

# EMPOWERING THE NETWORK

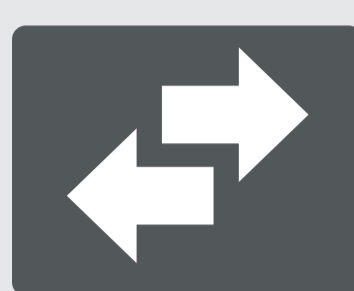
# SDN

Software Defined Networking

55%

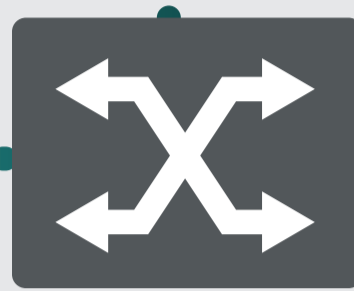
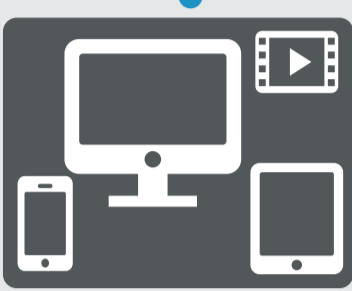
55% of Gartner customers are thinking about deploying SDN, while 23% are still unfamiliar with SDN <sup>1</sup>

Cost Effective and Flexible Approach



Automation Increases IT Agility

Application Aware



Abstraction of Infrastructure

1. Beyond The Hype: SDN Delivers Real-World Benefits in Mainstream Enterprises, Gartner Research, Oct 14, 2014

The worldwide SDN market for Enterprise and Cloud Service provider segments is expected to grow from \$960M in 2014 to \$8B by 2018

734%

## KEY DRIVERS OF SDN

CLOUD



BIG DATA



MOBILE



VIDEO



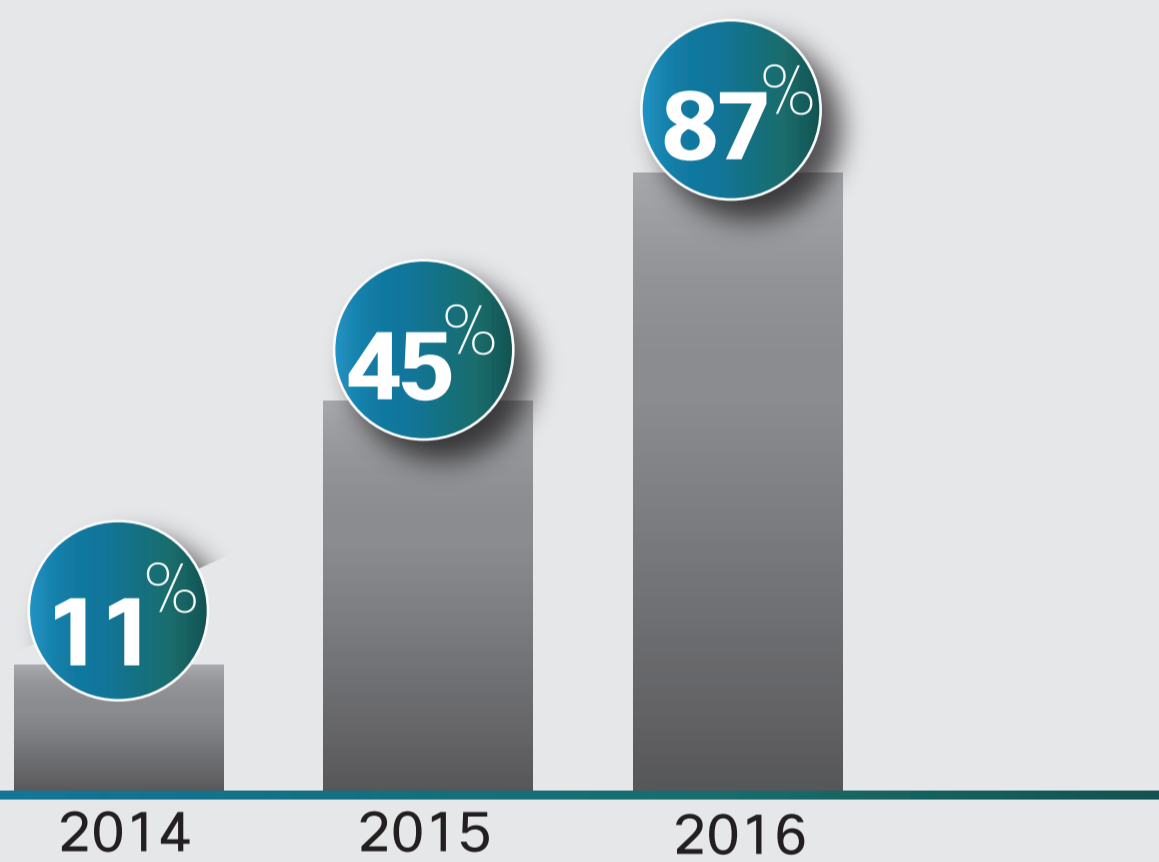
\$8B  
by 2018<sup>2</sup>

2. Growing SDN Momentum Presents Fresh Opportunities for Datacenter Network IDC Research, Aug 14, 2014

87%

An Infonetics Research survey found that 45% of respondents plan to have SDN live in production data centers in 2015, growing to 87% in 2016 <sup>3</sup>

