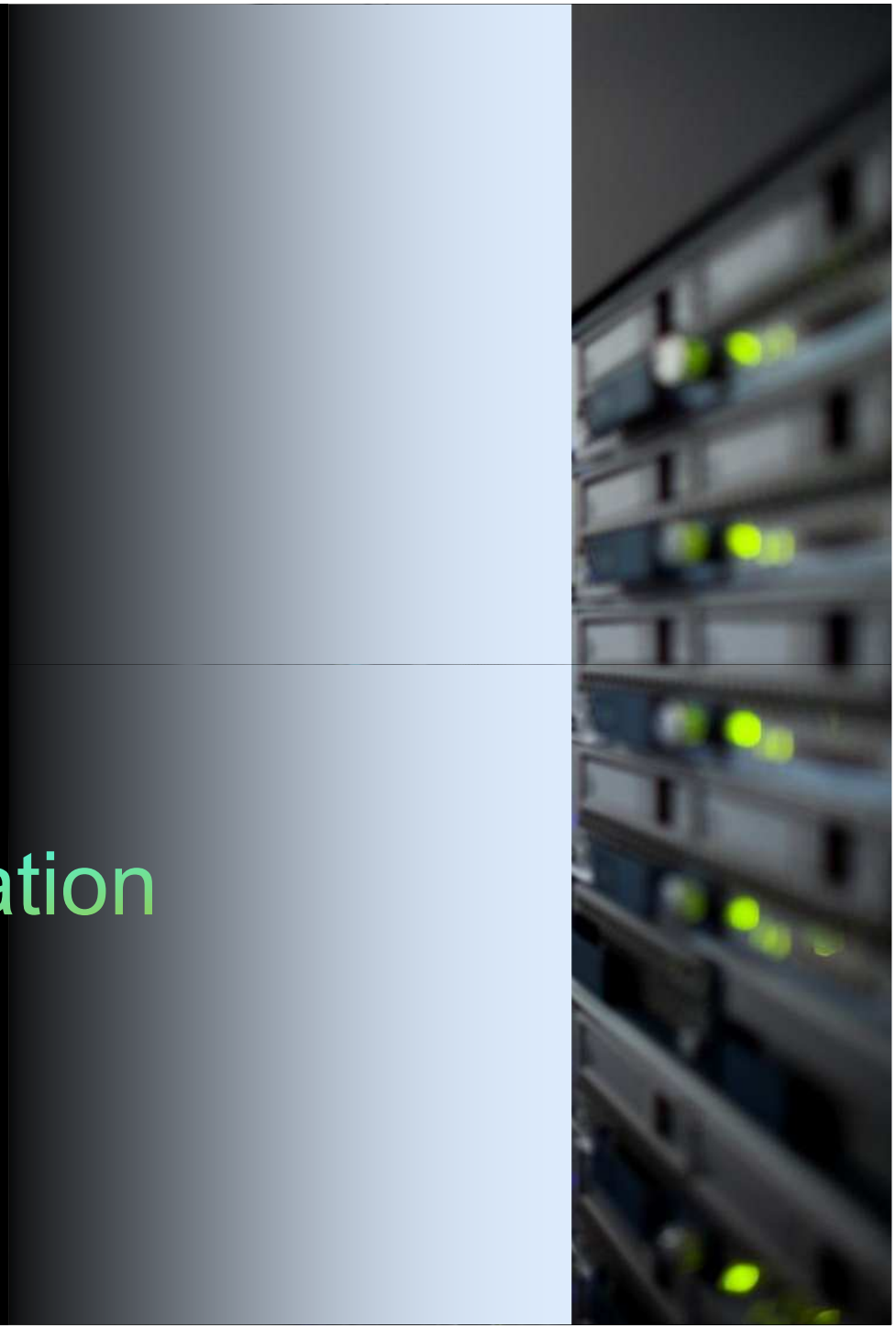


Cisco UCS

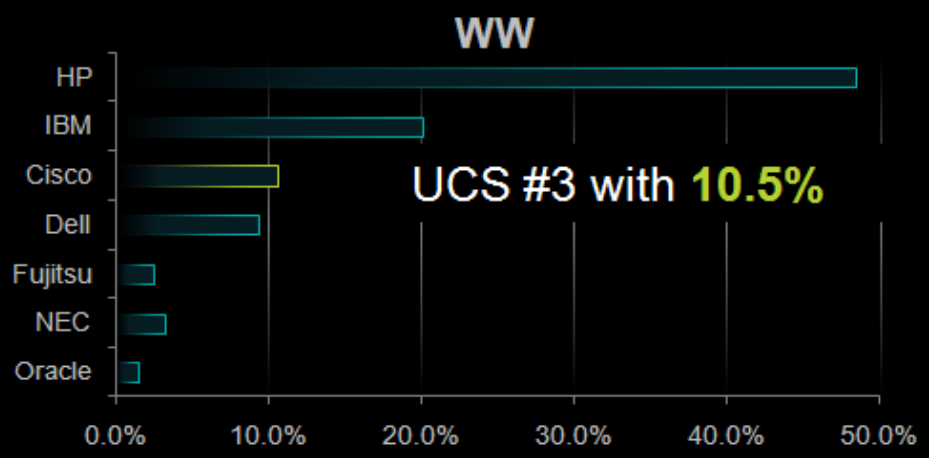
The Impact of Innovation

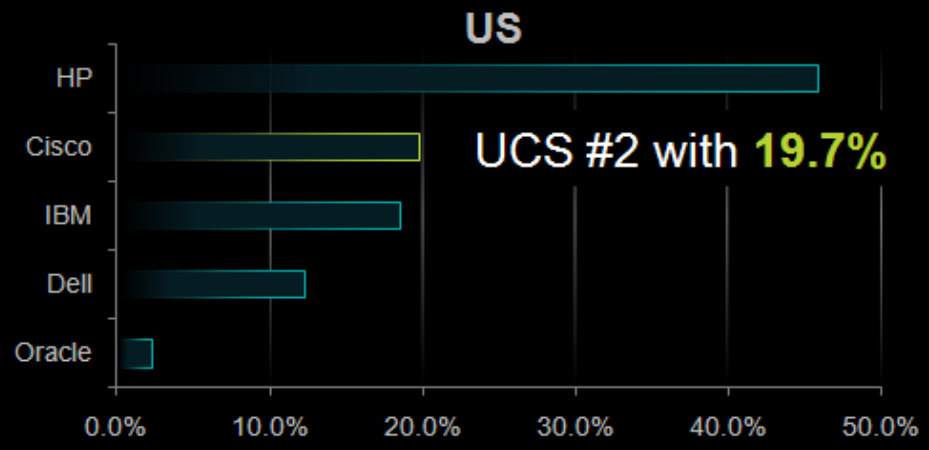
May, 2011

Customers Have Spoken

Cisco Joins Computing's Top Tier

