



Monetizing Cloud Computing Services

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Agenda

- Setting The Context
- Cisco Cloud Strategy
- Monetizing The Cloud -
Service Profile, Roadmap And
Service Definition
- Conclusion



What is Cloud?

**Anywhere, Anyone,
Any Service**

IT Resources and Services that are abstracted from the underlying infrastructure and provided “On Demand” and “At Scale” in a multitenant and elastic environment

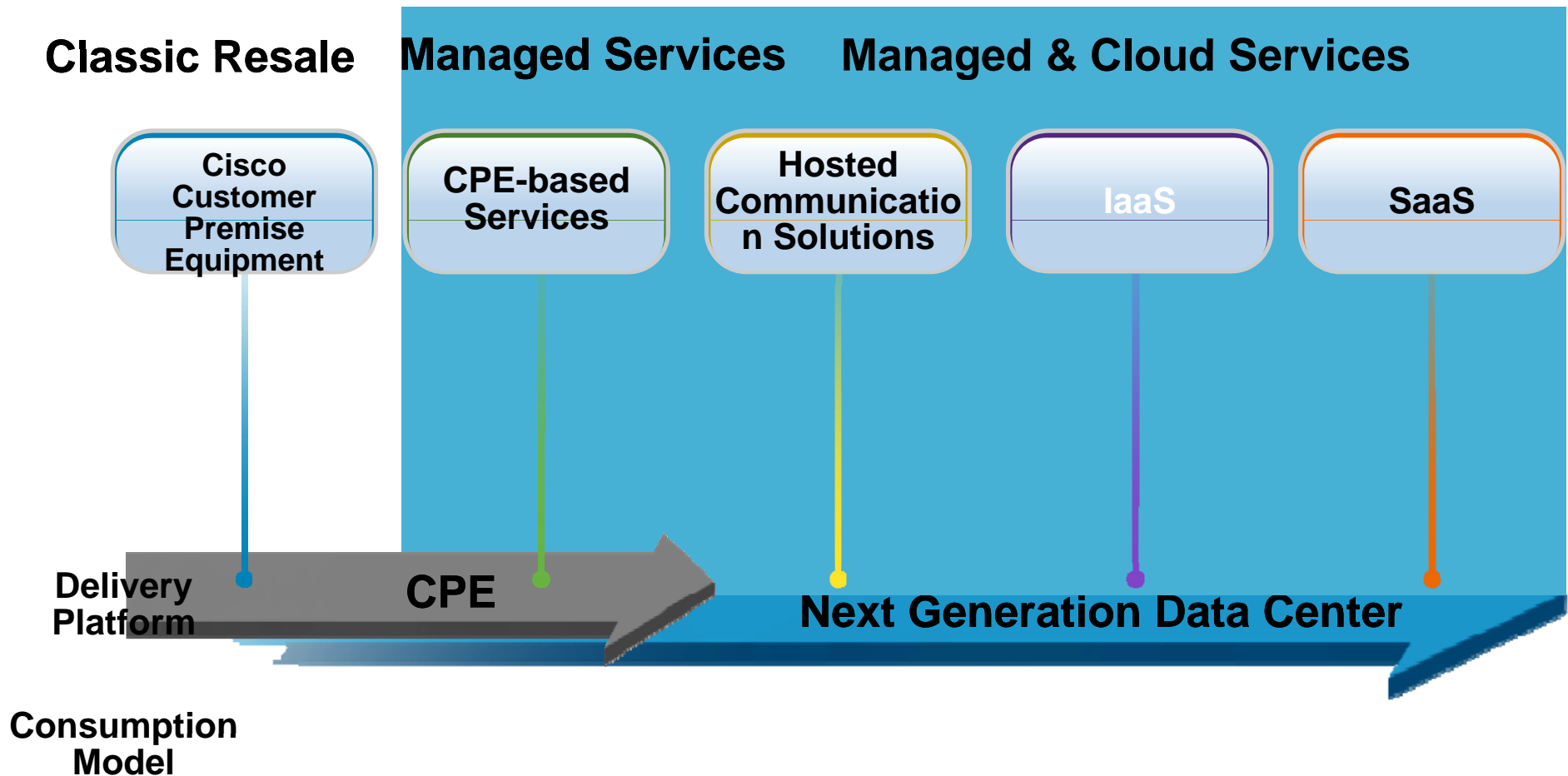
SaaS

PaaS

IaaS

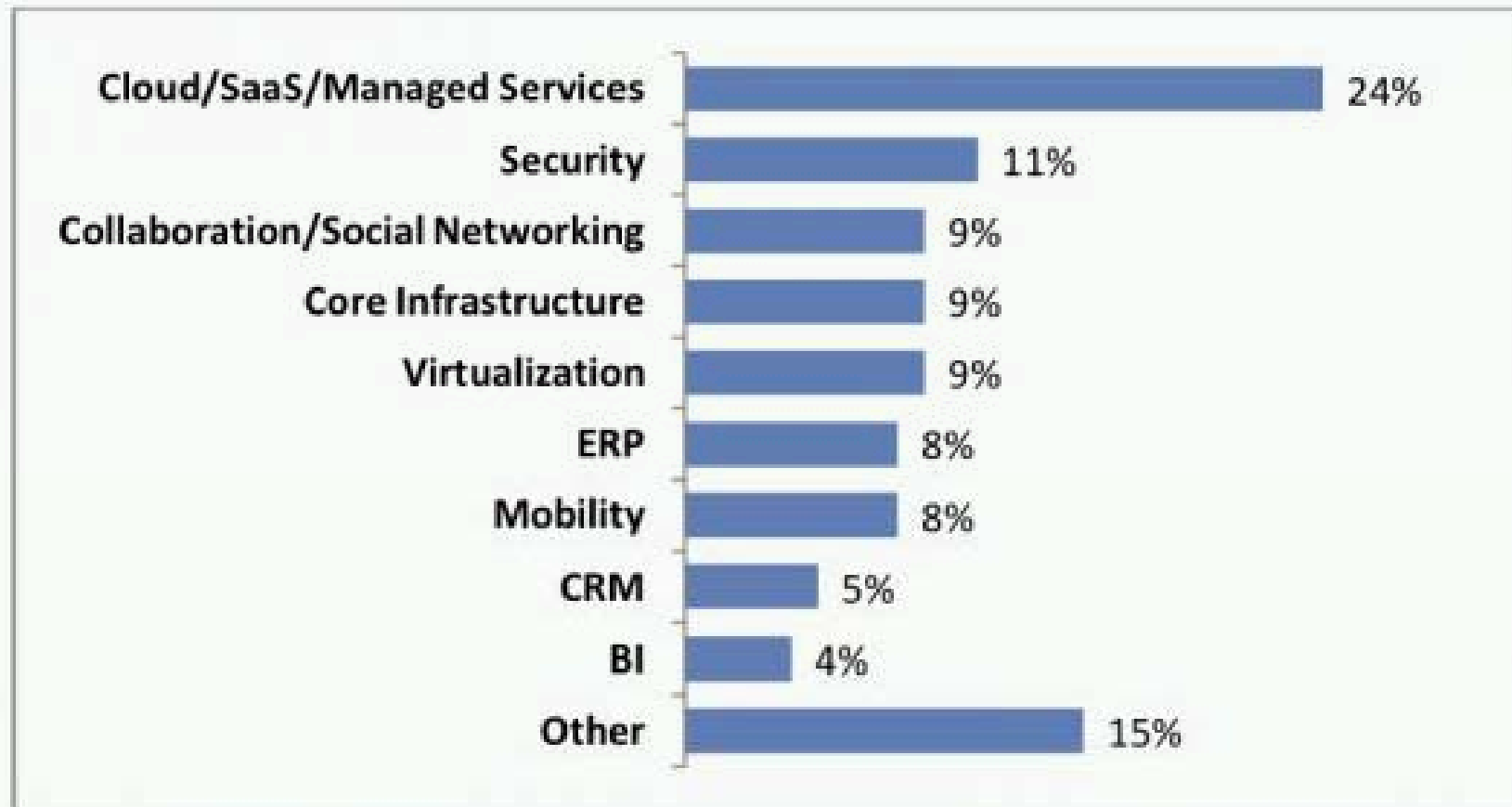
Consumption Models Evolve with Technology

