

Cisco's Cloud Portfolio



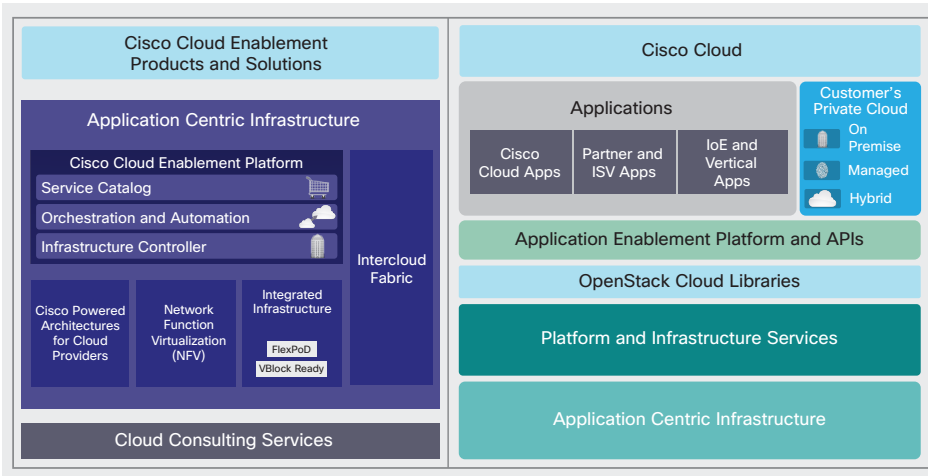
Cisco Cloud Portfolio Overview

If you're going to move to the cloud, why not do it your way, with the support of Cisco's industry leading cloud portfolio? With our comprehensive set of cloud solutions and a global ecosystem of partners providing Cisco Powered™ services as well as services over the Intercloud, you can deploy and build on the World of Many Clouds™ in the way that makes the most sense for your business.

Our broad range of cloud infrastructure, application, and services capabilities lets you combine and move workloads across different clouds as needed – easily and securely. By increasing your sourcing flexibility, you can more successfully assume the role of a broker of IT services, increase transparency, and align business and IT agendas.

Cisco's Cloud Portfolio offers what you need to move to the cloud your way – and make your cloud initiatives successful (Figure 1).

Figure 1. Cisco's Cloud Portfolio



Build your own cloud with Cisco Application Centric Infrastructure (ACI), cloud management, and automation software. The infrastructure spans the existing data center, networking, and security domains.

The platform layer – which Cisco calls the Cloud Enablement Platform – simplifies IT operations by providing orchestration capabilities across application and infrastructure domains using [Cisco Open Network Environment \(ONE\)](#). Alternatively, you can choose a performance-validated Cisco Powered cloud service from one of our [approved partners](#).

Other services available directly from Cisco or our partners include and are not limited to: Cisco WebEx® web conferencing, and Cisco Meraki®.

Community innovation is creating new opportunities for cloud computing. Many organizations are turning to OpenStack software to create massively scalable cloud infrastructure. Cisco's unified data center infrastructure provides the underlying foundation for OpenStack, helping IT departments transform their complex environments into agile and secure cloud infrastructure that costs less to operate and maintain. Cisco has been an active participant in and contributor to OpenStack.

Accelerate the return on investment of your cloud project by taking advantage of our cloud expertise through Cisco Cloud Consulting Services. Using proven methodology and industry best practices, expert consultants help you analyze your current cloud use and improve cloud security and agility. The result will be a cloud environment customized for your business and IT goals for outstanding flexibility and control.

Deliver Value While Staying Flexible

You are being asked to plan, build, manage, and continuously improve their organization's infrastructure and processes. As if that weren't enough, you are also being asked to help your organization innovate, grow, and deliver unique customer experiences. Meeting these expectations requires hefty resources and time. Meanwhile, managers across the business are increasingly going outside your IT department to get the IT services they need.

Cisco's Cloud Portfolio in conjunction with our partner ecosystem offers IT a way to move beyond its traditional focus on operations and management to support strategic business objectives and better serve its stakeholders. As a broker of IT services, IT can offer the best cloud offerings to achieve a wide range of business goals while also retaining control, lowering costs, increasing business agility, and reducing risk. This in turn enables IT and business units to source and consume IT services together in line with a strategic plan that addresses IT goals as well as business objectives.



Unique Capabilities

Build Your Cloud

Cisco enables you to build and retain complete control of a private cloud environment. In fact, Forrester Research, rated us as a leader in private cloud strategy ([The Forrester Wave: Private Cloud Solutions, Q4 2013 study](#)). In addition, you can use Cisco for multiple cloud deployment models, and provide a solid foundation for your cloud-based services: private, public, or hybrid. Rated by Synergy Research Group as the leader of the cloud infrastructure equipment market in the past year, Cisco has integrated solutions that provide the validated, fabric-based common platforms you need. They're based on industry and open source standards, such as OpenStack, to accelerate deployment and deliver the desired quality of service.

