

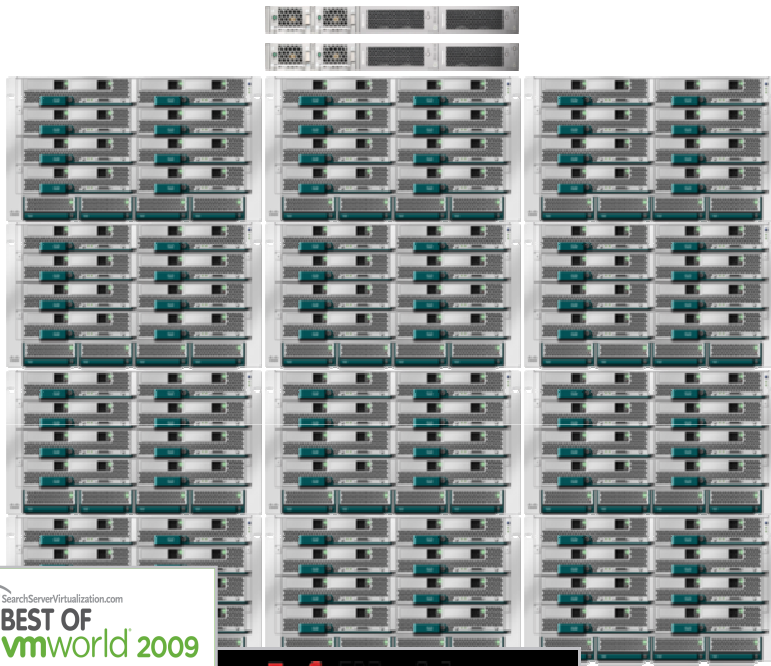
CISCO DATA CENTER & VIRTUALIZATION SALES TRAINING

AYTUĞ SAYIN
PARTNER DEVELOPMENT MANAGER
DCV- TURKEY& CEE



WHAT WE HAVE DONE SO FAR

UCS IS NOT NEW AND UNPROVEN TECHNOLOGY



Over 5000 UCS Customers, (500%Y/Y)

