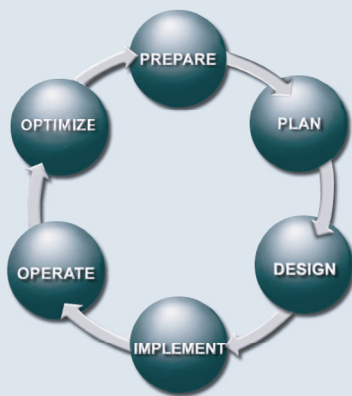


Cisco Data Center Networking Services

Cisco® Data Center Networking Services help you to enhance network availability and efficiency, improve business continuity and disaster recovery, and better align your data center strategy with business priorities.

THE CISCO LIFECYCLE SERVICES APPROACH



The unique Cisco Lifecycle approach to services defines the requisite activities at each phase of the network lifecycle to help ensure service excellence. With a collaborative delivery methodology that joins the forces of Cisco, our skilled network of partners, and our customers, we achieve the best results.

Network Lifecycle Phases

- **Prepare**—Develop a business case for a technology investment
- **Plan**—Assess readiness to support proposed solution
- **Design**—Create a detailed design to address business and technical requirements
- **Implement**—Deploy new technology
- **Operate**—Maintain network health through day-to-day operations
- **Optimize**—Achieve operational excellence through ongoing improvements

CHALLENGE

As businesses depend more than ever on their networks, critical data and applications must be available to users at all times. The data center is undergoing significant changes to meet escalating demands. Without an effective data center solution, businesses and their partners and customers risk serious problems such as data corruption or loss, reduced storage capacity, solution management difficulties, and network downtime. To address these issues, companies need to closely align their data center strategy with their business strategy. They must provide cost-effective data lifecycle management and support regulatory compliance. And they require a data center networking environment that can help reduce costs and is easy to scale and manage. Their network infrastructure must also enable them to respond to continuing change with agility, and address evolving business requirements with limited resources.

SOLUTION

Supporting Business and Technical Requirements Through a Lifecycle Services Approach

Cisco Data Center Networking Services provide complete lifecycle support through a robust service portfolio. Cisco Systems® can help you improve your network availability, business continuity, and disaster recovery capabilities through its data center services. Cisco Data Center Networking Services are designed to address other important solution areas for customers such as consolidation, virtualization, and branch consolidation. These services are based on proven methodologies for planning, designing, implementing, operating, and optimizing a wide array of data center solutions, technologies, and strategies.

Cisco maintains an extensive global network of certified partners that provide specialized data center services and a wide variety of support services to help you align your data center strategy more closely with your business priorities. These services help enhance the manageability of data center resources by delivering an optimized network infrastructure. Together, Cisco and its partners offer a system-level service and support approach that can help you implement a data center solution and improve the availability of your most critical data and applications.

Planning and Design Services

Cisco MDS Infrastructure Service

The first step in a successful data center planning strategy should focus on ensuring that your deployment is on time, on budget, and based on best-practices guidelines. The Cisco MDS Infrastructure Service supports proactive management of your storage area network (SAN) and speeds the identification and resolution of planning and design issues by addressing your

requirements for storage, server, and data center consolidation, as well as for business continuance and disaster recovery—prior to deployment. The Cisco MDS Infrastructure Service helps your data center solution deliver the features you need to support your business objectives. The service gives you a single point of contact for multiple vendor solutions, to help simplify communication and effectively integrate products. It also helps reduce the complexity and cost of ownership of your SAN, while reducing risks associated with changes to your network. The Cisco MDS Infrastructure Service includes five activities:

- Develop a high-level design for your Cisco MDS 9000 solution
- Support the Cisco MDS deployment project
- Develop the Cisco MDS infrastructure detailed design
- Develop the Cisco MDS implementation plan
- Develop the Cisco MDS migration plan

