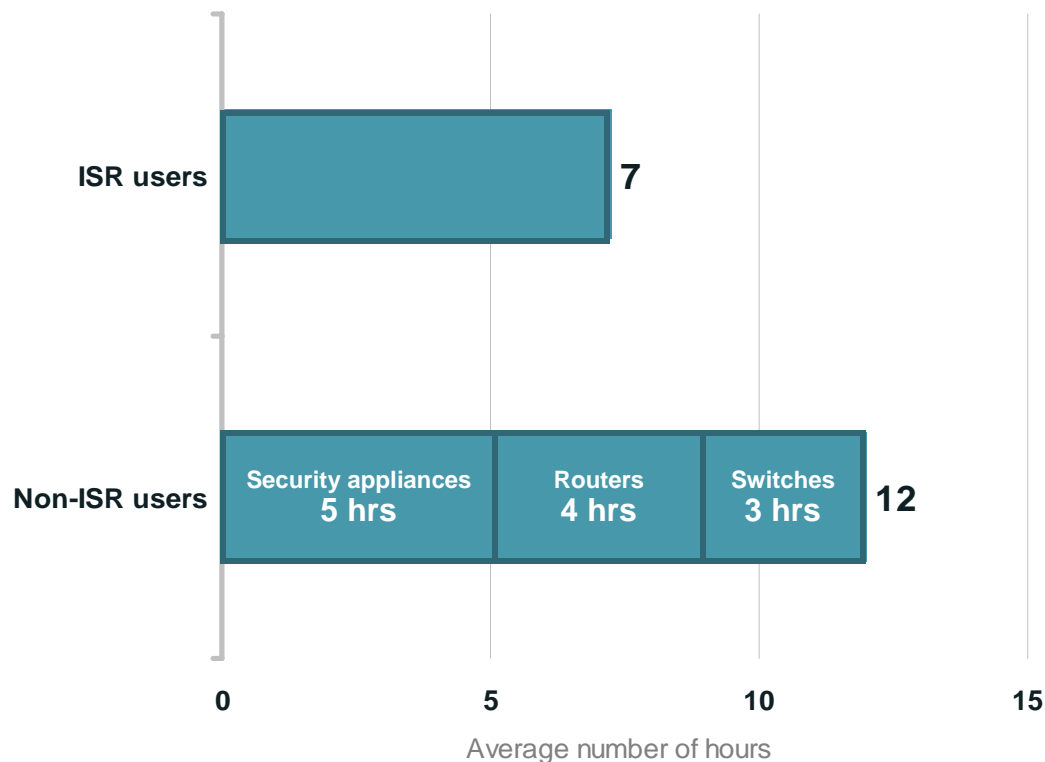


- **ISR customers enjoy some dramatic time savings and strategic advantages**
- **In addition to time saved when adding new sites—which is clearly a strategic time saving—two other key strategic advantages are quantified in this study:**
 - 56% of ISR customers report it is easier/faster to enable new services with an ISR**
 - 50% report network uptime has improved**

ISR Advantages



Device installation and configuration when adding a new site to network



- **ISRs deliver considerable time savings when adding a new site to an existing network**

- **ISR users spend on average 7 hours installing and configuring devices when adding a new site to a network. In contrast, non-ISR users spend on average 12 hours**

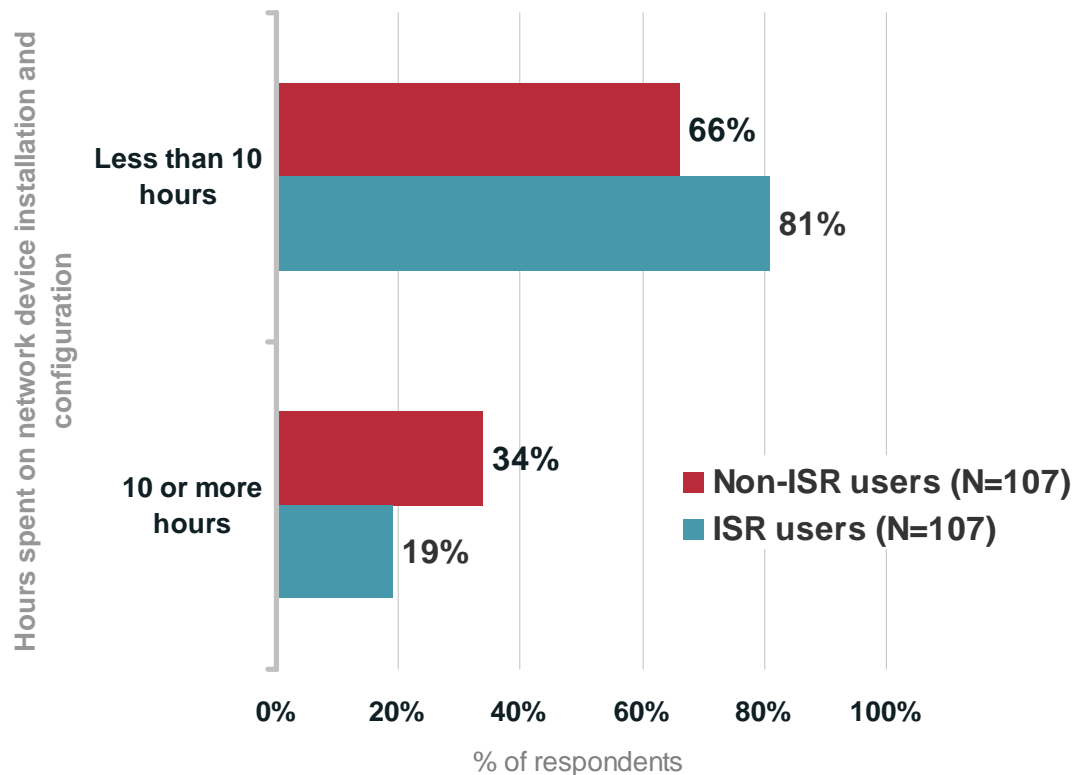
Q11: When adding a new site to your network using the Cisco Integrated Services Router, how many hours are typically spent on device installation and configuration? (N=107)