New Rules. New Game



Changing Consumption Models for ICT

Figure 1: Most Critical Asian End-User ICT Shifts by 2015



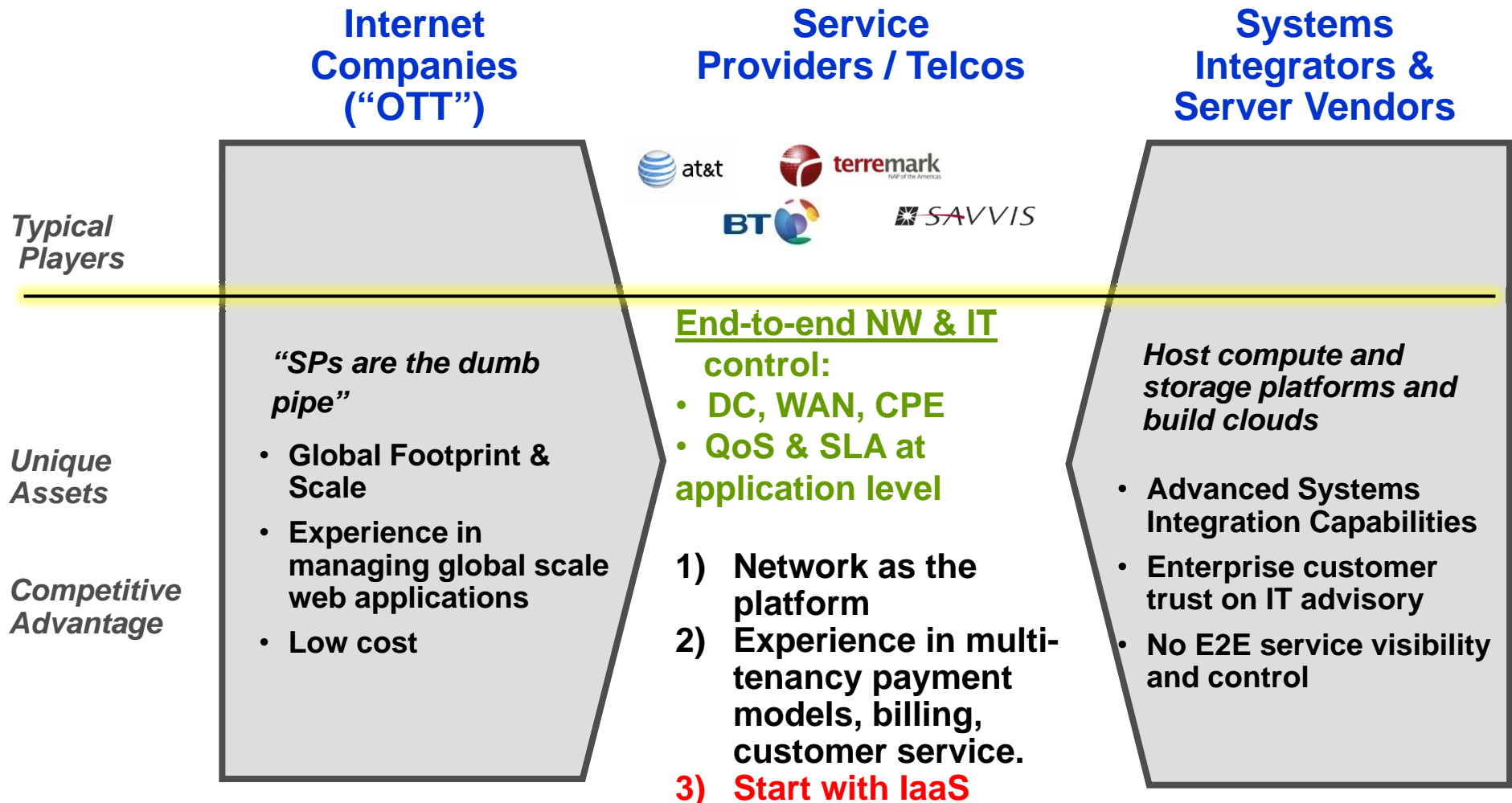
Q: Please briefly describe the most critical shift you expect to occur with your organization's IT spending and strategies within the next 5 years. (N=202)

