



⚙️ Next Generation Managed Services





## •• The infrastructure of tomorrow... ...will not be managed by people, but by expert systems.

IPsoft was founded in 1998 by a group of New York University faculty and staff members who had a bold vision: to optimize IT through expert-system driven technology. The idea, in a manner of speaking, was to “clone engineers’ brains.”



IPsoft has managed to do just that. Our automated systems, which resolve more than half of all problems without human intervention, are at the cutting edge of IT management. IPsoft’s position as the only managed services provider to deliver autonomically-enabled IT infrastructure management has been validated by Deloitte Consulting. According to Deloitte: “Manual processes cannot consistently provide the level of service and quality required to satisfy the performance objectives of today’s business applications...IT organizations that embrace autonomic solutions today will gain marketplace advantage.”

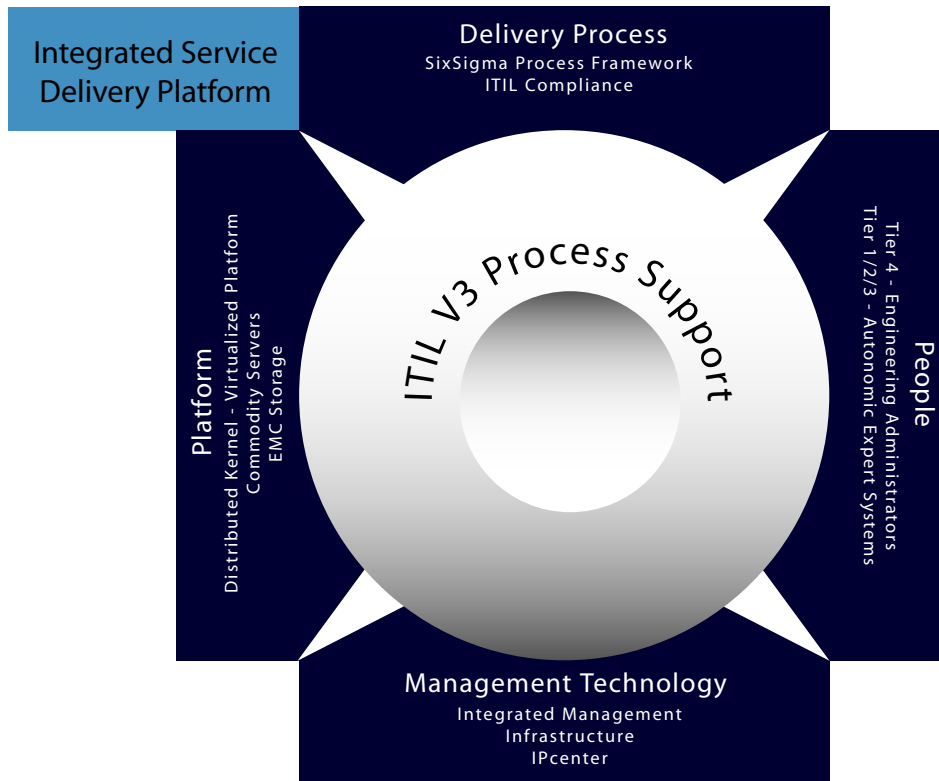


Our clients see that advantage: Large businesses that outsource IT typically see a 20-35 percent drop in operating costs. Small and medium-sized businesses generally realize a 30-45 percent reduction in costs.

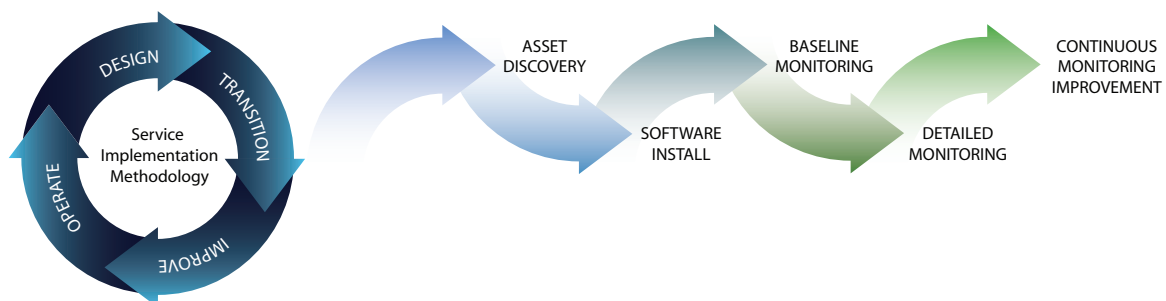
# Our mission is to optimize IT.

