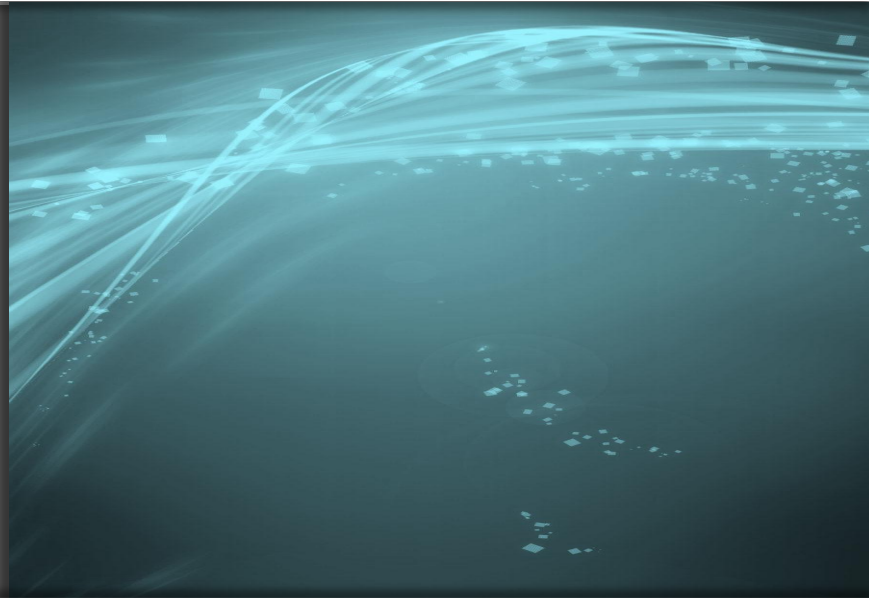# Cisco & Citrix Alliance Partner Solution Go To Market Update

Marilyn Cepuran

John Barnett

Stephen Teh

Ashok Rajagopalan

Jennifer Vogel

September 11, 2012

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Agenda

- **Go To Market Update**
  - "What, Where, How and When" of the Cisco and Citrix Partner Accelerator

- **Solution Update**
  - Introduction to the Cisco Solution for Citrix VDI-in-a-Box

- **Technical Update**
  - Special Preview: Cisco VXI 2.6

Go To Market Update

"What, Where, How and When" of the Cisco and Citrix Partner Accelerator

Marilyn Cepuran
Business Development Manager, Cisco WW Partner Org

John Barnett
Systems Engineer, Cisco WW Partner Org

Stephen Teh
WW Channel Marketing Manager, Citrix Systems

Cisco and Citrix Partner Solution Accelerator
Framework

Enablement

Build Competency

- Learning maps
- Steps for Success assets
- Collaborative partner services
- Best practices

Tools

Compress the Sales Cycle

Sales
- Demos, Assessments & POCs
- PDI Helpdesk
- Solution Portal
- TCO/ROI tools
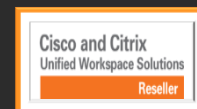- SIP Cisco Validated Templates (CVT)

Marketing
- Campaigns
- Seminar-In-a-Box
- Success Stories

Differentiation

Build Your Brand

- Solution Identifier
- Partner Locator
- Partner Press Kits
- Solution Incentive Program
- Master Cloud Builder*

Cisco and Citrix
Unified Workspace Solutions
Reseller

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Cisco and Citrix Partner Accelerator
Welcome Guide

http://www.gopartnersolutions.com/sites/default/files/files/Cisco_Citrix_Welcome_Guide_v2.pdf

VXI Partner Accelerator Pre-Requisites

Infrastructure	Desktop Virtualization	Storage *One or both vendors*	
Cisco	Citrix	EMC	NetApp
Borderless Networks BN Architecture Specialization **OR** Advanced Routing & Switching & Advanced Wireless Specialization + **Collaboration** Advanced Collaboration Architecture Specialization **OR** **Master Collaboration** **OR** **Advanced UC** + **Data Center** Data Center Arch Specialization OR **Unified Computing Technology** **Specialization**	XenDesktop Certification (All Levels)	Technology Architect Certificate – VNX Solutions Specialty	Star or FlexPod Premium Partner

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Joint Solution Portal

Welcome to the Solutions Acceleration Partner Center
A one-stop for Cisco channel partners to get sales and marketing materials to assist in driving business for our joint solutions.

- www.gopartnersolutions.com
- CCO credentials provides immediate access
- Sales and marketing tools and resources

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Guided System Selling Overview
Cisco's next generation Guided System Selling platform

- Easier configuration of complex systems

  - Guided configuration based on validated system designs

  - Novice and expert users can select from a set of Pre-Defined/Validated designs, or answer a few questions in order to see the types of systems available to address customer business needs

  - Bill of Materials (BOM) ready to import as a config set for final Config, Quote, and Order in Cisco Commerce Workspace (CCW)

  - Fully integrated with CCW

  - BOM from GSS can also be exported to Excel or XML

- GSS will initially support the following content:

  - UC - Business Edition, Endpoints

  - Virtual Experience Infrastructure (VXI)

