

Cisco EMEAR Data Center Strategy Overview

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15th January 2014



Cisco's Commitment to Data Center



I am very confident in our data center strategy and in our ability to lead in this market transition. Together with Virtualization and Cloud, Data Center is one of our **five corporate priorities** that will help us drive growth and productivity for our customers and partners.”

John Chambers

Data Center Demands



Data Center Sales Strategy

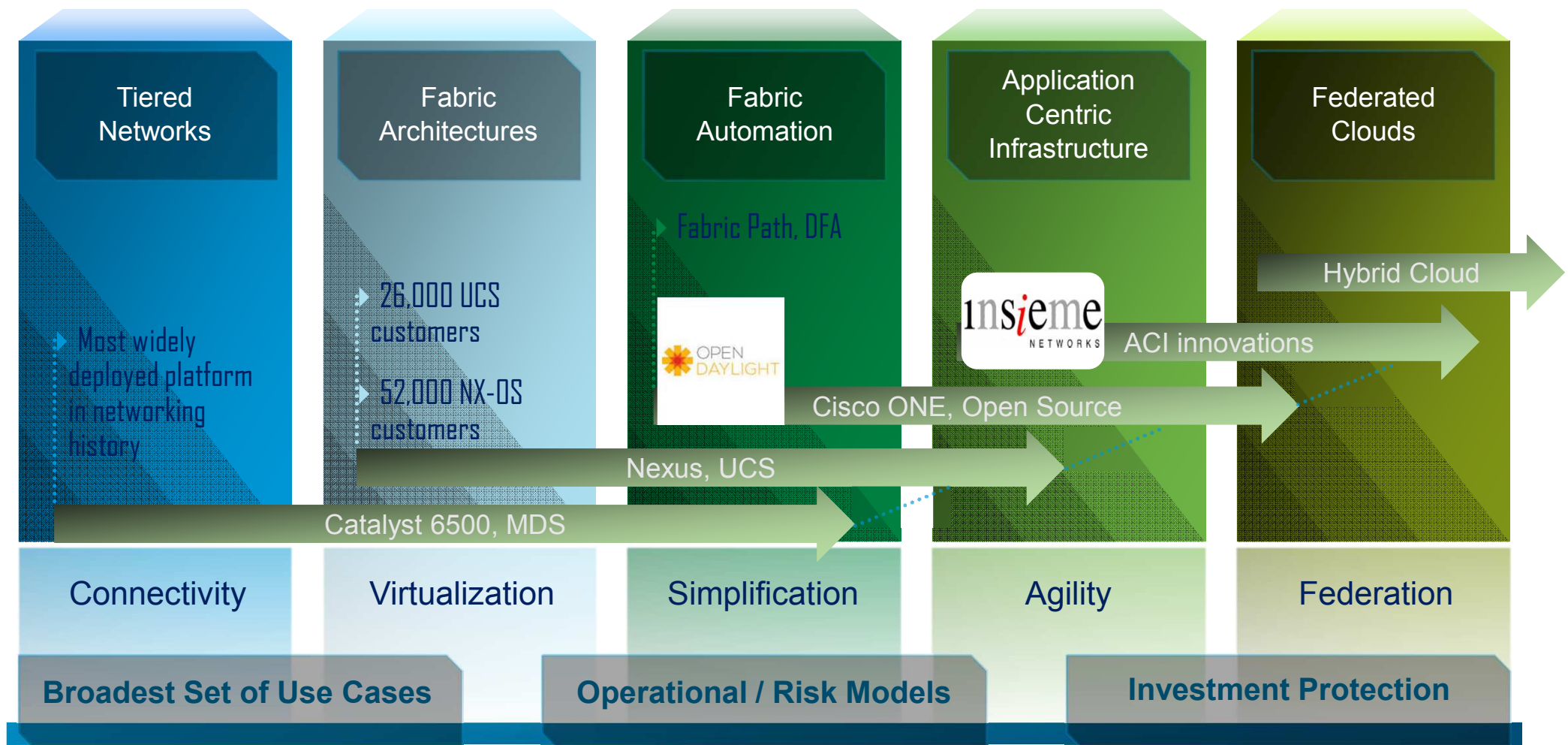
Lead Data Center Transformation

Accelerate market coverage, footprint & partner growth

Build-out & Monetize Cloud adoption

Increase Influence and Mindshare with DC Solutions

Driving the Future of the Data Center



Our Innovation Framework

- ▶ FY12 R&D ~\$5.1B or ~11% of revenue (non-GAAP)
- ▶ 11,769 issued patents

clou pia

NuOVA

andiamo

TOPSPIN

newScale

150 acquisitions

Capitalizing on market disruption
through new technologies & new
business models

EMC² accenture

bmcsoftware

dimension
data

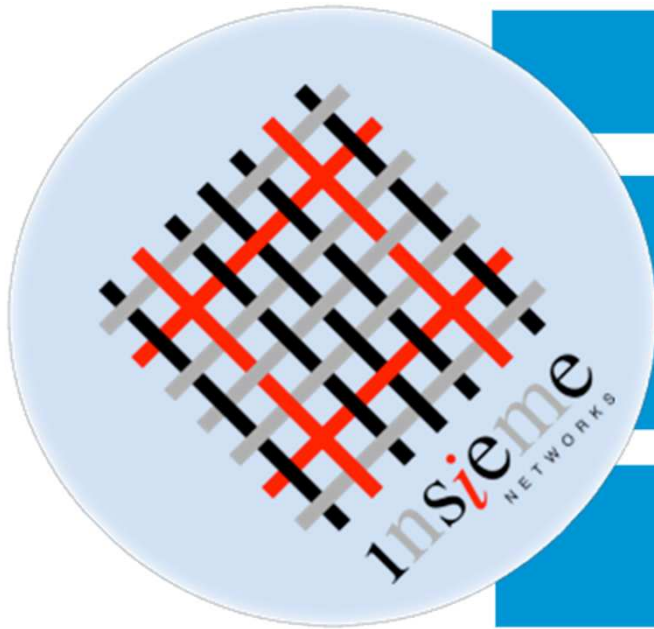
CITRIX

vmware

NetApp

Partner with other market leaders
whose technology help Cisco
deliver complete solutions to our
customers

Application Centric Infrastructure



Funded a Startup as a Spin-In.

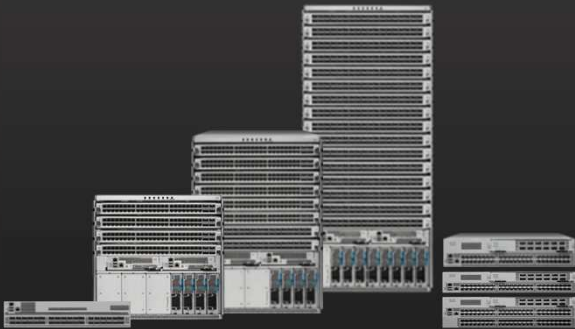
Mission: To look at solving networking's operational challenge in the DC in a radical new way.

Application Centric Infrastructure

November 6 'ACI Announcement'

