

Moving Your Enterprise to the IT-as-a-Service Model

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Agenda

- Delivering IT-as-a-Service
- Cisco Unified Data Center
- Presidio – Best Practices and Case Studies
- Getting Started

The Goal – Delivering IT-as-a-Service

Business Objectives



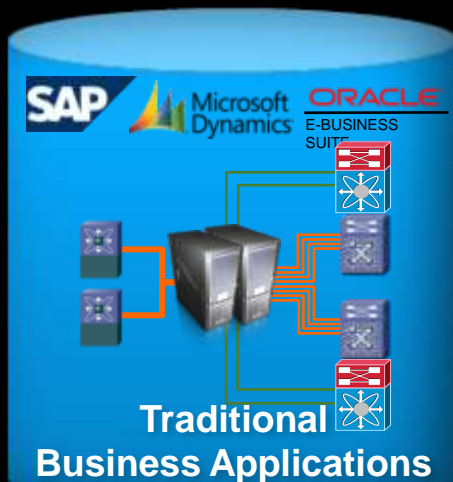
IT Service Offerings



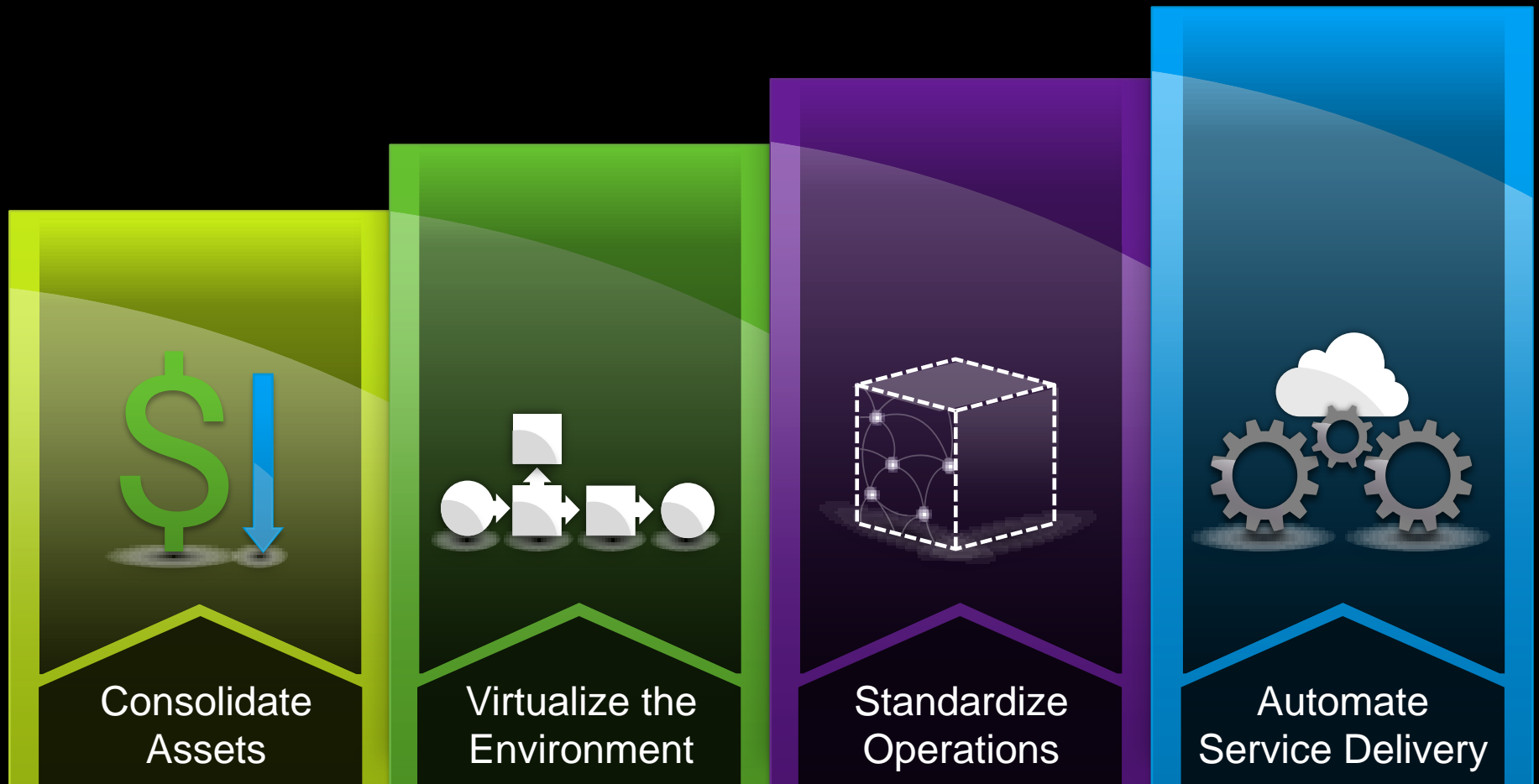
On-Demand Services



Infrastructure to Deliver IT as a Service



The Journey to IT-as-a-Service



Increased IT Operational Excellence (Agility, Efficiency and Simplicity)

Increased Cloud Readiness (Physical – Virtual – Private Cloud – Hybrid Cloud)

Cisco Unified Data Center

The Platform for Delivering IT-as-a-Service



HIGHLY SCALABLE,
SECURE NETWORK
FABRIC



MODULAR
STATELESS
COMPUTING
ELEMENTS



AUTOMATED
RESOURCE
MANAGEMENT
(PHYSICAL AND
VIRTUAL)