    http://www.cisco.com/web/partners/events/commerce_workspace.html#~Oview

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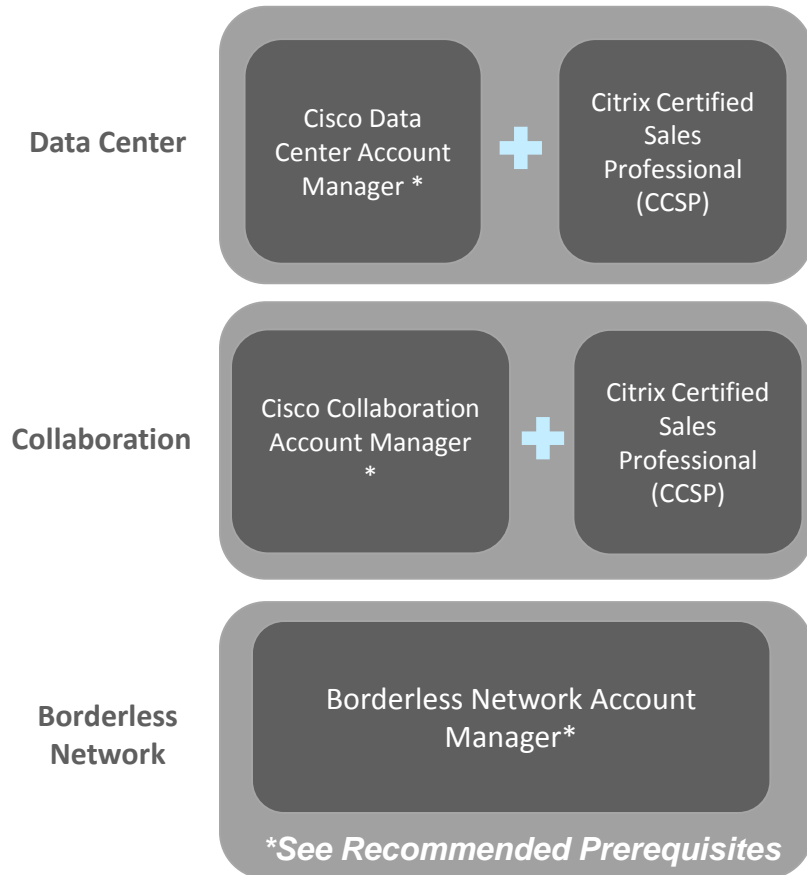CITRIX®

Partner Training Requirements

Each **Cisco VXI Accelerator Partner** must meet all of the requirements below (per Country):

- Each architecture practice (Data Center, Borderless, Collaboration) must train a person for each role – Sales, Pre-sales, Post-sales - through the VXI cross architecture learning map
- Normally this would take 9 individuals, however to be consistent with Cisco practices, one (1) individual may fulfill up to two (2) roles. Thus requirements can be fulfilled with as few as 6 individuals – 2 sales, 2 pre-sales, and 2 post-sales.
  - Example: A sales person with pre-requisite certifications for both Collaboration and Borderless may fulfill both the Collaboration and Borderless Sales Role.

- Pre-requisites for each role are defined and consistent with Cisco and Partner specialization requirements to sell the products within the VXI solution

- There is a separate learning map for each role (Sales, Pre-Sales, Post-sales).

- Partner Investment (per individual, incremental to pre-requisite certifications):
  - Sales – 7 Hours online training (via PEC)
  - Pre-Sales – 9 Hours online training (via PEC)
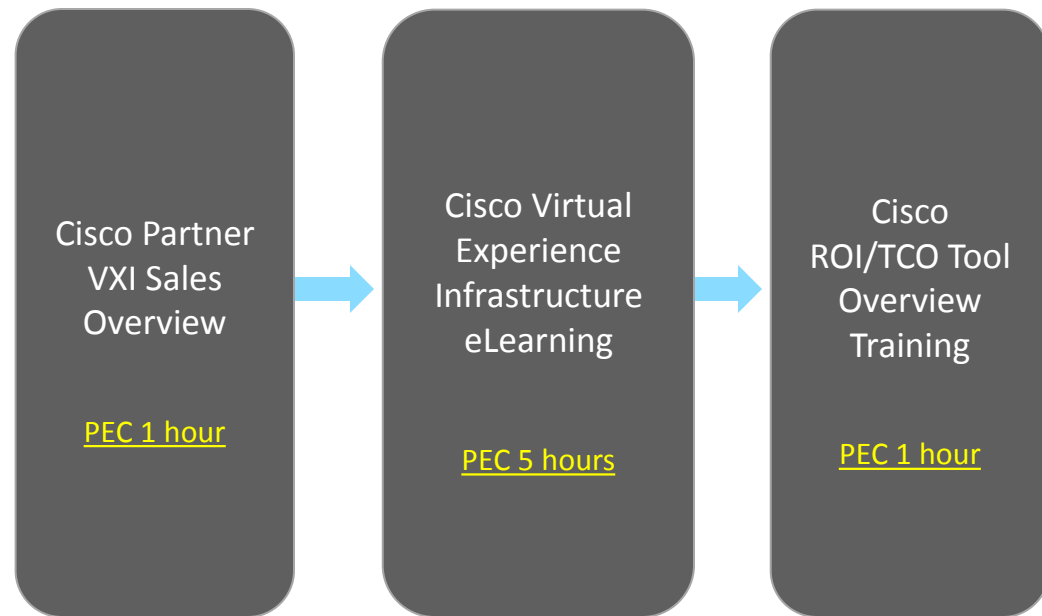 - Post-Sales – 6 Hours online (PEC) + 16 hours ILT

Cisco VXI Sales (Citrix)

Recommended Certifications

VXI Baseline Training

Data Center

Cisco Data Center Account Manager *

+

Citrix Certified Sales Professional (CCSP)

Collaboration

Cisco Collaboration Account Manager *

+

Citrix Certified Sales Professional (CCSP)