40+ ISVs Developing to UCS via API

10s of Thousands of Supported Apps

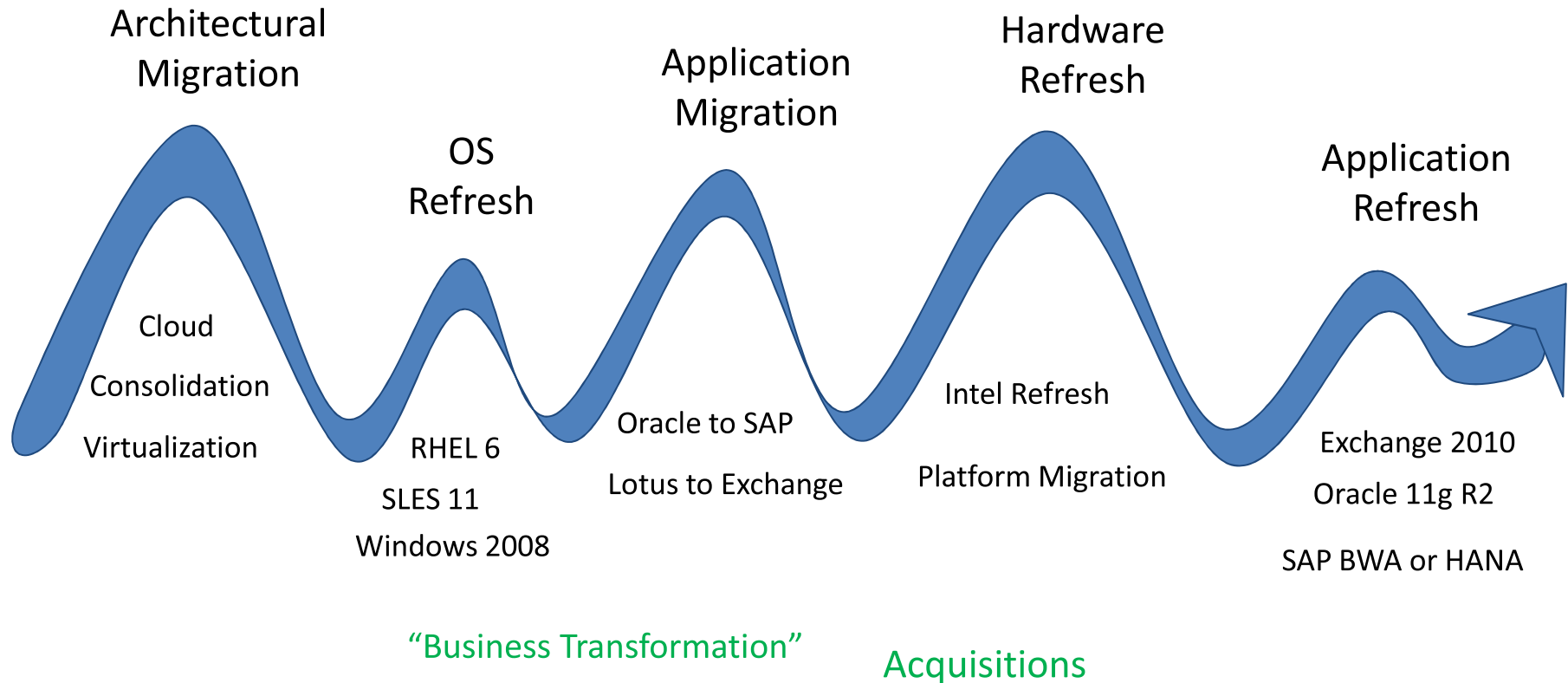
Over 250 B-Series Certified Partners

#3 Market Share x86 Servers, US/Canada*

Over 30 World Records Benchmarks
in The 1st Year



Change brings Actions



Business and technology transitions often drive new hardware decisions

Partner Ecosystem

Integration and Certification Partners

Database
Middleware



Enterprise
Applications



Operating
Systems



Virtualization



Storage



Management






Applications Are at the Core of your Customer's Top Priorities



Your Customers Crown Jewels

\$100 Billion

	2009	2008-2009 Growth (%)	
Microsoft	48,112	-4.4	
IBM	23,622	-2.6	
Oracle	19,973	0.4	
SAP	11,295	-8.3	
Symantec	5,639	-4.8	
HP	4,384	-11.7	
CA	3,985	1.0	
EMC	3,825	-8.3	
Adobe	3,209	-15.7	
Fujitsu	2,637	7.3	
Siemens	2,368	-24.9	
Intuit	2,150	1.1	
SAS	2,140	3.3	
VMware	1,873	7.7	
BMC	1,795	1.7	
Sage	1,723	-9.3	
Infor	1,700	-11.3	
Autodesk	1,655	-25.4	
Hitachi	1,580	5.7	
Cisco	1,569	2.3	

.....top 100

Source: WW Packaged Software Market, IDC 2009

The Cisco and SAP Partnership

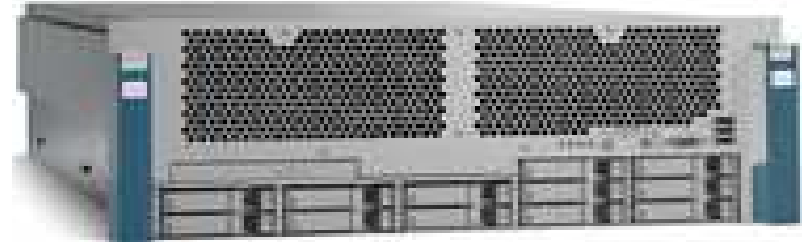


- Top-to-Bottom engagement from CEO, CTO, BU, Sales & marketing levels
- Joint programs: Unified Computing, Smart Grid, Telepresence
- SAP on UCS activity areas
 - In-memory system development(HANA, BWA)
 - Run Book Automation GTM partner
 - Linux Lab
 - Windows Lab
 - Center of Excellence for POCs
 - Cloud manager integration (formerly ACC)
 - Technology and Systems Integration Partner engagement around joint solutions



SAP adds Cisco to its Most Strategic Solution

“HANA” = High Performance Analytical Appliance



- New type of in-memory technology enables **real time** data analytics (not just historical data)
- First version of appliance based on UCS C460
- Certification complete and ramp customers starting now

What is a Vblock?



