



Q4 DC/V Velocity Program for Cisco Partners

Version 3

Q4 Velocity Program Goals



Demand Creation Tools:

- Break down barriers to customer adoption of our new technologies
- Conversation Starters: Foot in the Door, Seat at the Table
- Promote Cisco technology's **differentiated value**
- Create **Customer Proof Points** to introduce our technology and demonstrate the value of our end-to-end Data Center Architecture
- **Accelerate your deals:** designed to maintain and carry a continuous sense of **velocity** in our quarterly business
- **Test offerings** and bundles and the market's reaction to them in a determined timeframe

Offer Summary

UCS Smart Plays:

1. B200 Value
2. B200 UC on UCS
3. B230 Value
4. B200/B250 UCS VXI Foundation
5. B200 Expansion
6. C200 Entry
7. C200 Value
8. C210 Value
9. C460 Value

Nexus 7000 Bundles:

1. Nexus 7000 Starter Kit
2. OTV License Promo
3. Nexus 7000 FabricPath Chassis

Nexus 5000 + 2000 Bundles

- ✓ Now with Unified Port Capability!
- ✓ Nexus 5548/96 + 2248

MDS Storage Networking Offer

- ✓ Save over 21% on an MDS 9148 with the purchase of any complete UCS System
- ✓ Now allowing deeper discounting!

Executive Summary

The Cisco Velocity Program is an on-going demand creation tool designed to help you capture mindshare with your customers and introduce Cisco's innovative technologies into new buying centers. With special pricing available across our entire DC / V Product Portfolio, these offers have been created to help you accelerate your customer's adoption of an end-to-end Data Center Architecture. Take advantage of these offers now and close the fiscal year strong!

Q4 Velocity Program: Terms & Conditions

	UCS B-Series Smart Plays	UCS C-Series Smart Plays	Nexus 5000 Solutions	Nexus 7000 Starter Kit	Nexus 7000: OTV License Promo	Nexus 7000 FabricPath Chassis	MDS Storage Networking Offer
Expiration Date	July 30, 2011	July 30, 2011	July 30, 2011	July 30, 2011	July 30, 2011	July 30, 2011	July 30, 2011
Specific Bundle SKUs	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Limit per customer	Yes	Yes	No	Yes	No	No	No
OIP	Yes	Yes	Yes	Yes	Yes	Yes	Yes
SIP	Yes	Yes	Yes	Yes	Yes	Yes	Yes
DSA	No	No	Yes	No	Yes	Yes	Yes
VIP	No	No	Yes	No	Yes	Yes	No
DC Accelerator (DCAP)	No	No	Yes	No	Yes	Yes	No
Theater Applicability	Global	Global	Global	Global	Global	Global	Global
Partner Eligibility	UCS ATP; UCT Spec, DCA Spec	All	All	All	All	All	All

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Cisco Capital: End-User Offers for DC / V

US & Canada

3% for 3 Years SMB
1% Public Sector
Financing
3 Month Deferral
Low-Rate Multi-
Year Services
Cloud Jumpstart

European Markets

0% Financing
EasyLease Low
Rate Financing
4x4 and 5x5
6 Month Deferral
Public Sector
Flexible Financing
Cloud Jumpstart

APAC

0% on Multi-Year
Services
6 Month Deferral
Cloud Jumpstart

Japan

EasyLease (CCQL)
Cloud Jumpstart

Partner CTA: Contact your [Cisco Capital Financial Solutions Manager](#) for additional information.

Q4 Velocity Program:

UCS “Smart Plays”

UCS B-Series Smart Play Bundle Summary

Bundle Name / PID	Configuration Summary	
B200 Value UCS-SP2-ENTV-B200	• (4) B200 M2 Blades • (1) Chassis w/ 4 PS • (2) Fabric Interconnects (6120) • Six-Port 8GB FC Module • UCS7 or UCS1 Mandatory*	• CPU : 2 x E5649 (Six Core) • Memory : 6 x 8GB (48GB) • HDD : 2 x 146GB • VIC
UC on UCS UCS-SP2-ENTUC-B200	• (4) B200 M2 Blades • (1) Chassis w/ 4PS • (2) Fabric Interconnects (6120) • Six-Port 8GB FC Module • UCS7 or UCS1 Mandatory*	• CPU : 2 x E5640 (Quad Core) • Memory : 6 x 8GB (48GB) • HDD : 2 x 146GB • CNA: Emulex
UCS VXi Foundation UCS-SP2-VDIE-B200	• (2) B250 M2 Blades • (2) B200 M2 Blades • (1) Chassis w/ 4 PS • (2) Fabric Interconnects (6120) • Six-Port 8GB FC Module • UCS7 or UCS1 Mandatory*	<i>B250 Blades:</i> • CPU : 2 x X5675 (Six Core) • Memory : 24 x 8GB (192 GB) • HDD : 2 x 300GB • VIC <i>B200 Blades:</i> • CPU : 2 x E5649 (Six Core) • Memory : 6 x 8GB (48GB) • HDD : 2 x 146GB • VIC
B230 Value UCS-SP-ENTV-B230	• (4) B230 M1 Blades • (1) Chassis w 4 PS • (2) Fabric Interconnects (6120) • Six-Port 8GB FC Module • UCS7 or UCS1 Mandatory*	• CPU : 2 x X6550 (Eight Core) • Memory : 16 x 8GB (128 GB) • SSD : 2 x 64GB • VIC