Borderless Network

Borderless Network Account Manager*

See Recommended Prerequisites

Cisco Partner VXI Sales Overview

PEC 1 hour

→

Cisco Virtual Experience Infrastructure eLearning

PEC 5 hours

→

Cisco ROI/TCO Tool Overview Training

PEC 1 hour

OR
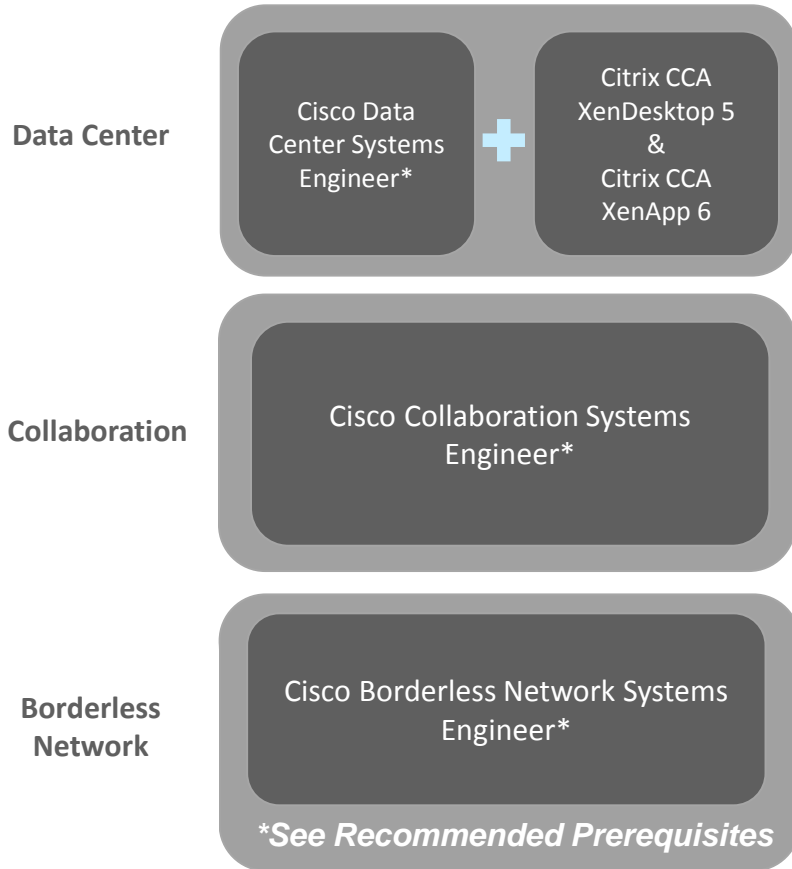
Approved Learning Partner VXI Offering (See Notes)

Organizational Requirements: Minimum two (2) individuals to fulfill three (3) Sales Specialist prerequisite roles required (Data Center, Collaboration, Borderless Networks)

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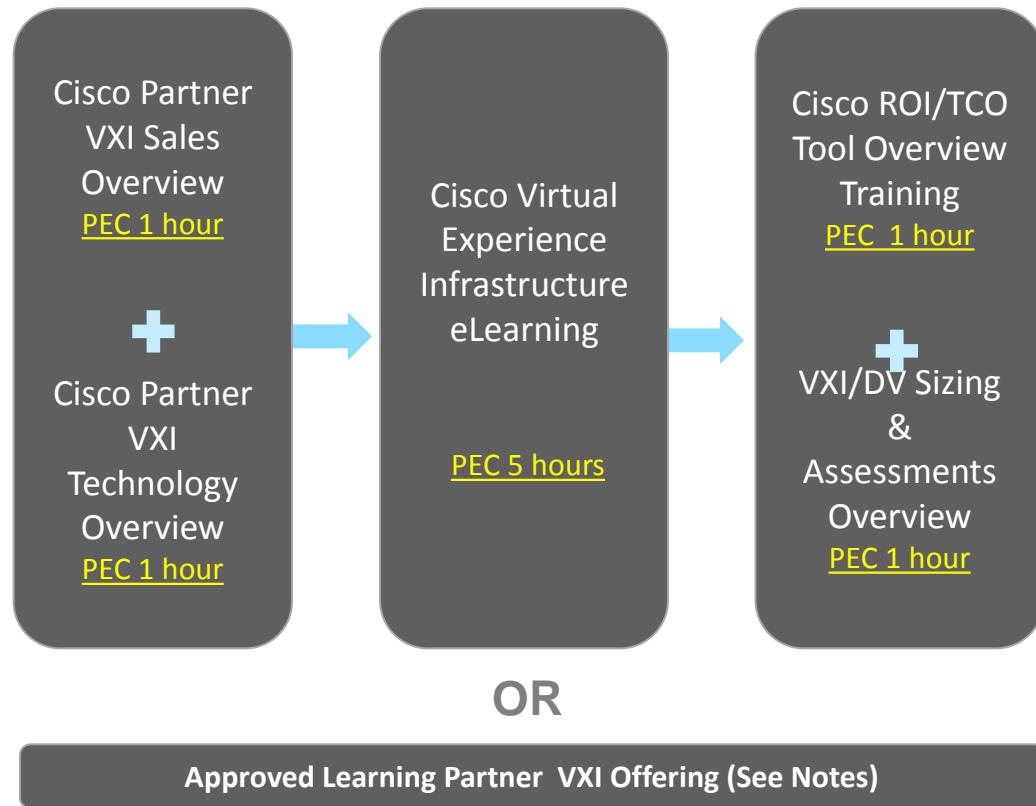# Sales/Account Manager Recommended Prerequisites

Architecture	Sales/Account Manager Specialist
Cisco Data Center	Data Center Sales Specialist for Architectures OR Cisco Sales Specialist for Unified Computing Technology AND Citrix Certified Sales Professional
Cisco Collaboration	Cisco Sales Specialist for Collaboration Architecture OR Cisco Advanced IP Communications Sales Specialist AND Citrix Certified Sales Professional
Cisco Borderless Network	Borderless Networks Sales Specialist for Architecture OR Cisco Routing and Switching Sales Specialist OR Advanced Wireless LAN Sales Specialist

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Cisco VXI Technical Pre-Sales (Citrix)