Source: Springboard Research, March 2010

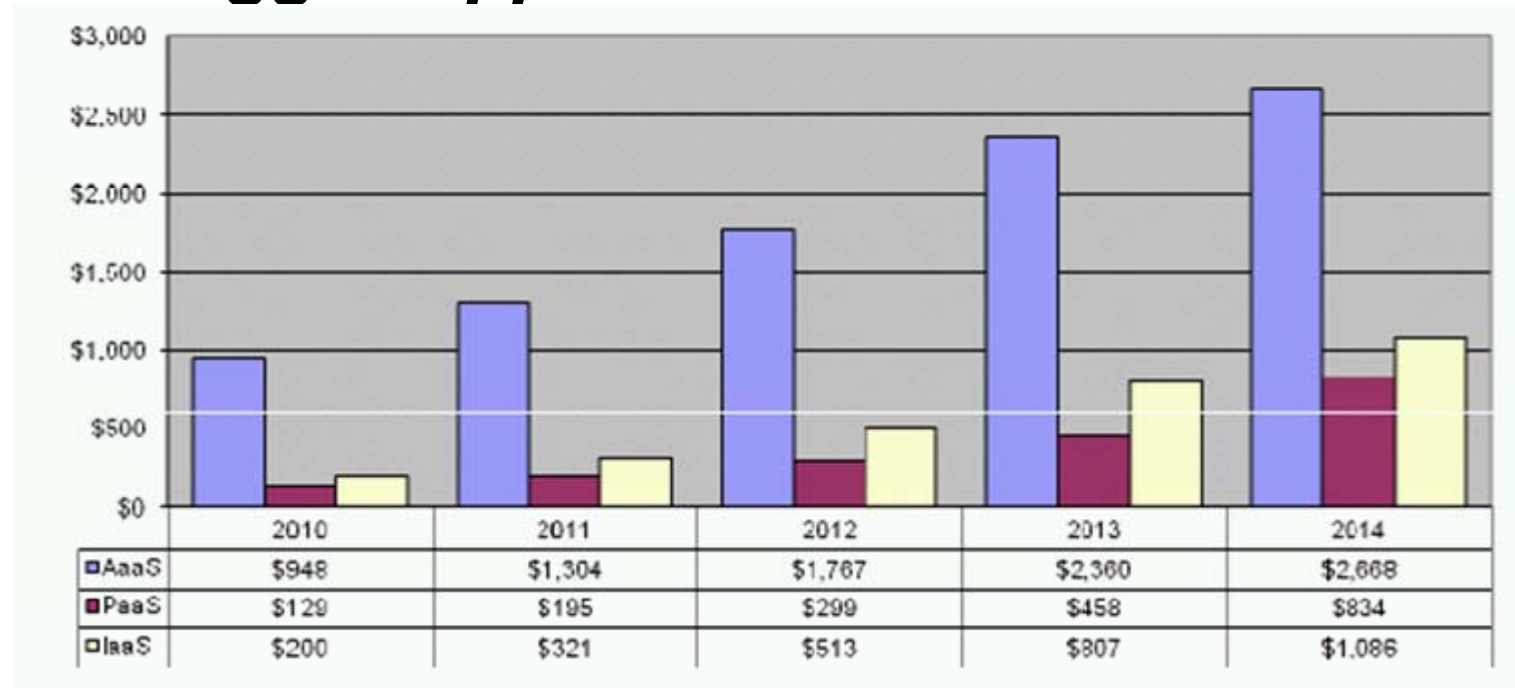
Why Data Centre Managed Services / Cloud Services for SP/Telco

Demands Net Neutrality

Revenue decline from existing service, More Traffic, but NO incremental REVENUE?



IaaS Plays To A Strength But Bigger Opportunities Lie Elsewhere



- Cloud infrastructure is a means to an end, not an end in itself.
- How many cloud Infrastructure providers will there be room to support?
- To avoid being commoditized into just a pipe or platform - Get closer to the customer in the value chain.
- Bigger market in SaaS require either acquisition or partnership with domain experts, ISVs, or geo specific partners

Cloud Computing Services

Service Architecture Framework



Infrastructure Management	Service Delivery	Service Management		
Optimization	Selection (SDLC/BCP)	Quality	Cost	SLA
Capacity Planning	Allocate/Entitlement	Performance	Compute, Network, Storage Usage	RTO/RPO
HW/SW Management	Commission/Decommission	Problem Detection-RCA	Facilities Usage	Maintenance/Avail. Windows
Audits	Enablement (On/Off)	Security and Governance	CapEx/OpEx (Time Unit Hrs)	Penalties
Operations	Fulfillment	Assurance	Metering and Billing	Commitment