NOT A VBLOCK...



Separated V, C and E elements

- Ordered separately
- Not pre-designed / pre-tested
- No predictable performance Harmony
- scalable
- No single support



...A REAL VBLOCK

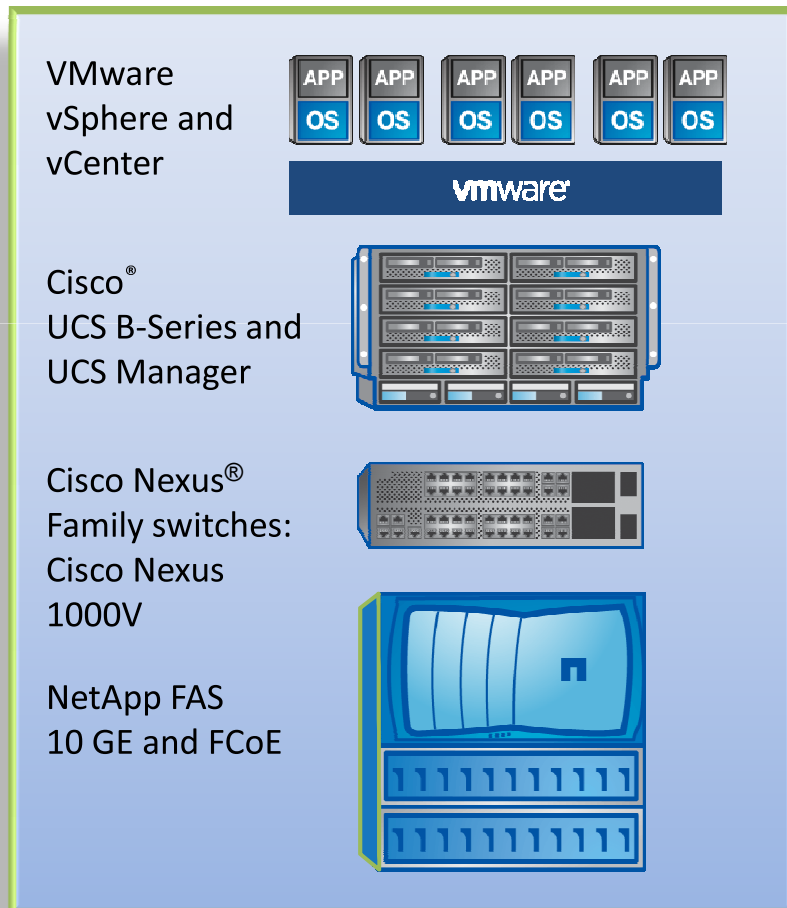


Vblock Platforms (Single SKU)

- Single support
- Integrated management
- Factory tested, built and shipped
- Predictable performance and scalability
- Application optimized

FlexPod for VMware: Architecture for Agility

Agile, Proven Data Center Solution



- Complete data center in one rack cabinet
- Base configuration supports 1500 users for four popular workload applications simultaneously
 - VMware Virtual Desktop Infrastructure
 - Microsoft Exchange
 - Microsoft SharePoint
 - Microsoft SQL Server
 - Plus headroom for multiple applications
- Flexibility to support multiple classes of computing and storage in a single FlexPod

