



# Cisco Cloud Enablement Services

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# Drivers for Cloud:

Service Providers and Enterprises Have Different Needs

## Service Providers

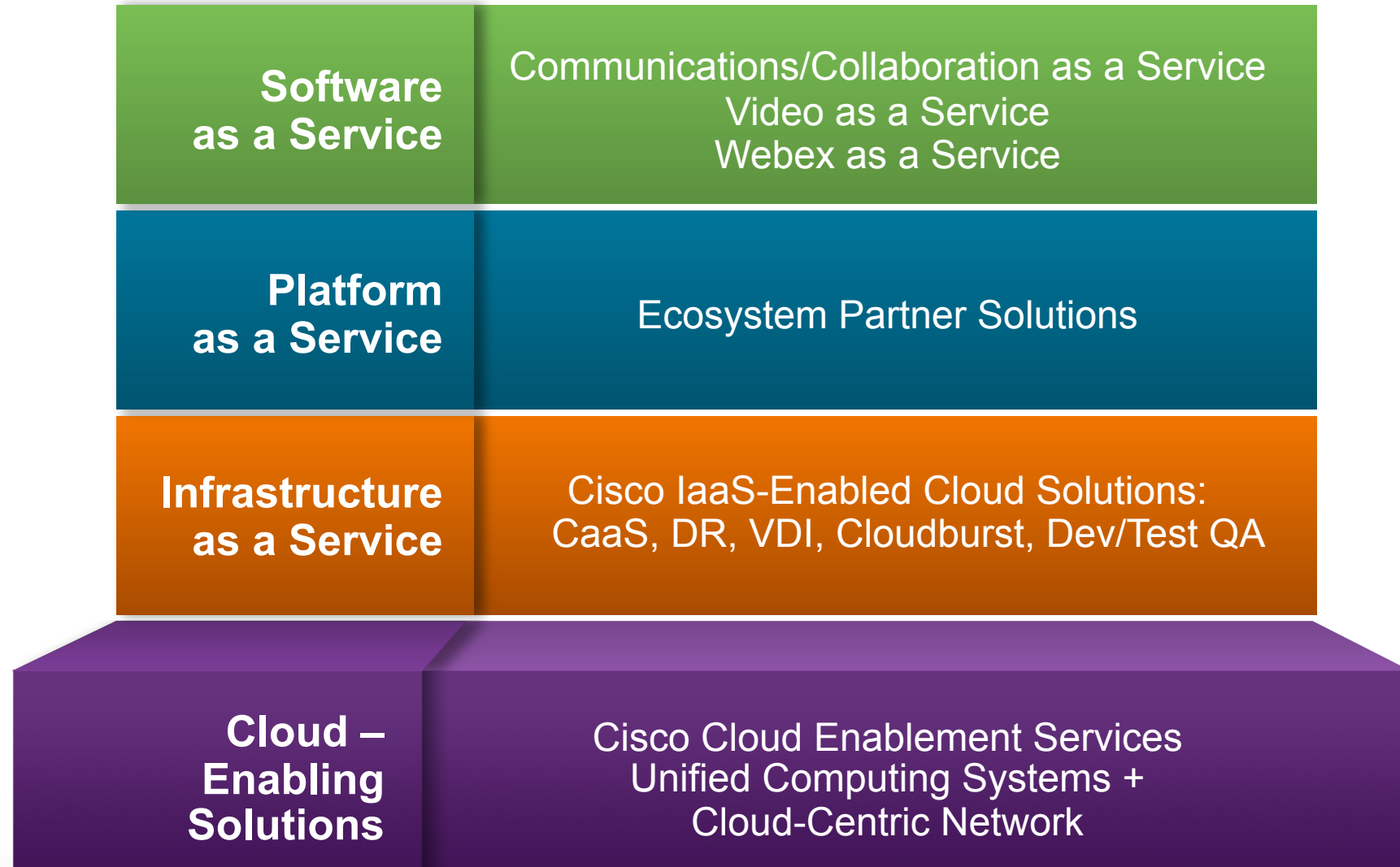
- New differentiated revenue streams
- Optimization of costs
- Modular-scalable architecture
- Multi-tenancy
- Secure