Q19: When adding a new site to your network, how many hours are typically spent on network device installation and configuration? (Total includes time required to install routers (N=109) + switches (N=108) + security appliances (N=112))

ISR Advantages



Device installation and configuration when adding a new site to network



- Another view of the same data is to look at the percent of organizations spending more than 10 hours when adding a new site (as an alternate to means, as shown on the previous slide)
- Non-ISR customers are more likely to spend 10+ hours setting up a new network site

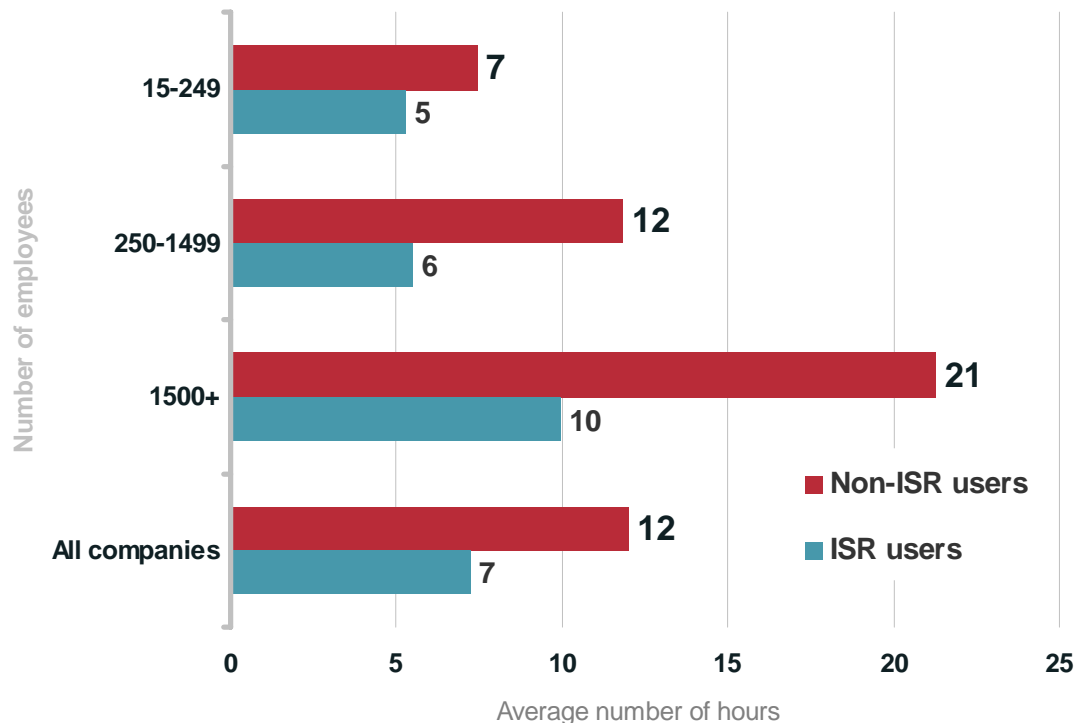
Q11: When adding a new site to your network using the Cisco Integrated Services Router, how many hours are typically spent on device installation and configuration?

