

# Cisco Cloud Strategy for Cloud Providers



## Cisco Cloud Strategy Overview

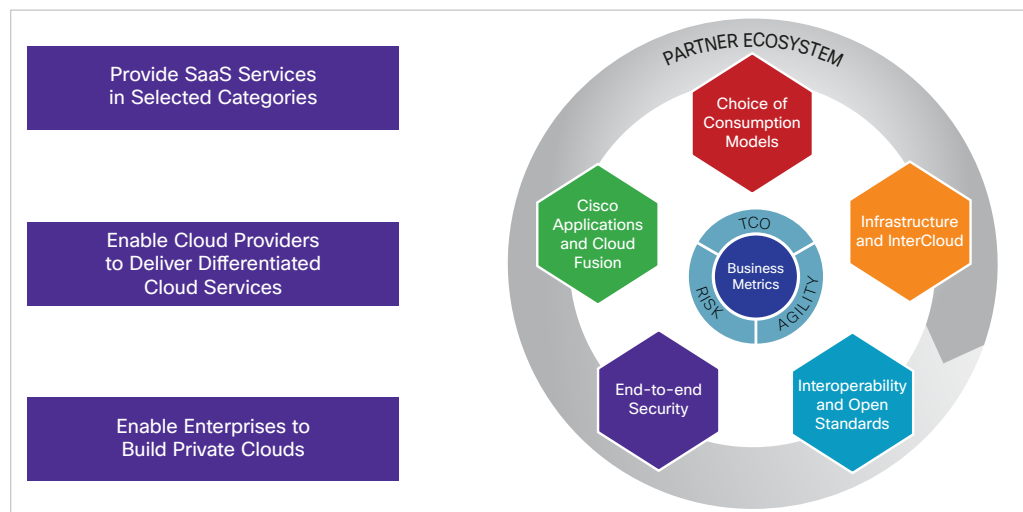
Many enterprise customers turn to cloud providers to help them increase cloud capabilities for their businesses. They want the advantages of the cloud without the associated infrastructure, management, and technical issues. Agility, security, and performance are their primary concerns, as well as gaining the flexibility to deploy their choice of workloads to the cloud. This presents a huge opportunity for Cisco® cloud providers.

Many cloud providers are embracing a new flexible, automated, secure, and transformative (FAST) approach to their cloud infrastructures and services. A FAST approach is designed to quickly deliver and monetize cloud services, continually align with customers' needs, automate core processes to reduce costs, and create new revenue opportunities.

Cisco launched the concept of the “World of Many Clouds” and along with our partners we are helping customers shape their own journeys to the cloud. Cisco believes that each customer and situation requires a unique cloud solution: public, private, hybrid, consuming services, or integrating multiple clouds together.

Cisco Cloud Strategy is designed to help you achieve profitability goals by maximizing the flexibility, scalability, and interoperability that cloud environments offer. At the same time, it enhances security and helps ensure a smooth path to the future through open standards. As the proven industry leader, Cisco has grounded its cloud strategy in five fundamental pillars that enable you to deliver and monetize cloud services that meet your customers' needs (Figure 1). Cisco is committed to a partner-centric cloud approach of enabling cloud providers to deploy differentiated cloud services to meet enterprise customer needs. Cisco is the only major IT vendor that does not compete against its channel partners and customers.

Figure 1. Cisco Cloud Strategy Pillars



## A Strategy for Cloud Success

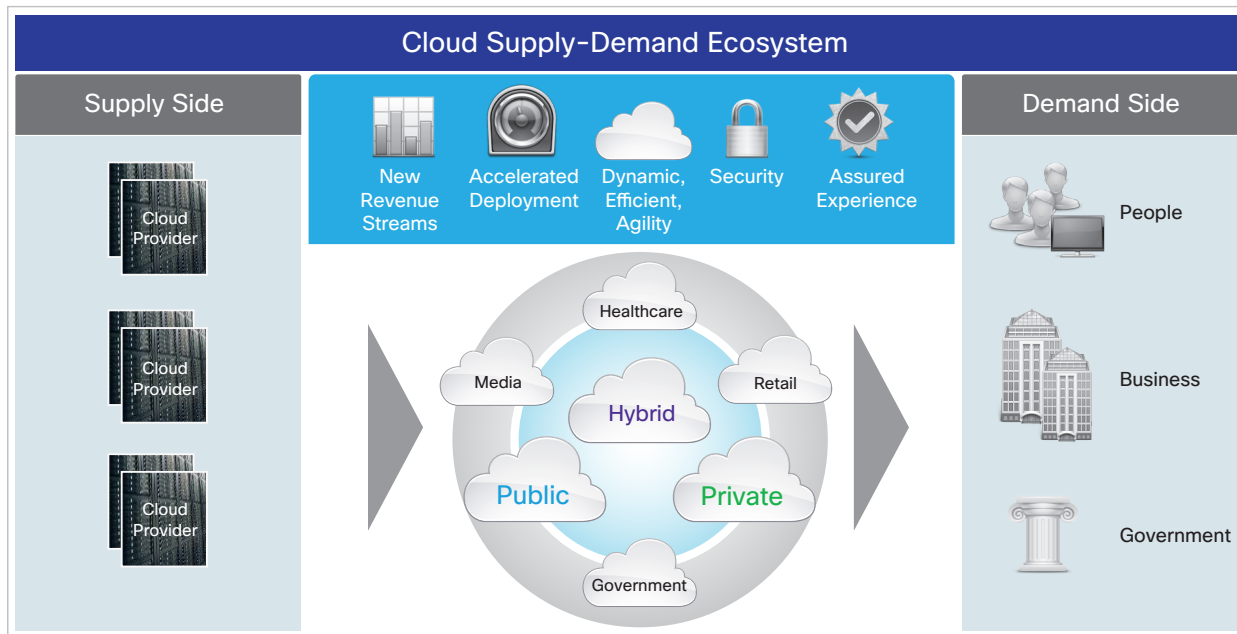
The cloud represents a fundamental change in the way IT is consumed. Enterprise customers turn to Cisco cloud providers to help them increase cloud capabilities for their businesses.