APPLICATION-CENTRIC INFRASTRUCTURE

NEXUS 9000 SERIES



APPLICATION POLICY INFRASTRUCTURE CONTROLLER

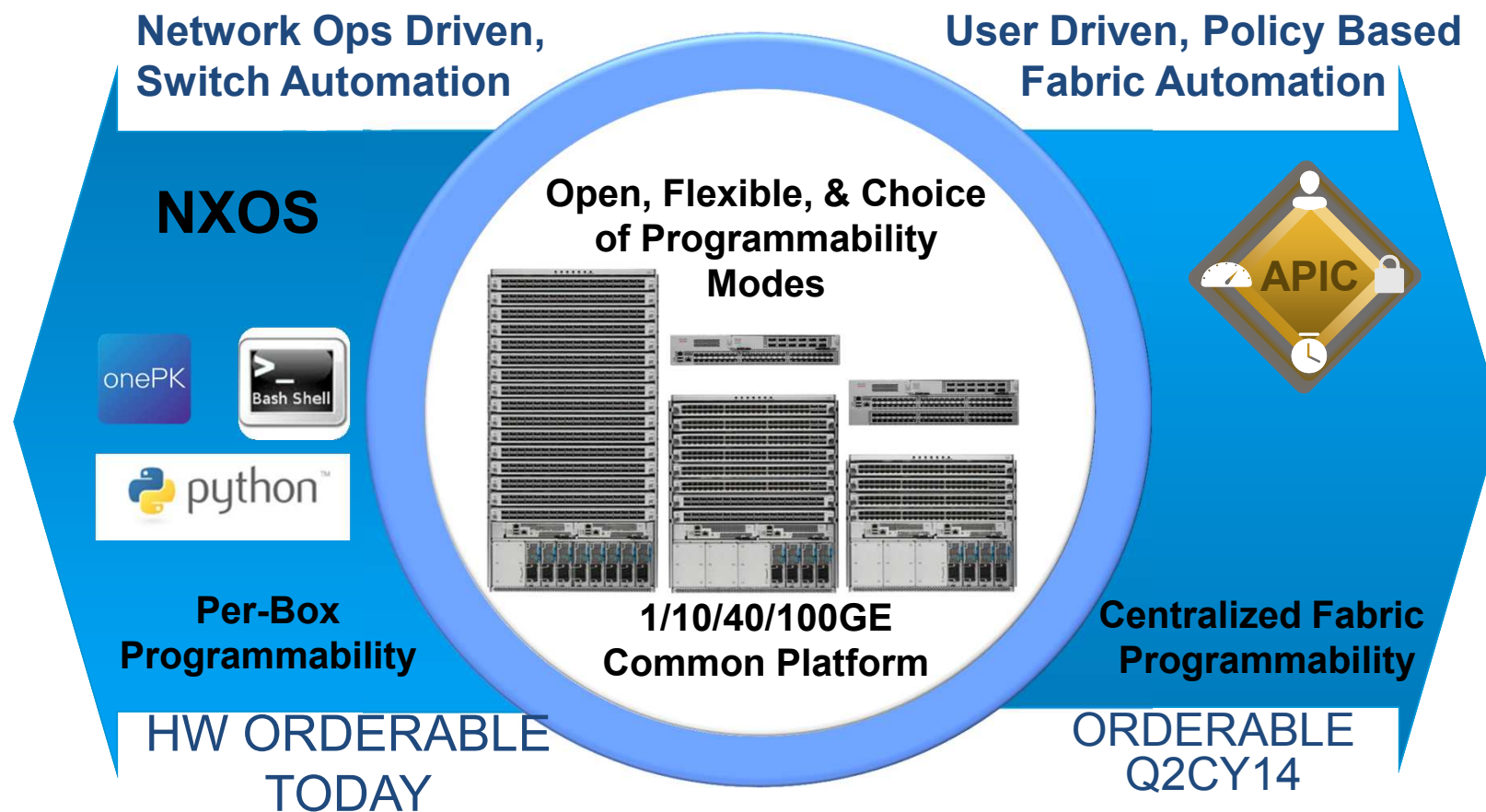


INDUSTRY LEADING ECOSYSTEM



OPEN STANDARDS OPEN SOURCE

One Hardware Platform, Two Modes of Operation



Unified Computing System

Cisco Unified Computing System

28,000+ Unique UCS Customers

\$2B+ Data Center