Q19: When adding a new site to your network, how many hours are typically spent on network device installation and configuration? (Includes time required to install routers + switches + security appliances)

ISR Advantages by Company Size



Device installation and configuration when adding a new site to network (means)



- As company size increases, ISR time savings are more pronounced

- Smaller companies with ISR still enjoy an average 2 hour advantage
- Medium and Large ISR customers spend half the time as similarly sized non-ISR ones

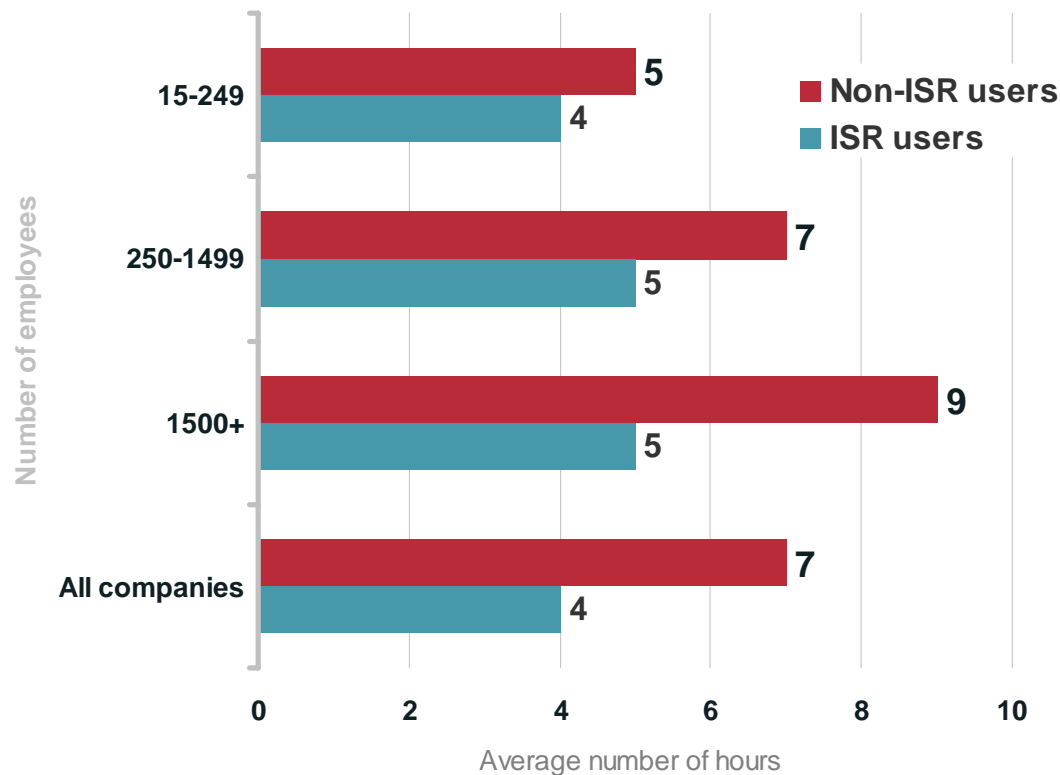
Q11: When adding a new site to your network using the Cisco Integrated Services Router, how many hours are typically spent on device installation and configuration? N=24 (15-249 employees), N=40 (250-1499), N=43 (1500+)

Q19: When adding a new site to your network, how many hours are typically spent on network device installation and configuration? (Includes time required to install routers + switches + security appliances)

ISR Advantages by Company Size



Device installation and configuration when adding a new site to network (medians)



- Comparing **median number of hours** for new network site setup, ISRs provide significant time savings, particularly for large companies
 - For ISR users, the median setup time for a new network site was 4 hours, compared to 7 hours for non-ISR users

Q11: When adding a new site to your network using the Cisco Integrated Services Router, how many hours are typically spent on device