Cisco SAN Extension Service

When your SAN infrastructure extends beyond the boundaries of the data center and into the network architecture, it is especially important to examine how the new solution will integrate with existing infrastructures and systems. If these concerns are not thoroughly addressed prior to implementation or migration, you face an increased risk of serious network issues. The Cisco SAN Extension Service helps your new storage solution meet your requirements for storage consolidation, backup and mirroring, and replication by providing comprehensive, customized design support as you extend your storage network beyond the data center. The Cisco SAN Extension Service helps you to support proactive SAN management and to speed the identification and resolution of planning and design issues. It helps you deploy the features you need, on time and on budget. The service includes four activities:

- Develop a high-level SAN extension design
- Support your SAN extension deployment
- Assess SAN security
- Develop a SAN system-readiness test plan

Cisco Storage Networking Proof of Concept Service

An effective data center solution requires a storage network that is tightly synchronized with business processes. The Cisco Storage Networking Proof of Concept Service helps increase the likelihood that the proposed SAN system will meet your business and technical requirements and goals. The service validates the high-level design of your proposed SAN system, and identifies opportunities for design enhancements. Experienced Cisco engineers validate the network architecture early in the solution lifecycle and develop a detailed design that can be implemented quickly and cost-effectively. The Storage Networking Proof of Concept Service helps you to reduce redesign and improve system performance, resiliency, and availability. This scoped service offering can be customized according to your deployment and business requirements.

Cisco SAN Assessment Service

An in-depth assessment of your existing network is a vital step in planning and designing new storage services and applications. The Cisco SAN Assessment Service helps ready your network to support your SAN solution by assessing the security, resiliency, operation, and readiness of your network infrastructure. The service evaluates your network and compares your current network design and applications to Cisco and industry standards and best practices, and makes specific recommendations for potential improvement. These analysis and recommendations help you reduce risk and operating expenses while helping improve network performance. The Cisco SAN Assessment Service is a scoped service offering that can be tailored to meet your specific deployment and business needs.

Cisco Storage Networking Plan Development Service

Hands-on testing of your new data center networking solution is essential to a successful deployment. A pre-production test environment can identify potential performance issues and resolve them before they have a chance to impact the data center. The Cisco Storage Networking Plan

Development Service provides the expertise and leading practices you need for a comprehensive staging environment. This scoped service offering can be customized according to your deployment and business requirements. Cisco engineers examine the pre-production environment to discover potential configuration issues, determine the most appropriate placement and number of network devices, and suggest specific corrective action. The Cisco Storage Networking Plan Development Service accelerates the successful implementation of SAN systems in your network and helps minimize network downtime before, during, and after deployment.

Implement Services

In the implement phase, a company works to integrate devices and new capabilities in accordance with the design—without compromising network availability or performance. Service activities for the implementation phase of the network or solution lifecycle are delivered primarily through Cisco channel partners. However, for technologies and applications that are relatively new, Cisco can perform service activities in conjunction with its channel partners. Cisco transfers knowledge to broaden and deepen the expertise of its channel partners and your staff in supporting the following implementation activities:

- Developing a data center network implementation plan
- Creating a data center network acceptance test plan
- Providing support for LAN, Layer 4/7, Caching, Application Optimization technologies, storage area network (SAN) and server network installation, configuration, test, and production cut-over support

Operate Services

Cisco SMARTnet Support and Cisco SMARTnet Onsite

Even if your network is well designed, and even if you use Cisco solutions with industry-leading reliability, unexpected problems can sometimes arise. If a problem does arise in your network data center, you cannot afford to risk network downtime or loss or corruption of vital business data. Cisco SMARTnet® support provides fast answers when you need them, and helps you protect your assets and preserve access to critical applications. Cisco SMARTnet support includes registered access to Cisco.com for online tools and technical assistance, access to the Cisco Technical Assistance Center (TAC), Cisco Operating System (OS) Software updates, and Advance Replacement of failed hardware. Together, these resources help you address any immediate issues that arise, while extending and enhancing the operational lifetime of your Cisco networking devices and Cisco OS Software. Cisco SMARTnet Onsite combines all of the critical Cisco SMARTnet resources with the added assurance of hardware replacement from a trained Cisco field engineer. It provides an extra degree of confidence that any hardware issues will be resolved by a skilled Cisco expert employing industry best practices.