Projected growth of SDN live production in the data center



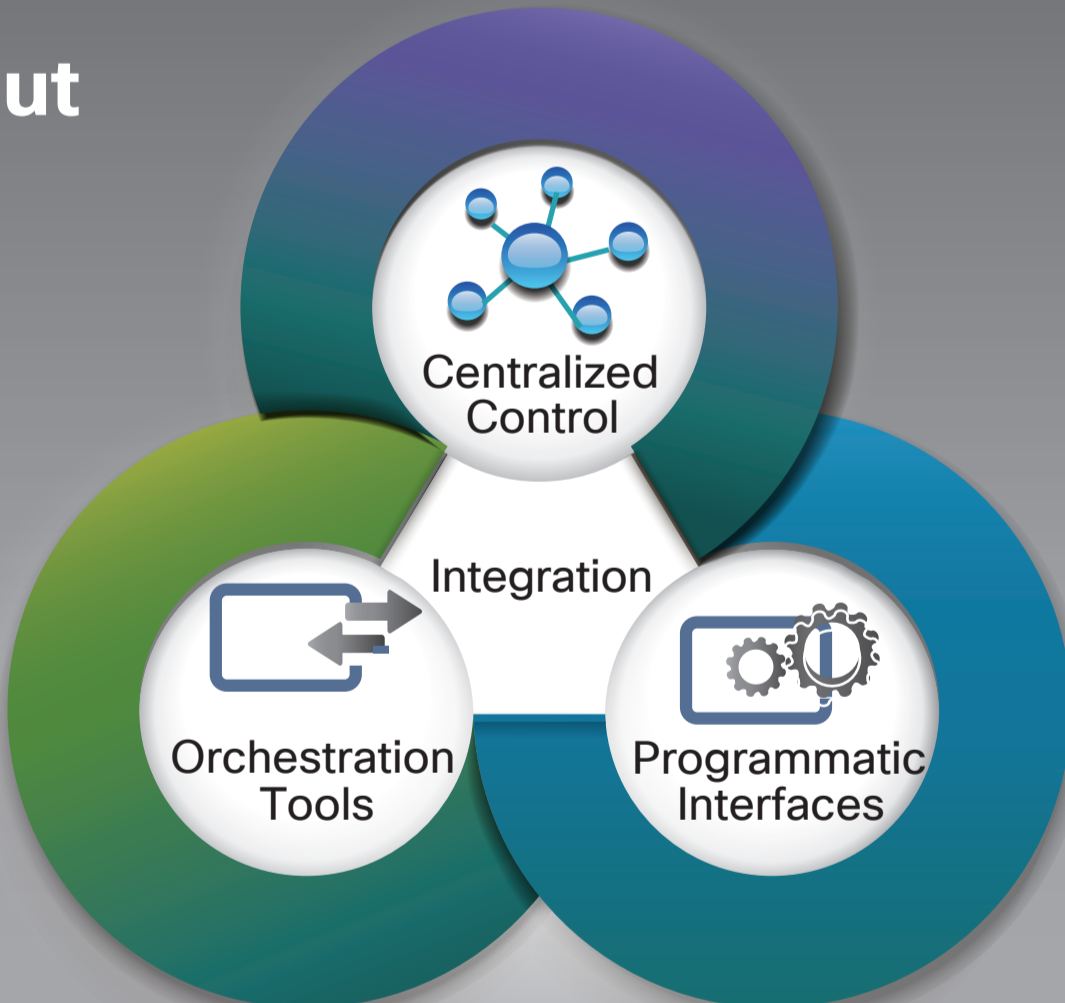
3. SDN Strategies, Infonetics Research, July 14, 2014

## What is different about SDN?

01 Agility Via Network Programmability

02 Enable Faster Innovation

03 Zero Touch Automation



Strategy and Planning



Rapid Deployment



Cost Optimization - Benefits Realization



Business Intelligence/ Analytics



Governance, Risk and Compliance



# How can Cisco Services help?

To learn more: [www.cisco.com/go/aci](http://www.cisco.com/go/aci)