Service Orchestration



End-to-End Security

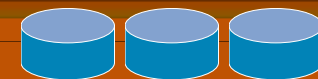
Network



Compute



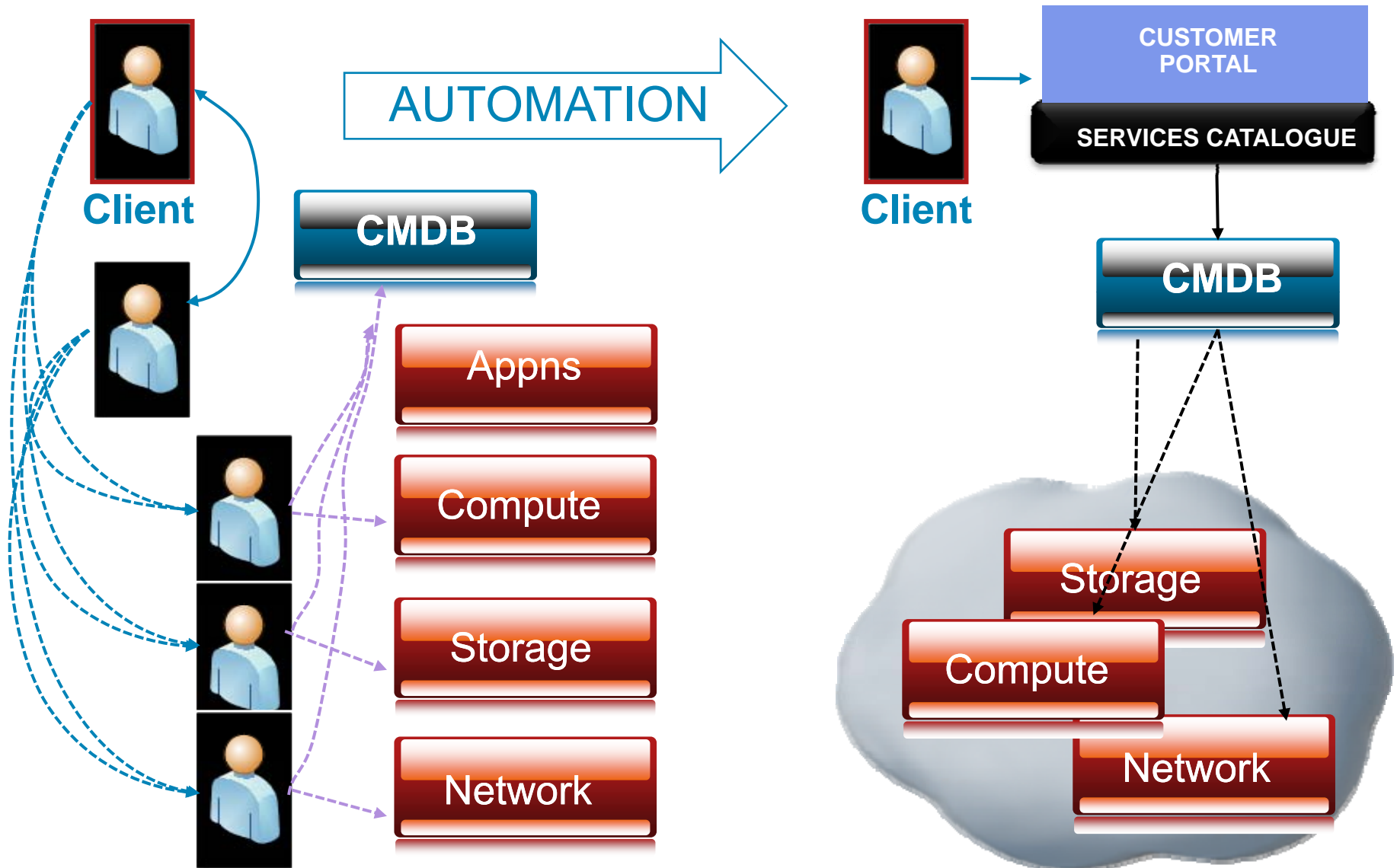
Storage



Technology Architecture

Transformation through Automation

Integration of Infrastructure and process



Cisco's Cloud Strategy

Addressing Our Customers' Business Challenges



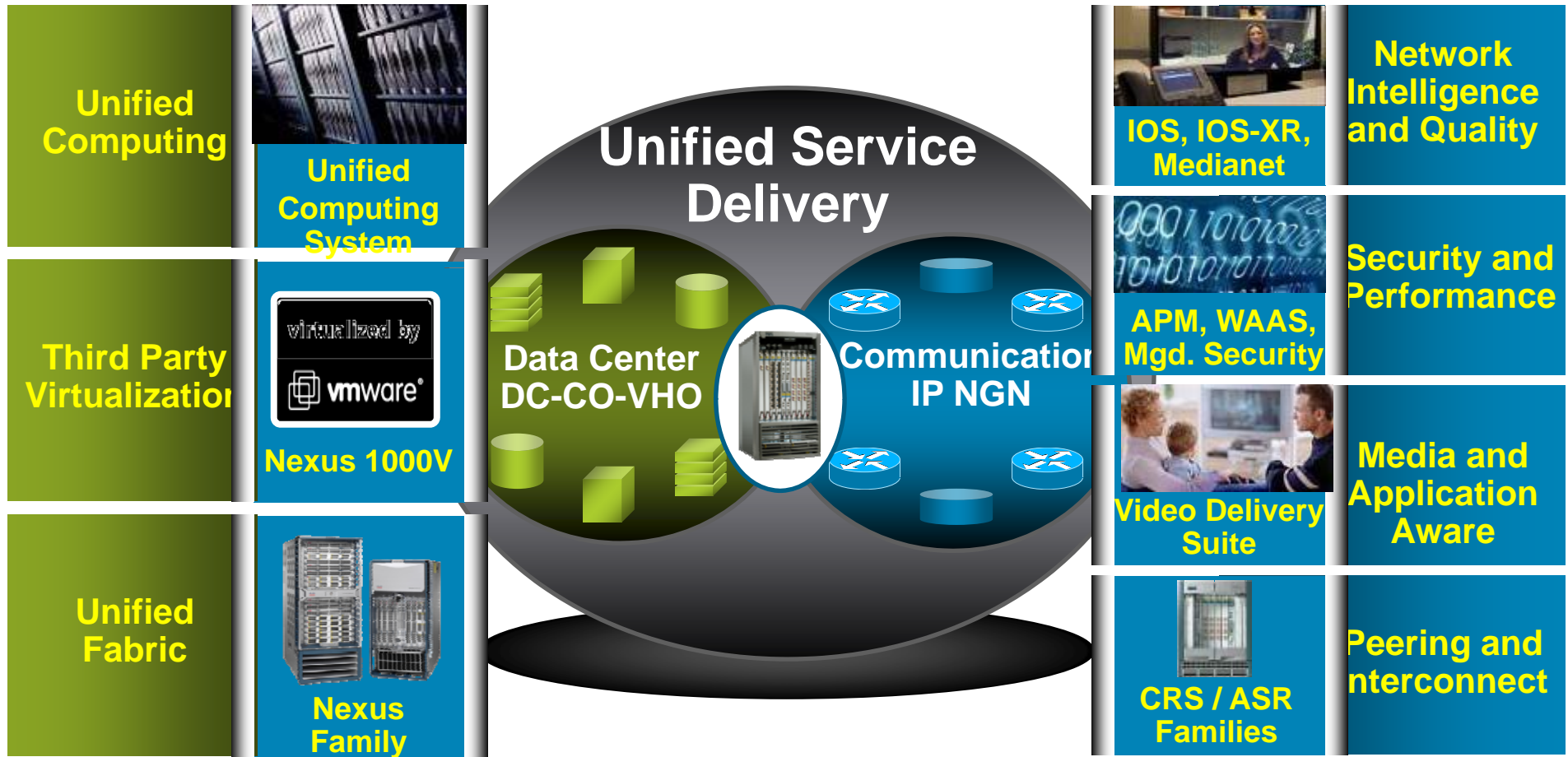
Deliver products, solutions & services to organizations to build secure Clouds

Enable Service Providers to deliver secure Cloud solutions & services to their customers

Advance the market for Cloud by driving technology innovation, open standards and ecosystem development

Unified Service Delivery

Trusted Pathway to Cloud

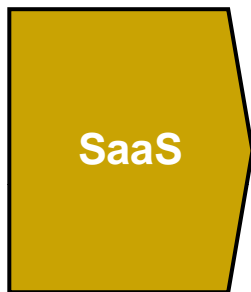


Cloud Services Attractiveness For Customer Segments

-  No attractiveness
-  Maximal interest

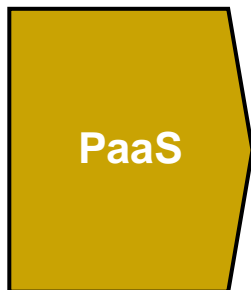
Enterprises


SMEs



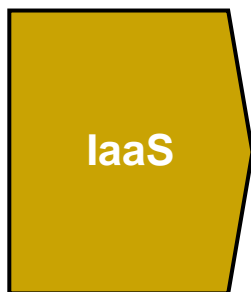
-  Level of customization required makes SaaS suitable only to certain Corporate needs

-  Standardized applications meet most SMEs needs
-  Lower implementation costs and hurdles



