# Your Strategy for Cloud and Our Perspective

Cisco Cloud Strategy Overview

IT used to be primarily about operations, cost reduction, and management controls. No longer. Today, you're expected to actively spur innovation in your business, stay aligned with evolving business objectives, and deliver new and unique experiences to your customers. It's a tall order. The move to the cloud has been steadily gaining acceptance because it promises to help you achieve these goals faster, more efficiently, and more cost effectively. The cloud can help you retain control and become more relevant and influential. Acting as a service broker, you can help the business optimize its cloud services sourcing strategies while reducing risk and time to market.

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. As a prominent industry leader, we've grounded our cloud strategy in five fundamental pillars that give you confidence in your cloud journey. Cisco® Cloud Strategy is designed to help you gain the flexibility, scalability, and cost efficiency that cloud environments offer. At the same time, we are focused on security to provide a smooth path to the future through interoperability and open standards (Figure 1).

Figure 1. Cisco Cloud Strategy Pillars
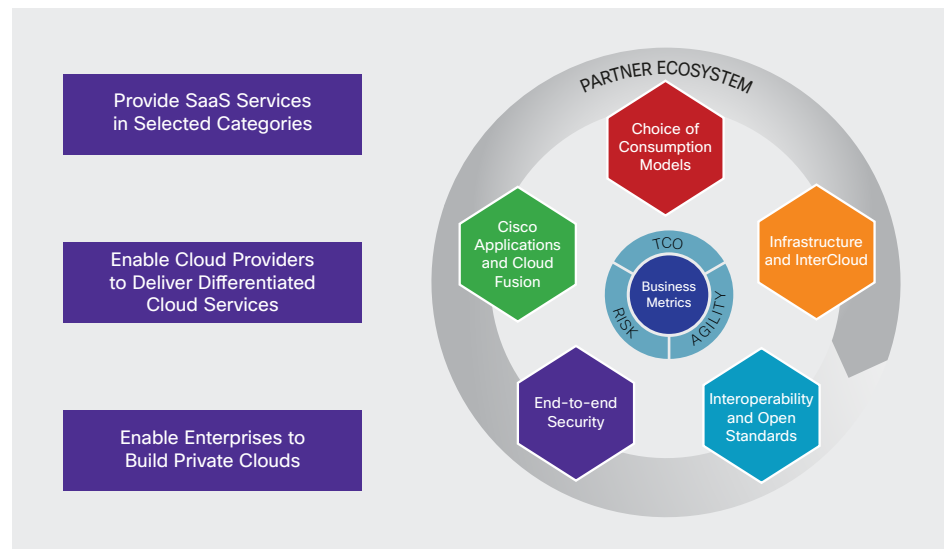
Need for Flexibility to Orchestrate Cloud Services

If you're an IT professional, you're being asked to do more than build, manage, and continuously improve your organization's infrastructure and processes. You're also being asked to help the business innovate and deliver unique customer experiences. Meeting these expectations requires hefty resources and time. Meanwhile, it's likely that business managers across the organization are also trying to meet their goals as quickly as possible — sometimes by turning to outside cloud services for help. Unfortunately, impromptu approaches to cloud services can increase risk and cost. And frequently these projects come back to IT because of security and technical concerns.

Organizations repeatedly face service-by-service "build-or-buy" decisions when sourcing their IT services. This requires them to evaluate cost, risk, and agility requirements to determine the right sourcing strategy. When acting as a service broker, IT can take advantage of multiple sourcing options and become an intermediary of cloud services offered to line-of-business (LoB) consumers. In fact, a recent survey found that 76 percent of organizations believe that IT will act as a broker, or intermediary, of cloud services, orchestrating the planning and procurement processes for LoBs across both internal and external clouds.[1]

As brokers of IT services, you can add value by dynamically combining, integrating, and tailoring the delivery of cloud services (whether public, private, or hybrid) to best meet your business needs. This sourcing flexibility enables greater levels of agility, transparency, and speed of deployment that can fuel innovation and help your business achieve its objectives.

What's needed is a comprehensive, consistent cloud strategy to offer perspective, provide direction, and build confidence in your cloud decisions. Cisco customers and our rich partner ecosystem are embracing a new approach to their cloud decisions and to IT more broadly. A FAST IT can help you quickly deliver and demonstrate business value, make it easier to continually align business and IT objectives and automate core processes to reduce costs, while helping the business create new business models and revenue opportunities.

Cisco's cloud strategy is designed to help you achieve these objectives as you take advantage of the cloud. It provides valuable perspectives to consider along your cloud journey.

[1] "Impact of Cloud on IT Consumption Models," Cisco study in partnership with Intel, August 2013.

