

Partner Insight  
at **Cisco** *live!*

# The Hybrid: Current and Future State of Data Centre Convergence

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# Agenda

- 1 Our Opportunity in the Digital World
- 2 Making the Infrastructure Smart:  
Cisco Data Centre Strategy
- 3 Continued Innovation:  
Cisco Data Centre Portfolio
- 4 Shared Velocity: Helping You Succeed

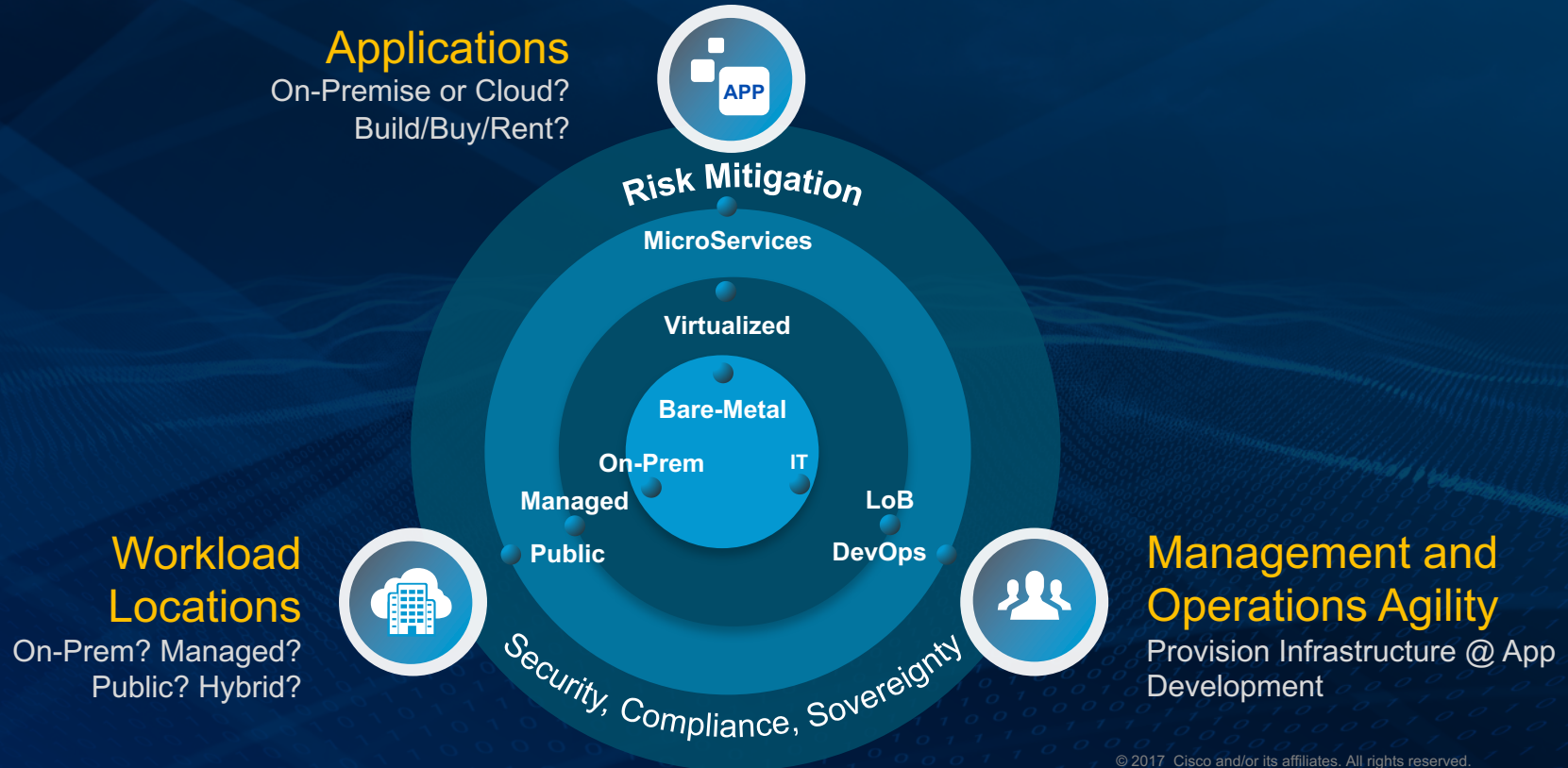




# Digital World

## And What That Means for the Data Centre

# Impact of Digital Transformation on IT





# Our Customers' Journey

And will use public cloud, so going with hybrid cloud