X86 Server Blade Market Share, Q1 CY11[1]





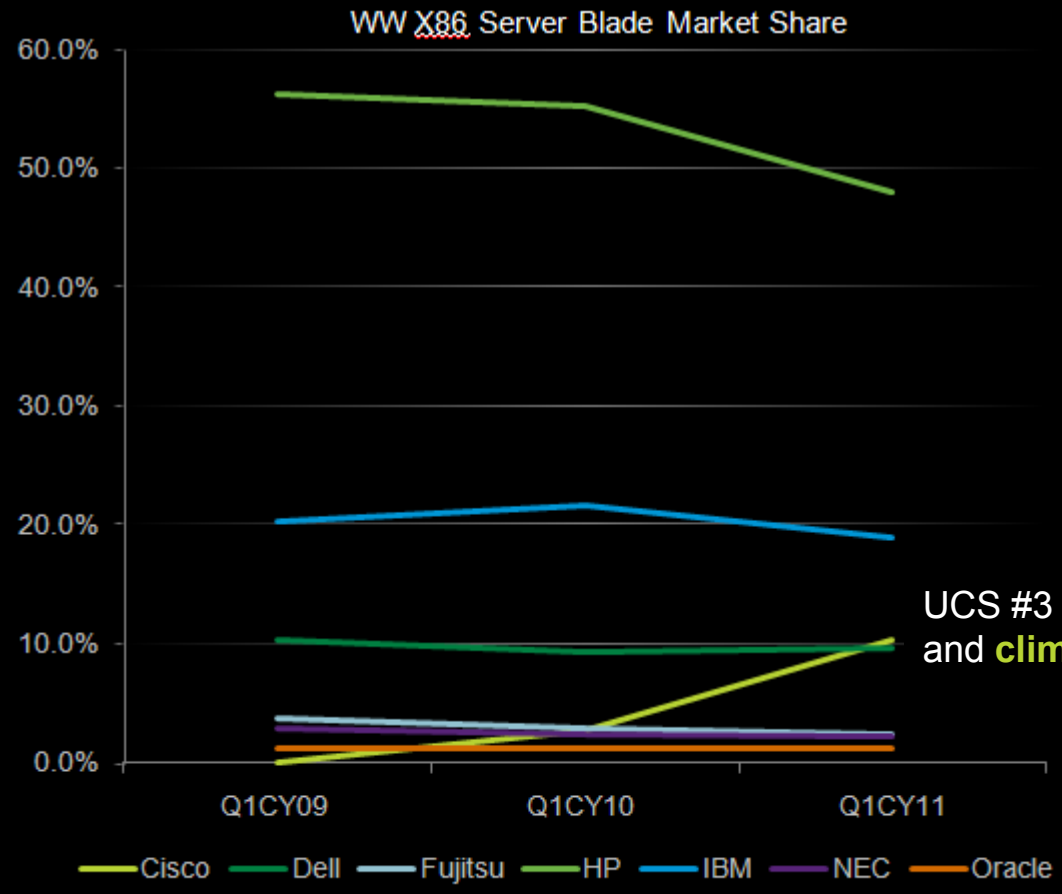
- UCS momentum is fueled by game-changing innovation
- Cisco is quickly passing established players in fastest growing segment of x86 computing market [2]