Unique Capabilities

Our cloud strategy has not changed. We continue to rely on a partner-centric approach to deliver differentiated cloud services. The Cisco cloud strategy is based on five distinct pillars:

- **Choice of consumption models:** Choose how to deploy cloud capabilities based on your own applications, SLAs, security needs, and business objectives. You can build your own cloud, buy software as a service (SaaS) or partner-hosted (for example, Cisco Powered cloud services) from cloud providers, or take a hybrid cloud approach (fused on-premises and cloud). The Cisco Cloud Portfolio of solutions and our extensive partner ecosystem is designed to increase your choices and support your flexible cloud services sourcing strategies.

- **Infrastructure and Intercloud:** Successful clouds should rest on a modular, scalable, and fabric-based common platform for physical, virtual, and cloud services. A common platform simplifies operations and management capabilities. Open and secure workload mobility across hybrid cloud environments is also an important requirement. Cisco Integrated Infrastructure unifies best-in-class data center technologies to simplify and accelerate deployment of cloud services. 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.

- **Cisco Applications and Cloud Fusion:** Demands from users and the benefits of the cloud are changing the way IT looks at deploying applications. Businesses want the capability to enjoy the best of on-premises solutions and the best of the cloud. Cisco Cloud Fusion enables customers to use the best solutions, and extend them to all. Connect and collaborate your way — across multiple applications and platforms, using any consumption or deployment model, with confidence and without compromise. Cisco Cloud Fusion brings together clouds and fuses applications that are cloud-based with those on-premises, making them manageable and secure. This is all about putting the power of the world of many clouds to work for you with industry-leading cloud-based collaboration, network management, and web security solutions.

- **Interoperability and open standards:** An open, standards-based approach to cloud gives you the opportunity to build on a robust ecosystem of industry-leading technologies and avoid being locked into a single vendor or platform. Through participation in OpenStack — a community-led open source project backed by thousands of community members and hundreds of strategic technology partners — Cisco enables a cloud platform that helps enterprises transform their data centers.

- **Security:** You may have extensive compliance requirements and require end-to-end security across your cloud deployments — public, private, and hybrid. We can help you plan your cloud journey, identify "shadow" cloud deployments, reduce exposure to security risks, and securely extend and migrate cloud services across multiple clouds.

How Our Strategy Can Help You

Our cloud strategy gives you options and an industry-leading perspective. Our expertise can help you plan, build, and manage your own winning cloud initiatives reducing your time to market for faster ROI. We can help you:

- **Improve business agility:** With our strategy, you're free to choose the infrastructure, applications, and services your organization needs. More agility means more ways to maximize the benefits of the cloud and accelerate your path to success.

- **Deploy the right infrastructure:** We promote a modular, scalable, programmable infrastructure for cloud deployments. We enable open and highly secure Intercloud workload mobility. This approach enables you to flex your deployment choices and providers.

- **Do anything, anywhere:** Deploy and manage cloud applications easily, regardless of where they reside, so your employees, customers, and partners can easily do business with you — anywhere, anytime.

- **Maintain future flexibility:** Open, interoperable and standards-based solutions help ensure that you can cost-effectively evolve your cloud deployments and adapt your cloud to future business needs. Do you want help with your open cloud strategy, design, or optimization? Cisco has a series of services to enhance your deployment.

- **Reduce risk:** We can help you plan your path to cloud, fuse together your on-premises solutions with the cloud, identify "shadow" cloud deployments in your organization, reduce your exposure to security risks, and securely extend cloud services across multiple clouds.

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Case Studies

Cisco customers make a difference in their organizations with Cisco Cloud Portfolio solutions:

Swisscom AG
- Reduced operational costs by provisioning servers in minutes rather than weeks
- Scaled to manage fluctuation in user demand without increasing IT staff
- Offered more flexible pay-per-use billing options to cloud customers

D+M Group
- Bridged silos between brands and divisions and transformed organizational culture across 2000 employees in 45 countries
- Made it easier to collaborate, make decisions, exchange information, and innovate from anywhere in the world
- Lowered 3-year TCO for communications at headquarters by 72 percent

Aegis Media
- Application performance improved by 100 percent
- Tenfold increase in disaster recovery capability
- Savings of 20 percent on infrastructure, 30 percent on power, and 50 percent on space

For additional case studies please visit the Cisco Case Studies web site.

Why Cisco?

On your journey to the cloud, go with an industry leader and a proven strategy. Customers working with Cisco to plan, build, and manage their cloud initiatives have reduced TCO by more than 50 percent, enabled more efficient resource utilization, reduced TCO of collaboration applications by 15 percent to 23 percent, and accelerated revenue attainment through new business models. Cisco Cloud Strategy provides industry-leading perspective and expertise so that you can increase your cloud success.[2]

For More Information

For more information about how you can put our strategy to work for you, read the Cisco Cloud Portfolio AAG www.cisco.com/go/cloudevolution

[2] Actual results and performance may vary.