



MONETISING GLOBAL NETWORK CONNECTIVITY:

New Growth Through
On-Demand Cloud
Interconnect



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TAKING YOUR BUSINESS TO THE NEXT LEVEL



INTRODUCTION

The rapidly growing cloud market is driving network connectivity across the globe. In fact, the worldwide public cloud services market was estimated to have grown **6.3% in 2020 to total \$257.9 billion, up from \$242.7 billion in 2019**, according to Gartner. This will continue to accelerate in 2021 as more businesses start to make digitalisation the top priority.

For service providers, the momentum of this growth presents a huge opportunity to expand their service offerings to serve new enterprise demands globally. To fully capitalise on the opportunity, they will first have to overcome a series of challenges such as scaling their resources, technical skills and knowledge. Instead, these service providers can choose to partner with leading companies to ramp up their capabilities with ease.

In the technology industry, **64% of all dollars flow indirectly, with the channel model contributing to \$2.26 trillion** according to Forrester. The channel model is key for organisations looking to acquire new products and services and accelerate the delivery of their go-to-market strategies. It is also a great way to extend their capabilities with both local market knowledge and global expertise.





COMMODITISATION OF NETWORK SERVICES

Within the current market, network commoditisation is an evolving situation that service providers need to react to. Commoditisation occurs when consumers consider “price points” as the most important factor when making a purchasing decision. It is essential that businesses differentiate their offering to remain relevant and profitable in an increasingly commoditised market. Devising strategies to accommodate this shift will define the future of partnering.

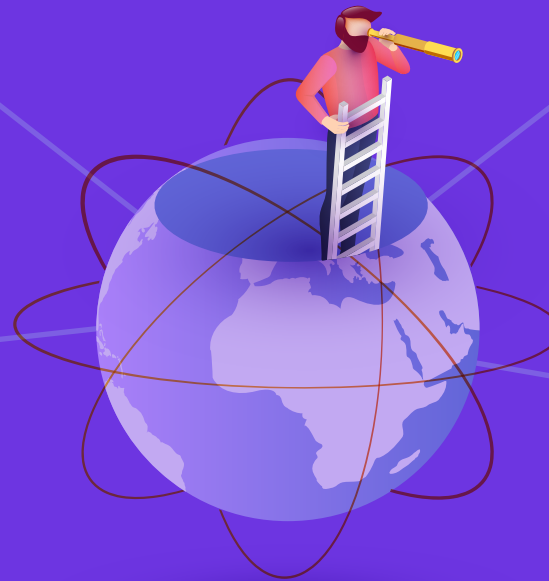
It is common for many service providers to experience the following scenarios:

My margins are being squeezed as my enterprise customers are now doing more with less.

I want to enhance my portfolio and keep customers sticky without significant investment.

The competition is evolving very quickly for new connectivity demands.

I'm unable to maximise my profit because of multiple vendors.





Partnering can remove barriers to success and deliver new and powerful solutions that support growth across the value chain. Channel partners can gain sustainable growth opportunities in both the short and long term, by reselling high-performance network services that can be rapidly deployed and sold to end users seamlessly. It is vital that channel resellers seek partner models that are focused on driving profitability and mutual, long-term growth.

Channel resellers include service providers such as:



**MANAGED SERVICE
PROVIDERS**



**VALUE-ADDED
RESELLERS**



**SYSTEMS
INTEGRATORS**



CARRIERS



By 2023, the spending on the technologies and services that enable digital transformation worldwide is expected to amount to **\$2.3 trillion** – IDC





PARTNERING BENEFITS



BENEFITS FOR PARTNER

- **Transformation** – Play a critical role in your customers' digital transformation.
- **Innovation** – Push networking into the future and remove limitations on customer innovation.
- **Customer Loyalty** – Drive stickiness and serve more of your customers' needs.
- **New Revenue Streams** – Create new revenue streams supporting cloud-based services and applications with on-demand connectivity.



OUTCOMES FOR YOUR CUSTOMERS

- **Simple** – Simplify service provider relationships by being a one-stop-shop
- **Agile** – Give customers rapid access to new solutions in new locations
- **Global** – No geographic limits for apps and services with global reach.
- **Future-Proof** – As demands change and new apps are deployed, customers can trust you to scale and grow with them.



Up to **93% of companies** agree that innovative technologies are necessary to reach their digital transformation goals – FORRESTER



CHALLENGES IN MONETISING DIGITAL TRANSFORMATION





The challenge for organisations in the era of everything on-demand is the continual need to improve not just the user experience, but what we now call the ‘application experience’. Enterprise customers need a comprehensive service dedicated to their success to help their business to capture growth opportunities. The ‘mash up’ of different applications to create new solutions has grown to industrial scale and needs the connectivity to enable it.

