



Riyadh, KSA
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Cisco VXi

An End To End Virtualization System

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Unified Workspace BDM, EMEAR



The Changing Workspace



How You Worked Used to Depend on This...



Now It Depends on This...



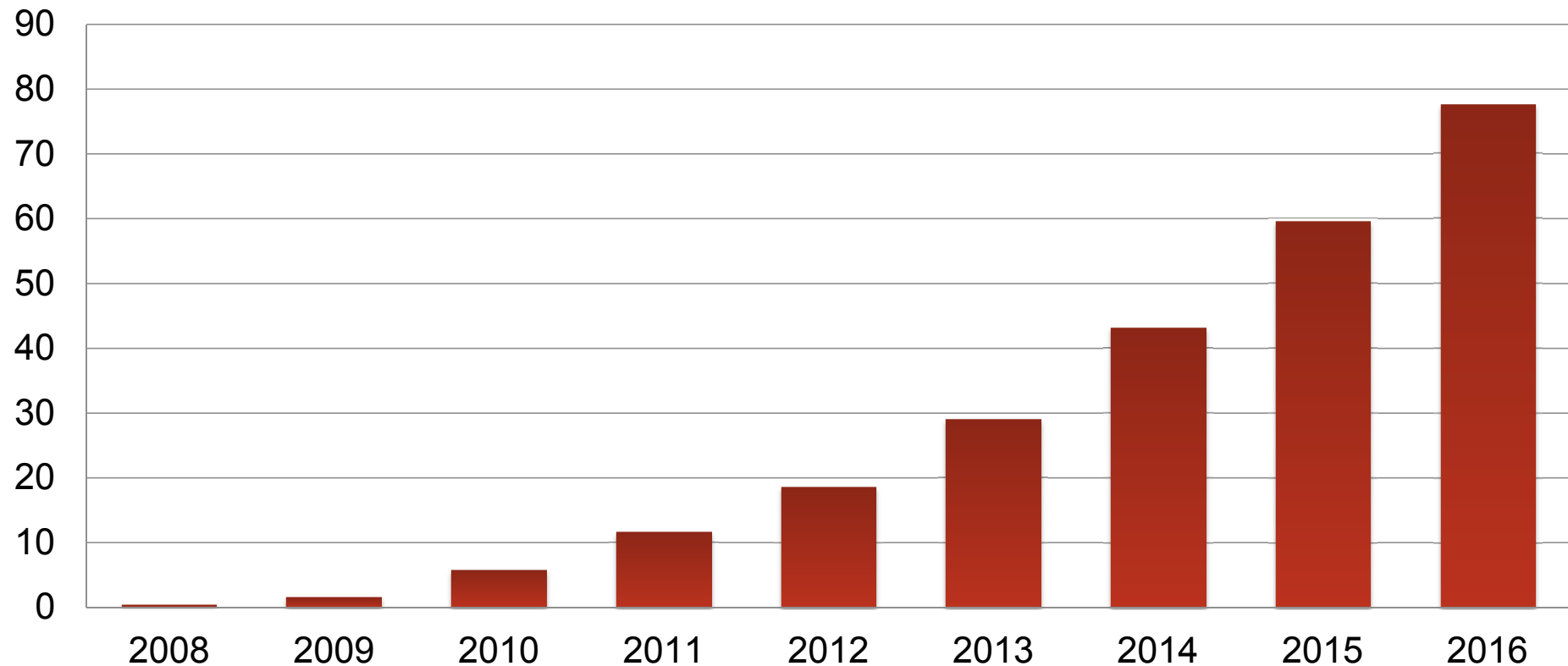
Wired



Wireless

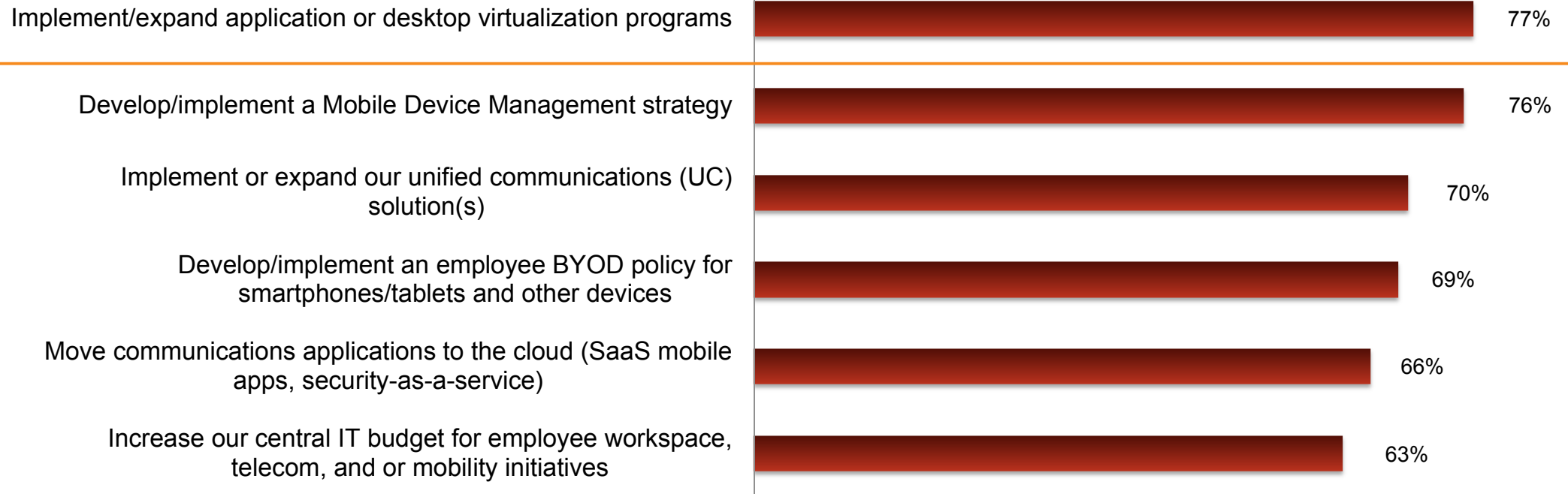
The Virtualization Market is Growing

Gartner Hosted Virtual Desktop Installed Base Forecast (in Million)



