Cisco's Cloud Strategy for Cloud Providers

Cisco's Cloud Strategy Overview

Many enterprise customers turn to cloud providers to help them increase cloud capabilities for their businesses. They want the advantages of the cloud without the associated infrastructure, management, and technical issues. Agility, security, and performance are their primary concerns, as well as gaining the flexibility to deploy their choice of workloads to the cloud. And the Internet of Everything (IoE) – bringing together people, processes, data, and things to make networked connections more relevant and valuable than ever before – is also creating an entirely new set of requirements for globally distributed and highly secure clouds. This presents a huge opportunity for Cisco® cloud providers.

Many cloud providers are embracing a new flexible, automated, secure, and transformative (FAST) approach to their cloud infrastructures and services. A FAST approach is designed to quickly deliver and monetize cloud services, continually align with customers' needs, automate core processes to reduce costs, and create new revenue opportunities.

Cisco launched the concept of the World of Many Clouds™ and along with our partners we are helping customers shape their own journeys to the cloud. Cisco believes that each customer and situation requires a unique cloud solution: public, private, hybrid, consuming services, or integrating multiple clouds together. Just as the Internet grew out of the connection of multiple isolated networks, the Intercloud is also driving the connection of multiple isolated clouds to a platform for the Internet of Everything while increasing the choice of cloud consumption models for IT services.

What's needed is a comprehensive, consistent cloud strategy to offer perspective, provide direction, and build confidence in your cloud decisions. Cisco's cloud strategy is designed to help you achieve profitability goals by maximizing the flexibility, scalability, and interoperability that cloud environments offer. At the same time, it enhances security and helps ensure a smooth path to the future through open standards. As the proven industry leader, Cisco has grounded its cloud strategy in five fundamental areas of focus that enable you to deliver and monetize cloud services that meet your customers' needs. Cisco is committed to a partner-centric cloud approach of enabling cloud providers to deploy differentiated cloud services to meet enterprise customer needs.

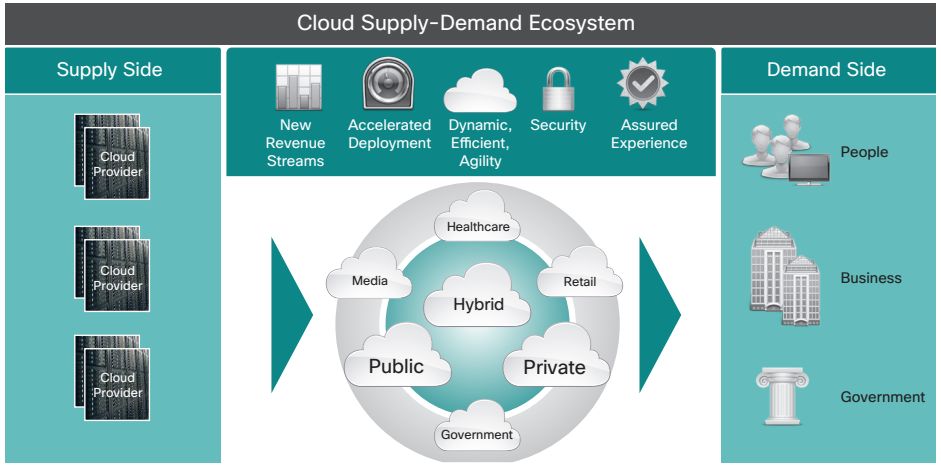
A Strategy for Cloud Success

The cloud represents a fundamental change in the way IT is consumed. Enterprise customers turn to Cisco cloud providers to help them increase cloud capabilities for their businesses.

A complex supply-and-demand ecosystem is emerging for the combination of public, private, and hybrid cloud services. This ecosystem is largely shaped and driven by the type of economics that IT organizations consuming cloud services are seeking to achieve and the way that cloud providers are delivering those services. On the demand side, cloud opens up a variety of new sourcing options to help customers achieve their economic goals. On the supply side, this economic ecosystem provides a huge opportunity for a new type of cloud providers to offer new sets of revenue-generating, outsourced, cloud-delivered services, many of which were previously developed in-house by customers (Figure 1).

As this ecosystem continues to evolve, Cisco sees its role as an enabler in the cloud. We partner with key cloud provider players to help them build out new cloud services. We work collaboratively with them to make these capabilities available to end customers in fast, secure, scalable delivery models that meet and exceed customer SLA requirements and expectations.