Annualized
Revenue Run Rate

More than **75%** of all **Fortune 500**
customers have invested in UCS

3,850+ UCS Channel Partners

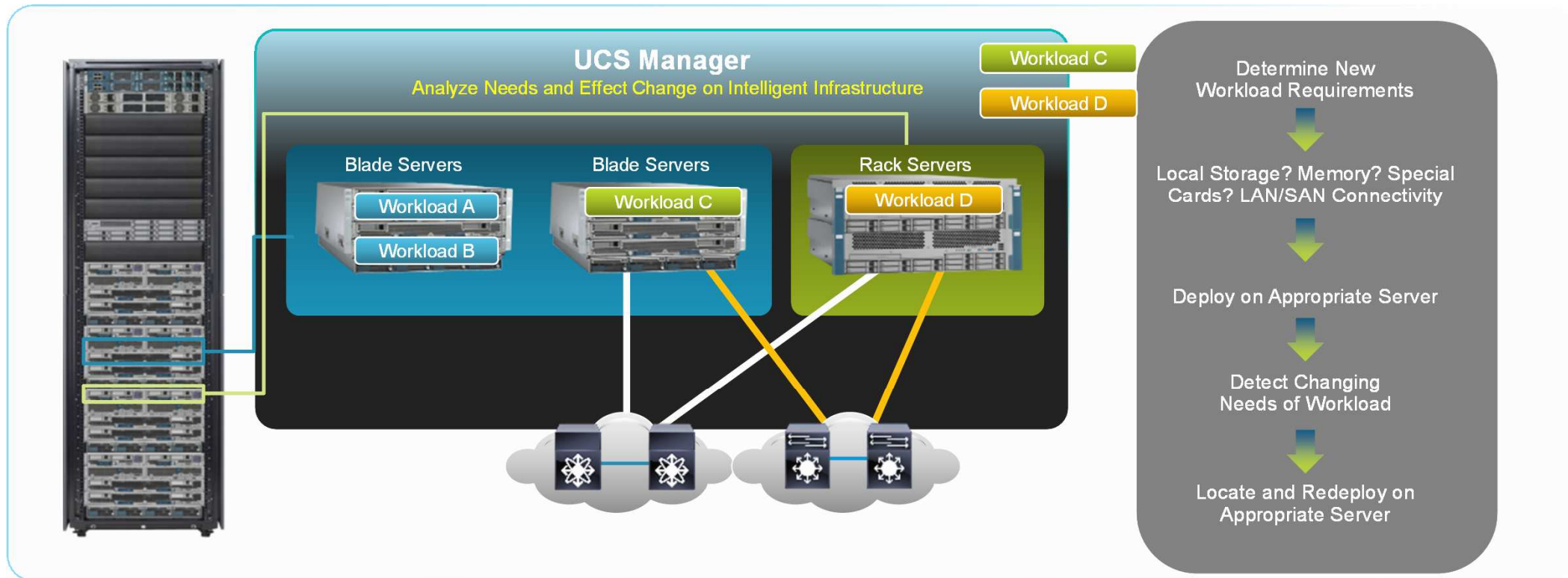
82 World record performance benchmarks to date



© 2014 Cisco. All rights reserved. Source: 1 As of Cisco Q1FY14 earnings results Data Center Revenue is defined as Cisco UCS and Nexus 1000V