IPsoft's competitive advantage lies in two key areas:  
its automation and its ITIL-aligned service management suite.

[what we do]



IPcenter, IPsoft's ITIL-aligned, consolidated IT Service Management suite, enables clients to enhance ITSM productivity. Using mature process automation and tight service module integration, IPcenter refocuses critical personnel on creating value for the business and away from managing software products. IPsoft is the only MSP with a service delivery model that optimizes four key business drivers behind outsourcing: Cost, Risk, Service and Innovation.



# Competitive edge

IPsoft stands out in the marketplace, avoiding the pitfalls of our rivals.

Other service providers are struggling with the challenges of resource scaling, process design, and tooling. IPsoft has leveraged its autonomies, its consolidated approach to service delivery, and its ability to customize its service delivery processes to individual customers and partners.

## ● AUTOMATION TECHNOLOGY FOR SCALABILITY AND RELIABILITY

### Other MSPs

- Limited to no automation
- Maturity of automation limited to scripts and disconnected agents
- Typical industry focus for operations depends on manual processes and labor arbitrage.



**56%**

**of issues are resolved  
without human intervention**

- Proven technology in use worldwide
- Higher availability, lower TCO, reduced Mean Times to Resolve and Repair

## ● CONSOLIDATED CONTROL

### Other MSPs

- Black box approach
- Centralized portals, but limited to no consolidation
- Disparate toolsets, leading to inefficiencies in service delivery
- Control vests with supplier, while client exercises little or no control on change management and priorities



**30%**

**is the average cost productivity  
gain businesses realize through  
consolidated management**

- IPcenter portal consolidates all IT management functions within a single framework
- Full transparency into IT operations; the customer sees what IPsoft's engineers see

[how we compare]

## ● COST SAVINGS

### Other MSPs

- Lack of consolidation and automation requires staffing of high numbers of low-level engineering staff to meet call and ticket demand
- Escalating wages on a global basis mean constantly increasing overhead, putting pressure on margins
- High overhead = high costs



**+/-30-35%**

**is the average cost differential over like-services offerings**

- Consolidation and automation deliver operational efficiencies that are passed on to the customer
- Low operational overhead

## ● QUALITY OF SERVICE

### Other MSPs

- Response times do not compare favorably to 6 minute averages
- Manual support processes are subject to human error
- Large staffs of mostly lower-level technicians negatively impact times to respond and lengthen escalation times, impacting resolution times



**>96.3%**

**of customers provide positive feedback**

- Industry-leading Mean Times to Respond (< 6 min. average on all service transactions)
- Reliable automated processes
- Staffed solely with senior engineers, ensuring first responder is able to resolve majority of issues

## ● VALUE LEVERAGE

### Other MSPs

- Industry average of ~27 cents of every client dollar goes back into support technology
- Many hidden or incremental, “per-incident” charges erode value to the end customer



