



Brussels, Belgium  
April 18th, 2013

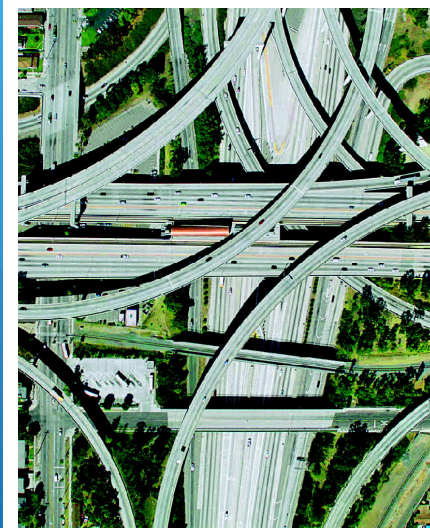
# Cisco Cloud Intelligent Network

Evolve your Wide Area Network to take full advantage of the Cloud

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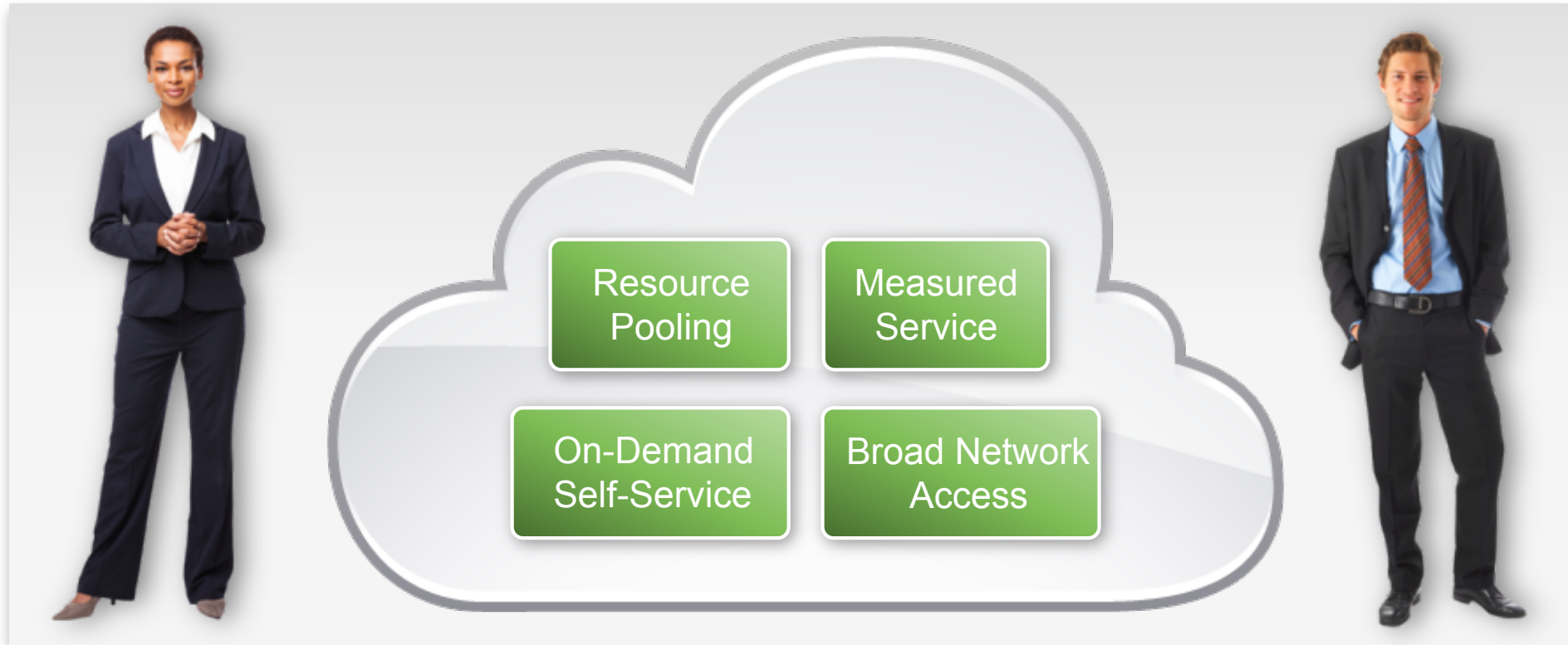
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# Agenda

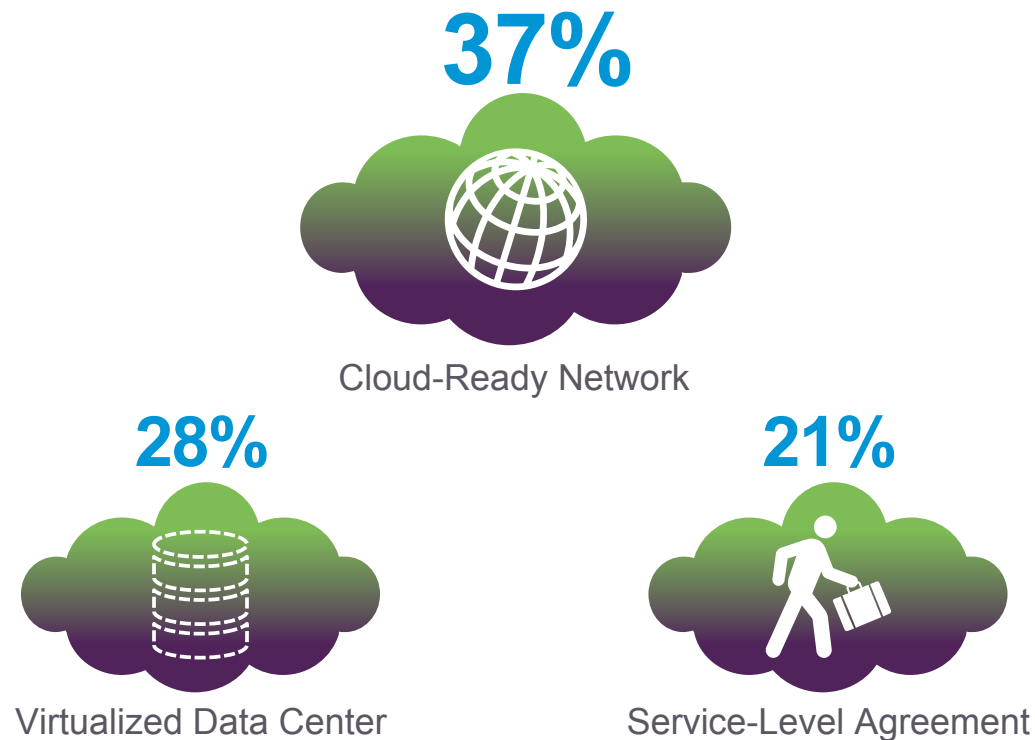
- 1 The Need For A Cloud Ready Network
- 2 Cisco Cloud Intelligent Network Solution
- 3 Customer Examples
- 4 Reasons For Cloud Intelligent Network

# Why do Customers Want Cloud?



Sources: Booz Allen Hamilton, 2010 and Deloitte, 2011

# What Your Customers Think They Need For Transitioning To Cloud\*



**Cloud-ready network** has been indicated\* as the biggest infrastructure element required for further **cloud deployments**, ahead of a virtualized data center or a service-level agreement from a cloud service provider.