UCS After Two Short Years

- 5400 UCS Customers WW

Source: [1] IDC Worldwide Quarterly Server Tracker, Q1 2011, May 2011 [2] IDC Q4 CY10 Server Forecaster

They Said It Couldn't Be Done



UCS #3 and **climbing**

- Customer adoption of UCS is changing the server industry landscape
- Cisco growth is out-pacing the market

Market appetite for Innovation fuels UCS growth

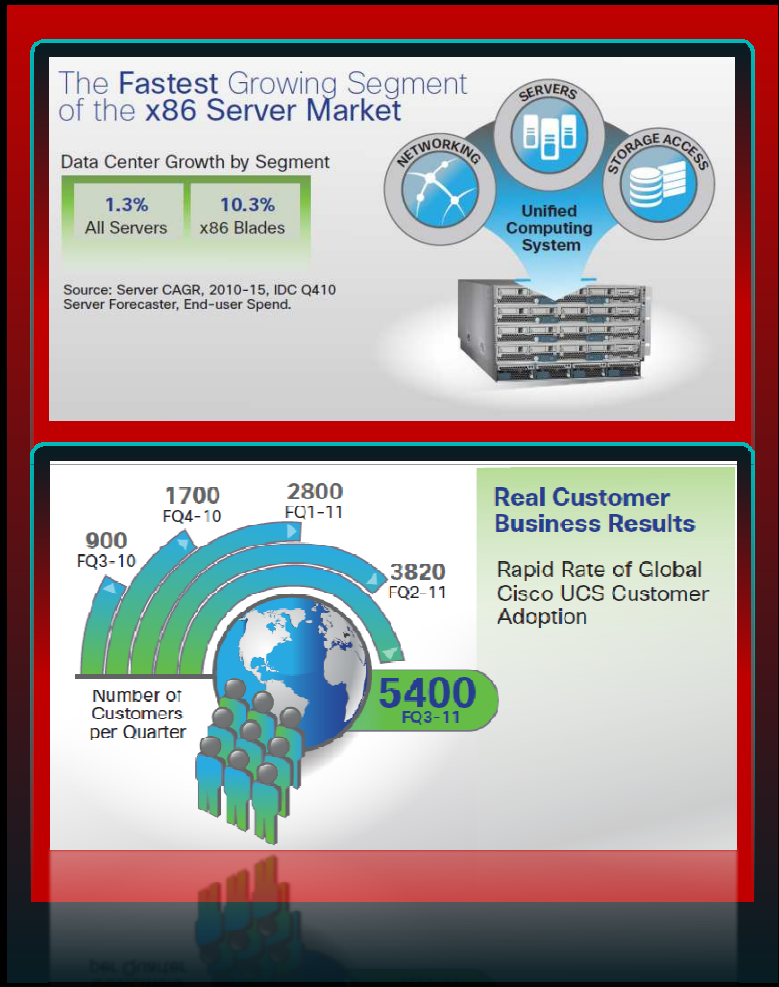
- Customers have shifted over 10% of the global x86 blade server market to Cisco and nearly 20% in the US

Demand for data center innovation has vaulted Cisco Unified Computing System (UCS) to the #3 leader in the fast growing segment of the x86 server market