Enterprises are facing a number of challenges across verticals. In hospitality, for example, new technologies are creating new expectations that need to be met to ensure guests have the best possible experience. Businesses such as hotels need to have their guests’ data and information stored securely, so that confirmation emails can be sent through seamlessly, and details can be easily found in the database should a guest has an enquiry about their stay.

This seems simple enough, but requires networking, cloud, systems and applications to work together to make sure it all flows seamlessly. This will also involve the introduction of automation and personalisation to create an enhanced customer experience.



Due to the commoditisation of the market, demands for such services are on the rise for enterprise businesses. Network connectivity is often the most challenging due to the complexity associated with managing network infrastructure. Without a solid foundation in networking, service providers run the risk of losing out to competitors that can rapidly turn up new services anytime, anywhere.

Service providers who can provide better support and greater service offerings will win more customers. Poor customer support not only impact the present and future sales standard but can also negatively impact an enterprise business' entire ecosystem. Failure to provide a solid level of customer experience means losing customers, reputation, and profits.



The global public cloud infrastructure market is predicted to grow **35% to \$120 billion in 2021**

FORRESTER



In 2020, 88% of organisations were using cloud infrastructure in some form, while 45% reported that they expect to move **75% or more** of their applications to the cloud over the next year

O'REILLY

In addition, user interface will always have an impact on the end user experience. Complex platforms often result in poor ROI and user adoption. To maintain customer retention, channel partners must ensure they can deliver a user-friendly interface to have an edge over their competitors.

A wide geographical reach is also vital. Without access to global networking, it can be difficult for these service providers to meet new requirements due to a lack of network presence in some places. With the right network partner, they can scale and meet the needs of more customers across the globe and stay competitive in the market.

In order to create a differentiated experience, service providers have to understand what customers are expecting from them. By doing so, they can develop a strategy for growth within a commoditised market.



HOW SERVICE PROVIDERS CAN DIFFERENTIATE



A Comprehensive End-to-End Service – Delivering a complete service ensures a seamless experience for customers. It also allows organisations to operate with better operational efficiency.



Pivot to Serve New Demand – For service providers to demonstrate scalability, they must be prepared to respond to the needs of an evolving industry. By pivoting their offerings, service providers can create value for their customers and for their business.



Continually Transform the Offering – Service providers need to constantly upscale and extend their services to ensure that innovation efforts are not slowed down.



Offer Predictable Costs – An effective price model and platform will significantly improve customer experiences by increasing transparency and visibility.



The global software defined networking (SDN) market size is expected to grow from **\$13.7 billion in 2020 to \$32.7 billion by 2025** at a Compound Annual Growth Rate (CAGR) of 19.0% – MARKETS AND MARKETS





HOW SERVICE PROVIDERS CAN DIFFERENTIATE (CONT'D)



Find the Right Partners

– Having the right partner can accelerate a service provider's innovation and capabilities.

Choosing a technology partner with best-in-class services and support can help reshape business opportunities.



Offer New Services

– Providers need to be able to rapidly adapt their services to reflect the needs of their customers. For monetisation success, they must proactively react to the latest technology demands.



Provide Seamless Delivery

– Businesses should focus on ensuring solid delivery of services that take care of issues ahead of time.



Plan for the Future

– Providing predictive maintenance to customers helps to reduce the likelihood of network failures, resulting in lower maintenance costs.



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EPSILON'S
CHANNEL
PARTNER
PROGRAMME





Networking underpins transformation. As more and more businesses embark on their digital transformation journeys, the underlying network becomes increasingly important. Service providers must be able to keep up with the pace of change and build new capabilities that can help them scale and meet the changing needs of customers across verticals.

Leveraging the right expertise enables service providers to create a differentiated experience and grow their margins in a commoditised market. They need to highlight not just the connectivity of the network but the customer experience of using the network. This is the key to transforming the value of the offering.





DIFFERENTIATORS

Expanded Service Capabilities –

You can sell global network services without needing to develop your own network infrastructure or invest in developing online portals.

Reach New Global & Local

Markets – Tap into global, regional and local networks and expand your reach without needing to procure them yourself.

Offer Guaranteed Quality of

Service and Experience – Offer your customers increased visibility into the network performance and experience. With guaranteed quality, enterprises will be encouraged to move more applications into the cloud and expand their connectivity needs.



