

Cisco Data Center Partner Connection



Amazing Together

3-5 March 2015
Athens, Greece



In Collaboration with Intel®



Data Center Partner Connection

Thank You to Our Sponsors

Platinum



Gold



NetApp®



Silver



Microsoft



redhat.

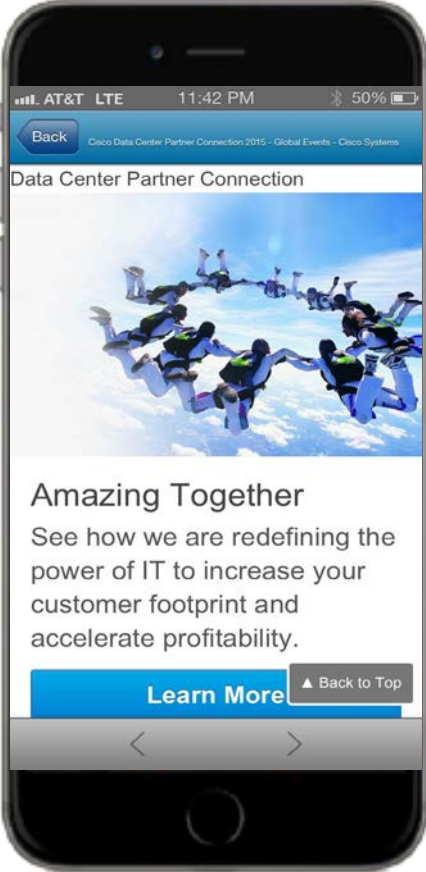


vmware®

Bronze




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The smartphone screen shows the app's interface for the 'Data Center Partner Connection' event. At the top, it displays 'Back', 'Cisco Data Center Partner Connection 2015 - Global Events - Cisco Systems', and the event title. Below the title is a photo of skydivers. The main text reads 'Amazing Together' followed by 'See how we are redefining the power of IT to increase your customer footprint and accelerate profitability.' At the bottom of the screen, there is a 'Learn More' button and a 'Back to Top' link.

Stay Connected at Cisco's Data Center Partner Connection



- iPads and iPhones
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- To view the agenda, primary sponsors, conference surveys, and the latest updates on partner programs, download the Cisco Events mobile app
 - ➔ Search **Cisco Events** on App Store & Google Play
- Mobile application provides the ability to complete session evaluations



>> \$10 donation for each completed session survey

Stay Connected @ Cisco Data Center Conference

WiFi = DCPC2015

Password: Athens15



#dcpc2015

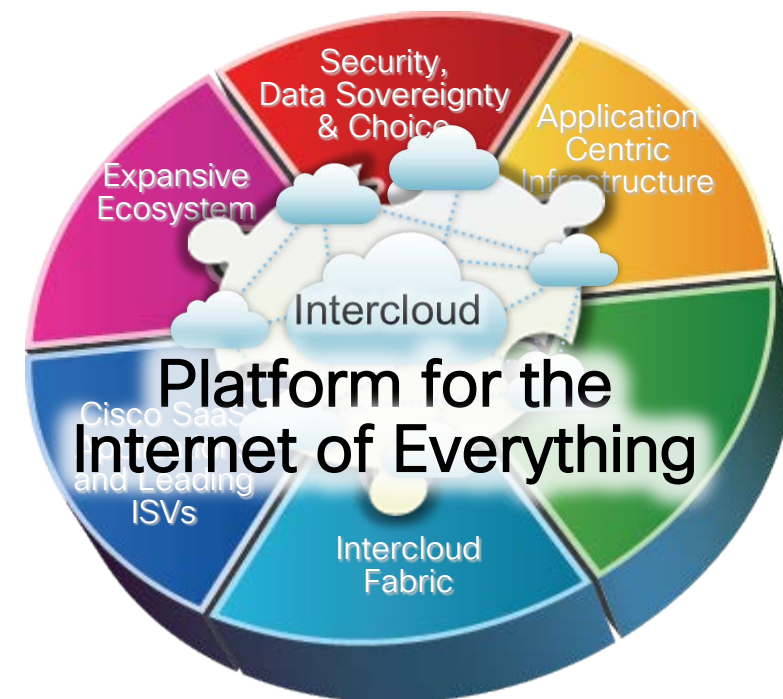
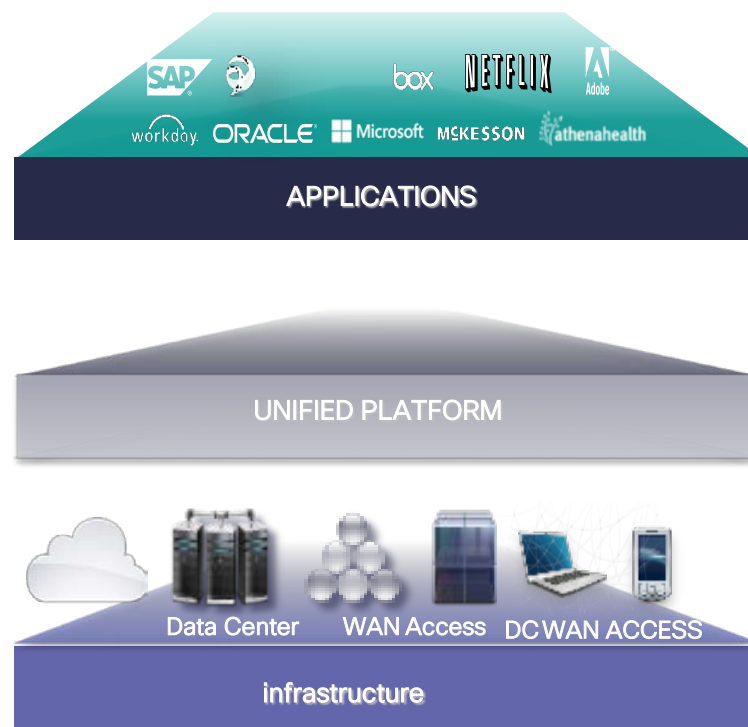


