

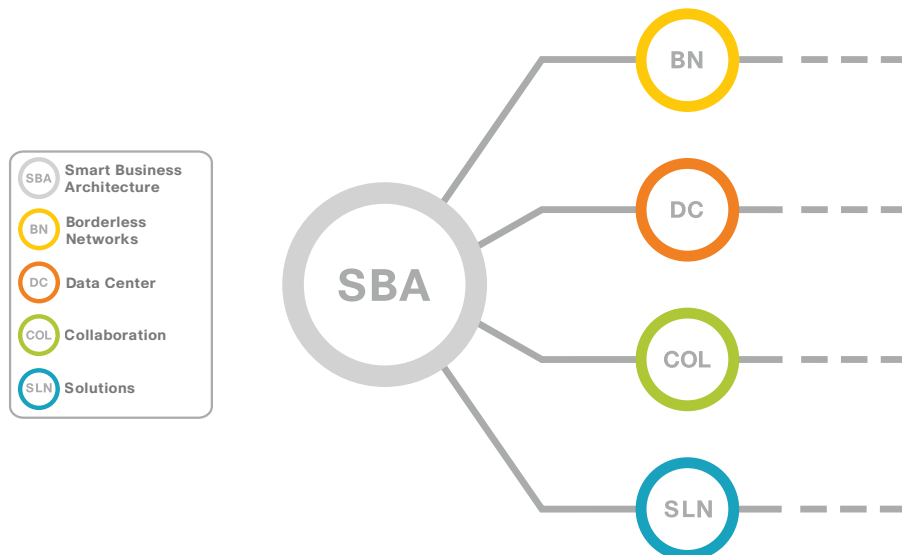


# Smart Business Architecture: Prescriptive Guidance for Building a Network

Value, performance, and controlled scalability are not options: they're requirements. That's why focusing on the architecture, instead of point-products, is so important. Cisco Smart Business Architecture (SBA) shifts the view from short term and tactical to long term and strategic. It protects IT investments by making sure each spend is linked to a long-term strategic business need that scales.

But even more than that, it's a business process optimizer. Plus, it helps pave the way for you to support future services and voice, video, security and mobility solutions when you are ready.

**Figure 1.** The system map shows the four tracks of Cisco SBA



## Simplifying Complexity, Speeding Deployment, Spurring Strategic Growth

Whichever Cisco architecture you need to meet your business needs—Borderless Networks, Data Center, or Collaboration—Cisco SBA helps make that architecture real.

A series of prescriptive, step-by-step guides, Cisco SBA is based on fully tested and validated solutions to help you purchase and deploy with confidence while realizing a lower TCO. Designed for modular implementation, Cisco SBA helps ensure your phased approach to building out your network is tied to a long-term strategic plan and won't result in wasted IT dollars and outdated equipment. As a result, customers can get further, faster. Cisco SBA's simplified approach to building a standards-based architecture enables business agility and a solid foundation for more advanced capability.

Ultimately, Cisco SBA enables a sustainable business advantage that includes the ability to deliver operational excellence, and innovation-driven growth.

## Empowering Operational and Economic Benefits

- Lower cost of deployment: Preconfigured architecture cuts troubleshooting, reduces costly changes
- Protect IT investments and reduce risk from aging equipment: Modular approach is linked to a long-term strategic network design that scales with the business and supports future deployments
- Ensure products and solutions work together through a fully tested and validated system that is fully customizable



## Why Cisco?

Cisco offers best-in-class technologies that are designed to work on their own and as part of a system. This end-to-end approach and the step-by-step guidance provided by Cisco SBA let you build a network architecture in a modular fashion, allowing you to take short-term tactical steps that are tied to a longer-term strategic plan.

## Additional Resources

Cisco Smart Business Architecture: [www.cisco.com/go/sba](http://www.cisco.com/go/sba)

Cisco SBA for China (IBA): [www.cisco.com/go/cn/iba](http://www.cisco.com/go/cn/iba)

**Figure 2.** The Borderless Networks line of Cisco SBA guides, a subset of the overall, cross-architectural Cisco SBA system