UCS Compute Options

Blade

B200 M2

2-Socket Intel 5600, 2 SFF Disk, 12 DIMM



B250 M2

2-Socket Intel 5600, 2 SFF Disk, 48 DIMM



B230 M2

2-Socket Intel E7-2800, 2 SSD, 32 DIMM

Updated



B440 M2

4-Socket Intel E7-4800, 4 SFF Disk, 32 DIMM

Updated



Rack Mount

C200 M2

2-Socket Intel 5600, 4 Disks, 12 DIMM, 2 PCIe 10G



C210 M2

2-Socket Intel 5600, 16 Disks, 12 DIMM, 5 PCIe 20G



C250 M2

2-Socket Intel 5600, 8 Disks, 48 DIMM, 5 PCIe 20G



C260 M2

2-Socket Intel E7-2800, 16 Disks, 64 DIMM, 6 PCIe 2U

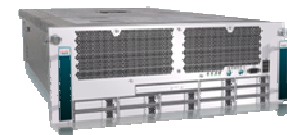
New



C460 M2

4-Socket Intel E7-4800, 12 Disks, 64 DIMM, 10 PCIe 40G

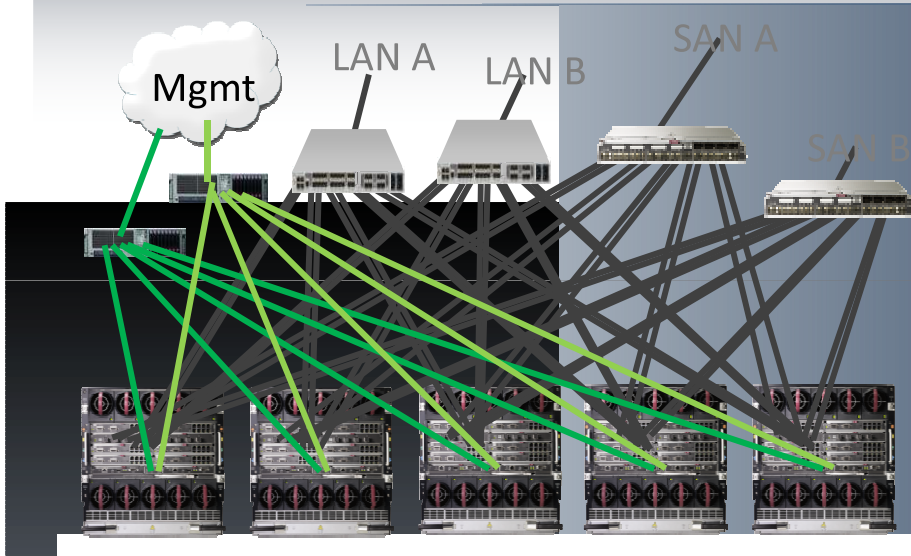
Update



KEY UCS COMPETITIVE TAKEAWAYS

Legacy

No Convergence of Management in Fabric



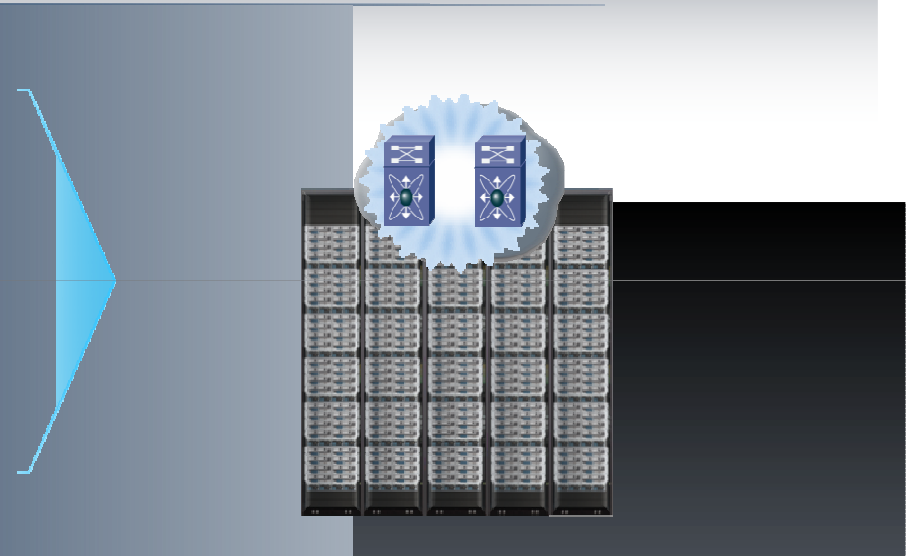
Server = Application

Inefficient | Complex | High Cost | Fragile

Each enclosure burdened with HW, FW, Cables for Management. Why?

