



Cisco Expo 2012
Morocco

Cisco Services and Cloud

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Innovate Together





Why Cisco Services ?

Expertise



Innovation



Consistency



Why Cisco Services



Choices

Value

Excellence

Expertise



Expertise

**Professionals
You Can Rely On**



**Information You Can
Trust**



**Knowledge You Can
Use**



Cisco.com Website



Smart Services



Innovation



Web 2.0 Collaboration



Collaborative Services

Consistency



Experience Excellent Service Anywhere, Anytime

- Access highly-trained network engineers worldwide
- Work with a community of highly qualified Cisco partners
- Get “best of both” service experience
- Gain efficiencies with a well-established infrastructure



Worldwide Community of Cisco Partners

- 200,000 partner reps worldwide
- Leverage Cisco best practices and infrastructure
- Consistency achieved through
 - Lifecycle framework
 - Training programs
 - Collaborative services



Different Service-Delivery Models

Sold by Cisco or Partner, Delivered by Cisco



Cisco Services

Sold by Partners, Delivered by Partner and Cisco Collaboratively



Collaborative Services

Superior, Globally Consistent Services

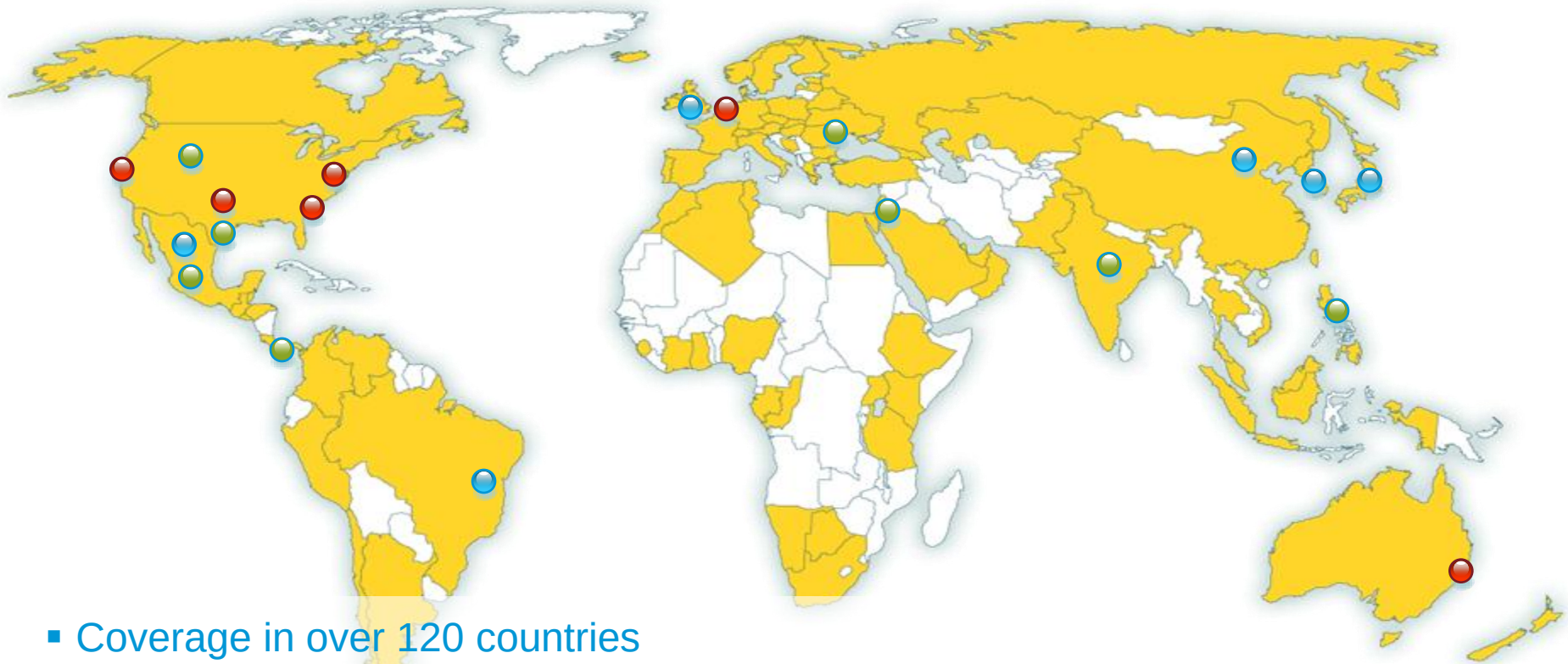
Cisco® TAC

Cisco.com

Software Support

Advance Hardware Replacement

- Backbone Locations
- Regional Locations
- Satellite Locations
- 24-Hour Hardware Replacement coverage