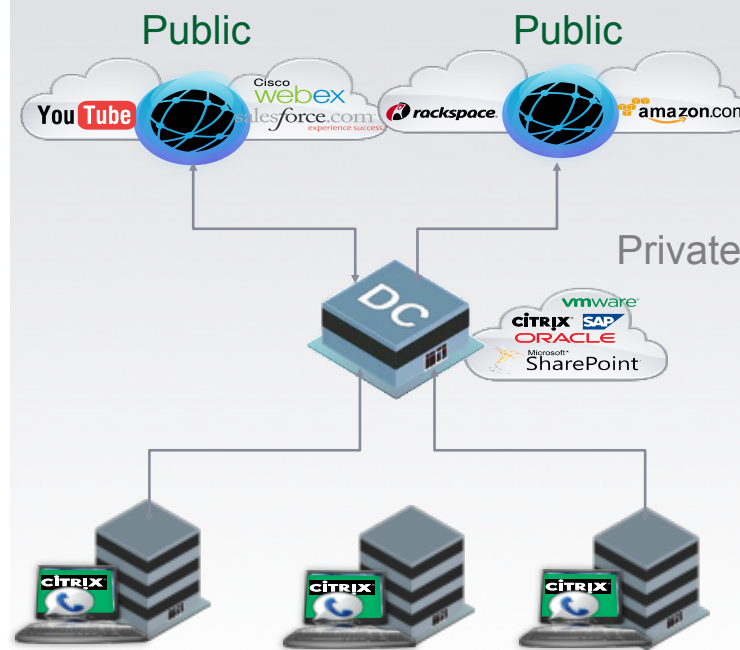
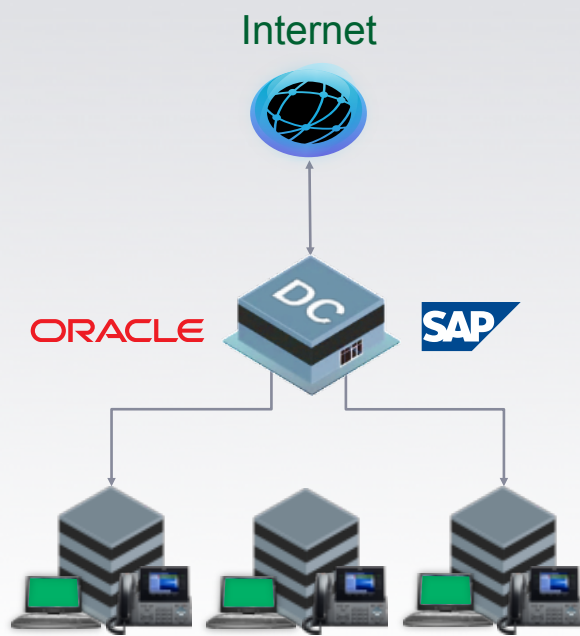
*\*1300+ Global IT professionals across 13 countries*

# Network Is The Critical Path to Cloud!

Traditional

Today

Cloud-Ready



# The Cloud Bottleneck Changes The Role of The Network

Increased focus on Intelligence than on “brutal” bandwidth force

Less

Connectivity

Bandwidth



More

Application Centralization

Application Performance

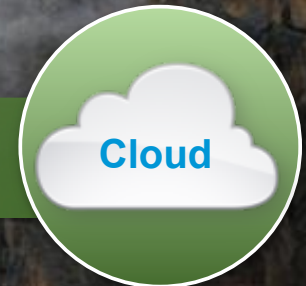
Business Continuity

# Must have qualities of a Cloud Ready Network



Customer

Lack of Applications Visibility and Control  
Unpredictability of User experience  
Lack of Applications Survivability



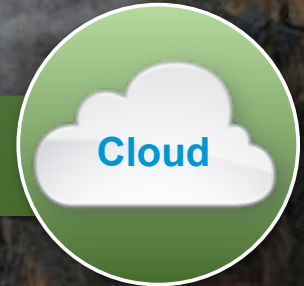
Cloud Benefits

# Must have qualities of a Cloud Ready Network



Customer

## Cloud Ready Network



Cloud Benefits

Operational Efficiency

Business Continuity

Application Performance

# Time To Reveal The Cisco Silver Bullet ...

Cisco Cloud Intelligent Network (CIN) is...

“Cisco can tell a story that no other competitor can.”

Internal Only- Bjarne Munch, Gartner, February 2012 in a briefing with Cisco



The Enabler  
for Centralized  
Application Delivery

The Access to  
Cloud with embedded  
Business Continuity

The Solution to  
Achieve Cloud  
Operational Efficiency

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# Criteria that qualify a Cloud Intelligent Network