Cisco Unified Fabric

Delivering Architectural Flexibility



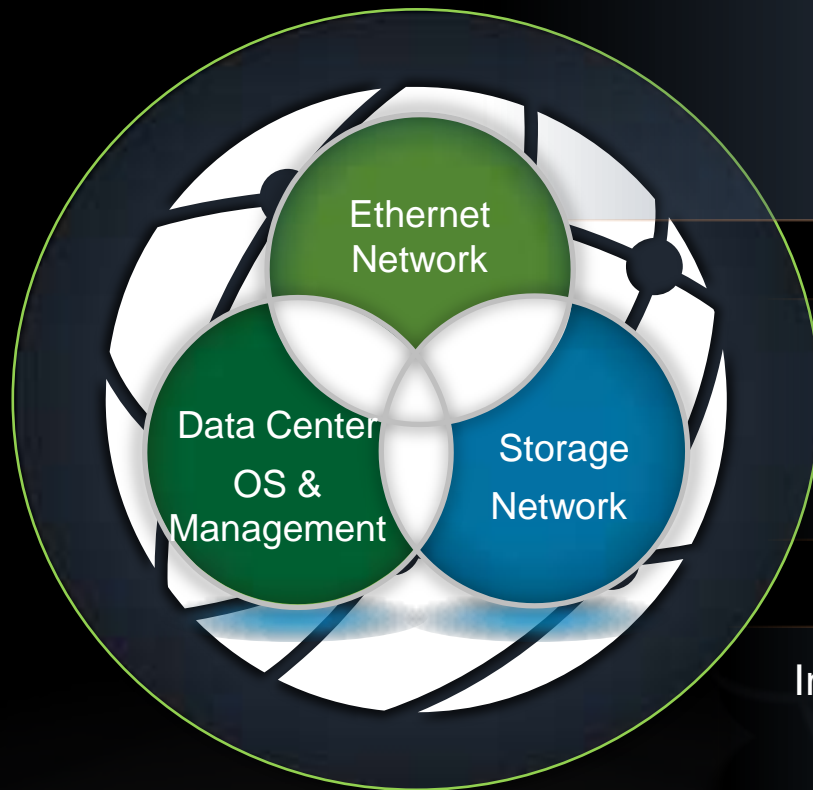
Convergence



Scale



Intelligence



Consolidated Infrastructure
Simplified Management
Reduced Cost

Investment Protection
Evolves With Business
Geographic Span

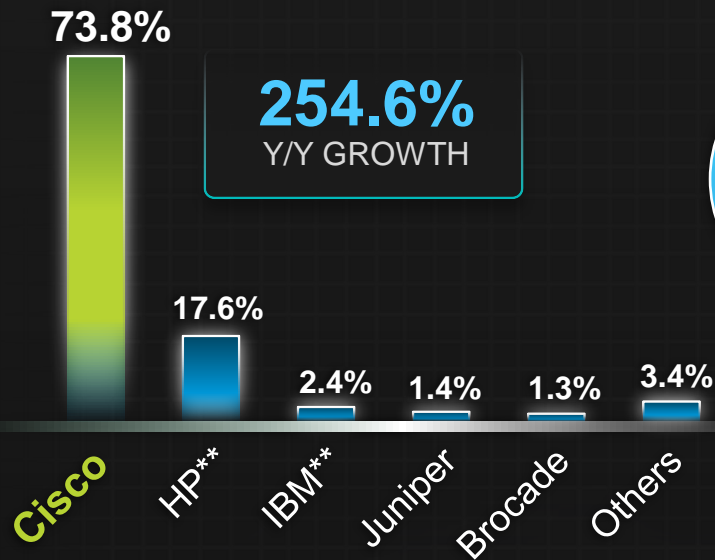
Integrated Application Delivery
Seamless VM Networking
VM-aware Security

Consistent Networking Across Physical, Virtual and Cloud

Cisco Unified Fabric

Three years of Innovation and Market Leadership

GARTNER DATA CENTER 10-GIGABIT SWITCHES REVENUE*

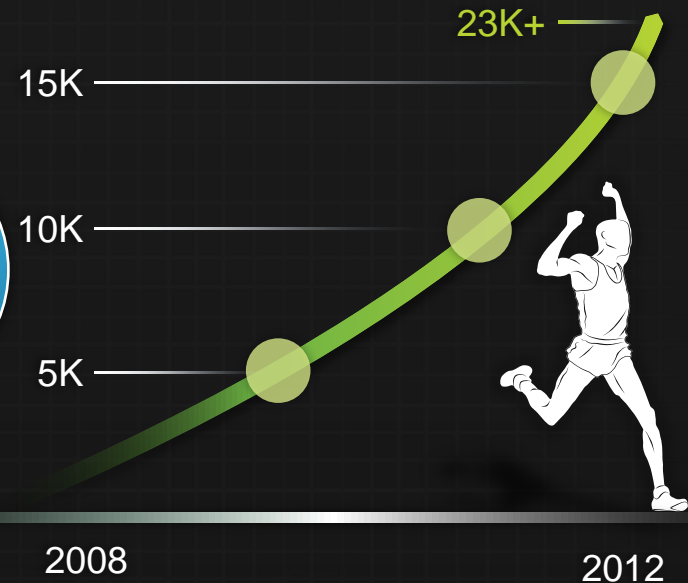


254.6%
Y/Y GROWTH

#1

2009—2011***

NX-OS CUSTOMER GROWTH****



* Chart created by Cisco based on Gartner data. Gartner, Inc., Market Share: Data Center Ethernet Switches, Worldwide, 2010, N. Singh, S. Real, July 29, 2011.

**OEM Switches not included

*** Multiple sources including Dell Oro.

**** Created by Cisco based on Cisco data.

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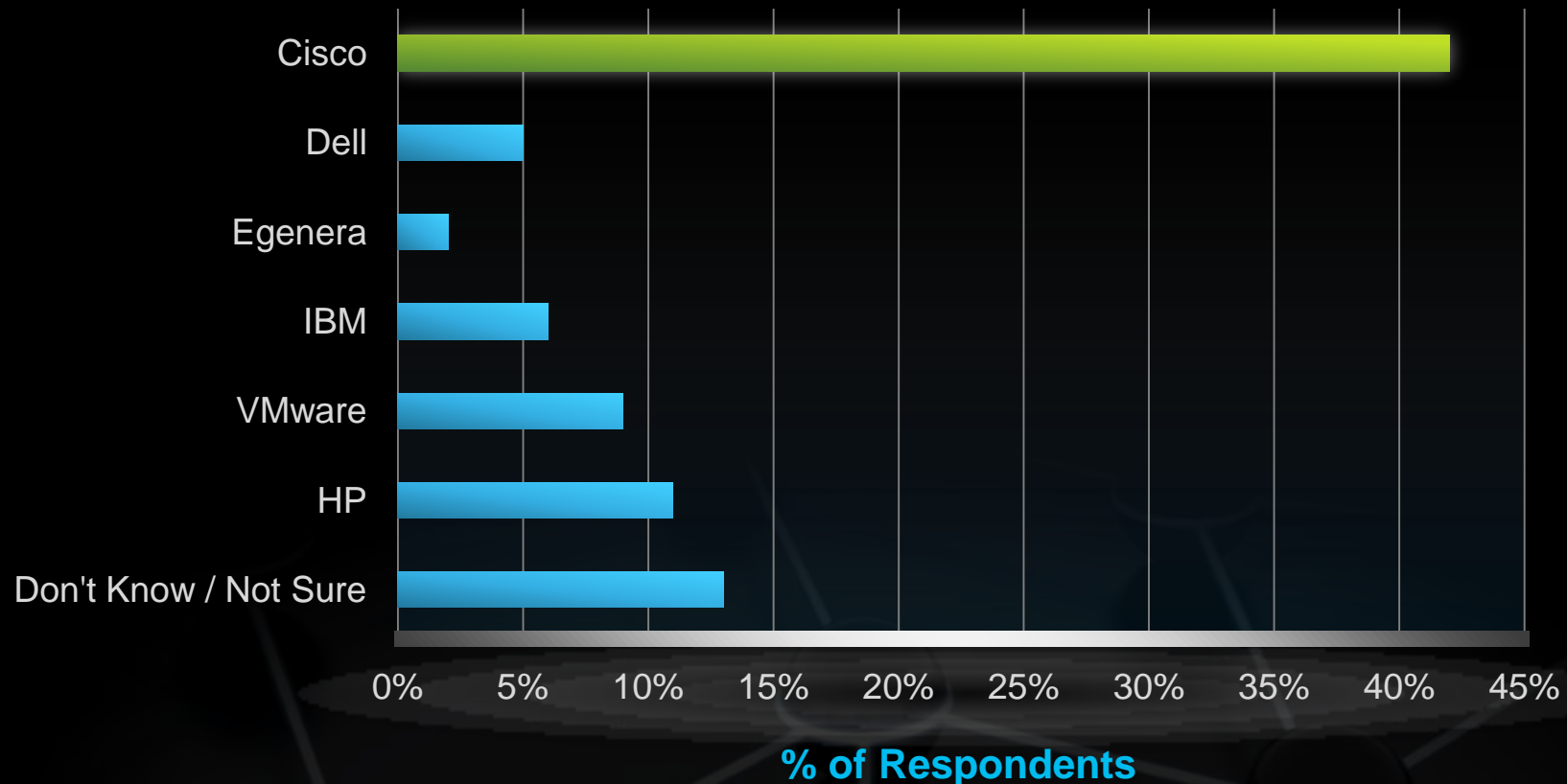
Cisco Confidential

7

Fabric Computing

Cisco Delivers Today and Innovates for the Future

Which vendor would you perceive to be the most competent to deliver on a fabric-based strategy in your enterprise?