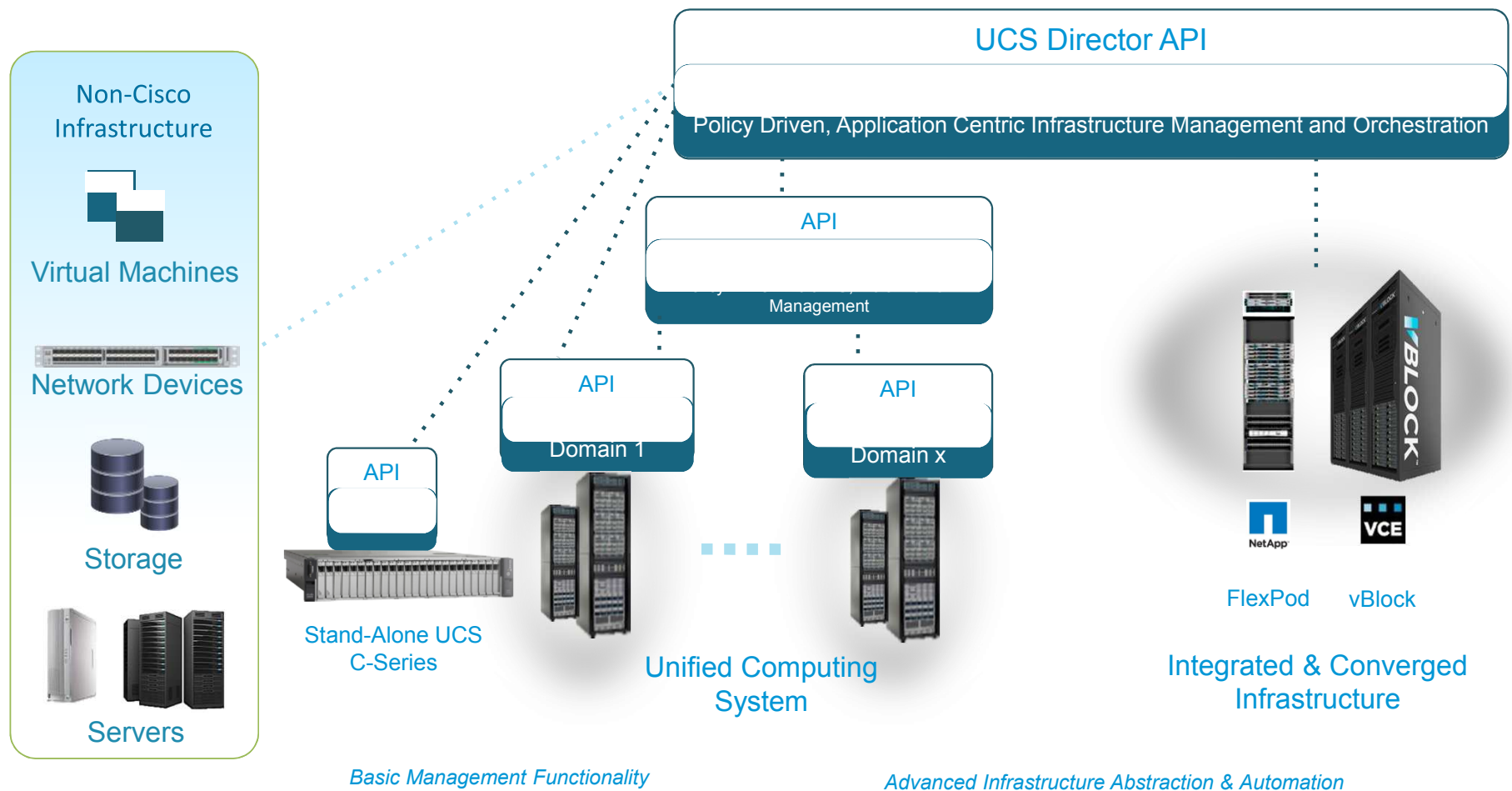


Form Factor Freedom



Form factor freedom to deal with needs and constraints
Single management interface for deployment choice
Automated workload mobility across blade and rack, physical or virtual

UCS Management Portfolio



Basic Management Functionality

Advanced Infrastructure Abstraction & Automation

UCS Invicta (Whiptail)

Whiptail / UCS Invicta – Executive Summary

Deal Rationale

- On October 29th, 2013, Cisco acquired **WHIPTAIL**, a Whippany, NJ based market leader in high performance, scalable solid-state memory systems that accelerate application performance and simplify data center and virtualized environments
- WHIPTAIL benefits Cisco's Data Center strategy by providing **solid state acceleration with deep integration into Cisco's Unified Computing System (UCS) automation and fabric technologies** – Cisco UCS and WHIPTAIL will help implement customers' needs for next-generation computing environments
- ***This acquisition will not change our continued engagements with NetApp on FlexPod or EMC on VCE and Vblock.*** Cisco has no current plans to expand into the broad based, **traditional storage market.**

