

White Label Network Management. End-to-End Infrastructure Monitoring.

Create New Revenue Streams, Grow Your
Client Base, and Drive Customer Loyalty



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The ADCom Solutions Story

ADCom Solutions (ADCom) entered the Managed Service Provider (MSP) business with a simple premise: to always remember our partners are our customers.

As technology evolves at an unprecedented pace, we continue to support our partners from this same mindset. From a singular focus on providing world-class managed services to offering a best-in-class monitoring platform delivered straight from the cloud, we provide a level of white-glove service rarely found in the industry.

Our business model empowers our partners to expand their portfolio to include network management and professional services with no upfront capital investment. This approach enables businesses to drive new revenue, grow recurring profits, increase value to the customer, and create competitive differentiation. This end-to-end, white label service allows you to keep your brand in front of your customer and continue to drive awareness and growth.

Our IT professionals and technical experts design, deploy, optimize, and manage value-forward solutions uniquely curated for each client's complex IT environment. By leveraging state-of-the-art solutions like ServiceNow, Zenoss, and Sisense, we help our

customers reduce the complexity and risk of managing hybrid compute environments. Our Network Operations Center (NOC) leverages ITIL incident management best practices to ensure critical infrastructure issues are handled in a consistent and timely manner.

If you are a prospective partner exploring the management landscape, we hope you'll give us the opportunity to tell you a little bit more about our company — and, more importantly, how we can work with you to bring your business a greater level of success.

If you are an existing partner, our sincere thanks. Your trust in us has fueled the consistent growth we've experienced over the years — growth for which we're profoundly grateful.

And to all our partners: Please know, we will never forget that we work for you. That's why we're in business, and that's what makes us ADCom.



Why ADCom?

White Label Services Program

ADCom's team of IT experts and engineers design, configure, and install custom solutions to meet the growing business demands of any industry. Our white label services program allows our partners to manage their customers' needs while we manage everything IT — with experience, expertise, and 24x7x365 support.

Your Brand, Our Service

ADCom delivers white label managed network and security services to accelerate your business growth, expand your service portfolio, and help you build brand equity. Partnering with ADCom provides you with the technology, expertise, and automation to drive new, recurring revenue and ensure success in your client engagements.

Focus on Your Core Business

ADCom's white label services are a great fit for master agents, network providers, and consulting firms looking to increase their customer spend without the capital investment required to build out their own infrastructure. We deliver a best-in-class management platform based on Gartner market leader ServiceNow — and backed by a U.S.-based, 24x7x365, white-glove network and security operations team.

Monitor Everything

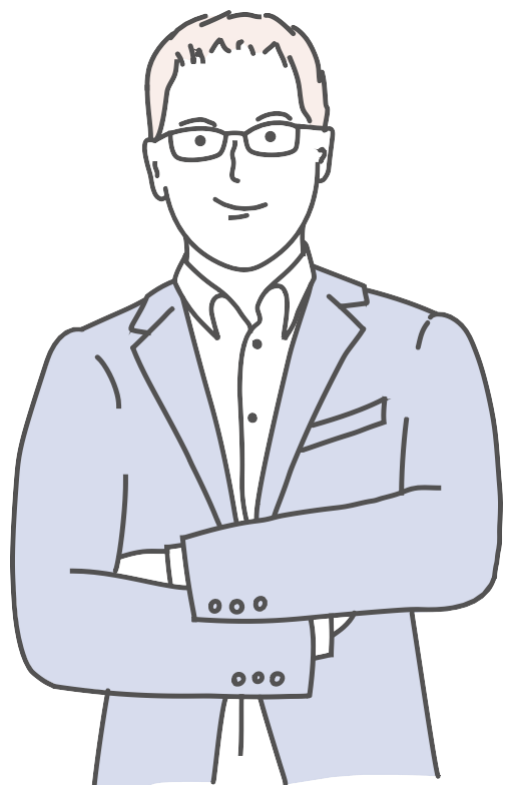
ADCom's unmatched managed services platform monitors any device with an IP address. When an issue occurs, we take ownership — working through incidents until they are resolved. Bidirectional APIs enable us to dig deep into an issue and restore services quickly. They also provide seamless integration with your client's service management solution. We provide complete visibility into the entire infrastructure through a single, comprehensive control dashboard, accessible from any internet connection in the world.