Source: IDC Worldwide Quarterly Server Tracker, Q1 2011, May 2011

Why UCS Is Growing

- Cisco Unified Computing System (UCS) has moved the industry forward by unifying compute, network, storage access and virtualization into one cohesive system
- Cisco data center customers report tangible business results due to transformative improvements in IT efficiency and agility
- UCS is designed to solve key customer challenges in the data center
  - Manual solution assembly
  - Inflexible infrastructure
  - Operational friction
  - Virtualization complexity
  - Inefficient scaling
  - Compliance and audit control



Real Innovation = Real Results

40+ World Records and Counting

Q2 CY09	Q1 CY10		Q3 CY10	Q4 CY10	Q4 CY10	Q2 CY11
						SPECint_rate2006 Cisco UCS C460 M2
	SPECjbb2005 X86/64 2-socket B200 M2	SPECOMPL base2001 4-socket C2460 M1				VMmark 2.1 C460 M2
	SPECOMPL base2001 2-socket B200 M2	SPECOMPM base2001 4-socket C2460 M1	SPECjbb2005 X86/64 2-socket B230 M1		VMmark 2.1 2 -socket-Blade B200 M2	SPECompLbase2001 C460M2
	SPECOMPM base2001 2-socket B200 M2	LS-Dyna 4-socket C460M1	SPECjAPPServer 2004 2-node B230 M1		SPECint_rate_base 2006 X86/64 2-socket B200 M2	SPECompMbase2001 C460 M2
	SPECfp_rate_base 2006 X86/64 2-socket B200 M2	SPECjbb2005 X86/64 4-socket C460 M1	Oracle E-business Suite Medium Model Order to Cash B200M2		SPECjEnterprise 2010 Overall B440 M1	SPECompLbase2001 B230 M2
	SPECint_rate_base 2006 X86/64 2-socket B200 M2	SPECfp_rate_base 2006 X86/64 4-socket C460 M1	Oracle E-business Suite Medium Model payroll Batch B200M2		SPECOMPL base2001 2-socket B200 M2	SPECompMbase2001 B230M2
SPECfp_rate_base2006 X86/64 2-Socket B200 M1	SPECjAPPServer 2004 single node 2-socket C250 M2	SPECint_rate_base 2006 X86/64 4-socket C460 M1	Oracle E-business Suite Ex-large Model payroll Batch B200M2		SPECOMPM base2001 2-socket B200 M2	SPECijbb2005 C260 M2
SPECint_rate_base2006 X86/64 2-Socket B200 M1	2-socket VMmark B250 M2	VMmark Overall C460 M1	VMmark 1-Blade C460 M1	VMmark 1.1 2 -socket-Blade B230 M1	Oracle E-business Suite Medium Model payroll Batch B200M2	SPECint_rate_base2006 C260 M2
2-socket VMmark B200 M1	2-socket server VMmark B200 recapture	LInPack 2-socket B200 M2	VMmark 1-Blade B440 M1	SPECjbb2005 X86/64 2-socket B230 M1	VMmark 2.0 Overall B200 M2	SPECfp_rate_base2006 C260 M2

http://www.cisco.com/en/US/prod/ps10265/industry_benchmarks.html#~application_performance_reports

Cisco Leads Another Market Transition

"Fabric computing is a fixture on the radar screen of many IT groups, driven by the increased penetration of virtualization and prospects for cloud computing."