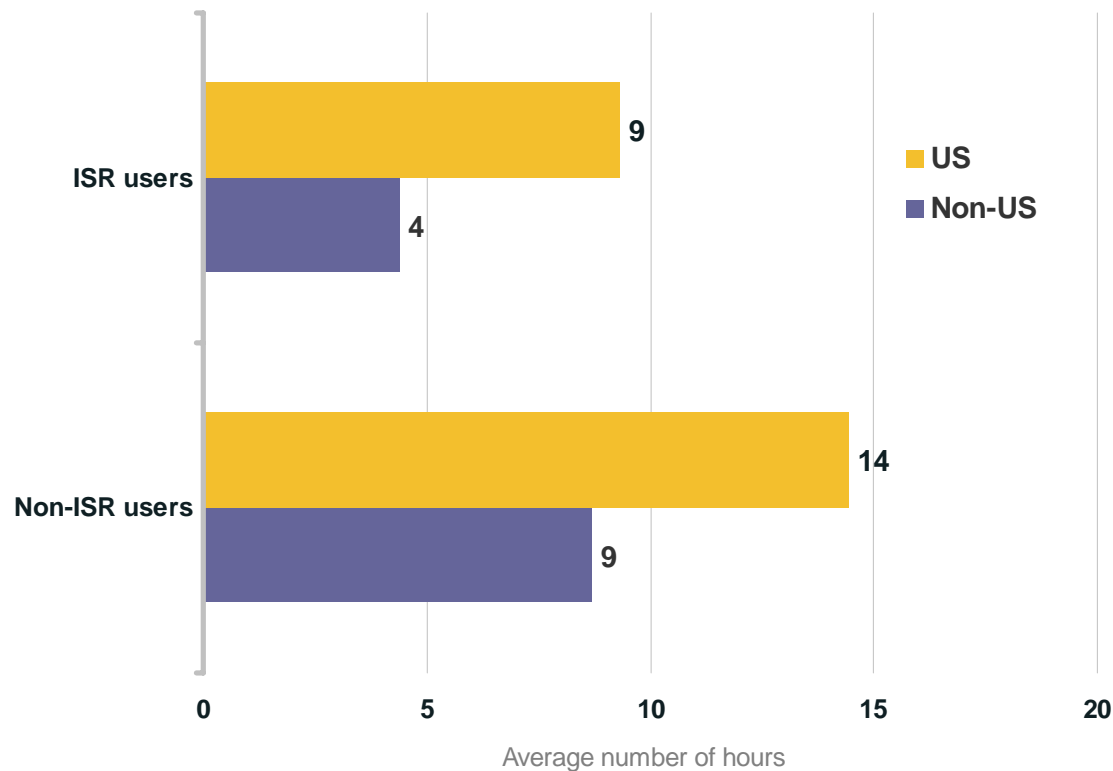
installation and configuration? N=24 (15-249 employees), N=40 (250-1499), N=43 (1500+)

Q19: When adding a new site to your network, how many hours are typically spent on network device installation and configuration? (Includes time required to install routers + switches + security appliances)

ISR Advantages by Region



Device installation and configuration when adding a new site to network



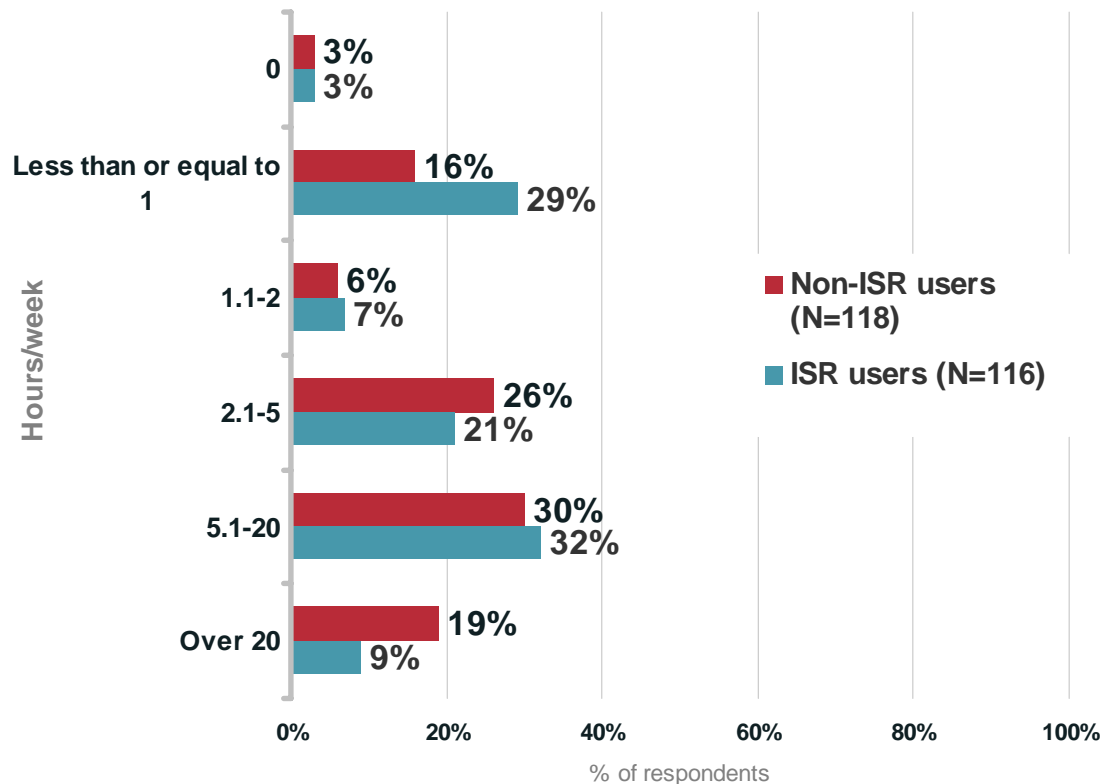
- Time savings are significant for ISR users in both US and non-US regions

Q11: When adding a new site to your network using the Cisco Integrated Services Router, how many hours are typically spent on device installation and configuration? N=62 (US), N=45 (Non-US)
Q19: When adding a new site to your network, how many hours are typically spent on network device installation and configuration? (Total includes time required to install routers + switches + security appliances)