## Enterprises

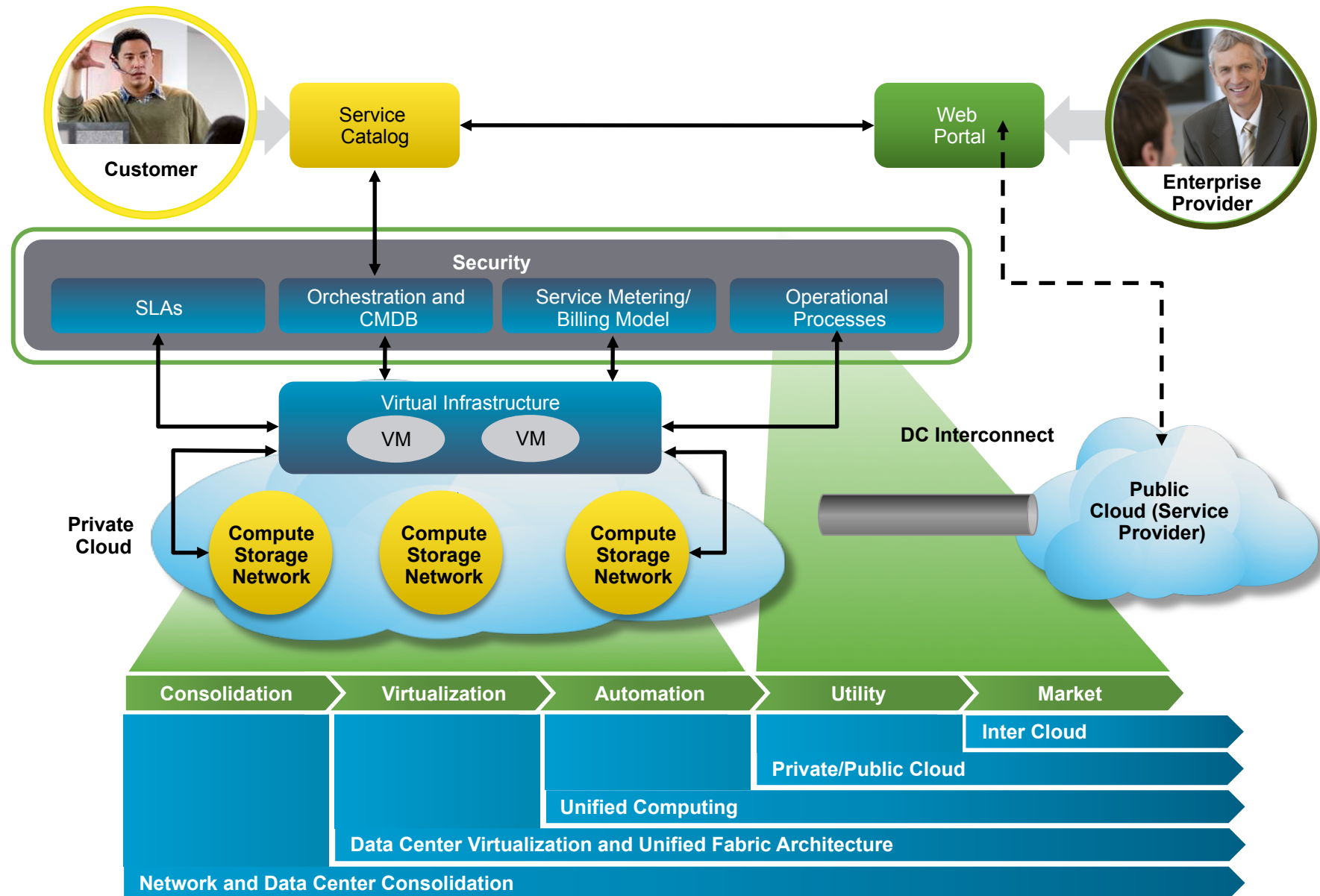
- Large scale zone based architecture
- Availability and performance for mission critical workloads
- Reduction in DC physical footprint
- Reduce TCO
- Secure