* Note: Services are not "Bundled" into the HW configuration and must be added to your configset as a separate line-item

UCS B-Series Smart Play Expansion Bundle Summary

Bundle Name / PID	Configuration Summary	
Expansion Value UCS-SP2-EXPV-B200	• (4) B200 M2 Blades • (1) Chassis w 4 PS • No Fabric Interconnects • UCS7 or UCS1 Mandatory*	• CPU : 2 x X5675 (Six Core) • Memory : 12 x 8GB (96GB) • HDD : 2 x 146GB • VIC



* Note: Services are not “Bundled” into the HW configuration and must be added to your configset as a separate line-item

UCS C-Series Smart Play Bundles Summary

Bundle Name / PID	Configuration Summary	
C200 Entry UCS-SP2-C200E	• CPU : 1 x E5606 (Four Core) • Memory : 1 x 4GB (4 GB) • HDD : 1 x 500GB SATA Drive	• Single Power Supply • DVD Drive • Rail Kit • UCS5 or UCW5 Recommended
C200 Value UCS-SP2-C200V	• CPU : 2 x E5620 (Four Core) • Memory : 2 x 4GB (8 GB) • HDD : 2 x 500GB SATA Drive	• Dual Power Supplies • DVD Drive • Rail Kit • UCS5 or UCW5 Recommended
C210 Value UCS-SP2-C210V	• CPU : 2 x E5649 (Six Core) • Memory : 6 x 8GB (48GB) • HDD : 2 x 146GB SAS Drive	• SAS Controller • RAID Card • Dual Power Supplies • DVD Drive • Rail Kit • UCS5 or UCW5 Recommended
C460 Value UCS-SP2-C460V	• CPU : 4 x X7550 (Eight Core - M1) • Memory : 16 x 8GB (128 GB) • HDD : 4 x 300GB 10K SAS Drive	• RAID Card with Battery Backup • DVD Drive • Quad Power Supplies • Rail Kit • UCS5 or UCW5 Recommended

* Note: Services are not “Bundled” into the HW configuration and must be added to your configset as a separate line-item



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UCS B200 Value



Bundle Details:

- (4) B200 M2 Blades
- (1) Chassis w/ 4 PS
- (2) Fabric Interconnects (6120)
- 6-Port 8GB FC Module

Blade Details:

- CPU: 2 x E5649 (Quad Core)
- Memory: 6 x 8GB (48GB)
- HDD: 2 x 146GB
- VIC

Mandatory Support – Two Offerings:

- UCS7: UC Support 24x7x4 OS
- UCS1: UC Support 8x5xNBD
- Choice of 1 – 3 years available

Offer Positioning

Customer Business Benefit	Server performance and capacity to adapt to application demands and intelligently scales energy use based on utilization reducing energy costs
Customer Use Case	Ideal for Commercial, Service Providers and Large Enterprises as a highly efficient virtual desktop, private cloud, virtualization or consolidation server. Get more performance while reducing costs
Competitive Differentiation	• Buy one Interconnect, get one FREE! • Embedded system management and just-in-time provisioning with service profiles: Use of service profiles helps reduce the number of manual steps needed for provisioning, the opportunities for human error, and server and network deployment times. • Unified fabric: Eliminates the need for multiple sets of adapters, cables, and switches for LAN, SAN, and high-performance computing networks. • VN-Link virtualization support: Cisco VN-Link technology extends the network to the virtual machine. • State-of-the-art performance: Intel Xeon processor 5600 series • Energy efficiency: Improved airflow efficiency and can reduce the number of components that need to be powered and cooled by more than 50 percent compared to traditional blade server environments.
Additional Information	Case Studies: • http://www.cisco.com/en/US/solutions/collateral/ns340/ns517/ns224/case_study_c36-623712.pdf • http://www.cisco.com/en/US/solutions/collateral/ns340/ns517/ns224/case_study_c36-623923.pdf

UC on UCS B200 Value



Bundle Details:

- (4) B200 M2 Blades
- (1) Chassis w/ 4 PS
- (2) Fabric Interconnects (6120)
- 6-Port 8GB FC Module

Blade Details:

- CPU: 2 x E5640 (Quad Core)
- Memory: 6 x 8GB (48GB)
- HDD: 2 x 146GB
- CNA: Emulex

Mandatory Support – Two Offerings:

- UCS7: UC Support 24x7x4 OS
- UCS1: UC Support 8x5xNBD
- Choice of 1 – 3 years available

Offer Positioning

Customer Business Benefit	• 33% OPEX reduction, 50% CAPEX reduction, reduced Energy consumption by 74% • Almost \$1-million savings in first year! • 12 HP servers to 4 Cisco UCS servers (reduced server count)
Customer Use Case	• Large DC environment looking for lower TCO and higher efficiency • Virtualized, centralized datacenter designs • Migrate from appliance-based environment to a virtualized server-based solution
Competitive Differentiation	• Comprehensive solution encompassing the entire Data Center and UC stack • Broad set of virtualized UC capabilities, TCO improvement • Industry leading technology with easy deployment in customer IT
Additional Information	UC on UCS webpage (internal): http://www.in.cisco.com/voice/products/ucs/index.shtml#tab=1&demos=0&sales=0

