



QuickStart for UCS Value Proposition Module Quick Reference Guide

Decision Maker	Elevator Pitch
<p data-bbox="178 440 653 474">Business Decision Maker (BDM)</p> 	<p data-bbox="653 440 1896 537">With our unique systems approach, Cisco's Unified Computing System streamlines data center resources and radically lowers capital cost and operational expense by reducing the number of devices in a data center.</p> <p data-bbox="653 558 1896 656">The Cisco Unified Computing System can reduce TCO at the platform, site, and organizational levels while increasing IT staff productivity. With unrivaled scalability and partner ecosystem, Cisco's Unified Computing System can truly transform your data center.</p> <p data-bbox="653 699 1896 732">This results in the following benefits:</p> <ul data-bbox="716 737 1373 899" style="list-style-type: none">• Dramatic Reduction in Total Cost of Ownership• Increased Business Agility• Streamlined Management and Provisioning• Seamless Integrated System• Massive Scalability
<p data-bbox="178 933 653 967">Technical Decision Maker (TDM)</p> 	<p data-bbox="653 951 1896 1146">The Cisco Unified Computing System is a next-generation data center platform that unites compute, network, storage access, and virtualization into a cohesive system designed to reduce total cost of ownership (TCO) and increase business agility. The system integrates a low-latency, lossless 10 Gigabit Ethernet unified network fabric with enterprise-class, x86-architecture servers. The system is an integrated, scalable, multi chassis platform in which all resources participate in a unified management domain</p> <p data-bbox="653 1170 1896 1268">The Cisco Unified Computing System can reduce TCO at the platform, site, and organizational levels while increasing IT staff productivity. With unrivaled scalability and partner ecosystem, Cisco's Unified Computing System can truly transform your data center.</p> <p data-bbox="653 1289 1896 1321">Technical innovations supporting the Cisco unified computing vision include:.</p> <ul data-bbox="716 1326 1188 1359" style="list-style-type: none">• Embedded system management



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	<ul style="list-style-type: none">• Just-in-time provisioning with service profiles• Unified fabric• VN-Link virtualization support• Cisco Extended Memory Technology• State-of-the-art performance• Energy efficiency
<p data-bbox="184 574 619 607">Executive Decision Maker (CXO)</p> 	<p data-bbox="667 574 1860 672">Cisco's virtualization strategy is designed to meet all of the traditional data center business challenges, while also providing a seamless virtualization platform that simplifies component setup, increases business metrics, and enables agile resource provisioning.</p> <p data-bbox="667 711 1877 834">By reducing the number of servers and cabling the initial capital investment is dramatically reduced. This also radically reduces monthly OpEx cost as less people are required to manage and maintain the devices, and less power is consumed trying to cool and operate the devices.</p>