- Coverage in over 120 countries
- 80% of All Support Issues Solved Online

Choices



Services Based on Your Requirements

Services Designed
for Different
Business Models
and Segments



Services Designed
for Different
Technologies and
Solutions



Services Designed
for Different Phases
of the Lifecycle



Services Designed
to Address Different
Business Needs



What Are Cisco Services

A comprehensive family of IT services offered by Cisco and our partners to help you continually meet the needs of your business

Advanced Services



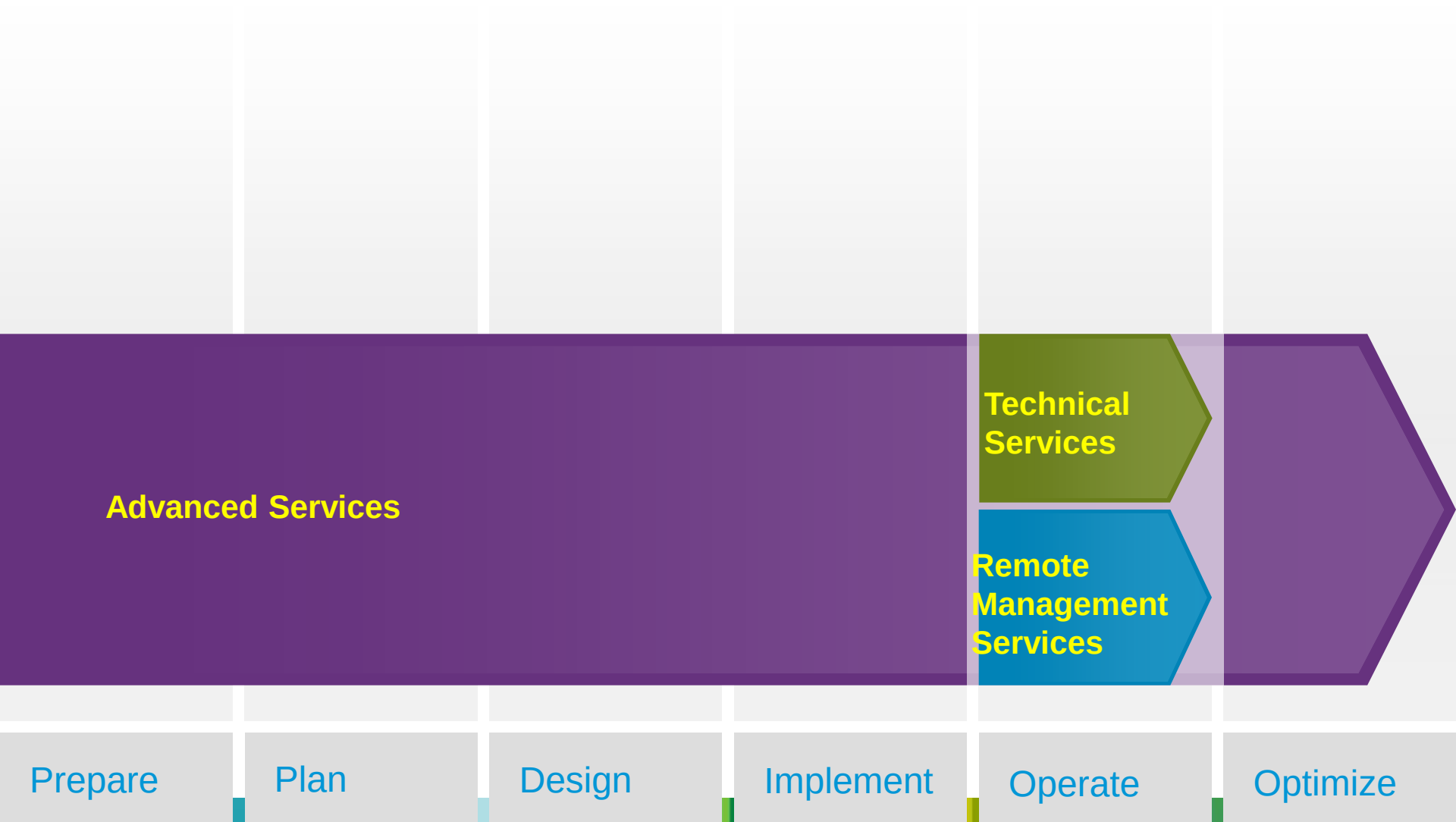
Technical Services



Remote Management Services



Cisco Services Portfolio



Advanced Services

Services that help you define, engineer and optimize network and network-related solutions to enable and accelerate your business success