# Cisco-Enabled Cloud Services

What We Offer Today

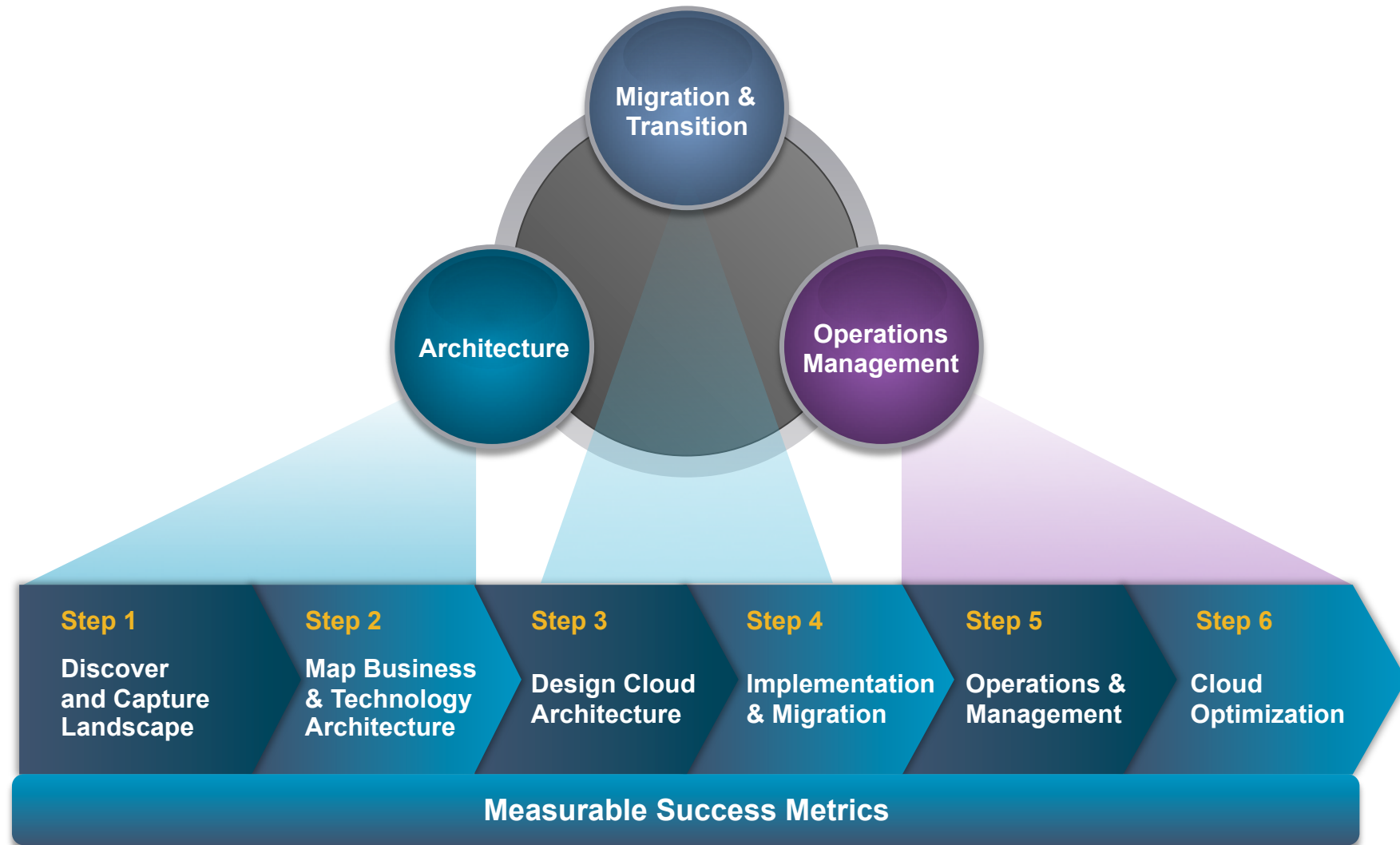


# Cisco Cloud-IaaS Architecture Overview



# The Six Steps to Success

For Data Center Consolidation, Virtualization and Cloud, Migration, and New Build Out Efforts





# Cisco Services

Right for Your Cloud

## It's the Network

- Cloud computing is a network based architecture; the fundamental principle of cloud is connecting to the most economic resource pool available
- The network helps unify resource pools across compute and storage, and across data centers