UCS VXI Foundation



Bundle Details:

- (2) B250 M2 Blades
- (2) B200 M2 Blades
- (1) Chassis w/ 4 PS
- (2) Fabric Interconnects (6120)
- 6-Port 8GB FC Module

Mandatory Support – Two Offerings:

- UCS7: UC Support 24x7x4 OS
- UCS1: UC Support 8x5xNBD
- Choice of 1 – 3 years available

B250 Blades:

- CPU: 2 x X5675 (6-Core)
- Memory: 24 x 8GB (192 GB)
- HDD: 2 x 300GB
- VIC

B200 Blades:

- CPU: 2 x E5649 (6-Core)
- Memory: 6 x 8GB (48GB)
- HDD: 2 x 146GB
- VIC

Offer Positioning

Customer Business Benefit	Greater control, business agility, operational efficiency and user choice
Customer Use Case	• Desktop virtualization proof of concept and base platform for ultra-scalable production deployments • All desktop virtualization models (VDI, shared VD, etc) for all types of worker profiles (task, knowledge, mobile, call center etc) • Initiatives including: Windows 7 migrations, M&A, compliance and security, consultants and partners
Competitive Differentiation	• Buy one Interconnect, get one FREE! • Optimized, balanced infrastructure for desktop virtualization • Greater density and lower cost per desktop • Rapid virtual desktop provisioning and scale out with lower operational overhead • Validated designs with key virtualization and infrastructure partners • Scale from a 200 user POC to thousands of virtual desktops with the same architecture by simply adding UCS-VXI-SCALE bundles • Foundational pillar for Cisco Virtualization Experience Infrastructure (VXI) system
Additional Information	www.cisco.com/go/vdi www.cisco.com/go/vxi

UCS B230 Value



Bundle Details:

- (4) B230 M1 Blades
- (1) Chassis w/ 4 PS
- (2) Fabric Interconnects (6120)
- 6-Port 8GB FC Module

Blade Details:

- CPU: 2 x X6550 (8-Core)
- Memory: 16 x 8GB (128 GB)
- SSD: 2 x 64GB
- VIC

Mandatory Support – Two Offerings:

- UCS7: UC Support 24x7x4 OS
- UCS1: UC Support 8x5xNBD
- Choice of 1 – 3 years available

Offer Positioning

Customer Business Benefit

Maximizes data center real estate by delivering innovative combination of performance, density, reliability and cost-effective value.

Customer Use Case

- Optimized for single instance and transaction-intensive database workloads
- Server virtualization
- Desktop virtualization (VDI) for Commercial, Finance and Service Provider verticals

Competitive Differentiation

Buy one Interconnect, get one FREE!

The UCS B230 M1 supports up to 512 GB of memory and advanced silicon and system reliability features designed to maintain data integrity and keep mission-critical services online

Additional Information

UCS B230 M1: <http://www.cisco.com/en/US/products/ps11206/index.html>

UCS B230 M2: <http://www.cisco.com/en/US/products/ps11583/index.html>

UCS B200 Expansion Pack



Bundle Details:

- (4) B200 M2 Blades
- (1) Chassis w/ 4 PS
- NO Fabric Interconnects

Blade Details:

- CPU: 2 x X5675 (6-Core)
- Memory: 12 x 8GB (96GB)
- HDD: 2 x 146GB
- VIC

Mandatory Support – Two Offerings:

- UCS7: UC Support 24x7x4 OS
- UCS1: UC Support 8x5xNBD
- Choice of 1 – 3 years available

Offer Positioning

Customer Business Benefit	More for less: The pack is being offered at an attractive price with an effective discount rate of 61 percent.
Customer Use Case	This expansion pack is a good option for adding capacity at a low cost. With the purchase of four Cisco UCS B200 M2 blade servers, you get one free chassis . You can use your existing fabric interconnects with the new set of servers.
Competitive Differentiation	• Embedded system management and just-in-time provisioning with service profiles: Use of service profiles helps reduce the number of manual steps needed for provisioning, the opportunities for human error, and server and network deployment times. • Unified fabric: Eliminates the need for multiple sets of adapters, cables, and switches for LAN, SAN, and high-performance computing networks. • VN-Link virtualization support: Cisco VN-Link technology extends the network to the virtual machine. • State-of-the-art performance: Intel Xeon processor 5600 series • Energy efficiency: Improved airflow efficiency and can reduce the number of components that need to be powered and cooled by more than 50 percent compared to traditional blade server environments.
Additional Information	With the Cisco UCS, you could: • Increase redundancy of SAP application environment • Decrease per-chassis cable count from 15 to 4 • Accelerate server provisioning from one week to 30 minutes For a complete case study, please see: http://www.cisco.com/en/US/solutions/collateral/ns340/ns517/ns224/ns944/case_study_C36_603155.html

UCS C200 Entry



Bundle Details:

- CPU : Single E5606 (2-Core)
- Memory : 1 x 4GB
- HDD : 1 x 500 GB SATA
- DVD Drive
- Single Pwr Supply
- Rail Kit

Mandatory Support - Two Options:

- UCS5: UC Support 8x5xNBDOS
- UCW5: UC Plus 8x5xNBDOS
- Choice of 1 – 3 years available

Offer Positioning

Customer Business Benefit	Lower TCO through higher utilization, more robust fault tolerance, better RAS, greater adaptability and flexibility
Customer Use Case	SMB / Mid-Market; low-end database and application server; mail and messaging, file/print, firewall, caching, web
Competitive Differentiation	• UCS Manager: No other rack server can be part of a UCS-like environment • Unique Cisco UCS P81E VIC: optimized for virtualized environments reduced TCO through NIC, HBA, cabling, and switch reduction.
Additional Information	<u>C-Series on Cisco.com</u> <u>C-Series on SAVBU</u>

UCS C200 Value



Bundle Details:

- CPU : Dual E5620 (4-Core)
- Memory : 2 x 4GB (8GB)
- HDD : 2 x 500GB SATA
- DVD Drive
- Dual Pwr Supply
- Rail Kit

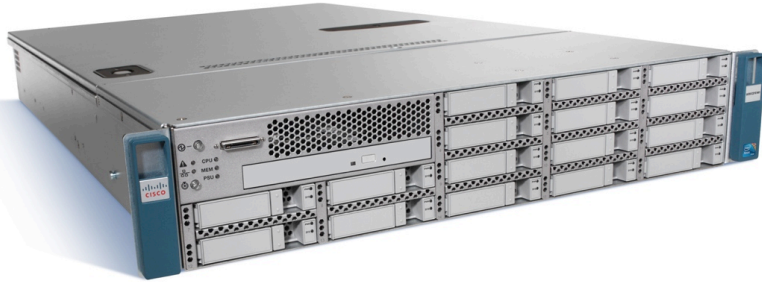
Mandatory Support - Two Options:

- UCS5: UC Support 8x5xNBDOS
- UCW5: UC Plus 8x5xNBDOS
- Choice of 1 – 3 years available

Offer Positioning

Customer Business Benefit	Lower TCO through higher utilization, more robust fault tolerance, better RAS, greater adaptability and flexibility
Customer Use Case	SMB / Mid-Market; low-end database and application server; mail and messaging, file/print, firewall, caching, web
Competitive Differentiation	• UCS Manager: No other rack server can be part of a UCS-like environment • Unique Cisco UCS P81E VIC: optimized for virtualized environments
Additional Information	<u>C-Series on Cisco.com</u> <u>C-Series on SAVBU</u>

UCS C210 Value



Bundle Details

- CPU : Dual E5649 (6-Core)
- Memory : 6 x 8GB (48GB)
- HDD : 2 x 146GB SAS
- SAS Controller
- DVD Drive
- Dual Pwr Supply
- Rail Kit

Mandatory Support - Two Options:

- UCS5: UC Support 8x5xNBDOS
- UCW5: UC Plus 8x5xNBDOS
- Choice of 1 – 3 years available

Offer Positioning

Customer Business Benefit	Lower TCO through higher utilization, more robust fault tolerance, better RAS, greater adaptability and flexibility
Customer Use Case	I/O and disk intensive: SMB / Mid-Market; low-end database and application server; mail and messaging, file/print, firewall, caching, web
Competitive Differentiation	• UCS Manager: No other rack server can be part of a UCS-like environment • Unique Cisco UCS P81E VIC: optimized for virtualized environments • Accommodates up to 196 GB (12 DIMMs) and 16 HDDs
Additional Information	<u>C-Series on Cisco.com</u> <u>C-Series on SAVBU</u>

UCS C460 Value



Bundle Details:

- CPU : Quad X7550 (8-Core)
- Memory : 16 x 8GB (128 GB)
- HDD : 4 x 300GB 10K SAS Drive
- RAID Card with Battery Backup
- DVD Drive
- Quad Power Supplies
- Rail Kit

Mandatory Support - Two Options:

- UCS5: UC Support 8x5xNBDOS
- UCW5: UC Plus 8x5xNBDOS
- Choice of 1 – 3 years available

Offer Positioning

Customer Business Benefit	Cost reduction through higher utilization, lower software costs, more robust fault tolerance, better RAS, greater adaptability and flexibility
Customer Use Case	I/O, Memory and disk intensive: ERP, CRM, database, data warehouse, application server; high-end virtualization workloads
Competitive Differentiation	• UCS Manager: No other rack server can be part of a UCS-like environment • Unique Cisco UCS P81E VIC: • Accommodates up to 4x Intel Xeon processor E7-4800 or 7500 product family • Accommodates up to 1 TB (64 DIMMs) and 12 HDDs
Additional Information	<u>C-Series on Cisco.com</u> <u>C-Series on SAVBU</u>

Configuration

Cisco Multiline Configurator (MLC)

Access MLC Tool:

<http://www.cisco.com/en/US/ordering/index.shtml>

Key Steps:

1. Add Hardware Items
2. Add Optional Service
 - Select appropriate service from Drop-Down Menu.
 - Select: "Apply to All Service Lines"
3. Configure Bundle –(Select Power Cable)
 - Highlight hardware Line – Click Configure
 - Click "Unverified" to choose power cables
 - Once cables have been selected, hit "Check Configuration"
 - Once all components show "Configured", click "Check Configuration" again
4. Add Completed Bundle to Order
5. Route ConfigSet
6. You will receive your ConfigSet ID and Access Key via email. Use this for quoting and ordering.

