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Imagine Managed Services

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Company Information

<http://www.imaginecommunications.com/about-us>

About Imagine Services

<https://imaginecommunications.com/services/>

Standard Terms and Conditions of Sale

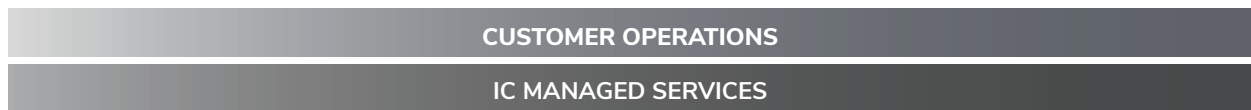
<https://imaginecommunications.com/company-policies-and-terms/>

Managed Services

In today's world, companies are constantly assessing their approach to fulfilling the right IT requirements to meet their business needs — from achieving their growth plans and gaining a competitive advantage, to delivering cost-reducing efficiencies and increasing profitability.

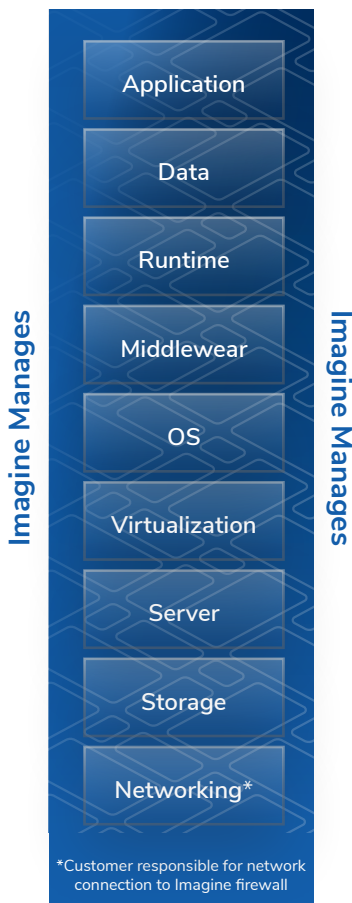
Developments in system infrastructure, distributed software solutions, and options for how systems can be hosted have extended the range of choices available both technically and commercially. Transitioning to a fully hosted service delivers a viable, future-focused solution.

At Imagine Communications, we offer Managed Services based in the cloud — monitored and maintained by our own technical support teams. This offering is currently available for our Landmark™ Sales, xG Linear™, and xG GamePlan™ customers, leveraging the agility, reliability, and security of the cloud to help them better manage expenses. The Managed Services and SaaS options include installation, monitoring, and maintenance of every aspect of the technology stack, including connectivity, storage, hardware, virtualization, operating systems, middleware, databases, and Imagine-supported applications.



Managed Service

Customer purchases license and support separately. IC Managed Services hosts and provides the day-to-day administration of the IC solution.



SaaS Model

All-inclusive Software as a Service offering. Single subscription price for license, support, hosting, and administration of the IC solution.

Why Consider a Managed Services Option?



With a Managed Service in place, you can focus on the demands of your business and not on the management of your infrastructure and applications. It is the ideal solution to a myriad of challenges most media companies face today, including:

- Achieving more with less spend, reducing costs while providing more technology solutions
- Maintaining and funding the necessary in-house expertise to manage systems
- Ensuring system and data security at a time when cyber-attacks are becoming more prevalent
- Ensuring system availability meets business requirements
- Planning for system updates — both software and hardware — and achieving this without interruption to service and with minimal risk
- Deciding on the benefits of moving IT off-premises to data centers, public cloud, or hybrid environments
- Deciding whether to focus purely on the application layer and subcontract responsibility for ensuring its hosting and delivery; in both the Managed Services and SaaS offerings, the IC MS Team takes on the responsibility of managing the Infrastructure Database and Application layers.
- Breaking the cycle of ongoing capex investment in system and hardware renewals and transitioning to a predictable opex expense

Key Advantages

With Imagine running Landmark Sales, xG Linear and xG GamePlan as a Managed Service, you can:

- Lower TCO and eliminate the need for periodic hardware refreshes
- Rely on one vendor who is responsible for the entire tech stack and accountable to an SLA (99.5%)
- Depend on faster delivery of upgrades and features to the platform
- Focus on your core business of delighting viewers with great content, and on building brands with great advertising opportunities

Typical Engagement

Our Managed Services solution engagement typically includes the following steps:

1. **Initiation** – Initial conversation with the Imagine Sales team leads to an engagement with Managed Services (MS) team resources (e.g., MS Architect).
2. **Technical Survey** – A technical session is conducted to gather existing landscape information and details. (Strategy, Architect)
3. **Proposal to Contract** – A formal MS proposal is generated, including details on the proposed approach, environment, and cost. If there is a desire to move forward, an MS contract is generated, negotiated, and signed.
4. **Strategy & Design** – Strategy development and architectural designs are generated by the MS team to move your Landmark Sales and/or xG Linear to our MS cloud environment.
5. **Provisioning** – The initial step (after contract execution) is for the Imagine team to provision the architected infrastructure solution (server, storage, and networking). This is done in a private, secure, and scalable cloud environment. (Build and Deploy)
6. **Installation** – Once the infrastructure is in place, the application and database layers can then be installed on top of the recently provisioned environment. The Imagine MS team can provision the environment(s) in a quick and cost-effective manner, reducing the typical timeline needed to secure, stand up, and configure these solutions.
 - The Imagine Professional Services team is available for database migrations, application configurations, training, and other required services.
7. **Connectivity** – Involves the connection to your associated Managed Services environment (VPN, MPLS, etc.)
8. **Testing** – Complete testing activities, etc., and a go-live date can be determined.
9. **Go Live** – Once the solution is “live” in the Imagine Cloud, the MS team takes on the day-to-day administration of the application solution environment. (Manage and Support)



Strategy	Architect	Build & Deploy	Manage & Support
<ul style="list-style-type: none"> • Consulting • Analysis • Service and Infrastructure Transformation • Managed Services • ITIL & Agile Guided • Underpinned with Strong Vendor Partnerships • Provide Flexibility Around Customer CAPEX and OPEX 	<ul style="list-style-type: none"> • Architecture Design • Capacity Design • Availability Design • Security Design • Solutions Design • DR & Backup Design • Supplied Management Design • Service Level Design • Access & Network Design • Security Design • Monitoring Design • Business Continuity Design 	<ul style="list-style-type: none"> • Change Management • Release Management • Configuration Management • Knowledge Management • Automation • “Golden Image” Creation, Management, Maintenance • Sysops • Service Validation • Quality Assurance 	<ul style="list-style-type: none"> • 24/7/365 Support • Backup Management • Availability Management • Disaster Recovery • Networking • Security Monitoring & Testing • Patch Management • Major Incident Management • KPI Monitoring & Reporting • Non-Prod Platforms Support • Maintenance Schedules • Incident & Problem Management • Trend Analysis • Facilities Management • Capacity Management • Health Monitoring • License Management • Audit Support

