



**EMIRCOM**  
Inspires Transformation



  
CISCO

 **CISCO**  
**Connect**  
Riyadh, Saudi Arabia  
April 29-30, 2014

*TOMORROW*  
*starts here.*



# Managed Services

Mohammad Shakeer – Sales Manager

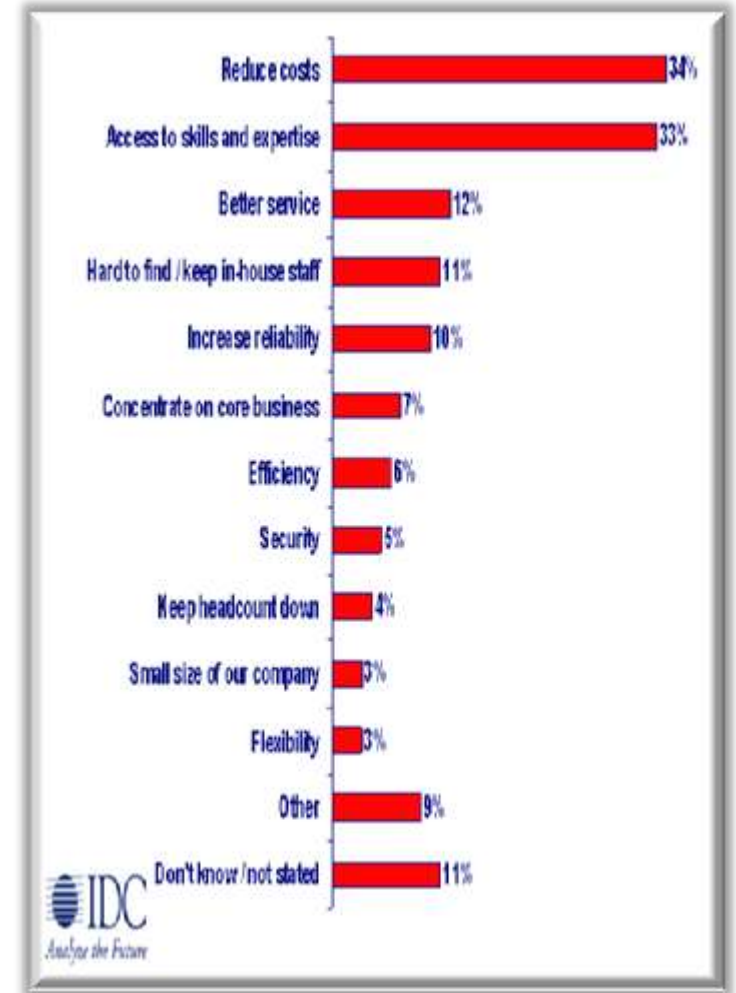
Phone: 00966-11-4629250

URL: [www.saudiemircom.com](http://www.saudiemircom.com)

# Agenda

- **Market Driver**
- **Emircom Service Offerings**
- **Managed Service Offering Definition**
- **Operations Approach**
- **NOC-in-the-box (Own IP)**
- **Sample Report Types**
- **Connectivity Models**
- **Emircom Introduction**

# Market Driver



# Emircom Service Offering



## Managed 360

Network 360°  
Desktop 360°  
System 360°  
Application 360°  
Secure360°

### IT Infrastructure services

- Managed Network
- Managed Security
- Managed Data center
- Managed Desktop
- Managed Systems
- Managed Application.
- O & M - Operate & Manage



## Solution Integration

- Virtualization & Cloud Computing.
- Data Center preparation.
- Data Center & WAN Optimization
- Storage & Recovery.
- Network & Security
- Process Automation.



## Data Center

- OPDC – On premise Data Centers.
- DCIM
- UPS
- Cooling
- Fire Suppression
- Environmental Monitoring.
- Racks.
- ELV - structure Cabling.
- Physical Security.



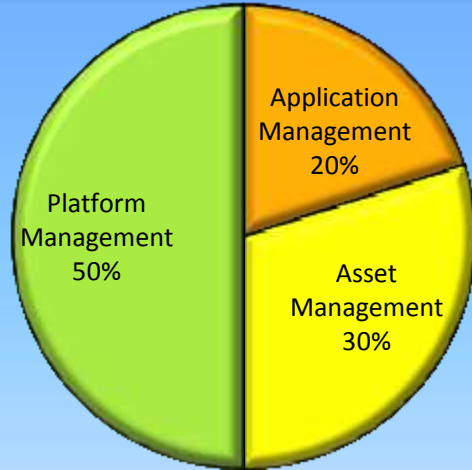
## Out-tasking Services

### Professional Services

- NOS – Network Optimization Services.
- Data Center, IT Infrastructure & Security - Assessment, Optimization.
- Process consulting (ITIL & ITSM)
- Technical services

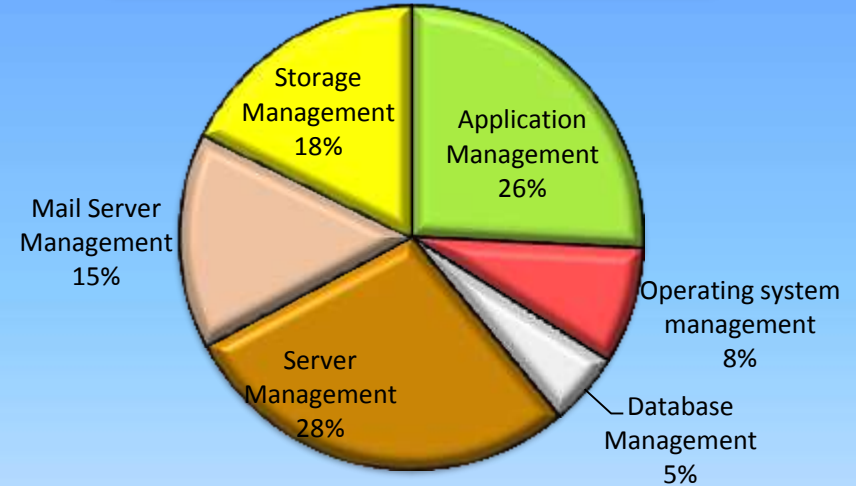
# Managed Service Offering Definition

## Managed Desktop



“360 degree management of client desktop environment to deliver a smooth operation achieved by applying best of breed tools and industry best practices while lowering operational cost to our client”

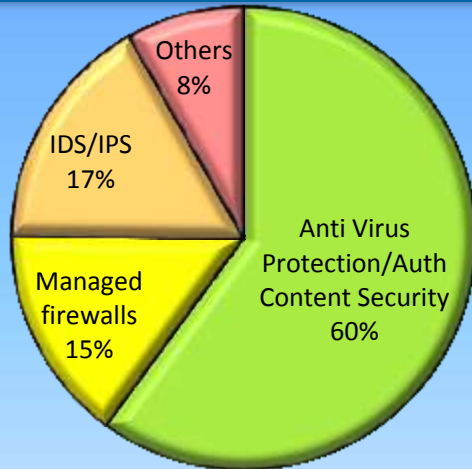
## Managed Datacenter



“Management of the client system, storage and application while assuring High availability, performance of infrastructure to support client business critical applications while ensuring security, compliance to industry standards and as well reduce the Total Cost of Ownership to our clients”