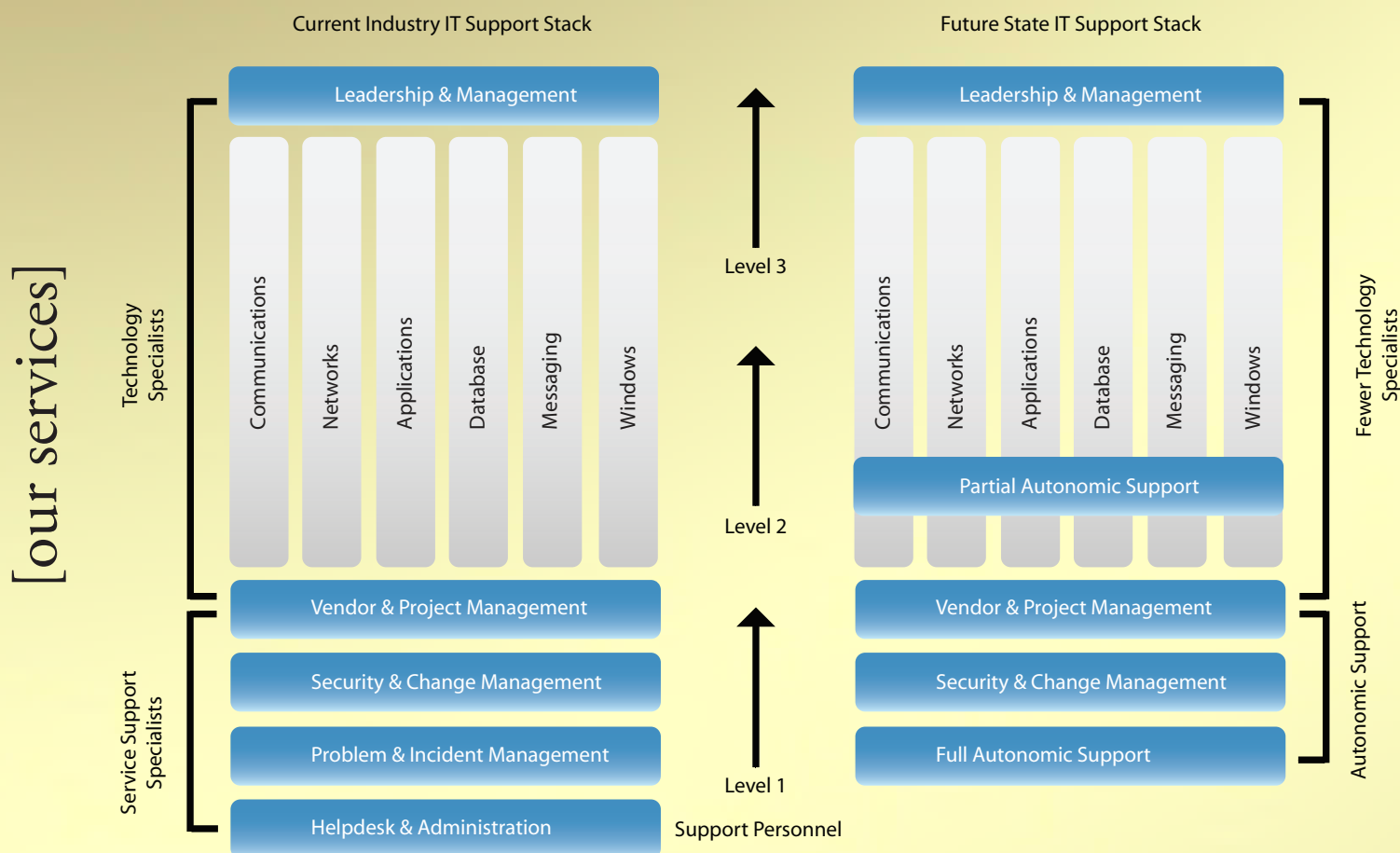
**\$.72**

**of every client dollar is invested back into support services and technology**

- IPSOFT engineers operate as extensions of internal IT teams, not as “vendors” or “consultants,” creating stability in ongoing cost structures

# Intelligent solutions.

IPsoft manages the entire technology stack, from the network layer to complex business processes and custom logic.



IPsoft offers a comprehensive monitoring and management solution that spans a customer's entire enterprise, operates 24 x 7 and is supported by a team of experienced Level 3 and Level 4 engineers in IPsoft's worldwide Network Operations Centers.

By choosing IPsoft as their managed services partner, customers can quickly and successfully deploy top-to-bottom monitoring of their IT infrastructure without incurring platform, implementation, and training costs.



$$\delta : Q \times \Sigma \cup \{\epsilon\} \times \Gamma \rightarrow 2^Q \times \Gamma^*$$

\* This equation just kept your system from going down.