UCS

True Convergence LAN/SAN/Mgmt



Server = Pool of Resources

Efficient | Agile | Transformative

Higher Availability, Fewer Connections, Easy HW addition.
Flexibility for Stateless Hardware

UCS: Key Differentiators

- Hardware State Abstraction—Service Profiles
- Unified Fabric—FCoE
- Virtualized Adapter—M81KR
- Extended Memory Blades—B250M1&C250M2
- Embedded Management—UCS Manager

Power Up C Class & Nexus Promo Q4

PID	Description	GPL	Suggested Rebates
R200-BUN-2	UCS C200 M2 Rack Svr, 1x E5640, 1x4GB, 1PS	\$5,037	\$xxx
R200-BUN-3	UCS C200 M2 Rack Svr, 1x E5620, 1x4GB, 1PS	\$4,100	\$xxx
R200-BUN-4	UCS C200 M2 Rack Svr, 1x E5506, 1x4GB, 1PS	\$3,771	\$xxx
R210-BUN-2	UCS C210 M2 Rack Svr, 1x E5640, 1x4GB, 1PS	\$6,128	\$xxx
R210-BUN-3	UCS C210 M2 Svr, 2x E5640, 2x4GB, SAS Expand, 1PS	\$10,816	\$xxx
R210-BUN-4	UCS C210 M2 Rack Svr, 1x E5620, 1x4GB, 1PS	\$5,191	\$xxx
R210-BUN-5	UCS C210 M2 Rack Svr, 1x E5506, 1x4GB, 1PS	\$4,862	\$xxx
R250-BUN-1*	UCS C250 M2 Rack Svr, 2x X5670, 4x4 GB, 1 PS	\$13,789	\$xxx
R250-BUN-2*	UCS C250 M2 Rack Svr, 2x X5650, 4x4 GB, 1 PS	\$11,613	\$xxx
R250-STND-CNFGW	UCS C250 Rack Svr, 2x X5650, 24x4 GB ddr3 1333, 2 PS, LSI308	\$20,087	\$xxx
R250-STND-CNFGW-2	UCS C250 Rack Svr, 2x X5650, 48x4 GB DDR3 1333, 2 PS, LSI308	\$29,039	\$xxx
R250-PERF-CNFGW	UCS C250 Rack Svr, 2x X5670, 24x4 GB ddr3 1333, 2 PS, LSI 6g	\$23,474	\$xxx
R250-PERF-CNFGW-2	UCS C250 Rack Svr, 2x X5670, 48x4 GB DDR3 1333, 2 PS, LSI 6g	\$32,426	\$xxx
R210-STAND-CNFGW	UCS C210 Rack Svr, 2x E5620, 6x4GB ddr 1333, 2PS, LSI1064	\$8,927	\$xxx
R210-SASXP-CNFGW	UCS C210 Rack Svr, 2x E5640, 6x4GB, SAS Expand, 2PS, LSI6g	\$12,793	\$xxx
R200-STAND-CNFGW	UCS C200, 2xE5620, 6x4GB ddr3, 2PS, Quad Nic, 2x500gb hd	\$9,450	\$xxx
N5K-C5010P-BF	N5000 1RU Chassis no PS 2 Fan Modules 20 ports (req SFP+)	\$17,250	\$xxx
N5K-C5020P-BF	N5000 2RU Chassis no PS 5 Fan Modules 40 ports (req SFP+)	\$34,500	\$xxx
N2K-C2148T-1GE	N2K 1GE FEX, 1PS, 1 Fan Module, 48x1G-BaseT+4x10GE(req SFP+)	\$10,000	\$xxx

*R250-BUN-1 and R250-BUN-2 **MUST** be sold with a **minimum 64GB Memory**.
Please note in your sales engines & advertisements.