Recommended Certifications

VXI Baseline Training

Data Center

Cisco Data Center Systems Engineer*

+

Citrix CCA XenDesktop 5 & Citrix CCA XenApp 6

Collaboration

Cisco Collaboration Systems Engineer*

Borderless Network

Cisco Borderless Network Systems Engineer*

See Recommended Prerequisites

Cisco Partner VXI Sales Overview
PEC 1 hour

+

Cisco Partner VXI Technology Overview
PEC 1 hour

→

Cisco Virtual Experience Infrastructure eLearning

PEC 5 hours

→

Cisco ROI/TCO Tool Overview Training
PEC 1 hour

+

VXI/DV Sizing & Assessments Overview
PEC 1 hour

OR

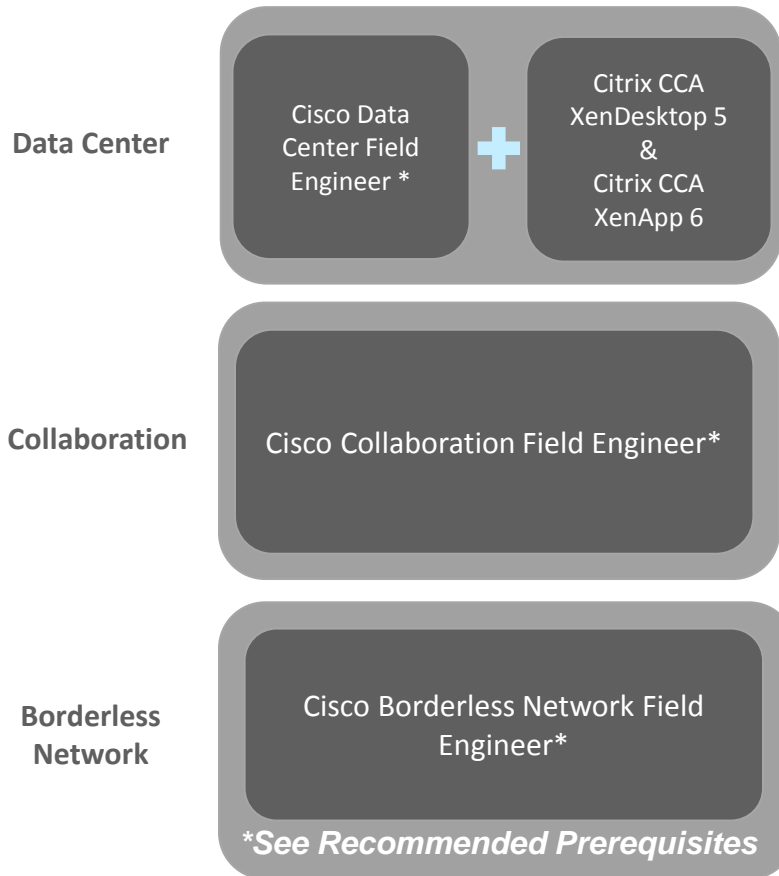Approved Learning Partner VXI Offering (See Notes)

Organizational Requirements: Minimum two (2) individuals to fulfill three (3) Pre-Sales Specialist roles required (Data Center, Collaboration, Borderless Networks)

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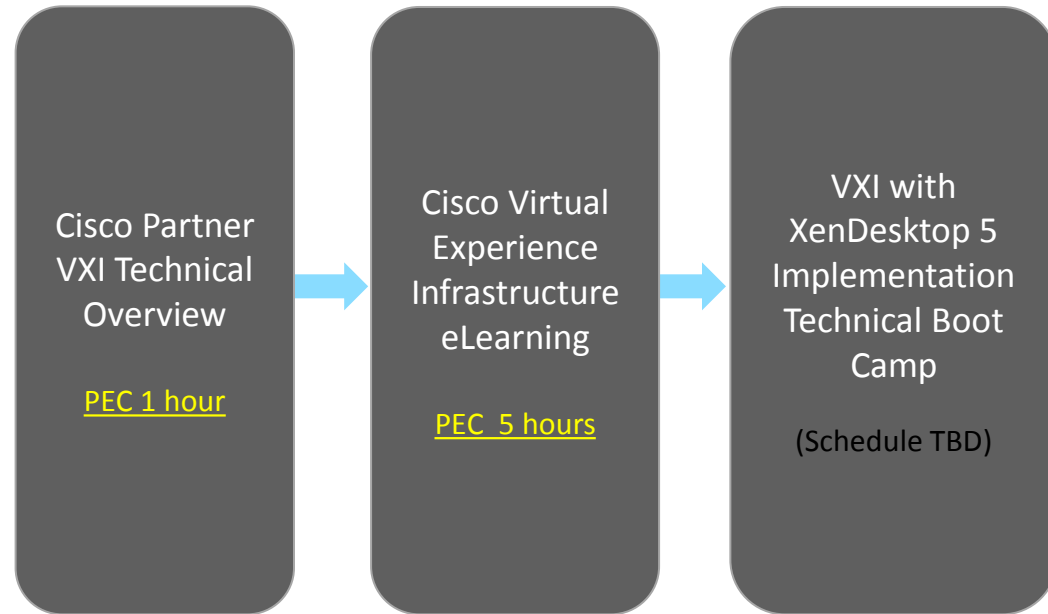CITRIX®

Technical Pre-Sales/Systems Engineer Recommended Prerequisites

Architecture	Technical Pre-Sales Specialist
Cisco Data Center	Data Center Architecture Design Specialist OR Cisco Unified Computing Technology Design Specialist AND Citrix Certified Administrator for XenDesktop 5 AND Citrix Certified Administrator for XenApp 6
Cisco Collaboration	Collaboration Architecture Design Specialist OR Cisco IP Telephony Design Specialist
Cisco Borderless Network	Cisco Borderless Networks Architecture Design Specialist OR Cisco Routing and Switching Solutions Specialist OR Advanced Wireless LAN Pre Sales Specialist

Cisco VXI Technical Post-Sales (Citrix)

Recommended Certifications

VXI Baseline Training

Data Center

Cisco Data Center Field Engineer *

+

Citrix CCA XenDesktop 5 & Citrix CCA XenApp 6

Collaboration

Cisco Collaboration Field Engineer*

Borderless Network

Cisco Borderless Network Field Engineer*

See Recommended Prerequisites

Cisco Partner VXI Technical Overview

PEC 1 hour

→

Cisco Virtual Experience Infrastructure eLearning

PEC 5 hours

→

VXI with XenDesktop 5 Implementation Technical Boot Camp

(Schedule TBD)

OR

Approved Learning Partner VXI Offering (See Notes)

Organizational Requirements: Minimum two (2) individuals to fulfill three (3) Post-Sales Specialist roles required (Data Center, Collaboration, Borderless Networks)

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Technical Post-Sales/Field Engineer Recommended Prerequisites

