

Q4 Velocity Program

Data Center & Virtualization Program Overview

The Cisco Velocity Program is an on-going demand creation tool designed to help you capture mind-share with your customers and introduce Cisco's innovative technologies into new buying centers. With special pricing available across our entire Data Center & Virtualization 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!

Bundle Summary

Bundles	Customer Business Benefit	Customer Use Case	Competitive Differentiation	Additional Information
UCS Smart Plays				
B200 Value UCS-SP2-ENTV-B200	- Server performance - Capacity to adapt to application demands - Reduced energy costs	Ideal for Commercial, Service Providers and Large Enterprises as a highly efficient virtual desktop, private cloud or consolidation server. Get more performance while reducing costs	Buy one Interconnect, get one FREE! - Embedded system management and just-in-time provisioning with service profiles: reduce steps for provisioning, human error, and server and network deployment times. - Unified Fabric: Eliminates need for multiple sets of adapters, cables, and switches for LAN, SAN, and HPC networks. - VN-Link virtualization support - State-of-the-art performance: Intel Xeon processor 5600 series - Energy efficiency: Improved airflow, reduce component cooling requirement by 50 percent vs traditional blade server environments.	Case Studies: Hay Group Navisite, Inc
B200 UC on UCS UCS-SP2-ENTUC-B200	33% OPEX reduction 50% CAPEX reduction 74% Energy reduction - Almost \$1-million savings in first year! - Reduced server count: 12 HP = 4 Cisco servers	- 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	Buy one Interconnect, get one FREE! - 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	UC on UCS Page Unified Computing System: B-series
B230 Value UCS-SP-ENTV-B230	Maximizes data center real estate by delivering innovative combination of performance, density, reliability and cost-effective value.	- Optimized for single instance and transaction-intensive database workloads - Server virtualization - Desktop virtualization (VDI) for Commercial, Finance and Service Provider verticals	Buy one Interconnect, get one FREE! - The UCS B230 M1 supports up to 256 GB of memory and advanced silicon and system reliability features designed to maintain data integrity and keep mission-critical services online	UCS B230 M1 UCS B230 M2
B200/B250 UCS VXi Foundation UCS-SP2-VDIE-B200	- Greater control - Business agility - Operational efficiency - End-user choice	- Desktop virtualization POC and base for ultra-scalable production deployments - All desktop virtualization models for all types of worker profiles - Windows 7 migrations, M&A, compliance and security, consultants and partners	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	cisco.com/go/vdi cisco.com/go/vxi
B200 Expansion UCS-SP2-EXPV-B200	More for less: The pack is being offered at an attractive price with an effective discount rate of 61 percent.	- Adding capacity at a lower cost. With the purchase of four Cisco UCS B200 M2 blade servers, receive one free chassis. Use existing fabric interconnects with the new set of servers. Cisco UCS delivers: - Increased redundancy of SAP application environment - Decreased per-chassis cable count from 15 to 4 - Accelerated server provisioning from one week to 30 minutes	- 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.	Pacific Coast Building Products

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UCS Smart Plays				
C200 Entry UCS-SP2-C200E	- Lower TCO - Higher utilization - Robust fault tolerance - Improved RAS - Adaptability and flexibility	- SMB / Mid-Market - Low-end database and application server; mail and messaging, file/print, firewall, caching, web	- 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.	UCS C-Series
C200 Value UCS-SP2-C200V	- Lower TCO - Higher utilization - Robust fault tolerance - Improved RAS - Adaptability and flexibility	- SMB / Mid-Market - Low-end database and application server; mail and messaging, file/print, firewall, caching, web	- UCS Manager: No other rack server can be part of a UCS-like environment - Unique Cisco UCS P81E VIC: optimized for virtualized environments	UCS C-Series
C210 Value UCS-SP2-C210V	- Lower TCO - Higher utilization - Robust fault tolerance - Improved RAS - Adaptability and flexibility	- I/O and disk intensive: - SMB / Mid-Market - Low-end database and application server; mail and messaging, file/print, firewall, caching, web	- 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	UCS C-Series
C460 Value UCS-SP2-C460V	Cost reduction through higher utilization, lower software costs, more robust fault tolerance, better RAS, greater adaptability and flexibility	I/O, Memory and disk intensive: ERP, CRM, database, data warehouse, application server; high-end virtualization workloads	- 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	UCS C-Series
Nexus 7000 Bundles				
Nexus 7000 Starter Kit N7K-C7010-P1-STK	- Cisco Unified Fabric - Converged, virtualized and cloud-ready - Increased IT efficiency - Business Agility - Lower TCO - Scalability - Eliminate forklift upgrades - Reduce OPEX and CAPEX	- 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	- 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	Cisco Overlay Transport Virtualization (OTV) Cisco FabricPath Fibre Channel over Ethernet (FCoE) Cisco Locator/ID Separation Protocol (LISP) Nexus 7000
OTV License Promo N7K-TRS-P1	- Enables virtualized compute resource pooling across data centers for faster ROI. - Increased business continuity by enabling distributed clustering - Rapid workload migration for disaster recovery - Simplifies Layer 2 connectivity - Reduced IT costs	- Faster ROI - Simplified Layer 2 management enables pooling of compute resources across DCs - Distributed clustering for business continuity - Workload mobility offers business continuity and workload balancing between DCs	- 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 multihoming, and includes built-in loop prevention ensuring high resiliency.	OTV Whitepaper Fundamentals of OTV - TechWise TV OTV Solution Brief OTV Solution AAG OTV Whitepaper: Workload Mobility Across Data Centers Nexus 7000 OTV
Nexus 7000 FabricPath Chassis N7K-C7010-P1-FP N7K-C7010R-P1-FP	- Increased IT scalability - Simplifies data center architecture and ops - Reduced costs and complexity - Increase DC availability and performance - Higher SLA's - Reduced infrastructure - Reduces CAPEX costs	- Massively scalable layer 2 networks for virtualized servers and private cloud - High bandwidth, non-blocking HPC with low latency	- 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	Network World FabricPath Tests White Paper: Simpler DC Fabric FabricPath White Paper FabricPath AAG FabricPath

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Nexus 5000 Bundles				
Nexus 5000 + 2000 See Partner Central for Detailed SKU Information	• 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	• 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	• 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	Switch Evolution Campaign Nexus 5000 Nexus 2000 Case Studies: NetApp Apollo Group Wellmont Health System More Nexus 5000 Case Studies
MDS Storage Networking Offer				
MDS 9148 DS-C9148UCSBNL-K9	• 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	• 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	• 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	MDS Overview/Video MDS At-A-Glance MDS Data Sheet MDS White Paper
Cisco Capital Offers				
US/Canada	• 3% for 3 Years SMB • 1% Public Sector Financing • 3 Month Deferral • Low-Rate Multi-Year Services • Cloud Jumpstart			Contact your Cisco Capital Financial Solutions Manager for additional information
Europe	• 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			
Where To Go For Help				
	Q4 Velocity Landing Page UCS Smart Plays: • For quoting support, please contact ucs-deals@cisco.com For ordering issues, please contact the Partner Helpline at 1-800-GO-CISCO or visit www.cisco.com/go/ph, or work with your local Customer Service or Field Sales Relationship Manager. • Nexus 5000: n5k-promo@cisco.com • Nexus 7000: n7k-promo@cisco.com • MDS: mds-promo@cisco.com			