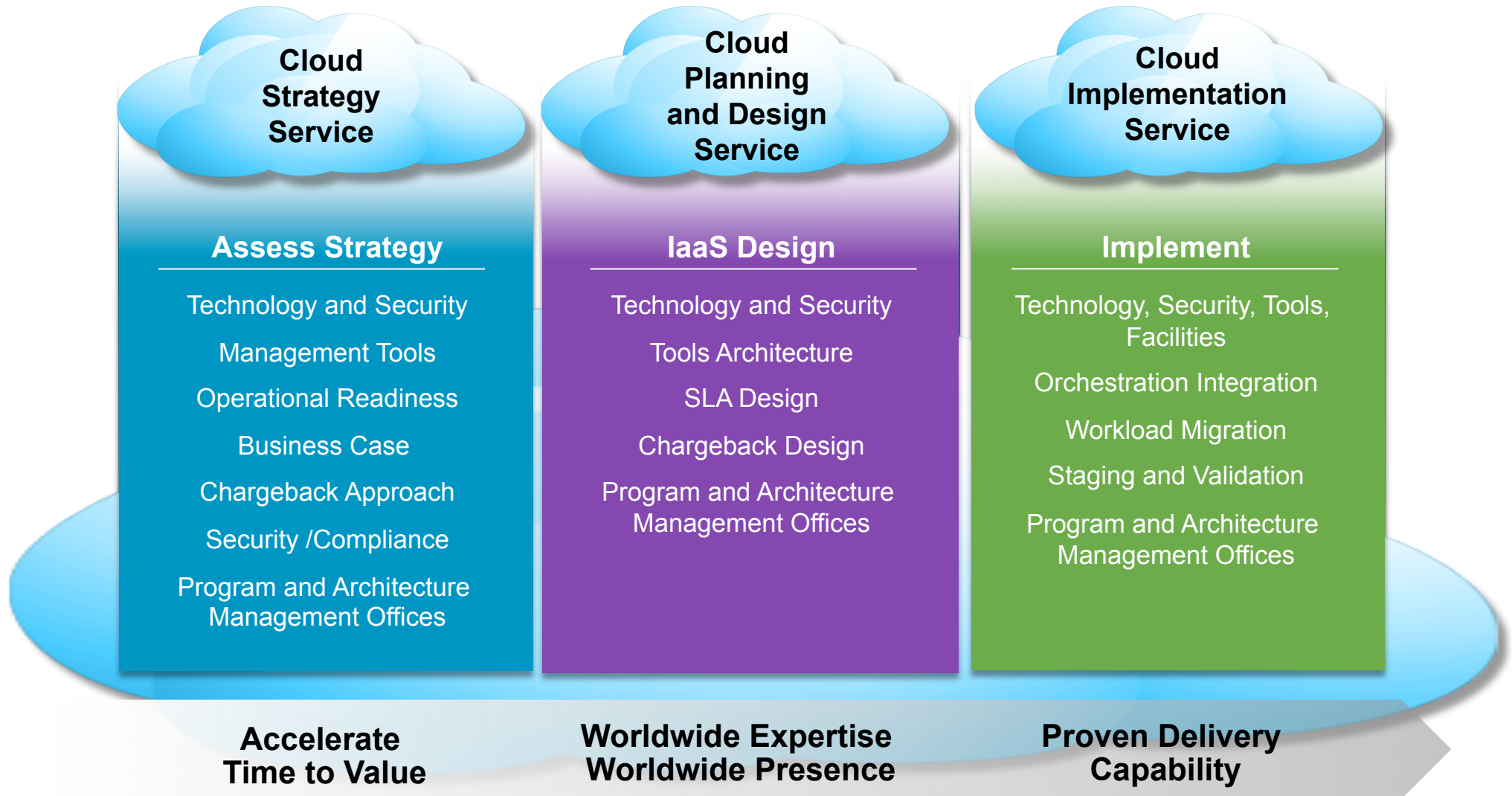


## Security

- The best as securing the network is the best at securing the cloud
- Cisco services has years of experience and deep expertise in building secure networks
- Only Cisco can help you design and implement a cloud architecture where security is pervasive, not a “bolt-on”