Operational Efficiency

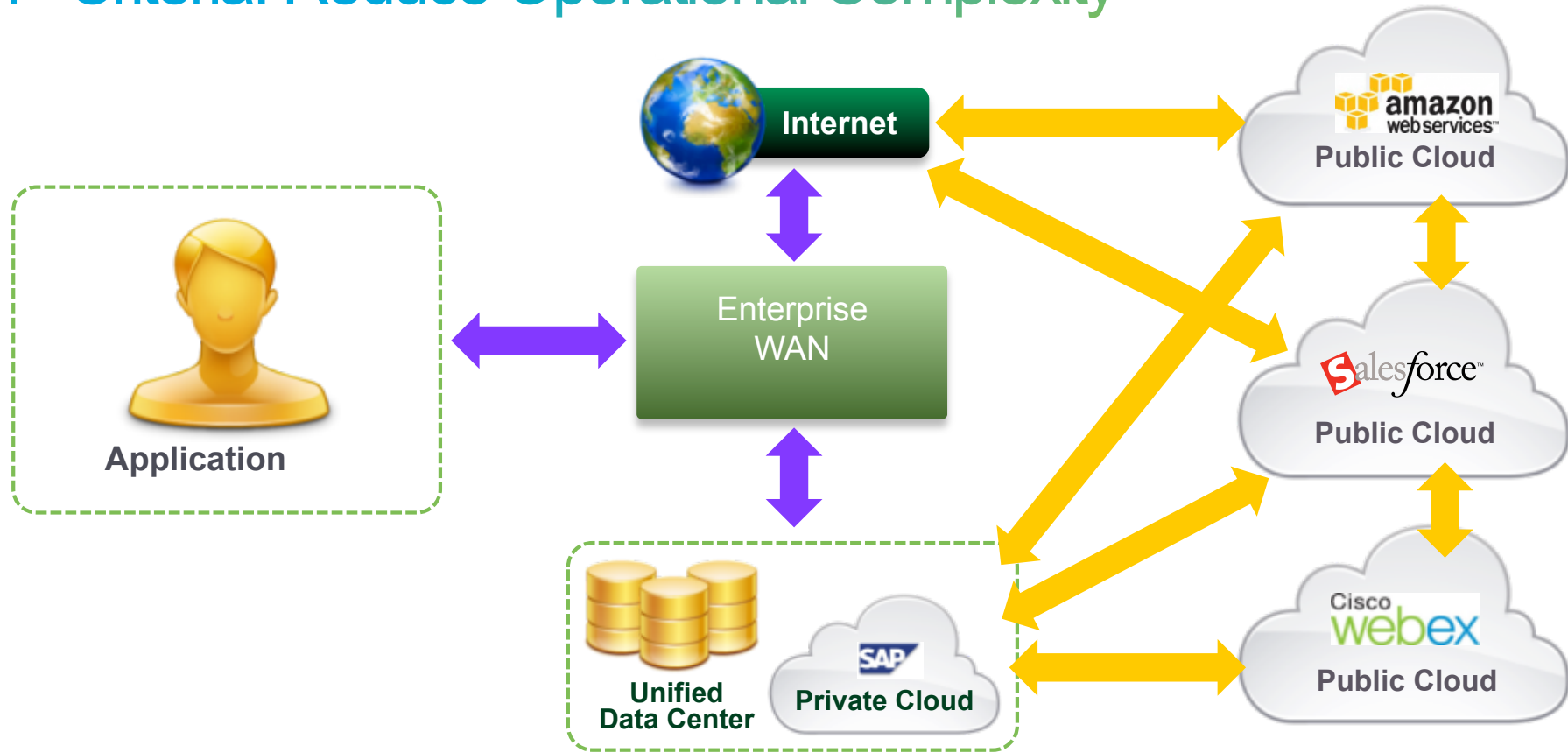


Business Continuity

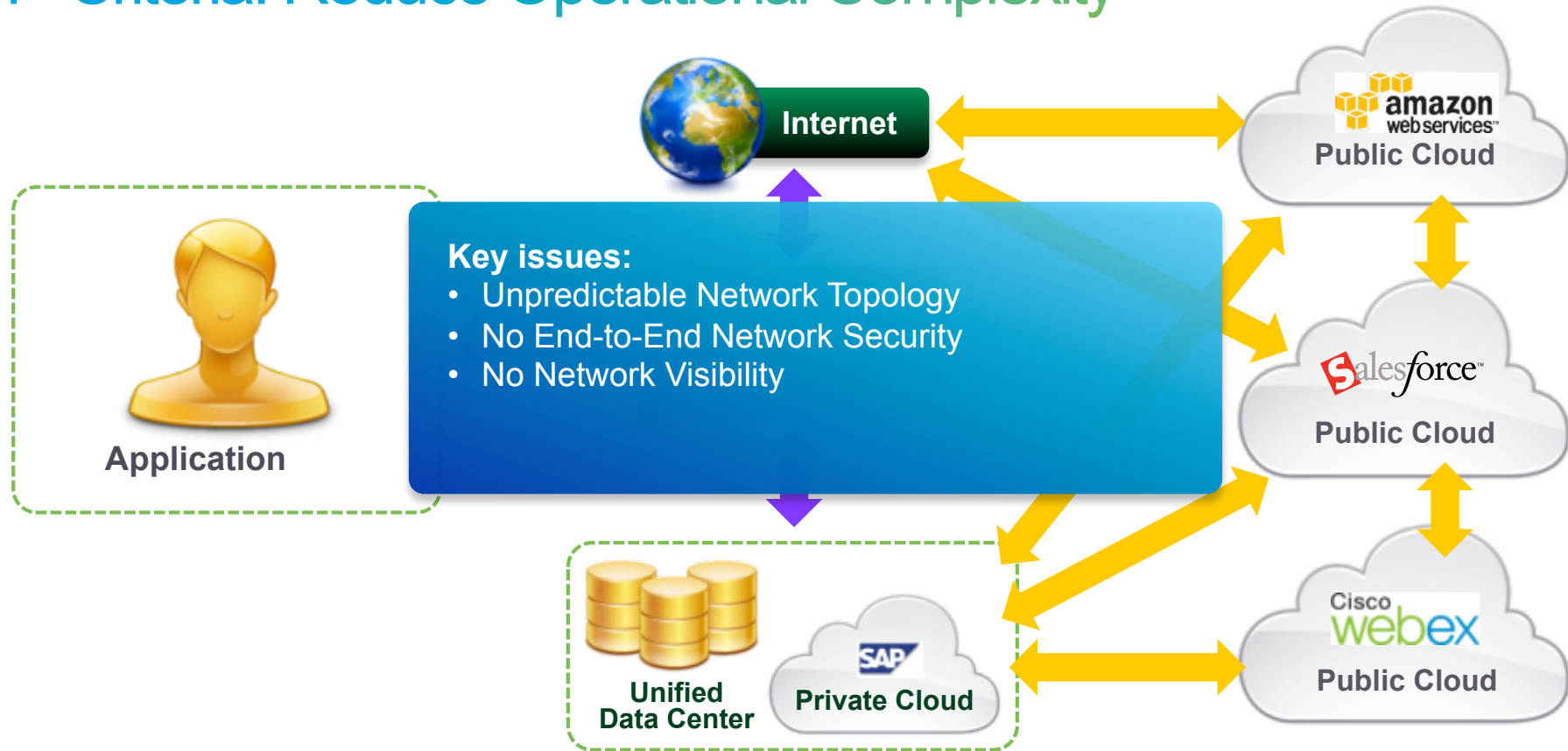


Application Performance

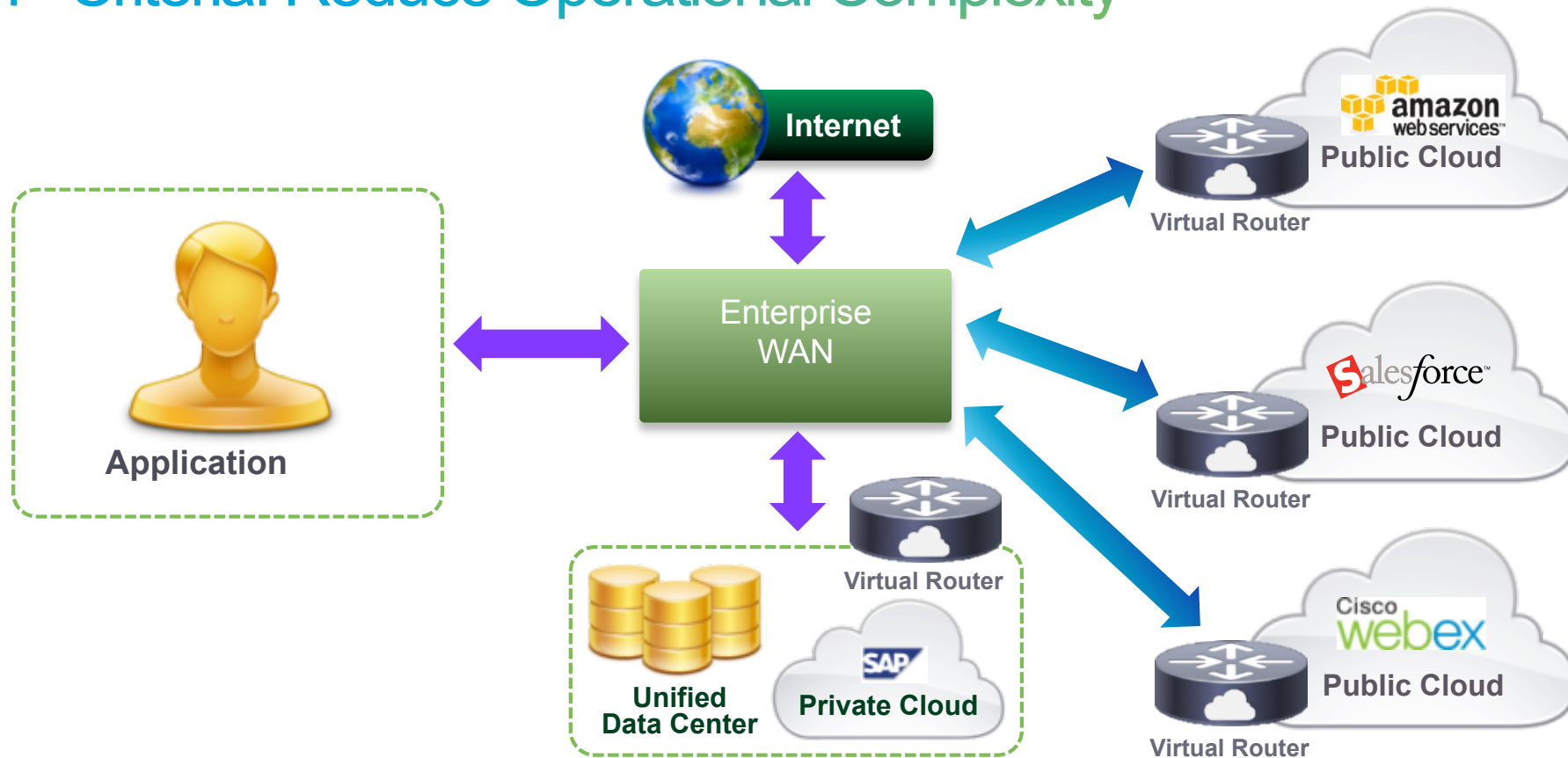
# 1<sup>st</sup> Criteria: Reduce Operational Complexity