Architecture	Technical Post-Sales/Field Engineer
Cisco Data Center	Data Center Support for UC Specialist OR Cisco Unified Computing Technology Support Specialist AND Citrix Certified Administrator for XenDesktop 5 AND Citrix Certified Administrator for XenApp 6
Cisco Collaboration	Collaboration Support Specialist 1 OR Cisco Lifecycle Services for Advanced Unified Communications
Cisco Borderless Network	Cisco Borderless Networks R&S Support Specialist OR Cisco Borderless Networks Security Support Specialist OR Cisco Borderless Networks Mobility Support Specialist OR Cisco Routing and Switching Field Specialist OR Advanced Wireless LAN Implementation Specialist

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Cisco Data Center VXI with XenDesktop 5 Implementation Technical Boot Camp (2-Day)

- **Americas**

  - *New York, NY*

  - **Date:** October 16 - 17, 2012
    Location: Cisco Office
    One Penn Plaza, 6th Floor
    New York, New York 10119

  - *Irving, TX*

  - **Date:** October 30 - 31, 2012
    Location: Cisco Office,

  - 7301 State Hwy. 161, Granite Plaza,

  - Suite 200, Irving, TX 75039

  - Register for Americas sessions today via **CVENT**

- **APJC**

  - *Sydney, Australia*

  - Date: November 12 – 13, 2012

  - Location: TBD

  - *Singapore*

  - Date: November 15 – 16, 2012

  - Location: TBD

  - Initial classes by invitation only. Contact your Cisco Partner Account Manager for more details.

- **EMEAR**

  - Locations and dates in planning. Contact your Cisco or Citrix Account Managers for location and date requests.

POC and Assessment Funding Availability

- $10K per POC available to eligible partners now
  - Minimum 500 seats of XenDesktop
  - Minimum Citrix XenDesktop on Cisco UCS
- $7.5K assessment funding
  - Liquidware Labs or similar
  - Combines 3 assessments
- Must fulfill all onboarding activities as required before pay out

  Questions about POC Funding eligibility and application?
  Stephen.teh@citrix.com

The "Grid" Marketing Campaign

- XenDesktop on FlexPod
- Customizable Marketing Campaign
- Multi-touch Modules
- Webcast content
- Event Module
- Appointment Setting
- Pre-packaged and paid for qualified Partners
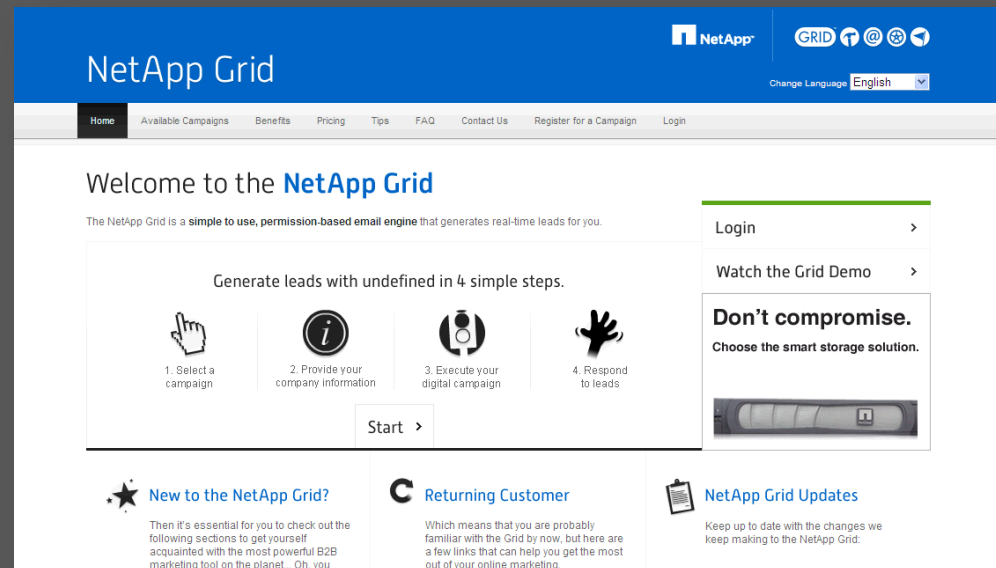
XenDesktop on FlexPod Partner is the minimum criteria

Solution Update

Introduction to the Cisco Solution for VDI-in-a-Box

Ashok Rajagopalan
Server Access Virtualization Technology Group, Cisco Systems

Market Opportunity

- Small-and medium-sized businesses, and the commercial market has greater than a 70 percent PC installed base

- Approximately 50 percent of midsize businesses in developed regions are testing or deploying desktop virtualization today

- Midsize businesses that deploy desktop virtualization are planning to virtualize 30 percent of PCs

- Target Market
  - - Organizations with less than 500 employees (between 50 – 500)
  - - Uniform workload requirements
  - - No scale-out or expansion plans
  - - Educational institutions, state and local government
  - - Services firms, regional banks, credit unions

Source: Gartner: Predicts 2012: Midsize Businesses Seek Technologies to Simplify Their IT Environments,11 November 2011 Citrix/Kaviza Market data

