Partnering With Cisco in a World of Many Clouds

Jeff Spagnola
VP, Global Cloud GTM

Cisco live!

Agenda

Market Trends

Vision and Strategy

Q & A

Business and IT is Undergoing Significant Change

Changing Customer Expectations

- IT needs to deliver **business outcomes**
- Customers expect vendors to have **"more skin in the game"** now
- Lower **TCO with simplicity and flexibility**
- **Protect Data/IP** and lower cost of compliance

Shift to "ITaaS" Model

- Internet of Everything
- On-demand, agile, service-oriented IT
- Fast IT: Faster delivery models for legacy and new application workloads
- IT as a cloud aggregator/broker

Shift to "ITaaS" Model

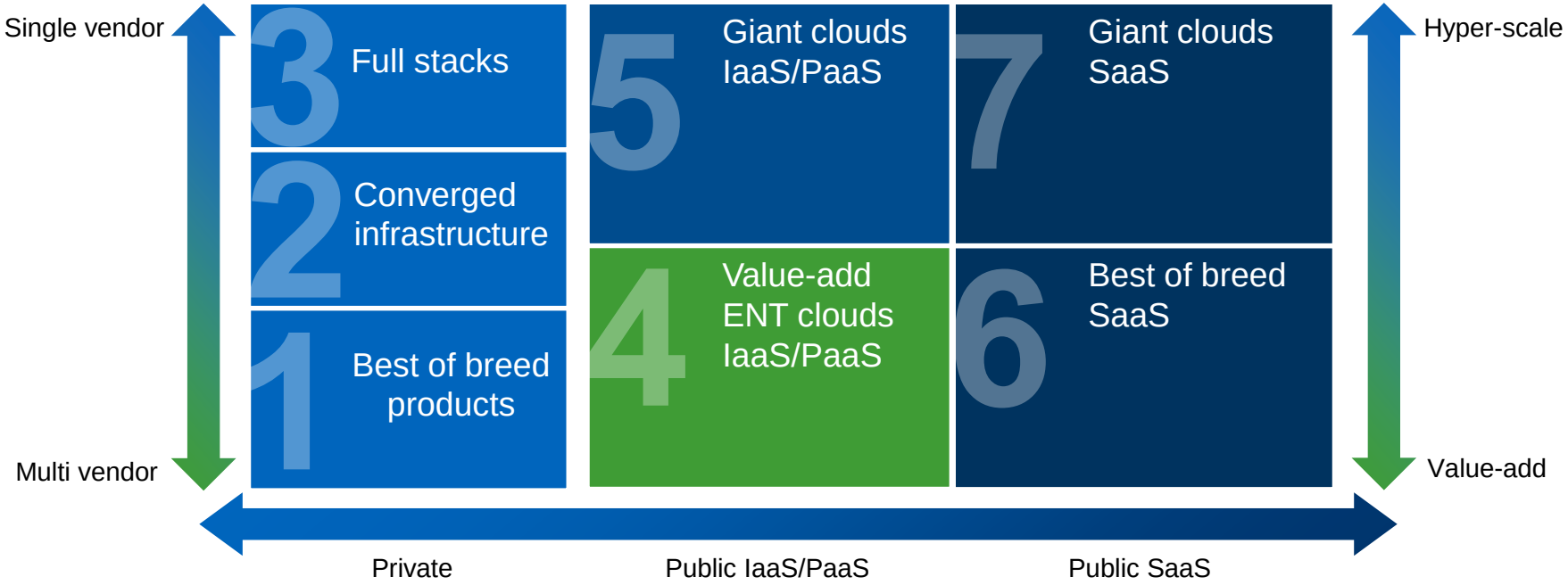
- Tech evolution (SDX, NFV)
- Cloud Enablement platform
- Hybrid & Federated consumption models
- Opensource software – Openstack, Big Data (Hadoop / No SQL)
- New web scale out architectures

Customers want to engage and consume IT services differently

© 2014 Cisco and/or its affiliates. All rights reserved.

The Evolving Cloud Landscape

For each workload, an organization can choose from multiple options



© 2014 Cisco and/or its affiliates. All rights reserved.

