Your Strategy for Cloud and Our Perspective

Cisco’s Cloud Strategy Overview

In the past, IT was primarily about operations, cost reduction, and management controls. No longer. Today, you’re expected to actively spur innovation in your business, stay aligned with evolving business objectives, and deliver new and unique experiences to your customers. It’s a tall order. The move to the cloud has been steadily gaining acceptance because it promises to help you achieve these goals faster, more efficiently, and more cost effectively. And with the Internet of Everything (IoE) accelerating the pace of change, line-of-business (LoB) owners increasingly are turning to the cloud to capitalize on the new opportunities it enables as a powerful engine and innovation catalyst.

The cloud can help you retain control and become more relevant and influential. Acting as a service broker, you can help your organization optimize its sourcing strategies for IT services while reducing risk and accelerating time to market.

Cisco launched the concept of the World of Many Clouds™, and along with our partners we are helping customers shape their own journeys to the cloud. As a prominent industry leader, we’ve focused our cloud strategy to help you gain the flexibility, scalability, and cost efficiency that cloud environments offer (Figure 1).

Figure 1. The Intercloud

Orchestrate Cloud Services for Flexibility

As an IT professional, you’re being asked to do more than build, manage, and continuously improve your organization’s infrastructure and processes. You’re also being asked to help the business innovate and deliver unique customer experiences.

Meanwhile, the business managers across your organization are also trying to meet their goals as quickly and cost effectively as possible—sometimes turning to outside cloud services for help. Unfortunately, impromptu approaches to cloud services can increase risk and cost. And because of security and technical concerns, these projects may come back to be rescued by IT.

Organizations repeatedly face service-by-service build-or-buy decisions when sourcing their IT services. This requires them to evaluate cost, risk, and agility requirements to determine the right sourcing strategy. When acting as a service broker, IT can take advantage of multiple sourcing options and become an intermediary of cloud services offered to LoB consumers. In fact, a recent survey found that 76 percent of organizations believe that IT will act as a broker, or intermediary, of cloud services, orchestrating the planning and procurement processes for LoBs across both internal and external clouds.1

As a broker of IT services, you can add value by dynamically combining, integrating, and tailoring the delivery of cloud services (whether public, private, or hybrid) to best meet your business needs. Taking an active role to manage sourcing flexibility enables your team to achieve greater levels of agility, transparency, and speed of deployment. This acceleration in turn fuels innovation and helps your business achieve its objectives. You will have strategic choices to make.

In your new brokerage role, what you also need is a comprehensive, cloud strategy to offer perspective, provide direction, and build confidence in your cloud decisions. The intent is to achieve the required speed, agility, flexibility, and operational efficiencies LoBs demand. We can help you quickly deliver and demonstrate business value, make it easier to continually align business and IT objectives and automate core processes to reduce costs, while helping the business create new business models and revenue opportunities. Cisco’s cloud strategy is designed to help you achieve these objectives as you take advantage of the cloud. It provides valuable perspectives to consider along your cloud journey.

1 "Impact of Cloud on IT Consumption Models," Cisco study in partnership with Intel, August 2013.
Cisco’s Cloud Strategy

Cisco’s cloud strategy is to build the platform for the IoE with our partner ecosystem by connecting the world of many clouds into the Intercloud. Just as the Internet grew out of the connection of multiple isolated networks, the Intercloud — an interconnected cloud of clouds — is driving the connection of multiple isolated clouds while increasing the choice of cloud consumption models for IT services.

We are implementing our strategy by enabling businesses and service providers to build hybrid-ready private clouds, by offering ready-to-consume public cloud services, and by combining public and private clouds through the Cisco® Intercloud suite of solutions. We intend to provide you with increased business agility, innovation, and efficiency while reducing TCO and risk.

Our cloud offerings are being delivered with a distributed network and security architecture designed for high-value application workloads, real-time analytics, and excellent scalability. We will capitalize on our partner-centric approach with deep and broad partner relationships to deliver differentiated cloud services. Cisco is focused on the industry-unique combination and integration of the following key areas that will drive differentiation for our cloud offerings:

- **Choice of consumption models**: Choose how to deploy cloud capabilities based on your own applications, SLAs, security needs, and business objectives. You can build your own cloud, buy infrastructure as a service (IaaS), platform as a service (PaaS), software as a service (SaaS), or select partner-hosted services from cloud providers, or take a hybrid IT approach and fuse on-premises and cloud resources.

- **Intercloud infrastructure**: Successful clouds should rest on a modular, scalable, and fabric-based common platform for physical, virtual, and cloud services. A common platform simplifies operations and management capabilities. Open and secure Intercloud workload migration is also an important requirement. Cisco Integrated Infrastructure brings together best-in-class data center technologies to simplify and accelerate deployment of cloud services. Additionally, our policy-based unified platform — which includes Cisco Open Network Environment (ONE), service management and orchestration, provisioning, and element management — enables organizations to offer an application-centric platform for the development of cloud services.