Advanced Services

Technical Services

Remote Management Services

Prepare

Plan

Design

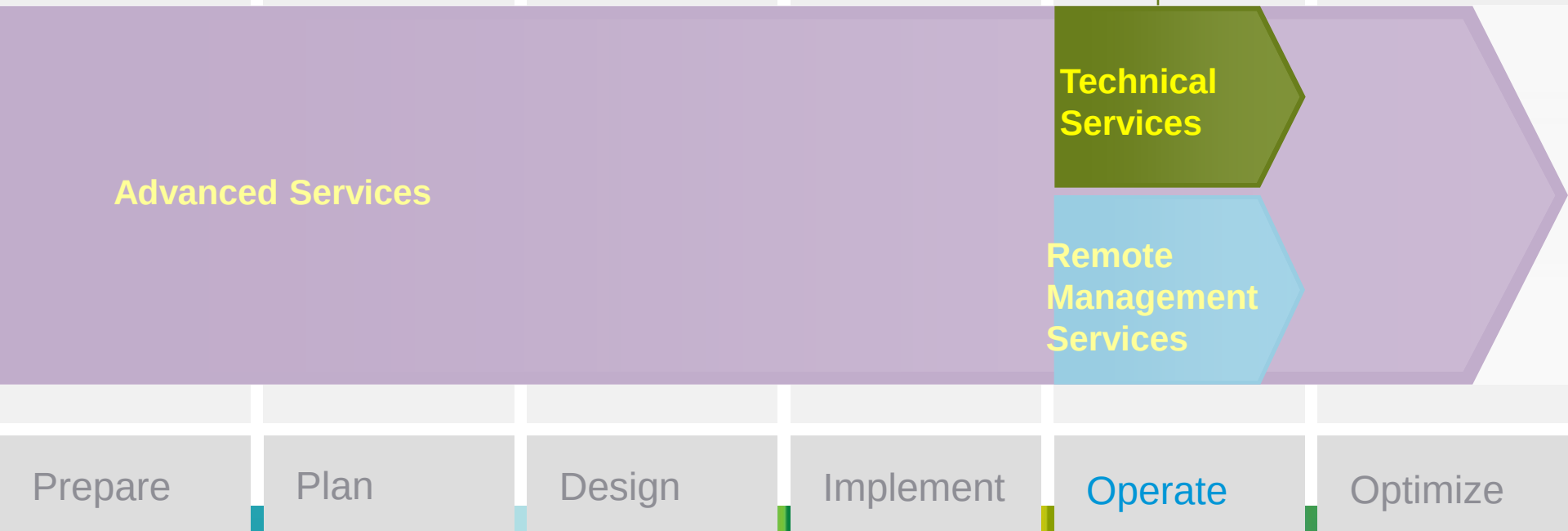
Implement

Operate

Optimize

Technical Services

Network Support Services that offer traditional maintenance support plus proactive diagnostic capabilities to help you gain greater network availability, lower operational costs and reduce risk



Remote Management Services

Managed Services that provide comprehensive 24x7 remote monitoring, issue resolution and day-to-day management

Advanced Services

Technical Services

Remote Management Services

Prepare

Plan

Design

Implement

Operate

Optimize

Value



Cisco Services Industry Recognition

Consistently recognized for industry-leading services innovation and excellence

Best practices in service supply chain, web-based support, and certification programs

Industry Surveys

var Business

CRN

CertCities
The Ultimate Site for
Certified IT Professionals

Certifications

**ISO 9001
14001
REGISTERED**

Industry Awards



Aberdeen Group

WBR
WORLDWIDE BUSINESS RESEARCH

SCM
Logistics World 2008



A portrait of John Chambers, President and CEO of Cisco. He is a middle-aged man with light brown hair, wearing a white dress shirt and a dark patterned tie. He is resting his chin on his right hand, looking directly at the camera with a slight smile. The background is a solid light blue.