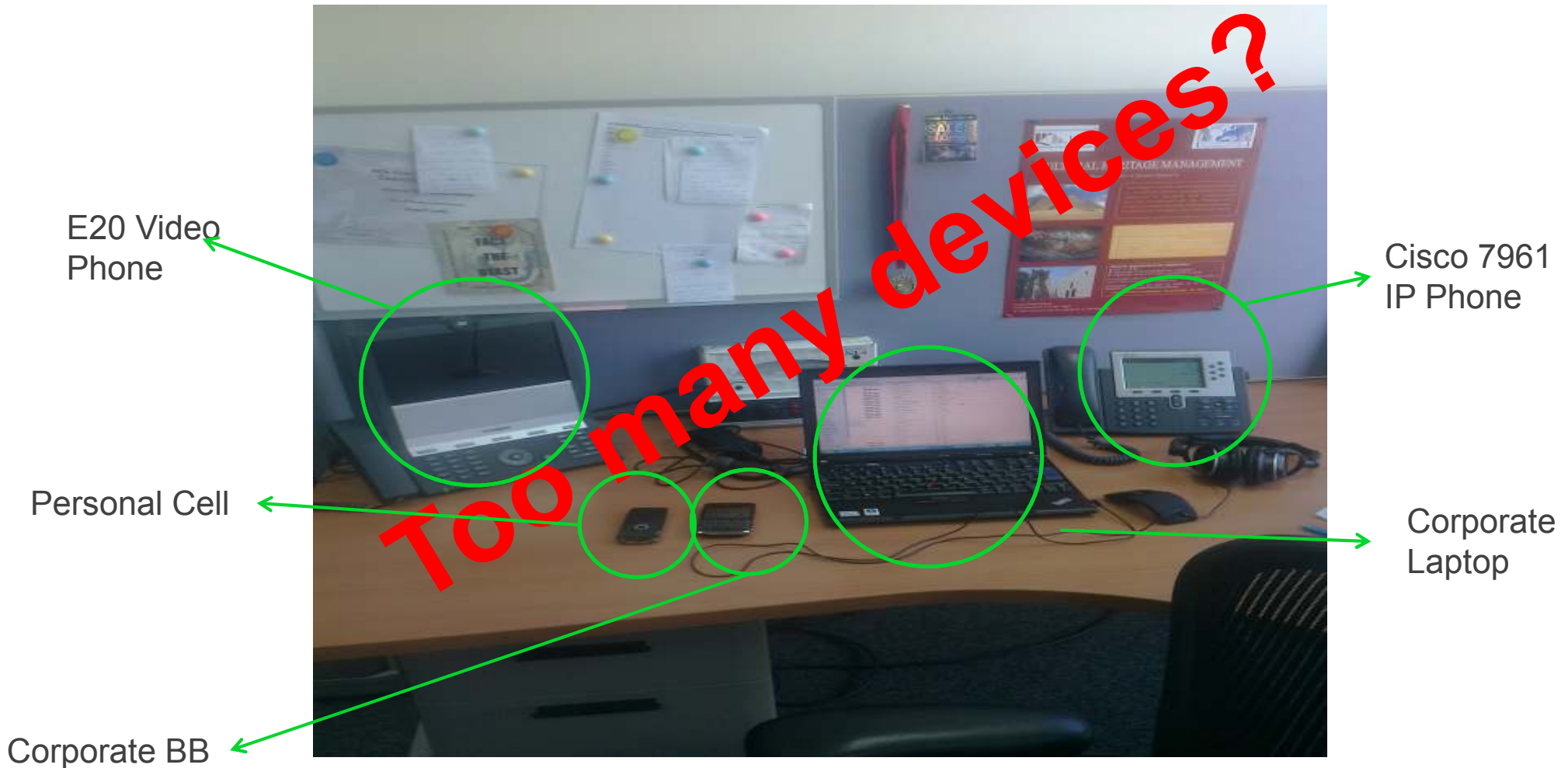
Graphic adaptation created by Cisco based on Gartner data. Source: Gartner, Inc., Forecast: Hosted Virtual Desktops, Worldwide, 2010-2014 (2012 Update)

Desktop Virtualization: Right Place, Right Time



Source: A commissioned study conducted by Forrester Consulting on behalf of Cisco, May 2012

A Typical Workspace: A Productivity Issue?



Cisco Smart Solutions



What is a Cisco Smart Solution?