Move workloads securely

Build a common policy model

Easy to use for business users

Edge: Push Policy Model

Will I Do it On-Prem in a Private Cloud



Security Everywhere

I want it Open and Automated

Policy

Analytics Everywhere

Help Me Modernize, Make it Simple

Network / L4-7

Compute

Data Center

Storage

Security

# Making the Infrastructure Smart

## Cisco Data Centre and Cloud Strategy



# ASAP

*Analyze.*

*Simplify.*

*Automate.*

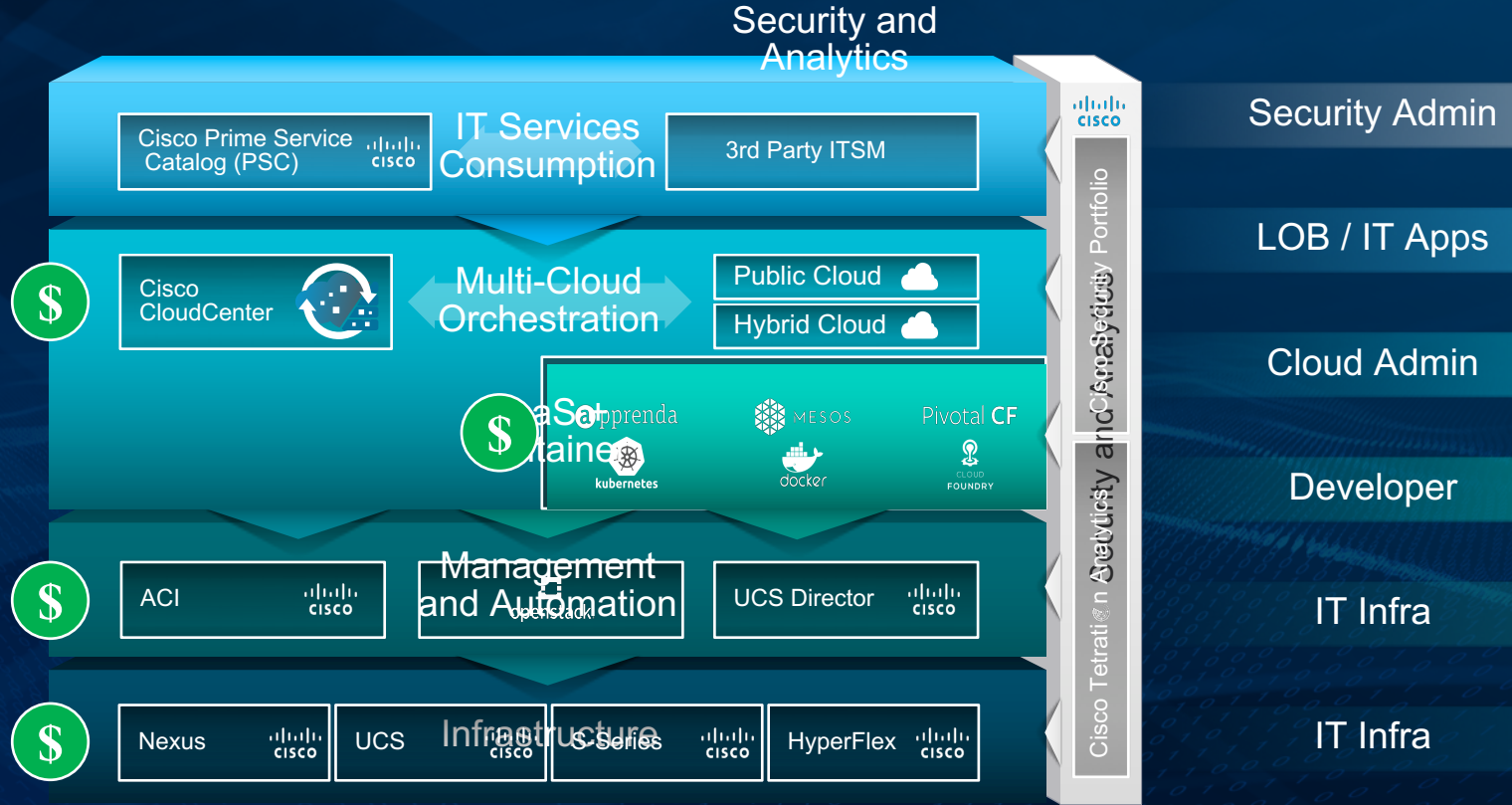
*Protect.*

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Provision Infrastructure, ASAP. Mitigate Risk, ASAP. Scale Performance, ASAP