Source: Gartner, 2011—You can read the full Gartner report here:

<http://www.gartner.com/technology/media-products/reprints/cisco/210438.html>

Cisco Unified Computing System

Built from the Ground up for Physical, Virtual and Cloud



Convergence



Intelligence



Automation



Efficient Scaling
Simplified management

Consistent alignment of policy,
configuration and workload

Superior IT productivity
Orchestration ready

Fabric-based x86 computing architecture optimized for virtualization and cloud

Cisco UCS Leadership and Momentum

TECHNICAL LEADERSHIP

- **Unified Infrastructure:** compute, networking, virtualization, storage access, management software
- **Management Automation:** UCS Manager and Service Profiles across blade and rack servers
- **Ideal for enterprise applications:** proven for both bare metal and virtualized enterprise deployments
- **Design flexibility:** scale across systems and across data centers
- **Ideal Cloud Infrastructure:** UCS is winning the cloud build-out (72% of top 50 cloud providers)



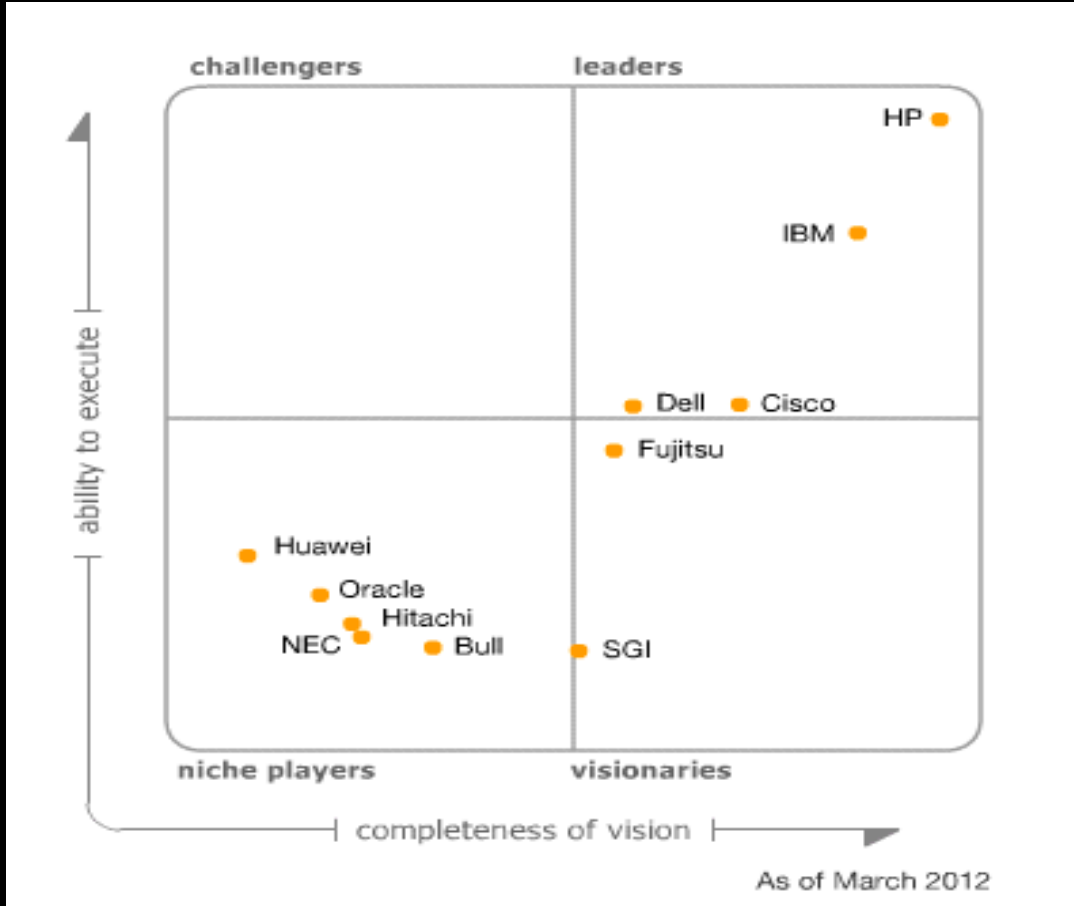
MARKET MOMENTUM

- UCS has **\$1.3 billion** annualized revenue run rate (CQ4-2011)
- Over **11,000** unique UCS customers, and **nearly half of all Fortune 500 customers** have invested in UCS
- **2,000 UCS Channel Partners;** **838** achieved Data Center Specialization Certification
- 44 ISVs and counting writing to Cisco UCS API
- **63 World Record Performance Benchmarks** to date



2012 Gartner Magic Quadrant for Blade Servers

Figure 1: Magic Quadrant for Blade Servers



This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from <http://www.gartner.com/reprints/cisco-datacenter?id=1-19KYF6B&ct=120306&st=sb>

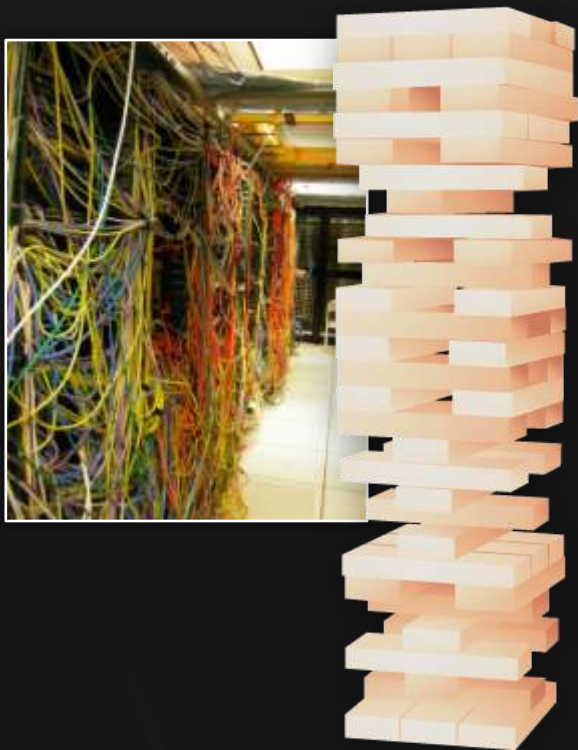
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Source: Gartner (March 2012)