Selling Simplified

ADCom is committed to your success. When you partner with us, you can expect dedicated channel management, sales engineering, and project management from prospect to production. Our product collateral, marketing material, statements of work, and contracts are prepared for rebranding with your logo and company information. We will assist you throughout the sales process with custom presentations and co-selling support every step of the way.

Why Consider White Labeling?

- **Create new monthly revenue streams through additional services**
- **Scale your services portfolio with increased offerings**
- **Provide quality solutions without investing in IT, platform, or personnel**
- **Boost brand visibility and strengthen customer loyalty**
- **Access the latest industry innovations and expertise**



Agent Program

ADCom can help you manage your customers your way. We provide all the managed services needed to deliver an exceptional IT experience while you manage and nurture your client relationships — it's that easy. What to expect:

Offer Your Clients Market-Leading Management

- A best-in-class technology, carrier and manufacturer-agnostic platform and support model based on ServiceNow, Zenoss, and Sisense
- Industry-standard ITIL practices adhered to and tracked
- Read/write access to all hardware and controllers
- Advanced services, such as Tier III Engineering, Hardware RMA support, and in-depth Chronic Reporting
- A world-class NOC delivering white-glove, high-touch, around-the-clock support

You Manage the Customer Relationship; We'll Manage Their Network

- A partnership designed to meet the business needs of your current customers and help you attract new prospects
- A simplified sales process with a dedicated channel sales team to help you sell, implement, and deliver business-critical, value-forward managed solutions
- Value-added services, including pre-sales engineering, quote and pricing support, multi-tiered support engineering, and project management
- An "easy button" sales experience with ready-to-use collateral, contracts, SOWs, service orders, and onboarding

Commissions Paid on Time — Every Time

- Back-office support to ensure your success
- Monthly commissions based on gross revenue in an easy-to-read format
- An easy-to-understand agent commission model



ADCom Services Overview: Managed Services

Due to rising IT complexities and demands — including managing and monitoring multiple networks, locations, and platforms — enterprises today are realizing the critical need for outside expertise. In fact, the global managed services market was valued at \$215 billion in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 12.7% from 2021 to 2028.¹ This growth can be attributed to businesses seeking out MSPs for value-added services, reduced security risks, and always-on monitoring and management in today's virtual world.

Explore what ADCom Solutions can do to ensure your business success.

Network Operations Center (NOC) as a Service

The NOC is the first line of defense against disruptions and failures. NOC as a Service is a proactive managed service that monitors your circuits and network infrastructure for potential outages and service degradations. If at any time your service is affected, our NOC will deliver high-touch incident management to resolve your issues quickly and efficiently. Should networking equipment fail, our analysts will oversee the RMA process and dispatch on-site technicians to install the replacement. Our team of network engineers will oversee any required network updates, performing configuration changes while ensuring the integrity of the production network. NOC as a Service is service provider- and network equipment-agnostic.

NOC on Demand

NOC on Demand is a managed service for businesses that require NOC services after business hours or on a less-than-full-time basis. NOC on Demand tracks your circuits and network infrastructure for potential outages and service degradations on an as-needed basis — filling the monitoring and management gap with a managed service that delivers when you need it most. If your service is affected, our NOC delivers the same high-touch incident management that we always

do — resolving your issues quickly and efficiently with minimal downtime. NOC on Demand addresses issues in real time to maximize uptime and reduce the number of trouble tickets your staff must address when they return to work. NOC on Demand is service provider- and network equipment-agnostic.

Platform as a Service (PaaS)

Platform as a Service is a monitoring and alerting service designed for businesses in search of a solution that doesn't require a significant capital investment. PaaS is a complete monitoring and management environment, using cloud resources that enable you to deliver everything from proactive monitoring and incident creation to troubleshooting, reporting, and sophisticated analysis. Clients can purchase the required resources on a pay-as-you-go basis and access everything over any secure internet connection — from anywhere in the world. Our tools, your people.