Quoting

Cisco Commerce Workspace (CCW)

Access CCW Tool:

www.cisco.com/go/ccw

Key Steps:

1. Start with Quick Quote
2. Select: Import a Saved Configuration
 - You must have a saved ConfigSet ID and Access Code from MLC. You cannot enter a line item BOM.
3. Select: ConfigSet for MLC/ICT/ Netformx-DC
 - Enter ConfigSetID and Access Key, hit "Search"
 - Select check box, hit Continue with Selected configuration
 - Verify Config and hit Save.
 - Verify Total List Price
4. Verify Deal Summary
 - Verify discounts and pricing
 - Complete quote and Save
5. Submit for Approval. You will receive a Deal ID and Approved Discount % via email. Use this for Ordering.

Ordering

Cisco Ordering Tool (OT)

Access Ordering Tool:

<http://www.cisco.com/web/ordering/root/index.html>

Key Steps:

1. Start with 'Create an Order'
2. 'Acquire a Routed Order'
 - Load ConfigSetID and Access Key, hit "Acquire Order"
3. Enter Deal ID from CCW Quick Quote
 - Enter Deal ID under "Header details" page
4. Complete order with Service Site information
 - Select Service Line items to complete detail
5. Enter Approved Discount % for Major Line Items
 - Product Items – 61% (UCS Partner Pricing)
 - Service Items – Partner contractual discount level
- Save Order & Submit

Q4 Velocity Program:

Nexus 5000 Solution Offers



Nexus 5000 Solution Offers

Customer Business Benefit

- Increase scalability to enable **increased business growth** with reduced costs and complexity
- Broad portfolio with multiple interface, protocols, and speed options to meet existing and future architecture requirements
- Proven solution with over 5000 customers across multiple vertical markets world wide

Customer Use Case

- Multiple deployment options including top of the rack with Cisco Nexus parent switch either at the middle or end of the row
- Increasing VM density requiring higher scalability
- Low-latency, high-performance computing environments

Competitive Differentiation

- High scalability with single point of management from a standalone server to individual Virtual Machines
- Flexible interface options enabling smooth transition to 10G for physical and virtualized environments
- Convergence-ready future proofed solution featuring multi-protocol connectivity

Additional Information

- Case Study: NetApp:
http://www.cisco.com/en/US/solutions/collateral/ns340/ns517/ns224/case_study_c36-554435.pdf
- Case Study: Apollo Group:
http://www.cisco.com/en/US/prod/collateral/modules/ps2706/ps6906/apollo_case_study_c36-646337.pdf
- Case Study: Wellmont Health System:
http://www.cisco.com/en/US/solutions/collateral/ns340/ns517/ns224/case_study_Wellmont_Health.pdf
- Additional Case studies can be found:
http://www.cisco.com/en/US/products/ps9670/prod_case_studies_list.html

Nexus 5000 Solution Bundles

Ports	SR Interconnect	FET Interconnect	Optional Interconnect	Speed
192 Ports	N5548UP-4N2248TR (20%) Savings	N5548UP-4N2248TF (19%) Savings	N5548UP-4N2248TP (17%) Savings	100M/1G
288 Ports	N5548UPM-6N2248TR (21%) Savings	N5548UPM-6N2248TF (21%) Savings	N5548UPM-6N2248TP (18%) Savings	
	N5596UP-6N2248TR (20%) Savings	N5596UP-6N2248TF (20%) Savings	N5596UP-6N2248TP (18%) Savings	

SR Interconnect Bundles

N5548UP-4N2248TR (192p)	Qty	N5548UPM-6N2248TR (288p)	Qty	N5596UP-6N2248TR (288p)	Qty
N5K-C5548UP-FA*	1	N5K-C5548UP-FA*	1	N5K-C5596UP-FA*	1
N2K-C2248TP-1GE*	4	N55-M16P**	1	N55-M16P**	1
SFP-10G-SR	20	N2K-C2248TP-1GE*	6	N2K-C2248TP-1GE*	6
		SFP-10G-SR	30	SFP-10G-SR	30
Optional 48p Storage license: N55-48PF-SSK9		Optional 48p Storage license: N55-48PF-SSK9		Optional 48p Storage license: N55-48PF-SSK9	
Optional N5K Transceiver and Cables		Optional N5K Transceiver and Cables		Optional N5K Transceiver and Cables	
Optional N5K Power Cords @\$0		Optional Expansion Module Selection @\$0		Optional Expansion Module Selection @\$0	
Optional N2K Power Cords @\$0		Optional N5K Power Cords @\$0		Optional N5K Power Cords @\$0	
		Optional N2K Power Cords @\$0		Optional N2K Power Cords @\$0	

* Includes redundant HA configurations with dual power supplies, and redundant fans

