

Collaborative Professional Services Cloud Consumption Assessment Service



Public cloud services are being adopted rapidly because they make good business sense. They help organizations become more agile, cut costs, and reduce complexity. However, the transition to cloud has led to “shadow IT”. We’ve found that typically 5 to 10 times more cloud services are being used by employees than IT knows about.

The sharp rise in unauthorized cloud services puts data at risk if cloud service providers don’t meet policy or security standards. And costs rise, since companies can’t take advantage of bulk pricing or other discounts and may be using redundant services. It is also becoming more difficult to manage multiple cloud vendors.

With Cisco® Collaborative Professional Services (CPS) Cloud Consumption Assessment, you can help your customers illuminate their organization’s shadow IT. In this one-time assessment, your customers will find what public cloud services are being used by their organization and who is providing them. You can also help them see the whole picture of their organization’s cloud usage and take steps to reduce costs and risks.

How Customers Benefit

With the Cisco CPS Cloud Consumption Assessment, you can help your customers:

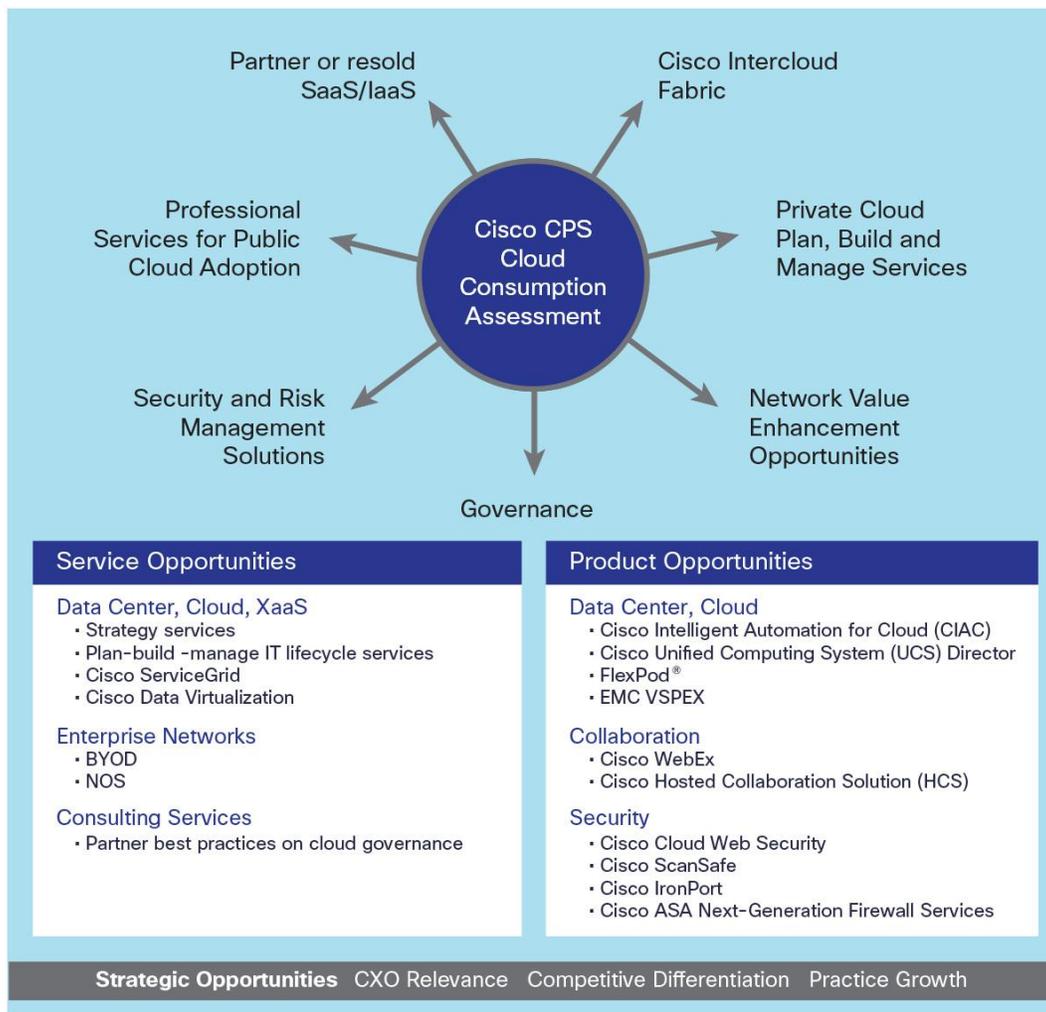
- **Understand how cloud services are being used in their organization**, by discovering unknown and unauthorized cloud services
- **Manage risks**, by finding security and compliance issues
- **Reduce costs**, by determining what they’re really spending on cloud and finding ways to consolidate or discontinue services
- **Become more agile**, by using best practices to manage cloud service providers as well as governance processes that help customers launch cloud services faster
- **Work better with their lines of business**, by understanding why they’re using certain public cloud services