At any stage of your cloud journey, consider a Cisco Strategy Service engagement. This service employs an industry-unique Domain TenSM framework, embraced by global businesses to guide their IT and data center transformation, helps you methodically assess and plan your journey to the cloud. Its structured, vendor-agnostic approach guides your discussions, assesses your capabilities, and determines solutions that wholly focus on your desired business outcomes, addressing the multiple layers that must be strategically aligned for transitioning to the cloud, whether public, private, or hybrid.

Cisco's Cloud Consulting Services deliver expert guidance throughout the entire IT lifecycle to help ensure the correct design, implementation plans, and ongoing support and optimization of your cloud solution is achieved. Expert consultants support your build phase with Cisco Cloud Enablement Services for Building Clouds, which provide customized strategy, planning and design, implementation, and optimization services. And Cisco Cloud Enablement Services for Adopting Clouds accelerate the adoption of public and hybrid clouds, based on your current environment and business goals. Build security into your solution to reduce your exposure to breaches with Cisco Cloud Security Services, which span the entire cloud lifecycle.

Manage Your Cloud

[The Forrester Wave: Private Cloud Solutions, Q4 2013 study](#) ranked Cisco number one for strategy and in the top three overall for cloud management software. Cisco Intelligent Automation for Cloud (IAC) is a comprehensive cloud management solution for private and hybrid cloud that can be extended to more sophisticated use cases such as PaaS, network automation, and various additional "as-a-service" offerings. Cisco IAC integrates with Cisco UCS[®] Director for virtual and physical infrastructure management, including out-of-the-box support for the Cisco Unified Computing System[™] (Cisco UCS), Cisco Nexus[®] Family, FlexPod, VCE coalition Vblock[™] Systems, and EMC VSPEX.

Together with offerings, Cisco IAC provides an industry-leading management platform for both enterprises and service providers building clouds.

The Cisco Data Center Design and Deployment Service assists you in deploying Cisco IAC, including configuring the service catalog for your environment and integrating with your existing systems. Cisco Data Center Assessment and Deployment Services can also support the implementation for Cisco UCS Director, providing unified infrastructure management for administering computing, network, virtualization, and storage resources.

Managing and provisioning cloud resources is made easier with [OpenStack](#). Cisco Services for OpenStack help you evaluate requirements and implications and support deployment on Cisco UCS cloud architecture. The result is an open source platform giving you a tremendous choice of cloud solutions from an ecosystem of industry-leading technologies.

Extend Your Cloud

When you're ready to extend and integrate your hybrid cloud, Cisco has a solution for that as well. With Cisco Intercloud Fabric, you can create an open, transparent, and secure hybrid cloud environment across multiple cloud providers and between your premises-based applications and the public cloud. Retain complete control and security with a hybrid cloud orchestration and management framework and help ensure consistency of network and security policies. Cisco Intercloud Fabric can be integrated into higher-level management solutions, such as Cisco IAC or other cloud management solutions that our ecosystem partners provide.

Discover the extent of the hidden cloud ("shadow IT") within your organization with Cisco Data Center Services for Cloud Consumption that harness network intelligence to analyze your cloud use, costs, and risk. These services also can help you implement better ways to govern cloud services, continually assess what public cloud services are being used in your business, and reduce your risks and costs. Next, engage Cisco Cloud Consulting Services to help articulate the strategy and develop the business case and an architecture-led master plan for your cloud transformation and move to hybrid cloud.

Accelerate Your Cloud ROI

Start reaping the benefits of your cloud initiative faster. Cisco Cloud Consulting Services, available from expert Cisco consultants and channel partners, guide you in assessing opportunities and developing and implementing your unique cloud strategy and plan.



Use our plan-build-manage IT lifecycle services to achieve three critical success factors for your cloud strategy: the optimal mix of cloud consumption models, reduced exposure to business and IT risks during your transition to cloud and cloud service delivery, and the capability to intelligently automate the cloud environment. This fuels a competitive advantage, including new business models, new market opportunities, and the capability to monetize business assets, all while reducing your total cost of ownership.

Cisco Services for Cloud On-boarding Acceleration help you more quickly migrate applications to your cloud and realize the value of your infrastructure, automation, and operations investment.

To support newly deployed cloud solutions, customers can now use Cisco Data Center Solution Support Service for Critical Infrastructure to contact Cisco directly and receive overarching, coordinated multivendor data center expertise, supplementing product support offers from Cisco and our technology partners.

The Cisco Cloud

Businesses want the capability to enjoy the best of on-premises solutions and the best of the cloud. Connect and collaborate your way – across multiple applications and platforms, through any consumption or deployment model, with confidence and without compromise. Cisco brings together clouds and fuses applications that are cloud based with those on-premises, making them manageable and secure.

Cisco's public cloud offering – the Cisco cloud – will be made of Cisco's own cloud offering as well as our partners'. We will continue to make available Cisco WebEx web conferencing with industry-leading capabilities. Cisco WebEx web conferencing is interoperable with Cisco Unified Communications products, delivering a superior cross-platform experience.