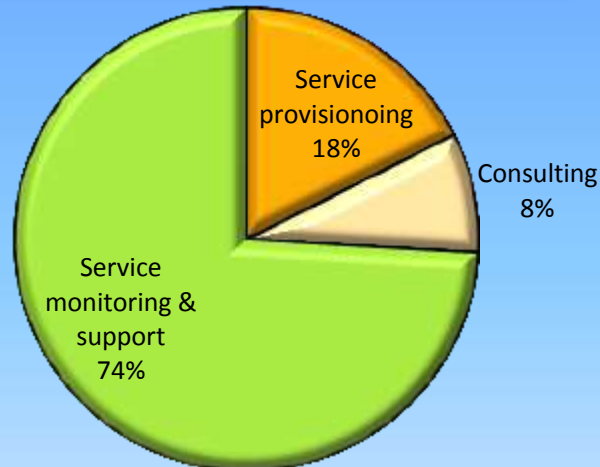
# Managed Service Offering Definition

## Managed Security



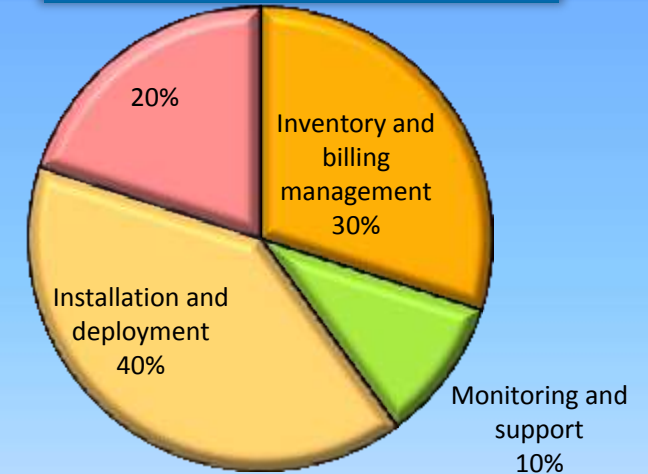
“The proactive event monitoring and systematic approach to mitigate threats and address the security needs of client infrastructure through a combination of best of breed security tools and application of best practices”

## Managed Network



“Provisioning of right network tools and infrastructure to proactively monitor network and handle fault through early detection and Incident resolution as well facilitate Configuration functions. Thus assure increased network Availability, Performance and Security”

## Managed IPCC



“Elimination of complexity involved in managing voice, Video and converged communication infrastructure through centralized administration while ensuring Quality of Service and as well result in reduced Operational cost to our client”

# Managed Service Activities

## 24 X 7 IT Helpdesk

**SINGLE POINT OF CONTACT** to handle customer service requests. The primary responsibility is being the first contact voice that responds immediately to customers worldwide, both internal and external. Helpdesk staff control the service experience and level of satisfaction with the goal to accomplish the following:

- ✓ Customer Satisfaction / Customer retention
- ✓ Personal relation
- ✓ Technology guidance
- ✓ Business posturing

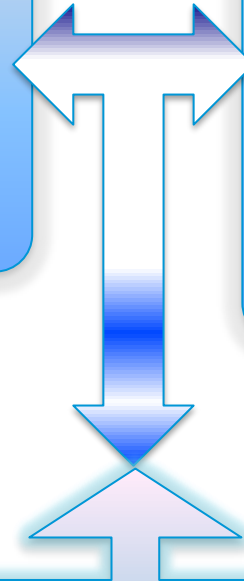
## 24 X 7 RIM

RIM Team is responsible for 24X7 proactive monitoring of customer network devices, servers, links and critical Process. Connected through secured VPN and responsible for the following:

- ✓ Fault Management
- ✓ Performance Management
- ✓ Reports

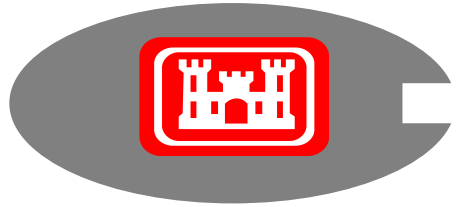
## ITIL PROCESS

- ✓ Incident Management
- ✓ Problem Management
- ✓ Change Management
- ✓ Configuration Management
- ✓ Capacity Management





