A World of Many Clouds: Sustained Innovation

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Asia Pacific, Japan and Greater China

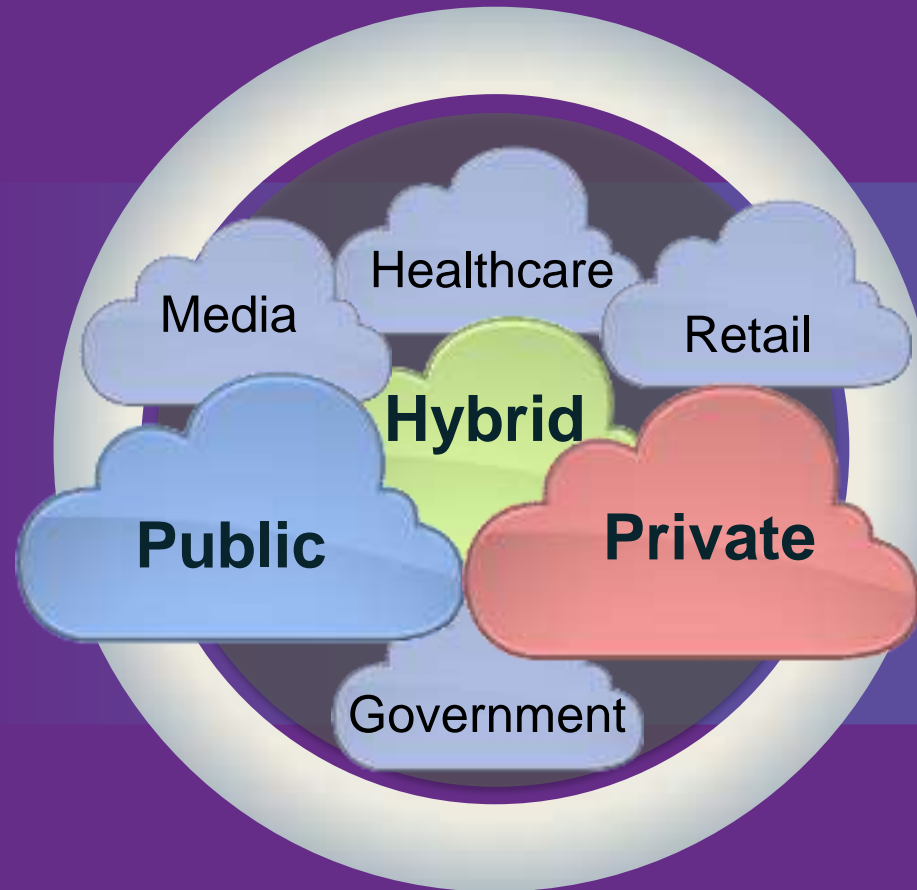C-Scape Program
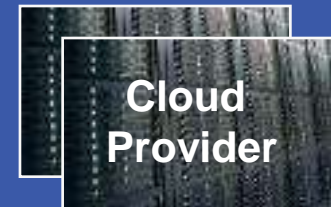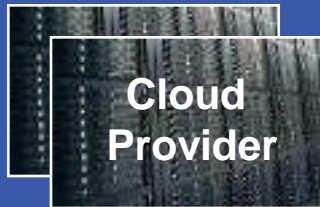at Cisco live!
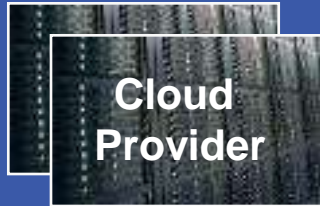
CISCO

TOMORROW starts here.

C-Scape Program
at Cisco live!