Work Your Way



Smart Solution Components

Tested, Validated, Documented Designs

Integrated Cisco + 3rd Party Roadmaps

Services Practices

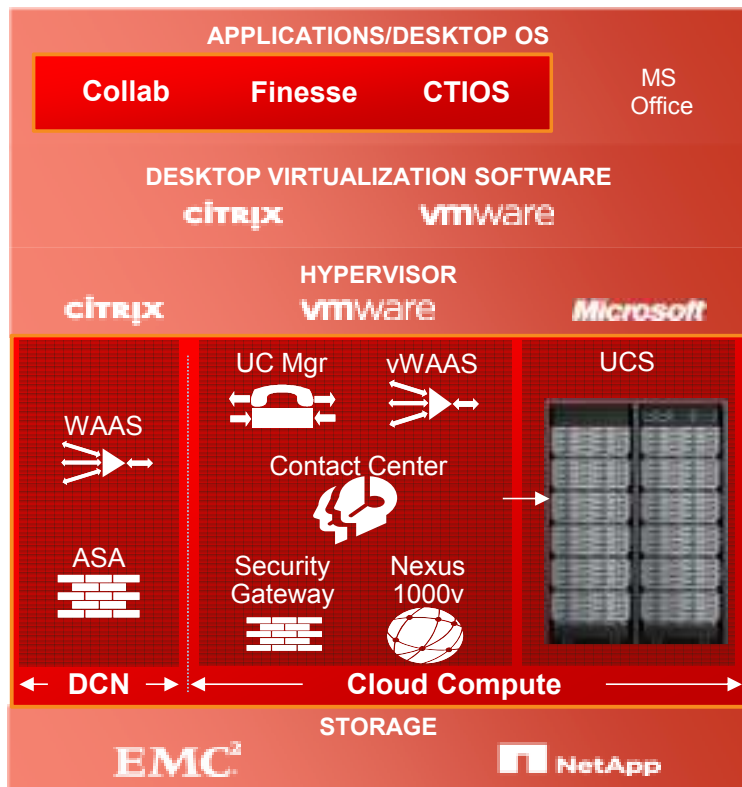
Technical Training and Support

Cisco and Partner Enablement:
Demos, ROI Assets, Tools, Financing

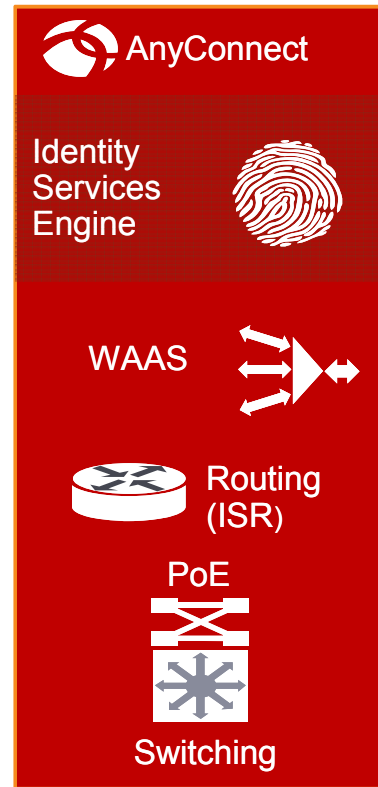
Cisco VXI Smart Solution Architecture

Cisco Products

Virtualized Data Center



Borderless Network



Collaborative Workspace



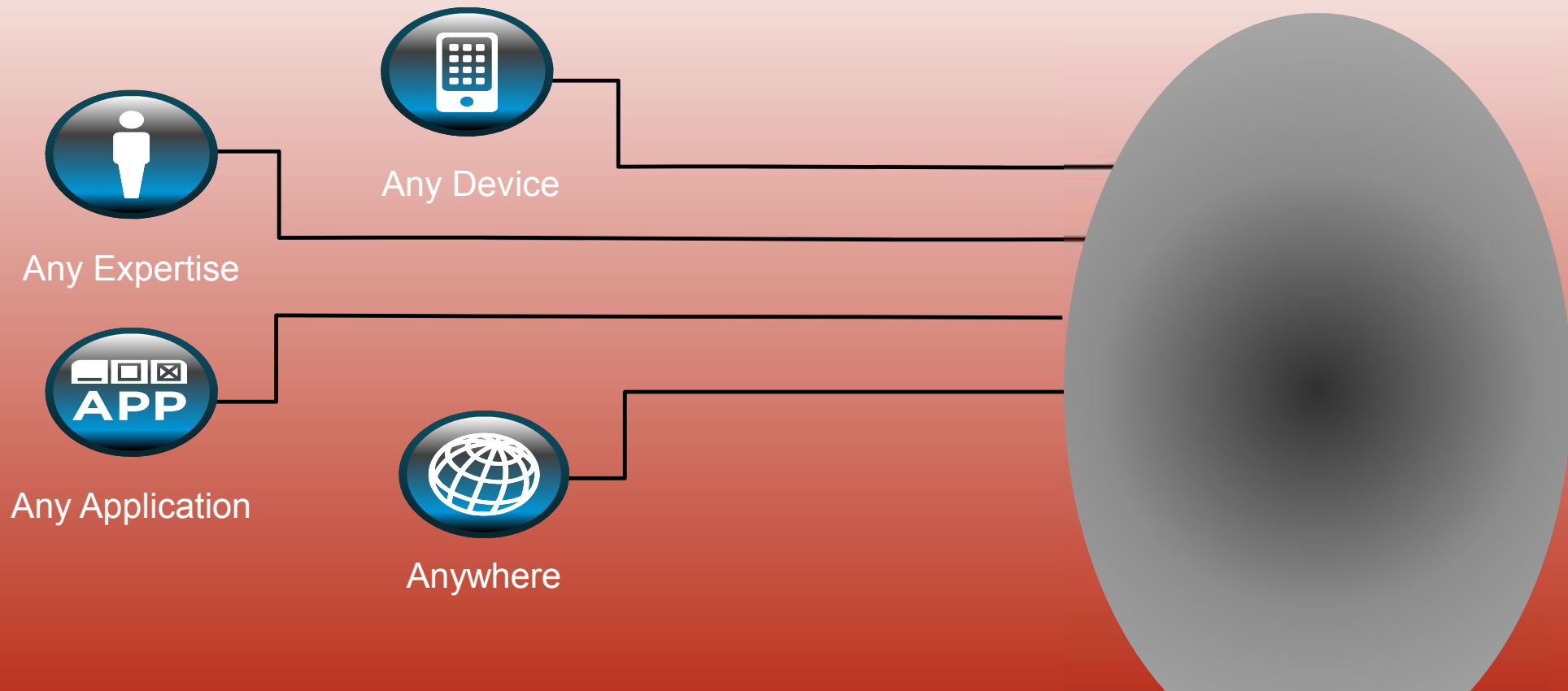
End to End Management , Optimization and Services