# Operation Approach



Customer



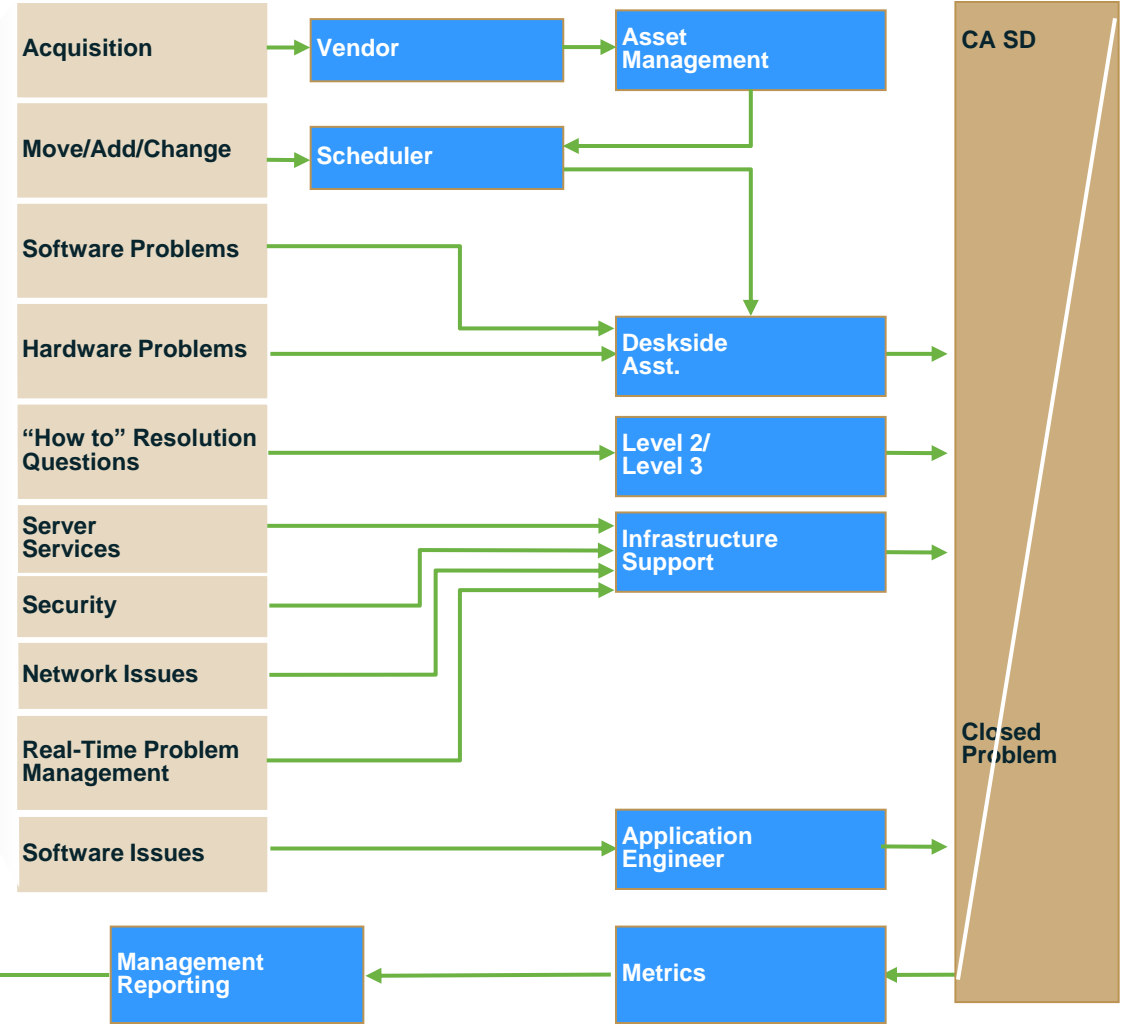
Customer Outreach

Satisfaction Survey

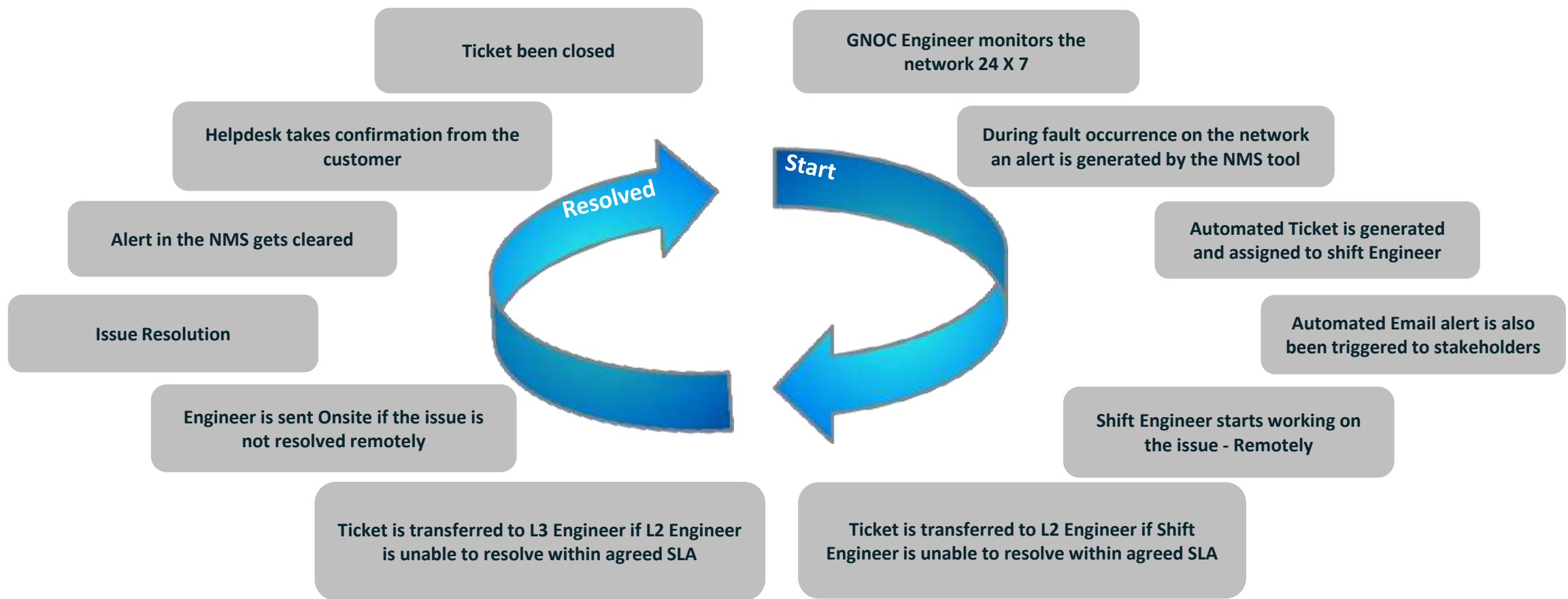
## Enterprise Service Desk



1<sup>st</sup> Call Resolution  
Problem Ownership  
Customer Outreach

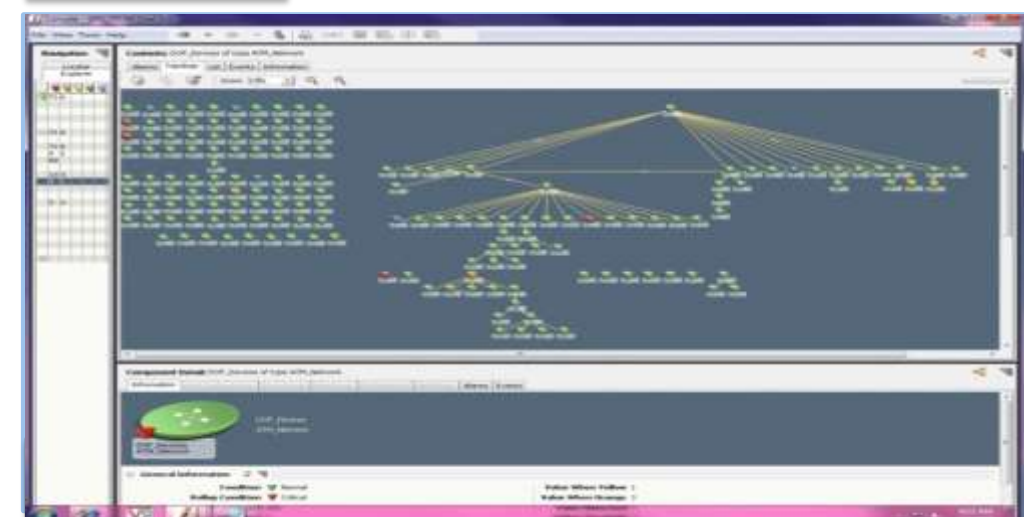
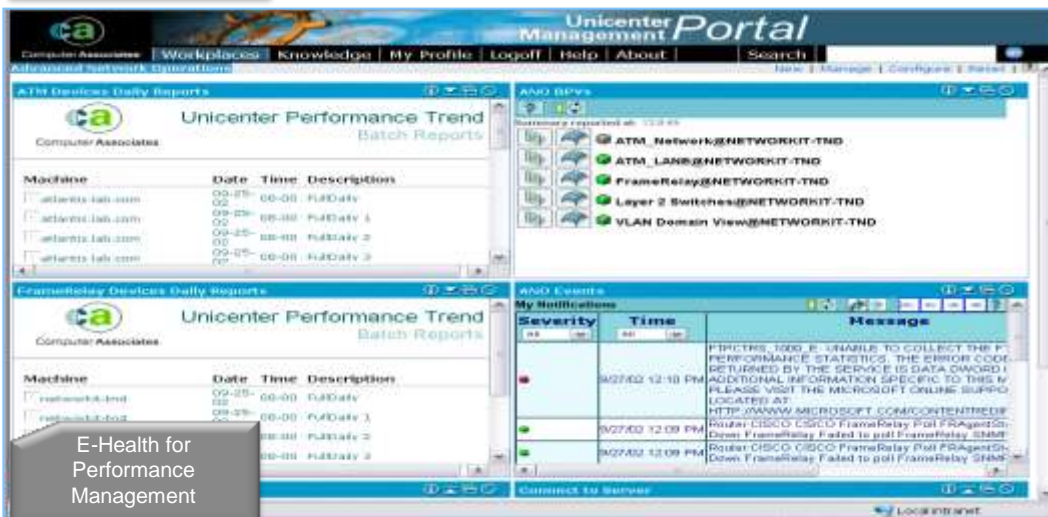
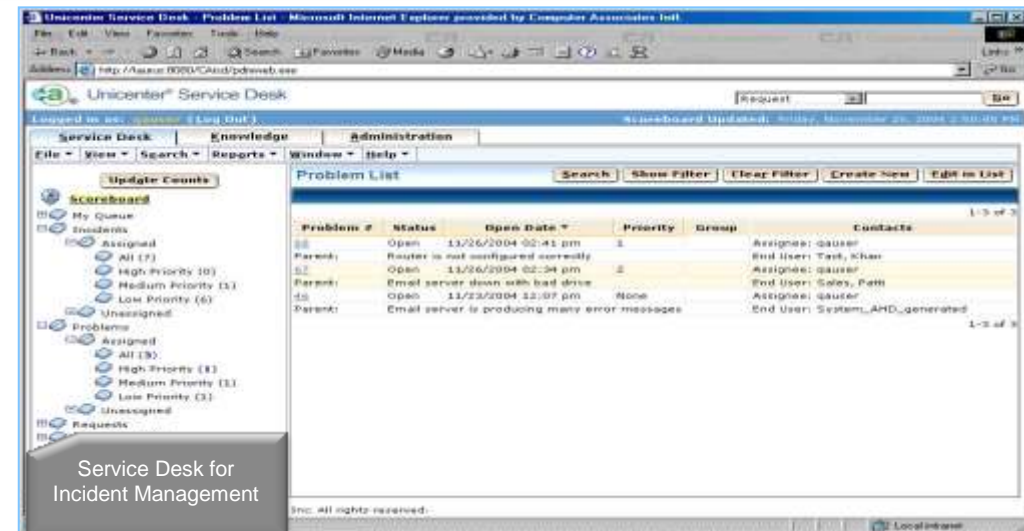


# 24 X 7 Fault Monitoring and Mgmt Process



# Delivery Infrastructure

Industry Standard Tools Integrated to Deliver Complete IT Service Management Cycle



# Service Desk

## ✓ Incident Management

- ✓ Remote & Onsite Troubleshooting
- ✓ Monthly SD call Reports

## ✓ Service Request Fulfillment

- ✓ Remote & Onsite
- ✓ Monthly SD call Reports

- ✓ 24 X 7 Available over phone & email.
- ✓ ITIL V3 trained Helpdesk Professionals
- ✓ ITIL V3 foundation and experts certified Helpdesk Leads.

## ✓ Change Management

- ✓ Remote & Onsite
- ✓ Monthly SD call Reports

## ✓ Quarterly Preventive Maintenance

- ✓ Remote & Onsite
- ✓ Preventive Maintenance Report



# Monitoring Services from NOC

## Process

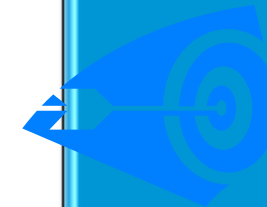
- 24 X 7 Proactive Monitoring
- Fault Management
- Alert Management
- Ticket Creation, Update, Closure
- Vendor Coordination
- Call Escalation Management
- SLA Management
- Incident Management
- Service Request Management
- Change Management
- Configuration Management
- Asset Management
- Daily/Weekly/Monthly Reports

## Network Monitoring

- **Router Monitoring**
  - Availability
  - CPU Utilization