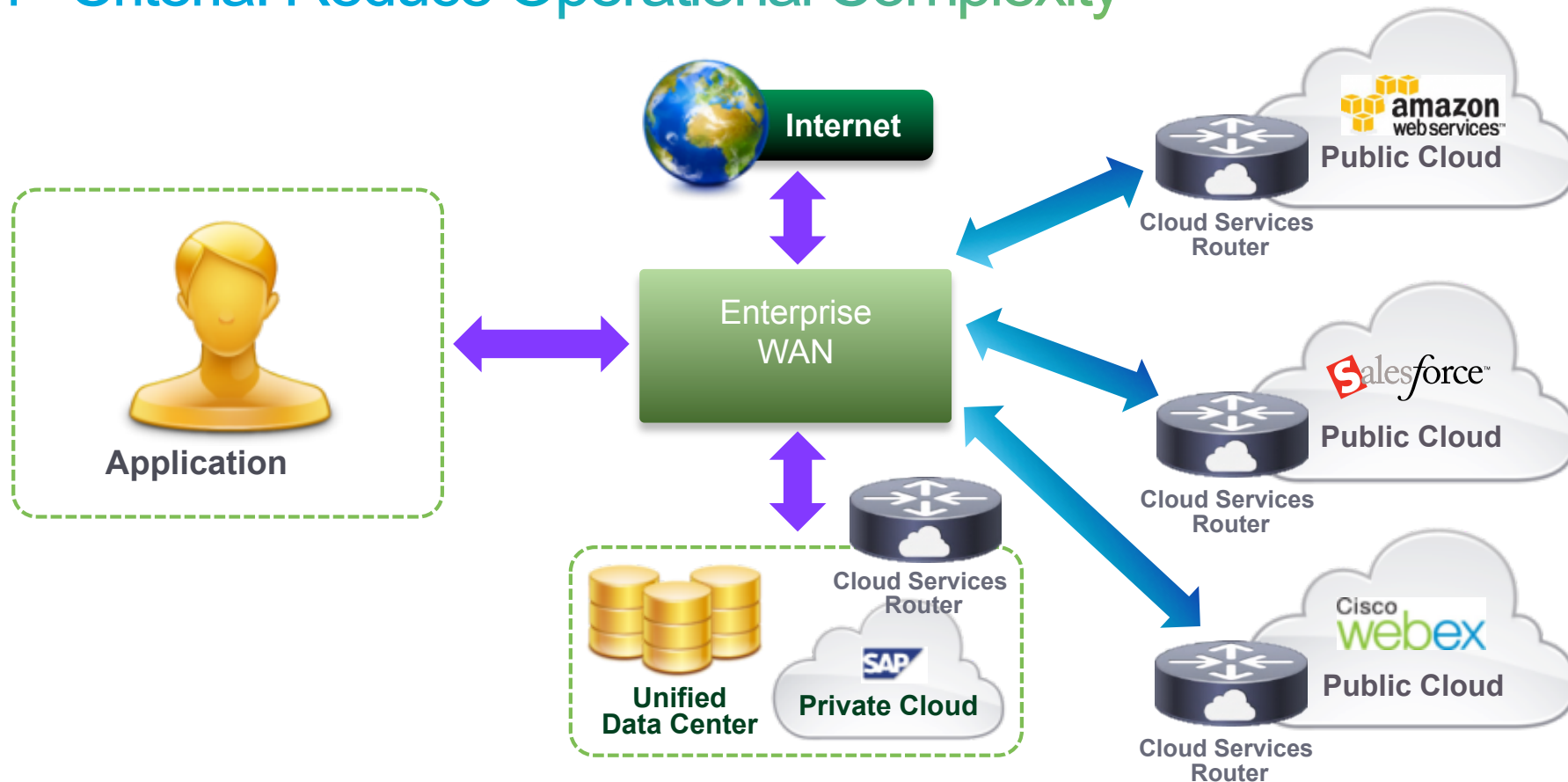
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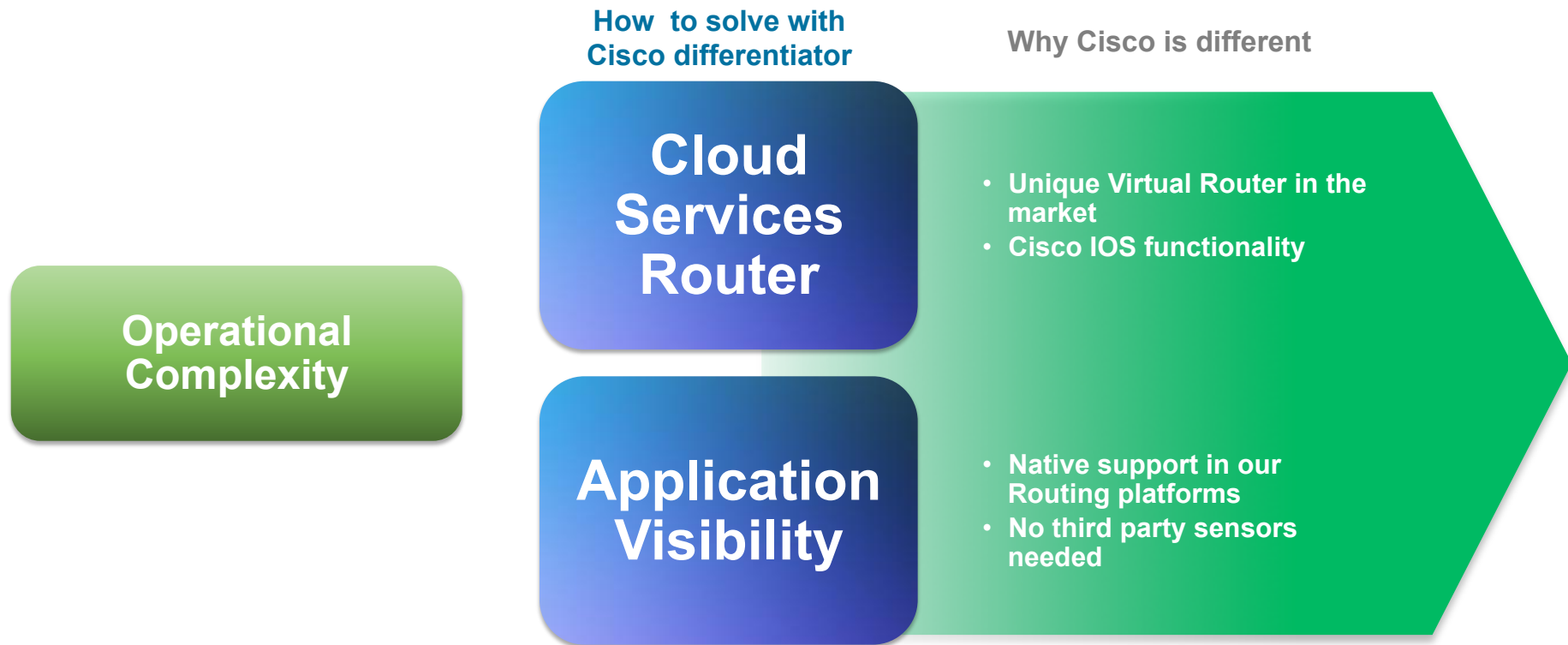
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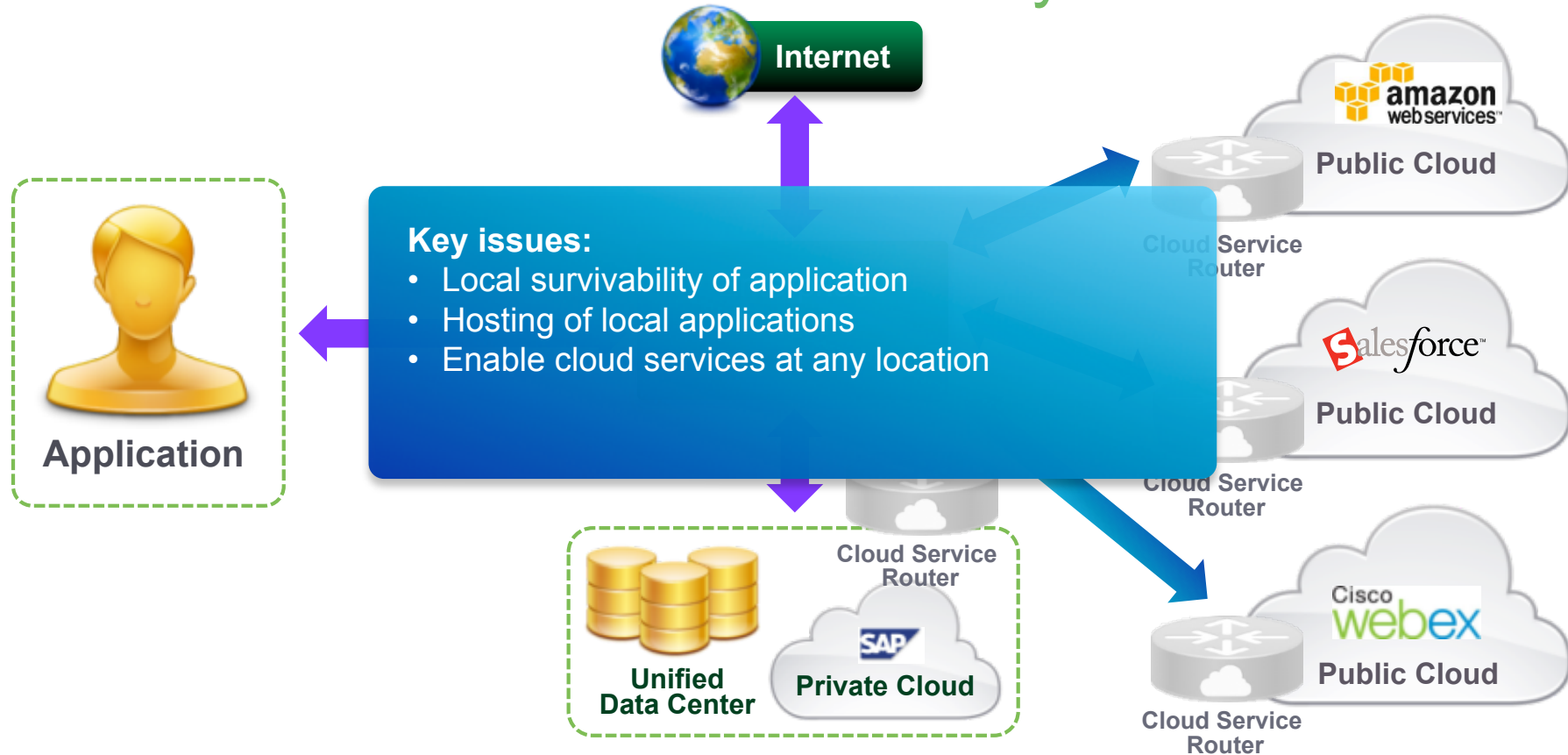