Vision and Strategy

Tomorrow's IT—World of Many Clouds
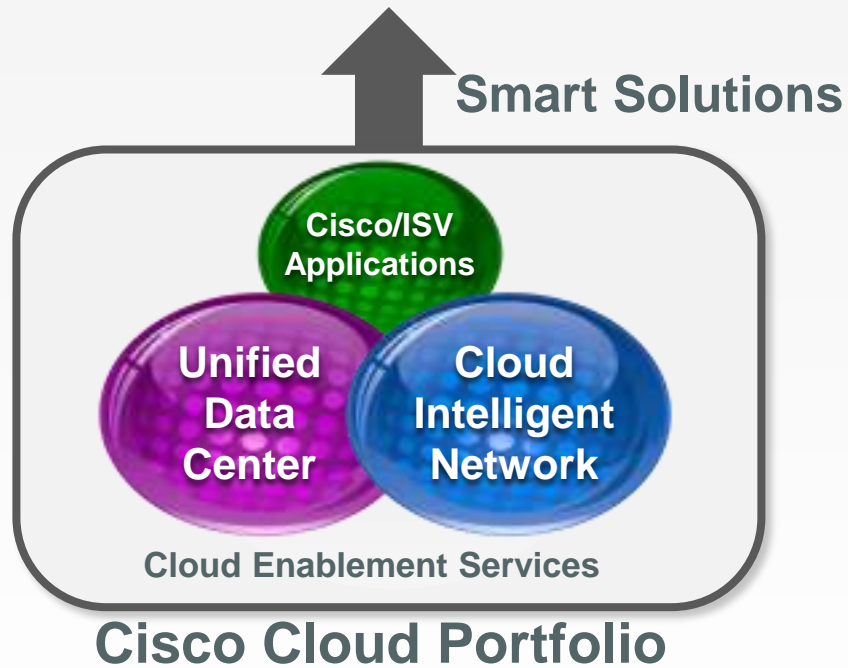## Cisco enables the Cloud's supply-demand ecosystem

Cloud Services Supply

Cloud Provider

Cloud Provider

Cloud Provider

Media

Healthcare

Retail

Hybrid

Public

Private

Government

Cloud Services Demand

People

Business

Government

Cisco's Cloud Strategy

Enable Cloud Providers
and Enterprises to Create
Differentiated *Cloud Services*

Smart Solutions

Cisco/ISV
Applications

Unified
Data
Center

Cloud
Intelligent
Network

Cloud Enablement Services

Cisco Cloud Portfolio

Provide Cloud Services in
Selected Categories, Where Cisco
Has Differentiated Application IP

Collaboration

Video

Security

Network
Management

Powering Cloud Services by Combining the Cisco
Cloud Portfolio and the depth of our **Partner** Ecosystem

Recent Cloud Investments

Cloud Services

- CPE as a Service
- Cloud managed WiFi, switching, and security
- Web conferencing
- Mobile Collaboration Software
- Email and web security

Data Center

- Datacenter infrastructure mgt software
- L2 Crypto technology for hybrid cloud migrations
- Application Centric Infrastructure
- Flash memory based storage

Analytics

- WAN Controller: visibility, control and analysis solution for dynamic network optimization
- Network and web analytics
- SP WiFi analytics
- Virtualized Database abstraction software

Service Management

- Service catalog, & lifecycle management
- Intelligent application management and automation
- SaaS broker investment and GTM
- Cisco investment for Openstack innovation

Innovation and Execution

Cisco Cloud Portfolio

Provide SaaS Services in Selected Categories

- Collaboration
- Security
- Network Operations

Enable Cloud Providers to Deliver Differentiated Cloud Services

- Enterprise workloads
- Native Cloud Applications
- Big Data & Analytics
- Collaboration & Desktop
- Video & Mobility
- Virtual Private Clouds

