

Cisco Cloud Portfolio for Cloud Providers



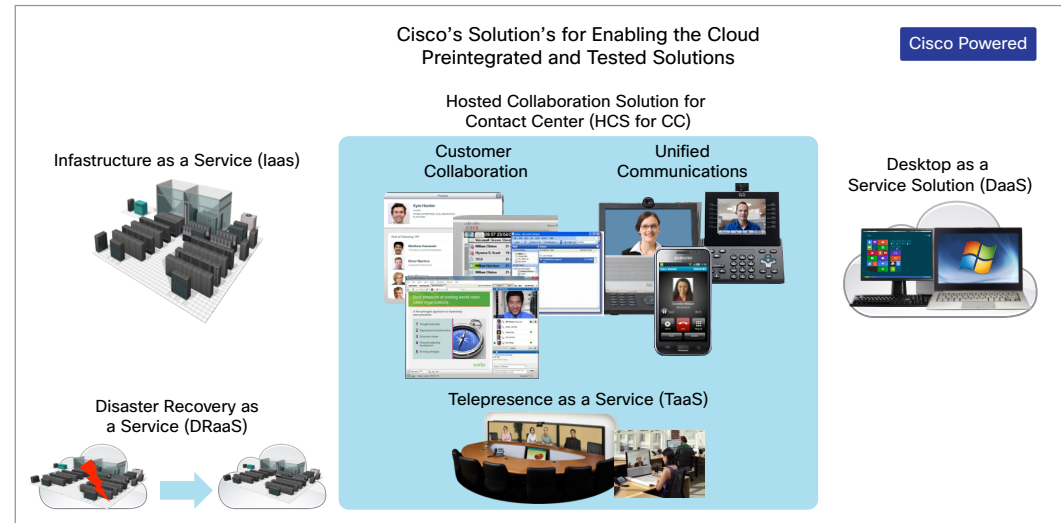
Cisco Cloud Portfolio Overview

Cisco offers a broad portfolio of cloud products, solutions, and services that can help you quickly deploy and monetize cloud offerings. Cisco® Cloud Strategy combines computing, networking, and storage resources within the data center, connects clouds, and delivers a high-quality cloud experience to the end user. Cisco combines solutions with industry-leading ecosystem partners to offer integrated services—including collaboration, security, infrastructure as a service, and video delivery – that are optimized and pretested cloud use.

Cisco Cloud Management networking solutions provide open-standard automation and orchestration capabilities with open APIs for scalability. And Cisco Cloud Applications and Services give you turnkey options for delivering added-value services in areas where Cisco has differentiated, proven capabilities. Whether you want to offer private, hybrid, or public cloud services, Cisco Cloud Portfolio solutions let you tailor, manage, and monetize cloud capabilities that meet your customers' needs.

You can also accelerate the benefits of the cloud by taking advantage of our cloud expertise through Cisco Services for Cloud Strategy, Management, and Operations. We can help you analyze your current cloud deployments, improve cloud security, confidently deploy new cloud services to your users, and build hybrid cloud environments that generate revenue while offering your customers flexibility and control. The Cisco Cloud Portfolio offers everything you need to make your cloud offerings successful and gain greater profitability (Figure 1).

Figure 1. Cisco Solutions for Enabling the Cloud



Monetize the Cloud

Enterprise IT organizations are being asked to build, manage, and continuously improve their organizations' infrastructure and processes. Plus, they're expected to help the business innovate and deliver unique customer experiences. Meeting these expectations requires hefty resources and time, and for many organizations, building and maintaining IT infrastructure is not core to their business. They're looking for cloud solutions that are flexible and scalable and will enable them to reduce the costs and management associated with buying and deploying their own infrastructure.

As a Cisco Powered cloud provider, you can meet their needs with differentiated cloud offerings while building new revenue streams with cloud solutions offered as a service. Cisco enables cloud providers to offer a full range of public and hybrid cloud offerings. You can also offer Cisco cloud-based collaboration, video, security, and network management services along with Cisco Cloud Services for Strategy, Management, and Operations to leverage industry expertise and accelerate revenue generation from your cloud initiatives. The Cisco Cloud Portfolio offers you a comprehensive set of infrastructure, management, and application solutions for delivering successful, revenue-generating services. Cisco Powered Cloud Solutions are best-in-class, flexible, and scalable cloud and managed services that are designed to help you achieve faster time to value.



Unique Capabilities

The Cisco Cloud Portfolio uniquely combines unified data center and cloud-intelligent network capabilities into a platform for delivering cloud services (Figure 2). Unified data center solutions simplify IT infrastructure and automate service delivery to reduce costs. Cisco Cloud Intelligent Network capabilities let you evolve your existing network to support cloud services while maintaining visibility, security, and control. Cisco Cloud Applications and Services enable you to deliver cloud capabilities for your customers that work anywhere, on any device, at any time.

