



Today, the greatest opportunity to transform your business begins by transforming your data center.

Not since the introduction of the personal computer has technology been so ready to change the way organizations analyze, deliver, and consume information.

A highly mobile workforce, data-focused business models, network speeds millions of times faster than speeds possible just 15 years ago, the ubiquity of video, IT resources delivered and consumed as services—advances like these are making nearly limitless collaboration and on-demand information sharing not only possible but increasingly essential to a sustainable business model.

Over the next few years, the business landscape will change according to who seizes the opportunities first, fastest, and most fully. Companies will rise and fall depending on how quickly they exploit new technology to become more agile, efficient, innovative, integrated, and collaborative.

And it all flows through the data center.

Today, most CIOs and technology executives feel both the urgency to transform their data centers and the frustration of being trapped in the past. They can see the new possibilities hovering just beyond their grasp, including virtualized data centers, hosted solutions, and a variety of cloud computing services. But with their traditional systems consuming 70 to 80 percent of existing resources in maintenance and operations, and with corporate management daunted by the near-term costs and uncertainties of change, IT too often settles for piecemeal improvements to data center technology silos anchored in physical locations and designed for peak I/O.

The longer IT departments remain stagnant by continuing to feed this voracious system, the more difficult and costly it will be to transcend it. Meanwhile, their businesses are hobbled by poor economies of scale, incompatible systems, inconsistent service delivery, obstacles between people and the information they need, and the inability to innovate at a competitive pace.

The window of opportunity is open for those with vision. The time to create a new framework is now—a framework that unifies technologies, improves business agility, simplifies IT operations, and reduces capital expenditures (CapEx) and operating expenses (OpEx).

The Cisco Unified Data Center: A platform and roadmap for reaching across the clouds.

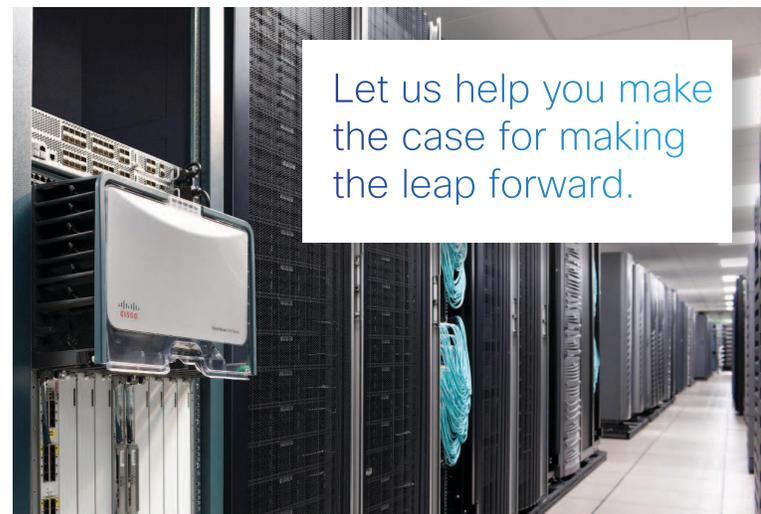
At Cisco, we believe that a unified, fabric-based infrastructure is integral to a solution that successfully integrates technology silos, reduces costs, and frees the resources to create or respond to new business opportunities. We designed the Cisco® Unified Data Center platform from the start to reduce the costs of system integration and management and to support a cost-effective, evolutionary transition from current systems. Other vendor approaches, using integration, convergence, or coexistence, have largely proved inadequate for significantly changing data center economics.

The Cisco Unified Data Center is a complete data center infrastructure architecture that combines computing, networking, security, virtualization, and management solutions in a framework that delivers outstanding performance for physical and virtualized business applications. It is uniquely capable of providing the kind of simplicity, performance, and security that IT departments demand as they transition from physical to virtual to cloud environments.