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Traditional enterprise VDI… …Simple VDI
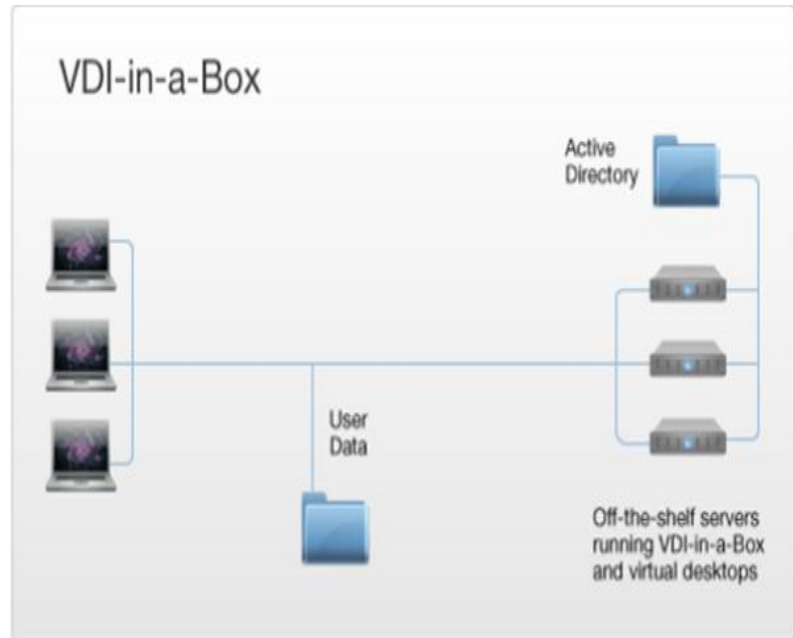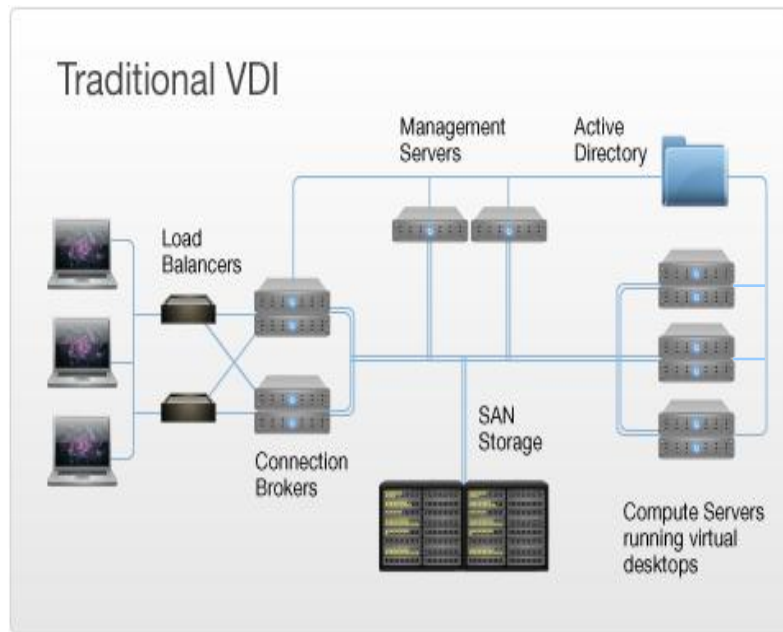
Shorter sales cycle for VDI-in-a-Box

Only 45-90 days instead of months with the traditional VDI solution

VDI Adoption Barriers

Solution cost

Complexity of deployment and management

User experience

Lack of data center or SAN environments

Desktop virtualization expertise

Systems integration

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Solution Positioning
(Based on Net Desktop Seats)

Cisco Solution for VDI-in-a-Box Solution (SMB/Commercial)

VDI/VXI Validated Solutions*
(Enterprise/Commercial/Service Provider)

Small   Medium   Large

250 Seats   **500 Seats**   **1000 Seats**   **2000 Seats**   **10000 + Seats**
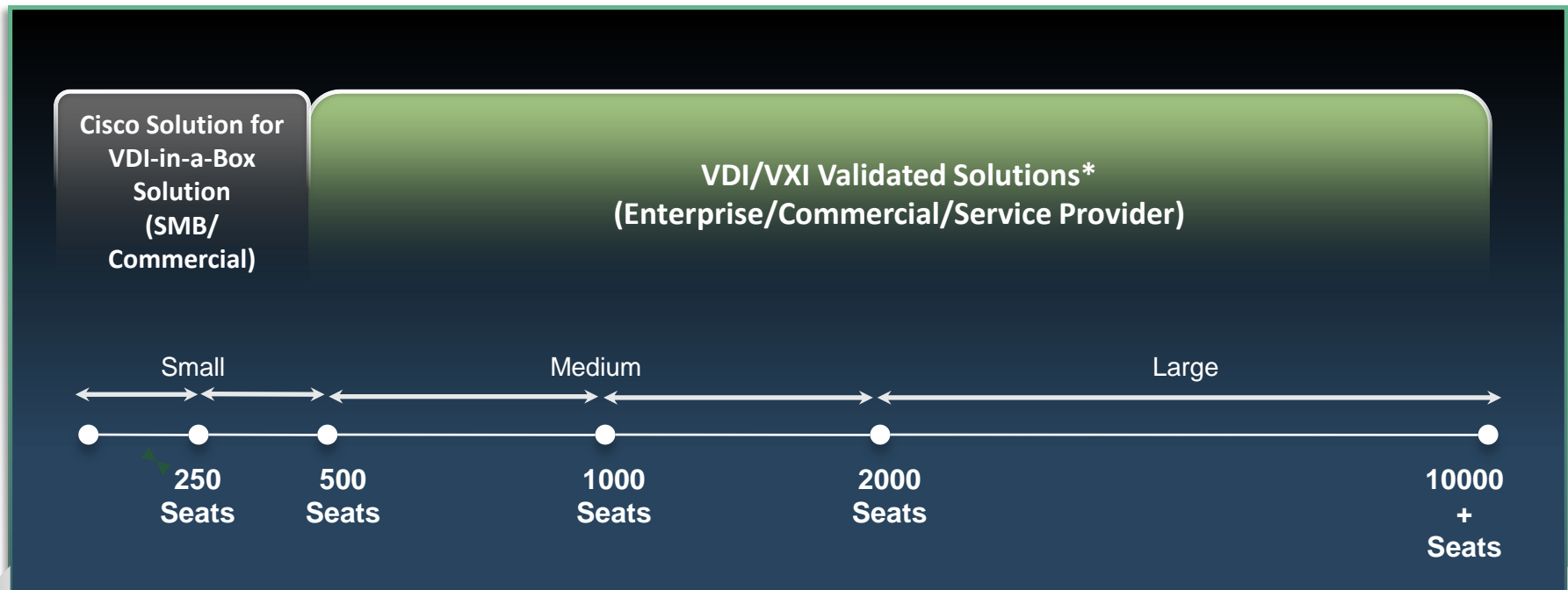
*Application Virtualization and VDI use cases for the enterprise and commercial segments. Application virtualization use cases for service providers.
These validated configurations may be based on Cisco® UCS B-Series or C-Series servers.