  - Memory Utilization
  - Interface Utilization
- **Switch Monitoring**
  - Availability
  - CPU Utilization
  - Memory Utilization
  - Interface Utilization
- **Firewall Monitoring**
  - Availability
  - CPU Utilization
  - Memory Utilization
  - Interface Utilization
- **Netflow Monitoring**
- **WAN Links Monitoring**
- **Bandwidth Utilization Monitoring**
- **Wireless Access Point Monitoring**

## Server Monitoring

- **Server Monitoring**
  - CPU Utilization
  - Memory Utilization
  - Hard Disk Utilization
- **Windows Service Monitoring**
- **Hardware Health Monitoring**
- **Processes Monitoring**
- **SAN Monitoring**
  - Availability Monitoring
  - Volume utilization Monitoring



**Timely & SLA based Proactive  
Monitoring & Delivery**

# Standard Incident Mgmt KPIs

Call type*	Call description	Target resolution	Initial response	Initial customer site contact from ticket assignment
P1	System or component down, critical business impact affecting multiple clients	2 Hours	Within 15 minutes of monitoring tool ticket assignment	30 Minutes
P2	System or component down, critical business impact affecting a single client	4 hours	Within 15 minutes of monitoring tool ticket assignment.	30 Minutes
P3	System or component down, workaround is possible without operational impact	NBD	Within 30 minutes of monitoring tool ticket assignment	60 Minutes
P4	System or application degraded, workaround is possible without operational impact	3 Business Days	Within 60 minutes of monitoring tool ticket assignment.	2 Hours