The Cisco Unified Data Center is the synthesis of three main data center technologies:

- **Cisco Unified Computing**, integrating computing, networking, and storage resources to provide a unique, open, managed system that can scale to hundreds of blades and thousands of virtual machines: Cisco Unified Computing reduces infrastructure CapEx by 30 percent and OpEx by up to 40 percent, and can be deployed nearly 90 percent more quickly than traditional server platforms.
- **Cisco Unified Fabric**, the industry's highest-density network fabric for data center business applications: Cisco Unified Fabric delivers end-to-end network fabric at half the cost of competitive systems and twice the scalability of any competitive alternative.
- **Cisco Unified Management**, a framework of award-winning solutions for IT service-creation and self-service capabilities, enabling IT to operate more efficiently and to more quickly offer new services to the business: Cisco solutions manage and simplify the deployment and operation of networking, computing, and applications and cloud services in the data center, and enable open, third-party integration with Cisco's ecosystem of partners in storage, virtualization, applications, and management solutions.

These three components of the Cisco Unified Data Center architecture combine with Cisco Data Center Services and an open standards-based ecosystem of partner solutions to support the transition to IT as a service (ITaaS) or cloud computing. Cisco's holistic architecture supports the most stringent service-level agreements (SLAs) for business applications delivered in private, public, and hybrid cloud environments.



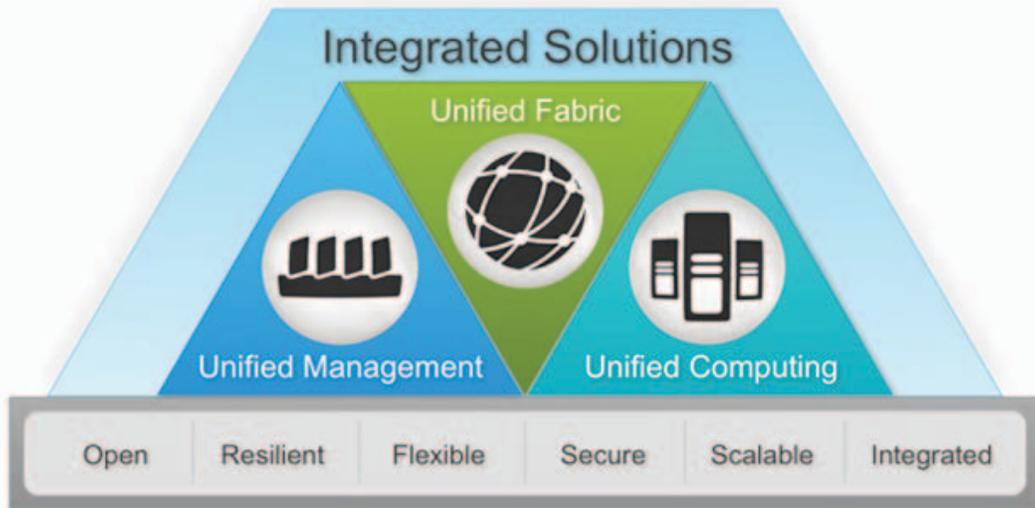
Let us help you make
the case for making
the leap forward.

The advantages of a truly unified data center are enormous, eminently feasible—and urgently needed by any business that intends to survive and thrive. You can count on Cisco and its ecosystem of best-in-class partners to help you build the blueprint and frame the business case for evolving to a unified architecture that reduces IT costs, improves application performance, simplifies IT operations, and propels innovation in the business. We will help you make optimal use of existing systems and resources while progressing along a roadmap that uses IT services from a world of many clouds. We will help you ensure security, build clear guidelines for processes and procedures, and demonstrate the return on investment (ROI) of unconstrained, on-demand, vastly more efficient IT services delivery.

Take the first steps now to be the wave of the future—not be overwhelmed by it.

The Cisco Unified Data Center provides a complete data center infrastructure architecture. It combines computing, storage, networking, security, and management resources into a fabric architecture that delivers outstanding performance for business applications.

Cisco Unified Data Center



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