Enable Enterprises to Build Private Clouds

- On Premise
- Managed
- Hybrid

Unified Platform

Application Centric Infrastructure

Cisco's InterCloud enables World of Many Clouds

Enterprise clouds

Consolidation & control

Reliability & global reach

Workload mobility

Cost & scale

Network Service Provider clouds

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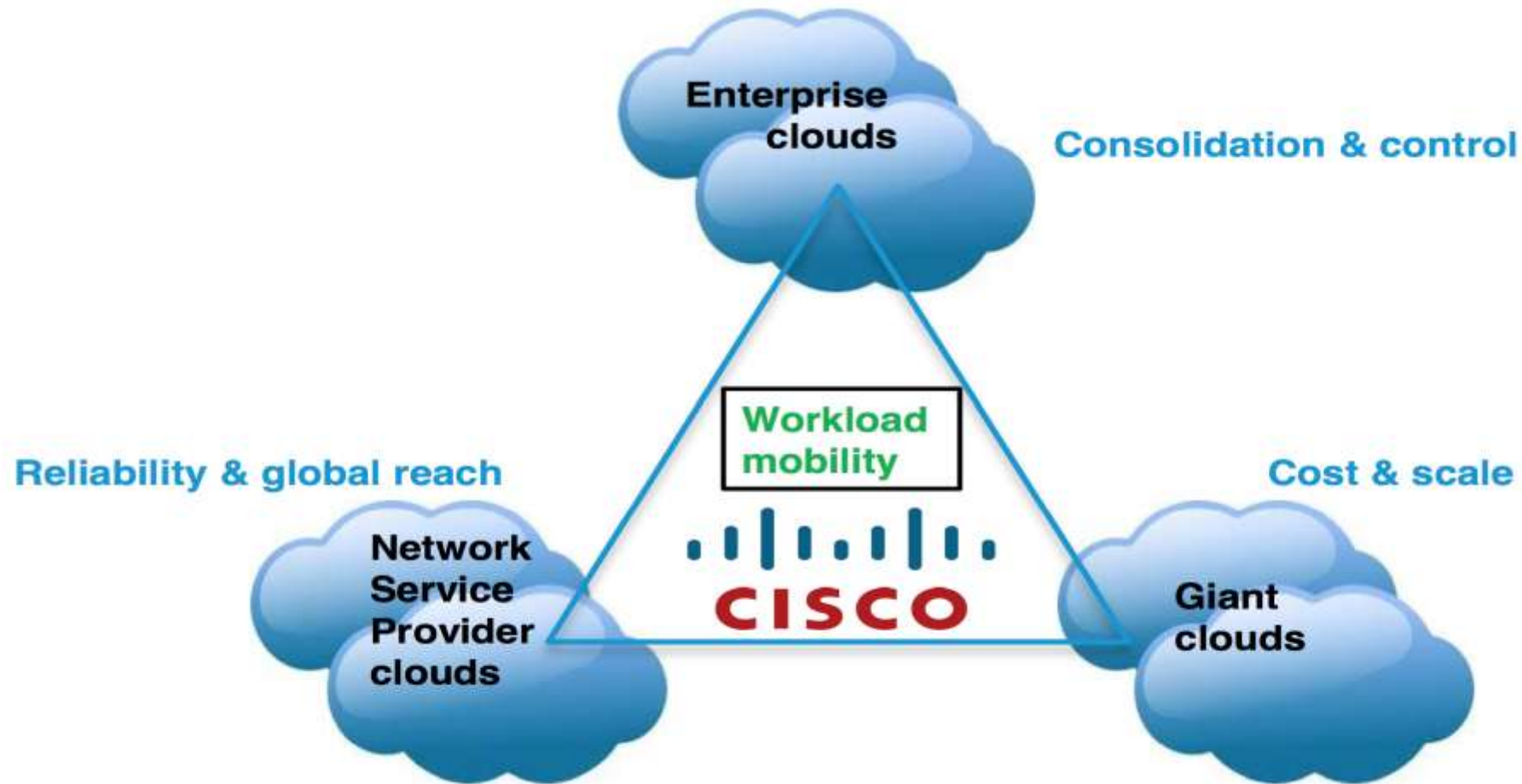
Giant clouds