Cybersecurity as a Service

Cybersecurity as a Service for Meraki is a proactive firewall monitoring service that quickly detects advanced threats and risks to your business and brand. This managed service provides near-real-time threat management with around-the-clock security monitoring combined with security analyst event management, incident investigation, and response actions aligned with your security event management plan. Cybersecurity as a Service combines managed security expertise with the advanced security platform integrated inside your Meraki MX appliance to deliver advanced threat detection, malware protection, content filtering, and integrated threat intelligence.

Best-In-Class Platform

All services are backed by our best-in-class monitoring and management platform, featuring Gartner and Forrester Wave leaders ServiceNow, Zenoss, and Sisense.

servicenow **zenoss** **SISENSE**



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ADCom Services Overview: Professional Services

Digital transformation is fundamentally changing how businesses operate and deliver value to the customer. ADCom works directly with clients to design, deploy, optimize, and manage services to help you deliver IT innovation and achieve your desired business outcome. We bring creative thinking, fresh ideas, and a can-do attitude to ensure you deliver business transformation on time and on budget.

Project Management

Business transformation begins with professional oversight. ADCom's PMP-certified project managers assist clients in organizing and streamlining strategic initiatives, technology upgrades, and lifecycle management. The team leverages Agile program methodology to align with customer expectations, meet project timelines, and remain on budget. RACI charts are used to assign and track project roles and responsibilities for each milestone of the project. Constant collaboration between stakeholders and ADCom team members ensures all risks and issues are realigned to the business strategy.

Engineering Services

IT organizations often lack the staff, expertise, or time to deliver strategic business initiatives. ADCom provides engineers and subject-matter experts who can design, configure, and install the solution that meets your growing business needs — on one device or on thousands. Migrate quickly to the latest technology. Upgrade networks and leverage SASE and SD-WAN.

Special projects, new business launches, and after-hours support are available as needed. Our engineers will seamlessly complement your team, so you can keep up with innovations.

On-Site Services

Deploying new technology can leave businesses scrambling for IT oversight and expertise. ADCom provides on-site, on-demand field coverage across the country, helping multi-site companies solve routine or emergency technical tasks and eliminating the need for internal

IT staff to travel to branch-office locations. Our IT professionals can be dispatched to a single site or several sites at once. All IT work is backed by project management and remote engineering to ensure the project exceeds your expectations.

Equipment Warehousing

Companies often use off-site storage to house new and spare IT inventory. ADCom offers secure, climate-controlled storage facilities to house and deliver lifecycle services for our clients' assets. Equipment warehousing combines inventory management, staging, configuration, testing, assembly, kitting, packaging, and return services into a single shipping solution. We offer third-party logistics and just-in-time inventory as a stand-alone service or

to complement our installations and repair dispatches. With all the right tools, expertise, and knowledge, ADCom can support any size requirement.



Customer Case Studies

Any organization seeking services must ask the question, "What can you do for me?" ADCom is ready to answer that with real-world examples of the work we do in a variety of industries to support clients' IT needs from end to end.

Restaurant

Situation: The client had an existing Meraki managed network, but the vendor lacked Meraki expertise, resulting in missed outages. Protracted RMA replacements and lack of vendor accountability led to recurring, unresolved issues.

Solution: ADCom delivered NOC as a Service for around-the-clock management with Meraki technical expertise. ADCom began providing reliable RMA management and eliminated finger-pointing with incident ownership, winning 217 locations and 1,700 devices.

Retail

Situation: The client had an existing managed Meraki network, but the Meraki equipment was at end of life. The vendor was unhappy with its current managed services provider and was seeking a new management partner, updated hardware, and new network options.

Solution: ADCom provided NOC as a Service to deliver 24x7x365 management and Meraki technical expertise. The partner provided a new broadband network and Meraki hardware. Project management oversaw the entire network and hardware rollout for optimal results.

Healthcare

Situation: A multi-carrier network, where each carrier would only manage their individual network — they would not manage customer-owned routers — resulted in overworked IT dealing with multiple portals and tools when troubleshooting issues. The client sought a single monitoring provider with the ability to integrate with its IT Service Management (ITSM) platform.

Solution: ADCom now provides multinational network monitoring and management that is network- and device-agnostic. The monitoring platform is integrated with the client's ServiceNow to deliver bidirectional orchestration, saving time and money.

