



# Cloud Computing: The Highway for the Internet of Everything Economy



Cloud computing is growing 30 percent each year, and in just three years, cloud is expected to drive 27 percent of IT spending. To meet business demands without losing control or compromising security, you need an agile IT model. Cloud computing provides this agility with a fast, flexible way for you to use the most advanced technology possible, when and where you need it. Cloud computing also lets you pay for technology only when you use it. Because public cloud computing removes the need for organizations to make large capital investments for hardware and facilities, it is also very cost effective and adaptable. Most important, cloud computing frees valuable IT staff from routine IT operations and maintenance so they can create new services and revenue streams. This speed, effectiveness, flexibility, and innovation are the basis of the Internet of Everything (IoE) economy.

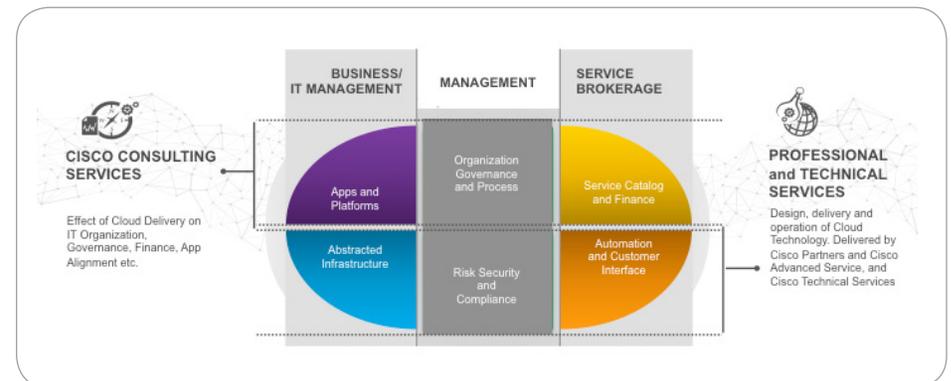
## Transforming Your Business with Cloud

Effective cloud computing platforms must be carefully planned and precisely implemented. The Cisco® Consulting Services Cloud Practice is uniquely qualified to work with partners to deliver an efficient and agile cloud platform for the IoE economy. By also applying IT analytics to your business challenges, Cisco can help you build a cloud infrastructure to improve your organization's profitability and effectiveness.

However, cloud computing brings more than technical changes. It also shifts the business function of IT from that of a maintenance staff to one of a service brokerage. Managing such business changes can be far more challenging than any technology shift. To make sure the transition is smooth and successful, Cisco Consulting Services helps you create the partnerships between the business and technical functions in your organization to help you meet these challenges, design good business practices to manage them, and offer the right incentives to help IT staff succeed in their new roles.

- **For enterprises:** We can help you increase customer relevance and expand wallet share by speeding new products to market and building the sales capabilities needed for your company's specific markets.

- **For public sector:** We can help you quickly develop new services and improve customer experience by creating cloud offers customized to your constituents' needs.
- **For service providers:** We can help you create new markets and deepen customer relationships with unique public, private, and hybrid cloud offerings that are designed to meet demand in each of your markets.



With our deep industry and technical expertise, the Cisco Consulting Services Cloud Practice is the perfect partner to help you move to an "IT as a service" model. We will help you create the strategy, plans, and partnerships needed to build an agile, profitable IT platform. From helping identify your business objectives to providing insights on measuring your success, the Cisco Consulting Services Cloud Practice supports every step of your cloud journey.

Start building the highway for your Internet of Everything economy. To learn more about our offerings, [contact Cisco Consulting Services](#).