Hybrid Cloud ultimately about workload portability:
Different cloud services for different business needs

Unified Computing System – Innovation at work

Legacy Server

SAN A

SAN B

Management and Control

Primary Network

Secondary Network

Unified Computing System
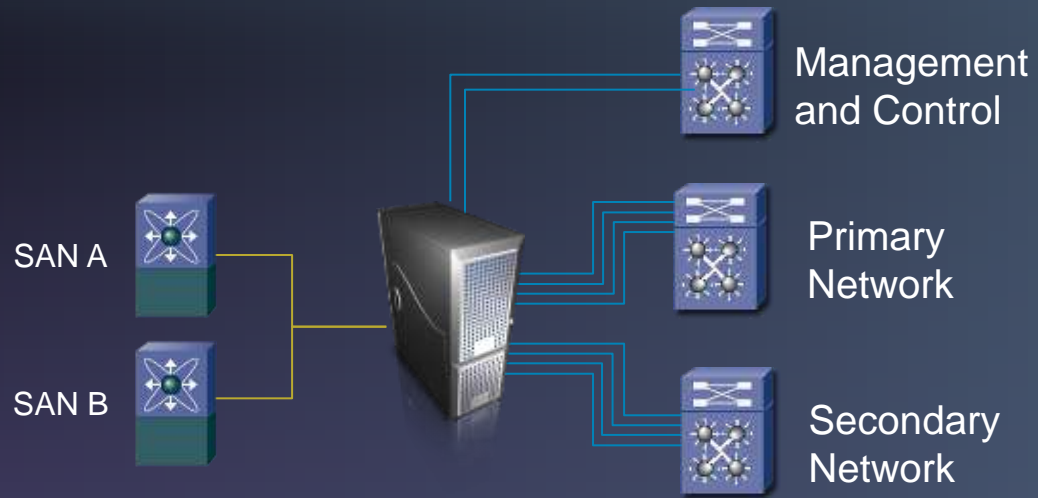
Server = Application