-  Relative value in services enabling integration with current systems (enabler of SaaS)

-  Attractive to a niche market using the development platforms to reach customers (tech segment)

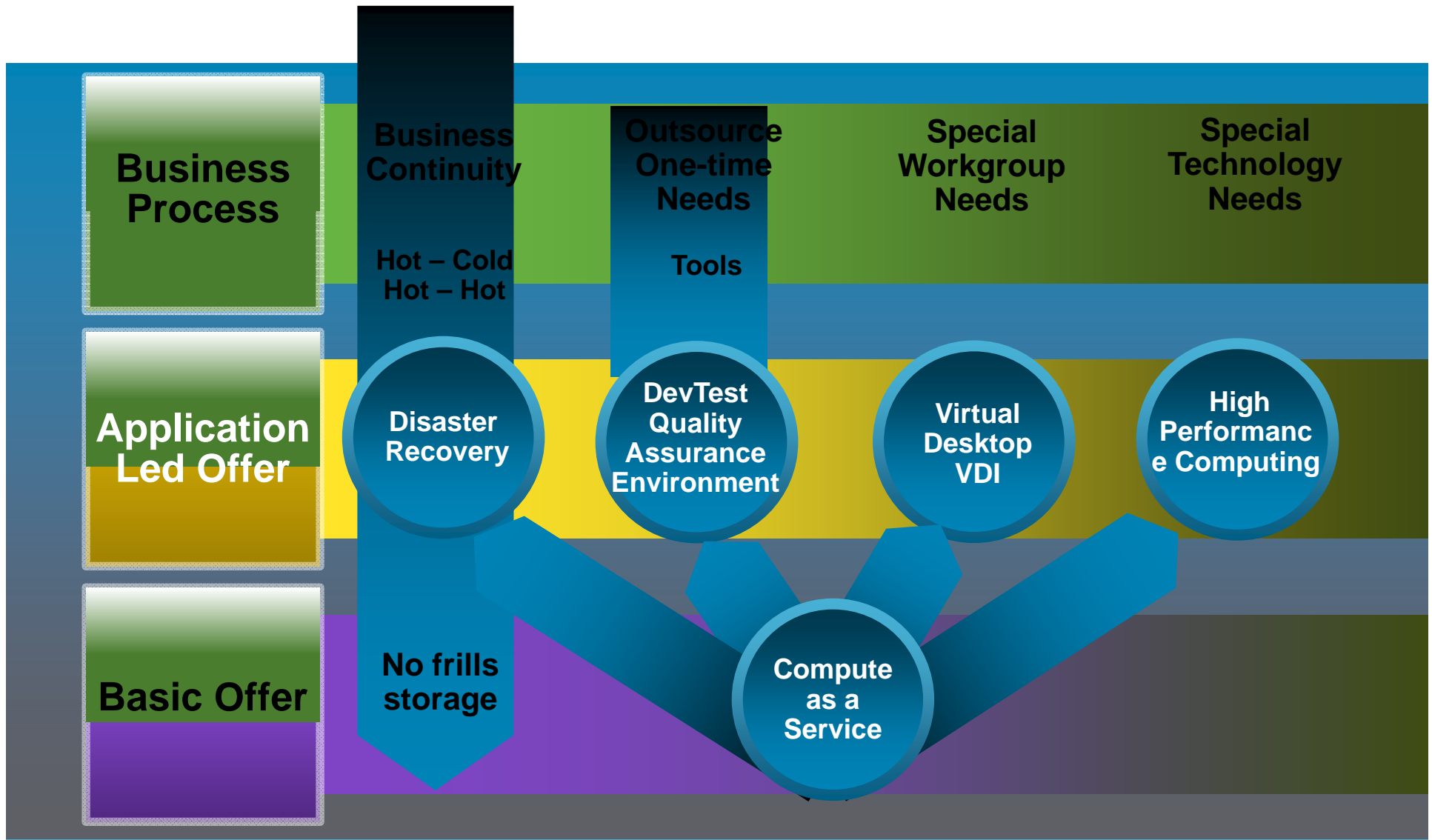


-  Useful to manage “demand peaks”
-  Advanced infrastructure virtualization meet enterprises demand

-  Cost effective way of getting scalable and advanced virtual infrastructure

Top 5 Services for IaaS Delivery

Possible Portfolio



Example: Small & Medium Enterprise (SME) One Stop Shop Portfolio For ICT

Personal | Small and Medium Business | Enterprise | Partners and Resellers | Support | My Account | Shop | Contact Us

Home



More on
SME



I'm looking
for...



Mobile



Internet



Voice &
Telephony



Managed Data



Cloud
Computing



Security



Office
in a Box



dloi

Example : SME Bundle

Cloud Computing Services

With **Software and Infrastructure as a Service**, you just need to subscribe to the service and plug in and **you're ready to go!**

[Learn more](#)



What is SaaS?

SaaS is a model of software deployment where an application is hosted as a service across the internet.

[Find out more.](#)

How can SaaS help me?

SaaS can help you save cost on hardware and software.

[Find out more.](#)

Getting Started

Getting started with Service Provider's Go-Office Suite of services is just a few clicks away.

[Read more.](#)

Go-Office Suite

Manage MY Productivity

Business Productivity Online Suite
Web Conferencing
Web Mail
Microsoft Exchange Online
Single Number Reach / Follow Me
Instant Messaging / Chat Board

Managed MY Communication

Web Conferencing
- Integrated over iphone
- Integrated over Blackberry
Web Mail
Unified Communication (Presence, Instant Messaging)

Manage MY Security

Data Online Backup / Storage
Email security (e.g. Anti-Spam)
Web security
Desktop Security
Firewall, IPS

