

# Cisco Cloud Portfolio



## Cisco Cloud Portfolio Overview

If you're going to move to the cloud, why not do it your way, with the support of Cisco's industry leading cloud portfolio? With our comprehensive set of cloud solutions, you can deploy and build on the World of Many Clouds™ in the way that makes the most sense for your business.

Our broad range of cloud infrastructure and application capabilities lets you combine and move workloads across different clouds as needed – easily and securely. By increasing your sourcing flexibility, you can more successfully assume the role of a broker of IT services, increase transparency, and align business and IT agendas.

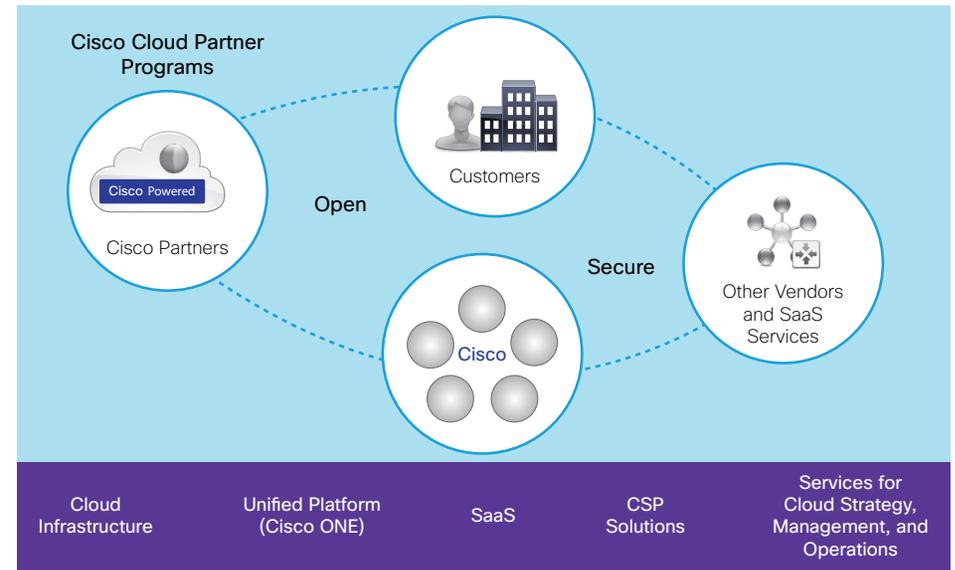
Build your own cloud with Cisco® cloud infrastructure, cloud management, and automation software. The infrastructure basically represents the existing domains in data center, networking, and security. The platform layer – which Cisco calls the unified platform – simplifies IT operations by providing orchestration capabilities across application and infrastructure domains. Capitalize on our unified platform based on [Cisco Open Network Environment \(ONE\)](#). Alternatively, you can choose a performance-validated Cisco Powered cloud service from one of our [certified partners](#). You can also purchase Cisco software-as-a-service (SaaS) collaboration, web security, and network management offerings directly from us for specific needs or take a fused on-premises and cloud approach.

Community innovation is creating new opportunities for cloud computing. Many organizations are turning to OpenStack software to create massively scalable cloud infrastructures. Cisco's unified data center infrastructure provides the underlying foundation for OpenStack helping IT departments transform their complex environments into agile and secure cloud infrastructures that costs less to operate and maintain.

Accelerate the return on investment of your cloud project by taking advantage of our cloud expertise through Cisco Services for Cloud Strategy, Management, and Operations. Using proven methodology and industry best practices, expert consultants help you analyze your current cloud usage and improve cloud security and agility. The result will be a cloud environment customized for your business and IT goals for outstanding flexibility and control.

The Cisco Cloud Portfolio offers what you need to move to the cloud your way—and make your cloud initiatives successful (Figure 1).

Figure 1. Cisco Cloud Portfolio and Ecosystem



## Deliver Value While Staying Flexible

IT departments are being asked to plan, build, manage, and continuously improve their organization's infrastructure and processes. As if that weren't enough, you are also being asked to help your organization innovate, grow, and deliver unique customer experiences. Meeting these expectations requires hefty resources and time. Meanwhile, managers across the business are increasingly going outside your IT department to get the IT services they need.

The Cisco Cloud Portfolio in conjunction with our partner ecosystem offers IT a way to move beyond its traditional focus on operations and management to support strategic business objectives and better serve its stakeholders. As a broker of IT services, IT can offer the best cloud offerings to achieve a wide range of business goals while also retaining control, lowering costs, increasing business agility, and reducing risk. This in turn enables IT and business to buy and consume IT together; in harmony and against a strategic plan in which business objectives are fused with IT strategy.



## Unique Capabilities

### Build Your Cloud

Cisco enables you to build and retain complete control of a private cloud environment and in fact, Forrester Research, Inc., rated us as a leader in private cloud strategy ([The Forrester Wave™: Private Cloud Solutions, Q4 2013 study](#)). In addition, you can use Cisco for multiple cloud deployment models, and provide a solid foundation for your cloud-based services – private, public, or hybrid. Rated by Synergy Research Group as the leader of the cloud infrastructure equipment market the past three quarters, our integrated infrastructure solutions provide the validated, fabric-based common platforms you need. They're based on industry and open source standards, such as OpenStack, to accelerate deployment and deliver the right quality of service.