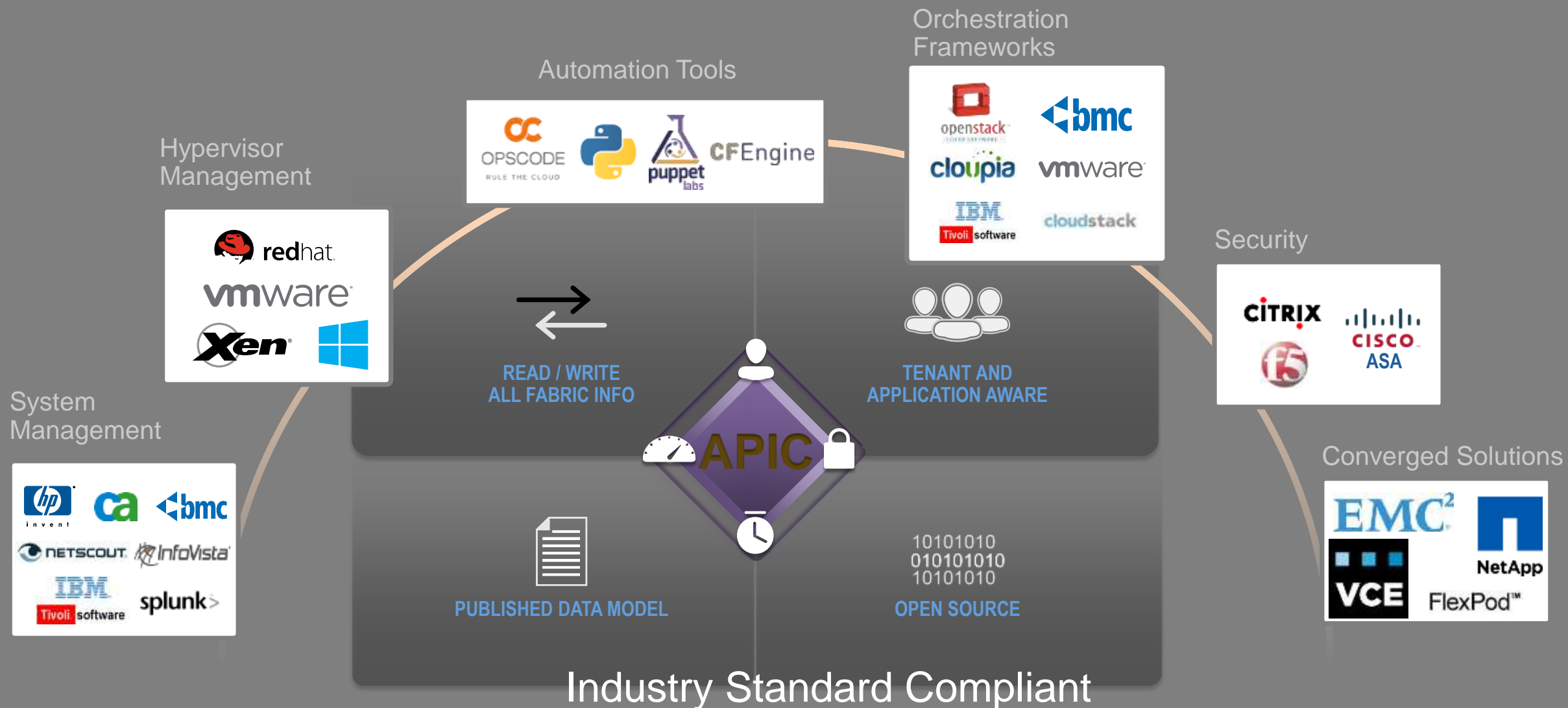Inefficient | Complex | High Cost | Fragile

Server = Resource

Efficient | Agile | Transformative

ACI - Open Ecosystem, Open APIs
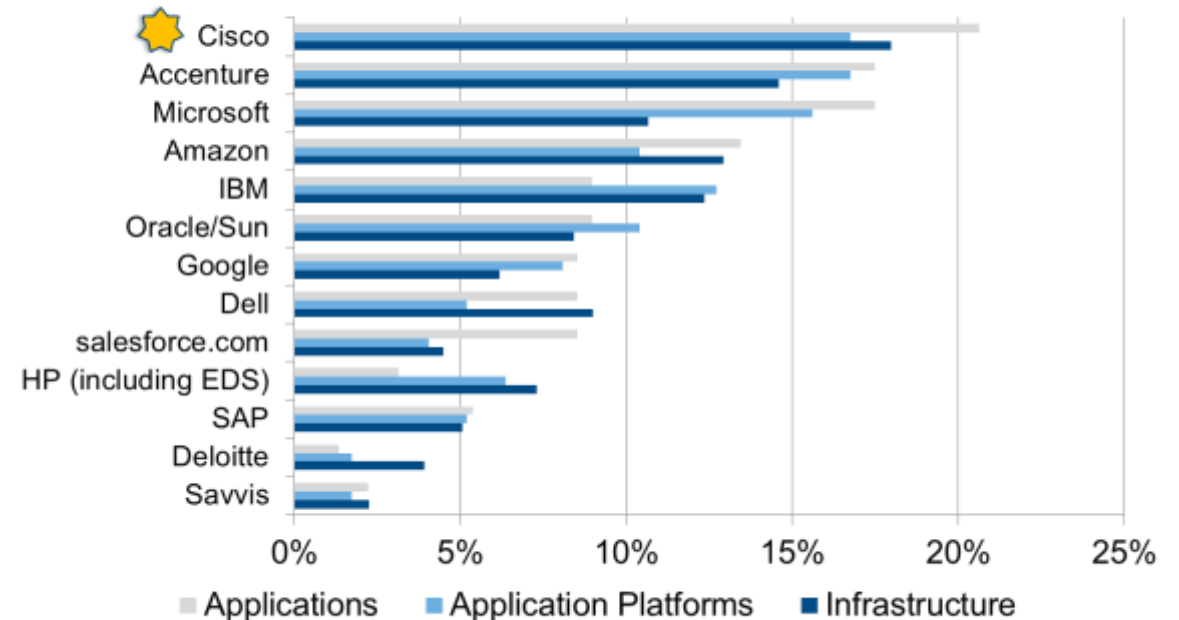Comprehensive Access to Underlying Information Model