Cisco Vision for Unified Workspace

Experience

Mobility

Security



VXI And BYOD Coming Together

Virtual Desktop plus
Enterprise Collaborative
Applications

VXI Smart Solution



Native or Web-Based
Applications, Securely

BYOD Smart Solution

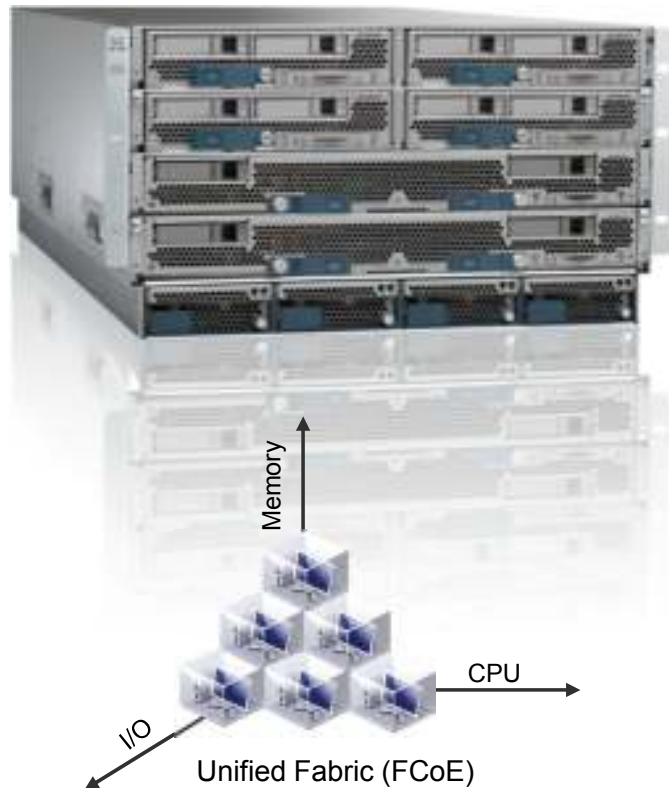


End To End Solution Benefits



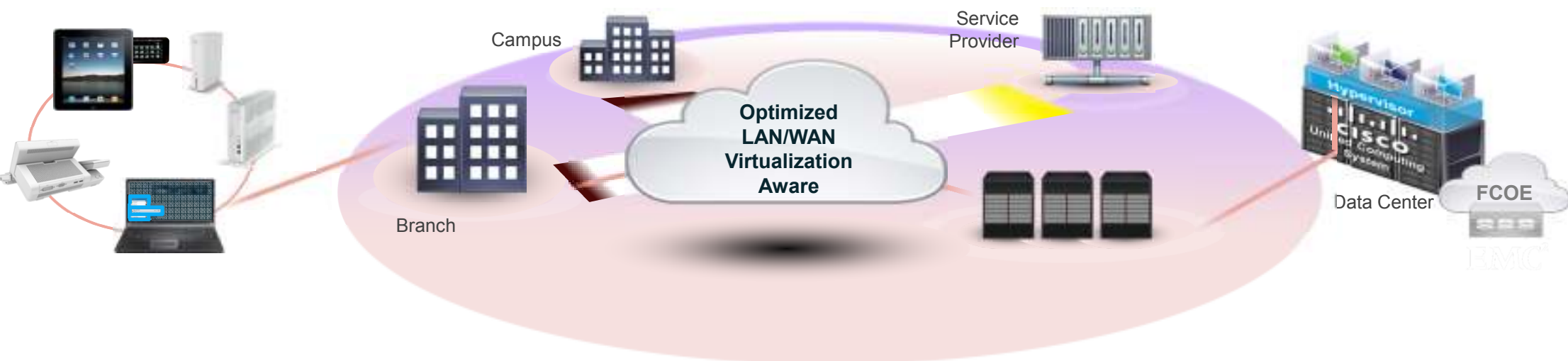
Cisco Unified Computing System

Optimized Infrastructure for Desktop Virtualization



- **Lower cost** for compute + network infrastructure
- Greater **virtual desktop density** w/o performance impact
- **Simple Operation**—start in minutes, scale in seconds
- **Massive Scalability**—scales easily to 1000's of desktops per UCS system
- **Extended memory** and I/O to avoid desktop virtualization bottlenecks