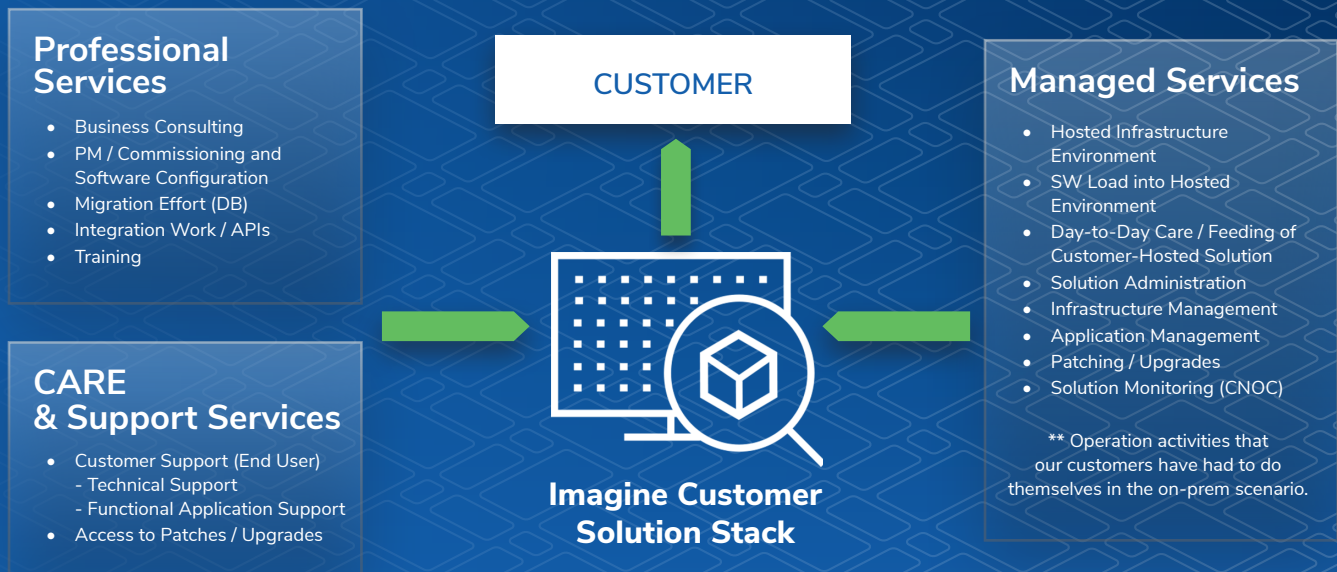
Note: Our Managed Services, Professional Services, and CARE Services teams are tightly aligned, delivering the best possible response and service.

Typical Engagement Continued

The Managed Services team will be responsible for day-to-day application solution administration, including 7x24 remote monitoring / proactive response to alerts, solution patching, technical upgrades, and additional activities listed in the Manage & Support chart.

In a Managed Services deployment, our Imagine Professional Services team will continue to be responsible for assisting with migration efforts, application configuration activities, testing, training efforts, etc.

Also, in the Managed Services deployment scenario, our CARE team will continue to provide ongoing technical support and functional application support to end users as needed.



What is Our Managed Services Value Proposition?

There are numerous, compelling reasons to move to a fully managed service environment that offers improvements across the board, including cost savings, resource allocation, and risk mitigation. We at Imagine are the experts in running and maintaining our products – your mission-critical business systems – reducing risks and saving you money.

Running these products in our environment enables us to proactively monitor the environment and respond to potential incidents before you/users are impacted. If during a major upgrade a critical software bug gets by our testing and yours, it can be mitigated, since Managed Services can immediately point your users back to the last version, keeping your business operations running smoothly until that issue is resolved.

We have architected our offering to save you money over the on-premises deployment cost structure, as well as that associated with costly hardware refresh cycles. We have TCO modeling tools that suggest by moving to the Imagine MS environment, we expect to help you save 25% to 40% over what your current on-prem cost expenditures may be. We can conduct a TCO review of your current environment and find out your potential cost-savings.

Another advantage for Imagine MS customers is the ability for end-users to simply consume the Landmark Sales and xG Linear cloud solutions versus having your company host and manage these solutions on-premises. By making the move to the Imagine MS cloud, you can free up valuable resources to focus on other areas of your business, including innovation and associated core competencies.

Two more areas for consideration are the ability to reduce that IT / data center footprint and the opportunity to move from a capex to opex financial model.

Making a move to the Imagine MS solution allows you to enjoy defined service levels and the knowledge that the MS team will provide technical resources to conduct ongoing patching activities and at least one upgrade cycle per year.

Imagine Managed Services: Total Cost of Ownership (TCO) Modeling

The Managed Services TCO model takes a detailed look at the current on-prem Imagine customer application landscape. The goal is to be able to provide a cost comparison of the on-prem, customer-managed solution to the hosted, and managed solution that Imagine Managed Services can provide. We can generate this TCO analysis for Landmark Sales and xG Linear solutions.