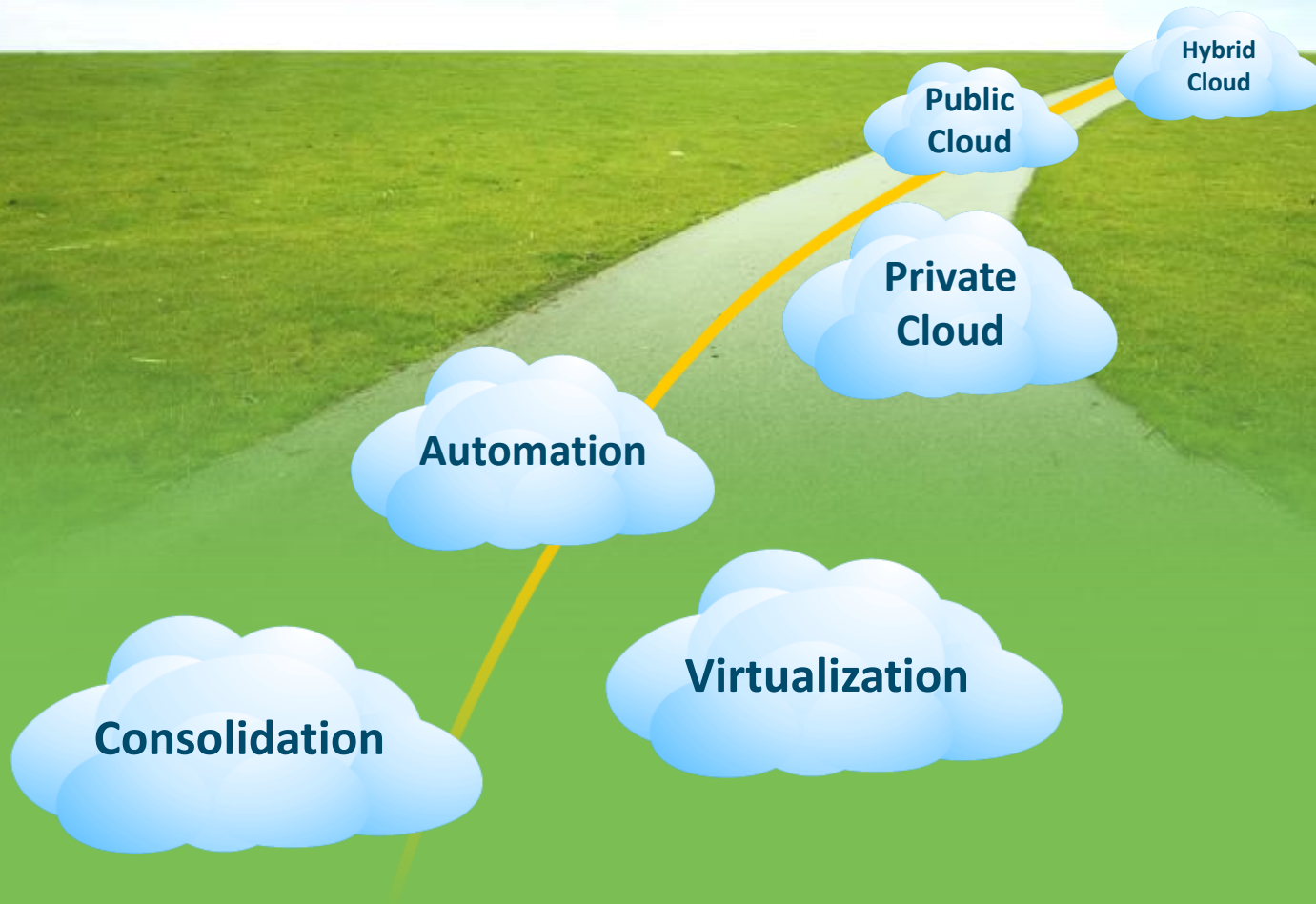
“Customer success and satisfaction are
at the heart of Cisco’s business
strategy and key drivers of our current
and future success”