Virtualization Aware Borderless Network



ACCESS

Endpoints delivering rich-media experience, UPOE, Plug and Play Auto Smartports



END-TO-END SECURITY

Single Point Policy, Mobile endpoints, Consistent physical and virtual security



OPTIMIZED WAN

WAAS-based Optimization, High availability



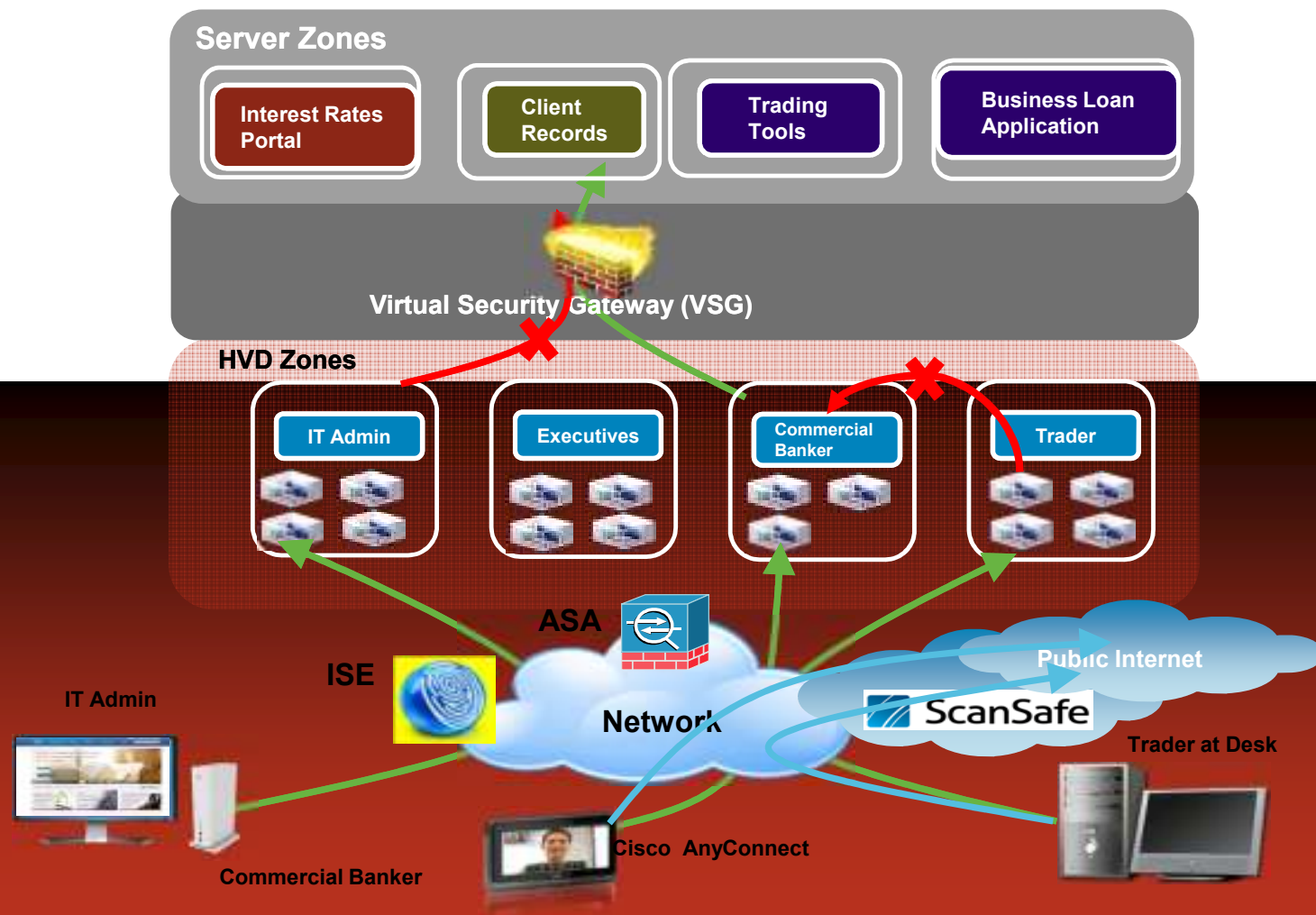
INFRASTRUCTURE

Scalable virtual Compute
Scalable, simple networking
Cloud-ready Virtual Switches

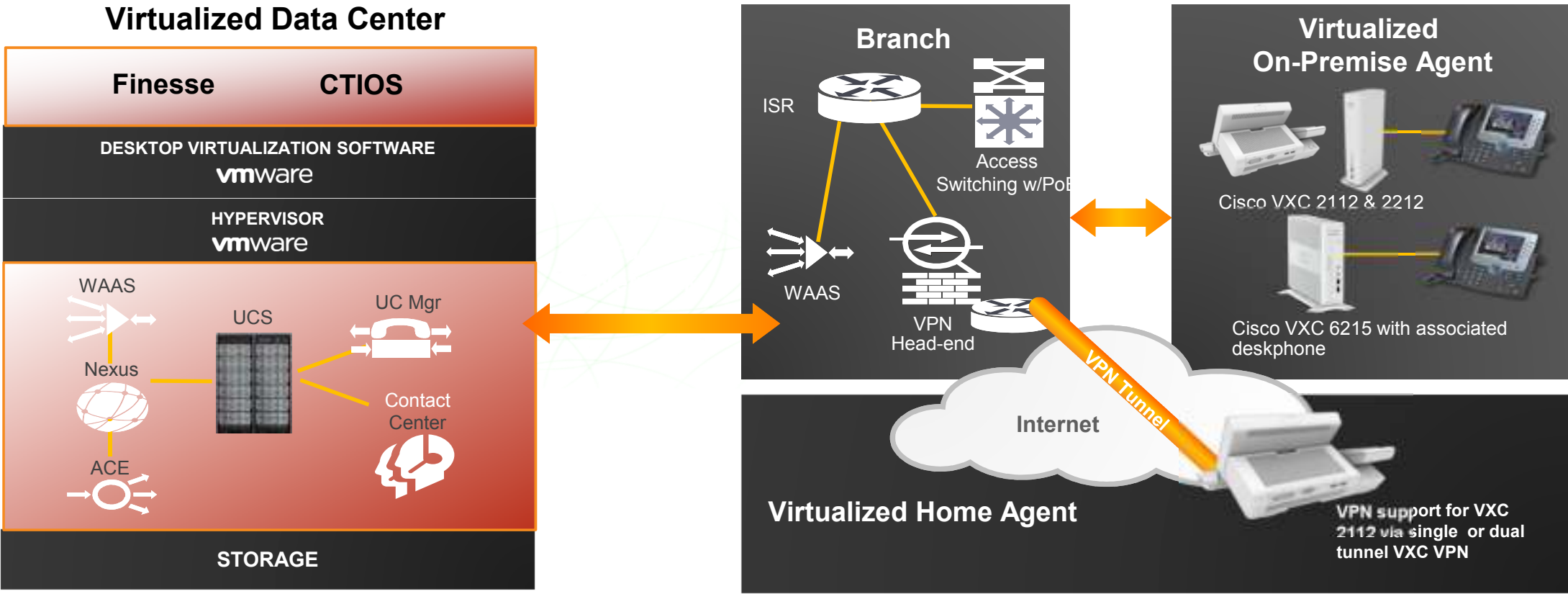
Uncompromised User Experience Enabled by the VMware-Optimized Borderless Network