Cisco has a leading role for OpenStack

- Leading "Neutron" development

- Uniquely positioned to deliver enterprise class OpenStack with best of breed partnerships

- Rapid deployment on UCS hardware via UCSM and Cisco OpenStack Installer

- Open Distro validation with RHAT, Canonical, SUSE validated

- #1 in Cloud Professional Services

Respondents indicate Cisco professional services used most often across all three cloud categories

Q: Which of the following vendors did you use for professional services related to Cloud Applications, Application Platforms, Infrastructure?

Cisco
Accenture
Microsoft
Amazon
IBM
Oracle/Sun
Google
Dell
salesforce.com
HP (including EDS)
SAP
Deloitte
Savvis

0% 5% 10% 15% 20% 25%
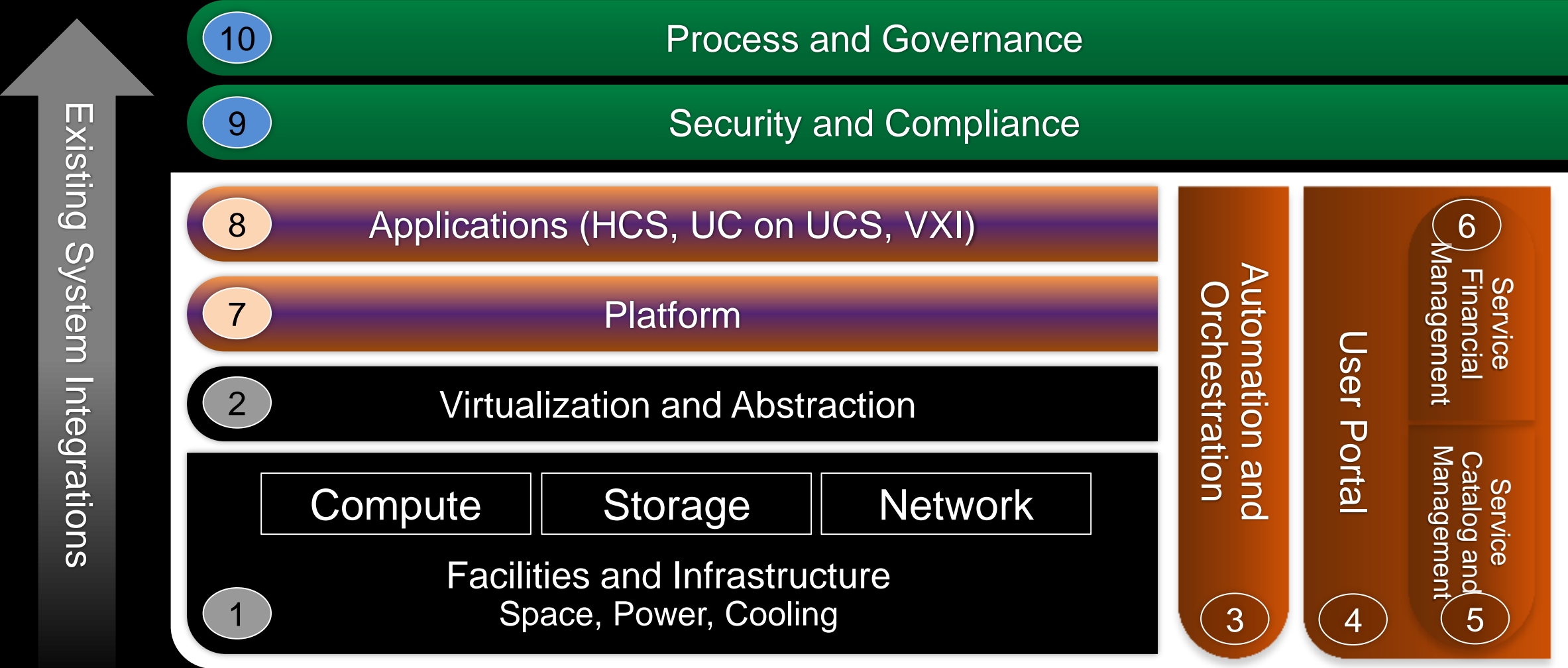
Applications   Application Platforms   Infrastructure