Cisco Focused Technical Support Services

A comprehensive data center solution will span the breadth of your entire network, and can test even the most experienced IT staff. Cisco Focused Technical Support Services build on the core Cisco Technical Support Services by providing more personalized support from the most skilled, highly trained Cisco engineers and technical staff members. You can receive the expert operational, technical, and engineering assistance you need from a world-class Cisco support team that is intimately familiar with your operations and network infrastructure. With individual attention and superior support services, you can more rapidly restore service after a disruption, continually improve the operational efficiency of your network and networking team, and maintain maximum security and uptime of your Cisco network solutions. Three specific services are available:

- Cisco High Touch Technical Support
- Cisco High Touch Engineering
- Cisco High Touch Operations Management

Cisco SMB Support Assistant

Today's smaller companies need to maintain a reliable network just as much as large enterprises. But unlike large corporations, small and medium-size businesses (SMBs) may not have a large in-house network staff that can quickly respond to unforeseen issues. Cisco SMB Support Assistant provides support and tools to quickly resolve routine issues that may arise when using Cisco SMB-class products. The program combines access to the SMB Technical Assistance Center, advance hardware replacement, software maintenance, and access to online tools and resources. Designed specifically to meet the needs of smaller organizations, these resources provide the cost-effective network support you need to maintain operational reliability, protect critical assets, contain costs, and protect your network investment.

Cisco Software Application Support Services

Managing a data center environment is an ongoing challenge, and its continued availability is essential to your business operations. To protect the integrity of your network data center and help reduce downtime and data loss that can leave your critical business processes vulnerable, you need to maintain the most up-to-date, optimized software and applications, as well as secure network hardware. Cisco Software Application Support Services strengthen the availability, reliability, and functionality of your Cisco SAN solution. Designed specifically for Cisco software applications, these services go beyond basic OS software support by providing access to expert technical assistance, the latest software releases, and a wealth of technical information with registered access to Cisco.com. You can also choose to bolster software application services with support for major application software upgrades, as well as routine releases. Covering more than 100 Cisco software applications, these services help you optimize and enhance the Cisco solutions you use to centrally manage your network, and protect your Cisco software investment. Two specific services are available:

- Cisco Software Application Support (SAS)
- Cisco Software Application Support plus Upgrades (SASU)

Cisco Remote Management Services

In today's interconnected business environment, application performance is critical. Advanced data center applications can unlock new operational efficiencies and provide unprecedented levels of business protection, but only if they are built upon a secure, reliable infrastructure. Cisco Remote Management Services proactively manage your IT infrastructure by anticipating, identifying, and resolving issues faster, more accurately, less expensively, and with more visibility than most organizations can achieve on their own. Whether you are considering the latest Cisco routers and switches, Cisco Unified Communications solutions, or state-of-the-art Cisco security solutions, Cisco Remote Management Services provide the in-depth monitoring, issue resolution, and 24-hour network management you need to implement advanced solutions with confidence. Three Remote Management Services are available:

- Cisco Foundation Technology Remote Management Service
- Cisco Unified Communications Remote Management Service
- Cisco Security Remote Management Service