## Creative solutions.

IPsoft offers a full range of IT outsourcing services, from management at the component, device and network level to the analysis, design and management of complex processes.

### **Service desk**

Our comprehensive service desk services from our worldwide Network Operations Centers encompass Levels 1-4 activities, including run book-based triage, business process and incident-based escalation and event troubleshooting and remediation.

### **Systems integration**

Our systems integration unifies all of the processes and resources of each network and system function and provides efficient data sharing, interfacing between applications, optimum system performance and system-wide security.

### **Communications**

Our services include VoIP and IP Telephony. IPsoft supports Cisco Unified Communications, Unified Messaging and video conferencing, and manages Avaya, Nortel, Lucent and Turret systems.

### **Hosting support**

We are a vendor-neutral MSP and maintain relationships with leading data center providers. IPsoft offers systems/network design, security consulting and large-scale web hosting/e-commerce implementations. IPsoft-managed data centers offer robust IT infrastructure and strong security.

### **Consulting**

We provide consulting services for data center, network and CRM/ERP design, application design and development, virtualization design and strategy, security, disaster recovery and green consulting.

### **WAN optimization**

We monitor and manage Blue Coat, Cisco, Riverbed and Packeteer WAN optimization devices to speed up application response times, reduce bandwidth costs and increase employee productivity.

### **Virtualization**

We provide VMware, XEN-based, desktop, Solaris-based and AIX-based virtualization. Other services include server consolidation, data center optimization and disaster recovery and business continuity solutions.

### **Business process management**

Our business process automatics help clients optimize and improve their evolving enterprises. Our suite of services includes process modeling, infrastructure deployment and process life cycle management, with specialties in finance and accounting, media services, security and call center.

[worldwide]



IPsoft has offices on three continents and in six countries.



New York (HQ)



Amsterdam



London



Stockholm



Frankfurt



Chicago



San Jose



Austin



Bangalore



[our clients]

# You name it, we serve it.

Finance. Media. Retail. Market research. Technology. Health care. Government. Insurance. Fashion. The list goes on and on. You'll recognize lots of our clients — many are household names.



“It's a classic example of **great team work.**

We made the correct choice when selecting IPsoft as a partner.”

— Victor Colon  
CIO, American Standard



“The IPsoft relationship gives us **access to key skills**

that we don't have within our own company. [IPsoft's] monitoring and management system...is the best in the industry.”

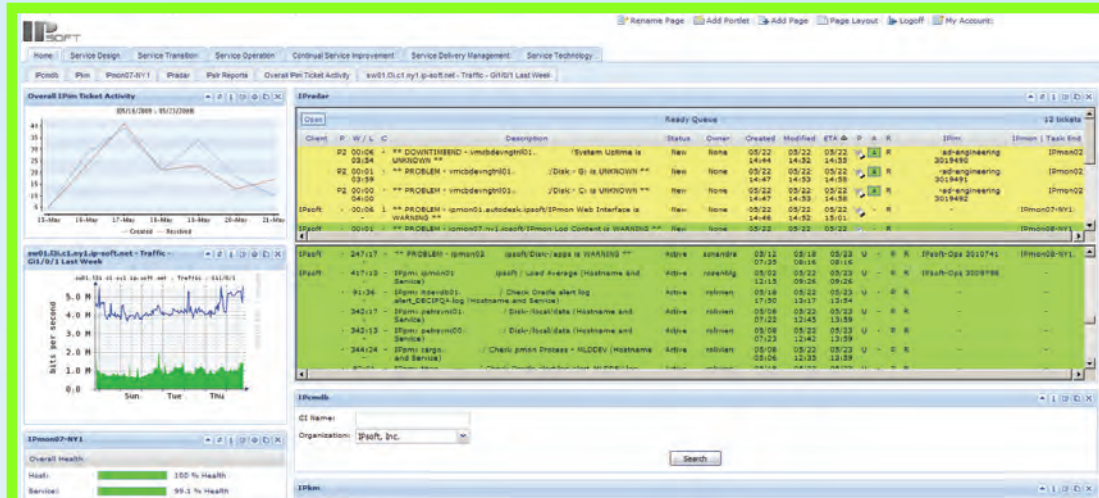
— Ole Schreiner  
Vice President, Funcom