A complex supply-and-demand ecosystem is emerging for the combination of public, private, and hybrid cloud services. This ecosystem is largely shaped and driven by the type of economics that IT organizations consuming cloud services are seeking to achieve and the way that cloud providers are delivering those services. On the demand side, cloud opens up a variety of new sourcing options to help customers achieve their economic goals. On the supply side, this economic ecosystem provides a huge opportunity for a new breed of cloud providers to offer new sets of revenue-generating, outsourced, cloud-delivered services, many of which were previously developed in-house by customers (Figure 2).

As this ecosystem continues to evolve, Cisco sees its role as an enabler in the cloud. We partner with key cloud provider players to help them build out new cloud services. We work collaboratively with them to make these capabilities available to end customers in fast, secure, scalable delivery models that meet and exceed customer SLA requirements and expectations.



Figure 2. Economic Forces Shape the Evolution of the Cloud



## Unique Capabilities

The Cisco Cloud strategy is based on five distinct pillars:

- **Choice:** With the Cisco Cloud Portfolio of solutions and extensive partner ecosystem, you have the flexibility to deliver the types of clouds that your customers want, based on their applications, SLAs, security needs, and business objectives. Cisco InterCloud gives you the capabilities to address your customers' demand for increased flexibility and workload mobility.
- **Modularity:** Deploying multiple clouds successfully requires a fabric-based common platform for easily operating and managing physical, virtual, and service features. Cisco Integrated Infrastructure unifies these functions while retaining flexibility. Additionally, our policy-based unified platform – which includes Cisco ONE, service management and orchestration, provisioning, and element management – enables organizations to offer an application-centric platform for the development of cloud services.

- **Cloud applications:** You must be able to offer the turnkey services customers want, or help them move their chosen workloads to the cloud. Cisco InterCloud software enables you to easily assign and contain customers' data and applications to the appropriate cloud resources and keep them within geographic boundaries. Cisco Powered Cloud Services and partner programs provide validated, end-to-end solutions and joint go-to-market programs designed to help you achieve faster time-to-value with your customers.
- **Open standards:** Cisco's open-sourced, standard-based infrastructure environment helps reduce software release cycle times and enable interoperability with other open development environments (for example, OpenStack) and investments from our partners and customers. It also prevents single-vendor lock-in.
- **Security:** Your customers must have confidence that you can deliver end-to-end security across cloud deployments, regardless of which type of clouds they use. Cisco's advanced security capabilities are built into cloud architecture and infrastructure to secure your customers' data and reduce risk. Cisco Cloud Services for Strategy, Management, and Operations also help you deploy secure cloud services with confidence.



## What Partnering with Cisco for Cloud Can Do for You

Delivering next-generation services demands a FAST approach. Cisco Cloud Strategy offers an industry-leading perspective to help you quickly deliver and demonstrate business value, flexibly align services with your customers' business objectives, automate core IT processes, and create new revenue streams.

### Monetize the Move to Cloud

The cloud market opportunity is growing quickly. Enterprises are recognizing that the cloud can help them address unpredictable application demands more effectively, grow top-line revenue, and reduce costs. Cisco Powered Cloud Portfolio solutions give you a comprehensive range of options for delivering money-making services.

### Reduce Risk

Cisco advanced security capabilities are built into cloud architecture and infrastructure to secure your customers' data. Our broad range of Cisco Services for Cloud Strategy, Management, and Operations also help you confidently design, deploy, and manage secure your cloud offerings.

### Increase Operational Reliability and Availability

Cisco's solutions and validated architectures are based on unique data center and networking technologies that are optimized for the cloud so that you can offer your enterprise customers an uncompromised cloud experience with superior, proven performance levels backed by single end-to-end SLAs.

### Build Flexible Resource Allocation

Rapid scalability of virtual and physical infrastructure with automated deployment makes it easier for you to meet changing customer demands.

## Case Studies

The list of Cisco cloud providers is growing quickly around the world. Here are a few examples:

- [SAVVIS creates a new class of enterprise cloud services.](#)
- [Steria uses Cisco Prime™ Service Catalog Cloud Portal for workplace-on-command service.](#)
- [Cable and Wireless Worldwide takes customers to the cloud with flexible computing.](#)
- [Quest goes global with desktop as a service.](#)
- [PhoenixNAP service provider offers infrastructure as a service in minutes.](#)
- [Cbeyond builds new cloud infrastructure for SMBs.](#)

## Why Cisco?

Cisco has committed billions of dollars toward cloud investment in hardware, services, and software-based solutions, earning our industry leadership position as the partner of choice for customers all over the world. Our success is proven, as evidenced by our customer base, customer testimonials, and case studies that validate the results that Cisco can bring to your business.<sup>1</sup>

## For More Information

For more information about implementing Cisco Cloud Strategy, visit [www.cisco.com/go/cloudevolution](http://www.cisco.com/go/cloudevolution).

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

<sup>1</sup> Claims based on Synergy Cloud Infrastructure, Forrester Wave, and Cisco Services IDC leadership. Actual results and performance may vary.