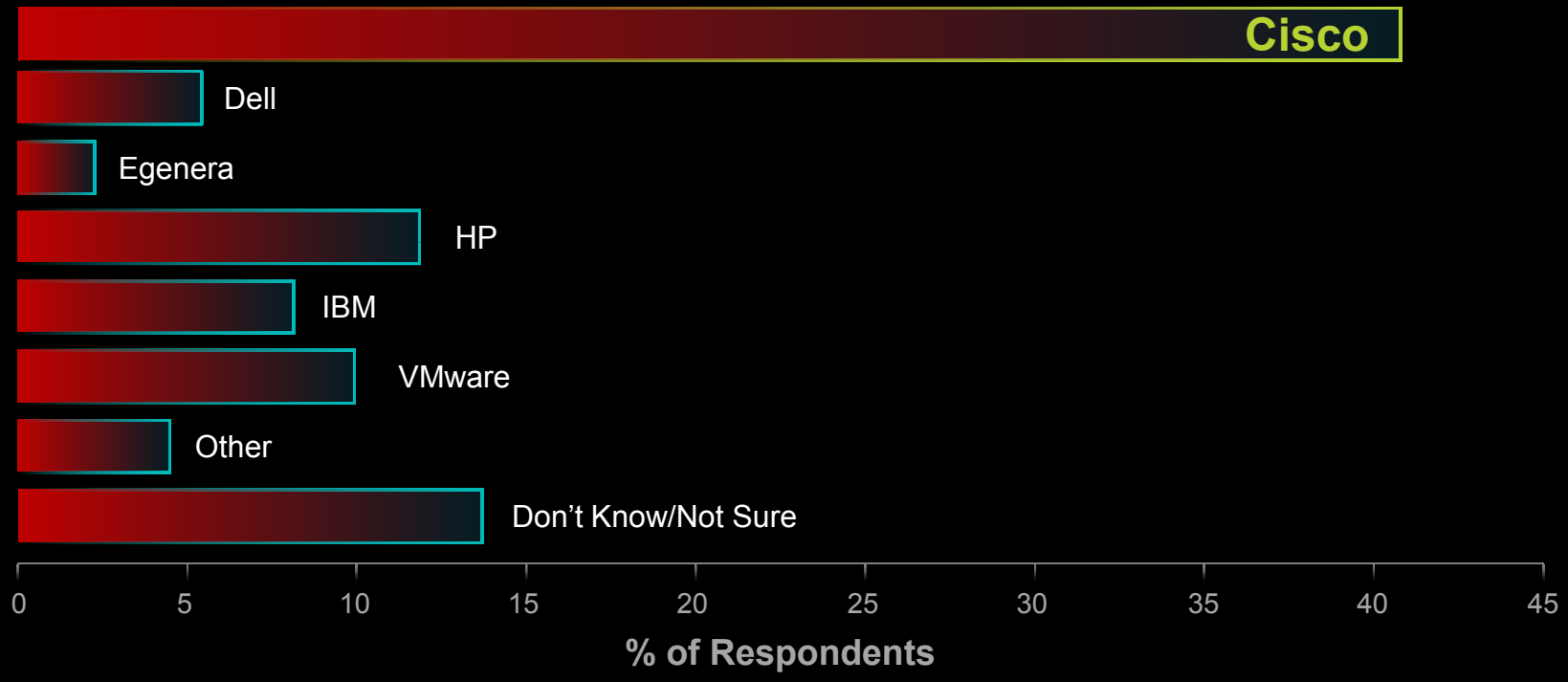
—Gartner

Fabric computing has emerged as the preferred infrastructure for data center virtualization and cloud computing, and Cisco is the market leader in this industry transition

Gartner report: Fabric Computing Poised as a Preferred Infrastructure for Virtualization and Cloud Computing, February 11, 2011, George J. Weiss and Andrew Butler Report. ID number: G00210438.

Gartner Identifies Fabric Computing as Preferred Infrastructure for Virtualization and Cloud

Which vendor would you perceive to be the most competent to deliver on a fabric–based strategy in your enterprise?



Gartner report: Fabric Computing Poised as a Preferred Infrastructure for Virtualization and Cloud Computing, February 11, 2011, George J. Weiss and Andrew Butler Report. ID number: G00210438.

You can read the full Gartner report here: http://www.gartner.com/technology/media-products/reprints/cisco/210438.html

What the Industry is Saying….

"After several years of being a highly consolidated market where the top 3 vendor accounted for over 80% of blade revenue, the recent entry of Cisco has introduced a viable new competitor to the market."

— IDC: Jed Scaramella IDC Worldwide Quarterly Server Tracker Press Release, May 24, 2011

"The Cisco Unified Computing System is a high-end, high-density, highly scalable, awesomely powerful network, compute, virtualization, and management backbone that re-architects the notion of the blade chassis …."

— Windows IT Pro Tech Ed 2011 Best of Show, May 2011

"According to VARs, Cisco's UCS is scaring the heck out of all of Cisco's data center rivals, even if they put on a good face in public and scoff at UCS viability."

— Computer Reseller News, December 15, 2010

"It's a paradigm shift in datacenter infrastructure whose time has come."

—InfoWorld Technology of the Year Award, June 2010

What Does it Mean?

The market has affirmed that Cisco has truly changed the game and is leading an industry transition that was long overdue!

Choosing Cisco as a trusted partner for computing is proving to be the right path for many as the data center evolves

UCS is a proven, reliable platform for enterprise and cloud computing; rapid UCS market traction is driven by customers seeking better solutions to IT challenges

WWW.CISCO.COM/GO/UCS