Selling Cisco's Unified Fabric for Partners

Sales Opportunity

Capture a $9 billion (FY12) LAN and SAN opportunity created by 10 Gigabit Ethernet (GE) upgrades, server virtualization, and LAN/SAN convergence market transitions.

What to Look For

Partners can target customers that are:

- Planning or executing server refresh projects
- Scaling their server virtualization deployments within and across their data centers
- Building a more robust business continuity or disaster recovery architecture
- Optimizing management and Infrastructure
- Implementing OpEx reduction and simplification initiatives

Market Trends

- Gartner forecasts that by 2013 65 percent of installed x86 workloads will be running in a virtual machine, growing to 75 percent by 2015
- Dell'Oro predicts that Fibre Channel over Ethernet (FCoE) will grow from $837 million (2.2 million ports) in 2012 to $2.7 billion (9.9 million ports) in 2015
- Dell'Oro forecasts that 10 GE port shipments will increase from 8 million in 2011 to 42.1 million in 2015, with revenues increasing from $5.8 billion to $10.6 billion

Target Market

- **Existing Cisco® installed base** evolving their data center to virtualization and LAN/SAN convergence
- **New or existing customers** with greenfield data center buildouts
- **New or existing customers** transitioning to 10 GE at the data center access level
- **New or existing customers** with EoL/EoS Fibre Channel switches

Network and Business Challenges

- Need for a future-ready solution that allows them to migrate to new technologies at their own pace
- Server virtualization scale limited by I/O bottlenecks and network complexity
- Integration complexity with network infrastructure
- Increasingly bandwidth-hungry multimedia applications
- Rapid storage growth
- Rising energy costs

What You'll Sell

Data Center LAN:

- Cisco Nexus® switches

Data Center SAN:

- Cisco MDS® switches
- Cisco Nexus switches

Value to Customer

Partners can position to their customers how Cisco's Unified Fabric delivers:

- Reliable, scalable, agile, and cost-effective network services to servers, storage, and applications while eliminating network complexity
- Improved and homogenous networking for virtualization and cloud services with improved staff utilization
- More efficient resource utilization (more load on servers and storage), low latency options, lower TCO, and better resilience and uptime

Qualifying Questions

Partners can further qualify new and existing customers by asking if they have:

- Concerns with I/O bottlenecks or network policy as they look to scale their server virtualization deployment
- Concerns about creating an IT infrastructure that is agile, efficient, and future-ready while reducing capital and operational costs
- A need for a reliable and homogeneous network that can handle any device on any port, including all server form factors (blades, racks), storage arrays (NAS, FC, iSCSI), etc.
- Questions regarding how they can extend the security and quality of their service policies down to their virtual machines

Objection Handling

- **I already have Catalyst; why would I move to Nexus?** The Nexus portfolio is optimized for high density 10GE DC environments and provides a simplification of networking for virtualized environments plus LAN and SAN convergence with any protocol of choice
- **Cost of acquisition.** Cisco establishes pricing that provides customers a fast return on investment through a value-based solution. Use case studies to support your conversation

- **Use of proprietary technology.** Cisco focuses on delivering innovations to our customers that provide a solution to their needs. In cases where our innovations are ready before standardization, we work closely with standards bodies to help ensure interoperability

Competitive Overview

HP

- Differentiation focus is primarily on CapEx not complete TCO
- Lack of H3C portfolio support for FlexFabric
- Supprt for a Data Center solution can require multiple calls to 3Com/H3C/TippingPoint/ProCurve

Juniper

- Lack of a fabric-based solution across storage, computing and virtualization capabilities are weak or non-existent
- QFabric solution is proprietary
- Lack of investment protection between 1st and 2nd generation QFabric

Arista

- Not able to deliver an integrated Data Center solution
- Limited financial, development, and support capabilities

Terminology and Acronyms

- **LAN/SAN convergence:** Using the same Ethernet-based network technology for connecting both the LAN and SAN
- **Top of rack (ToR)/end of row (EoR):** Describes the location of the Ethernet switches within a rack
- **Data center pod:** A group of computing, storage, and networking resources. It describes a discrete, homogenous, modular unit of data center components, including the Layer 2 domain, the servers and access switching equipment within that domain, and the racks that house this equipment

Solution/Product Positioning

Table 1. Positioning the Unified Fabric Cisco Nexus Portfolio

	Nexus 7000 Series	Nexus 5000 Series	Nexus 3000 Series
Where in the data center	Modular access (EoR), aggregation, or core	Access (EoR/ToR), aggregation, or midmarket core	Access (ToR)
By pod type: ▪ General purpose ▪ Virtualization ▪ HPC/Grid	All	All	HPC/ Grid
Single Box Scale	768 10GE Ports	96 10GE Ports	64 10GE Ports
Scalability with Fabric Extender Technology (FEX)	1536 1GE ports 1024 10GE ports	1152 1GE ports 768 10GE ports	N/A
Convergence (FC/FCoE/ Ethernet)	√ (FCoE/ Ethernet)	√	N/A
iSCSI, NAS	√	√	√

- Position the Cisco Nexus 1000V into virtualized environments as the vSwitch in the Hypervisor
- Cisco Catalyst 6500 Series can be positioned as a data center services node in a mixed environment
- Nexus 2000 Series can also offer FCoE capabilities

Table 2. Positioning the Unified Fabric MDS Portfolio

	MDS 9500 Series	MDS 9200 Series	MDS 9100 Series
Where in the data center	Core or high availability SAN edge	SAN application/ extenstion switch	SAN edge/ Small SAN
By pod type: ▪ General purpose ▪ Virtualization ▪ HPC/Grid	All	All	All
Port density	528 ports 8 GB FC	66 ports 4 GB FC, 4 ports GE	48 ports 8 GB FC
Convergence (FC/FCoE/ Ethernet)	Yes	No (interoperable)	No (interoperable)
iSCSI	Yes	Yes	No

Additional Resources

Unified Fabric Playbook

Unified Fabric Animated Whiteboard

Competitive Portal

Unified Fabric Partner Central Page

Design Zone for Data Centers

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