The ASAP Data Center from  **cisco**

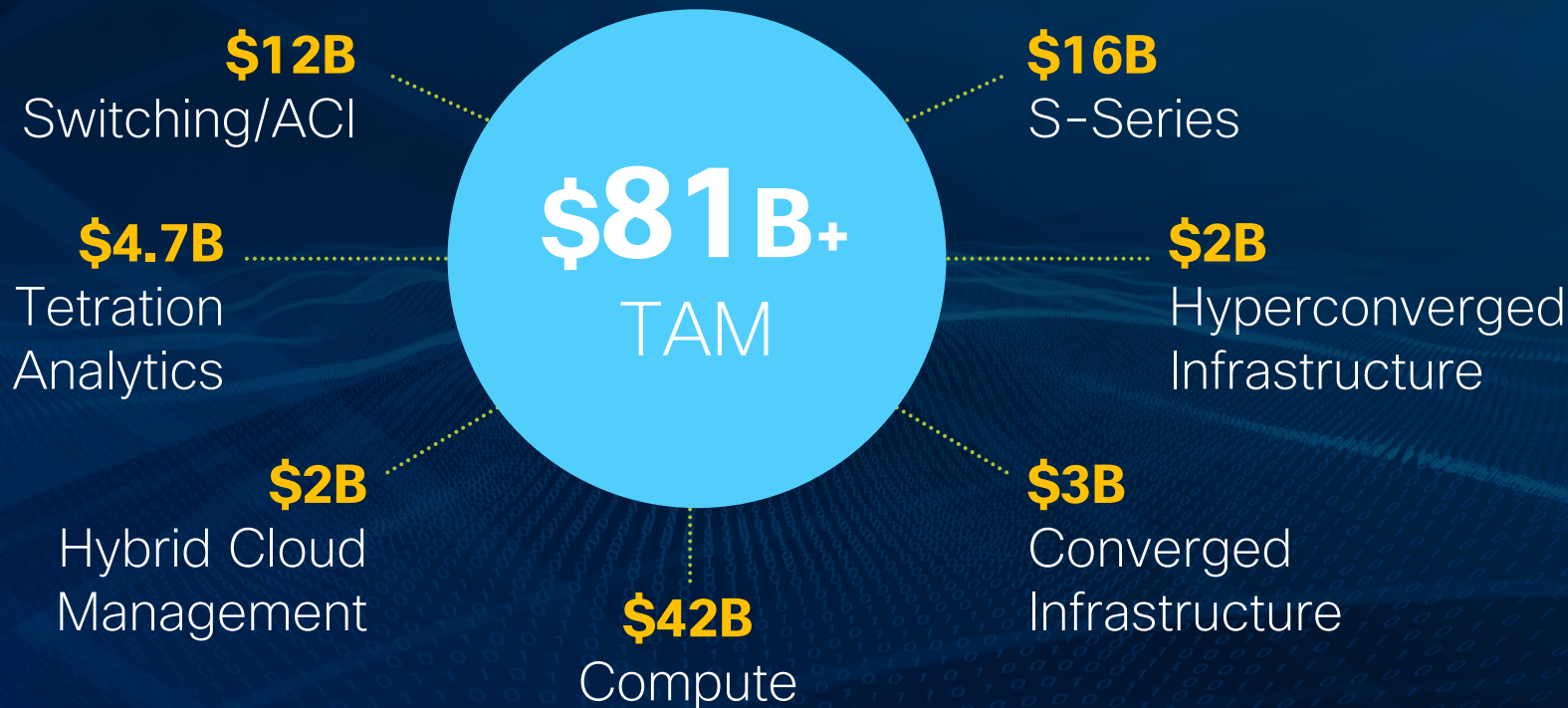
# ASAP Data Center Reference Stack





# We Have a Huge Opportunity Together

## Enabling Policy-Based Automation for a Hybrid Cloud Architecture



Source: Dell'Oro Ethernet Switch DC Market Forecast, January 2016; 451 Research 2016 Market Monitor Overview Report; IDC Worldwide Server Forecast, x86 Blade/Rack/Density-Optimized, December 2015; IDC Worldwide Converged Forecast, February 2016