\* As Per client Definition

# Shifts & NOC Operational Process

## 3 SHIFTS

**Morning Shift**  
7:00 AM to 5 PM

**Afternoon Shift**  
11:00 AM to 9:00 PM

**Night Shift**  
9:00 PM to 7:00 AM

24 X 7

## NOC Process & Governance

**Shift Handover  
Process**

**Tickets Review  
by Team Lead**

**Daily Call  
Reports**

**Weekly NOC  
Meeting**

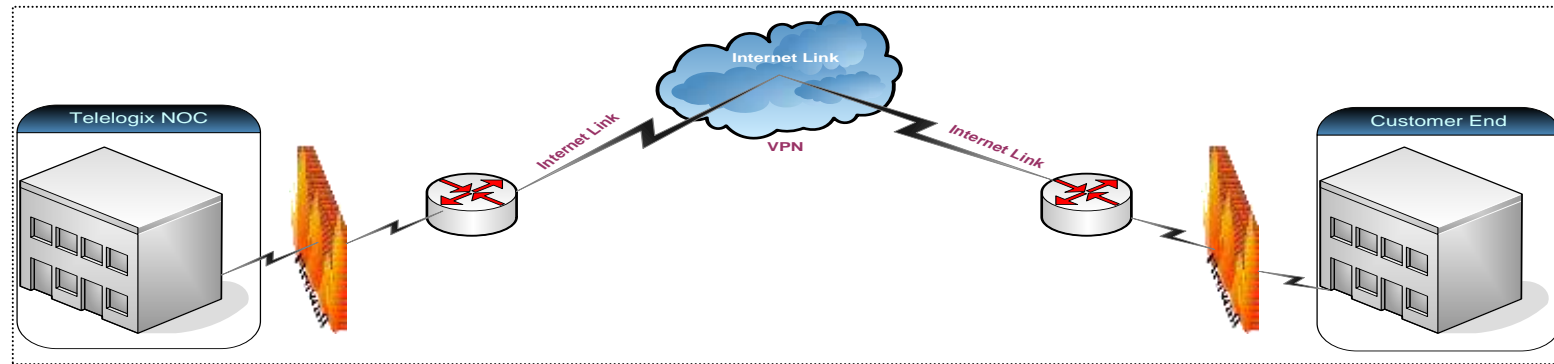
**Monthly  
Technical &  
Process  
Trainings**

**Quarterly  
Awards  
Program**

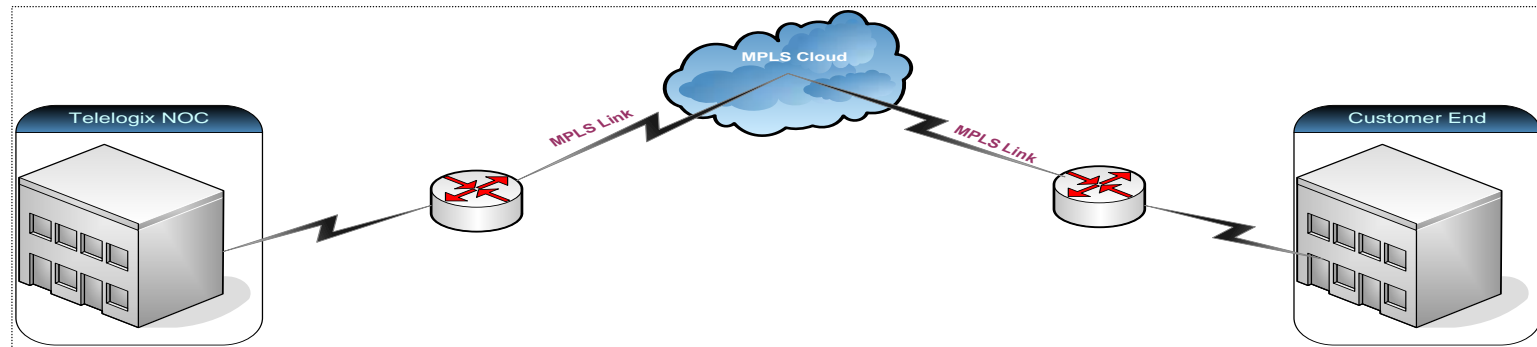
**Audits**

# Connectivity Methods

## Method – 1 VPN – Over Internet



## Method – 2 MPLS/Leased Line





# NOC-in-the-box (Own IP)

Customer  
Logo

## Managed Services NOC-IN-THE-BOX



April 30<sup>th</sup>, 2014

Vision & Mission

Transition

Scope

Team R&R

SLA Enablement

Process

**SOPs**

Technical Document

Inventory Details

Diagrams

NOC Operations

Shift Hand-Over

Operational Checklist

Escalation Tools

Monitoring Tool

Remote Control Tool

Provisioning Tool

Customer Satisfaction Survey

Home

About us

Service Catalog

**WELCOME TO Emircom MANAGED NOC**

User Name

Password

Instant Message (Broadcast) (slow scroll)



Log Complaints

NOC Activity Calendar

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Calendar Legend

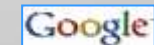
- 9 MDTs
- 10 Alerts
- 2 Activity

Tracking List ([Update activities here](#))

HRMS – [Emircom Member Area](#)

[Register Here for Training](#)

Search this page



Live Camera



Reporting Dash Board



Service Quality (KPIs)



NOC Gallery

Manuals

News & Bulletin Board

Corporate Directory

# Sample Screenshots - Alerts(Overview)

Overview Servers Applications Network Devices Da... More

Create Business Service Actions

### Business Services

Name	Availability	Health	Monitors Status	Today's Availability
Cloud Services			10/91 in error	0.0%
Corporate IT			1/50 in error	0.0%
Critical Applications			3/51 in error	0.0%
Database Services			1/6 in error	0.0%
Finance Team			2/45 in error	0.0%
Important Servers			2/8 in error	90.69%
Important Switches Routers			0/40 in error	0.0%
IT360			2/8 in error	43.02%
Licensed Servers			1/2 in error	100.0%
Payroll Services			2/37 in error	0.0%
Portal Billing App			5/19 in error	0.0%

### Infrastructure Snapshot-Servers

Monitor Type	Availability	Health	Monitors in Error
Linux			1/2
VMware ESX/ESXi			0/2
Virtual Machine			3/4
Windows			4/5
AIX			0/1
FreeBSD / OpenBSD			0/1
HP-UX			0/1
Hyper-V Server			0/1
Novell			0/1
Sun Solaris			0/1

### Infrastructure Snapshot-Applications

Monitor Type	Availability	Health	Monitors in Error
Apache Server			1/2
DR?			1/1
Exchange Server			1/1
Glassfish			1/2

# Sample Screenshots - Alarms(Networks)

The screenshot displays a network monitoring dashboard with the following components:

- Navigation Bar:** Includes 'My Dashboard', 'Networks', 'Storage', 'Servers', 'Applications', 'Alarms', 'Reports', 'Admin', and 'ServiceDesk'. A search bar is located on the right.
- Networks:** A sub-menu with options for 'Network Traffic', 'VoIP Monitors', 'WAN RTT Monitors', and 'Show By Business Service'.
- Network Overview:** Features 'Actions' and 'Dashboards' dropdown menus.
- Device Summary:** A table listing vendors and their associated alarms and devices. The 'Cisco' row is circled in red.
- Business View:** Shows 'Critical Applications ( Total : 4 )' with a single device icon labeled 'cisco2081\_test'.
- Recent Alarms:** A table listing alarm sources and messages.
- Event Summary:** A table listing event types and their counts.