Hybrid Cloud Relevance Growing…

Top Ten Strategic Technology Trends for 2014

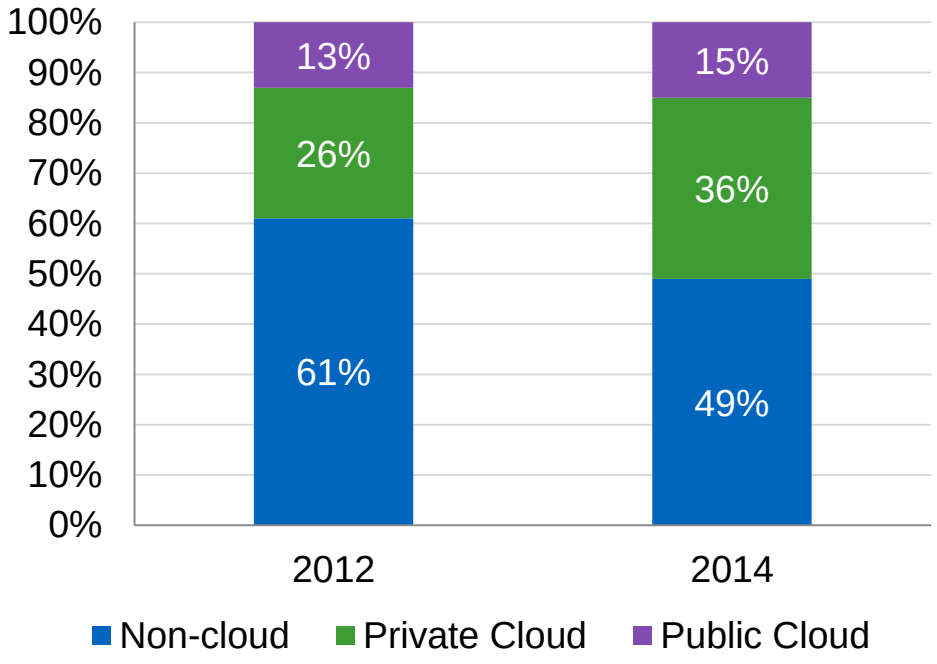
- Mobile device diversity and management
- Mobile apps and applications
- The Internet of Everything
- Hybrid Cloud and IT as a Service broker
- Cloud/Client Architecture
- The era of Personal Cloud
- Software defined anything
- Web-scale IT
- Smart Machines
- 3D printing

© 2014 Cisco and/or its affiliates. All rights reserved.

Private and Public Clouds Spending Increases

Private Clouds Will See the Largest Increase in IT Budget Allocation (+10% from 2012 to 2014)

IT Budget Allocation to Public, Private Clouds



IDC Survey of Enterprise Customers

2012, IT budget allocation

- 26% of IT - private clouds
- 13% on public clouds
- 61% on traditional on-premise