MXI Security

- **Cisco Nexus1000V**
 - Secure and Control VM's
- **Cisco Virtual Security Gateway**
 - protects the virtual environment within the data center.
- **Cisco ASA 5500 Appliances**
 - (ASA) secure the data center to defend against threats and unauthorized access
- **Cisco AnyConnect Secure Mobility Solution**
 - (AnyConnect) establishes trusted access between the client and the data center
- **Cisco ScanSafe**
 - Cloud Security (SaaS) with Secure Split tunneling
- **Cisco ISE Identity Service Engine**
 - Consistent Security Policy Enforcement Network-wide



Cisco VXi Smart Solution with Contact Center



VXI Benefits



Business Drivers for VXI

Microsoft Windows 7 and 8 Migration

- Reduce migration costs
- Reduce application incompatibility
- Extend life of existing desktop software

Business Process Outsourcing

- Reduce costs by managing desktop applications and users centrally
- Centrally control sensitive data
- Streamline desktop and application deployment

Remote and Branch Office

- Reduce costs by managing desktops and users centrally
- Centrally control sensitive data
- Streamline desktop and application deployment

Mobile Users

- Enable desktop access regardless of network connection
- Extend security and control of offline users
- Use local device resources

Contractors / Employee-Owned IT

- Deploy and manage a desktop image on employee-owned assets
- Centrally control desktops and data
- Provide separation between corporate and personal desktop

Business Continuity/Disaster Recovery

- Support end-users working from remote locations
- Ensure desktops are available 24 x 7
- Quickly provision new desktops