Value Drivers for WHIPTAIL Acquisition

- Integration with UCS to extend the UCS sale with data and performance acceleration options, enabling UCS to be sold into the most demanding application environments --- creating the UCS Invicta Series
- Rapid orderability and GTM to accelerate sales of UCS Invicta products by leveraging Cisco routes to market (direct and indirect)
- Employee enablement with rapid integration into Data Center selling motion

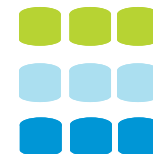
Simplicity + Speed =

ORACLE® BULK LOAD 3 BILLION RECORDS IN 5 MINUTES



vmware®

BOOT 600 VIRTUAL DESKTOPS IN UNDER 4 MINUTES WHILE
RUNNING CONCURRENT OLTP & REPORTING APPLICATIONS



PostgreSQL



LOAD 15 BILLION RECORDS IN 1 HOUR



LOAD 1 BILLION RECORDS IN 48 MINUTES



ORACLE®

BATCH PROCESS 1 BILLION RECORDS IN 10 MINUTES
WITHOUT INDEXING



Composite Software

Composite Software - Executive Summary



On July 29, 2013, Cisco acquired Composite Software, a market leader in data virtualization software and services, headquartered in San Mateo, California.

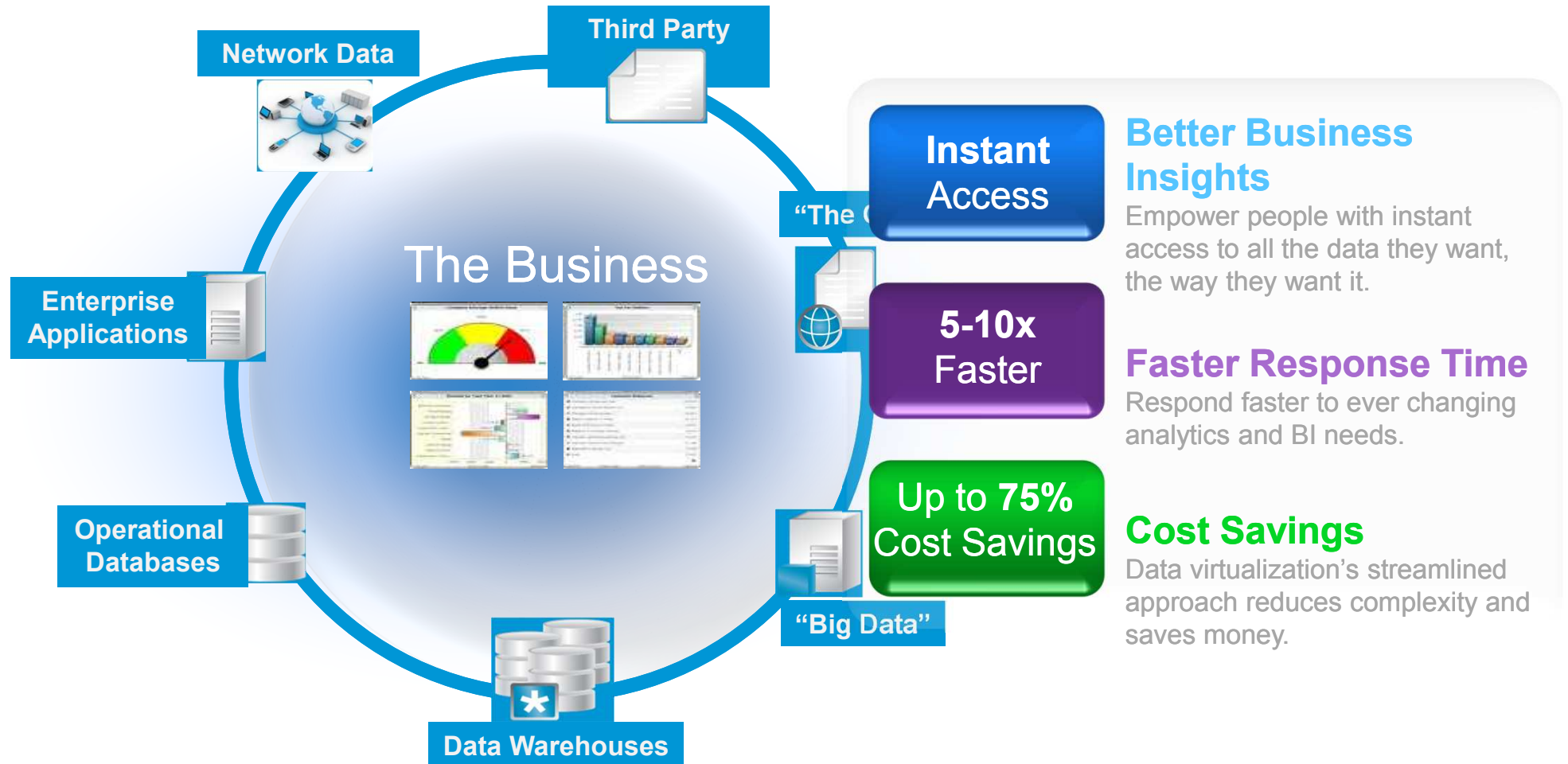
Composite's software solution augments traditional data integration by combining traditional and new data sources, including cloud and big data, in a consolidated view.