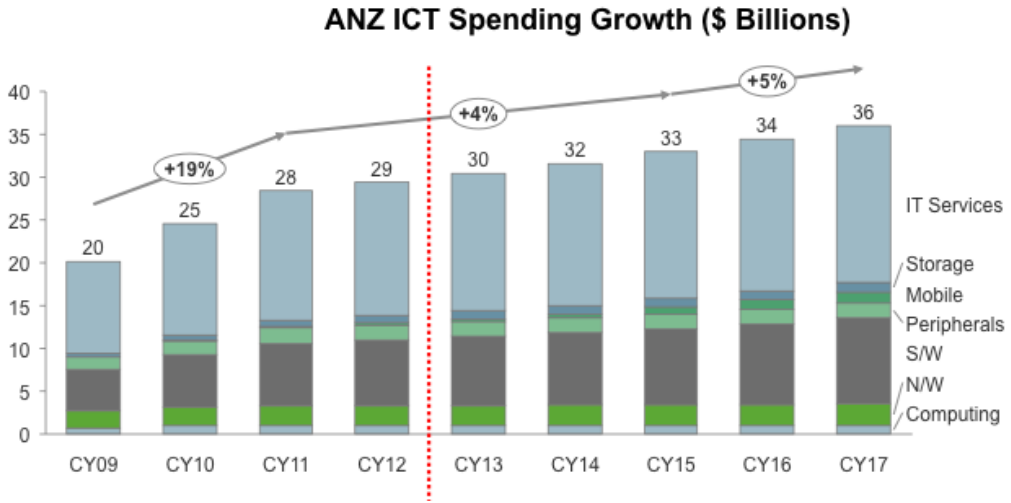
2014, IT budget allocation

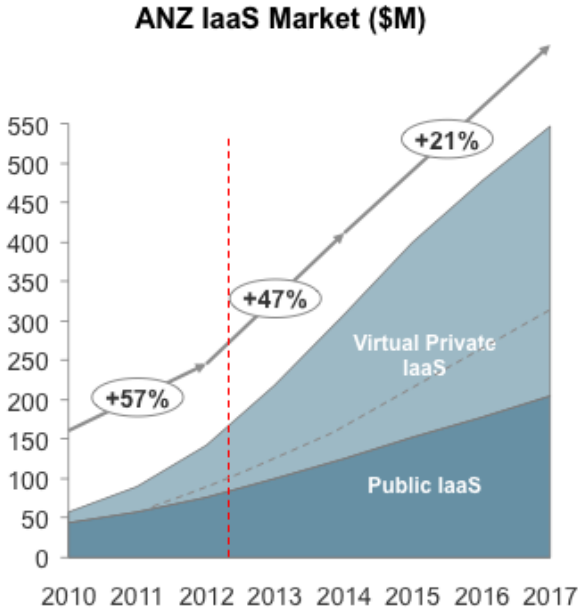
- 36% of IT – private clouds
- 15% on public clouds
- 49% on traditional on-premise IT

Source: IDC, BofA, Merrill Lynch, Global Research

© 2014 Cisco and/or its affiliates. All rights reserved.