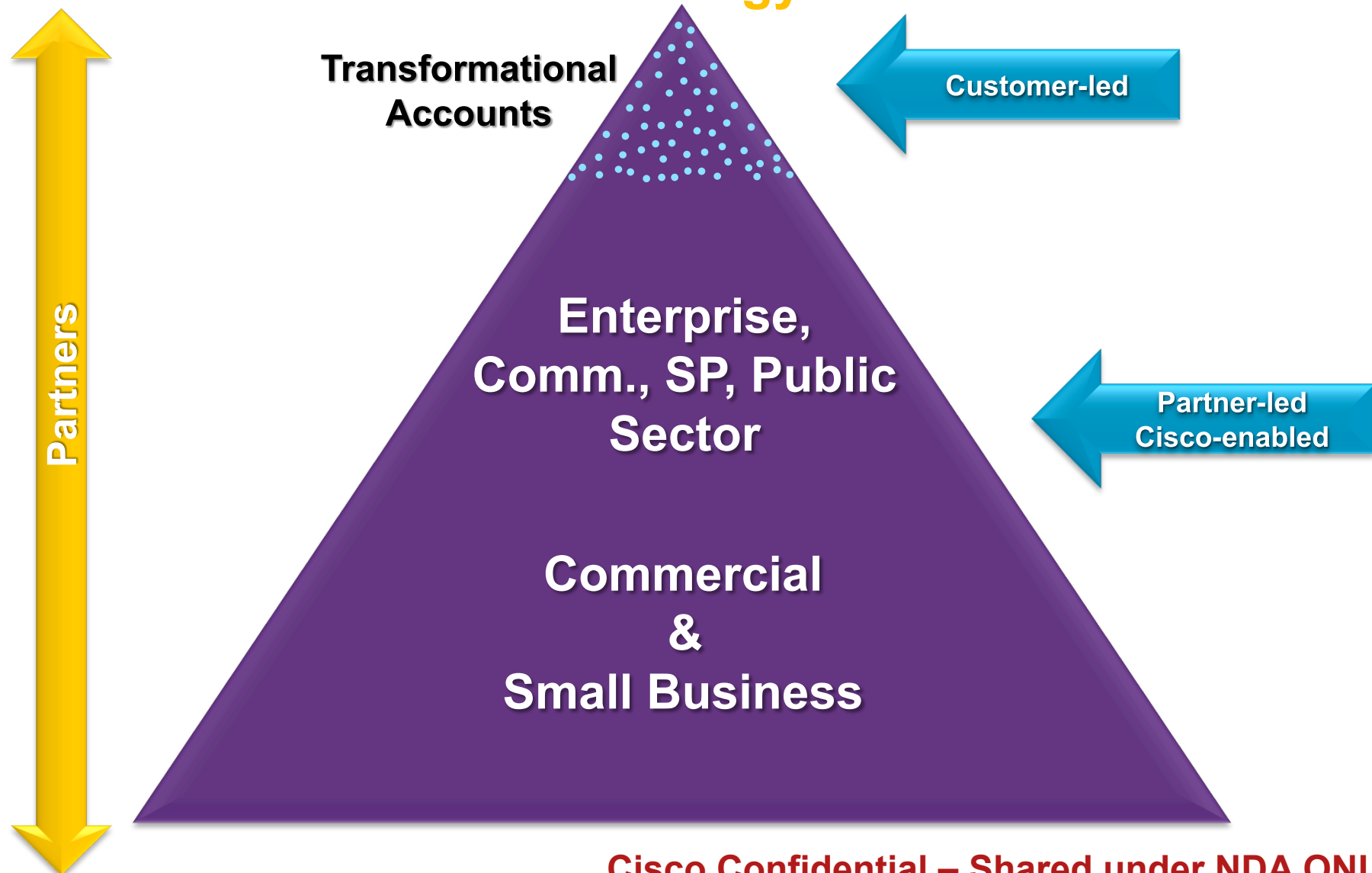


# Cisco Cloud Enablement Services



# Cisco Product & Services GTM Strategy

## Services: Two-Tiered Strategy





# Customer Success

## Enterprises and Service Providers

1

### Large Financial Svcs Firm

#### Customer Challenges

- Deliver new IaaS revenue
- Automation, scalability

#### Advantage Cisco

- Assured speed to market
- Security
- ROI \$20M+

2

### Innovative Service Provider

#### Customer Challenges

- Escalating operational costs
- Server sprawl

#### Advantage Cisco

- Architecture for multi-tenancy
- Cloud delivered significant savings
- Scale from 300VM to 5000VM

3

### Global “Top 25” Fin Svcs Firm

#### Customer Challenges

- Consolidate and virtualize data centers
- Reduce operational costs

#### Advantage Cisco

- Agility: faster time to market for new business services and products
- Reduced risk and operational costs

4

### Hosting Service Provider

#### Customer Challenges

- Transition to Cloud model in 75 days
- Support secure multi-tenancy

#### Advantage Cisco

- Implemented public cloud in 75 days
- Provided web-based portal for operational metrics and performance

# Learn More About Cisco Cloud Enablement Services

[www.cisco.com/go/cloudenablement](http://www.cisco.com/go/cloudenablement)