Cisco Solution for VDI-in-a-Box Solution

VDI-in-a-Box

Active Directory

User Data
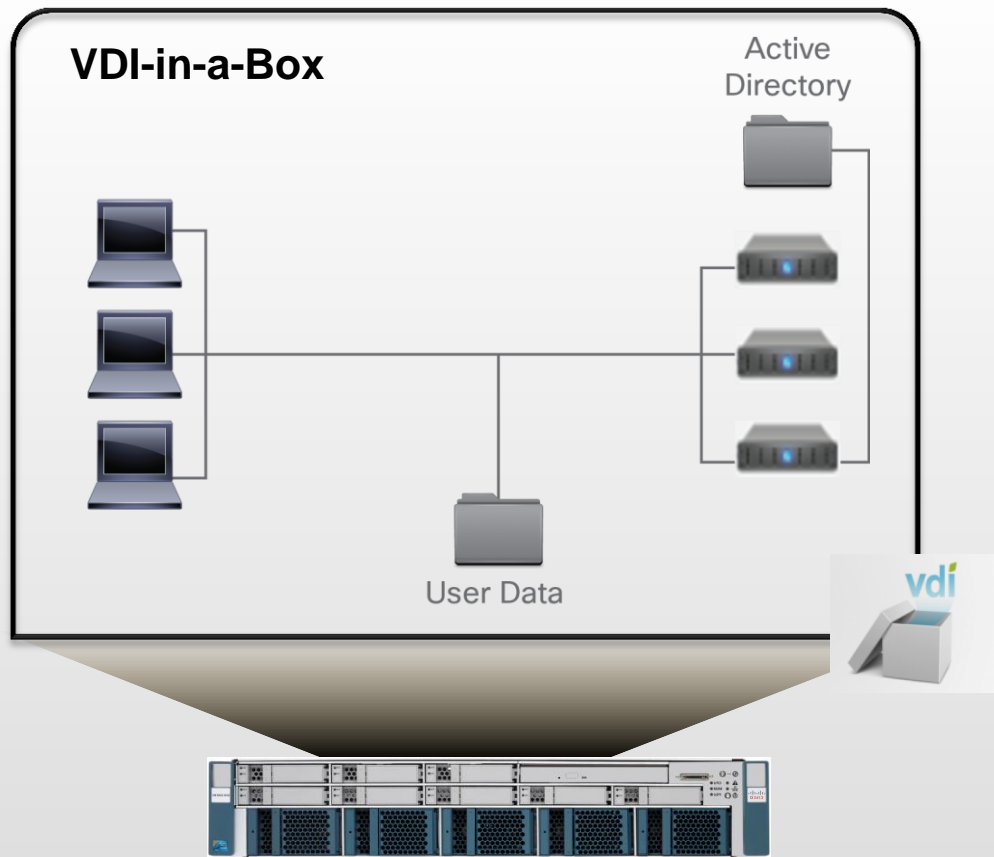
Cisco UCS® C260 M2 Extended Memory Rack-Mount Server
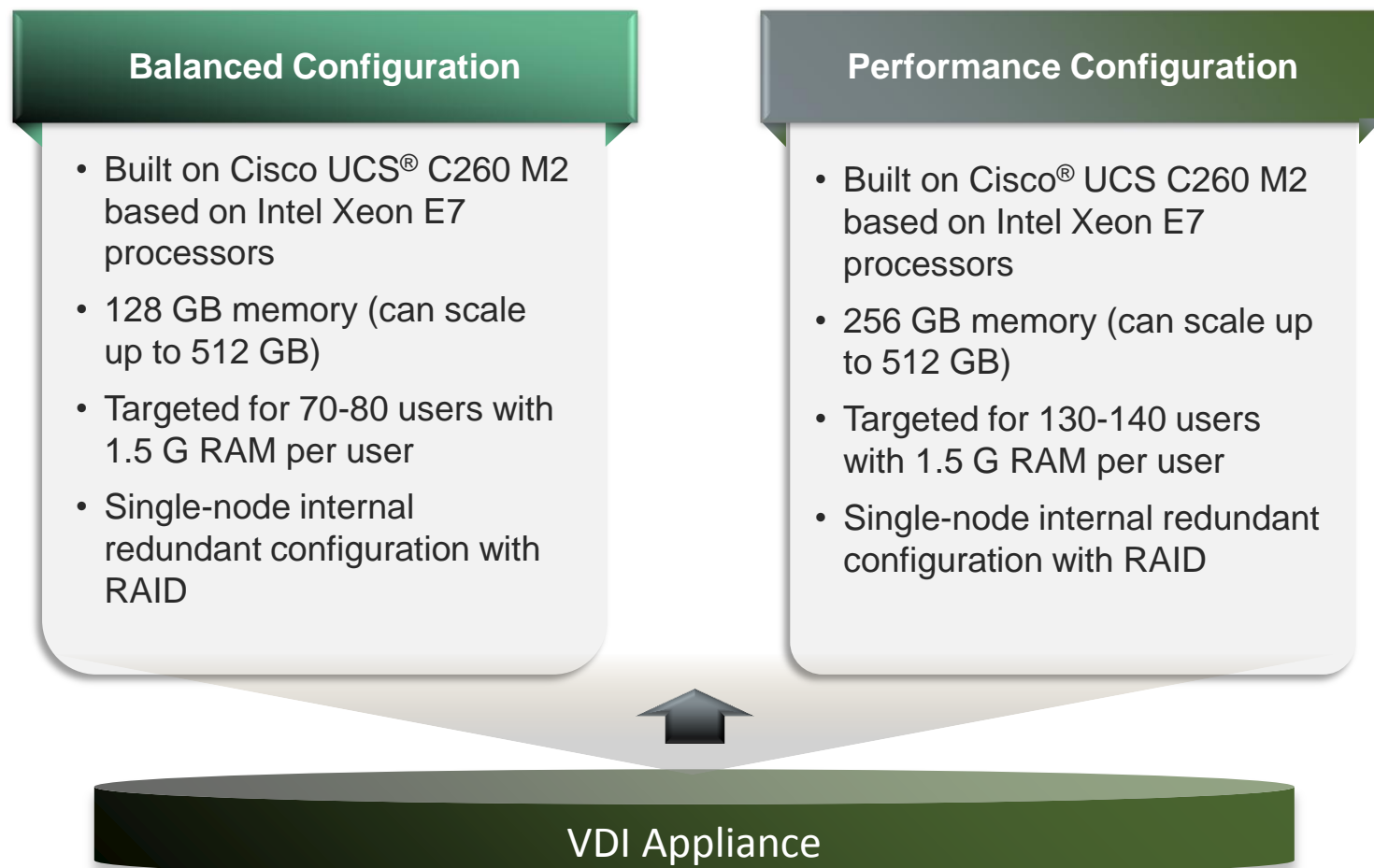
vdi