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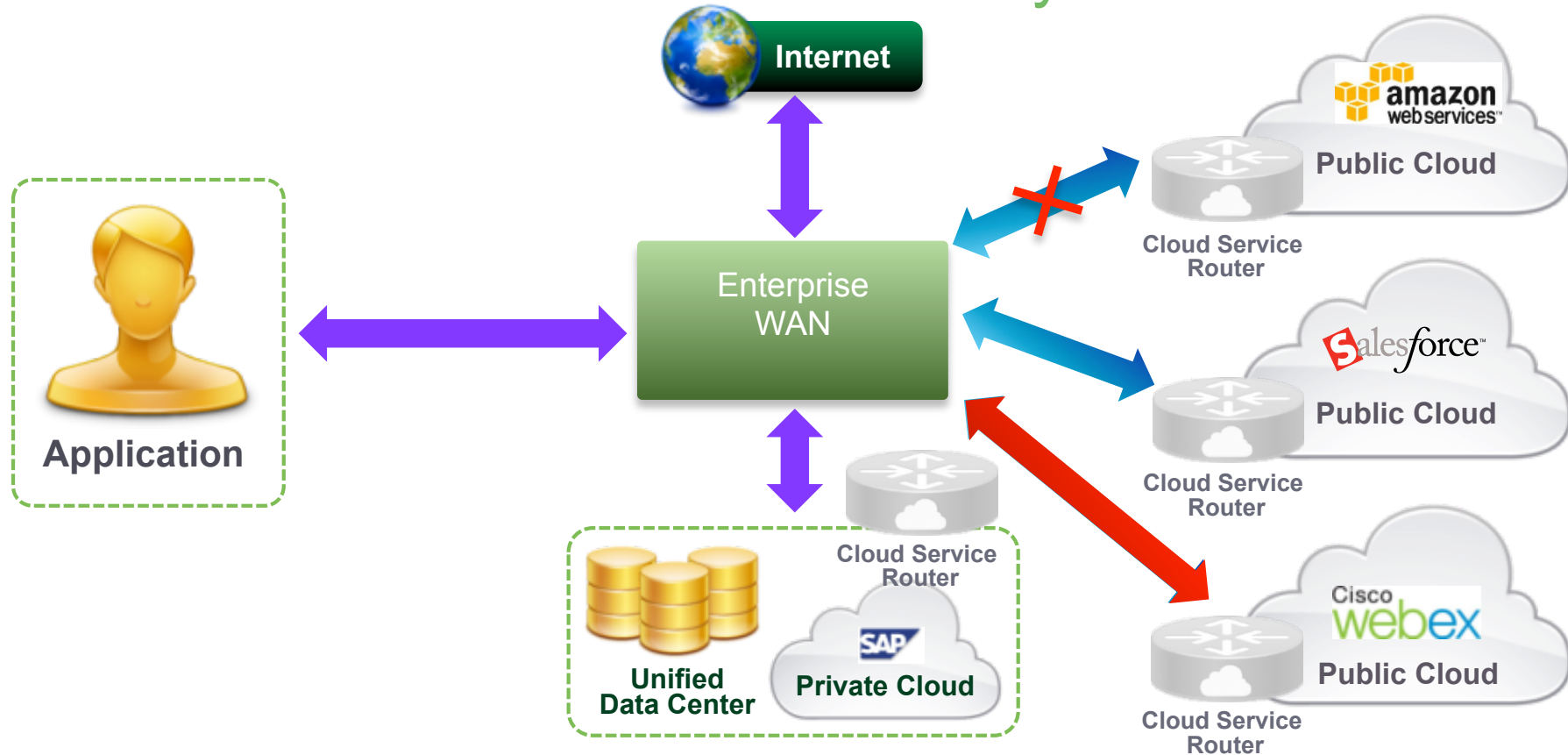
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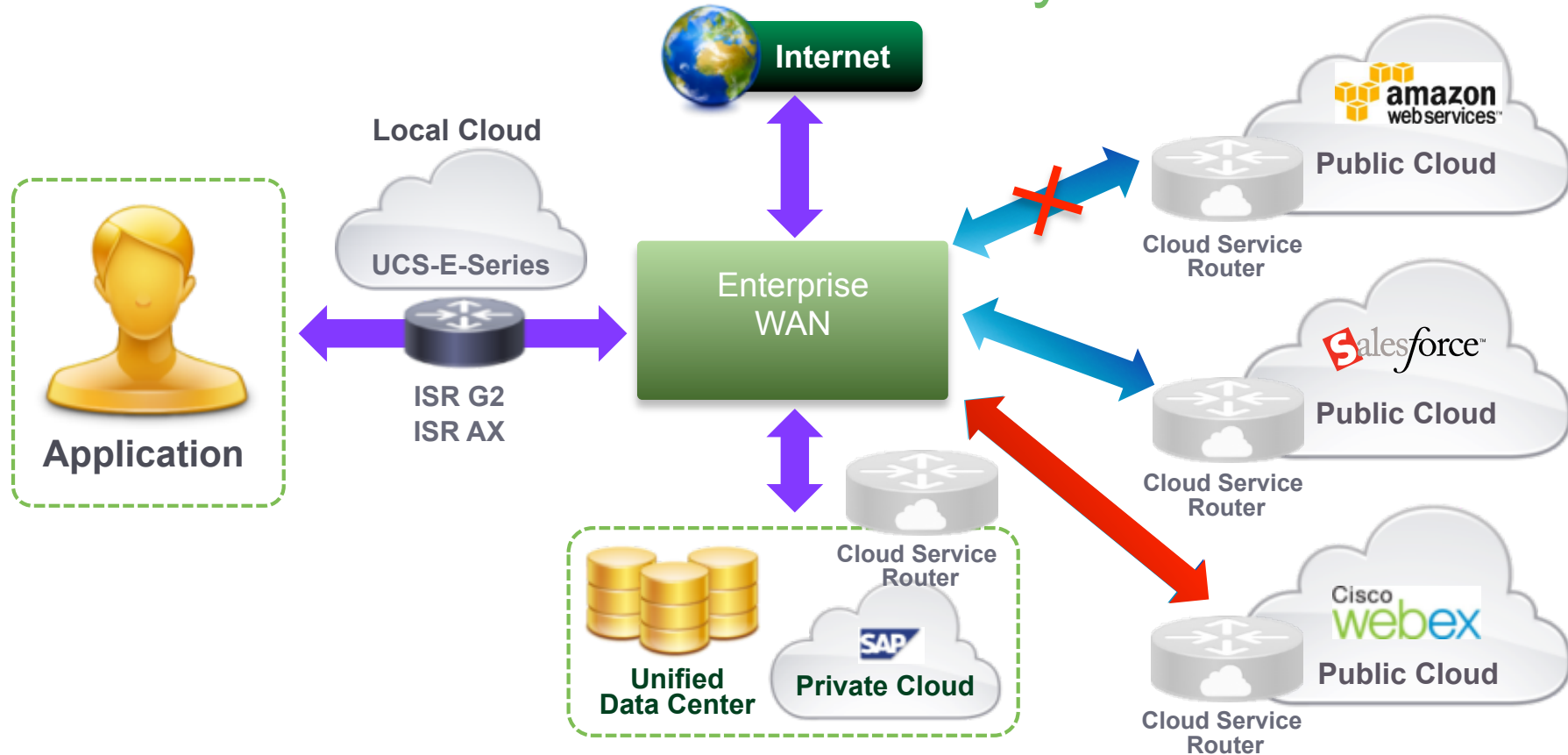
## 2<sup>nd</sup> Criteria: Increase Business Continuity