DCPC2015@cisco.com



3 Major Transitions – Automation, Infra Refresh, Cloud

10B →
50B →
500B →
40 ZByte



Q2FY15 = Record Quarter for DC in EMEAR

- Record Bookings in ALL Technology areas!
- Highest Growth in six quarters
- Double Digit Growth across all Theatres and segments
- Quadrupling IaaS Business YoY

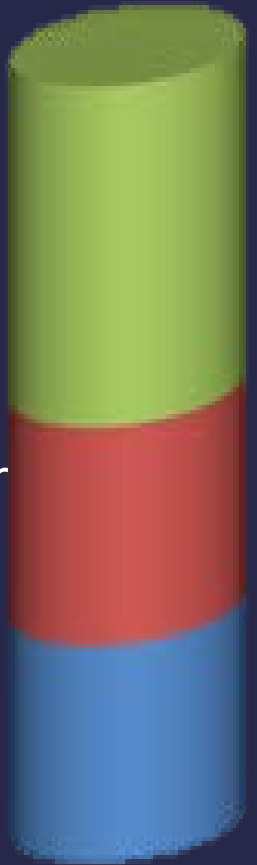
13%-18%
distinct
customer
growth QoQ

\$1 Bn Upsell /
Cross-Sell
Potential

14.000+ (DC) Switching
customer with NO UCS
→ \$450M

8.000+ distinct UCS-C customer
→ \$80M

8.000+ UCS-B Customer 270
= 50% of the Business
→ \$400M



What's new?

Presentation & Interactive
Couch Discussions

Partners to present “what
and why”

Open Space

What hasn't changed?

Executive 1:1

Cisco EMEAR Sales
representation

Sponsor Breakouts

Cisco Data Center Partner Connection – DAY 1

Strategies & Sales Direction

A background image showing several skydivers in blue and black jumpsuits falling through a clear blue sky. The skydivers are in various poses, some with arms outstretched, creating a sense of dynamic movement.

13:00–13:15	Welcome	Patrick Schmidt
13:15–13:45	Data Center Technology Vision	Satinder Sethi
13:45–14:10	Data Center Sales Strategy	Frank Palumbo, Satinder Sethi
14:10–14:20	Partner Session [ACI]: GBM	Hani Nofal, INS Executive Director
14:20–14:40	Data Center Switching: N2K–9K/MDS	Rajeev Bhardwaj, Frank Palumbo
14:40–15:00	ACI Vision & Strategy	Ed Baker, Joseph Ezerski, Frank Palumbo
15:00–15:30	BREAK	
15:30–15:55	UCS Strategy & Roadmap	Frank Palumbo, Satinder Sethi
15:55–16:05	Partner Session [UCS]: SVA	Dirk Eisenbletter, Product Manager IP Network Solutions
16:05–16:50	Intel Keynote	Jim Henrys
16:50–17:00	Close	Patrick Schmidt
19:00–22:00	Welcome Reception	

Cisco Data Center Partner Connection – DAY 2

Solutions & Partnerships

8:30–8:45	Welcome & Recap	Patrick Schmidt
8:45–9:30	Gartner Keynote	Andy Butler
9:30–10:00	Data Center Solutions	Cynthia Johnson
10:00–10:20	BREAK	
10:20–11:05	ISVs & Solution Partner Program	Denny Trevett, Beat Umbricht
11:05–11:15	Partner Session [Solutions]: Brain Force	Albert Hooyer, Chief Operating Officer
11:15–11:45	DC Security Solutions	Stuart Moulton
11:45–11:55	Close	Patrick Schmidt
12:00–12:45	Networking Lunch	
13:00–17:00	Executive Partner 1:1 Meetings	
13:00–17:30	Sponsor Breakouts	
19:00–22:00	Networking Dinner	



Cisco Data Center Partner Connection – DAY 3

Cloud & Partner Profitability

9:00–9:05	Welcome	Patrick Schmidt
9:05–9:40	Canalys on Cloud	Alastair Edwards
9:40–10:20	Intercloud Strategy	Saravan Rajendran
10:20–10:30	Partner Session [Cloud]: Dedagroup ICT Network	Roberto Loro, Chief Technology Officer
10:30–10:50	BREAK	
10:50–11:15	Cloud & Channel Program	Claus Schaale
11:15–11:35	Partner EcoSystem Roundtable	Beth McRae, Clause Schaale, Beat Umbricht, & Lars Svendsen, Microsoft
11:35–11:55	Partner Programs & Profitability	John Growdon, Frank Palumbo
11:55–12:45	Data Center Executive Q&A	Baker [Moderator], Bhardwaj, Growdon, Palumbo, Rajendran, Schmidt, Trevett
12:45–13:00	Closing Keynote	Patrick Schmidt
13:00–14:00	Networking Lunch	

Winter Tires?
Just Drive!



Thank you.