At any stage of your cloud journey, consider a [Cisco Domain Ten<sup>SM</sup>](#) engagement. This industry-unique framework, embraced by global businesses to guide their IT and data center transformation, helps you methodically plan the next stages of your organization's journey to the cloud. Starting from your current state of readiness, you gain a holistic view of your IT environment, and then project your desired state and identify the gaps that must be filled to address infrastructure, application, security, compliance, process, and governance implications for your cloud plans.

Expert consultants then support your build phase with Cisco Cloud Enablement Services for Building Clouds, which provide customized strategy, planning and design, implementation, and optimization services. And Cisco Cloud Enablement Services for Adopting Clouds accelerate the adoption of public and hybrid clouds, based on your current environment and business goals. Build security into your solution to reduce your exposure to breaches with Cisco Cloud Security Services, which span the entire cloud lifecycle.

### Manage Your Cloud

[The Forrester Wave™: Private Cloud Solutions, Q4 2013 study](#) ranked Cisco number one for strategy and in the top three overall for cloud management software. Cisco Intelligent Automation for Cloud (IAC) is a comprehensive cloud management solution for private and hybrid cloud that can be extended to more sophisticated use cases such as PaaS, network automation, and anything-as-a-service. Cisco IAC integrates with Cisco UCS Director for virtual and physical infrastructure management, including out-of-the-box support for Cisco UCS, Nexus, FlexPod, Vblock, and VSPEX. Together, Cisco provides an industry-leading management platform for both enterprises and service providers building clouds.

The Cisco Data Center Design and Deployment Service assists you in deploying Cisco Intelligent Automation for Cloud, including configuring the service catalog for your environment and integrating with your existing systems. Cisco Data Center Assessment and Deployment Services can also support the implementation for Cisco UCS Director, providing unified infrastructure management for administering compute, network, virtualization, and storage resources.

Managing and provisioning cloud resources is made easier with [OpenStack](#), an open source cloud operating system. Cisco Services for OpenStack help you evaluate requirements and implications and support deployment on Cisco UCS cloud architecture. The result is an open source platform giving you a tremendous choice of cloud solutions from an ecosystem of industry-leading technologies.

### Extend Your Cloud

When you're ready to extend and integrate your hybrid cloud, Cisco has a solution for that as well. With Cisco InterCloud, you can create an open, transparent, and secure hybrid cloud environment across multiple cloud providers and between your premises-based applications and the public cloud. Retain complete control and security with a hybrid cloud orchestration and management framework, and help ensure consistency of network and security policies. Under the Cisco ONE umbrella, Cisco InterCloud can be integrated into higher-level management solutions, such as Cisco IAC or other cloud management solutions that our ecosystem partners provide.

Discover the extent of the hidden cloud ("shadow IT") within your organization with Cisco Cloud Consumption Services that harness network intelligence to analyze your cloud use, risk profile, and cloud spending, enabling informed decisions to better manage risks and costs. Next, engage Cisco Consulting Services for Cloud to help articulate the strategy and develop the business case and an architecture-led master plan for your cloud transformation and move to hybrid cloud.

### Accelerate Your Cloud ROI

Start reaping the benefits of your cloud initiative faster. Cisco Services for Cloud Strategy, Management, and Operations, available from expert Cisco consultants and our channel partners, guide you in assessing opportunities and developing and implementing your unique cloud strategy and plan.



Use our plan-build-manage IT lifecycle services to achieve three critical success factors for your cloud strategy: the optimal mix of cloud consumption models, reduced exposure to business and IT risks during your transition and cloud service delivery, and the capability to intelligently automate the cloud environment. This fuels a competitive advantage, including new business models, new market opportunities, and the capability to monetize business assets, all while reducing your total cost of ownership.

Cisco Services for Cloud On-boarding Acceleration help you more quickly migrate applications to your cloud and realize the value of your infrastructure, automation, and operations investment.

To support newly deployed cloud solutions, customers can now use Cisco Data Center Solution Support Service for Critical Infrastructure to contact Cisco directly and receive overarching, coordinated multivendor data center expertise, supplementing product support offers from Cisco and our technology partners.

### Cloud-Based Collaboration Solutions

Businesses want the capability to enjoy the best of on-premises solutions and the best of the cloud. Cisco Cloud Fusion enables customers to use the best solutions and extend them to all. Connect and collaborate your way – across multiple applications and platforms, through any consumption or deployment model, with confidence and without compromise. Cisco Cloud Fusion brings together clouds and fuses applications that are cloud based with those on-premises, making them manageable and secure.

[Cisco Powered cloud services](#) are available from certified Cisco partners, offering the entire Cisco Collaboration portfolio – including voice, video and telepresence, messaging, IM, presence, web conferencing, customer collaboration and contact center, and mobility solutions.

Also available from the public cloud are Cisco WebEx® services, providing industry-leading web conferencing capabilities. Cisco WebEx is interoperable with Cisco Unified Communications products, delivering a superior cross-platform experience.

