

Cisco Unified Fabric Launch: Partner Q&A

Partner Launch Date: January 30, 2013

Customer Announce Date: February 4, 2013

Q. How will these new innovations help my customers?

A. We're introducing new innovations in unified fabric, hybrid cloud, and open programmable networking. These innovations will help customers' infrastructure to:

- Be more responsive to application requirements
- Accelerate hybrid cloud deployments
- Be consistent across physical, virtual, and cloud environments

Q. What products are we announcing?

A. Cisco Nexus® 6000 Series Switches, 40 Gigabit Ethernet (GE) Generic Expansion Module (GEM) for Cisco Nexus 5500 Switches, Cisco Nexus 2000 Series 10GE Fabric Extender (FEX) with 40GE uplinks, Network Analysis Module (NAM) for Cisco Nexus 7000, Cisco Nexus 1000V InterCloud for hybrid cloud, and updates to Cisco® Open Network Environment (Cisco ONE).

New Product Innovations

Q. What is the Cisco Nexus 6000 Series?

A. The new Cisco Nexus 6000 Series brings the highest 10GE/40GE density in an energy-efficient small form factor. It runs the industry-leading Cisco NX-OS with a robust integrated Layer 2 and Layer 3 feature set. The Nexus 6000 Series is purpose-built for high-performance access, leaf/spine architectures, and compact aggregation or high-density FEX aggregation deployment options for building a scalable Cisco Unified Fabric. Two platforms are available:

- Cisco Nexus 6004 Switch: Industry's highest-density Layer 2 and Layer 3 10GE/40GE (384/96 ports) switch in a 4-rack-unit (RU) form factor.
 - Up to 1536 GE/10GE server ports with Nexus 2000 Series FEX
- Cisco Nexus 6001 Switch: Line-rate 48 GE/10GE fixed ports with 4 10GE/40GE uplinks in a 1-RU form factor.

Q. Where can the Cisco Nexus 6004 be deployed?

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- A.** The Cisco Nexus 6004 is positioned for leaf/spine architectures and compact aggregation or high-density FEX aggregation deployment
- Q.** Where can the Cisco Nexus 6001 be deployed?
- A.** The Cisco Nexus 6001 is positioned for medium- to high-density 10GE server access deployments and medium-density FEX aggregation.
- Q.** What is the Nexus 6001 NTE pricing?
- A.** Nexus 6001 NTE pricing is \$48K
- Q.** What is the roadmap for Nexus 6004?
- A.** Future roadmaps for the Nexus 6004 will include a 100GE interface, unified ports, and One Platform Kit (onePK) support.
- Q.** How is the Nexus 6001 different from the Nexus 5500?
- A.** Nexus 6001 offers higher scale, throughput and true 40GE support that makes it suitable for medium to high 10GE server access and FEX deployments. The Nexus 5548UP provides customers with unified port capabilities who are looking for FC support
- Q.** What is the Nexus 6004 business opportunity?
- A.** The capabilities and features of the Cisco Nexus 6004 switch position it to take advantage of the accelerating adoption of 10GE/40GE in the data center.
- According to a forecast from Dell'Oro Group dated July 2012, 40GE port shipments will increase from about half a million ports and \$1 billion (Cisco estimate) in 2013 to about 5.5 million ports and \$4 billion (Cisco estimate) in 2016. The majority of these port shipments are in fixed platforms.
- Also, 10GE is forecast to be around \$8 billion by 2016 (with fixed consisting of about 65 percent and modular making up about 35 percent).
- Q.** What is the Nexus 6004 NTE pricing?
- A.** The base chassis consists of fixed 48 ports 40GE at \$195K list price. A bundle of 24x 40GE, 6 PS, 4 fans will be available for limited time at \$90K. Additional license can be purchased in 12 ports increments for the remaining fixed 24 ports.
- Q.** How does the Cisco Nexus 6004 help me compete and win against our major competitors?
- A.** The Cisco Nexus 6004 is an industry-leading small-footprint 10GE/40GE switch that delivers the highest port density (50 percent higher density than nearest competitor) in a compact, energy-efficient form factor. It offers a rich set of Layer 2 and Layer 3

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features (2x to 4x forwarding scale), FabricPath, and 10GE/40GE Fibre Channel over Ethernet (FCoE). It also offers programmability features and an advanced Traffic Analytics Toolkit that includes latency and buffer monitoring.

Q. What capabilities does the NAM bring to the Cisco Nexus 7000 Series Switches?

A. The NAM brings application awareness and rich performance analytics to the Nexus 7000 Series, with unparalleled visibility into network and application performance to help businesses more effectively manage network operations and services delivery in cloud and virtualized deployments. Key features include:

- Layer 3 to Layer 7 application visibility and performance characterization
- Traffic analytics for Overlay Transport Virtualization (OTV)/FabricPath, Virtual Extensible LAN (VXLAN), Locator/ID Separation Protocol (LISP), and Cisco TrustSec® security group tags (SGT)
- Advanced packet capture and real-time analysis

Q. What is the Nexus 7000 NAM NTE pricing?

A. Nexus 7000 NAM will be available mid 2013 and NTE pricing is \$75K

Q. What is the Cisco ONE Controller?

A. A JAVA application that provides Software Defined Networking (SDN) control plane functionality using a centralized topology view.

Q. How can the enhancements to Cisco Open Network Environment (Cisco ONE) help my customers?

A. Customers are exploring open, programmatic access to their networks as part of a broader strategy to make their networks more agile, flexible, and application aware in order to better address trends such as cloud, mobility, and video.