John Chambers
President and CEO

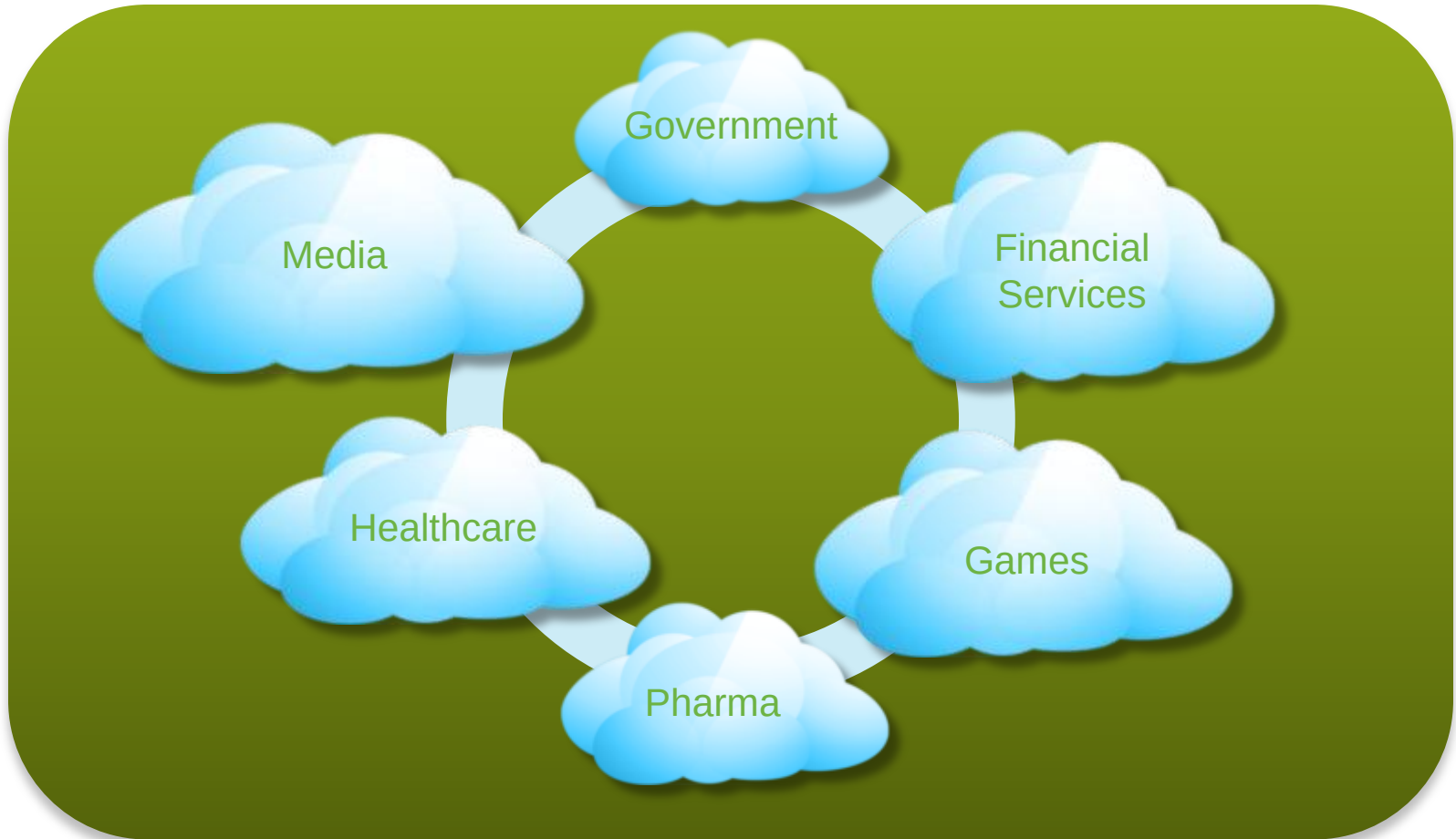


Cloud & Cisco Services

A Market Shift To Cloud



Vertical Clouds



Public

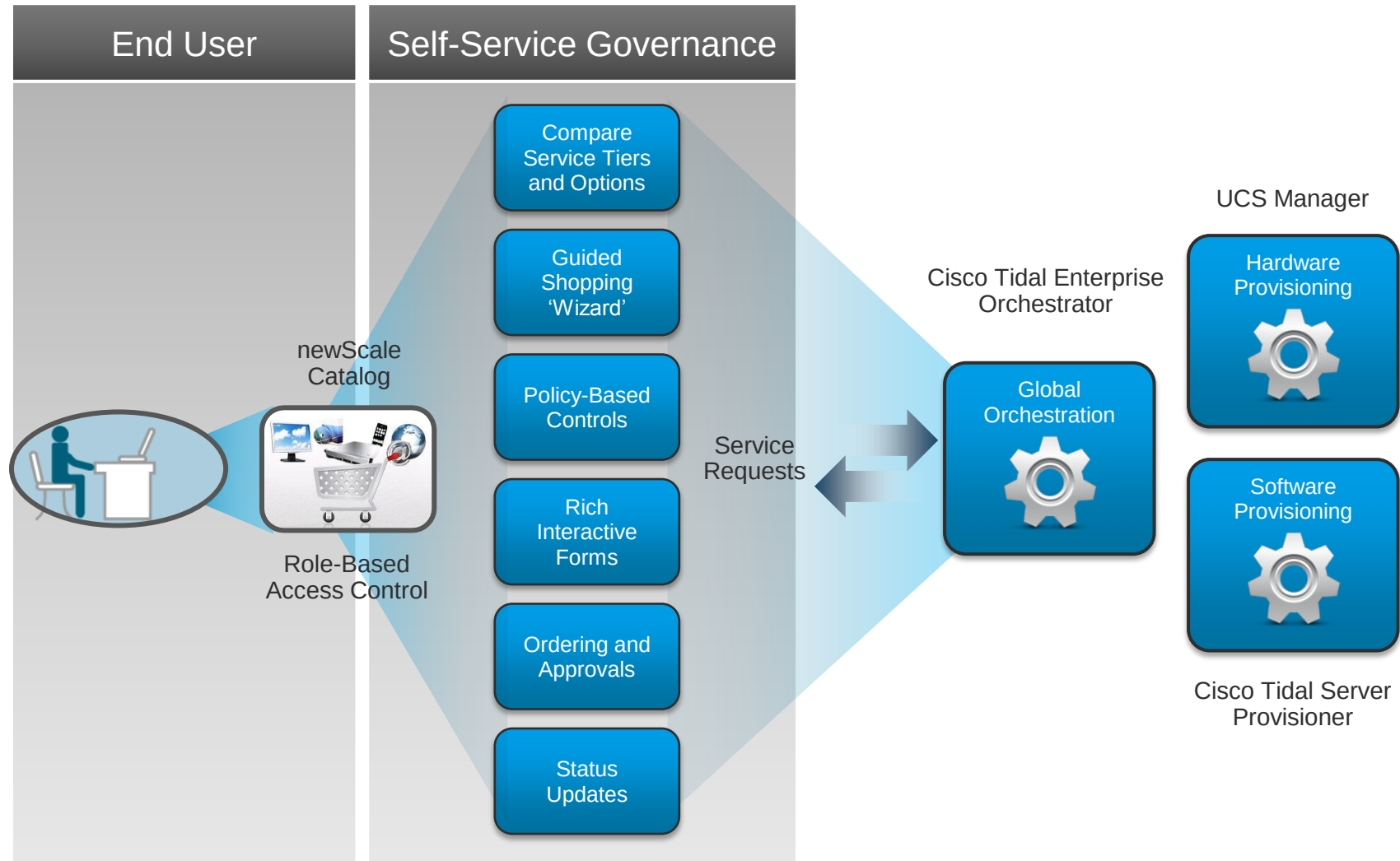