ANZ Traditional ICT versus IaaS

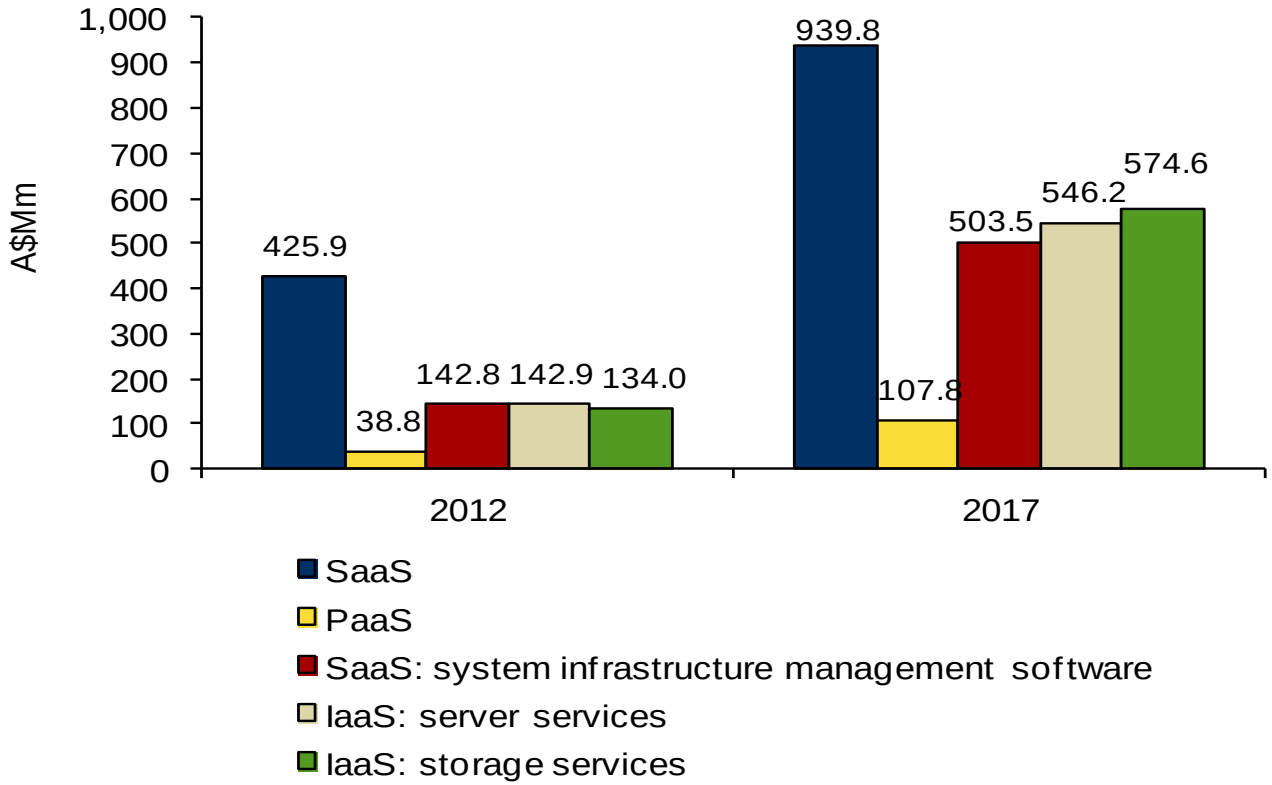




Source: IDC, Gartner and Cisco internal analysis

© 2014 Cisco and/or its affiliates. All rights reserved.

