Cloud Applications and Services: Flexibility to Enhance Business

There is a lot of talk about how "the cloud" is changing everything. In some ways it is—clouds provide a new level of flexibility in application and data delivery. Provisioning applications and services from a cloud gives you the operational benefits without the capital expenses of maintaining on-premises environments.

What Are the Benefits of Cloud Application Delivery?

The network is the platform for clouds. We live in a world of many clouds, in which IT becomes IT as a Service (ITaaS), and in which people can collaborate dynamically and consume content on demand. Cisco enables IT to provide services and connect people to collaborate, while providing a consistent and desired user experience regardless of delivery method (cloud, on-premises, or hybrid). The key to getting the most out of cloud services is to take advantage of flexible deployment options that give you the highest usage of your resources, supporting high productivity, cost-effectiveness, and user satisfaction.

What Problems Does It Help Solve?

IT is focusing more on service delivery as content and services are increasingly being delivered on-demand and on the move. Organizations can achieve significant benefits, including the ability to:

- Deliver consistency of service across devices
- Ensure access to always-current versions of applications
- Support a self-serve model of procurement
- Enable rapid deployment at scale
- Shift IT spending from capital to operating expenses
- Focus on "core" vs. "context" as appropriate

Why Cisco?

Cisco is focused on enabling a compelling user experience with every service delivered from the cloud. These services can be provided anywhere, on any device, at any time with the security, performance, and reliability previously possible only with traditional on-premises deployments. Specific benefits include the following:

- **Interoperability:** Protect your existing IT investments. If, like many companies, you rely on Microsoft desktop productivity applications, Cisco® Collaboration products provide user-availability information (presence) directly within Microsoft Office applications
- **Integration:** Integrate new features from Cisco WebEx cloud into your existing business applications. It is not about ripping and replacing everything, but taking advantage of enhancements that improve business processes
- **Maintenance:** Cloud applications do not require updates to on-premises equipment; they help you minimize time and effort spent deploying and upgrading apps, and reduce risks of technology obsolescence

Whether delivered directly by Cisco or through partners, Cisco provides industry-leading solutions that unify and simplify cloud resources, integrating the data center and the network and improving the delivery of cloud services.

Cisco Collaboration Cloud Services

As direct consumers of hosted applications, your users get business-critical, enterprise-class collaboration applications directly from the Cisco WebEx cloud— allowing them to get what they need to collaborate—when, where, and how they need. Applications include:

- Cisco WebEx® Conferencing
  - Manages the entire meeting lifecycle, supporting prework, conferencing, and follow-up
  - Increases productivity by enabling the ability to meet anytime, anywhere—even on mobile devices
  - Delivers compelling and cost-effective training sessions, demos, sales presentations, and online events
  - Hosted by Cisco and our partners
- Cisco WebEx Connect IM and Presence
  - Allows you to work from any workspace on any device
  - Identifies who is available and how you can interact with them (message, email, phone, and video)
  - Delivers a rich, consistent experience across PCs, Macs, tablets, and mobile phones
  - Hosted by Cisco and our partners

- Cisco WebEx Telepresence

  - Offers a hosted subscription service for small and medium-sized businesses

  - Allows you to be operational in minutes with simple, ready-to-use service activation

  - Offers unlimited video calling to any standards-based telepresence or video system

  - Implemented and activated by partners; hosted by Cisco with live business-class customer support

- Cisco WebEx Social Enterprise Social Platform

  - Combines the power of enterprise social networking, content creation, and real-time communications

  - Allows instant sharing of information and knowledge across teams, departments and geographies

  - Enable employees anywhere to quickly find the people and resources they need to get work done

  - Lets you create and capture intellectual capital in one secure, centralized location

Partner-Hosted Cisco Collaboration Services

Cisco enables providers to deliver collaboration services with integrated, pretested Cisco and partner infrastructure solutions. Building upon Cisco's end-to-end collaboration architecture and Cisco Validated Designs, partners build cloud collaboration services that support your business priorities.

- Cisco Hosted Collaboration Solution

  - Unified communications and collaboration applications with a cloud-ready virtualization platform under a centralized management system

  - Scalable architecture based on Cisco Validated Designs

  - Access to the latest collaboration applications with simplified support and maintenance

- Cisco Hosted Collaboration Solution for Contact Center

  - Allows you to quickly and cost-effectively deliver contact-center solutions to end users with fast deployments, flexibility, operational efficiency, and consistent end-user experiences

  - Lets you subscribe to the application you need as a service in the cloud

  - Includes 500- and 1000-agent deployment models

  - Includes CTI Object Server (CTIOS) desktop, interactive-voice-response (IVR) support, and more

- Cisco TelePresence Exchange System

  - Offers a flexible telepresence and video service-creation platform

  - Provides cloud-based managed and hosted Cisco TelePresence services

  - Supports telepresence, video interoperability, and advanced media services

  - Enables you to build partner communities for telepresence and standard video

Security Through the Clouds

To succeed with cloud computing, organizations must address new security risks and concerns around technology and business processes. The Cisco SecureX Architecture™ framework enables organizations to establish and enforce consistent cloud-based security policies, receive up-to-date threat intelligence, and enable greater scalability and improved performance. The framework provides context-aware policy and enforcement across the entire distributed network environment while securing access to applications that reside in the cloud, data moving to and from applications, and application servers.

Cloud Delivery of Video

The Cisco Videoscape™ Mobile Solution is an open platform that uses clouds, the network, and client devices to deliver new video experiences. Cisco Videoscape Cloud Solutions allow service providers to converge content, applications, and communications from any source such as live TV, online video, social media, third-party applications, and advertising. Advanced transcoding and streaming tools efficiently deliver experiences to any screen, with the best possible video quality for the available bandwidth.

Third-Party Service Delivery

The Cisco strategy is to enable customers and partners to deliver cloud applications and services. Part of that strategy includes support for third-party cloud services with a broad ecosystem of technology partners and a portfolio of certified enterprise applications and services pretested for Cisco CloudVerse.