Manage MY Business Processes

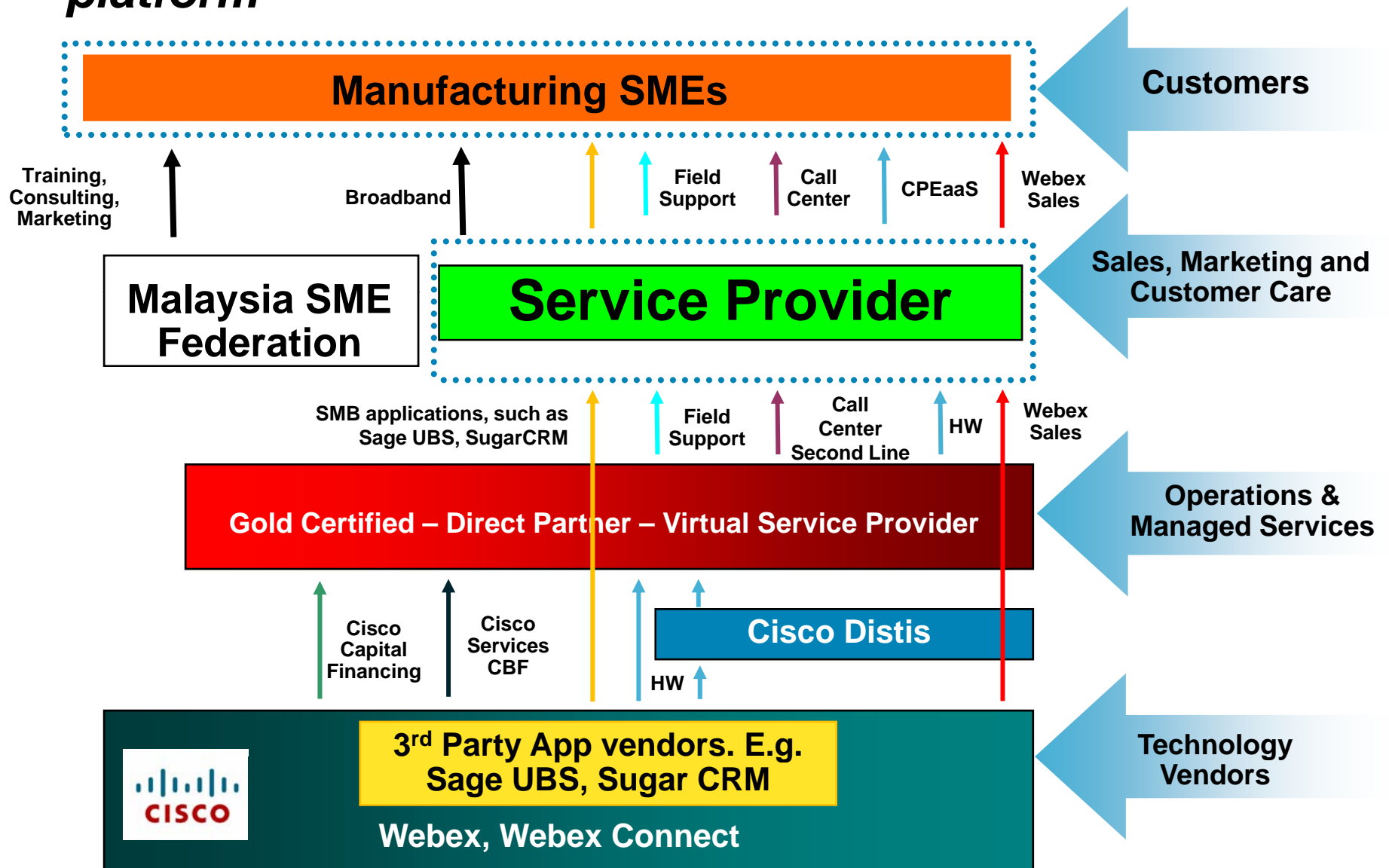
Human Resources
Accounting (e.g. Sage UBS)