Australia Cloud Services Estimated Market (includes VPC)
2012 and 2017 (~25% CAGR)



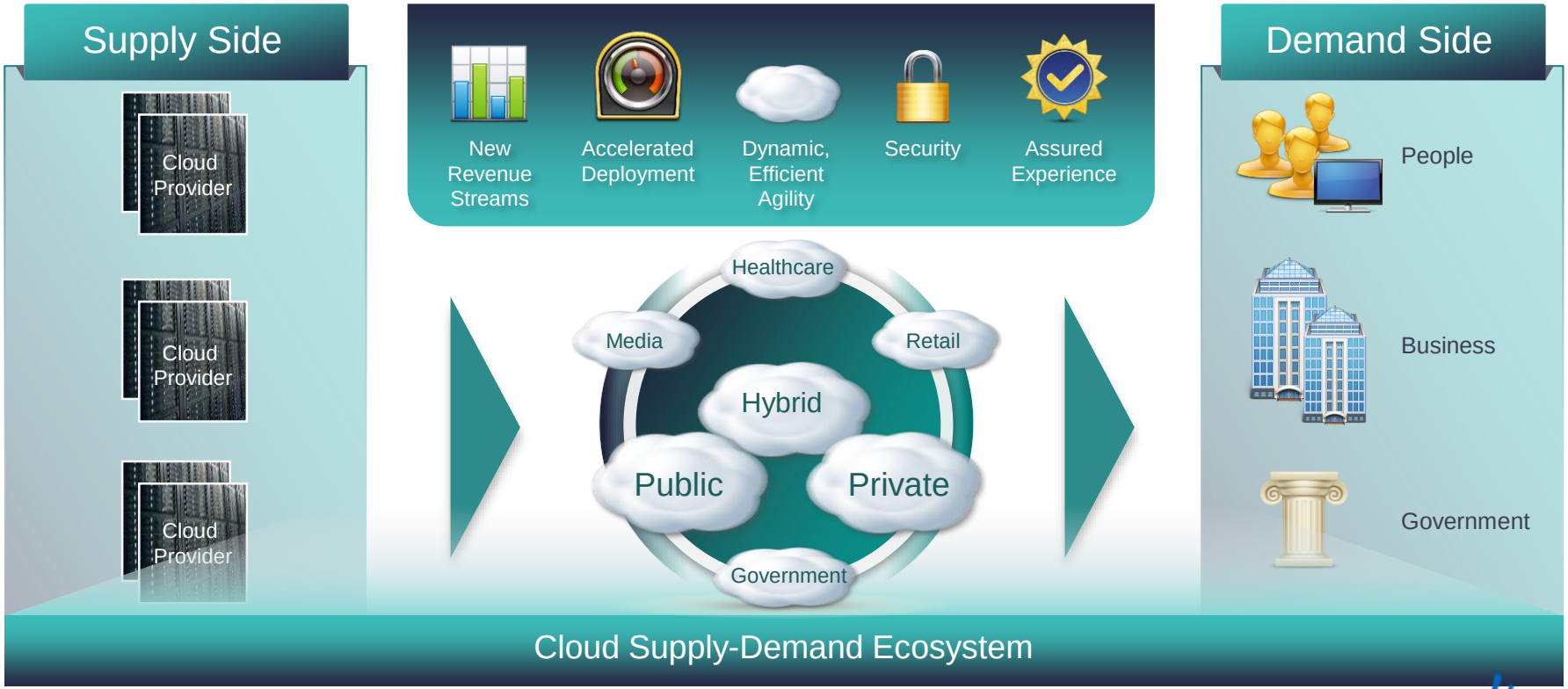
Source: IDC Australia Cloud Services, 2013-2017, Analysis and Forecast

Cisco live!