Customer on-prem cost items that are considered during this analysis include:

- Data center – Power, HVAC, etc.
- Server / Operating system details (existing landscape)
- Storage details (existing landscape – data storage size)
- Network details (existing landscape – load balancers, firewalls, switches, etc.)
- Shared Services
(examples: Management SW licensing, Intrusion Detection SW licensing, Virus SW licensing, Security SW licensing, etc.)
- Database licensing
- Labor / resources needed to complete environment administrative activities
- Contract Term (TCO model typically includes 5-year projection)
- (Assumes) One capex hardware refresh during the 5-year TCO period

Imagine MS pricing components include:

- Data center – Power, HVAC, etc.
- Server / Operating system details (cloud landscape)
- Storage details (cloud landscape – projected data storage size)
- Network details (cloud landscape – load balancers, firewalls, switches, etc.)
- Number of expected solution users
- Shared Services
(examples: Management SW Licensing, Intrusion Detection SW Licensing, Virus SW Licensing, Security SW Licensing, etc.)
- Database licensing (cloud landscape requirements)
- Labor / resources needed to complete environment administrative activities
- Contract Term (TCO model typically includes 5-year projection)

Year-to-year and overall cost comparison provided — capex and opex comparison illustrated:

Annual Cost Comparison Table – Example

Year	On-Premises		Managed Services
	Capex	Opex	Opex
2021	\$994,572	\$733,000	\$686,344
2022		\$751,325	\$473,792
2023		\$770,108	\$420,656
2024		\$789,361	\$420,656
2025		\$809,095	\$420,656
Total	\$994,572	\$3,852,889	\$2,422,104

TCO Modeling Continued

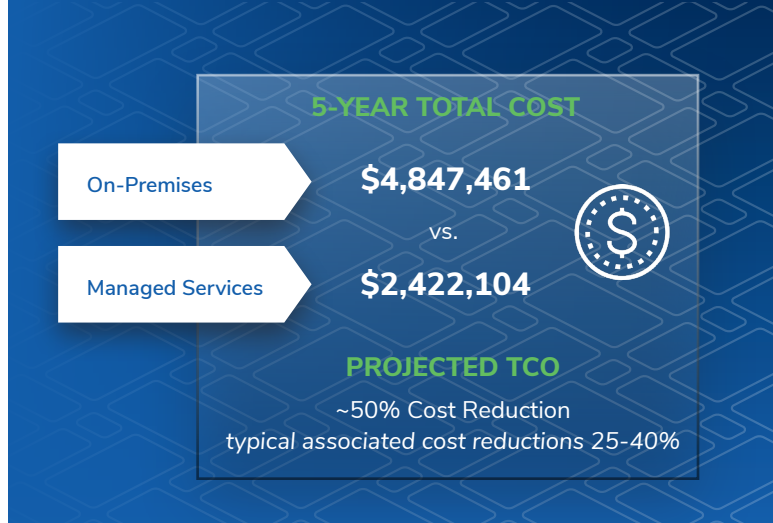
On-Premises 5-year total costs: \$4,847,461

Managed Services 5-year total costs: \$2,422,104

Projected TCO ~50% (typical associated cost reductions 25-40%)

On-prem **Capital Expenses** include servers, virtualization, storage, network switches, firewalls, load balancers, and backup equipment.

On-prem **Operational Expenses** include server and OS support, storage support, security software, management software, data center operational costs.



Landmark Sales Managed Services Pricing Levers:

- DB Size (200GB to 5TB)
- Data Transfer Size
- # of Users (20 to 500)
- # of Test Environments

xG Linear Managed Services Pricing Levers:

- DB Size (200GB to 5TB)
- Data Transfer Size
- # of Users (20 to 500)
- # of Test Environments and Channels

Summary

Whatever your organizational IT challenges may be — from needing to reduce costs and solution TCO, to ensuring staff is equipped with the right skillset to manage Imagine applications — the Imagine Communications Managed Services team can assist you. We will engage with you/your team, gather information about your existing landscape, and construct an approach and design to help you make a move to the Imagine cloud. We conduct Technical Survey and Technical Review sessions to collect the required information, generating a formal, detailed Managed Services proposal created specifically for you and your business.

Corporate Headquarters

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