# Continued Innovation: Cisco Data Centre Portfolio



# Software

## Infra. Mgmt.

- UCS Director

## Hybrid Cloud

- OpenStack
- Enterprise Cloud Suite

## Cloud & Automation

- APIC
- ACI
- Cisco CloudCenter

## Real-time Analytics

- Tetration Analytics



Cisco Security  
Solutions



Nexus  
Switching



UCS Integrated  
Infrastructure



UCS and  
UCS Manager



Hyperconverged  
Infrastructure:  
HyperFlex Systems



UCS  
S-Series



MDS  
Solutions

# Infrastructure

# We Saw the Market Changing

## Innovation

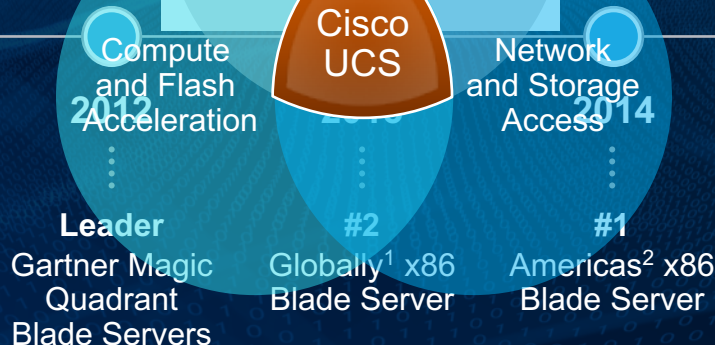
Unified  
Computing



2009

## Partnership

Converged  
Infrastructure



## Leadership

Next Generation  
Hyperconvergence



2017



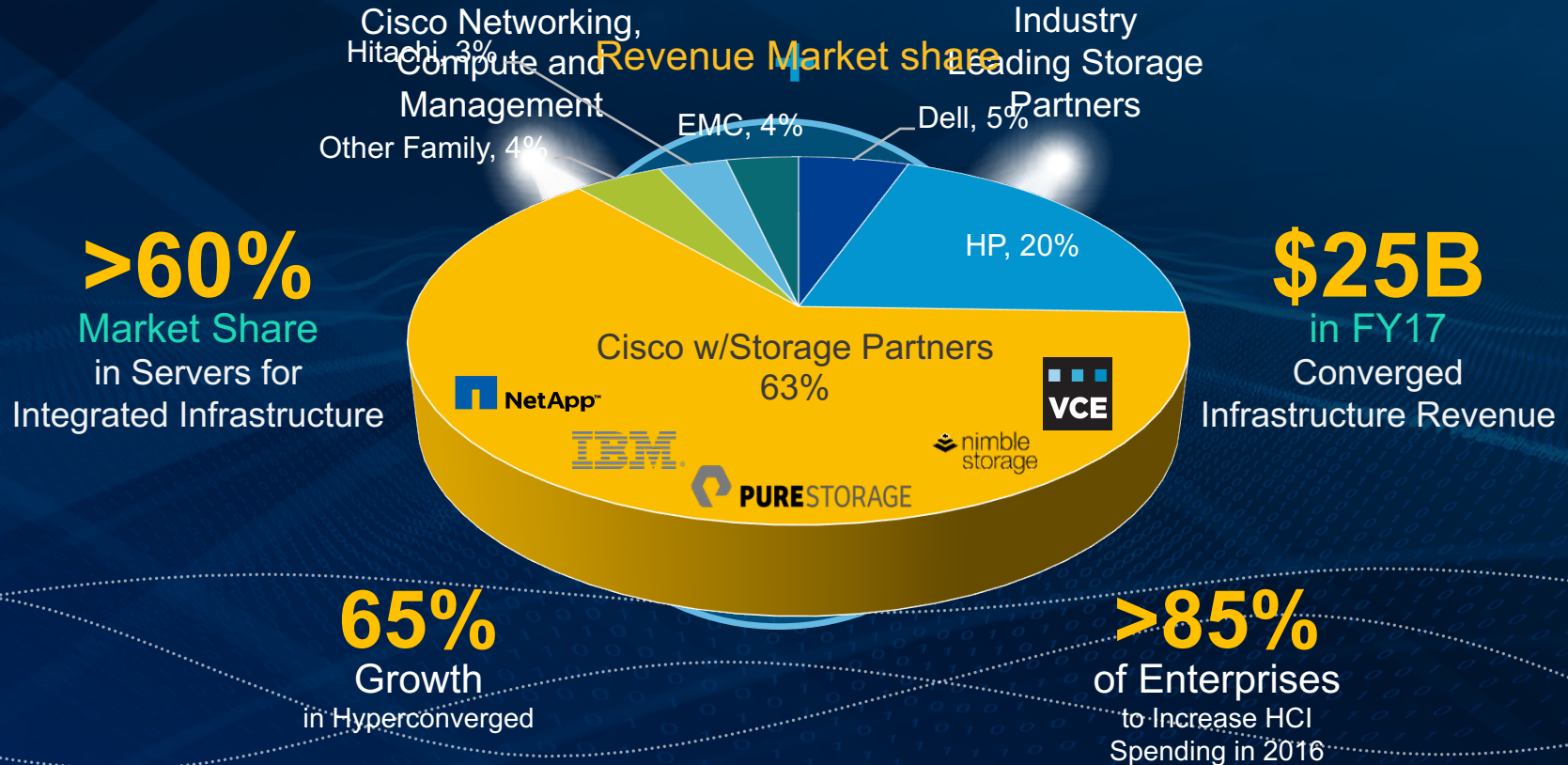
57,000+  
Customers

<sup>1</sup> IDC Worldwide Quarterly Server Tracker, Q1 2013, Vendor Revenue Share, May 2013

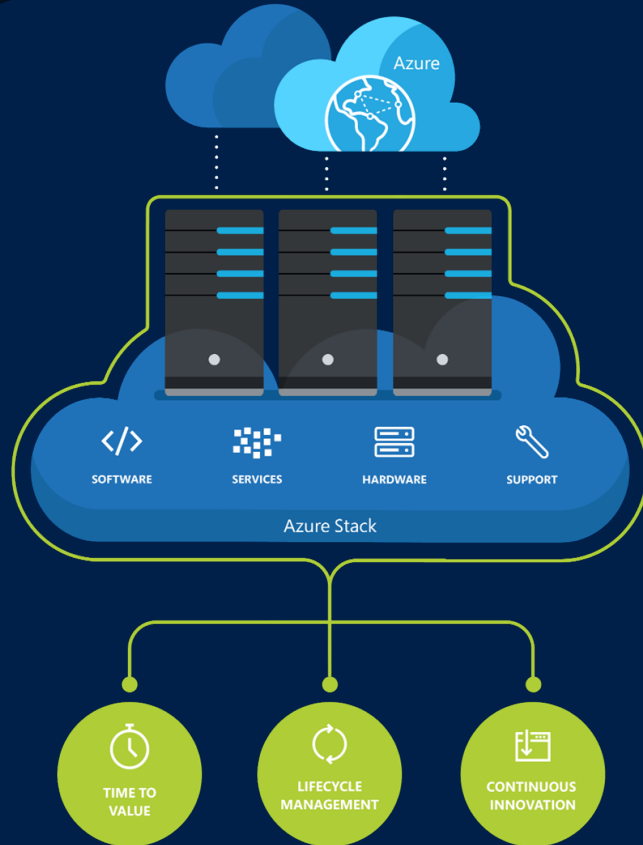
<sup>2</sup> IDC Worldwide Quarterly Server Tracker, Q1 2014, Vendor Revenue Share, May 2014