Easy, all-in-one VDI

Simple to install and manage

Full HDX user experience

Focused on sub-500 user environments

Perfect for small- to medium-sized businesses, public sector, education, and enterprise departmental customers

Lowest cost per desktop in the industry

VDI Appliance: Configurations

Balanced Configuration

- Built on Cisco UCS® C260 M2 based on Intel Xeon E7 processors
- 128 GB memory (can scale up to 512 GB)
- Targeted for 70-80 users with 1.5 G RAM per user
- Single-node internal redundant configuration with RAID

Performance Configuration

- Built on Cisco® UCS C260 M2 based on Intel Xeon E7 processors
- 256 GB memory (can scale up to 512 GB)
- Targeted for 130-140 users with 1.5 G RAM per user
- Single-node internal redundant configuration with RAID

VDI Appliance

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Solution Differentiation

Simplified Manageability

SNMP-based monitoring and XML-based BIOS configuration

Rapidly Deployable

Pre-validated configuration

Enterprise Reliability

Built with software mirroring and multi-level hardware redundancy

Highly Available

Fully redundant and reliable configuration

I/O Performance

Dual port lossless Ethernet 10 Gigabit Ethernet

Industry-Leading Support

Cisco TAC support for this integrated solution

Cost and Performance Optimized

Lowest cost per desktop solution with enterprise performance

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Use Cases

Task Worker Desktop

Knowledge Worker Desktop

- Simple Windows environment
- Multi-media and HDX usage
- 2-3 applications used most of the time
- 2 to 4 GB per user
- Education: kindergarten through high school, small office users

Clerical Worker Desktop

- Simple Windows environment
- Single device access (thin-client)
- 2-3 applications used most of the time
- 1.5 to 2 GB per user
- Small office, enterprise home user

Business Process Desktop

- Customized Windows environment
- Multiple device access
- 4-6 applications used most times
- 2 to 3 GB per user
- Centralized data to protect IP

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Technical Update

Special Preview: Cisco VXI 2.6

Jennifer Vogel
  Technical Marketing, Engineering, Cisco Systems

Cisco VXI Smart Solution Architecture

Cisco Products

Virtualized Data Center

APPLICATIONS/DESKTOP OS

Cisco Collaboration Apps | MS Office

DESKTOP VIRTUALIZATION SOFTWARE

CiTRIX

HYPERVISOR

CiTRIX | vmware | Microsoft

WAAS | UC Mgr | vWAAS | UCS
ASA | | |
ACE | Security Gateway | Nexus 1000v |

◄ DCN ► | ◄——— Cloud Compute ———►

STORAGE

EMC² | NetApp

Borderless Network

AnyConnect

Identity Services Engine

CDN

WAAS

Routing (ISR)

PoE

Switching

Collaborative Workspace

VXC 6215 Thin Client

VXC 4000 Software Appliance

VXC 22xx & 21xx Zero Clients

Tablets Smart Phones Laptops Ultrabooks

End to End Management and Optimization

McAfee | AppSense® | Microsoft | LiquidwareLabs™ *Transforming the Desktop™* | atlantis COMPUTING | TREND MICRO®

Cisco VXI 2.6 – What's New?

- New UCS hardware - including:

  - UCS B200 M3 blade server

  - VIC 1240 Adapter Cards

  - UCS 6248UP Fabric Interconnect

  - UCS Manager 2.0.2 Software

- Solid State Drives on the UCS B-Series are now available and used for caching data in the VXI solution

- Citrix products are an integral part of the Cisco VXI system, and provides the core functionality of managing and delivering virtual desktops and applications. Cisco VXI supports Hosted Virtual Desktops, and now includes Hosted Shared Desktops via XenApp. This release of Cisco VXI validates Citrix XenDesktop 5.6 and XenApp 6.5.

Cisco VXI 2.6 – What's New?

- Policy based Network Access control using Identity Services Engine (ISE 1.1) continues to evolve merging Bring Your Own Device (BYOD) models into VXI

- Cisco ASA 9.0 has been validated for Clientless Access using Citirx Receiver. In this scenario, the end-user device can access XenDesktop and XenApp without first setting up a VPN connection (such as Cisco AnyConnect).

- Cisco Unified Contact Center has been integrated into the solution to accommodate Virtualized Call Centers

- Cisco Jabber has implemented for Presence, IM and Hard Phone control from within the Hosted Virtual Desktop and Hosted Shared Desktops

- Microsoft System Center has been added as a management tool integrating with UCS Manager

Cisco VXI References

- VXI External Page
  - http://www.cisco.com/go/vxi

- VXC Clients
  - http://www.cisco.com/go/vxc

- VXI Design Zone
  - http://www.cisco.com/en/US/solutions/ns340/ns414/ns742/ns1100/landing_vxi.html

- VXI IWE Page
  - http://iwe.cisco.com/index.html#url=/web/cisco-vxi

Questions?