Partner Benefits

The assessment service provides you with deep analytics on how your customers are using cloud and helps you become a trusted cloud partner. The service will help you:

- Elevate your relevance with executive-level and line-of-business decision makers by enabling credible, data-driven conversations regarding a customer's cloud and data center strategy
- Help the CIO become a broker of cloud services internally to lines of business
- Maintain relevant account control points in cloud, on-premises software, and infrastructure discussions
- Assist in planning a competitive cloud strategy to counter pressures from Amazon, Google, and other public cloud providers
- Position Cisco and partner-managed cloud services
- Develop new cloud revenues
- Identify new product sales and professional services opportunities as shown in Figure 1

Figure 1. The CPS Cloud Consumption Assessment Opens the Door for Strategic Services and Product Sales Opportunities

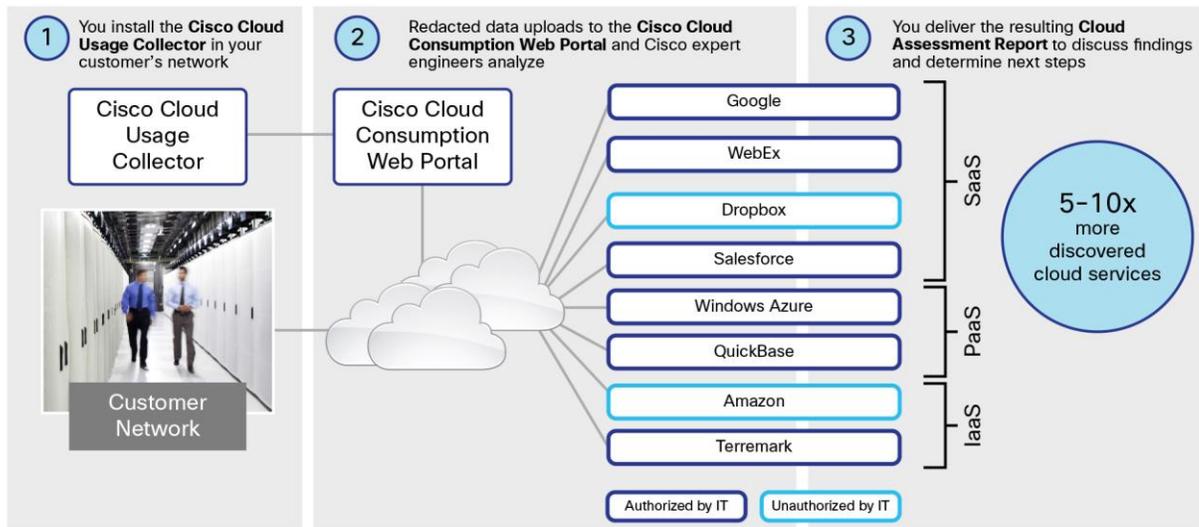


Service Details

The one-time assessment includes a cloud readiness assessment, cloud consumption discovery, web portal access, and cloud usage assessment report. The partner will place data collection tools in a customer's network to detect cloud usage. The information collected is available to the customer and partner on an easy-to-read, customizable dashboard.

To help you understand how your customer is using cloud services, we observe network traffic from specific routers and switches over four weeks. Cisco experts identify the cloud service providers being used by their employees, their categories, risk profiles, and traffic volumes, as shown in Figure 2. Customers can explore and analyze this information using a customizable web-based dashboard.

Figure 2. The Assessment Service Shows You How Cloud Services Are Being Used in Your Customer's Organization



Service Report Details

The assessment report highlights the findings of an organization's cloud usage and provides recommendations to help reduce costs and risks. The report includes:

- Cloud usage analysis
 - Cloud services accessed by employees (category, traffic volume)
 - Over- and underused cloud services
 - Recommendations and best practices to improve cloud service provider management
- Risk profile
 - Risk ranking for each cloud vendor and analysis by category
 - Recommendations for reducing security risks and financial and brand exposure
- Financial analysis
 - Overall cloud spending
 - Potential cost savings
 - Multiple cost avoidance scenarios

Service Types

Two versions of the service are available, depending on the size of your customer's organization. Table 1 describes each offer.

Table 1. Service Types

Service	SKU	Network Complexity and Size	Deliverables	Eligibility
CPS Cloud Consumption Assessment - for Small Enterprises	ASF-CPSA-CACC	One instance of data collection software covering an enterprise of up to 5000 employees	Cloud consumption assessment report	Aligns with eligibility for product resale
CPS Cloud Consumption Assessment - for Medium Enterprises	ASF-CPSA-CACCM	Three instances of data collection software covering an enterprise of 5000 up to 15,000 employees	Cloud consumption assessment report	Aligns with eligibility for product resale

Engagement

The service is delivered remotely from Cisco's Centers of Excellence. The project will begin within seven business days of order placement. The partner is responsible for all project management activities with the end customer.