Manage MY Customers

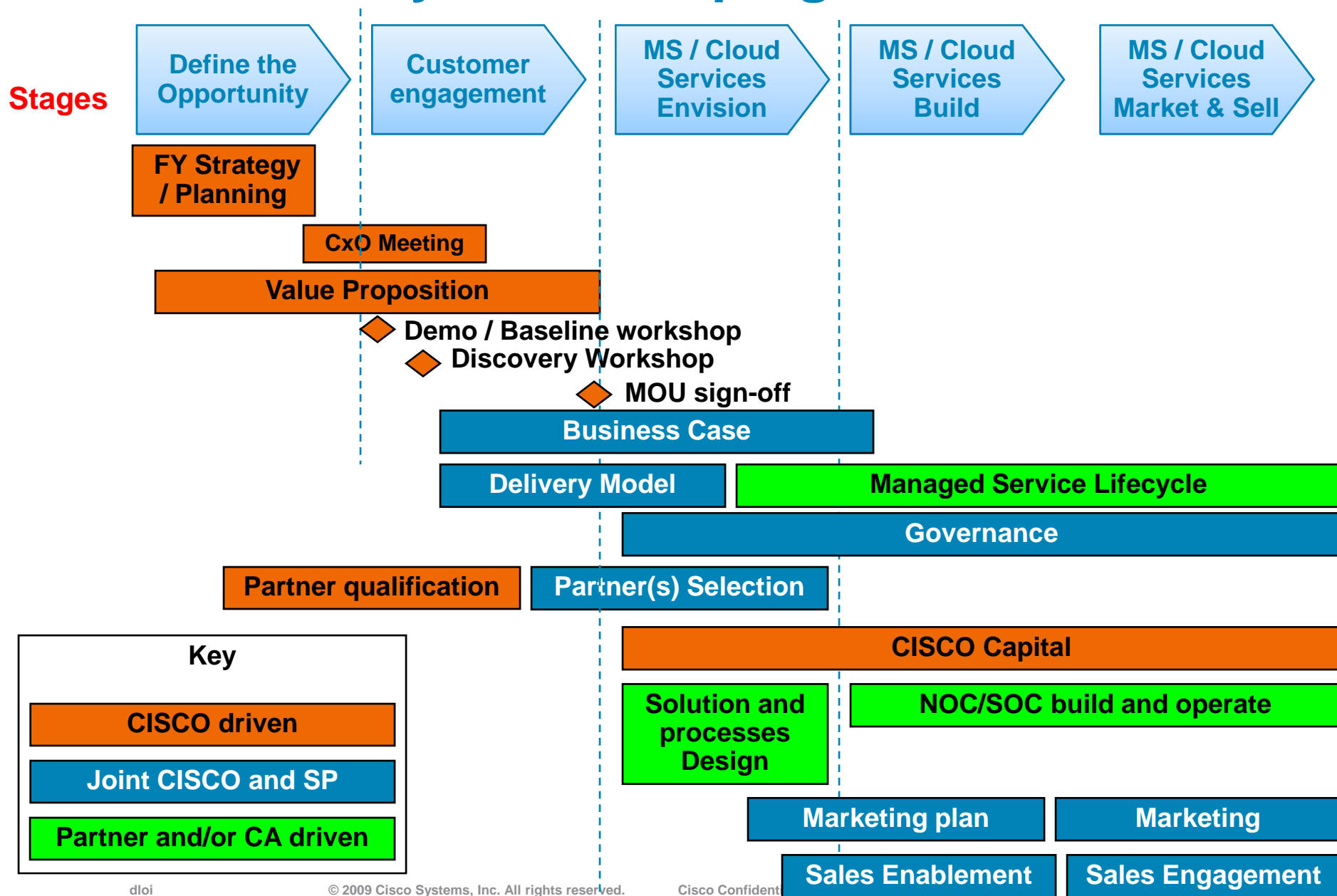
SugarCRM

Example : Vertical Marketplace

Portal, productivity applications, directory and trading platform



Joint Journey in Developing Cloud Services

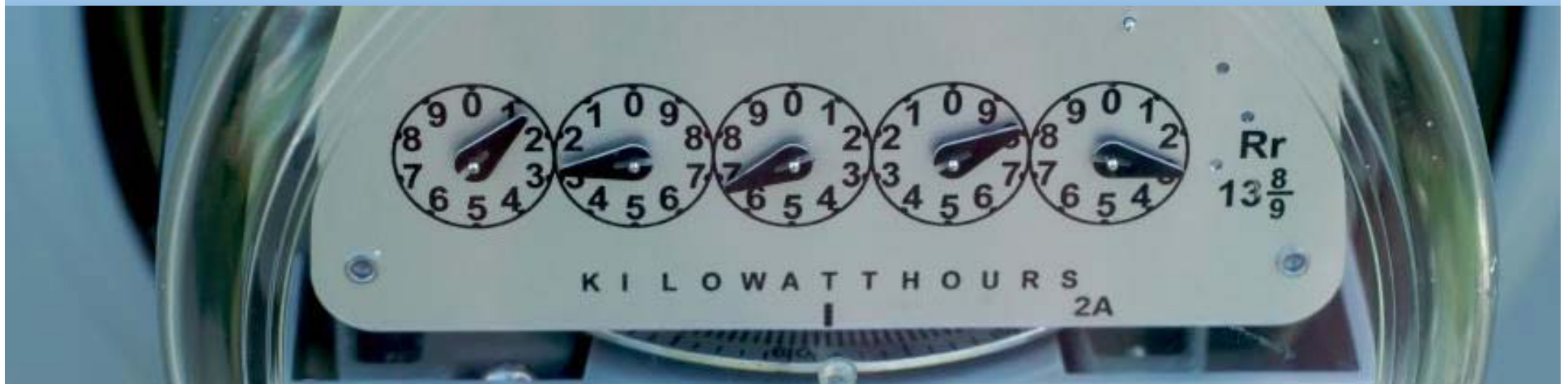




Most Important Part Of Cloud as-a-service

Isn't "I, P or S" It's "Service"!

- Service orchestration, service catalog and customer portal – E2E enablement of SP Cloud Services
- Customer : Easy to buy, easy to order and easy to measure
- SP: Easy to operate (eg lifecycle mgmt of various apps delivered as SaaS), easy to track and easy to chargeback





Leverage On Current Network And Data Centre Advantage, IaaS As Enablers

- Extend your network and data centre advantage to build IaaS platform
 - Coverage, economies of scale
 - branding, experience in utility, performance based svc model
- Develop IaaS as a pre-requisite, leverage on Cisco ecosystems partners and proven GTM to build relevant PaaS and attract ISVs to incubate SaaS portfolio



3

Identify Segments, Profile and Monetize

- Understand personas and profile of cloud buyers
- Pick your battle
- ROI / Business case modeling
- Community Specific / Vertical Specific



Cisco : Cloud Enablement

*“What can cloud do for my business?
Costs? Rol?
Process impact?”*

“What architecture maximizes virtualization, orchestration speed & designs chargeback capability?”

“How do we realize our Cloud architecture – on-time, within budget and in our environment?”

“How do we ensure Cloud evolution and ongoing cost reduction?”



Assess Strategy

- Technology & Security
- Management Tools
- Operational Readiness
- Chargeback Approach
- Program & Architecture Management Offices

IaaS Design

- Technology & Security
- Tools Architecture
- SLA Design
- Chargeback Design
- Program & Architecture Management Offices

Implement & Integrate

- Technology & Security
- Tools
- Staging & Validation
- Program & Architecture Management Offices

Optimize via...

- Architectural reviews
- Security Audits
- Cost reduction exercises
- Process Improvements
- Tool customization

**Accelerate
Time to Value**

**Worldwide Expertise
Worldwide Presence**

**Proven Delivery
Capability**

**Delivering Unique
Cisco Insight**

Summary

New approach required for success in the cloud economy

● **Competition is here and now, Urgency to market**

- ✓ Leveraging on Service Provider's End to End ownership and reach of local Data Centre & IP VPN infrastructure to deliver comprehensive SLAs
- ✓ Understand persona Of Cloud Buyers and monetize accordingly
- ✓ Programs And Support For Joint Service Creation And Delivery