Cisco introduced the Cisco ONE strategy a few months ago to tackle the need for network programmability and automation. With the new updates and enhancements, Cisco is now able to address such needs. The updates include enhanced Nexus 1000V integration with virtual services; a Cisco ONE controller for extending feature consistency such as security, troubleshooting, and management across architectures; and Cisco ONE professional services to accelerate adoption and best options as well as a roadmap for future onePK and OpenFlow support.

Q. How is the Cisco ONE Controller unique or different from existing solutions like Big Switch or NEC?

A. Cisco has focused on providing a controller that is capable of supporting production networks. Many of the open source or open source derived controllers are based on

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components that were not intended to support production networks. Cisco has engineered numerous innovations so that customers can transition their SDN based applications from the lab to the production network.

Q. Is this Cisco's own controller or has Cisco licensed someone else's software?

A. Cisco's own controller.

Q. Does the Cisco ONE Controller support OpenFlow?

A. Yes.

Q. Won't selling a controller undermine Cisco's hardware sales?

A. No. What Cisco SDN does is enable users to access the rich set of data that has been previously concealed within Cisco network devices so that business applications can leverage a superior set of analytics and services to make decisions about network behavior. Having a superior set of analytics and services available maximizes OPEX savings, business agility, and potentially both.

Q. How is the Nexus 1000V different from Nexus 1000V InterCloud?

A. Nexus 1000V InterCloud extends enterprise data centers into the public cloud seamlessly, without compromise on security. It is designed to address complexity, management, and security challenges in adopting a hybrid cloud strategy.

On the other hand, Nexus 1000V acts as a virtual switch that adds virtualization intelligence by extending the network edge to the hypervisor and virtual machines.

Q. Is Nexus 1000V InterCloud a new version of the Nexus 1000V, a new component, or an optional product?

A. Nexus 1000V InterCloud is a new product consisting of several components that create a seamless connection of an enterprise virtual network or private cloud to cloud service providers (a hybrid cloud), including connecting multiple data centers together or to multiple cloud providers. This cloud connection is created by two Nexus 1000V virtual switches that act as secure gateways between the data center and the cloud, but the virtual networks in both locations do not otherwise require Nexus 1000V virtual switches.

Q. What components are included in Nexus 1000V InterCloud?

A. The seamless integration includes (1) highly secure Layer 2 networking connectivity between the enterprise data center and the public cloud for workload mobility, (2) the ability to deploy security and application services in the public cloud, and (3) management features for a hybrid cloud environment.

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Q. How complex is it to manage the integrated hybrid cloud environment, and what tools does Cisco provide or include with Nexus 1000V InterCloud?

A. Cisco Virtual Network Management Center InterCloud (VNMC) 3.0 offers new capabilities, including:

- o A single management console for network services across both private and public domains
- o The ability to manage the virtual machine lifecycle and mobility, along with service assurance for awareness of problems before they affect access to your data
- o A northbound API for integration with management systems, including Cisco Intelligent Automation for Cloud

Ordering and Availability

SKU	Description	Orderability	FCS
N6K-C6004-96Q	Cisco Nexus 6004 chassis with 48 fixed ports, front-to-back airflow, 4 expansion slots	Now	Q1CY13
N6K-C6004-M12Q	Cisco Nexus 6004 module 12Q 40GE/FCoE	Now	Q1CY13
N6K-C6001-64P	Cisco Nexus 6001 1-RU switch, fixed 48 ports of 10GE SFP+, and 4 ports QSFP+	Q2CY13	Q2CY13
N55-M4Q	Four-port QSFP+ expansion module for Cisco Nexus 5500 chassis	Q2CY13	Q2CY13
N2K-C2248PQ	Cisco Nexus 2248PQ 10GE Fabric Extender	Q1CY13	Q1CY13
NAM-NX1	Cisco Nexus 7000 Network Analysis Module (NAM-NX1)	Q2CY13	Q2CY13
TBA	Cisco Nexus 1000V InterCloud	Q2CY13	Q2CY13
TBA	Cisco ONE Controller	Q2CY13	Q2CY13

Q. Are there restrictions on selling any of the new products?

A. No. Please check with your local sales region, as regional restrictions may apply.

Q. Are there any bundles or promotions running currently on the Cisco Nexus 6004?

A. The Nexus 6004 Switch is eligible for a competitive trade-in program (CTMP). Please see this page for more information: <http://tools.cisco.com/IS/CTMP/StartHandler>.

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- Q. Are there any incentives for the new products?
- A. See the [Incentives and Promotions](#) (select theater and Data Center) page for details on individual offers.
- Q. Will these products be included in Cisco's incentive programs, such as the Value Incentive Program (VIP)?
- A. Please see the program pages for specifics:
- [Value Incentive Program \(VIP\)](#)
 - [Opportunity Incentive Program \(OIP\)/Teaming Incentive Program \(TIP\)](#)
 - [Solution Incentive Program \(SIP\)](#)
 - [Trade-In Accelerator Program \(TAP\)](#)
 - [Technology Migration Program \(TMP\)](#)
- Q. Where can I find more information about Cisco's latest unified fabric announcements?
- A. Please refer to our [launch page](#) on Partner Central
- Q. Is there any partner training available for Cisco's latest unified fabric announcements?
- A. Yes, please refer to our [Unified Fabric training website](#) on Partner Central.

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