Seamlessly Connected
Securely Accessed

Private

Where Do I Start?



Service Delivery with Cisco Intelligent Automation for Cloud

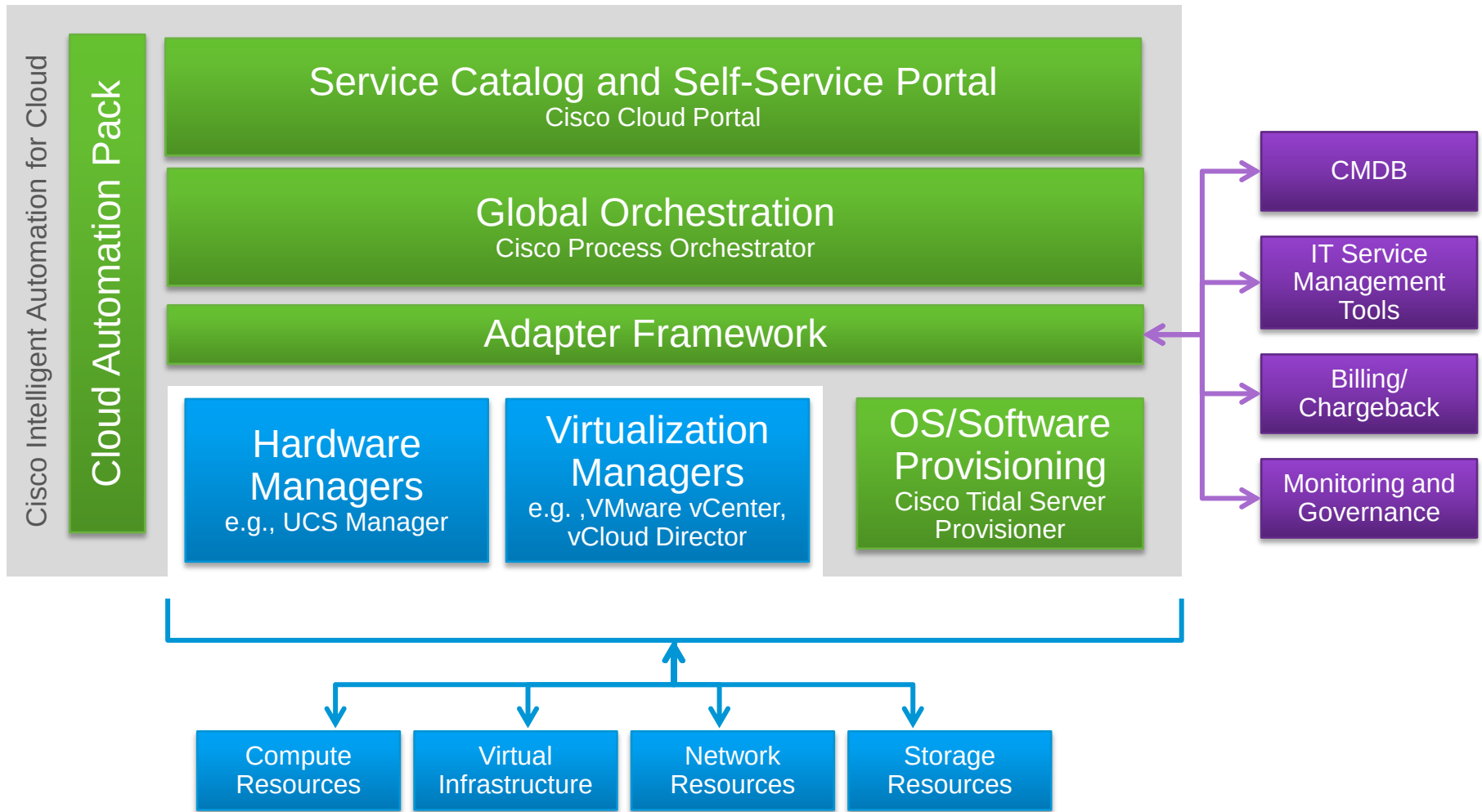


IT as a Service at Work...