Build Revenue with Cisco Powered Cloud Services

More than 150 cloud providers around the world offer services that run on Cisco cloud infrastructure and solutions. As a Cisco Powered cloud provider, you can assure customers that their cloud services are delivered on a validated Cisco architecture, that you have met strict qualifications, and that every service is audited by a third party. Services are secured by Cisco security solutions – from the data center through the network to applications. You can offer customers the following Cisco Powered Cloud Services:

- Infrastructure as a Service (IaaS)
- Hosted Collaboration Solution (HCS)
- Hosted Collaboration Solution for Contact Center (HCS for CC)
- Telepresence as a Service (TPaaS)
- Desktop as a Service (DaaS)
- Disaster Recovery as a Service (DRaaS)

Control Cloud Workload Delivery and Placement

Cisco InterCloud's architecture and unique data governance capabilities enable you to contain customers' data within specific parameters for compliance and regulatory purposes. If customers need to keep data and applications within geographic boundaries, Cisco Cloud Portfolio and architecture make it easy to set specific policies and routes based on geography, bandwidth, and other factors.

Secure the Cloud

Security is a critical concern for cloud customers. Cisco's network security products help your organization respond quickly to emerging threats and address your customers' security challenges. Cisco provides extensive protection and security expertise for cloud deployments. Cisco Security Intelligence Operations analyzes sensor data daily and automates security updates to reduce cyber risks. Security also is built into Cisco network elements – Layer 2 and 3 infrastructure, network architecture, and individual network elements.

Manage Your Cloud

Cisco Intelligent Automation for Cloud (IAC) provides a comprehensive cloud management platform that delivers a solid foundational private and hybrid cloud platform that easily expands to more sophisticated use cases such as PaaS, network automation, and anything as a service. Cisco IAC meets your private and hybrid cloud solutions' cloud service delivery demands with room to grow cloud service delivery across your entire organization. The Forrester Wave: Private Cloud Solutions, Q4 2013 study ranked Cisco number 1 in private cloud strategy and in the top three for Cisco IAC for cloud management and Cisco UCS Director for infrastructure management.

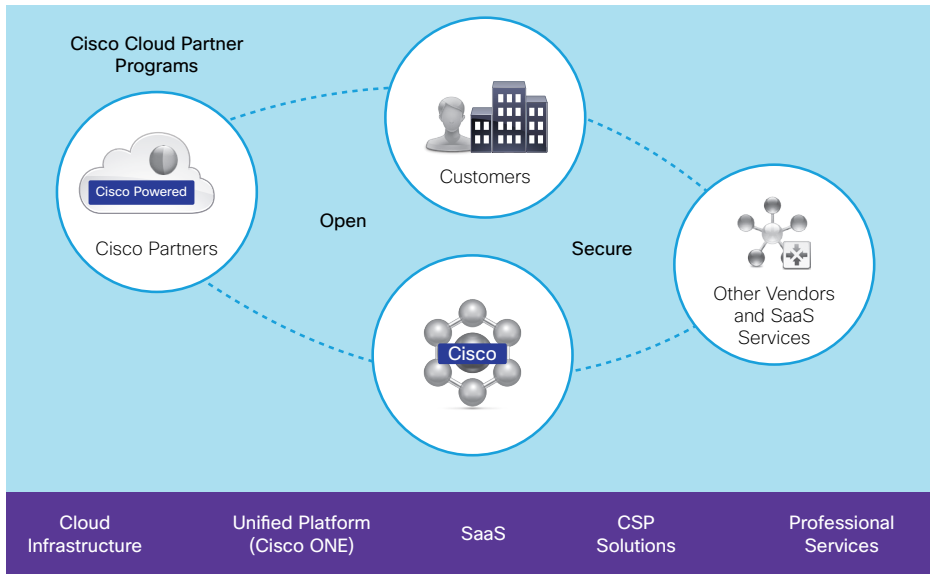
Accelerate Time to Market for Cloud Services

Start generating cloud service revenue faster and accelerate return on your investment. Cisco Cloud Services for Strategy, Management, and Operations offer business, professional, and technical assistance to help you with every aspect of your cloud decision making and deployment. Highly recommended for consideration are Cisco Data Center Assessment and Validation Services for Cloud On-boarding Acceleration. Created for cloud providers, these services use an in-depth, onsite engagement approach to enable cloud providers to develop cloud migration strategies that manage business risk and cost and accelerate time to ROI by helping to:

- Understand application dependencies
- Prioritize applications to migrate
- Validate suitability for migration
- Estimate expected total cost of ownership improvements



Figure 2. Cisco Cloud Portfolio



What Cisco's Cloud Partnership Can Do for You

Delivering next-generation services requires a flexible, automated, secure, and transformative (FAST) approach. Cisco Cloud Portfolio provides solutions to 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 Cloud Portfolio solutions give you a comprehensive range of options for delivering money-making services.

Reduce Risk

Cisco 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 help you confidently design, deploy, manage, and secure your cloud offerings.

Availability and Reliability

Cloud applications need a robust infrastructure platform to run at their best. 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.

Elasticize Resource Allocation

Rapid scalability of virtual and physical infrastructure with automated deployment can help you easily meet changing customer demands.

Case Studies

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

- [SAVIS 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?

On your journey to the cloud, go with the industry leader. The Cisco Cloud Portfolio enables you to increase profitability and simplify and accelerate deployment with innovative, validated architectures. With Cisco Powered cloud services and the depth of our partner ecosystem, you can increase your organization's capability to deliver the public, private, and hybrid cloud solutions that best meet each customer's needs¹.

For More Information

For more information about Cisco Cloud Portfolio, visit 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.

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