ISR Advantages



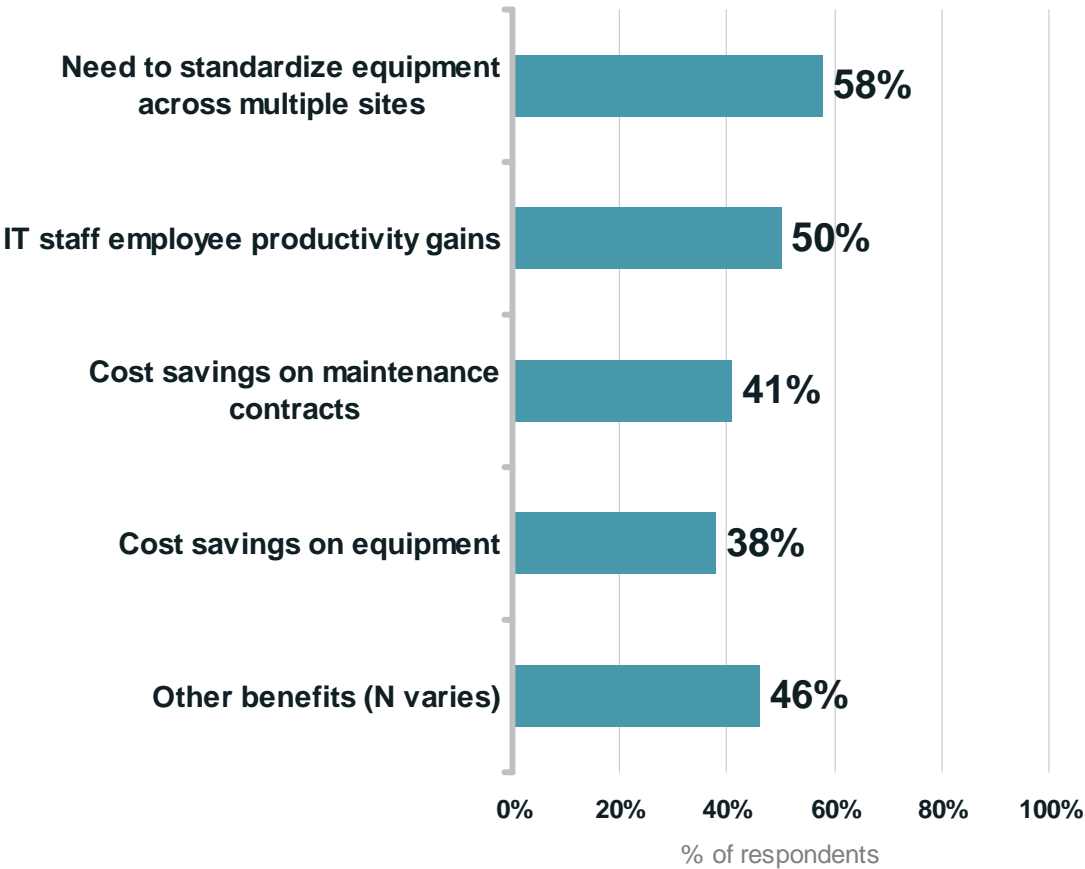
Handling end user help desk calls related to network specific issues



- **ISR users spend less time handling end user help desk calls related to network specific issues**
 - 19% of non-ISR users spend over 20 hours/week handling help desk calls. Only 9% of ISR users spend the same amount of time
- **Time savings were even more considerable in non-US regions**
 - 42% of ISR users outside of the US spend 1 hour or less per week handling help desk calls. Only 19% of non-ISR users experience similar time savings

Q12: Approximately how many hours a week are spent on each of the following network-related tasks at your organization? Note: Please estimate the total amount of time spent for the entire IT/Network support staff.

Motivating Factors for Deploying ISR



- **Top 3 motivating factors for deploying an ISR solution:**

Need to standardize equipment

IT staff productivity gains

Cost savings on maintenance contracts

Q8: What factors motivated your company's decision to deploy a multiservice or integrated service access router solution? (top 2 boxes)