Deliver Complete Solutions

– Provide a one-stop shop for procuring, managing and monitoring Epsilon's full suite of services as well as incorporating our services into your own solutions.

Own the Customer Relationship –

Retain full control of your customer relationships with an individually branded and managed portal while we maintain the underlying infrastructure.

Gain the Support of Connectivity

Experts – We are focused on global connectivity and cloud and application enablement. It is our focus and duty to ensure that you are able to call on world-leading expert services as your own.



PARTNERING FOR LONG-TERM SUCCESS

For channel partners to remain competitive in this era of on-demand connectivity, they need to go beyond traditional network services. It is vital that they future-proof their service portfolio with the connectivity services that can solve the challenges of today, and meet the demands of tomorrow.

To prepare for the demands of the future, flexibility, scalability and adaptability are necessities. Differentiation within a commoditised market requires providing a memorable experience as part of the service offering. Partners need connectivity solutions that they can rapidly turn up or down according to enterprise customer demands, and that enable a seamless user experience end-to-end.



Getting started with Epsilon's partner programme is simple.



STEP 1
**Agree Terms
and Engage**



STEP 2
**Interconnect
and Deploy**



STEP 3
**Commitments
and Benefits
Introduction**



STEP 4
**Service
Training**



STEP 5
**Configuring
Infiny**



STEP 6
Marketing

The Infiny by Epsilon Network as a Service (NaaS) platform enables service providers to deliver on-demand connectivity for their enterprise customers. The platform makes it fast and easy to connect services and applications. It can be used to order, provision, and manage global connectivity with network automation.

Epsilon's Channel Partner Programme supports the dynamic networking needs for service providers globally. With Infiny, they can connect directly to a network fabric of interconnected data centres with on-ramps to public clouds, internet exchanges (IX) and other network partners. These services are delivered via scalable, private, and secure dedicated connections.



INFINY BENEFITS





Global Solutions – We enable private virtual connections, numbering, and other services via our networks in Asia Pacific, Americas, Europe, and Middle East regions.

Self-Service – Infiny is a fully intuitive and web-based platform that provides you with access to infrastructure 24x7.

New Agility – With Infiny, you can gain access to high performance connectivity that can be shaped and adjusted to meet different business needs.

Channel Enablement – Infiny can be partitioned, enabling partners to offer customised pricing, service offerings and branding to their customers.

API-Enabled – Infiny can be integrated seamlessly into your existing platforms and infrastructure.

On-Demand Connectivity – You can quickly serve new and changing needs of customers with on-demand connectivity that can be provisioned at the click-of-a-button.

Quality – With our platform, you can access global locations with consistent Quality-of-Service (QoS) and Experience (QoE).

Increased Visibility – Infiny makes it simple for you to maximise productivity and visibility with complete control over global connectivity.



[LEARN MORE ABOUT INFINY](#)



INTERCONNECTIVITY





Our interconnection solutions provides partners with the fastest and most efficient way to deliver high performance applications around the world. We give partners rapid access to global network infrastructure in a scalable and flexible manner.

With transparent and simple insights about their network, we can enhance our partners' customer relationships and add value. For partners, accepting commoditisation and developing strategies to differentiate within the market are critical for a secure future.



SOLUTIONS



DATA CENTRE INTERCONNECT (DCI)

We enable you to deliver high-performance ethernet connectivity to over 260+ data centres around the world. Our global network becomes a partner resource to extend the reach and scope of partners' existing networks or add networking as a service to their own service portfolios.



CLOUD CONNECT

We have relationship with cloud service providers including, Alibaba Cloud, Amazon Web Services, Microsoft Azure, Google Cloud, IBM Cloud and Oracle Cloud, across multiple regions. Partners benefit from access via secure, direct connection into the world's largest cloud ecosystems.



REMOTE PEERING

We make peering simple by enabling remote access to the major internet exchanges globally. Partners serving over-the-top (OTT) providers, media companies and digital service providers can help their customers improve the speed of content and application delivery.

On top of the core interconnection solutions, Epsilon can also support partners with services like last mile access, colocation and voice services. Service providers gain an expert partner in Epsilon, providing end-to-end networking and infrastructure requirements.





TAKING YOUR BUSINESS TO THE NEXT LEVEL

Simplify your networking needs with a model built for profitability and long-term growth. With the right partner, it can be simple to expand service capabilities, reach new global and local markets, and offer guaranteed quality of service and experience to boost customer loyalty. Epsilon's partner programme enables service providers of all kinds to grow their service offering and capture new customers around the world.

Speak with us about your cloud transformation needs

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