This simplified logical view of data, from multiple sources across the network, is offered through a technique called data virtualization, which provides applications and business users with the ability to access all types of data as if it is in a single place.

As Cisco's Data Center strategy helps move customers to a world of many clouds, Composite enables this strategy at the data layer by creating consolidated views of data.

Composite's data virtualization software is used by large enterprise customers, such as Comcast, Pfizer, NYSE Euronext, and Qualcomm, among many others.

Composite Software – Data Virtualisation



Composite Software - Customer Value & Benefits

Customer Make Up

34%	Financial Services
22%	Media & Communications
10%	Federal
9%	Oil and Gas
8%	Other Direct
6%	Pharmaceutical
5%	Retail
5%	Manufacturing

Retention

90% of the license software sales in the history of the company are still on maintenance and support today

AGILITY

RESPONSIVENESS

COST SAVINGS

COMPETITIVE ADVANTAGE

Bell



comcast



NYSE Euronext



QUALCOMM



Domain 10 – Simplifying DC Transformation

Domain 10 Analysis



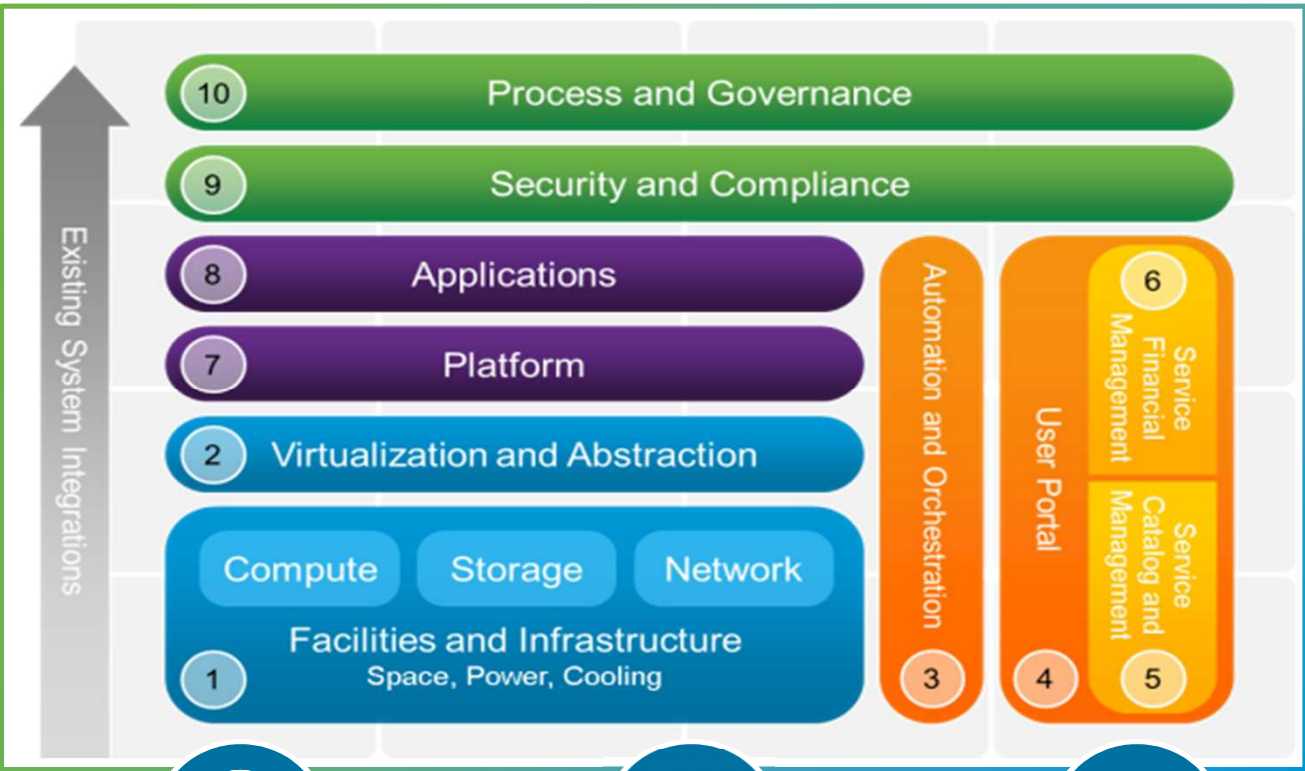
Intelligent Automation



Operation Management



Unified Architecture



Monetization



Optimization



Consolidation



Cloud Enablement



Desktop Virtualization



Application Migration

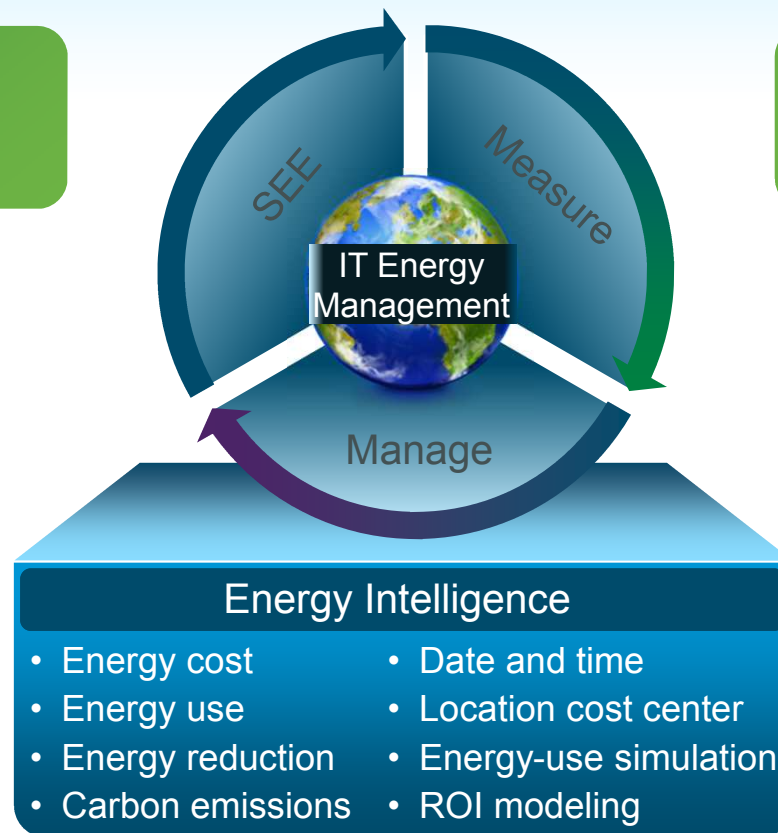
EnergyWise / JouleX

What Does Cisco EnergyWise Suite do?



On-premises and cloud-based software for IT energy management