# Dashboard view.

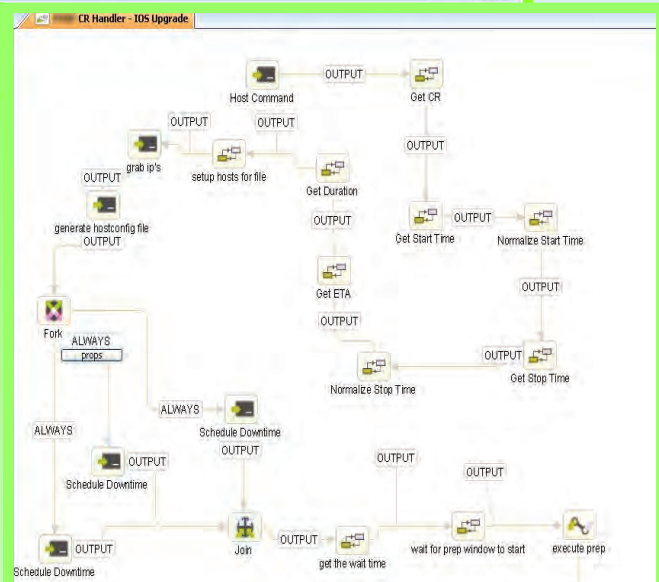
IPsoft is spearheading industry-wide trends with IPcenter v3, our ITIL-aligned management suite.

[our technologies]



## IPcenter v3 in a nutshell

- **End-to-end automation:** Every task moves from start to resolution in the shortest possible time.
- **Integrated ITSM framework:** A consolidated command console integrates management tools and allows data to flow seamlessly between applications.
- **Programmatically enforced process engineering:** Best practices aligned with the process engineering concepts of Six Sigma. Process adherence automatically enforced to yield consistent business outcomes.
- **Ad Hoc reporting capabilities:** Transparency into all aspects of the service delivery process is assured through rich user-customizable incident and problem reporting, device-level performance graphs and detailed service level reporting.
- **ITIL v3 alignment:** IPcenter v3 is based on ITIL v3's alignment of IT service functions with business goals.



## IPautomata

IPautomata, a v3 module, learns from human engineer remediation sequences, thereby providing ongoing autonomic remediation:

- True problem resolution in seconds
- Intelligent diagnostics that dramatically reduce time to respond and resolve
- Up to 1000x faster than manually-driven resolution

# •• The future begins now.

Expert systems are the future of IT —  
and IPsoft is leading the way.



By 2014  
**90%**

of all North American companies  
will be using Remote Infrastructure  
Management Services.

— Gartner Inc. projection  
September 2009

[our vision]

“ IPsoft is a company with  
**a big dream and big dreamers,**  
who differentiate themselves  
**by the ability to execute.**

We will continue with our drive to  
innovate. We will transform the way  
infrastructure is managed today. We will  
not just earn a living, but we will create  
a new world order of expert systems that  
govern information technology. ”

— Chetan Dube  
IPsoft President and CEO





# •• An expert solution... ...is only as good as the experts behind it.

Evolution in IT is changing the world, and our engineers and executives are reaching new heights. Here's what they say about IPsoft.



“New technologies and new challenges are introduced weekly, as the head count and the number of clients increase. While the fast — sometimes frenetic — pace of life here is exciting on its own, the company's healthy encouragement of taking on new responsibility gives people a chance to work with basically any technology they want to. Be it a foreign operating system or a new version of an application server, there is the possibility of becoming an expert resource or guru.”