** N55-M16P 16p Ethernet Expansion Module is the default option

FET Interconnect Bundles

N5548UP-4N2248TF (192p)	Qty	N5548UPM-6N2248TF (288p)	Qty	N5596UP-6N2248TF (192p)	Qty
N5K-C5548UP-BUN	1	N5K-C5548UP-BUN	1	N5K-C5596UP-BUN	1
N2K-C2248TP-BUN	4	N55-M16P-B OR N55-M8P8FP-B OR N55-M16UP-B	1	N2K-C2248TP-BUN	6
FET-10G	32	N2K-C2248TP-BUN*	6	FET-10G	48
		FET-10G	48		
Optional N5K Transceiver and Cables		Optional N5K Transceiver and Cables		Optional N5K Transceiver and Cables	
Optional N5K Power Cords		Optional Expansion Module Selection		Optional N5K Power Cords	
Optional N2K Power Cords		Optional N5K Power Cords		Optional N2K Power Cords	
		Optional N2K Power Cords			

Optical Interconnect Bundles

N5548UP-4N2248TP (192p)	Qty
N5K-C5548UP-BUN	1
N2K-C2248TP-BUN	4
Optional N2K-N5K interconnect Transceiver	
Optional N5K Transceiver and Cables	
Optional N5K Power Cords	
Optional N2K Power Cords	

N5548UPM-6N2248TP (288p)	Qty
N5K-C5548UP-BUN	1
N55-M16P-B <i>or</i> N55-M8P8FP-B <i>or</i> N55-M16UP-B	1
N2K-C2248TP-BUN	6
Optional N2K-N5K interconnect Transceiver	
Optional N5K Transceiver and Cables	
Optional Expansion Module Selection	
Optional N5K Power Cords	
Optional N2K Power Cords	

N5596UP-6N2248TP (288p)	Qty
N5K-C5596UP-BUN	1
N2K-C2248TP-BUN	6
Optional N2K-N5K interconnect Transceiver	
Optional N5K Transceiver and Cables	
Optional N5K Power Cords	
Optional N2K Power Cords	

Q4 Velocity Program:

Nexus 7000 Starter Kit



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Nexus 7000 Starter Kit

Customer Business Benefit

- Enables Cisco Unified Fabric for next generation data centers for converged, virtualized cloud computing, **increasing IT efficiencies , business agility while lowering TCO**
- Industry leading scalability ensures future proofing, eliminates need for forklift upgrades, **reducing both OPEX and CAPEX** for years to come
- Delivers industry leading innovations (OTV, FCoE, FabricPath, VDC, FCoE, LISP...etc) with a competitive advantage

Customer Use Case

- Data Center Core, Aggregation and End of Row deployments for high resiliency, high density and highly scalable networks, providing the foundation for the next generation network
- Campus Core for scalable non-blocking campus network

Competitive Differentiation

- Offers the industry's highest resiliency for continued operations in DC and campus
- In conjunction with the Nexus 2000, it offers the highest port density in a single switch configuration for high density DC deployments
- Offers the industry's most advanced innovations for convergence, scaling and cloud enablement

Additional Information

- Cisco Overlay Transport Virtualization (OTV):
http://www.cisco.com/en/US/prod/switches/ps9441/nexus7000_promo.html
- Cisco FabricPath: http://www.cisco.com/en/US/prod/switches/ps9441/fabric_path_promo.html
- Fibre Channel over Ethernet (FCoE):
http://www.cisco.com/en/US/prod/switches/ps9441/ps9402/nexus_7000.html
- Cisco Locator/ID Separation Protocol (LISP):
http://www.cisco.com/en/US/prod/switches/ps9441/ps9402/nexus_7000.html
- For more info visit: <http://www.cisco.com/en/US/products/ps9402/index.html>

Nexus 7000 Starter Kit

N7K-C7010-P1-STK - Bundle Bill of Materials

Quantity	Part Number (PID)	Description
1	N7K-C7010-BUN	7010 chassis, 1 Sup, 3 Fab, 2 6KW PS
1	N7K-SUP1	N7K - Supervisor 1, Includes External 8GB Log Flash
2	N7K-CPF-2GB	N7K Compact Flash Memory 2GB (Expansion Flash)
1	N7K-C7010-FD-MB	N7K 7010 Front Door Kit
1	N7K-C7010-AFLT	N7K 7010 Air Filter
1	N7K-LAN1K9	N7K LAN Enterprise License
1	N7K-ADV1K9	N7K Advanced LAN Enterprise License
1	N7K-TRS-P1	Nexus 7000 Transport Services License (OTV) Promo
1	N7K-EL21K9	Nexus 7000 Enhanced Layer 2 License (FabricPath)
1	DCNM-N7K-K9	DCNM License

Note: This bundle comes with dual supervisors. One is populated with the N7K-C7010-BUN line item, and the 2nd is the N7K-SUP1 line item.

Over 47.5% Savings off Standard List Price! \$72,000 savings!

Nexus 7000 Starter Kit

How to Order

- This bundle SKU is published and orderable on the Global Price List (GPL)
- Order SKU is N7K-C7010-P1-STK from Cisco Ordering Tool or Dynamic Configuration Tool; limited configuration will be necessary
- Once the order has been submitted, a verification check will be performed prior to releasing the order to Manufacturing; this will confirm...
 1. Is this for a new Nexus 7000 customer?
 2. Has the customer exceeded the maximum two bundles per customer?
 3. Are standard partner discounts being applied to the deal?

Nexus 7000 Starter Kit

Q & A

Q: Can I change the configuration of the Starter Kit, for example the Power Supplies or use just one supervisor?