Legacy Management

Slow, Complex, Brittle, Expensive

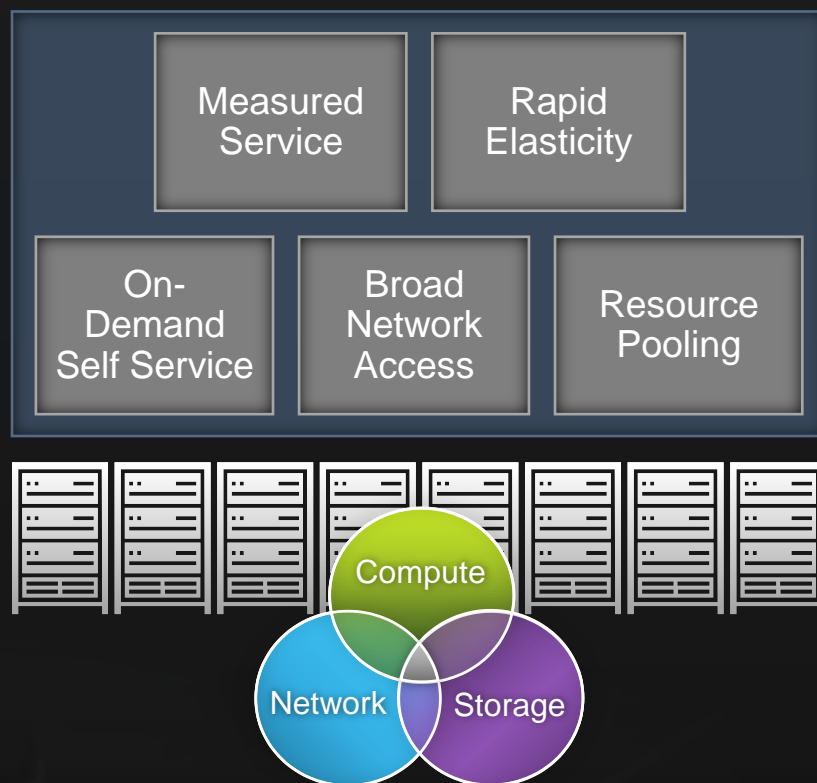
Legacy IT



Cloud Management

Fast, Simple, Flexible, Cost-Effective

IT-as-a-Service



Unified Management for Cloud

IT-as-a-Service Requires a New Management Approach



Automation



Intelligence



Flexibility

Self-Service Portal and Orchestration

On-Demand,
Self-Service
Provisioning
of IT Resources

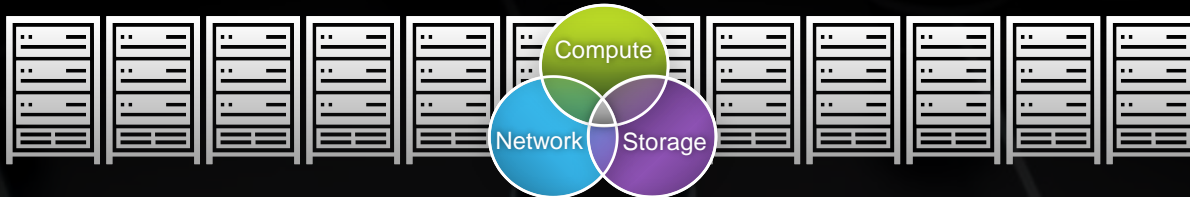
Infrastructure Resource Mgmt

Policy-Based,
Model-Driven
Approach
Reduces TCO

Policy-Based
Compute

Policy-Based
Network

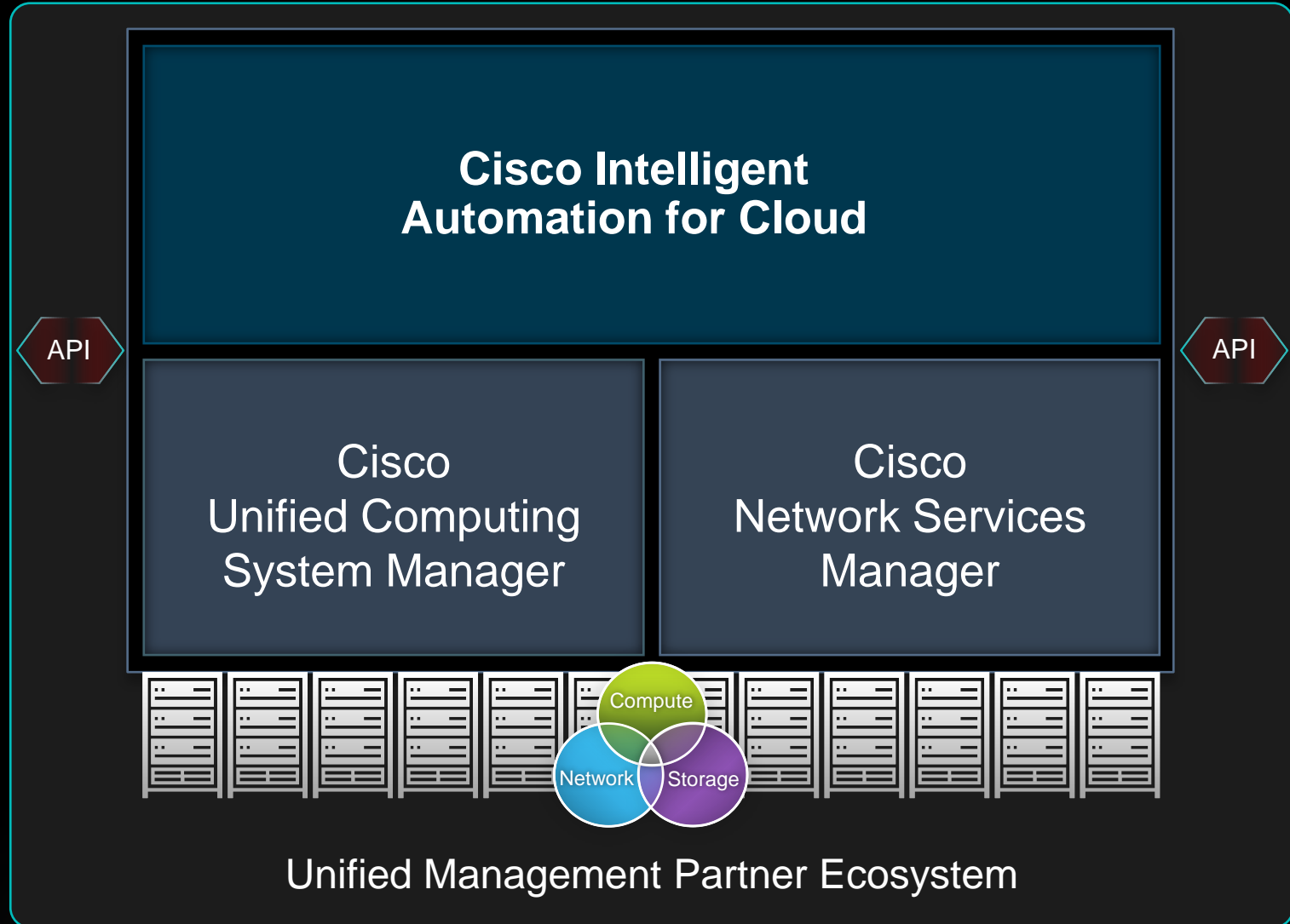
Easiest to Use
and Deploy,
Delivers Faster
Time to Value



Optimized for Cisco Architectures,
Complements Existing IT Systems and Management Tools

Unified Management for Cloud

Automation and Orchestration Designed for IT-as-a-Service



Cisco Intelligent Automation for Cloud IT Self-Service Storefront




Cisco Cloud Portal Example: Cisco IT Deployment—CITEIS Virtual Data Center

Welcome to CITEIS VDC

Your Virtual Data Center

Cisco now offers the option to create your own Virtual Data Center. These services allow you to acquire the virtual resources you need for as long as you need them, with an abundance of supporting services, including additional network and storage capacity.