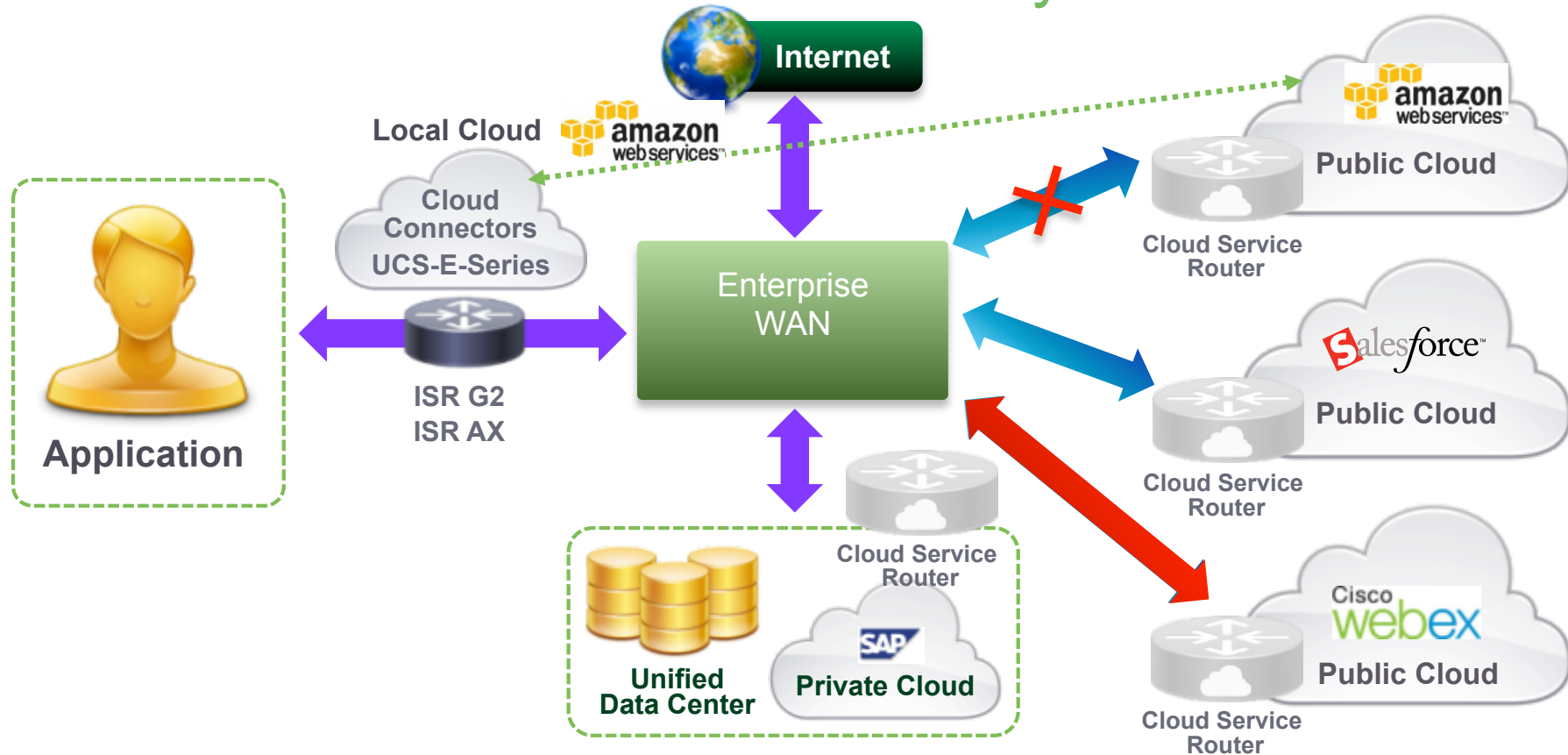
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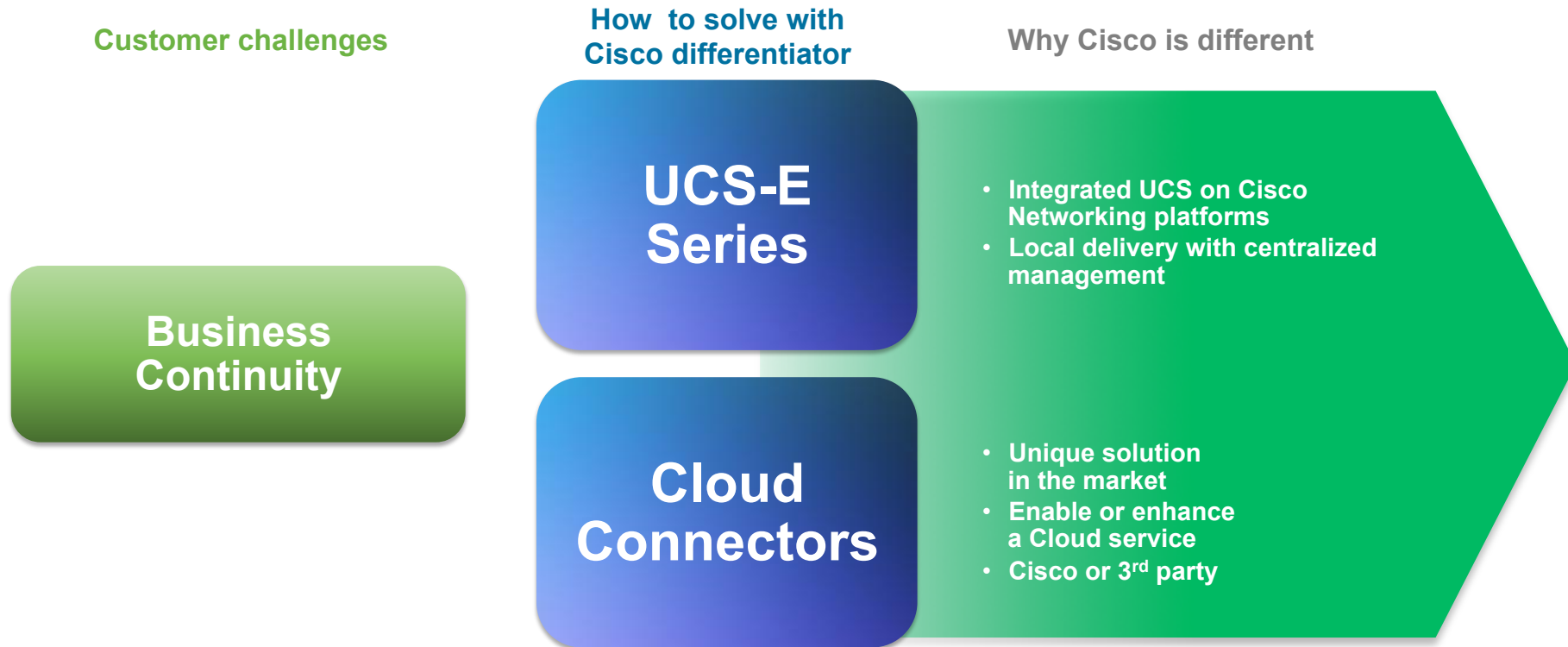
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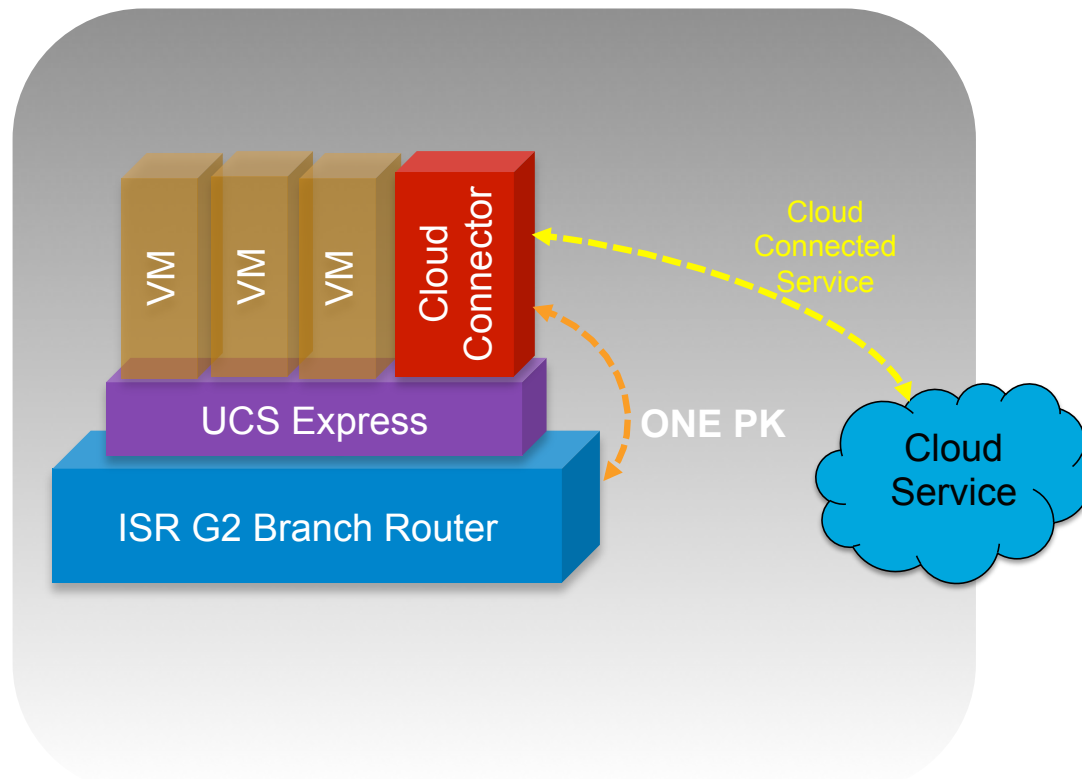