### Additional Cisco Cloud-Based Applications

In addition to cloud-based collaboration, you can purchase cloud-based web security and network management services directly from Cisco. Cisco Meraki simplifies management of wired and wireless networks. Cisco Cloud Web Security protects and provides policies for securing your web deployments and web-based applications.

Gain industry-leading cloud capabilities in a flexible, subscription-based format.

### Buy Cisco Powered Cloud Services from a Cisco Partner

Additionally, more than 190 certified partners around the world offer cloud services that run on Cisco infrastructure and solutions. You can be confident that these services are delivered on validated Cisco architecture from a qualified provider. And every service is audited by a third party. Cisco Powered cloud services rely on our security solutions, from the data center through the network to applications. Choose from a number of [Cisco Powered cloud services](#) based on the following Cisco solutions:

- Infrastructure as a Service (IaaS)
- Hosted Collaboration Solution (HCS)
- Hosted Collaboration Solution for Contact Center (HCS for CC)
- Telepresence as a Service (TPaaS)
- Desktop as a Service (DaaS)
- Disaster Recovery as a Service (DRaaS)

### What Cisco Cloud Can Do for You

Dynamic business environments challenge IT to embrace a new paradigm for IT. Users and business performance goals demand that IT quickly deliver and demonstrate business value, flexibly align IT with business objectives, automate core IT processes, and help the business create new revenue streams and optimized processes. Cisco Cloud Portfolio gives you comprehensive options to plan, build, and manage your cloud capabilities alongside your on-premises IT footprint.

### Choose Your Cloud

Choose the cloud options that best meet your needs, whether you build your own, use a public cloud service provider, implement a hybrid model, or fuse the cloud and premises together. The Cisco Cloud Portfolio and Cisco Services for Cloud Strategy, Management, and Operations offer a range of proven choices for sourcing or building cloud services that meet your needs.

### Reduce Risk

Cisco InterCloud provides the security to extend premises-based applications to the cloud or move workloads between clouds. In addition, Cisco Services for Cloud Strategy, Management, and Operations help you choose the right cloud consumption model, identify “shadow” cloud deployments in your organization, and reduce your exposure to security risks so that you can confidently deploy new cloud services.



## Lower Total Cost of Ownership

You can reduce capital costs and invest in innovation by flexibly sourcing your cloud services. You can accelerate deployment and simplify management with open standards-based solutions, Cisco IAC, and hybrid cloud management capabilities. Additionally, you can rein in the cost and risk of shadow IT by increasing your visibility of enterprise cloud access granted by Cisco Cloud Consumption Services while also assessing business needs and opening constructive dialog with your organizational stakeholders.

## Increase Agility

The Cisco Cloud Portfolio lets you adopt the right cloud deployment model or combination of cloud and traditional IT services for outstanding agility. Transfer workloads as needed to take advantage of different cloud offerings or to meet your requirements. Your business can move faster with the cloud. Cloud onboarding services accelerate assessment and transparent migration of your business-critical applications to enhance business agility.

## Case Studies

Cisco customers make a difference in their organizations with Cisco Cloud Portfolio solutions:

### Steria

- Cut integration effort in half
- Reduced end-user intervention by 80 percent
- Created new revenue streams from new and existing customers
- Reduced customer administration by up to 30 percent

### FASTWEB

- Enterprise organizations can access services that were out of reach, and realize savings of up to 50 percent
- Customers can set up and configure data center capacity in minutes
- Entire cloud business launched with minimal server racks

### Aurecon

- Two or three days of virtualized server provisioning reduced to one day.
- Application support teams empowered to provision and control resources through self-service portal.
- Developing formal decommissioning process will free up valuable server capacity as company grows.

## Perspectives Charter Schools

- Improved administrative efficiency with advanced collaboration capabilities
- Improved agility by offloading maintenance responsibilities from small IT team
- Lowered monthly costs by approximately 25 percent, while increasing reliability and gaining new collaboration capabilities

For additional case studies please visit the [Cisco Case Studies](#) website.

## Why Cisco?

On your journey to the cloud, go with a proven industry leader. The Cisco Cloud Portfolio is built on validated architecture, innovative infrastructure solutions, and best practices. Cisco and our partners can help you provide the best combination of Cisco Powered cloud services for your business. And Cisco Services for Cloud Strategy, Management, and Operations work closely with you to help you become a trusted broker of IT services, plan your journey to the cloud, and get there quickly and efficiently.

In the recent [IDC MarketScape: Cloud Professional Services 2013 Vendor Assessment Report\\*](#), Cisco was named a Worldwide “Major Player” for cloud professional services. We have people, processes, and tools resulting from more than 28 years of industry experience, more than 50 million devices, and more than 6 million customer encounters every year that you can use to your advantage.

## For More Information

For more information about the Cisco Cloud Portfolio, visit [www.cisco.com/go/cloudevolution](http://www.cisco.com/go/cloudevolution).

Find a Cisco Powered service from one of our certified partners [here](#).

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

\*IDC MarketScape: Worldwide Cloud Professional Services 2013 Vendor Analysis, doc #242401, August 2013.