Motivating Factors for Deploying ISR by Region and Company Size

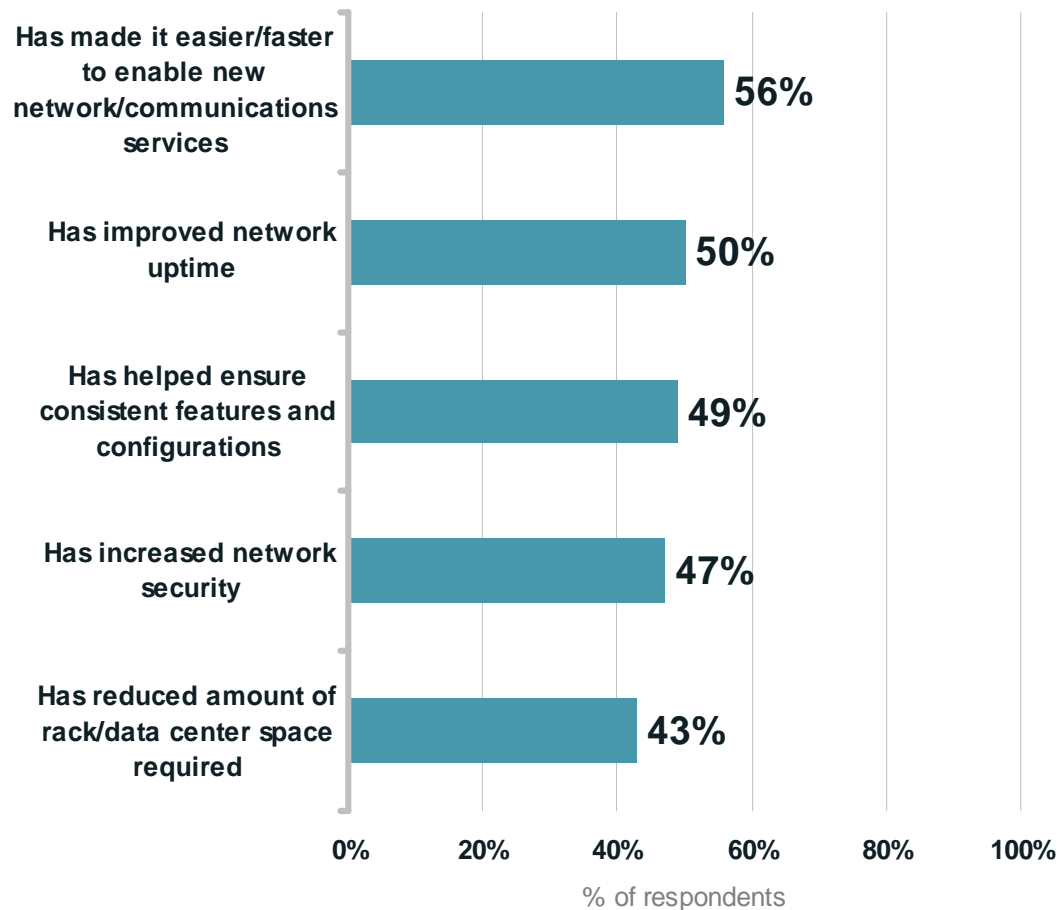


- **Standardization and IT staff productivity gains are the top deployment factors regardless of company size**

	Region		Number of employees		
	US	Non-US	15-249*	250-1499	1500+
Need to standardize equipment across multiple sites	55%	62%	43%	58%	67%
IT staff employee productivity gains	52%	46%	43%	44%	58%
Cost savings on maintenance contracts	45%	37%	39%	30%	52%
Cost savings on equipment	42%	33%	36%	30%	46%

Q8: What factors motivated your company's decision to deploy a multiservice or integrated service access router solution? (top 2 boxes) N=122