# Converged Infrastructure



# Cisco Integrated System for Microsoft Azure Stack



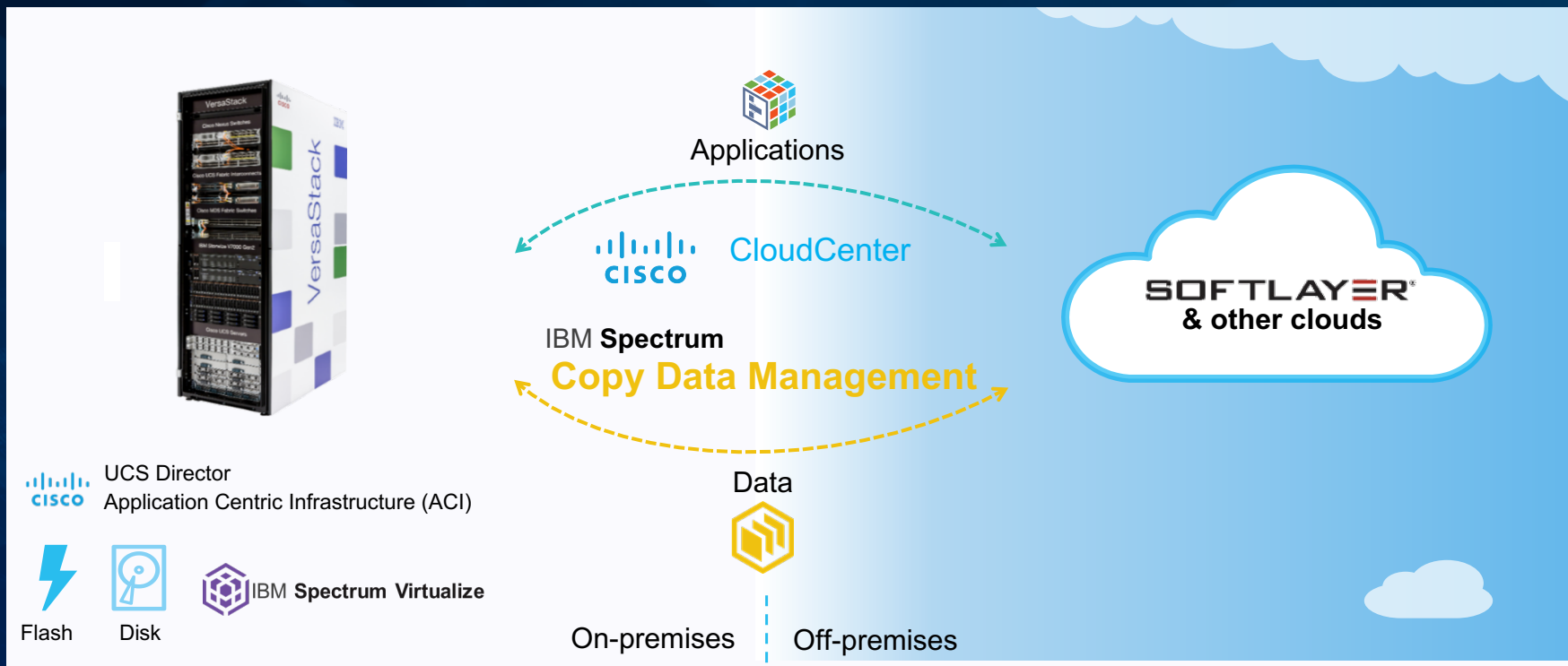
Integrated System  
on Cisco UCS

Hardware, Software & Services

Available Q3 2017



# VersaStack for Hybrid Cloud



Extend VersaStack into  
Hybrid Cloud

Choice of cloud providers  
through Cisco CloudCenter

Supports wide range of  
enterprise use cases

# Cisco HyperFlex – What's New



Increased Performance with  
All Flash

Data Platform Innovations in  
Data Protection and Security

New HyperFlex Connect  
Management Interface

1,100+ Customers



# Cisco Tetration Analytics™



Unified policy recommendation and enforcement engine to deliver fine-grained Application Segmentation

# Cisco and Partners: **Shared Velocity**

# Partner Programs: Continuing to Up the Ante

## New Hybrid Cloud & ASAP DC Offers

### Hybrid Cloud Enablement

Business Cloud Advisor Tool

### ASAP DC Offers

HyperFlex – Cisco CloudCenter Bundle\*

IBM VersaStack for Hybrid Cloud

Data Protection Bundles with Commvault & Veeam

ACI – Cisco CloudCenter

### Lifecycle Advisor Program

\* In the works



# Resources Available

## Additional Partner Tools & Resources

### Cisco Capital

Leverage Cisco Capital “Open Pay”  
A Pay-per-Use Consumption Plan That Lets  
Customers Pay for Capacity as Needed

### Cisco Services

### SalesConnect

### Partner Central

[www.cisco.com/go/incentives](http://www.cisco.com/go/incentives)

# Cisco – Helping You Succeed



Air cover to help you embrace both cloud and on-prem opportunities



Comprehensive portfolio with best-in-class technology



