

# Why Crytical Services Management

## **1. Recognized as Industry Leader**

CSM has been a supplier of remote monitoring solutions to the communication industry for over 20 years. Throughout this period we have adapted to the ever-changing demands of new technology and resulting application requirements of our customers. Our reputation for “Best in Class” service is documented by having been selected by the largest Unified Communications service providers in North America as their preferred provider.

## **2. Solutions Driven Products**

CSM’s (i)View product is focused on delivering remote management and access for multi-vendor UC solutions and the network infrastructure they depend on. It’s a holistic approach having been developed to specifically address the customer’s diverse products and needs. Not the converse, as when a product is developed and then forced to fit all applications. Since we developed the product, we can take responsiveness to a new level. We can customize and revise releases in weeks, not months.

## **3. Real Customer Revenue Opportunities**

(i)View is a subscription based product that can be bundled in even the smallest environments. The extremely reasonable (i)View pricing model allows for large dealer revenue opportunities while offering their customers the reach and visibility previously undeliverable in the UC market. When combined with traditional maintenance contracts and offered as a Managed Services contract, it opens up a previously untapped monthly revenue stream.

## **4. Measurable Operational Cost Reductions**

CSM’s (i)View solves visibility and access problems by providing secure VPN-less multiple session SSL access to customer networks. This is provides bi-directional insight to remote sites by proactively troubleshooting network performance and continuously monitoring real-time network readiness when rolling out new applications, releases and upgrades. (i)View Micro appliances can be deployed IP addressable endpoints in minutes, requiring zero administration and operational costs.

## **5. Sales Tool**

CSM’s (i)View offers your sales staff an amazing door opening tool when prospecting or introducing new products. Potential customers can be provided with an end-to-end network assessment to insure the network key performance metrics, such as bandwidth, latency and jitter are up to par. “Quality of Experience” will be diagnosed and the customer will be provided with a report which can be provided as a sales tool and place emphasis on your firm’s tangible and comprehensive customer care approach. Plus, with the customer having Portal access to their network view, you’ll have them hooked on your Managed Services.

CSM is a leader in critical event monitoring, device management, and pro-active network support.

### **24x7 - We’re here**

CSM allows service providers to afford themselves all of the benefits of having a 24x7 operations center without the investment worry.

### **Quality Solutions**

Our professionals can assist you in developing custom programs to provide monitoring, access and configuration services to your base.

### **Visible Value**

Through our extensive selection of reports and dashboards, you can show value to your customers, while maintaining operational efficiencies.