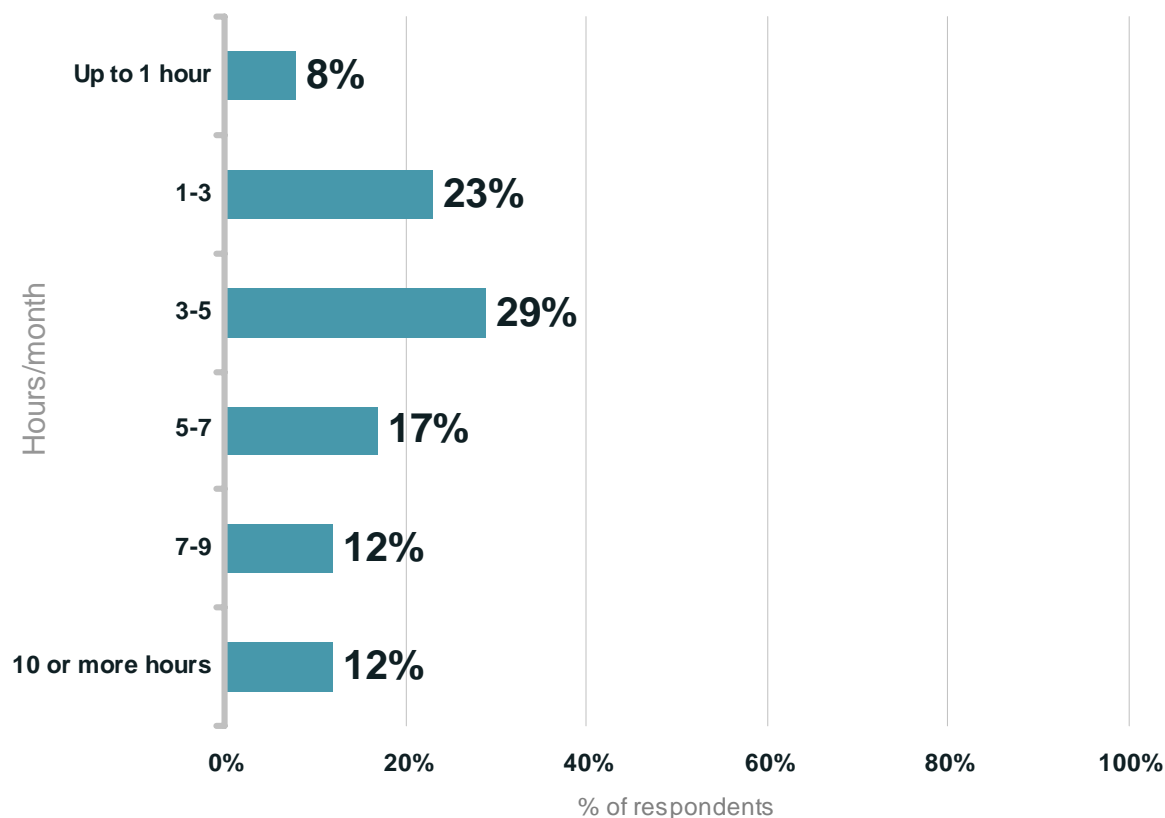
ISR Perceived Benefits



- **56% of ISR customers believe that ISRs have made it easier / faster to enable new network / telecommunications services**
- **Outside of the US, respondents consider network security (48%) as important as ease of enabling new services (48%)**

Q9: Please rate your agreement with the following statements: Having an integrated device such as a Cisco Integrated Services Router... (top 2 boxes)

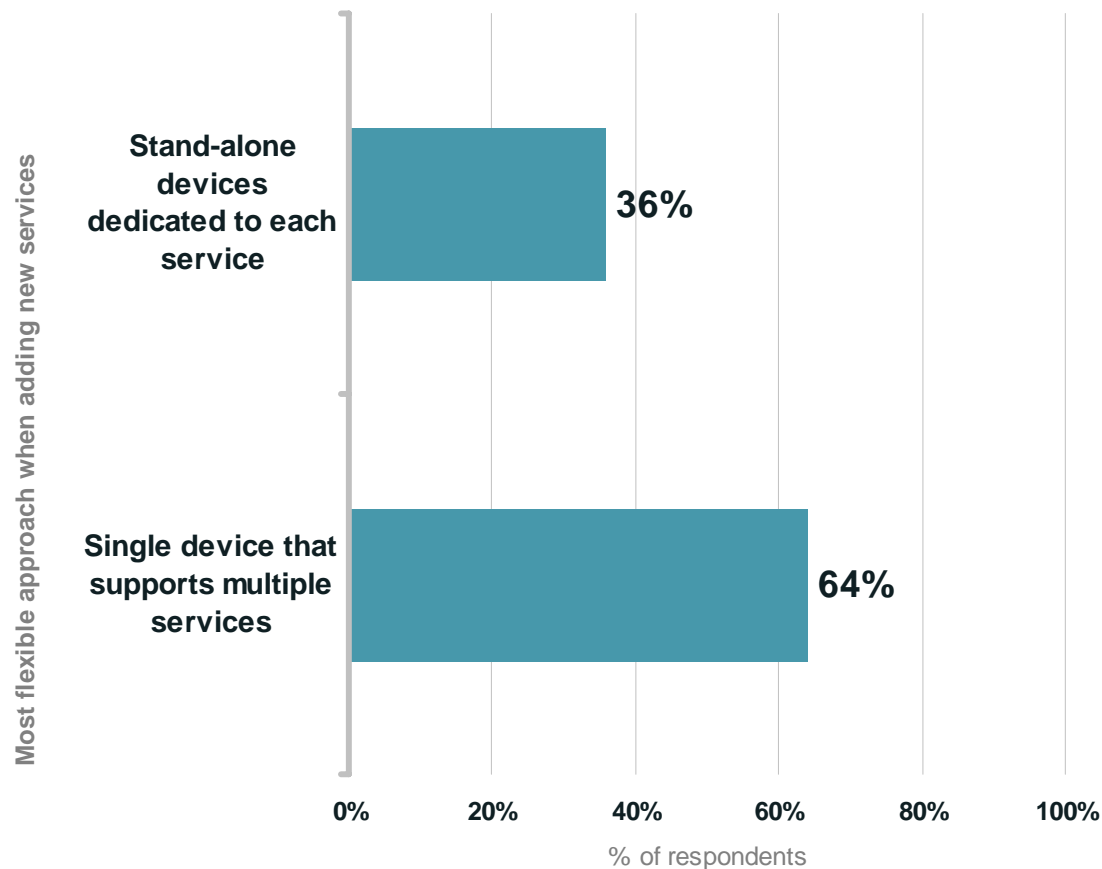
ISR Time Savings on Vendor Management



- **44% of ISR users reported monthly time savings in vendor management**
- **These time savings average 3-5 hours per month**