Manufacturing

Situation: A multinational firm with a help desk in Czech Republic submits an RFP seeking deployment and monitoring services. They're looking for around-the-clock support.

Solution: ADCom wins deployment services and managed services, delivering monitoring for all domestic and international networks for 500 locations, including managed hardware. ADCom addresses degradations and chronic sites and provides RMA service with on-site support. The client is satisfied and is now looking to expand monitoring to include UPS systems.



Battlecard



ADCom Solutions

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Company Overview

ADCom Solutions is a U.S.-based Managed Services Provider (MSP) with 36 years of industry experience, providing comprehensive 24x7x365 services that enable partners and clients to achieve optimal business outcomes.

The Solution

ADCom managed services provide more than the basics. With a best-in-class platform, world-class Network Operations Center (NOC) and Security Operations Center (SOC) delivery teams, and dedicated channel leadership, ADCom delivers white label managed services, including brandable collateral and marketing materials, to bring businesses to the next level.

Comprehensive Service Portfolio

- As-a-service and on-demand LAN/WAN and cybersecurity services
- PMP-certified project management
- Multi-tiered engineering services
- On-site and remote deployment and replacement services

Solution Integrations

RESTful API-enabled IT service management platforms. Current APIs in place supporting:

- ServiceNow
- Palo Alto (CloudGenix) Controller
- AT&T
- Fortinet FortiCloud – Q4 2021
- DSR VMware (Velo)
- Orchestrator – Q4 2021
- Cisco Meraki Controller
- Ivanti Service Desk – Q4 2021
- Cradlepoint NetCloud

The Benefit

- **IT Operations**
 - Around-the-clock management, freeing IT operations to focus on strategic initiatives and business growth
 - Full IT monitoring to identify issues and triage outages to mitigate business and user impact
- **IT Executives**
 - Integral business intelligence platform to simplify complex data with powerful visualizations
 - Actionable insights to identify, triage, and mitigate the business impact of service disruptions
 - Single source of truth into all things network and application delivery

Target Audience/Buyers

Lean IT, active IT projects, companies with multiple network providers, and businesses who are unhappy with their current managed service provider or want to condense monitoring tools.

Key Differentiators

- **Best-in-Class Platform**
 - A comprehensive platform based on three Gartner and Forrester Wave leaders (ServiceNow, Zenoss, and Sisense)
 - A single portal for all carriers, monitored resources, business intelligence, and reporting
 - The ability to integrate with any RESTful API-based IT Service Management
- **World-Class Support**
 - Around-the-clock global coverage from a U.S.-based staff
 - ITIL-based problem, event, and incident management to drive continual process improvements
- **Carrier- and Vendor-Agnostic Service**
 - Trouble ticket management for all carriers and OEM LAN/WAN manufacturers
 - Monitoring of over 450 manufacturers, systems, and device types, along with generic monitoring using RESTful API, SNMP, and ICMP
- **Any IP Address Monitoring**
 - Unified hybrid application infrastructure discovery, modeling, monitoring, collection, correlation, and event management on anything with an IP address
 - Source identification for poor performance issues not related to the network
- **Cloud-Based Monitoring and Management**
 - Scalable services to meet even the most demanding IT environments
 - On-site monitoring option when required by compliance controls

FAQs

Q: What can ADCom offer if we already manage our network in-house?

A: ADCom frees your staff to focus on strategic business imperatives. We eliminate the “all hands on deck” troubleshooting fire drills and keep your business up and running at peak performance.

Q: Won't outsourcing our management cost more?

A: ADCom delivers a best-in-class platform based on ServiceNow, Zenoss, and Sisense, supported by 24x7x365 white-glove NOC and SOC services, for a fraction of the cost of doing it yourself.

Q: What if we already outsource our WAN management to our carrier?

A: ADCom allows you to select any carrier and not lose visibility into third-party broadband and non-managed circuits.

Q: What if our SD-WAN solution already comes with a NOC?

A: ADCom can open and manage trouble tickets for all LAN/WAN vendors and service providers and is not limited to monitoring the SD-WAN appliance alone.

Questions? Reach out to ADCom Solutions for assistance or to begin your next project.



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