A: No; The Starter Kit Bundle cannot be modified, but you can add to it for a fully configured system

Q: I only see one Supervisor in the Starter Kit Bundle; why is this?

A: There are two Supervisors in the Starter Kit Bundle. One comes from the line item N7K-C7010-BUN and another comes from the separate line item N7K-SUP1

Q: What if my opportunity doesn't qualify for the Nexus 7000 Starter Kit Promotion?

A: There are Standard Bundles that offer attractive pricing for customers, including N7K-C7010-BUN and N7K-C7010-BUN-R. These Standard bundles do not have any qualifications or restrictions. Please contact your Cisco Account Manager for further details.

Q: Is there a starter kit available with the Nexus 7018 chassis as well?

A: No, the Nexus 7010 chassis is the only bundled chassis.

Q: Can additional modules/components be added to the order with the bundle?

A: Yes, normal discounting would apply for the additional modules/components.

Q4 Velocity Program:

Overlay Transport Virtualization (OTV)

License Promo



OTV License Promo

Customer Business Benefit

- Enables virtualized compute resource pooling across data centers for **faster ROI**
- **Increased business continuity** by enabling distributed clustering and rapid workloads migration between data centers in case of disaster.
- Significantly simplifies Layer 2 connectivity between data center, **reducing IT operational costs**

Customer Use Case

- **Faster ROI** - Significantly simplifies extending Layer 2 applications across distributed data, making multiple data centers look like one logical DC. This enables pooling compute resources across DCs
- **Distributed Clustering** - business continuity
- **Seamless workload mobility** - business continuity and workload balancing between DCs

Competitive Differentiation

- Simplest solution in industry for deploying DCI between DCs - lower cost of operations.
- Works over any IP network - does not require expensive and disruptive network configuration
- Preserves existing Layer 3 failure boundaries, provides automated multi-homing, and includes built-in loop prevention ensuring high resiliency.

Additional Information

- Cisco OTV Technology Introduction and Deployment Considerations Whitepaper:
http://www.cisco.com/en/US/docs/solutions/Enterprise/Data_Center/DCI/whitepaper/DCI3_OTV_Intro_WP.pdf
- Fundamentals of OTV” <http://www.youtube.com/ciscocin%23p/c/42BDF8729C10E80F/3/BMlVXqIXsc>
- Solution Brief:
http://www.cisco.com/en/US/prod/collateral/switches/ps9441/ps9402/solution_overview_c22-574939.html
- Solution At-a-Glance:
http://www.cisco.com/en/US/prod/collateral/switches/ps9441/ps9402/at_a_glance_c45-575038.pdf
- Workload Mobility Across Data Centers Whitepaper:
http://www.cisco.com/en/US/prod/collateral/switches/ps9441/ps9402/white_paper_c11-591960.pdf
- More info: http://www.cisco.com/en/US/prod/switches/ps9441/nexus7000_promo.html

Nexus 7000: OTV License Promo Overview

- An attractively priced license designed to accelerate OTV evaluation and adoption
- Targets Nexus 7000 customers that are ready to qualify and deploy OTV



Nexus 7000: OTV License Promo Details

	Product	Product Description
<i>Promotional PID</i> 	N7K-TRS-P1	Nexus 7000 Transport Services License (OTV) Promotion
<i>Regular PID</i> 	N7K-TRS1K9	Nexus 7000 Transport Services License (OTV)

Note: N7K-TRS1K9 will **not** be a configurable PID until the TRS promotion gets decommissioned. However it will be available as a spare and in the pricing list.

Qualifications and How to Order

1. Limited time offer: Order must be booked **before** July 30st, 2011
2. Not available for Distribution Stocking
3. Order SKUs: N7K-TRS-P1(=) and L-N7K-TRS-P1= (e-delivery option)

Important Notes:

- To use OTV, customers will need all three licenses per chassis; N7K-TRS-P1, N7K-LAN1K9, and N7K-ADV1K9.
- Customers that already own 7010s or 7018s and have both N7K-LAN1K9 and N7K-ADV1K9 licenses, will only need to purchase N7K-TRS-P1=
- For additional details: Refer to [Nexus 7000 Software License Overview](#)

Q4 Velocity Program:

Nexus 7000 FabricPath Chassis



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Nexus 7000: FabricPath Chassis

Customer Business Benefit

- Delivers increased IT scalability enabling increased **business growth** and **agility**
- Simplifies data center architecture and operations, **reducing costs** and complexity
- Increase data center **availability** and **performance**, enabling a higher SLA
- Reduces infrastructure devices to achieve higher performance network, reduces CAPEX costs

Customer Use Case

- Massively scalable layer two networks (100+Tbps) for scalable virtualized server environments and private cloud deployments
- High bandwidth, non-blocking High Performance Compute networks with low latency

Competitive Differentiation

- Highest cross-sectional bandwidth with multi-pathing for scalability and availability
- Standards based solution ensuring interoperability and minimizing risk
- Convergence-ready future-proofed solution featuring FCoE