Q10: How much time per IT employee per month is saved on vendor management due to using an Integrated Access Router solution? N=52

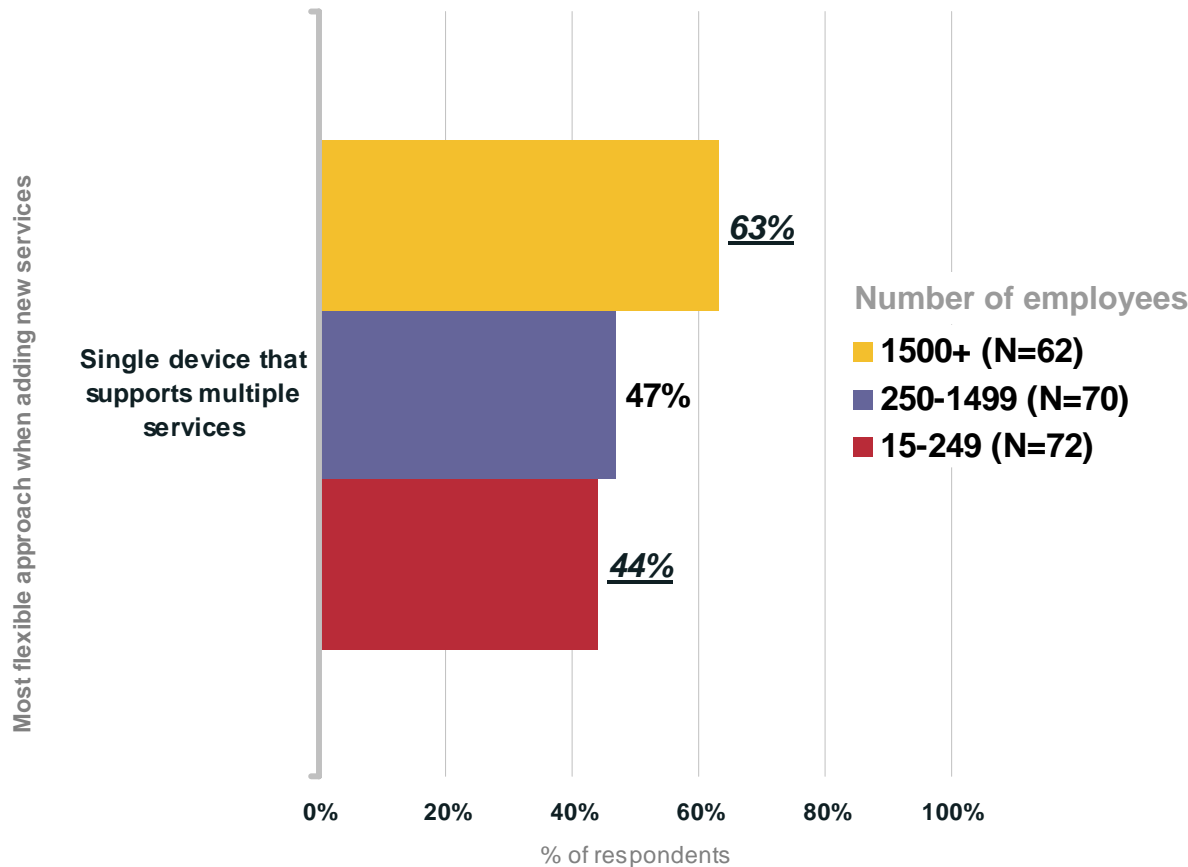
ISR Users – Most Flexible Approach when Adding New Services



- **64% of ISR users believe that a single device that supports multiple services is the most flexible approach when adding new services**

Q16: Which approach do you believe gives you the most flexibility in terms of adding new services such as telephony or security in your office? N=101

Most Flexible Approach when Adding New Services



- Large organizations (1500+ employees) clearly prefer one-box solutions (63%)
- Almost half of SMBs believe that a single device delivers greater flexibility for adding new services

Q16: Which approach do you believe gives you the most flexibility in terms of adding new services such as telephony or security in your office?

More Information



For more information:

Cisco Integrated Services Routers

www.cisco.com/go/isr

Cisco Business Communications Solution

www.cisco.com/go/businesscommunications

Sage Research

www.sageresearch.com

Converged Data, Security, Voice Solution Benefits video on demand featuring Kathryn Korostoff, Sage Research

<http://tools.cisco.com/cmn/jsp/index.jsp?id=46664>

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