## 2<sup>nd</sup> Criteria: Increase Business Continuity



# Cloud Connector in a nutshell

Better Connections to the Cloud



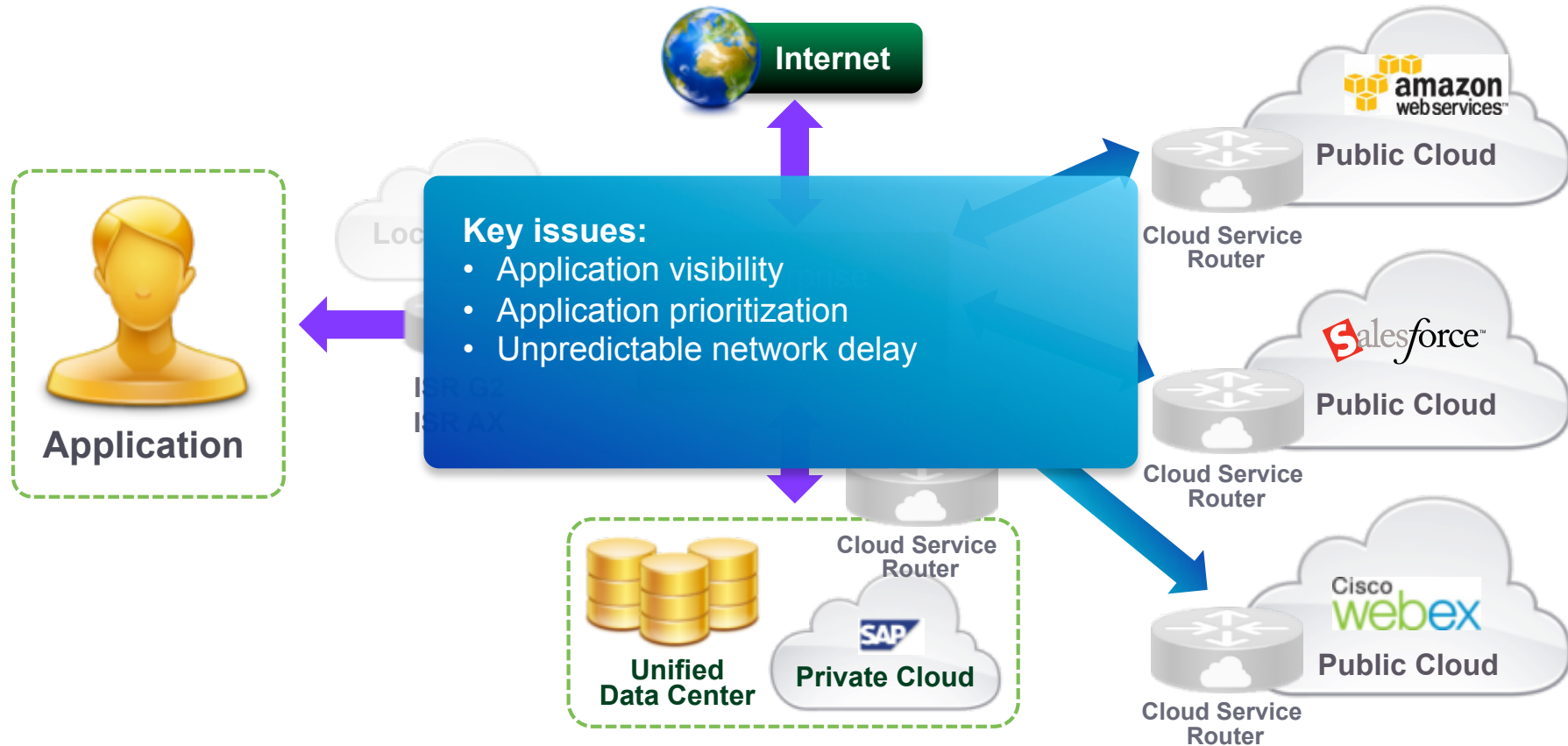
- Custom cloud connectors run in a Virtual Machine within router.
- Familiar set of application deployment and management tools from VMWare.
- Rich network integration and awareness through standardized API