Source: IDC, 2013 Cloud Professional Services Survey, N = 223 for Applications, N = 173 for Application Platforms, N = 178 for Infrastructure

IDC
Analyze the Future
© IDC 2013

Cisco's Domain Ten Service Portfolio^{SM}

Existing System Integrations →

10	Process and Governance

9	Security and Compliance

8	Applications (HCS, UC on UCS, VXI)

7	Platform

2	Virtualization and Abstraction

Compute	Storage	Network

Facilities and Infrastructure
Space, Power, Cooling

1

Automation and Orchestration — 3

User Portal — 4

Service Financial Management — 6

Service Catalog and Management — 5

Cisco Intelligent Automation for Cloud 4.0

Service Catalog + Self-Service Portal

Multi-Cloud - Inter-Cloud

IaaS - NaaS - NfV - PaaS - UCaaS - Collab - DaaS - Syndicated..

Cloud Governance
Pricing → Quotas → Demand Management→ Supplier Management

Orchestration and Automation

VMware vCenter, vCloud, AWS Rackspace

Virtual and Bare Metal Deployment

Converged Infrastructure Management
(UCS Director)

UCS
FlexPod
Vblock
VSPEX, VMAX

OpenStack

Resource Management

Service Assurance

3rd Party Assurance – Billing - CRM

Multi-Cloud (Virtual) Network Services
(Virtual Services Architecture → PNSC → N1Kv, CSR, VSG, vASA, VPX → InterCloud → vNAM)

Application PODS

Cloud Services		Enterprise		Provider	
	Traditional Enterprise Apps	**Microsoft Applications**	**Bare Metal Applications**	**Web Scale Network Services**	**Media Services**
Typical Value Workloads	• SAP • Oracle • JD Edwards	• Sharepoint • Exchange • SQL	• SAP HANA • Hadoop • Database	• Security, FW • Mobility, EPC • L2,L3, L4-7 • Collaboration	• Video • Cloud DVR • Content Delivery
Open Management Ecosystem	**VCloud Director** VSphere	**System CTR** HyperV	**Customer Choice** No Hypervisor	**Openstack** KVM	**UCS-D Cisco/CIAC** Any Hypervisor
Library of Application Profiles	CISCO ONE PLATFORM	CISCO ONE PLATFORM	CISCO ONE PLATFORM	CISCO ONE PLATFORM	CISCO ONE PLATFORM

Cisco ONE Platform

Best in Class Infrastructure

Cisco Powered

Cisco Powered is a differentiating strategy to drive end-customer preference for partner-led cloud and managed services

Cisco Powered clouds are unique:

- **Accelerate TTM: Validated architecture, People, Process, Tools**

- **Partner certifications**

- **End User Awareness Programs**

- **Sales GTM programs**

- **Compensation Incentives**

- **Cloud Connections for Reseller access**

Partners Offering Cisco Powered Services - ANZ

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Questions and Answers

Thank you.