What Happened

- Travel put at risk
- 2 days to migrate to temp



My corrupt HDD



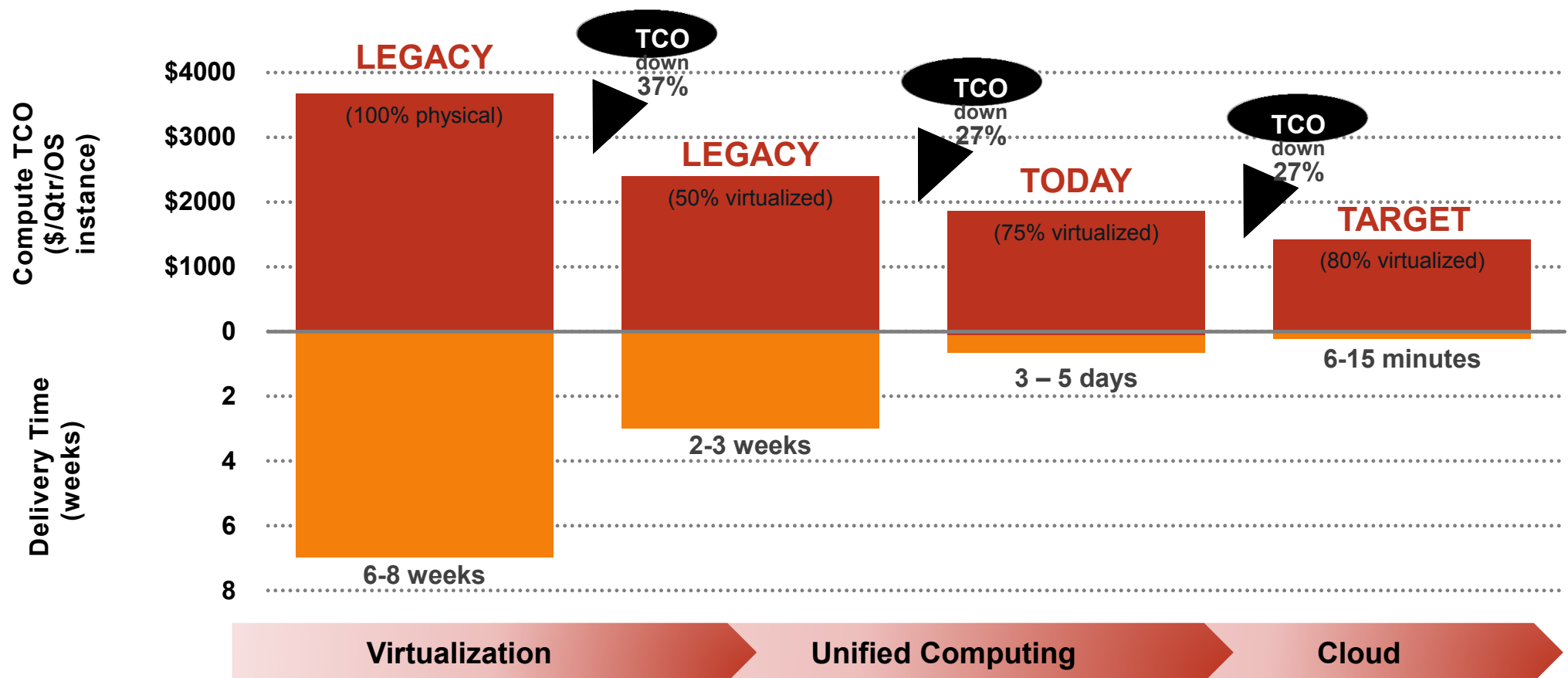
What Could Have Been Avoided

- Replace keyboard only
- Restore everything in 1



- Enjoyed the weekend

Cisco on Cisco BYOD Benefits



VXI Value Matrix



**Consultants
or 2nd PC**

Extranet

Task Workers

Acquisition

Power Users



Connect via
Onsite Vendor PC



Connect via
Vendor PC or VXC



Connect via VXC
– no PC required



Connect via
retained PC from
org acquired



Connect via
multiple devices -
keep PC

IP Protection / Security



Cost Savings



Flex. / Biz. Continuity



Any Device / Productivity



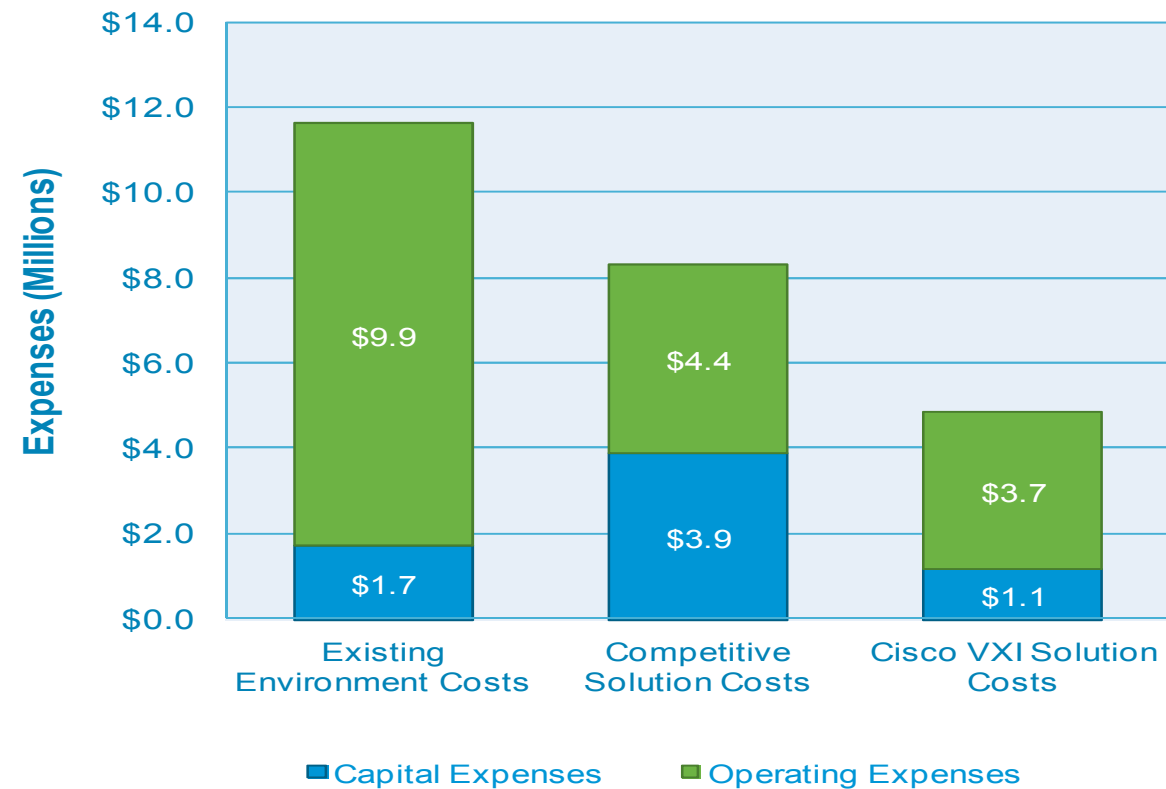
Speed to Deploy



Financial Benefits Summary

Example From the KSA

4-Year TCO savings of \$6,793,327; payback in 7 months



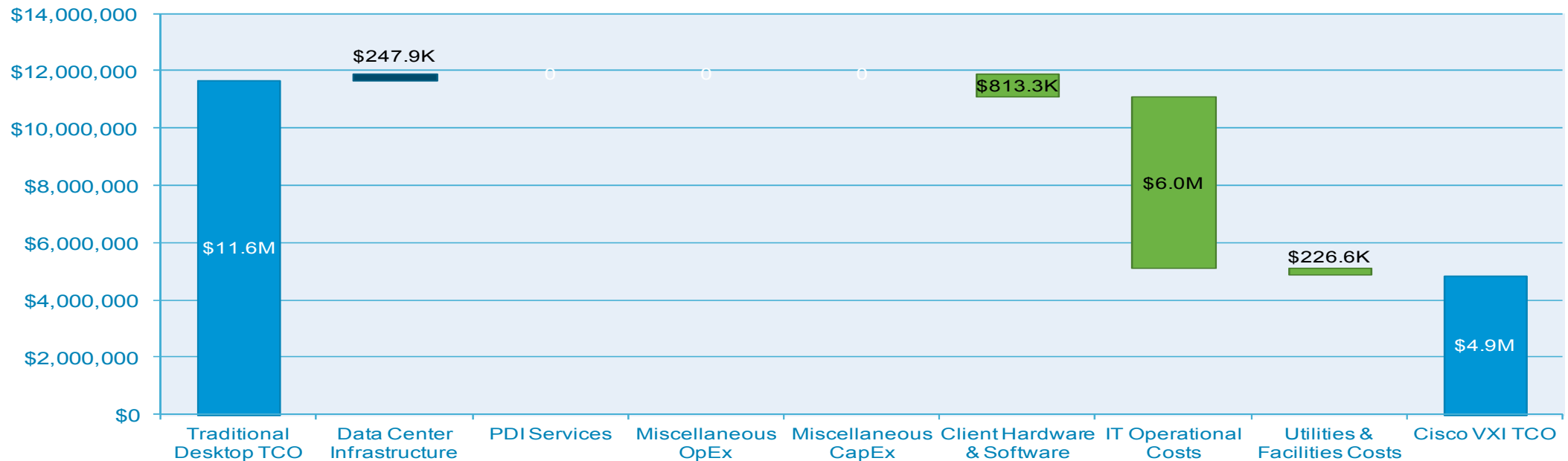
Key Financial Metrics

- Number of users: 1,823
- Capital Investment: \$1.1 M
- Desktop TCO (\$/seat/month): \$55
- Return on Investment (ROI): 631%
- Operating Savings: \$6.2 M
- Capital Savings: \$0.6 M
- Total savings: \$6.8 M