● **Why Cisco?**

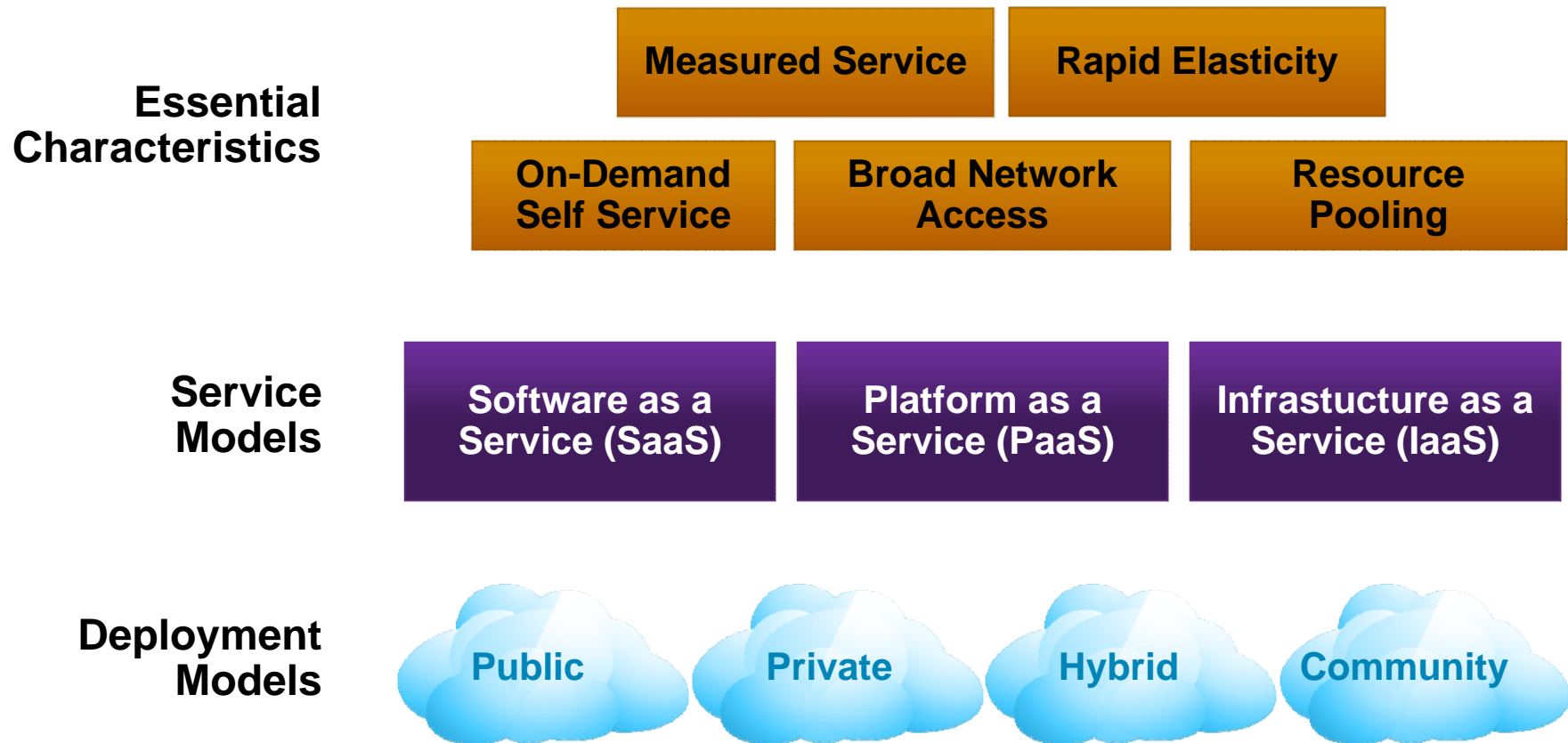
- ✓ Clear Cloud Strategy – Partner/Enable, not compete
- ✓ Proven GTM Ecosystem (including service catalog and portal)
- ✓ Proven Global Best Practice coupled with local execution
- ✓ Proven customers deployed
- ✓ Proven innovation



CISCO

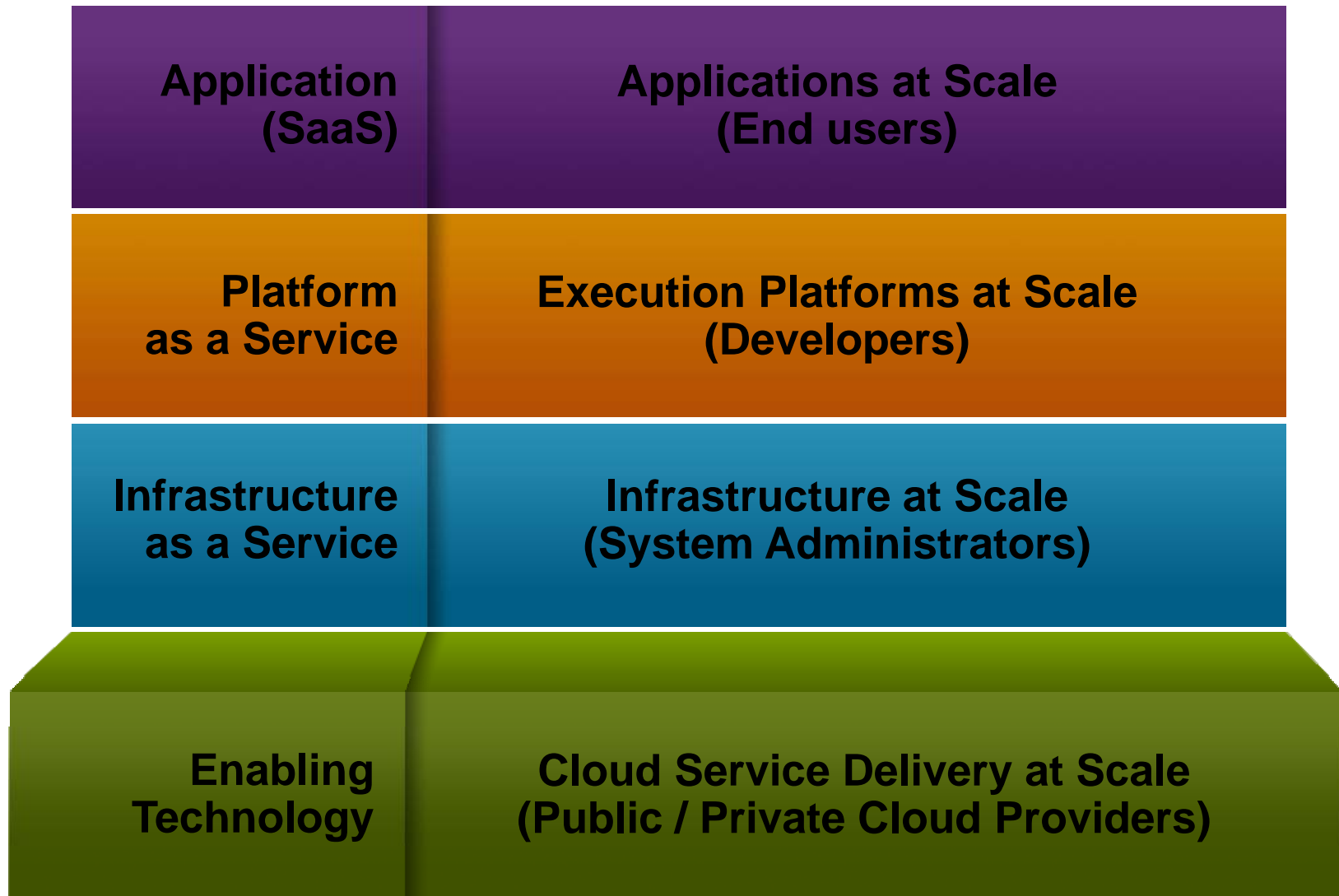
Cloud Definition from NIST

Visual Model of NIST's Working Definition of Cloud Computing



<http://www.csrc.nist.gov/groups/SNS/cloud-computing/index.html>

Cloud Delivery Models



Cloud Deployment Models

NIST Deployment Models

Public Cloud	Cloud infrastructure made available to the general public.
Private Cloud	Cloud infrastructure operated solely for an organization.
Hybrid Cloud	Cloud infrastructure composed of two or more clouds that interoperate or federate through technology
Community Cloud	Cloud infrastructure shared by several organizations and supporting a specific community

...and one other

Virtual Private Cloud	Cloud services that simulate the private cloud experience in public cloud infrastructure
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