Vendor	Alarms	Devices
Brocade	0	0/1
Cisco	5	1/1
Hewlett-Packard	1	1/2
Others	1	0/15

Event Type	Count
Printer Down	2
Printer Up	8
Syslog Alarm Down	131
Threshold Violated	1
Threshold Rearmed	1

Source	Alarm Message
Floor10-Printer1	Internal Problem - Load Tray 1: Plain, Letter
cisco2081_test	Availability threshold limit violated ( < 100%). 100 % of requests sent from cisco2081_test failed to reach 203.199.211.77.
cisco2081_test	"Jan 25 12:21:57.037: %PARSER-5-CFGLOG_LOGGEDCMD: User:advent logged command:session-params defaultSessionParams""This is created to test syslog monitoring
cisco2081_test	Availability threshold limit violated ( < 100%). 100 % of requests sent from cisco2081_test failed to reach 203.199.211.77.
jagadesh-0457.csez.zohocorpin.com	Device Down: No response from device for last 5 polls
cisco2081_test	"Jan 18 11:33:32.595: %PARSER-5-CFGLOG_LOGGEDCMD: User:advent

# Sample Screenshots - Performance(Servers)

The screenshot displays the Performance console in Microsoft Management Console (MMC) for a server named 'windows 7'. The interface is organized into several sections:

- Navigation:** A top menu bar includes 'Overview', 'CPU', 'Disk', 'Network', 'Event Log', and 'Configuration'. The 'Overview' tab is currently selected.
- System Health:** A red warning icon indicates a critical event: 'Event ID 4756 of Windows 7 is critical. Root Cause: 1. CPU Utilization > 3 % (Threshold), 2. Events Matched With Rule (Prt security)'. Below this, system details are listed: Name (windows 7), Type (Server), Host Name (R360-w7-04-1.000 - (172.16.00.211)), Host OS (Windows 7), Last Polled at (Jan 29, 2013 4:33 AM), and Next Poll at (Jan 29, 2013 4:40 AM).
- Today's Availability:** A green gauge shows 100% availability with a current status of 'Online & OK, 0.0 PMS 0.0 Sec'.
- Response Time:** A gauge shows a response time of 1 ms.
- Utilization Gauges:** Three gauges show current utilization levels: CPU (30%), Memory (33%), and Disk (21%).
- Line Graph:** A graph titled 'CPU and Memory Utilization - Last 24 hours' shows historical trends for CPU, Memory, and Disk usage over a 24-hour period.
- Memory Usage Table:** A table provides detailed memory statistics:

Memory Usage	%	MB	Threshold	CPU Usage	%	Threshold
Swap Memory Utilization	27	4,153	0%	CPU Utilization	30	0%
Physical Memory Utilization	33	5,704	0%			
Free Physical Memory (MB)		8,700	0%			
- Breakdown of CPU Utilization:** A bar chart shows the percentage of CPU time spent on various system processes. Below the chart is a table:

Parameter Name	Current Value	Status
Run Queue	22	(0)
User Time(%)	24	(0)
System Time(%)	24	(0)
Idle time (Time%)	4	(0)
Idle Time(%)	0.0	(0)
Interrupts/sec	2000	(0)
- Process Details:** A table lists running processes:

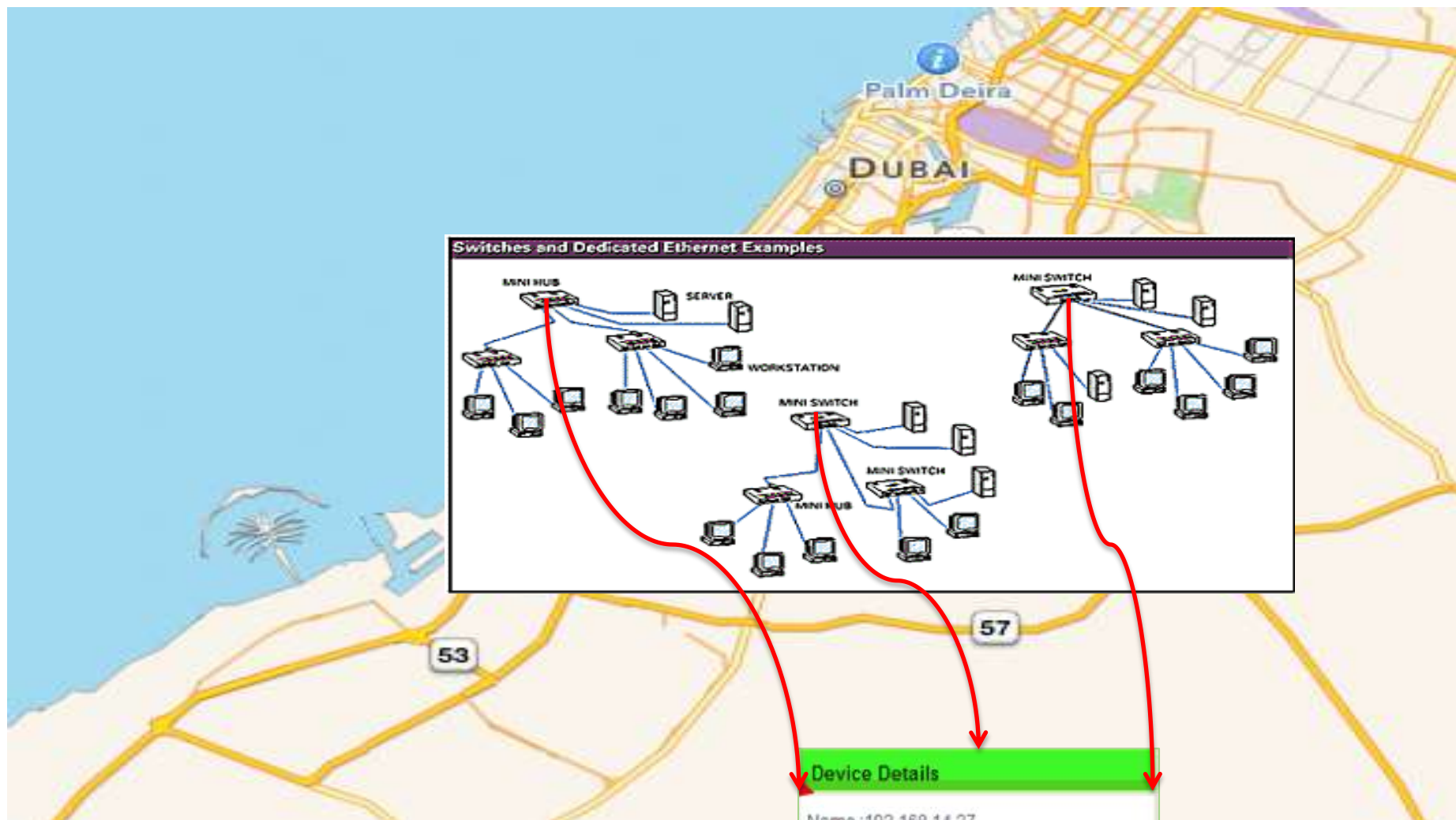
Process	Availability	Health	No. of Instances	PMU(%)	PMU(%)
lsass.exe	Available	OK	1	0.0	0.0
- Service Details:** A table lists system services:

Service Name	Health	Availability	Actions
Browser	OK	Available	Start, Stop
- Functions in the System:** A table lists system functions:

Name	Type	Availability	Health
exchange	Exchange Server	Available	OK
- Right-Hand Side (RHS):** A sidebar contains sections for 'Host Details', 'Host Alerts' (with a 'Configure Alerts' link), 'Host Config Analyzer', 'Host Tasks', and 'Associated Resources'.



# Sample Screenshots – Topology View



**Device Details**

Name : 192.168.14.27

Status : Clear

Message : Health is clear

# Reports from NOC

## Process Reports

- Service Desk Call Summary Report
- Priority & Category Wise Call Report
- SLA Report
- Asset Management Report
- Incident Trend Report

## Network Reports

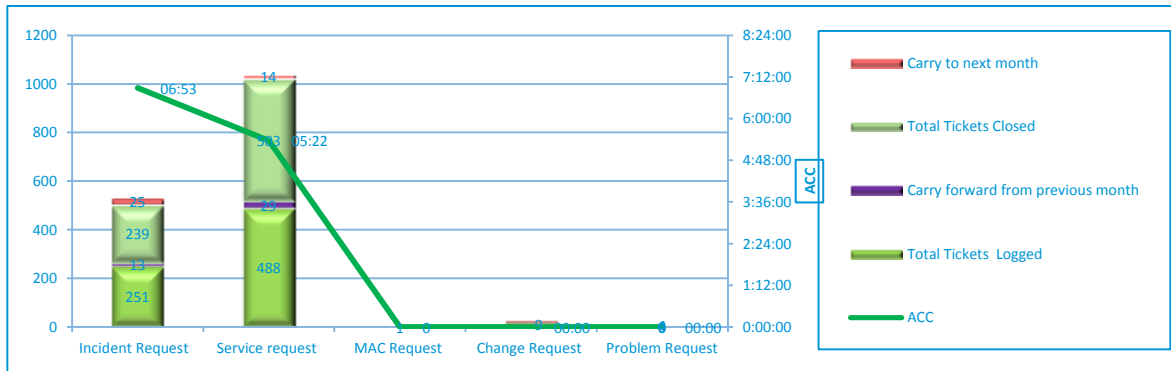
- Device Availability Report
- CPU Utilization Report
- Memory Utilization Report
- Interface Utilization Report
- Bandwidth Utilization Report
- Threshold Exceeded Report (Link)
- Error Report
- Trend Analysis Report
- Performance Report
- Inventory Report

## Systems Report

- Server Availability Report
- CPU Utilization Report
- Memory Utilization Report
- Hard Disk Utilization Report
- Service Availability Report
- Storage Volume Utilization Report
- Threshold Exceeded Report
- Performance Report
- Inventory Report

# Sample Helpdesk Reports

### SD Summary Report

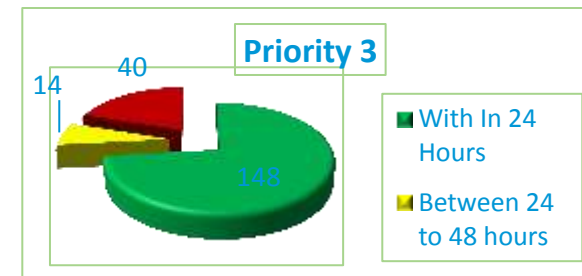
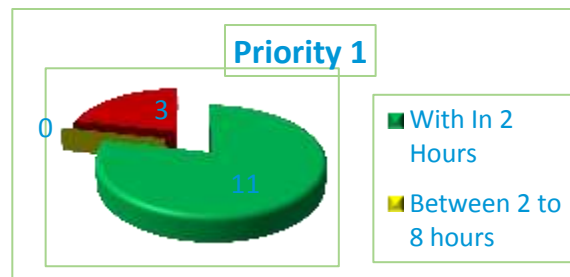
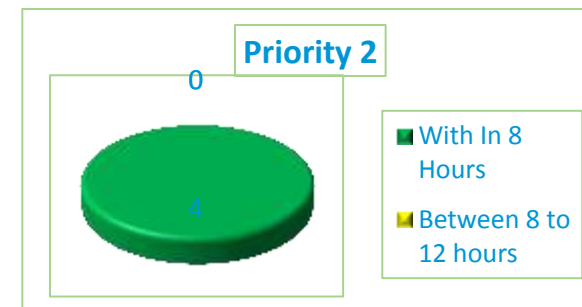
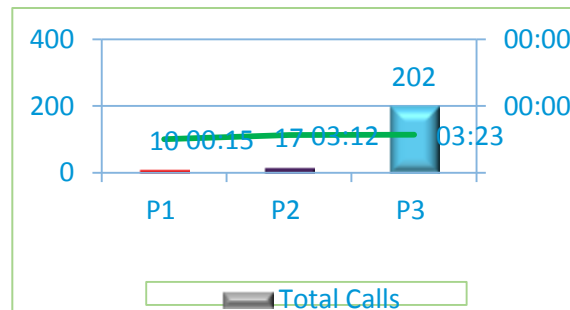
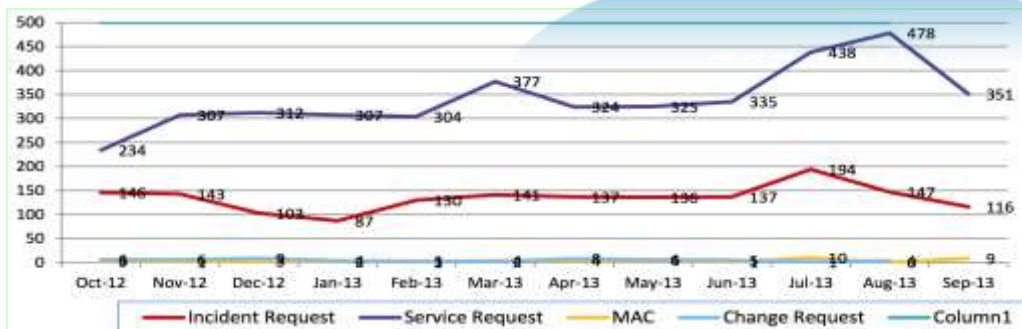