How do I start?

CIAC Solution Building Blocks And Architecture



Existing Cisco Expertise and Services for Building a Cloud Delivery Model

Architecture



- End-to-end architecture
- Service Definitions
- ROI models
- Business case

Application



- Application discovery
- Infrastructure mapping
- Database migration
- Application migration
- Application visibility

Operations and Management



- Organization design
- ITIL and IT process
- Tools architecture
- Service level mgmt
- Provisioning
- Chargeback

Data Center Optimization



- Architecture reviews
- Risk analysis
- Availability
- Performance
- Security

Storage Access



- Disaster recovery
- SAN migration
- Storage encryption
- Multiprotocol SAN

Compute



- Server virtualization
- Migration and transition
- Virtual machine mgmt.

Networking



- L2-L3 design
- L4-L7 design
- Branch consolidation
- WAN optimization
- Security

Green Data Center

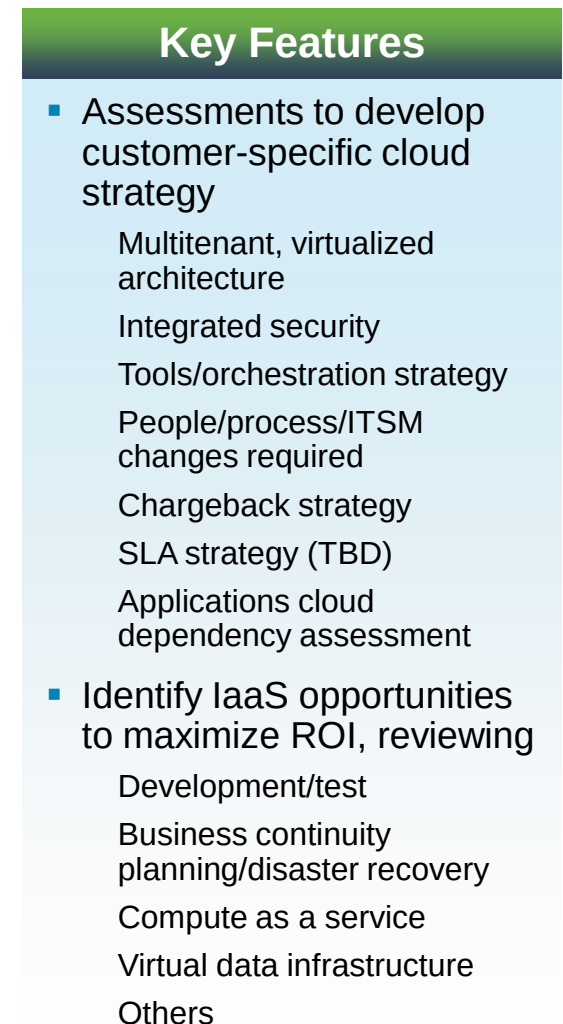
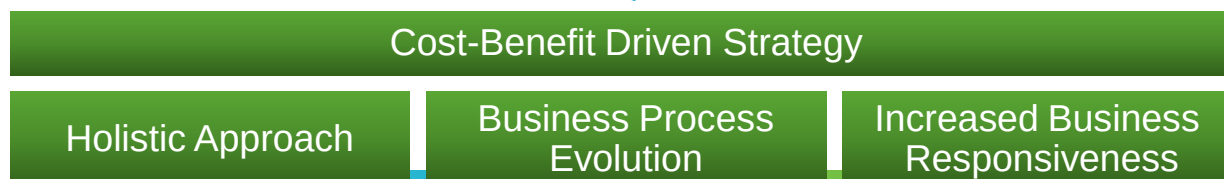
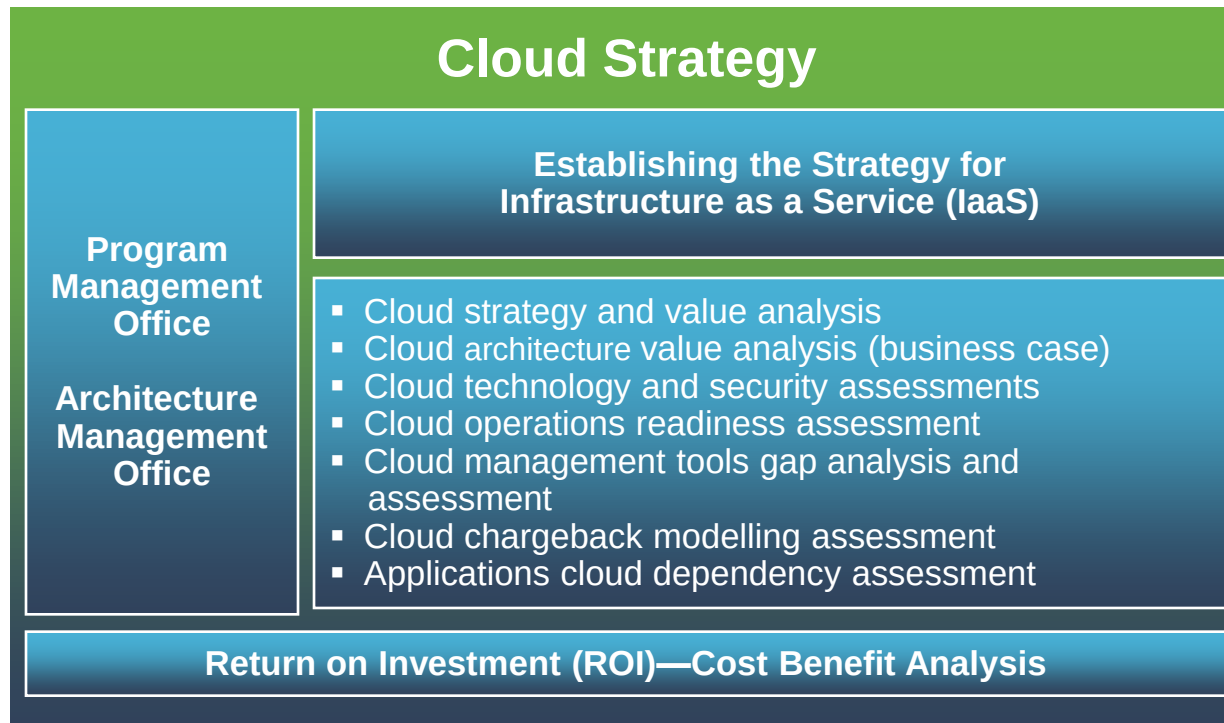