- **Intercloud applications**: Demands from users and the benefits of the cloud are changing the way IT deploys applications. Businesses want the ability to enjoy the best of on-premises solutions and the best of the cloud. Cisco enables customers to use the best solutions, and extend them to all. Connect and collaborate your way — across multiple applications and platforms, using any consumption or deployment model, with confidence and without compromise. Cisco brings together clouds and fuses cloud-based applications with on-premises applications, making them manageable and secure. This is all about putting the power of the world of many clouds to work for you with industry-leading cloud-based collaboration, network management, and web security solutions.

- **Interoperability and open standards**: An open, standards-based approach to cloud gives you the opportunity to build on a robust ecosystem of industry-leading technologies and avoid being locked into a single vendor or platform. Through participation in OpenStack — a community-led open source project backed by thousands of community members and hundreds of strategic technology partners — Cisco enables a cloud platform that helps enterprises transform their data centers.

- **Security**: Security for the cloud - The ability to provide complete end-to-end security solutions across hybrid cloud environments remains a critical success factor for the adoption of cloud services.

Security from the Cloud - As the traditional security perimeter continues to distribute, providing security from the cloud has become a new norm for customers with a distributed environment.

Cisco is an innovator in delivering security from the cloud, today we offer Cloud Web Security, Hosted Email, Advanced Malware Protection.

We can help you plan your cloud journey, identify “shadow” cloud deployments, reduce exposure to security risks, and securely extend your IT services across multiple clouds.

Platform for the IoE and Partner Ecosystem

The IoE will challenge current IT environments by requiring interconnection of trillions of things, the ability to support exponential traffic growth, and the capacity to transform enormous amounts of data into information while increasing service velocity and flexibility. All this will require new approaches. Cisco has built and will continue to develop capabilities to enable Intercloud communications. In collaboration with our partners, we are designing a cloud platform for the IoE, with a distributed network and security architecture designed for high-value application workloads, real-time analytics, and outstanding scalability.
How Our Strategy Can Help You

Our cloud strategy gives you options and an industry-leading perspective. Our expertise can help you plan, build, and manage your own winning cloud initiatives, reducing your time to market for faster ROI. We can help you:

- **Accelerate your transition**: To shorten time to value you should methodically assess and plan your journey to the cloud. A structured, vendor-agnostic approach should help you guide your transition, assess your capabilities, and determine solutions that wholly focus on your desired business outcomes, addressing the multiple layers that must be strategically aligned for moving to the cloud, whether public, private, or hybrid.
- **Deploy the right infrastructure**: We promote a modular, scalable, programmable infrastructure for cloud deployments. We enable open and highly secure Intercloud workload mobility. This approach enables you to flex your deployment choices and providers.
- **Improve business agility**: With our strategy, you’re free to choose the infrastructure, applications, and services your organization needs. More agility means more ways to increase the benefits of the cloud and accelerate your path to success.
- **Enable business everywhere**: Deploy and manage cloud applications easily, regardless of where they reside, so your employees, customers, and partners can easily do business with you anywhere and anytime.
- **Maintain future flexibility**: Open, interoperable and standards-based solutions help ensure that you can cost-effectively evolve your cloud deployments and adapt your cloud to future business needs. Do you want help with refining or redefining your cloud strategy or design? Do you want to better optimize the cloud model you have in place? In any case, Cisco Cloud Consulting Services can help.
- **Reduce risk**: We can help you plan a more secure path to cloud across on-premises and cloud-based solutions identify “shadow” cloud deployments in your organization, reduce your exposure to security risks, and securely extend cloud services across multiple clouds.

Case Studies

Cisco customers make a difference in their organizations with Cisco Cloud solutions:

Swisscom AG
- Reduced operational costs by provisioning servers in minutes rather than weeks
- Scaled to manage fluctuation in user demand without increasing IT staff
- Offered more flexible pay-per-use billing options to cloud customers

D+M Group
- Bridged silos between brands and divisions and transformed organizational culture across 2000 employees in 45 countries
- Made it easier to collaborate, make decisions, exchange information, and innovate from anywhere in the world
- Lowered 3-year TCO for communications at headquarters by 72 percent

Aegis Media
- Application performance improved by 100 percent
- Tenfold increase in disaster recovery capability
- Savings of 20 percent on infrastructure, 30 percent on power, and 50 percent on space

For additional case studies, please visit the Cisco Case Studies website.

Why Cisco?

On your journey to the cloud, go with an industry leader and a proven strategy. Customers working with Cisco to plan, build, and manage their cloud initiatives have reduced TCO by more than 50 percent, enabled more efficient resource utilization, reduced TCO of collaboration applications by 15 to 23 percent, and accelerated revenue attainment through new business models. Cisco’s cloud strategy provides industry-leading perspective and expertise so that you can increase your cloud success.2

For More Information

For more information about how you can put our strategy to work for you, read about the Cisco Cloud portfolio at www.cisco.com/go/intercloudfabric.

---

2 Actual results and performance may vary.