



# Cisco Powered Infrastructure as a Service for Cloud Providers

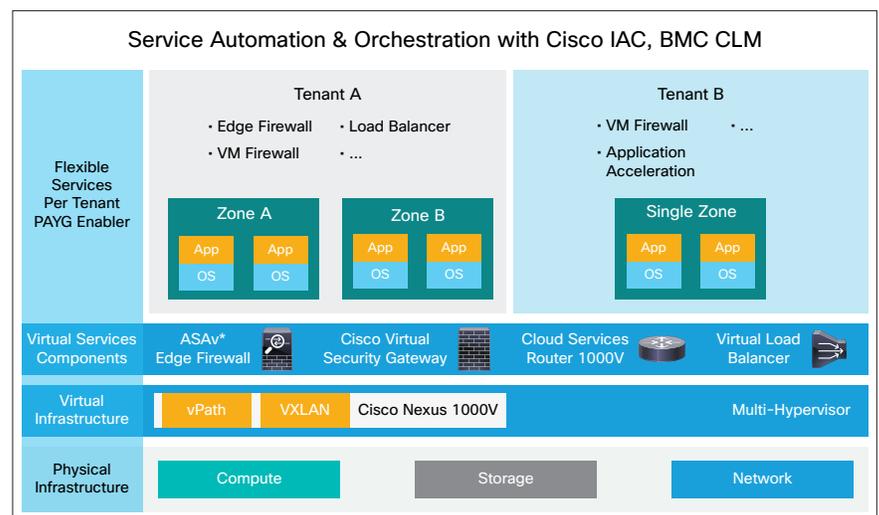
## Empower Your Customers with On-Demand Scale and Flexibility

Imagine being able to offer your customers IT resources that flex according to their business needs. Resources that are ubiquitously available, easily accessible, highly secure, and cost effective for your customers - and highly profitable for you.

Infrastructure as a service (IaaS) is one of the most widely adopted cloud computing services, providing computing on demand through shared storage, hardware, servers, and networking components. And Cisco Powered™ Infrastructure as a Service (IaaS) empowers cloud providers like you to deliver best-in-class, flexible and scalable cloud solutions that deliver value for both you and your customers.

With Cisco® Virtualized Multitenant Data Center (VMDC) and Virtualized Services Architecture (VSA), Cisco offers scalable and differentiated services that you can provide to your customers. For a fraction of typical startup costs, you can quickly build a suite of IaaS service offerings that can help you create new revenue streams, differentiate your business, and pull ahead of the competition (Figure 1).

**Figure 1.** Cisco VMDC VSA Scalable, Flexible, Pay-as-You-Go Architecture for Cisco Powered IaaS



## Cisco IaaS Solution Benefits

- Empowers you to create new revenue opportunities by bundling multiple services in a fully validated design
- Increases end-customer retention by providing secure VPN and firewall services, and enabling transparent resource reservation, monitoring, and management capability to tenants with enterprise-class SLAs
- Reduces your startup costs by 80%, and lowers TCO by 10% at scale
- Allows flexible planning: no need to know tenant mix of containers in advance
- Enables highly secure implementation, per virtual machine, server, and edge firewall functions
- Provides a highly scalable offering that allows for elastic capacity expansion

## IaaS Gives Your Customers Greater Agility without Compromise

While most enterprises are looking to reduce IT costs and increase business agility – without compromising their operational models and security – few have the tools or resources to flex IT capacity to match demand. That’s why so many are turning to cloud providers for IaaS solutions.

Cisco Powered IaaS solutions deliver the network, compute, storage, security, and virtualized environments your customers need for load balancing, application acceleration, and more.

That means your customers can focus on application validation and core business needs, without the added burden of reconfiguring their infrastructure and IT services. And since you can deliver services in multiple locations or geographies, they’ll also benefit from having their cloud-based IaaS solution in the same regions as their operations.

Plus, with the additional monitoring and service-assurance capabilities provided by Cisco Powered IaaS, both you and your customers will benefit from “pay-as-you-grow” capabilities.

## Why Cisco?

Cisco is a leading provider of single, unified infrastructures for the entire managed and cloud services portfolio. The Cisco cloud portfolio builds, manages, and connects all types and sizes of public, private and hybrid clouds. Our portfolio combines unified data centers and cloud intelligent network and cloud applications – all of the critical enablement services that help ensure that your solution is not just operational, but profitable.

## Build and Grow with Confidence Using Cisco Powered IaaS Architecture

Cisco IaaS architecture is based on a strict engineering design, test, and implementation methodology (Cisco Validated Designs), and built with best-in-class physical and virtual services elements. It also:

- Delivers an excellent out-of-the-box service experience
- Includes design and scale points, with examples and guidance for designing, implementing, and configuring various deployments
- Provides a prevalidated container model, fully integrated and tested for many tenant and application services needs
- Supports up to 4000 tenants in a single easy-to-buy and easy-to-manage VMDC pod
- Helps ensure highly secure implementation per virtual machine, server, and edge firewall functions
- Enables automation, orchestration, and monitoring across the entire infrastructure, on a per-tenant basis

## Solid Foundations for Growth and Success

### IaaS Case Study Highlights

CenturyLink creates a new class of enterprise cloud services: [http://www.cisco.com/c/dam/en/us/solutions/collateral/switches/catalyst-6500-series-switches/external\\_cs\\_savvis.pdf](http://www.cisco.com/c/dam/en/us/solutions/collateral/switches/catalyst-6500-series-switches/external_cs_savvis.pdf)

Cable and Wireless Worldwide takes customers to the cloud with flexible computing: [http://www.cisco.com/c/dam/en/us/solutions/collateral/data-center-virtualization/data-center-virtualization/C36\\_690759\\_01\\_CWW\\_Takes\\_Customers\\_Cloud\\_Flexible\\_Computing\\_cs\\_v3a.pdf](http://www.cisco.com/c/dam/en/us/solutions/collateral/data-center-virtualization/data-center-virtualization/C36_690759_01_CWW_Takes_Customers_Cloud_Flexible_Computing_cs_v3a.pdf)

PhoenixNAP service provider offers infrastructure as a service in minutes: [http://www.cisco.com/c/dam/en/us/solutions/collateral/switches/catalyst-6500-series-switches/phoenix\\_minutes.pdf](http://www.cisco.com/c/dam/en/us/solutions/collateral/switches/catalyst-6500-series-switches/phoenix_minutes.pdf)

Cbeyond builds new cloud infrastructure for SMBs: <http://www.cisco.com/web/services/it-case-studies/docs/cbeyond-cloud-data-center-case-study.pdf>

## Next Steps

Get started with Cisco Powered IaaS today. Learn more about the Cisco Powered IaaS architecture and other cloud solutions at [www.cisco.com/go/cloud](http://www.cisco.com/go/cloud). For information about the Cisco Powered and Cisco Cloud and Managed Services programs, visit [www.cisco.com/go/ciscopowered](http://www.cisco.com/go/ciscopowered).