Optimization Services

Cisco Data Center Networking Optimization Service

To achieve the maximum potential of your data center solution, your network needs the flexibility and scalability to quickly adapt to changing business needs. The Cisco Data Center Networking Optimization Service lets you collaborate with Cisco experts to develop detailed design standards for your data center, and to evaluate the capabilities of your applications to meet your future requirements. The service analyzes the performance data and configurations of your network devices on a recurring basis, to provide a continuous, strategic view of your network environment. Ongoing communication with Cisco engineers helps keep you informed about new networking products and software features for your environment. The Cisco Data Center Networking Optimization Service provides the expertise and proven methodologies you need to maintain high performance and availability in your data center throughout the network lifecycle. This service is available for storage area networking, Layer 4–7 content delivery networking, and caching (including Cisco Wide Area File Services [WAFS] and Wide Area Application Services [WAAS]). This service includes four activities:

- Engineer and optimize the performance of devices, features, and protocols
- Assess current Cisco software levels and develop a strategy for managing Cisco software
- Provide detailed design support
- Transfer knowledge and mentor

Cisco Storage Networking Staff Training Service

Network administration expenses make up a significant part of your IT budget, and can be the most difficult to control. To help keep these ongoing expenses to a minimum, you need the ability to deliver efficient, expert support to your users. The Cisco Storage Networking Staff Training Service educates your organization about data center technology, common issues, troubleshooting, and best practices. The scoped service helps increase the proficiency of your network support organization by assessing the skills and knowledge required to support your storage solution. And it helps to reduce system downtime by improving your staff's operational knowledge, expediting case handling, and reducing the time required to resolve network issues.

Cisco Storage Networking Management Service

To help your data center solution to deliver continued availability and performance over the long term, you need a consistent framework for making necessary network changes in an efficient, accountable manner. In the event of a network interruption, you need the ability to restore normal service operation as quickly as possible, with minimal disruption to your business. The Cisco Storage Networking Management Service helps you enhance control over configuration of network devices and provides access to vital configuration data. This scoped service offering provides incident and problem resolution and change management for easier network moves, adds, and changes. The service also provides configuration management to help your business quickly respond to new network issues that might arise. By providing ongoing support for common network management tasks, the Cisco Storage Networking Management Service helps you reduce operating costs and enhance the availability and performance of your data center solution.

BENEFITS

Cisco Data Center Networking Services offer you the expertise, experience, and resources to efficiently develop and implement a data center network architecture that meets the objectives set by your business requirements. Using best practices developed and proven by Cisco, you can build a cost-effective data center network solution that is secure, flexible, highly available, and easy to manage. Cisco services help you to deploy advanced technologies with confidence, and deliver training throughout the lifecycle of your solution, providing ongoing value to your company. Cisco has partnered with other leading vendors to provide a complete data center solution that includes everything from electrical power and cooling installation to regulatory compliance assessments, and from application integration to server and storage deployment. Cisco Data Center Networking Services help you:

- Increase the usage of network resources by creating best-practices designs for data center networking.
- Enhance the manageability of data center resources by delivering optimized network infrastructures.
- Integrate advanced technologies more easily through effective end-to-end data center infrastructure planning.
- Build an environment that is easier to scale and manage by creating streamlined designs.
- Improve usage of storage, server, and network resources by creating consolidated infrastructures.
- Enable easier management by local staff through ongoing knowledge transfer and staff augmentation.

WHY CISCO SERVICES

Cisco services make networks, applications, and the people who use them work better together.

Today, the network is a strategic platform in a world that demands better integration between people, information, and ideas. The network works better when services, together with products, create solutions aligned with business needs and opportunities.

The unique Cisco Lifecycle approach to services defines the requisite activities at each phase of the network lifecycle to help ensure service excellence. With a collaborative delivery methodology that combines the expertise of Cisco, its skilled network of partners, and its customers, you can achieve the best results.

FOR MORE INFORMATION

For more information about Cisco Content Networking Services and Cisco Storage Area Networking Services, visit http://www.cisco.com/en/US/products/svcs/ps2961/ps2452/services_segment_service_home.html and http://www.cisco.com/en/US/products/svcs/ps2961/ps3010/services_segment_service_home.html, or, contact your local account representative.

Cisco Services. Making Networks Work. Better Together.



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