Green Savings: 1,167 Tons of CO₂;
equivalent to taking 212 cars off the road.

TCO Savings From Desktop Virtualization

Example From The KSA



58% reduction over 4 years.

\$6,389

\$2,663

Summary

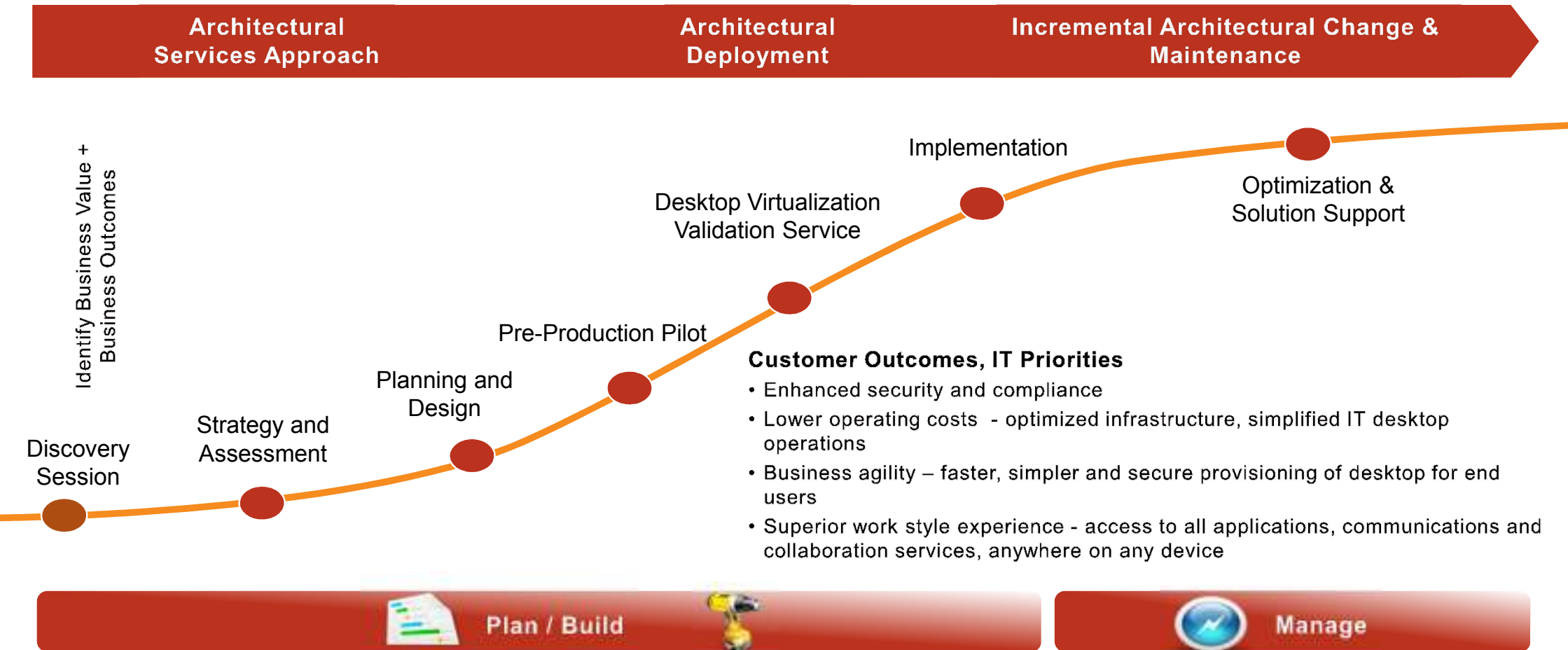


VXI Smart Solution Validated Design

- Cisco Validated Designs (CVDs):
 - Citrix XenDesktop
 - Citrix XenApp
 - VMware View
- Risk reduction in customer deployment
 - System integration and validation
 - Multiple Hypervisors
 - Multiple storage solutions



Services for VXi



Summary

- VXi Smart Solutions empowers people **to work their way** while enabling **business agility**
- VXi delivers an uncompromised **Unified Workspace experience** with virtual desktops, applications and collaboration
- Cisco Collaboration endpoints and applications unify virtual desktop, voice and video
- Cisco Data Center enhancements provide **scaling and simplified virtual desktop deployment, lowering TCO**
- **Mobility, security, access and compliance** enabled seamlessly with Cisco Borderless Network
- Significantly lower TCO
- Easier management

Thank you.

