Cisco Business Cloud Advisor Workshop

Benefits

- **Gain concrete guidance** to implement the right cloud solution for your business, based on unbiased global market research.

- **Learn what works** from independent analysis of companies like yours that have successfully adopted cloud services.

- **Get the most from your investments** by understanding where a cloud environment will have the most impact in your business.

- **Increase confidence in your plan** by comparing your multicloud readiness with that of other companies in your industry and region.

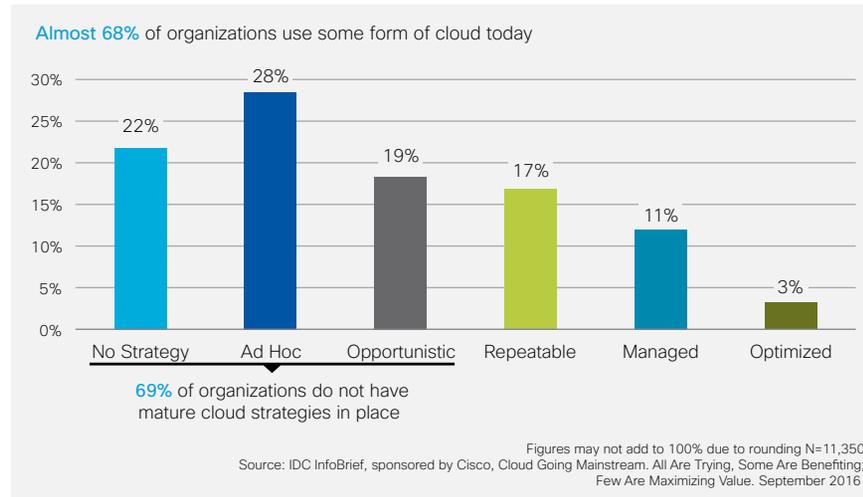- **Accelerate your adoption and reduce risk** as you expand your cloud environment.

Embrace the Cloud with Confidence

You've heard all about what the cloud can do for your business — improve agility, accelerate time to market, increase cost savings. You get it. You're on board. However, with almost 68% of organizations using some form of cloud, few companies (2.9%) have optimized cloud strategies in place (Figure 1).

What are the barriers you need to overcome to get more value from your multicloud environments? Can you optimize the placement of applications across multiple cloud deployment models? What are the industry best practices and what results have they been able to yield?

The Cisco® Business Cloud Advisor framework, developed in collaboration with the leading analyst firm International Data Corporation (IDC), can help you answer these tough questions. The framework draws on independent primary market research into cloud adoption from more than 6100 organizations across 31 countries. It provides concrete guidance on what you need to do to implement the right cloud environment for your business.

Figure 1. Most Organizations Are Still Attempting to Optimize Their Cloud Strategies

Almost 68% of organizations use some form of cloud today

69% of organizations do not have mature cloud strategies in place

Figures may not add to 100% due to rounding N=11,350
Source: IDC InfoBrief, sponsored by Cisco, Cloud Going Mainstream. All Are Trying, Some Are Benefiting; Few Are Maximizing Value. September 2016

Craft a Multicloud Strategy for Greater Business Impact

Cisco Business Cloud Advisor provides an independently sourced, data-driven framework to help you make business and IT decisions best navigate multicloud environments. The program is based on unbiased primary research conducted by IDC, examining thousands of businesses worldwide that are successfully implementing private, and hybrid clouds in their IT environments.

Together, Cisco and IDC analyzed organizations across different industries, company sizes, and geographies to identify the cloud deployment characteristics that correlate with better business outcomes. Using these insights, Cisco and our qualified partners can help you identify the steps that businesses like yours are taking to successfully implement cloud computing in their environments. We can help you map out a concrete multicloud adoption strategy backed by our broad portfolio of cloud solutions, customized for where your business is today, where you want to go in the future, and at the pace you want to get there.

Figure 2. Cisco Business Cloud Advisor Helps You Make Decisions Based on a Broad Global Perspective

6100+ Organizations
31 Countries

As a result of a Cisco BCA workshop, we can help you:

- Assess your multicloud adoption capabilities
- Benchmark your cloud adoption against other businesses and IT organizations in your industry and region
- Gain insights into the specific areas in which cloud can benefit your business
- Identify gaps and opportunities for improvement, with strategic guidance from IDC analysis and Cisco professionals
- Continuously improve your strategy to expand cloud adoption — at your own pace, and on a path customized for your priorities and business objectives

Next Steps

Ready to get started? Submit a request to be considered for a complimentary Cisco BCA Workshop.

Visit www.cisco.com/go/bca to learn more about what Cisco Business Cloud Advisor can do for your organization.

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