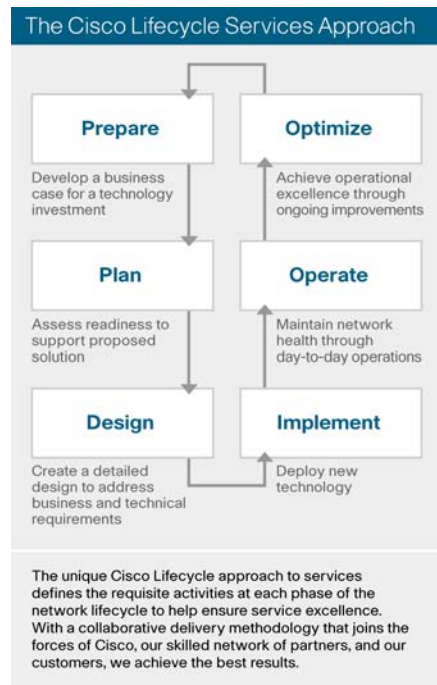


Cisco Business Transformation Workshop

Strategic customer workshop focused on transforming and aligning your application, business, and network architectures to deliver measurable business results.



Challenge

Turn a challenge into an opportunity.

The pressures on today's businesses range from globalization and agility to customer experiences to operational efficiencies. Businesses are reexamining delivery models, trying to scale them for today's global markets.

Globalization and virtualization have become top-of-mind issues. The effects of new technologies both inside and outside the enterprise can be significant in meeting the challenges and embracing the opportunities.

A carefully planned and implemented architecture can help you improve business performance while reducing your total cost of network ownership. This enables you to focus more of your IT budget on business innovation and strategic investment. To make the most of this

business transformation opportunity, Cisco can work with you to closely examine your business issues and determine the best architectural approach.

Solution

Take an architectural approach to business.

Recognizing that your network working with applications is a strategic asset that enables business priorities, the Cisco® Business Transformation Workshop is specifically designed to take an architectural view of your business. Through the workshop, recommendations and best practices will emerge that will show you ways to evolve your infrastructure to support new business capabilities. This can reduce unneeded complexity, improve the cost of managing your systems, enhance system resiliency and flexibility, and improve the efficiency of your network resources.

The Cisco Business Transformation Workshop helps you explore, identify, and analyze business problems and opportunities that are specific to your organization. The workshop is facilitated by a team of Cisco architects and engineers who are intimately familiar with your business requirements and network infrastructure. In a collaborative environment, the team shares its networking experience, knowledge, and leading architecture practices. The workshop guides you through mapping your business opportunities and discusses how to align your enterprise architecture to an IT solution. It then helps you identify the steps needed to implement an intelligent network environment over a period of time that is practical for your business.

Taking a lifecycle services approach, the Cisco Business Transformation Workshop is designed to help companies accelerate their success with Cisco technologies, improving network business value and accelerating return on investment. In the workshop, the customer's preferred partner can collaborate with Cisco.

At the conclusion of the workshop, Cisco provides a set of deliverables customized to meet your specific business needs, such as:

- A business value proposition illustrating how a business transformation approach can help you address your business's particular challenges and opportunities
- A technical white paper recommending initiatives through which you can apply the Cisco network architected approach to your environment
- A proposal for taking the next steps toward implementing a business transformation solution

Why Cisco

Choose Cisco as a next-generation partner.

No other company can duplicate Cisco's unique vantage point and perspective on next-generation business networks. As the worldwide leader in networking, we are transforming how people connect, communicate, and collaborate.

Cisco has always looked forward. Our long history of innovation is based on a deep understanding of where emerging technologies, market directions, and customers' needs intersect.

In working with Cisco, you'll gain access to senior strategy consultants and subject matter experts who combine business experience with world-class technology and management expertise. Our distributed team offers a global perspective with in-depth local knowledge in virtually every location in the world.

Benefits

The Cisco Business Transformation Workshop can provide a roadmap of your network's evolution and explains how it plays a crucial role in supporting your business needs. It provides practical next steps for successful deployment of the architecture.

The Cisco Business Transformation Workshop helps you to:

- Get the most return on your network investment when utilizing an architectural approach and collaborating with Cisco experts through a customized, targeted process
- Understand how new business opportunities can be implemented using the Cisco Service-Oriented Network Architecture (SONA) framework
- Contain costs during further preparation and planning by building a business case, technology strategy, and high-level design

For More Information

For more information about scheduling a Cisco Business Transformation Workshop, contact your local services account manager.

Cisco Services.
Making Networks Work.
Better Together.



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