Table 2 outlines the roles and responsibilities of Cisco and the partner in delivering the service.

Table 2. Roles and Responsibilities of Cisco and Partner

Activities	Owner	Description
1	Cisco	<ul style="list-style-type: none"> • Cisco project manager schedules and conducts the project kickoff with partner. • Cisco project manager creates and publishes the project schedule.
2	Partner and customer	<ul style="list-style-type: none"> • Partner works with the customer to familiarize customer with the service, set expectations, and collect information about the customer network.
3	Partner	<ul style="list-style-type: none"> • Partner downloads, installs, and configures the collector software.
4	Partner	<ul style="list-style-type: none"> • Partner runs the collector software on the customer's network for four weeks. • Partner monitors the dashboard and data collectors to make sure that Cisco is receiving cloud usage data.
5	Cisco	<ul style="list-style-type: none"> • Cisco network engineers analyze the uploaded data using Cisco methodologies. • Cisco produces the reports with recommendations.
6	Partner	<ul style="list-style-type: none"> • Partner reviews the reports, adds partner recommendations, and creates final reports for the customer.
7	Partner and customer	<ul style="list-style-type: none"> • Partner and customer review the final reports together, agreeing on recommendations to implement.
8	Partner	<ul style="list-style-type: none"> • Partner reviews the feedback and next steps with the customer.

Collector Requirements

The service uses the Cisco Cloud Usage Collector, which captures data from the customer's network. Partners will be provided with instructions for downloading and installing the software and monitoring automated uploading of data from the collector to the web portal for analysis by Cisco network engineers.

The customer needs to provide Linux servers or virtual machines with the following hardware and software requirements to run the data collection tool:

- CPU: 4-core Intel® Xeon® 3 GHz or better
- RAM: Recommended 32 GB, minimum 16 GB
- Disk: 1TB
- OS: CentOS 6.4
- Required access to cloud server: Port 8080

Cloud Consumption Resale Opportunities

Many customers are looking for help in governing their cloud adoption. Cisco Data Center Optimization for Cloud Consumption Service provides the tools and information customers need to manage cloud services from end to end and gain more control over their cloud usage. The one-year subscription helps customers implement processes and tools to govern cloud services, continually assess what public cloud services are being used in a customer's business, and reduce their risks and costs. We'll also help customers design and implement a hybrid cloud service strategy. In addition, we help establish an organizational model to manage their cloud usage. And we create a cloud technology and budget roadmap so they can deliver cloud services faster and be more responsive to business needs. This offer is available for resale by partners.

We also offer Cisco Data Center Assessment for Cloud Consumption Service for resale by partners who prefer not to undertake collaborative delivery. This service is a one-time assessment that, like the CPS version, reveals what cloud services are being used in a customer's business and clearly details their cloud usage, costs, and risks.

To learn more about Cisco Data Center Assessment for Cloud Consumption Services, visit <http://www.cisco.com/go/cloudconsumption>.

Why Cisco?

With Cisco Services, you'll know more, save more, and innovate more.

Cisco has decades of experience in networking, network fabrics, and data centers. Now we are using that experience to help our customers with leading cloud solutions. According to IDC analysts and buyer perception, Cisco is an IDC MarketScape "Major Player" worldwide for cloud professional services ^[1] and a "Global Leader" for cloud support services. ^[2] Our cloud services are based on best practices established by Cisco IT, which has managed more than 1,000 cloud service providers for more than a decade.

Cisco has 30 years of experience. More than 50 million installed devices. And 6 million customer interactions each year. Delivered by Cisco and our Cisco channel partners, Cisco service engagements have resulted in measurable business gains:

- Partners who resell Cisco Services find their overall services margins are 11 to 23 percent higher and their professional services margins are 14 to 26 percent higher. ^[3]
- Partners who sell and deliver Cisco Collaborative Services find that for every \$1 in Cisco Collaborative Services purchased, they generate an incremental \$5 in their own services and \$9 in Cisco technology sales.
- Customers who have deployed solutions led by Cisco Data Center Services have achieved benefits such as:
 - 15 to 20 percent faster acceleration to revenue
 - 30 percent lower infrastructure costs
 - 50 percent faster disaster recovery
 - 90 percent reduction in deployment time.

^[1] [IDC MarketScape](#): Worldwide Cloud Professional Services 2013 Vendor Analysis.

^[2] [IDC MarketScape](#): Worldwide Datacenter Hardware Support Services 2013 Vendor Assessment.

^[3] Cisco Global Touch Survey, 2012.

For More Information

For more information about Cisco Services for data center and cloud, visit

<http://www.cisco.com/web/partners/services/solutions/data-center/index.html> for Cisco Collaborative Services and <http://www.cisco.com/go/dcservices> for Cisco Branded Services.



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