- Software for energy management and analytics focused on IT assets
 - **The network:** Routing, switching, and access points
 - **Distributed enterprise networks:** PCs, Macs, VoIP phones, copiers, printers, etc.
 - **Data centers:** Physical and virtual servers, routers, switches, storage, etc.



Cisco EnergyWise™:
Energy management based
on Cisco IOS® Software

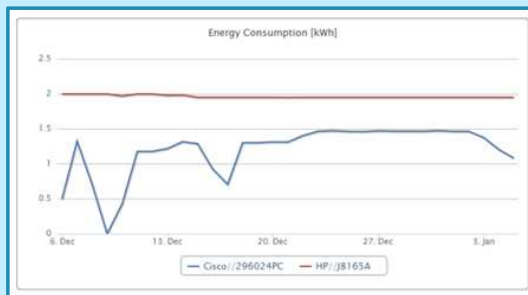
- Use the network to measure, monitor, and manage energy.
- Allow the network to be the command and control plane for power management
- Use the Cisco® switch or router as the arbiter or timer for energy management
- Use the network to aggregate power-use reporting
- Allow the network to provide secure, reliable energy management

Note: No facilities focused interfaces to building management systems (BMSs); enabling BMS partners to reach into IT assets

Cisco EnergyWise Suite Can Help in Various Ways

Large European automobile manufacturer

JouleX reported that Cisco® devices were more energy efficient than HP devices

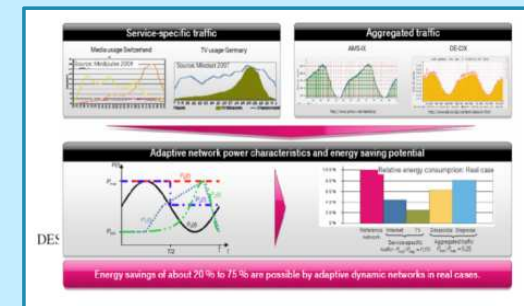


JouleX and Cisco reduced network infrastructure TCO to provide US\$31 million in savings to invest in newer network infrastructure

	Anzahl	Einsparung	
Clients	120000	30,00 €	3.600.000,00 €
ThinClients	120000	50,00 €	6.000.000,00 €
Einsparung Clients			9.600.000,00 €
Einsparung			14.183.316,00 €
si mehr als 50%.			
Gesamteinsparung pro Jahr			23.783.316,00 €



- Cisco and JouleX are building the first load-adaptive network
- US\$325 million in targeted energy savings