— Yoni  
Senior R&D Engineer

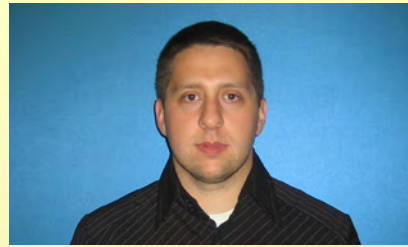
“Our mission is simple: We are here to mimic the human brain.”



Sounds a bit futuristic? Not to us: Our technologies allow the same level of interaction with the system as if you were at the terminal, and our software agents perform 4000 tasks daily. If you dare to say that you've got creative solutions, then IPsoft will become your home.”

— Tim  
Automated Solutions Architect

“There are a multitude of opportunities for growth at IPsoft.”



Engineers are not pigeonholed into one task or technology. Three years ago, I started as a junior systems administrator. Now I'm running a global department.

**Rewards are based on a meritocracy.”**

— Anthony  
Continual Service Improvement Manager



# •• The next level.

We do it all at IPsoft, which means you will have the opportunity to work on anything and everything — and take your career to new heights.

## ⚙️ Network

- Cisco equipment
- Routing protocols
- Network protocols
- WAN technology
- Perl/Shell scripting

## ⚙️ Linux/Unix Systems

- Redhat
- Solaris
- AIX
- HP-UX
- Web Admin/Apache

## ⚙️ IP Telephony

- Cisco IP Telephony
- Unified Communications
- Cisco Unity
- IPCC/UXCC
- CCNP/CCVP

## ⚙️ Windows

- Exchange
- VMware
- Active Directory
- MS Clustering
- IIS web services

## ⚙️ Enterprise Resource Planning

- PeopleSoft
- Oracle eBusiness Suites
- SAP
- Lawson
- JD Edwards

## ⚙️ Database

- Oracle
- SQL Server
- MySQL
- DB2
- Sybase

## ⚙️ Applications

- Weblogic
- Websphere
- Tomcat
- JBOSS
- MQ Series

## ⚙️ Research & Development

- Core Java
- Web Development
- Linux
- MySQL
- Hibernate

## ⚙️ Security

- CCSP
- CCSA
- CCSE
- ArcSight ESM & Logger

## ⚙️ Sales

- Direct sales
- Channel sales
- Account management
- Advisories

## ⚙️ Service Desk

- Troubleshooting
- Message collaboration
- Network/system architecture

## ⚙️ Service Delivery

- Project management
- Customer management
- ITIL/Six Sigma

“There’s an energy here that’s obvious from the moment you step in the door.

When you join IPsoft, it’s clear from the first day that you’re part of something special. Not only do you have the opportunity to work on just about anything and everything, there’s also a strong sense of community. The company really supports its employees and takes an interest in allowing people to shine and bringing them to the next level of their careers — and beyond.”

— Kristen  
Senior Linux Unix  
Systems Administrator



•• Our employees are here to stay.  
Our global turnover rate is less than 5 percent year-on year  
— well below average for the IT industry.

We have such a stellar retention record for a number of reasons: We are committed to helping employees develop their potential in both business and technical spheres, we maintain and develop proprietary software, we offer a fast-paced and energetic work environment, and last, but certainly not least, we offer highly competitive salaries and a generous benefits package that includes:

- Medical, dental, vision insurance
- 401K plan
- Paid time off
- Discounted entertainment
- Bonus plan based on performance
- Disability insurance/life insurance
- Pre-tax benefits: transportation/medical/dependent care

At IPsoft, we make sure that the learning never ends.



IPuniversity, our e-learning portal, allows employees to take self-paced courses in Windows, Applications, Systems, Network, Database and Quality Assurance. It doesn't matter if you're an engineer or an executive — you may take any of these courses.

•• If you want to  
make a difference...  
...we want to hear from you.

We're transforming managed services, and we're looking for  
engineers and executives to be part of the revolution.



To apply

Visit **ipsoft.jobs**  
regularly. New  
opportunities are  
posted on a daily basis.

We also post jobs  
on [monster.com](http://monster.com)  
and [dice.com](http://dice.com).



[www.ipsoft.jobs](http://www.ipsoft.jobs)