- Facilities design
- Energy efficiency



Cisco *Methodology*

What Is Cloud Strategy?



Data Center Planning and Design Services

Methodology

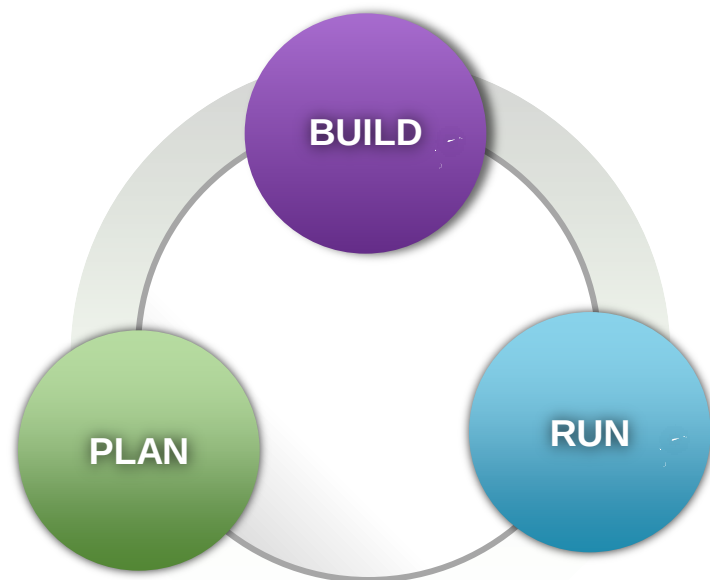


Service Focus: Building Out Your Data Center Faster, Better, and With Less Risk

- Construct your data center network as a platform to reduce operational costs, provide network efficiencies and high utilization of assets
- Helping your team succeed with consolidation and virtualization

Cisco Services Can Help Drive IT Strategy

Data Center Consolidation, Virtualization, Automation and Cloud



Step 1

Discover
and Capture
Landscape

Step 2

Map Business
& Technology
Architecture

Step 3

Design
Architecture

Step 4

Implementation
& Migration

Step 5

Operations &
Management

Step 6

Optimization

← Measurable Success Metrics →

Value

- Cisco's advanced services have to its success numerous engagements with a broad range of customers in the Banking, Industrial and Telecommunication industries.
- The cumulative experience and practical knowledge gained have been distilled into highly valued datacenter review workshops and recommendations.
- This level of datacenter review workshops will save organizations significant time, effort and costs as they pursue their business initiatives.
- Further, Cisco's proven approach greatly reduces risk as organizations embark on their journey and are looking to avoid painful and expensive fixes.

Q&A

Thank you.

