Service Providers
ASPs, ISPs, MSPs, and WSPs
A Wiley Tech Brief
Service Providers
ASPs, ISPs, MSPs, and WSPs
A Wiley Tech Brief

Joseph R. Matthews
Mary Helen Gillespie
To Martha Enid Matthews,

she epitomizes excellence
as a service provider
at the Information Desk
in the Carlsbad (California) City Library
Wiley Tech Brief Series

Other books in the series:
Debra Cameron, *Optical Networking*. 0471-44638-9
Tom Austin, *PKI*. 0471-35380-9
Ray Rischpater, *Palm Enterprise Applications*. 0471-39379-7
Chetan Sharma, *Wireless Internet Enterprise*. 0471-39382-7
Jon Graff, *Cryptography and E-Commerce*. 0471-40574-4
Contents

Introduction xv

Chapter 1  Overview of Service Providers 1
Managing in Turbulent Times 2
Trends Affecting the Service Provider Market 4
  Economic Trends 4
  Technical Trends 6
  Business Trends 9
  Value-Added Trends 11
What Is a Service Provider? 12

Chapter 2  Enabling Technologies 21
Communication Software 21
Routable Networks 22
Shared Naming System 24
Web Browser 25
Protocols 26
Hardware 29
  Connecting to a Network 30
Web Services 36
The Future 38

Chapter 3  Internet Service Providers 39
Industry Outlook 39
How Does It Work? 42
ISP Offerings 43
  Internet Connection 43
  USENET 46
# Contents

- User Demands 133
- Future Trends 134
- Internet Telephony Service Providers 134
  Solutions 135
  Market Leaders 135
- User Demands 136
- Future Trends 136
- Content Service Providers 136
  Solutions 138
  Market Leaders 139
- User Demands 139
- Future Trends 139
- Conclusion 140

## Chapter 8  Service Level Agreements 141

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Types of SLAs</td>
<td>143</td>
</tr>
<tr>
<td>Key Components of an SLA</td>
<td>145</td>
</tr>
<tr>
<td>SLAs and the Federal Government</td>
<td>151</td>
</tr>
<tr>
<td>SLA Implementation Plan</td>
<td>152</td>
</tr>
<tr>
<td>Performance Metrics</td>
<td>152</td>
</tr>
<tr>
<td>Remedies</td>
<td>154</td>
</tr>
<tr>
<td>Dispute Resolution</td>
<td>156</td>
</tr>
<tr>
<td>Conclusion</td>
<td>160</td>
</tr>
<tr>
<td>Sample SLA Agreement</td>
<td>161</td>
</tr>
</tbody>
</table>

## Chapter 9  Concerns about Using a Service Provider 165

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliable Service</td>
<td>166</td>
</tr>
<tr>
<td>The Data Center</td>
<td>167</td>
</tr>
<tr>
<td>Network Infrastructure</td>
<td>169</td>
</tr>
<tr>
<td>Security Concerns</td>
<td>170</td>
</tr>
<tr>
<td>Professional Business Knowledge</td>
<td>179</td>
</tr>
<tr>
<td>Total Cost of Ownership</td>
<td>180</td>
</tr>
<tr>
<td>Predictable Fees</td>
<td>181</td>
</tr>
<tr>
<td>Scalability</td>
<td>181</td>
</tr>
<tr>
<td>Speed of Implementation</td>
<td>181</td>
</tr>
<tr>
<td>Support Issues</td>
<td>181</td>
</tr>
<tr>
<td>Custom Reporting</td>
<td>182</td>
</tr>
<tr>
<td>Access to New Technology</td>
<td>182</td>
</tr>
<tr>
<td>Amount of Customization Required</td>
<td>182</td>
</tr>
<tr>
<td>Conclusion</td>
<td>183</td>
</tr>
</tbody>
</table>

## Chapter 10  Selecting Service Providers 185

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>So How Do You Start?</td>
<td>186</td>
</tr>
</tbody>
</table>
Contents

Service Provider Relationship Cycle 187
  Top 10 Questions to Ask Your Service Provider 188
What to Expect from a Service Provider 189
The Planning Process 190
Selection Process 193
To RFP or Not to RFP? 201
  Product Demonstrations 201
Cost/Benefit Analysis 203
  Qualitative Assessment 206
Conclusion 207

Appendix 209

Glossary 215

References 237

Index 243