### SLA Summary Report

Priority	Target resolution time	Total calls	No of Calls Closed Within SLA	No of Calls Breached SLA	Total Ticket Closure Time (hh:mm)	Average Call Closure Time (hh:mm)	% of SLA Met
P1	2 hrs	14	3	11	48:19	0:15	21 %
P2	8 hrs	4	4	0	12:49	3:12	100 %
P3	24 hrs	202	148	54	643:11	3:23	73 %

Weekly Monthly Quarterly

### Call Trend Report



# Sample Reports

## Dashboard



## Availability Report



Weekly Monthly Quarterly

## Bandwidth Utilization Report



## Memory Utilization Report

	Min	Max	Avg %	
City	54	54	54	<div style="width: 54%;"></div>
-	43	43	43	<div style="width: 43%;"></div>
IN-	41	41	41	<div style="width: 41%;"></div>
2-	39	39	39	<div style="width: 39%;"></div>
DOOR-	38	38	38	<div style="width: 38%;"></div>
IDIYA	36	36	36	<div style="width: 36%;"></div>
101	29	29	29	<div style="width: 29%;"></div>
-	29	32	29	<div style="width: 29%;"></div>
-	29	29	29	<div style="width: 29%;"></div>
all	27	30	28	<div style="width: 28%;"></div>

## CPU Utilization Report



## Data Transfer Report





# Emircom Introduction



Cisco  
Connect  
Riyadh, Saudi Arabia  
April 29-30, 2014

*TOMORROW  
starts here.*



# Emircom Introduction

Established in 1984, Emircom is one of the Leading System Integrator in the region.

Headquartered in Abu Dhabi with offices in Abu Dhabi, Dubai, Saudi Arabia.

Part of the Al Nowais Investment Group that has a group turnover of over USD 1.5 Billion

The Al Nowais Investment Group consist of companies who are one of the biggest in the respective sectors – Arab Development, Danway, Federal Foods, & Pharmatrade.

Started Saudi Arabia Operation in - 2005

Presence in Saudi Arabia includes Riyadh , Jeddah , Dammam.

# What Makes up Different

High credit ratings from international vendors and banks

A focused key accounts strategy

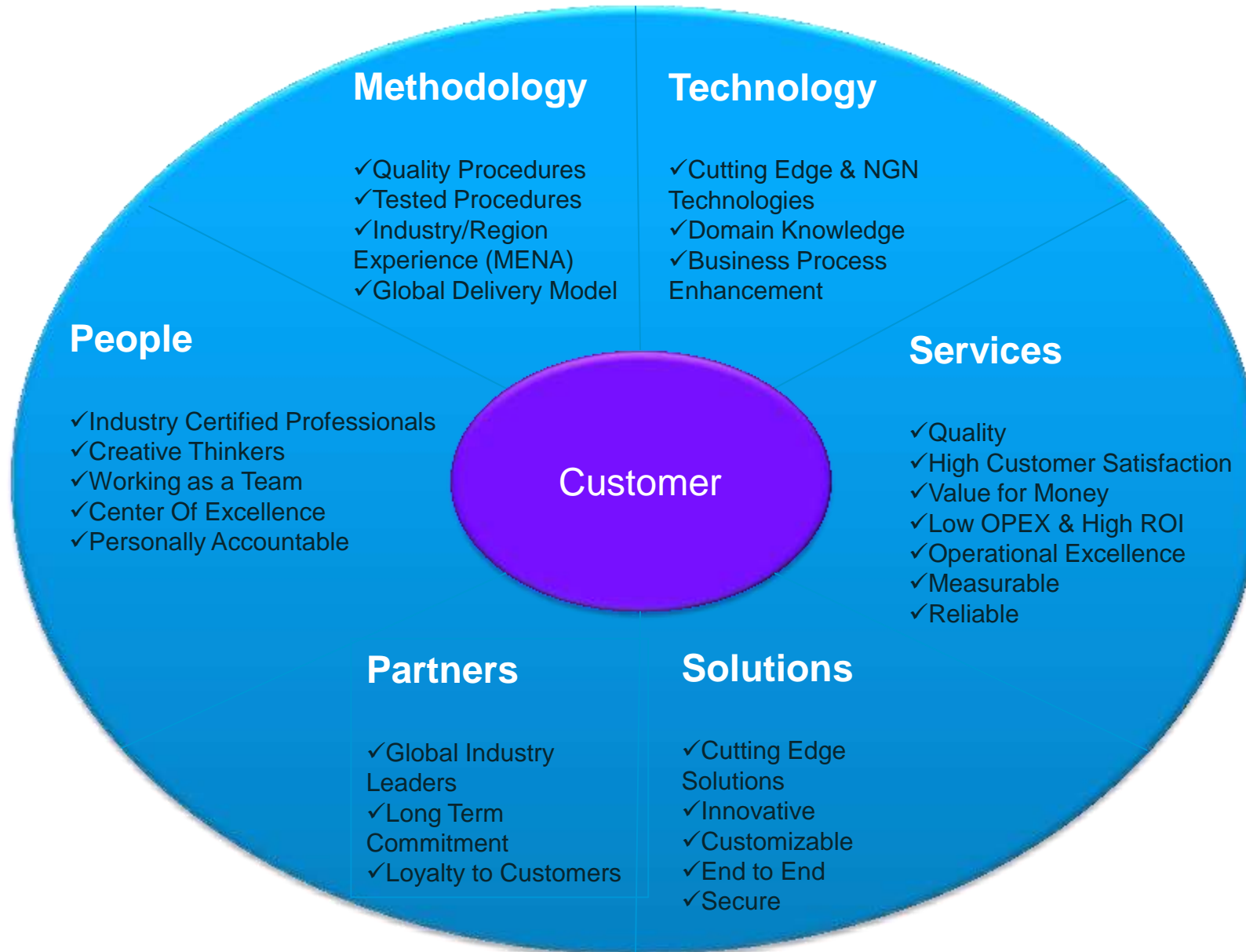
One of the best customer satisfaction and retention rate in the region

Early adopters of New and Complex Technologies (IP Next Generation Network, Unified Computing System, TelePresence, IPICS, ISE, XR, Managed Services, Optical Networking..)

One of the Largest Cisco Partner for the past 3 years in the region

ITIL Certified Managed Services offering inclusive of 24x7 NOC

# Emircom Value Proposition



We set trends to be the partner of choice by  
committing to excellence.

Emircom inspires transformation

# What This Means to You

- We will constantly challenge the frontiers of technology and service to give you a better and progressive solution
- We will always be looking for newer and better ways of ensuring that your business benefits from engaging with us
- We will always be open to feedback and inputs from you – our customers – so that we make ourselves more relevant to your changing business challenges

Result – An Exemplary Experience for you – Our Customers



Thank You!

Mohammad Shakeer – Sales Manager

30<sup>th</sup> April 2014