In addition to cloud-based collaboration, you can purchase cloud-based web security and network management services directly from Cisco. Cisco Meraki simplifies management of wired and wireless networks. Cisco Cloud Web Security protects and provides policies for securing your web deployments and web-based applications.

Gain industry-leading cloud capabilities in a flexible, subscription-based format.

Buy Cisco Powered Cloud Services from a Cisco Partner



Additionally, more than 200 approved partners around the world offer more than 430 [Cisco Powered](#) cloud services that run on Cisco infrastructure and solutions. You can be confident that these services are delivered on validated Cisco architecture from a qualified provider. And every service is audited by a third party for an assured performance. Cisco Powered cloud services rely on our security solutions, from the data center through the network to applications. Choose from a number of [Cisco Powered cloud services](#) based on the following Cisco solutions:

- Infrastructure as a Service
- Desktop as a Service
- Disaster Recovery as a Service
- Unified Communication as a Service
- Contact Center as a Service
- Video as a Service

What Cisco Cloud Can Do for You

Dynamic business environments challenge IT departments to adopt a new model. Users and business performance goals demand that IT quickly deliver and demonstrate business value, flexibly align with business objectives, automate core processes, and help the business create new revenue streams and optimized processes. Cisco Cloud gives you comprehensive options to plan, build, and manage your cloud capabilities alongside your on-premises IT footprint.

Choose Your Cloud

Choose the cloud options that best meet your needs, whether you build your own, use a public cloud service provider such as Cisco and our partners, implement a hybrid model, or fuse the cloud and premises together. Cisco's Cloud Portfolio offers a range of proven choices for sourcing or building cloud services that meet your needs.

Reduce Risk

Cisco Intercloud Fabric provides the security to extend premises-based applications to the cloud or move workloads between clouds. In addition, Cloud Consulting Services help you choose the right cloud consumption model, identify "shadow" cloud deployments in your organization, and reduce your exposure to security risks so that you can confidently deploy new cloud services.



Lower Total Cost of Ownership

You can reduce capital costs and invest in innovation by flexibly sourcing your cloud services. You can accelerate deployment and simplify management with open standards-based solutions, Cisco IAC, and hybrid cloud management capabilities. Additionally, you can rein in the cost and risk of shadow IT by increasing your visibility of enterprise cloud access granted by Cisco Cloud Consumption Services while also assessing business needs and opening constructive dialog with your organizational stakeholders.

Increase Agility

Cisco Cloud lets you adopt the right cloud deployment model or combination of cloud and traditional IT services for outstanding agility. Transfer workloads as needed to take advantage of different cloud offerings or to meet your requirements. Your business can move faster with the cloud. Cloud on-boarding services accelerate assessment and transparent migration of your business-critical applications to enhance business agility.

Case Studies

Cisco customers make a difference in their organizations with Cisco Cloud solutions:

Steria

- Cut integration effort in half
- Reduced end-user intervention by 80 percent
- Created new revenue streams from new and existing customers
- Reduced customer administration by up to 30 percent

FASTWEB

- Enterprise organizations can access services that were out of reach, and realize savings of up to 50 percent
- Customers can set up and configure data center capacity in minutes
- Entire cloud business launched with just a small number of server racks

Aurecon

- Two or three days of virtualized server provisioning reduced to one day
- Application support teams empowered to provision and control resources through self-service portal
- Development of formal decommissioning process will free valuable server capacity as company grows

Perspectives Charter Schools

- Improved administrative efficiency with advanced collaboration capabilities
- Improved agility by offloading maintenance responsibilities from small IT team
- Lowered monthly costs by approximately 25 percent, while increasing reliability and gaining new collaboration capabilities

For additional case studies, please visit the [Cisco Case Studies](#) website.

Why Cisco?

On your journey to the cloud, go with a proven industry leader. The Cisco Cloud Portfolio is built on validated architecture, innovative infrastructure solutions, and best practices. Cisco and our partners can help you provide the best combination of Cisco and Cisco Powered cloud services for your business. And Cisco Cloud Consulting Services work closely with you to help you become a trusted broker of IT services, plan your journey to the cloud, and get there quickly and efficiently.

In the recent [IDC MarketScape: Cloud Professional Services 2013 Vendor Assessment Report*](#), Cisco was named a Worldwide “Major Player” for cloud professional services. We have people, processes, and tools resulting from more than 28 years of industry experience, more than 50 million devices, and more than 6 million customer encounters every year that you can use to your advantage.

For More Information

For more information about the Cisco Cloud Portfolio, visit www.cisco.com/go/intercloudfabric.

Find a Cisco Powered service from one of our approved partners on our [Locate a Cisco Partner webpage](#).

Contact your local Cisco account representative or Cisco partner to discuss product or service availability in your region based on current roadmaps.

*IDC MarketScape: Worldwide Cloud Professional Services 2013 Vendor Analysis, doc #242401, August 2013.