**Sign up and manage a VDC** Sign your group up for resources in your own virtual data center.


Register yourself or your group for VDC services


Add units

Add storage

Add network capacity

X

**Order new resources** Get new vApps, VMs, and related services.

**Manage your resources** Extend leases, configure, delete, restore VMs...

CITEIS VDC Knowledge Center

Overview

Pricing

FAQ

Maint.

Virtual Data Center Services

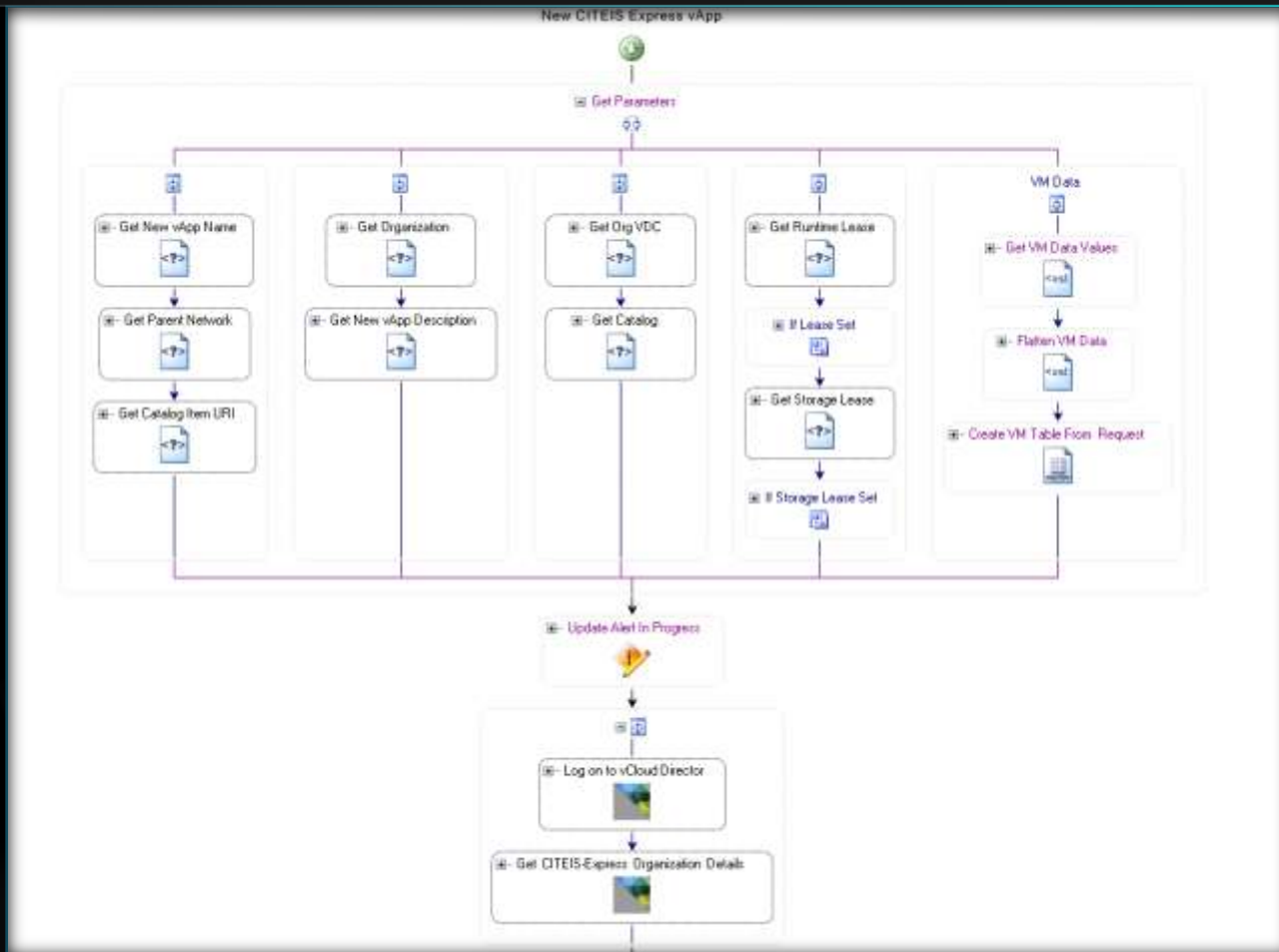
- ▶ Pre-paid resource pools
- ▶ Virtual resources **reserved and guaranteed**
- ▶ Tenants allocate and manage resources based on their specific needs
- ▶ Minimum one quarter subscription commitment required

TIP: Scroll down this page to see a list of the virtual resources you already own. Click on one to see a list of services you can order for that resource.