Agenda

Market Trends | Vision and Strategy | Q & A

Tomorrow's IT—World of Many Clouds
Enabling the Cloud's supply-demand ecosystem

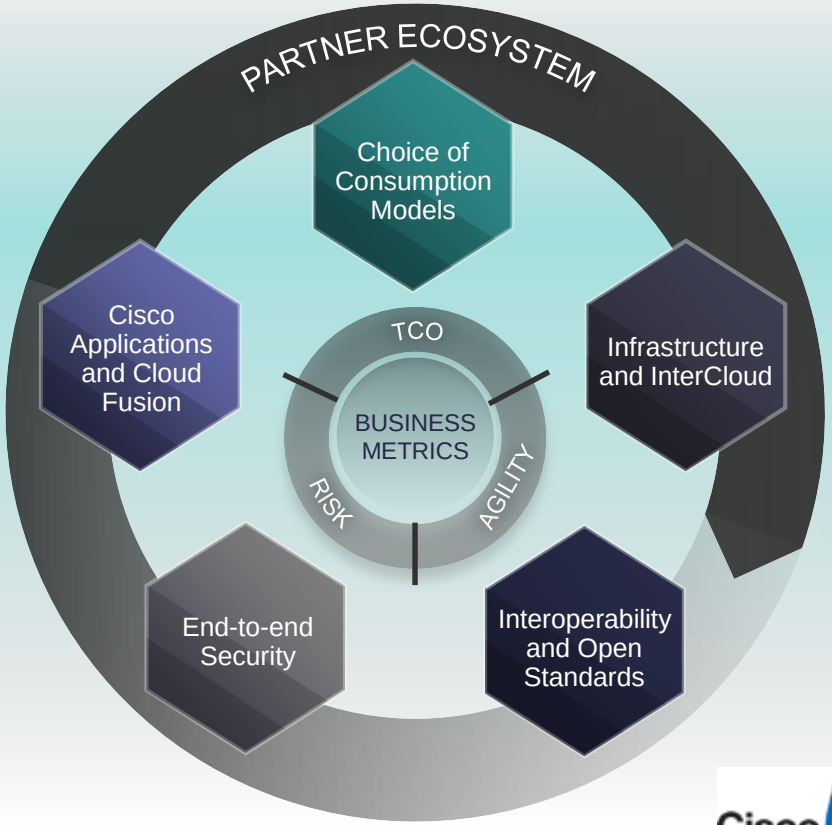


Cisco Cloud Strategy

Provide SaaS Services in Selected Categories

Enable Cloud Providers to Deliver Differentiated Cloud Services

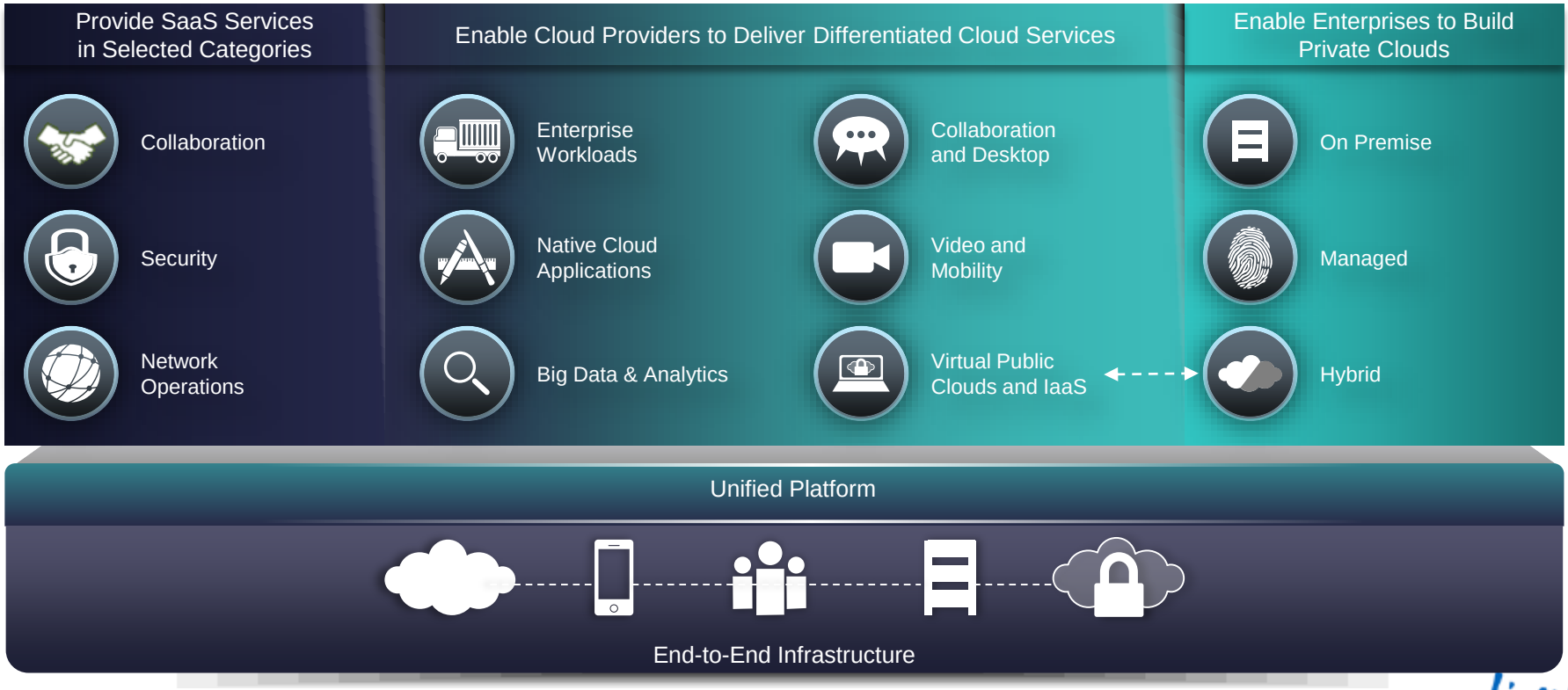
Enable Enterprises to Build Private Clouds



© 2013-2014 Cisco and/or its affiliates. All rights reserved.

Cisco live!

Cisco Cloud Strategy



© 2013-2014 Cisco and/or its affiliates. All rights reserved.

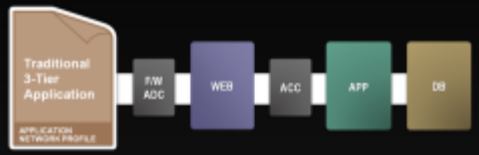
Cisco live!

