



## Meeting Evolving Data Center Challenges

New technology and globalization trends are stimulating companies to rethink their data center architecture. Today's dynamic business environment demands more responsive, higher-performing applications and services than ever before. At the same time, businesses need to lower capital and operational expenses. They need innovative data center solutions and services to address:

- **Business agility:** Modern data centers are constantly evolving to meet new demands. To facilitate the rapid introduction of new business processes and customer offerings, businesses need a flexible, resilient data center architecture that optimizes application delivery to dispersed and increasingly mobile users.
- **Operational efficiency:** IT is challenged to support transformative new applications and technology models, while keeping costs in check. Yet many data centers are complex, siloed environments with underutilized assets and high operating costs. To boost efficiency while enabling growth, businesses need broad expertise in new data center operational models that addresses the complex interaction of organizations, operations, technologies, and facilities.
- **Risk management and compliance:** As businesses consolidate technology assets, expand services, and adopt new operating models, more sophisticated approaches are needed to protect critical business applications and data from service disruptions and threats. This is especially important in virtualized environments where data integrity and security remain primary concerns.

## Accelerating Success with Cisco Data Center Services

To address these needs, many IT leaders are consolidating, virtualizing, and automating their data centers and launching transformative data center initiatives to take advantage of the benefits of growing data center trends in areas such as virtualization and cloud computing. Cisco is leading the way with innovative new data center technologies and a comprehensive portfolio of services. Cisco® Data Center Services support customers through each stage of their data center transformation from strategy to implementation to sustaining optimal operations and help you realize the full value of your data center investments.

Cisco Data Center Services are organized into five categories (Table 1).

**Table 1.** Cisco Data Center Services Categories, Descriptions, and Capabilities

Services Category	Description and Capabilities
<b>Data Center Strategic IT and Architecture Services</b>	<p>These services analyze your existing business and IT architecture to help you align your data center strategy with your business goals. Cisco Services experts assess your organizational model, people, processes, tools, governance, and metrics and provide a roadmap to help you achieve your long-term business and strategic vision. Capabilities include:</p> <ul style="list-style-type: none"> <li>• Business case/metrics (ROI)</li> <li>• Business and IT process alignment</li> <li>• Information lifecycle management (ILM)</li> <li>• ITIL® and IT operations process</li> <li>• End-to-end architecture</li> <li>• Application services</li> <li>• Consolidation strategy</li> <li>• Virtualization strategy</li> <li>• Cloud strategy</li> </ul>
<b>IT Infrastructure Planning and Deployment Services</b>	<p>These services help you plan and implement your data center strategy to eliminate business process silos, lower costs, and improve operational efficiency. They apply Cisco best practices and proven methodologies to integrate servers, computing resources, applications, storage, and networks, while reducing risk. Capabilities include:</p> <ul style="list-style-type: none"> <li>• End-to-end planning and design</li> <li>• Consolidation</li> <li>• Virtualization</li> <li>• Unified computing</li> <li>• Unified fabric</li> <li>• Cloud</li> <li>• Application and security integration</li> <li>• Application delivery</li> <li>• SAN</li> <li>• Business continuity and disaster recovery</li> <li>• Migration planning and delivery</li> </ul>
<b>Efficiency and Facilities Services</b>	<p>These services help you increase the availability, capacity, and longevity of your data center facilities. Cisco Services experts identify opportunities to lower energy consumption, plan for infrastructure growth, and deliver a greener IT strategy and data center architecture. Capabilities include:</p> <ul style="list-style-type: none"> <li>• Green IT strategy</li> <li>• Power, cooling, and facilities assessment</li> <li>• Energy benchmarking</li> <li>• Facilities design and buildout</li> </ul>
<b>Technical Support and Operations Management Services</b>	<p>These services help you maintain optimal efficiency, high availability, and uptime of your Cisco data center resources. They provide award-winning support. Capabilities include:</p> <ul style="list-style-type: none"> <li>• Rapid problem resolution</li> <li>• Mission-critical support</li> <li>• Remote monitoring</li> <li>• Systems management</li> </ul>
<b>Data Center Optimization Services</b>	<p>These services support ongoing performance improvement across all your Cisco data center technologies, delivering sustainable, optimal performance as you evolve your data center. Capabilities include:</p> <ul style="list-style-type: none"> <li>• Infrastructure assessment</li> <li>• Knowledge transfer</li> <li>• Proactive design, performance, and change support</li> <li>• Performance and security audits</li> <li>• Application profiling</li> <li>• Disaster recovery support</li> <li>• Virtualization support</li> <li>• Security optimization</li> </ul>



## Why Cisco Data Center Services?

The Cisco Data Center Services team helps you gain visibility into all interdependencies and resources across the data center environment to help you achieve your business and organizational goals. Cisco provides:

- **Unique network expertise and perspective:** The data center network that connects your servers, storage, and applications is the foundation of your business and application environment. Cisco brings a unique network-based approach to data center virtualization and optimization and provides a unified view of data center resources interdependencies across infrastructure, compute, and application layers. Cisco provides innovative services, tools, processes, best practices, and expertise to accelerate the transformation of your data center.
- **Architectural approach and solutions:** To capitalize on the advantages of virtualization, consolidation, migration, and innovative Cisco data center technologies, Cisco and our partners take an architectural approach to data center design and solutions. This approach provides greater flexibility and longevity of data center solutions, facilitates faster decision making, and helps you realize the full value of your data center investments.
- **Proven capabilities and expertise:** Together with our partners, Cisco brings deep expertise, proven methodologies, and established best practices across every aspect of data center resources and operations to help you successfully achieve your data center objectives and protect your IT investment.
- **Accelerating success through partnerships:** Cisco's architectural approach to the data center provides an adaptable, neutral foundation for a wide ecosystem of partners to deliver complete data center solutions. Cisco works collaboratively with partners to make sure that these solutions are comprehensive and fully integrated. Even while equipping your data center with best-in-class solutions from Cisco and its partners, Cisco can provide a single point of contact, program management and coordination, and a global coverage model.

## When Should You Engage Cisco Data Center Services?

- When developing data center strategies to meet new business requirements
- When undertaking a data center consolidation or virtualization project
- When looking to profile or optimize your application environment
- When you need to reduce security and performance risk by deploying tested and supported architectures for your mission-critical applications
- When deploying next-generation data center networks that use technologies such as unified I/O

- When you want to optimize your existing data center network resources and delay the purchase of new IT products
- When you need to improve processes and application/infrastructure resources for business continuance
- When you want to build a new data center network infrastructure that can scale to meet future growth
- When you need to build a business case to support the acquisition of resources

## For More Information

For more information about Cisco Data Center Services, contact your local Cisco account manager or visit [www.cisco.com/go/dcservices](http://www.cisco.com/go/dcservices) and [www.cisco.com/go/ucservices](http://www.cisco.com/go/ucservices).