Additional Information

- Network World Tests on Cisco FabricPath
<http://www.networkworld.com/reviews/2010/102510-cisco-fabricpath-test.html>
- A Simpler Data Center Fabric Emerges - Industry White Paper:
http://www.cisco.com/en/US/prod/collateral/switches/ps9441/ps9402/Data_Center_Net_Fabric.pdf
- FabricPath White Paper:
http://www.cisco.com/en/US/prod/collateral/switches/ps9441/ps9402/white_paper_c11-605488.html
- FabricPath Solution At-a-Glance:
http://www.cisco.com/en/US/prod/collateral/switches/ps9441/ps9402/at_a_glance_c45-605626.pdf
- FabricPath Web Page: http://www.cisco.com/en/US/prod/switches/ps9441/fabric_path_promo.html

Nexus 7000: FabricPath Chassis

Two Options:

- N7K-C7010-BUN : 7010 Chassis, Single Supervisor, Dual Power Supplies
- N7K-C7010-BUN-R : 7010 Chassis, Dual Supervisors, (3) Power Supplies

For a limited time, this promotion allows the F1 module and FabricPath license to be purchased at a significant discount over the regular price

- 14% - 19% discount off of the Global List Price
- Account teams may apply normal discounts to this bundle (DSA is allowed).
- Limited time promotion for Q4 FY11 and Q1 FY12

N7K-C7010-P1-FP – Bundle BOM

Quantity	Order Number (PID)	Description
1	N7K-C7010-BUN	7010 Chassis,(1)SUP1,(3)FAB1,(2)AC-6KW PSU
1	N7K-F132XP-15	32 Port 1G/10G Ethernet Module, SFP/SFP+
1	N7K-EL21K9	Enhanced Layer 2 License – FabricPath
		Promotion Discount: 19%
		Savings: \$20,000

N7K-C7010R-P1-FP – Bundle BOM

Quantity	Part Number	Description
1	N7K-C7010-BUN-R	7010 Chassis,(2)SUP1,(3)FAB1,(3)AC-6KW PSU
1	N7K-F132XP-15	32 Port 1G/10G Ethernet Module, SFP/SFP+
1	N7K-EL21K9	Enhanced Layer 2 License - FabricPath
		Promotion Discount: 14%
		Savings: \$20,000

Q4 Velocity Program:

MDS Storage Networking Offer



MDS Storage Networking Offer

Customer Business Benefit

- Intelligent, VM-aware storage networking for Cisco DC/V architecture
- Very cost-effective SAN connectivity for one or more UCS domains
- Easy-to-buy combination supported with all vendors' storage
- Interoperates with FCoE Unified Fabrics via MDS 9500 or Nexus 5000
- Simplifies interop between UCS, Cisco fabrics, and Brocade

Customer Use Case

- Robust, cost-effective SAN infrastructure for small / medium enterprises
- High performance top of rack to aggregate larger UCS deployments into SAN fabric
- Interoperability gateway into non-Cisco SAN environments

Competitive Differentiation

- Full enterprise feature set at an entry level fabric switch price point
- Highest FC port density in a 1 RU form factor
- Full interoperability with Unified Fabrics incorporating both FC and FCoE

Additional Information

Overview/Video:

<http://www.cisco.com/en/US/products/ps10703/index.html>

At-A-Glance:

http://www.cisco.com/en/US/prod/collateral/ps4159/ps6409/ps5987/ps10703/at_a_glance_c45-577446.pdf

Data Sheet:

http://www.cisco.com/en/US/prod/collateral/ps4159/ps6409/ps5987/ps10703/data_sheet_c78-571411.html

White Paper:

http://www.cisco.com/en/US/prod/collateral/ps4159/ps6409/ps5987/ps10703/white_paper_c11-580859.html

MDS Storage Networking

Bill of Materials

Part Number	Description	QTY
DS-C9148UCSBNDL-K9	MDS 9148 for UCS Velocity Bundle Promotion	1
Included: Power Cable	User-Selectable Option	2
Included: DS-9148-KIT-CSCO	Accessory Kit for Cisco MDS 9148	1
Included: DS-SFP-FC8G-SW	8 Gbps Fibre Channel SW SFP+, LC	32

MDS Offer: Terms and Conditions

- Discounted MDS 9148 with 32 ports and (32) 8Gbps SFP+'s when ordered with any UCS system (including Fabric Interconnects)
- Must be ordered with a UCS system (N10-S6100/6120 or N10-S6200/6140 Fabric Interconnect)
- Customers purchasing stand-alone blades or rack-mount servers do not qualify
- The MDS bundle and UCS system must be ordered together on the same Sales Order
- Not eligible for VIP; Not stackable with DC Accelerator (DCAP)
-  DSA-Eligible for Q4 only!
- The bundle SKU has been pre-discounted by 21%
- Cisco Direct and 2-tier channel only (not available through our OSM partners)
- Offer Expires July 30, 2011

Where to go for help

- Partner Landing Page:
http://www.cisco.com/web/partners/incentives_and_promotions/cisco_velocity_promo.html

Mailers:

- UCS Smart Plays:
 1. External – Partner HelpLine: 1-800-GO-CISCO or visit www.cisco.com/go/ph
 2. External: ucs-deals@cisco.com (for UCS Partner quoting issues)
- Nexus 5000:
 - Internal/External: n5k-promo@cisco.com
- Nexus 7000:
 - Internal/External: n7k-promo@cisco.com
- MDS Storage Networking
 - Internal/External: mds-promo@cisco.com



Thank you.