PLEASE ASK YOUR DATA CENTER DISTRIBUTOR

Q4 VELOCITY PROGRAM “SMART PLAYS” BLADE BUNDLES

B-Series Bundle Details	Blade Details	Hardware			Service	
		List Price (US GPL)	Standard Partner discount	OIP discount	UCS7 List Price (GPL 1yr)	UCS1 List Price (GPL 1yr)
B200 Value <ul style="list-style-type: none"> • (4) B200 M2 Blades • (1) Chassis w/ 4 PS • (2) Fabric Interconnects (6120) • Six-Port 8GB FC Module • UCS7 or UCS1 Mandatory 	UCS-SP2-ENTV-B200 <i>B200 Blades:</i> <ul style="list-style-type: none"> • CPU : 2 x E5649 (Six-Core) • Memory : 6 x 8GB (48GB) • HDD : 2 x 146GB • VIC 	\$98,718			UCS7: \$2865	UCS1: \$1952
UC on UCS <ul style="list-style-type: none"> • (4) B200 M2 Blades • (1) Chassis w/ 4PS • (2) Fabric Interconnects (6120) • Six-Port 8GB FC Module • UCS7 or UCS1 Mandatory 	UCS-SP2-ENTUC-B200 <i>B200 Blades:</i> <ul style="list-style-type: none"> • CPU : 2 x E5640 (Four-Core) • Memory : 6 x 8GB (48GB) • HDD : 2 x 146GB • CNA: Emulex 	\$93,590			UCS7: \$2865	UCS1: \$1952
UCS VXI Foundation <ul style="list-style-type: none"> • (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 	UCS-SP2-VDIE-B200 <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> <ul style="list-style-type: none"> • CPU : 2 x E5649 (Six Core) • Memory : 6 x 8GB (48GB) • HDD : 2 x 146GB • VIC 	\$135,897			UCS7: \$3079	UCS1: \$2102
B230 Value <ul style="list-style-type: none"> • (4) B230 M1 Blades • (1) Chassis w 4 PS • (2) Fabric Interconnects (6120) • Six-Port 8GB FC Module • UCS7 or UCS1 Mandatory 	UCS-SP-ENTV-B230 <i>B230 Blades:</i> <ul style="list-style-type: none"> • CPU : 2 x X6550 (Eight-Core) • Memory : 16 x 8GB (128 GB) • SSD : 2 x 64GB • VIC 	\$176,923			UCS7: \$2774	UCS1: \$2080
B200 Expansion Value <ul style="list-style-type: none"> • (4) B200 M2 Blades • (1) Chassis w 4 PS • No Fabric Interconnects • UCS7 or UCS1 Mandatory 	UCS-SP2-EXPV-B200 <i>B200 Blades:</i> <ul style="list-style-type: none"> • CPU : 2 x X5675 (Six Core) • Memory : 12 x 8GB (96GB) • HDD : 2 x 146GB • VIC 	\$87,179			UCS7: \$1237	UCS1: \$796

Q4 VELOCITY PROGRAM “SMART PLAYS” RACK BUNDLES

C-Series Bundle Details		List Price (US GPL)	Standard Partner discount	OIP discount	UCS5 List Price (GPL - 1yr)	UCW5 List Price (GPL - 1yr)
C200 Entry <ul style="list-style-type: none"> • CPU : 1 x E5606 (Four Core) • Memory : 1 x 4GB (4GB) • HDD : 1 x 500GB SATA Drive • UCS5 or UCW5 Mandatory 	UCS-SP2-C200E <ul style="list-style-type: none"> • Single Power Supply • DVD Drive • Rail Kit 	\$2,895			UCS5: \$252	UCW5: \$180
C200 Value <ul style="list-style-type: none"> • CPU : 2 x E5620 (Four Core) • Memory : 2 x 4GB (8GB) • HDD : 2 x 500GB SATA Drive 	UCS-SP2-C200V <ul style="list-style-type: none"> • Dual Power Supplies • DVD Drive • Rail Kit 	\$5,126			UCS5: \$252	UCW5: \$180
C210 Value <ul style="list-style-type: none"> • CPU : 2 x E5649 (Six Core) • Memory : 6 x 8GB (48GB) • HDD : 2 x 146GB SAS Drive • UCS5 or UCW5 Mandatory 	UCS-SP2-C210V <ul style="list-style-type: none"> • SAS Controller • RAID Card • Dual Power Supplies • DVD Drive • Rail Kit 	\$10,382			UCS5: \$322	UCW5: \$220
C460 Value <ul style="list-style-type: none"> • CPU : 4 x X7550 (M1 – Eight Core) • Memory : 16 x 8GB (128 GB) • HDD : 4 x 300GB 10K SAS Drive • UCS5 or UCW5 Mandatory 	UCS-SP2-C460V <ul style="list-style-type: none"> • RAID Card with Battery Backup • DVD Drive • Quad Power Supplies • Rail Kit 	\$46,151			UCS5: \$546	UCW5: \$359