ACI Building Blocks

OPEN RESTFUL APIS
CENTRALIZED POLICY MODEL
OPEN SOURCE

INDUSTRY LEADING ECOSYSTEM

CONTROLLER

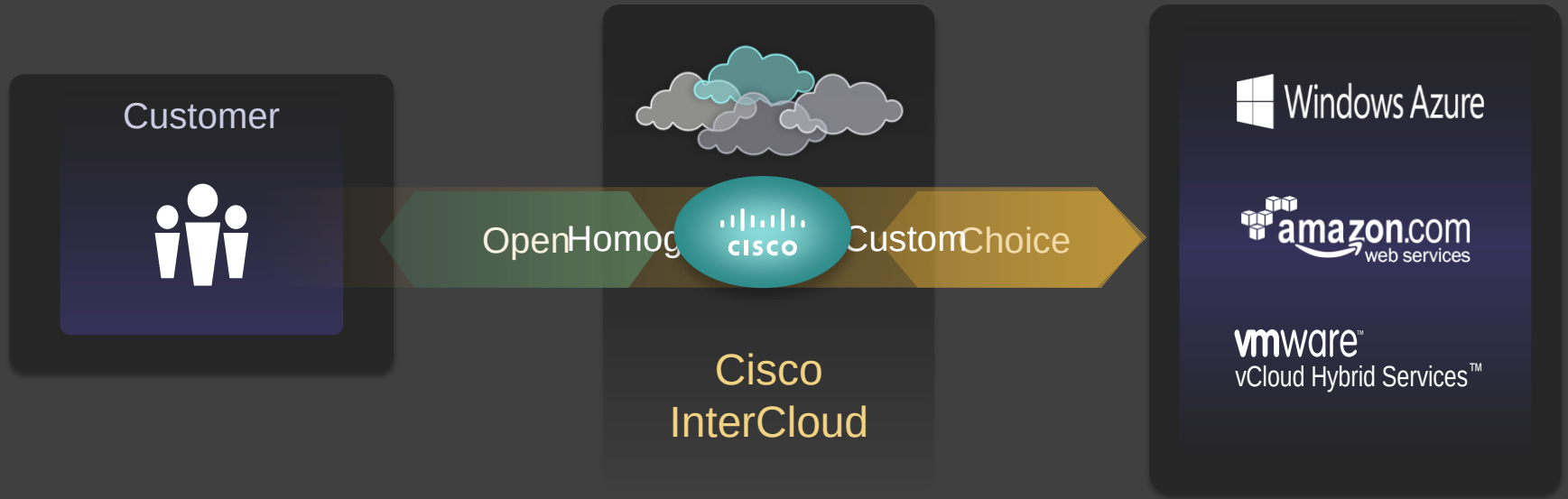


POLICY MODEL

ACI

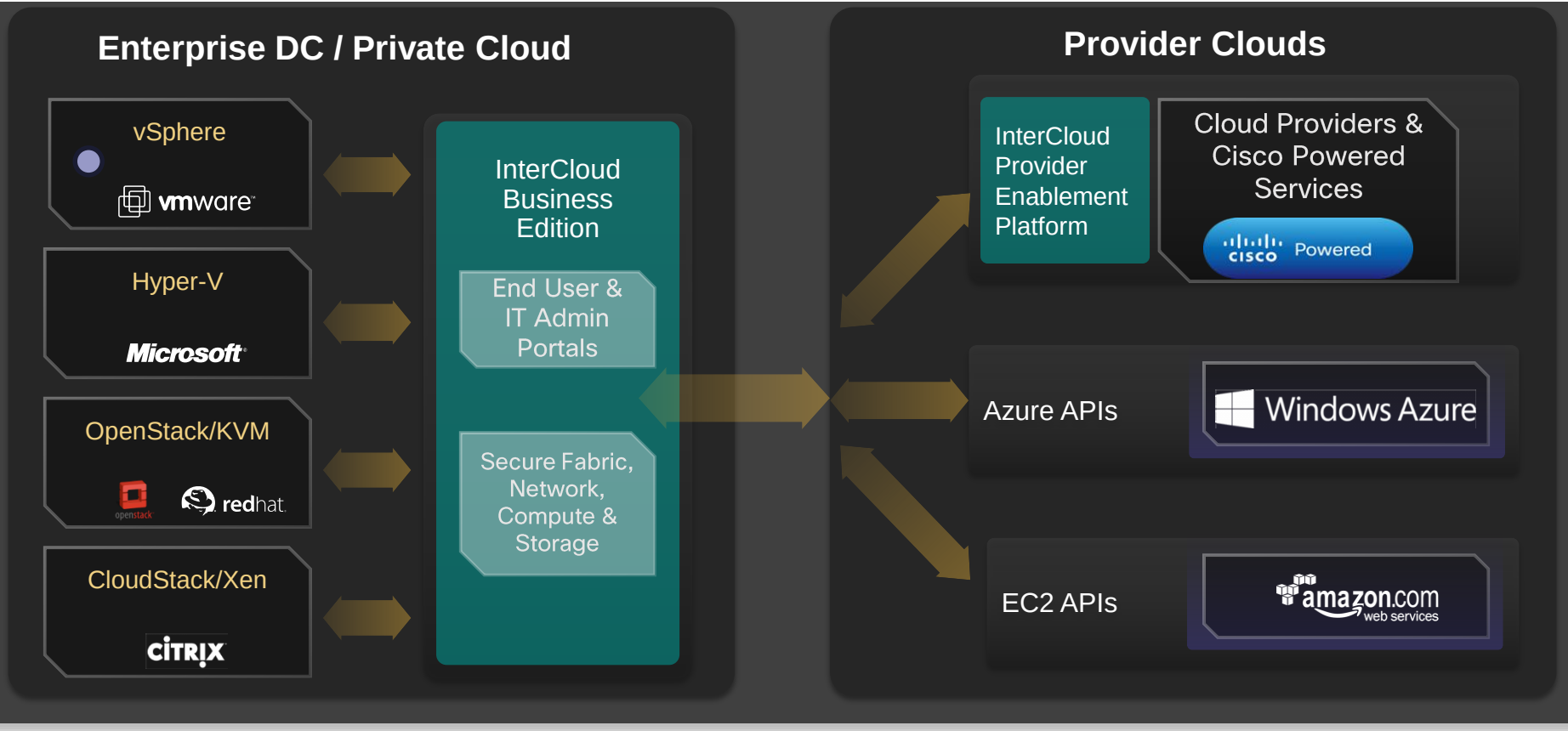
© 2014 Cisco and/or its affiliates. All rights reserved.