Cisco Intelligent Automation for Cloud Orchestration-Based Automation



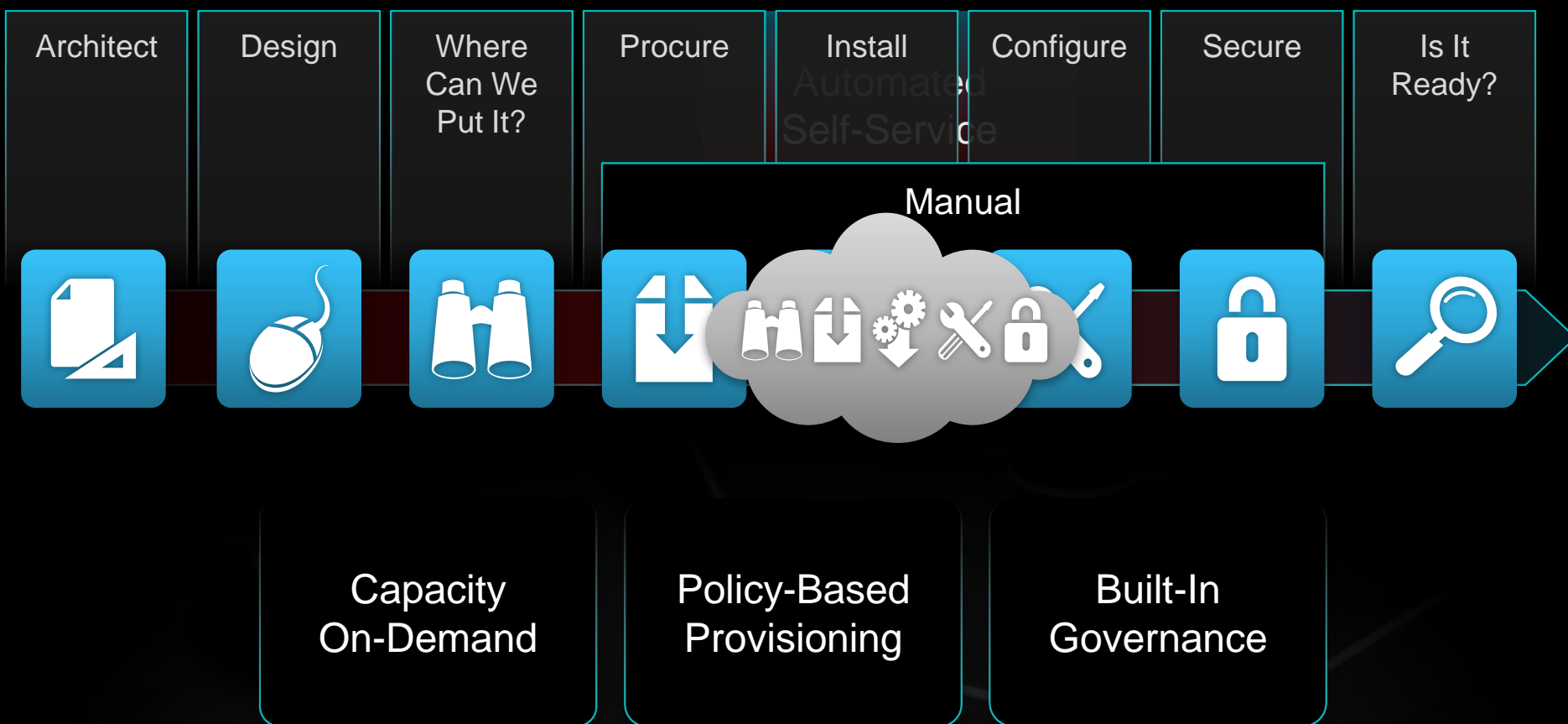
Cisco Process Orchestrator Example: Provision virtual data center (VDC)



Cisco Intelligent Automation for Cloud

Unified Management – Automated Self-Service Provisioning

FROM 8 WEEKS TO 15 MINUTES



Presidio Overview



- Professional & Managed Service Provider for Advanced IT Solutions
- Local presence: 50+ offices across the United States
- Global scale: 5,000+ clients in U.S., Europe & Asia
- 2,000+ employees – ~50% are highly certified consulting engineers
- Enabling Cloud/IT transformations across multiple industries
- Deep, strategic partnerships with leading innovators in the IT industry
- Privately held company - double-digit annual growth rates for 15+ years
- Passion for driving client results: Best in class satisfaction & Net Promoter Score

Presidio and Cisco



Cisco Cloud Builder

Cisco Master ATP Partner: Managed Services, Unified Communications, Security & TelePresence Video

2nd largest Partner in North America

Unique collaborative relationship – co-developing innovative solutions

Over 30 Cisco specific specializations and authorizations

Over 2,200 Cisco technical certifications including 150+ CCIEs

What Our Customers Are Telling Us...

Growth

“... need a solution that enables us to **respond to customers** within hours instead of days”

Answers

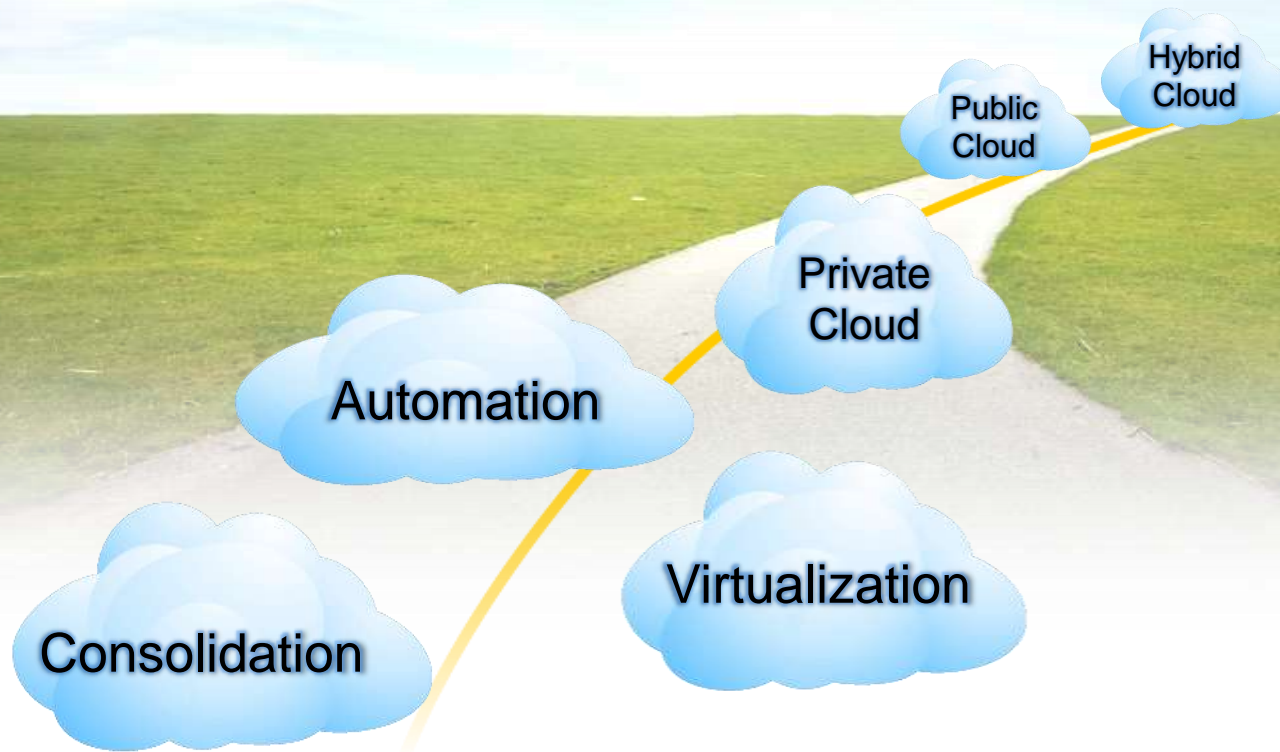
“I need help with moving my workloads to public cloud **and** to private cloud...”

Risk

“At the end of the day, I just want to simply, confidently **say ‘yes’** to my business.”