Commercial Market Development

Commercial GTM Development

New Account Acquisition – UCS NAB

Extended reach and growth in Commercial Velocity – UCS Acceleration, GVS & EC5

Solution Selling - Integrated Stack, ISV Strategy and Application Led Integrated Stack

Customer Awareness and Partner EODB – Scale Build & Price + Marketing

Foundation for continued growth in FY15-16 – Build a strong Commercial Community to serve as execution platform and attract investment to allow growth to FY16

Channel Development

Cisco DC Channel Evolution in 2014

*Shifting Gears in 2014.....
From UCS Capacity & Capability
To Application Practice Development*

2013 – UCS Capacity Build Out

- **4223** People Tech Trained
- **2961** People Sales Trained
- **49%** Increase in Specialized UCS Partners
- New Account Breakaway an Incentive to Hunt

2014 – Application Practice Development

- ACI/Whiptail/SAP/Microsoft
- Develop Deep Skills in Top 50 Integrators
- Partner to Partner/Influencer Model
- Align Incentives to Application Practice Development

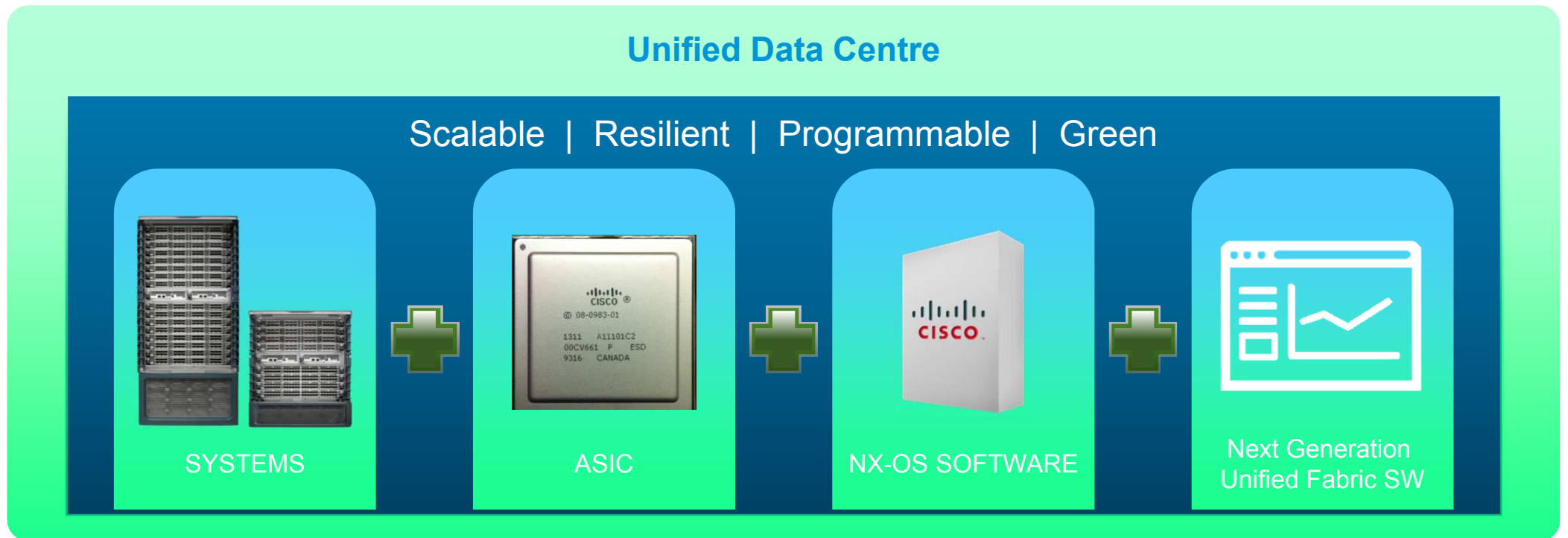
SAP Development



Cisco growing ISV relationships

- Waldorf Competency Center opening in November
 - Opened by Satinder Sethi (Cisco) and Kevin Scott (SAP), and Video presentations by Vishal Sikka (CTO SAP) and Padma Warrior
 - Extending our presence and capability in SAP's HQ
 - Demonstrations, PoC and EBC for customers and partners
 - SAP Competency team to drive trusted / expert knowledge
 - Core Datacenter and Engineering team for SAP
- Rob Lloyd video will be shown at FKOM, SAP's annual sales kick off meeting. It will be shown in Singapore this week and Vegas next. It emphasises our value proposition to SAP.
- Continued Innovation in Appliance designs
 - We continue development of appliances to meet customer demands; November release of Starter Edition of our Scale out appliance introduces a very price optimised solution for 1-2TB appliances
 - Disaster Tolerant solutions with EMC and NetApp

Cisco Innovations – Industry Leading Platforms for Cloud



The Power of AND for Delivering Unprecedented Innovation for Cloud

C-Scape
14-15 January 2014 | Bedfont Lakes, UK