Cisco Hybrid Cloud Approach



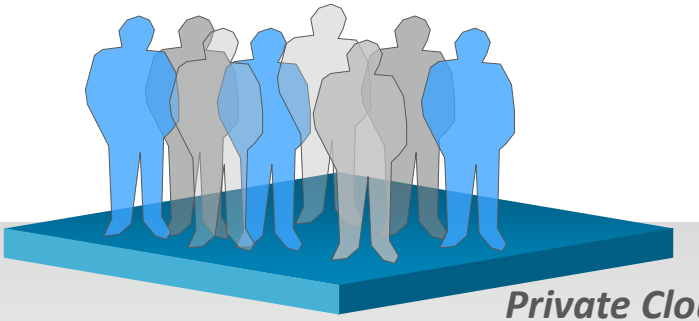
© 2013-2014 Cisco and/or its affiliates. All rights reserved.

Cisco InterCloud Solution Overview

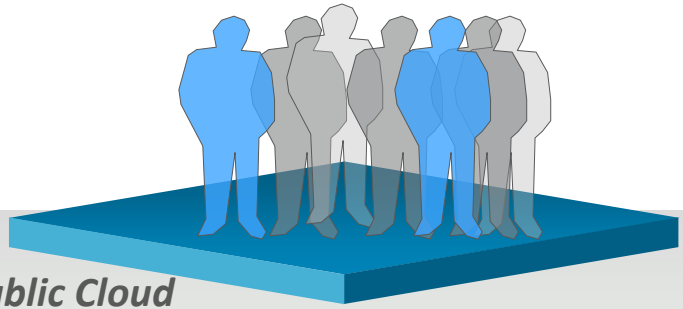


Partner Centric GTM Strategy

Demand Side



Supply Side



Private Cloud *Hybrid Cloud* *Public Cloud*

Collaboration	Data Center / Virtualization
Borderless Networks	Other Enterprise Applications

XaaS

VXI

HCS

IaaS

Application Centric Infrastructure

© 2014 Cisco and/or its affiliates. All rights reserved.

Cisco's Cloud Partner Program

Cisco Powered

Cloud Builder

Build and Sell Cisco-Centric Clouds to Customers and Cloud Providers

Cisco Master Cloud Builder Partner

Cloud Provider

Manage and Sell Cisco-Powered Cloud Services to Customers

Cisco Master Service Provider

Cisco Powered

Cloud Services Reseller

Resell Providers' Cisco-Powered Cloud Services to Customers

Cisco Powered

{ Supply } { Demand }

Partners can participate in one or more models

© 2013-2014 Cisco and/or its affiliates. All rights reserved.

Cisco live!

Cisco Powered Cloud and Managed Services

Not All Clouds Are Created Equal ≠

Cisco Powered is The Cloud Standard
From The Leader In Networking

Faster Time to Value
- Proven Cisco validated architectures
- Solutions to connect providers and consumers
- Lifecycle of professional services

Assured Performance
- End-to-end secure, reliable operations
- Third-party audited solutions
- Documented cloud scalability

Continuous Innovation
- Reputation for leading technology transitions
- Commitment to open standards
- Highest percentage of R and D investment-to-revenue

Cisco Powered services enable you to connect to the cloud with confidence

© 2013-2014 Cisco and/or its affiliates. All rights reserved.

Cisco live!

Australian and New Zealand Cisco Powered Cloud Offers

© 2014 Cisco and/or its affiliates. All rights reserved.

Summary and Calls to Action

1. Cloud momentum is accelerating
2. The market is evolving to a World of Many Clouds
3. Cisco has the platform and strategy to enable cloud providers
4. Invest in software and business process skills for cloud and SDN migration
5. Lets Win Together

Agenda

Market Trends

Vision and Strategy

Q & A

CISCO
TM