Figure 1. Economic Forces Shape the Evolution of the Cloud



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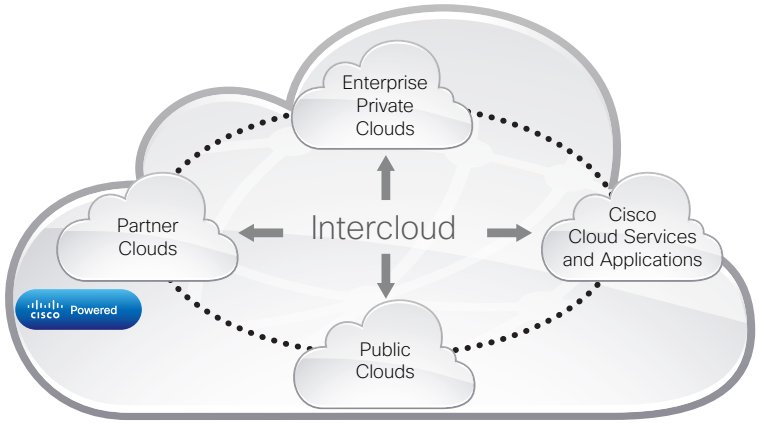
Building the Intercloud

Cisco's cloud strategy is to build the platform for the Internet of Everything with our partner ecosystem by connecting the World of Many Clouds into the Intercloud. We do this by enabling businesses and cloud providers to build hybrid-ready private clouds, by providing ready-to-consume public cloud services, and by enabling secure workload migration across public and private clouds through the Cisco Intercloud Fabric suite of software products. This strategy enables businesses and cloud providers to increase ROI, reduce TCO, lower risk, and enable business agility by using the increased efficiency, automation and management capabilities, enhanced security, transformative potential, and innovation edge that Cisco's cloud solutions, services, and partner ecosystem can provide.

Our differentiation lies in our ability to move cloud workloads between private and public clouds and across heterogeneous environments with consistent network and security policies. This differentiation means that our customers achieve increased business agility, innovation, and efficiency while reducing TCO and risk.

Cisco is committed to taking a lead role in the building of the Intercloud. Our Cisco cloud is being developed with a distributed network and security architecture designed for high-value application workloads, real-time analytics, and excellent scalability. We continue to rely on a partner-centric approach to deliver differentiated cloud services. Cisco is focused on the industry-unique combination and integration of the areas shown in Figure 2, which will drive differentiation for our cloud offerings.

Figure 2. Cisco's Cloud Strategy Is to Build the Platform for the Internet of Everything, with Our Partner Ecosystem, by Connecting the World of Many Clouds into the Intercloud.



Unique Capabilities

Cisco's cloud strategy is based on five distinct focus areas (Figure 3):

- **Choice of consumption models:** With Cisco's cloud portfolio of solutions and extensive partner ecosystem, you have the flexibility to deliver the types of clouds that your customers want, based on their applications, SLAs, security needs, and business objectives. Cisco Intercloud Fabric for Providers gives you the capabilities to address your customers' demand for increased flexibility and workload mobility. There are greater opportunities for everyone now.

- **Intercloud infrastructure:** Deploying multiple clouds successfully requires a fabric-based common platform for easily operating and managing physical, virtual, and service features. Cisco's integrated infrastructure unifies these functions while retaining flexibility. Additionally, our policy-based unified platform – which includes Cisco ONE, service management and orchestration, provisioning, and element management – enables organizations to offer an application-centric platform for the development of cloud services.

- **Intercloud applications:** You must be able to offer the turnkey services customers want, or help them move their chosen workloads to the cloud. Cisco software designed for the Intercloud enables you to easily assign and contain customers' data and applications to the appropriate cloud resources and keep them within geographic boundaries. Cisco Powered Cloud Services and partner programs provide validated, end-to end solutions and joint go-to-market programs designed to help you achieve faster time-to-value with your customers.

- **Interoperability and open standards:** Cisco's open-sourced, standard-based infrastructure environment helps reduce software release cycle times and enable interoperability with other open development environments (for example, OpenStack) and investments from our partners and customers. It also prevents single-vendor lock-in.

- **Security:** Your customers must have confidence that you can deliver end-to-end security across cloud deployments, regardless of which type of clouds they use. Cisco's advanced security capabilities are built into cloud architecture and infrastructure to secure your customers' data and reduce risk. Cisco Cloud Consulting Services also help you deploy secure cloud services with confidence.