Cloud/IT Transformation Is A Journey

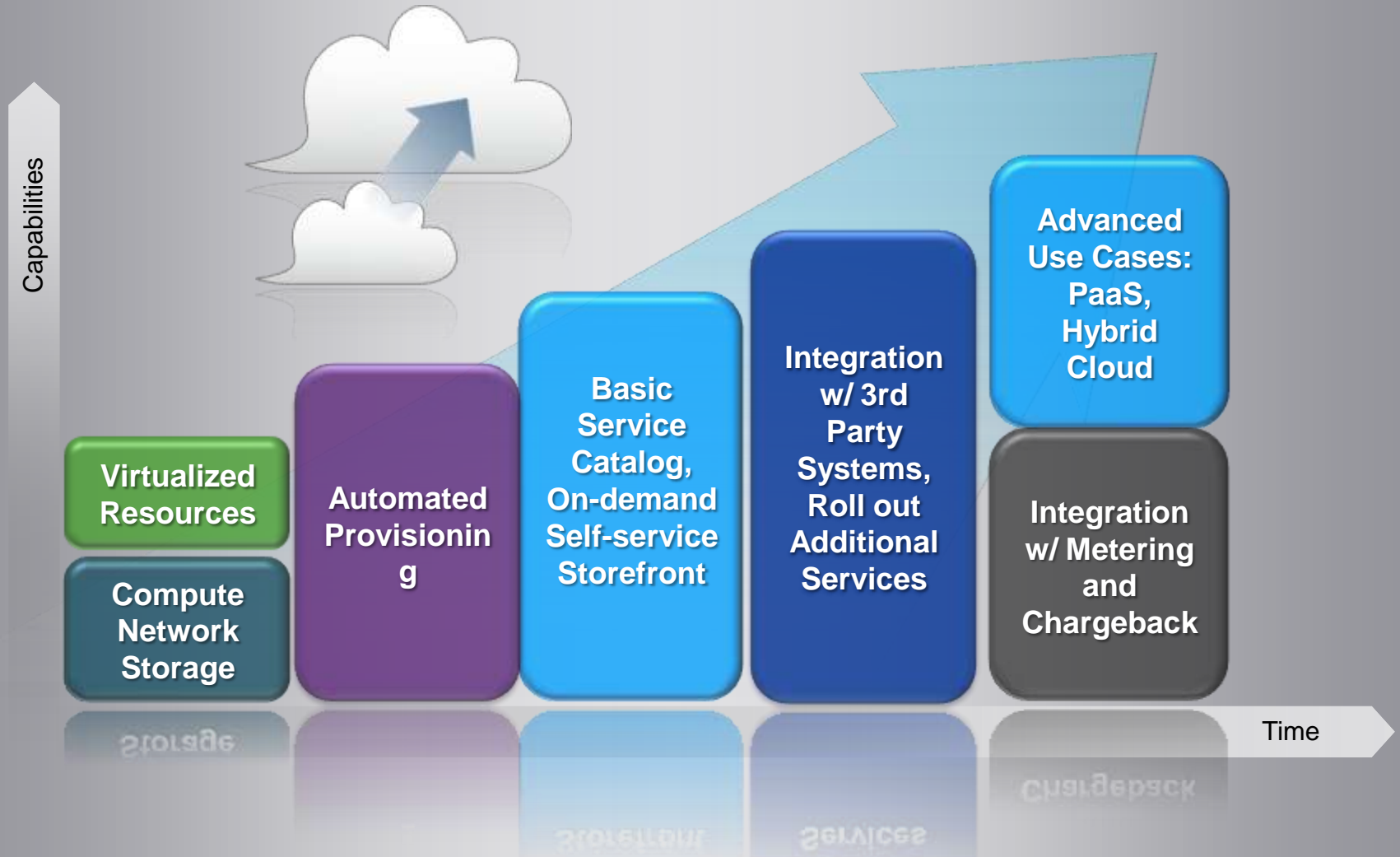
We Help Our Customers Along



Best Practices / Recommendations For Cloud Computing Initiatives

- Build executive support, appoint “head of cloud”
- Focus on your service catalog and self-service portal
 - Assess your user, workloads, infrastructure, security environment
 - Standardize services, automate provisioning
- Adopt a phased approach
 - Crawl, walk, run (test, pilot, production)
 - Establish objectives and a roadmap for execution
 - Identify your initial target(s) (test/dev, apps, use case, etc.)
- Ensure selected cloud platform core is extensible
 - Enterprise-class, no forklifts, roadmap, multiple service and deployment models