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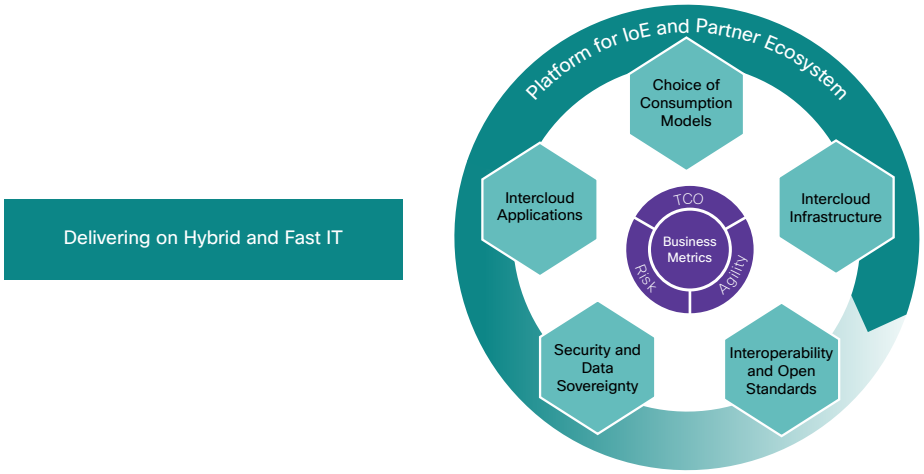
Figure 3. Cisco's Cloud Strategy Focus Areas



Partner Ecosystem and Marketplace

The IoE will stress current cloud environments by requiring the interconnection of trillions of things, the ability to support exponential traffic growth, and the capacity to transform enormous amounts of data into information while increasing service velocity and flexibility. No single organization – not even the largest cloud providers – can keep up with the scale required for the Internet of Everything; the reach required by today's global business environment, and the speed of service delivery necessary to do business in today's always-on economy.

All this will require new approaches. Cisco has built and will continue to develop capabilities to enable Intercloud communication. Cisco's strategy for the Intercloud is designed for the IoE, with a distributed network and security architecture designed for high-value application workloads, real-time analytics, "near infinite" scalability, and full compliance with laws and industry regulations.

What Partnering with Cisco for Cloud Can Do for You

Delivering next-generation services demands a FAST approach. Cisco's cloud strategy offers an industry-leading perspective to help you quickly deliver and demonstrate business value, flexibly align services with your customers' business objectives, automate core IT processes, and create new revenue streams.

Monetize the Move to Cloud

The cloud market opportunity is growing quickly. Enterprises are recognizing that the cloud can help them address unpredictable application demands more effectively, grow top-line revenue, and reduce costs. Cisco Powered Cloud Services give you a comprehensive range of options for delivering profitable services.

Reduce Risk

Cisco advanced security capabilities are built into cloud architecture and infrastructure to secure your customers' data. Our broad range of Cisco Cloud Consulting Services also help you confidently design, deploy, and manage secure your cloud offerings.

Increase Operational Reliability and Availability

Cisco's solutions and validated architectures are based on unique data center and networking technologies that are optimized for the cloud so that you can offer your enterprise customers an uncompromised cloud experience with superior, proven performance levels backed by single end-to-end SLAs.

Build Flexible Resource Allocation

Rapid scalability of virtual and physical infrastructure with automated deployment makes it easier for you to meet changing customer demands.

Case Studies

The list of Cisco Powered cloud service providers is growing quickly around the world. Here are a few examples:

- CenturyLink Technology Solutions creates a new class of enterprise cloud services.
- Steria uses Cisco Prime™ Service Catalog Cloud Portal for workplace-on-command service.
- Cable and Wireless Worldwide takes customers to the cloud with flexible computing.
- Quest goes global with desktop as a service.
- PhoenixNAP service provider offers infrastructure as a service in minutes.
- Cbeyond builds new cloud infrastructure for SMBs.

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Why Cisco?

Cisco has committed billions of dollars toward cloud investment in hardware, services, and software-based solutions, earning our industry leadership position as the partner of choice for customers all over the world. Our success is proven, as evidenced by our customer base, customer testimonials, and case studies that validate the results that Cisco can bring to your business.[1]

Cisco had a key role in building the Internet, and we're now going to play the same role to build the Intercloud (a global, open, and interconnected cloud of clouds). We think this is the right time for Cisco and our partners to jointly invest in the groundbreaking and application-centric Intercloud. Together we will enable the World of Many Clouds by providing broader reach and faster time-to-market. We envision a world in which our customers have the choices they need to securely deploy the right cloud for the right workload and create strategic advantage that allows rapid innovation and business growth.

For More Information

For more information about implementing Cisco's cloud strategy, visit www.cisco.com/go/intercloudfabric.

Contact your local Cisco account representative or Cisco Partner to discuss product or service availability in your region based on current roadmaps.

[1] Claims based on Synergy Cloud Infrastructure, Forrester Wave, and Cisco Services IDC leadership. Actual results and performance may vary.

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