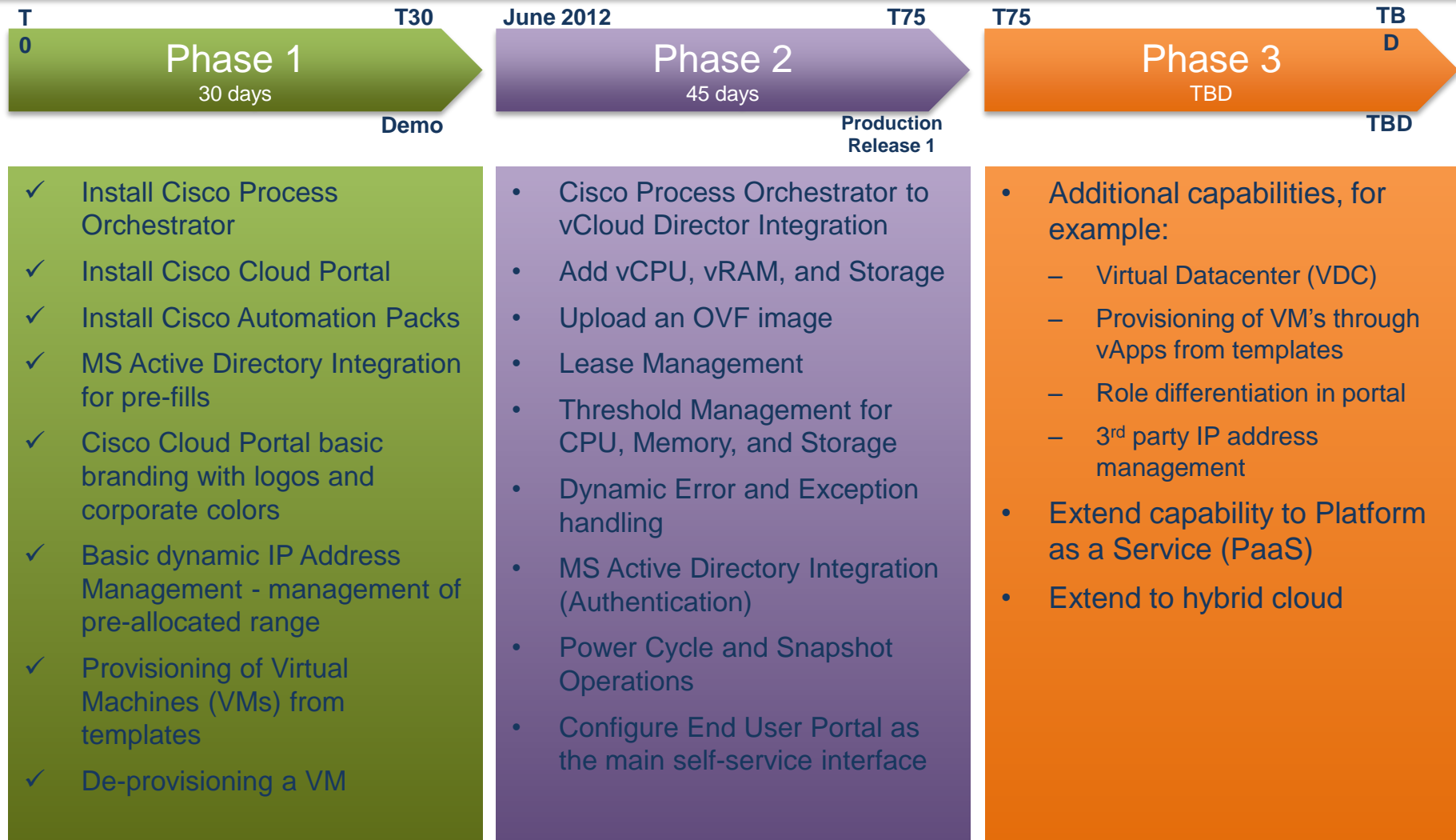
Cloud Implementation Roadmap Example



Case Study – Company A

- Integrated Environmental Solutions Company
 - National, 45,000 employees
- Cloud Initiative Objectives:
 - Accelerate infrastructure provisioning
 - Reduce operational costs
 - Support innovation
 - Optimize and automate existing business processes
- Results
 - Reduced infrastructure provisioning times from 60 days to approximately 20 minutes
 - Reduced development costs by increasing efficiency and eliminating manual provisioning tasks
 - Enhanced security, infrastructure reliability, and service quality

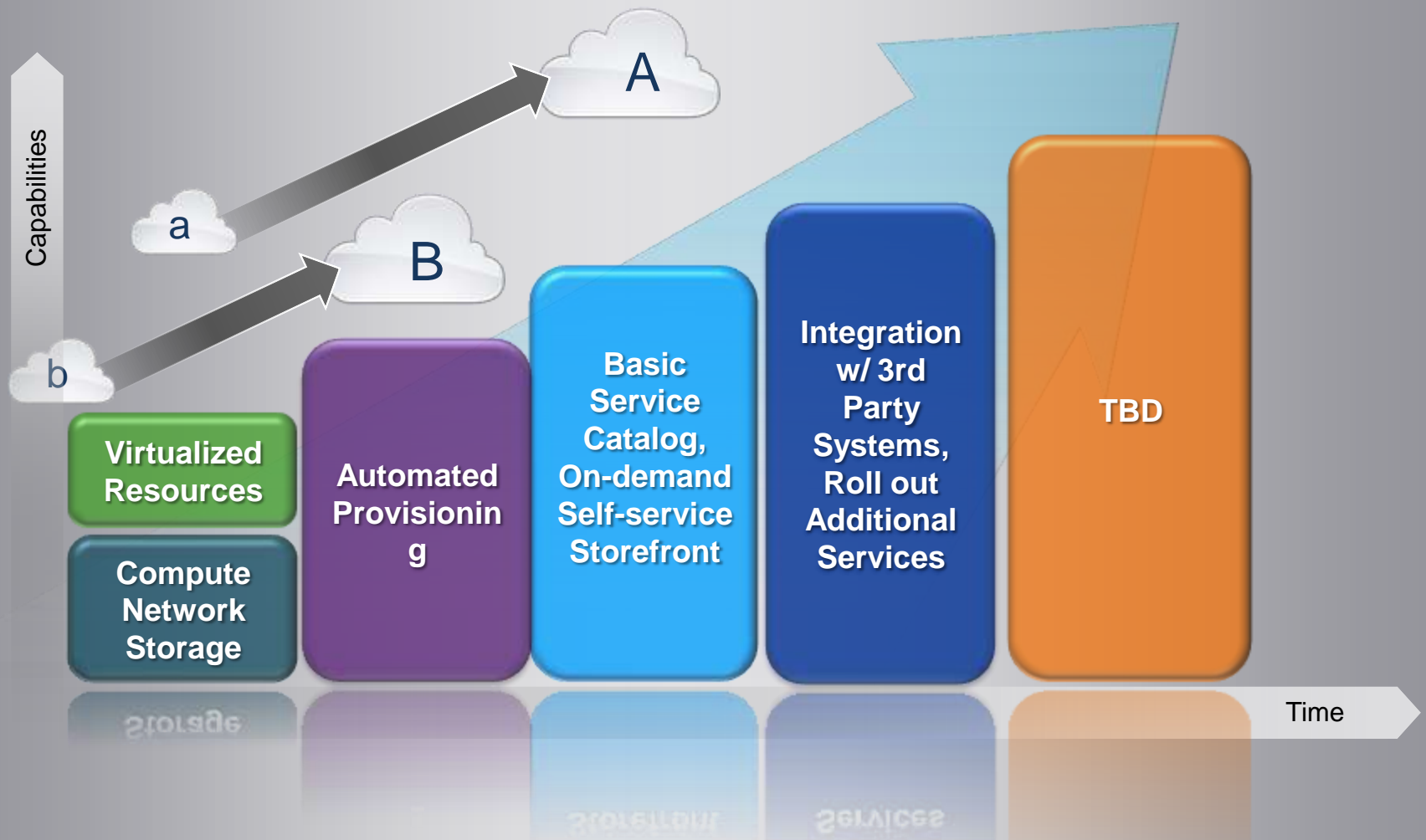
Case Study – Company A's Phased Approach



Case Study – Company B

- Large Financial Institution
 - Global, 3.5M members
- Cloud Initiative Objectives:
 - New greenfield infrastructure implementation (HW & SW)
 - Flexible, scalable, modular architecture
 - Unified fabric
 - Infrastructure as a Service (IaaS)
- Results
 - High performing and agile architecture through shared infrastructure (10G networking, virtual compute and storage)
 - On-demand provisioning with standardized options
 - Faster, simpler and more flexible and cost-effective IT

Companies A & B Have Started Their Journey



Cisco Intelligent Automation for Cloud Starter Edition



Introducing Cisco Intelligent Automation for Cloud Starter Edition

Easy-to-Use End-Self-Service and Administrator Web Portal

Virtual or Physical?

Ordering a new server is as easy as picking from one of the options below. Virtual machines provide a choice between a preconfigured template to configure your server, or starting from scratch and choosing the operating system of your choice. The physical server option always offers a choice of operating system.

- Order a Virtual Machine from a Template**
Order a new virtual machine from a template you select.
- Order a Virtual Machine and Install an OS**
Order a new virtual machine running either the Windows or Linux operating system.
- Order a Physical Server**
Order a physical server from the cloud pool, running either the Windows or Linux operating system.

About the Starter Edition

With the Cisco Intelligent Automation for Cloud Starter Edition, you can order a virtual machine or a physical server (if you have the right permissions) and get it ready in minutes.

Just select the VM template or OS image to install, and enter settings like root password and VLAN. Once your order is complete, you'll get an email with access details to your servers.

Then you can see your ordered servers in the My Servers.

Order VMs and Physical Servers with Automated Provisioning

A Starting Point for your Cloud Journey with Cisco UCS

Cisco Intelligent Automation for Cloud

Starter Edition – Features & Benefits

Pre-Built Portal
Content and
Workflows to
Accelerate Time
to Cloud



Deployment of
Compute-as-a-
Service on
Cisco UCS to
Improve Agility



Self-Service
Provisioning
and Automation
for both Virtual
and Physical



Control Over
Resources and
Consumption
with Lifecycle
Management



Ability to Grow
Deployment and
Expand to New
Use Cases with
Upgrade Path



Thank you.