## Some Cloud Connectors available today

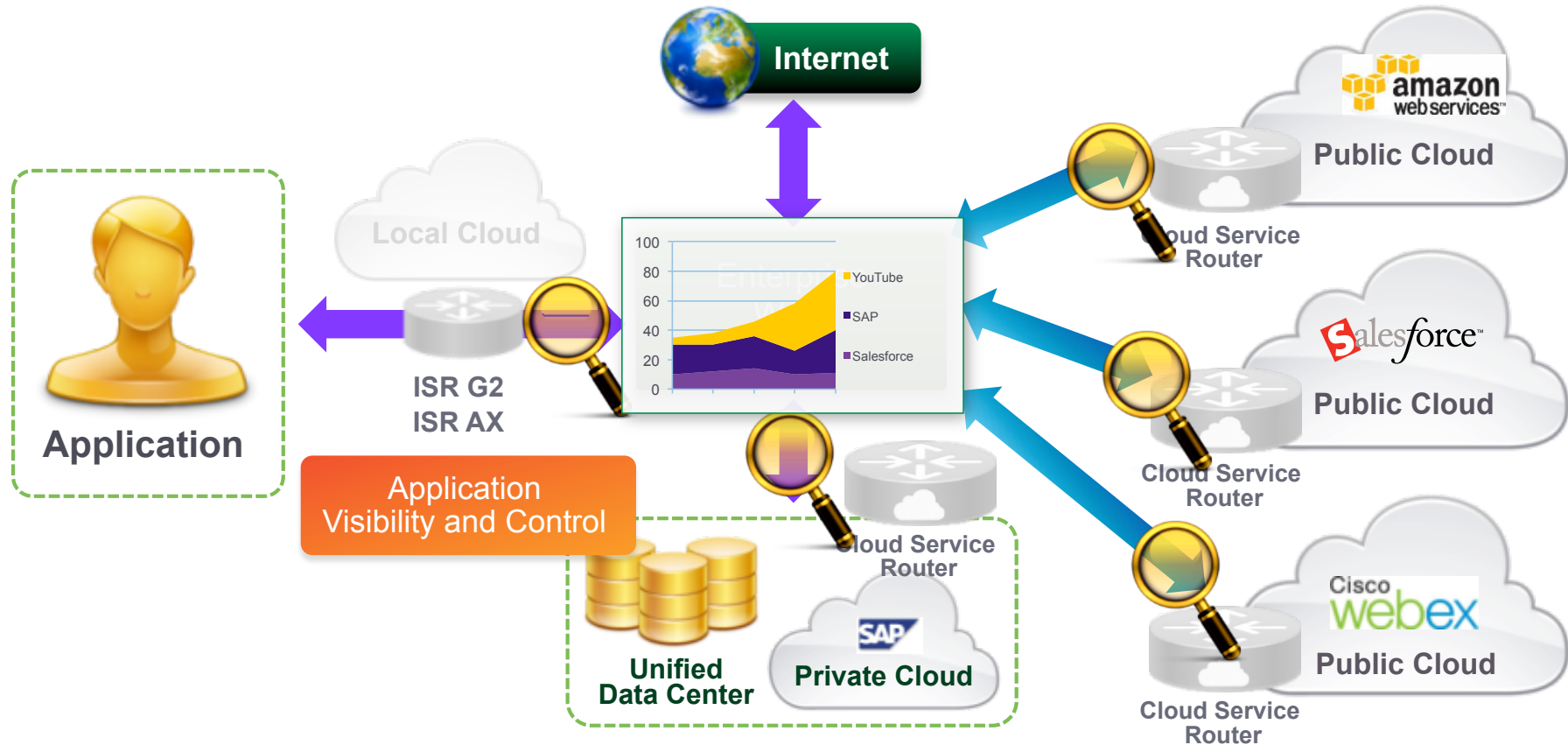
Full list at <http://www.cisco.com/go/cloudconnector>

Connector Type	Application	Business Value
STORAGE	Amazon	Access your application storage in a secure and scalable manner.
	CTera	Turn your Cisco ISR G2 into a managed, cloud-enabled NAS and backup appliance for enterprise branches and SMBs.
COLLABORATION	Nevotek	Enables hotel operators to move costly local IT operations of smaller hotels into the cloud.
	Cisco SRST and ESRST	Maintain your business continuity even when you lose connectivity to Cisco Hosted Collaboration Services or to your private cloud
	WebEx Connected Audio	Avoid expensive toll charges for audio conference bridges.
SECURITY	Cisco Scansafe	Allow secure user web access without the agent installation complexity.
VIRTUALISATION	VMWare	Provides continuous access and low latency to your VDI services.
IDENTITY	Ping Identity	Provide single sign-on, streamline access, and improve security for partners using public, private, and hybrid cloud.
DIGITAL SIGNAGE	Industry Weapon	Reliably deploy digital media to all of your Cisco networked devices.

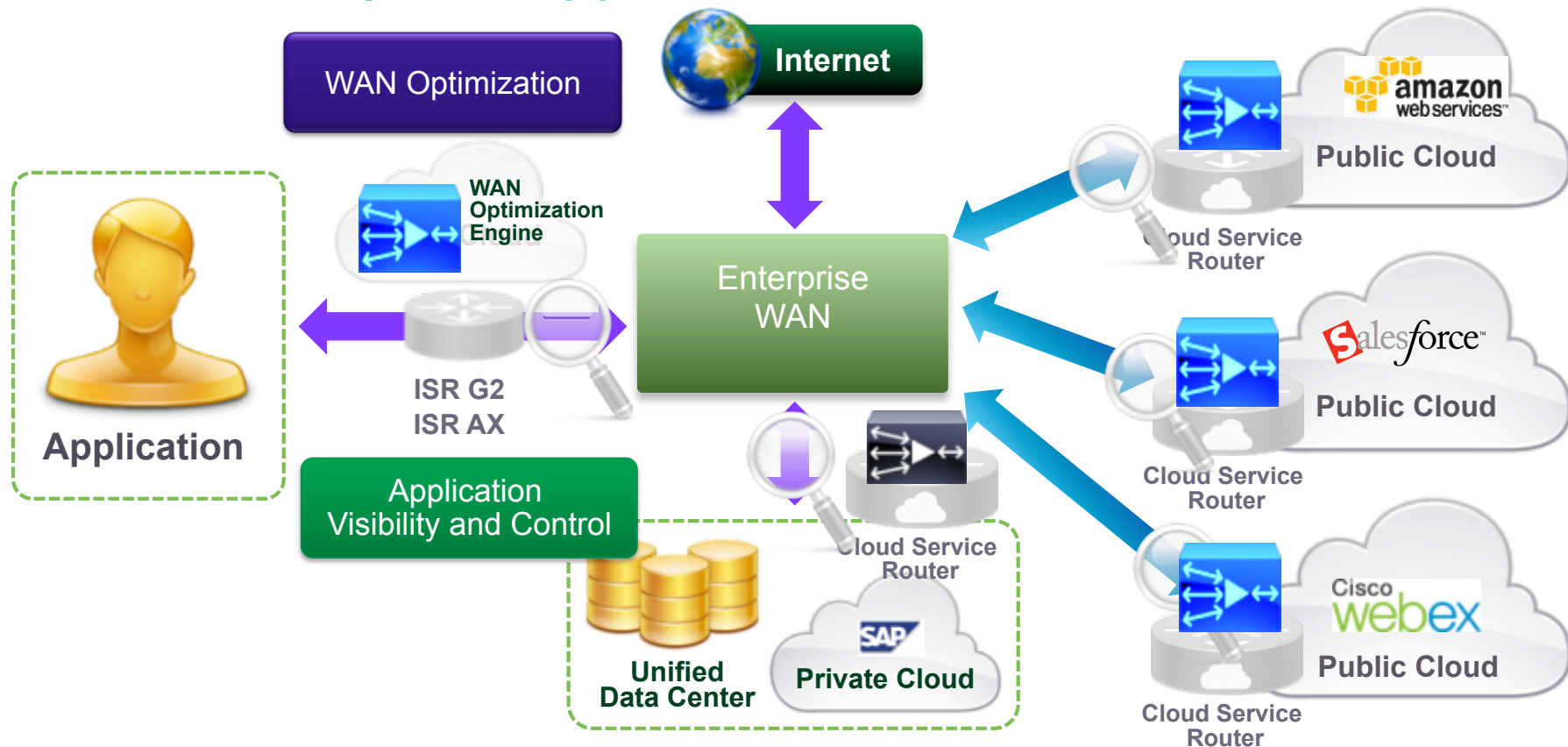
## 3<sup>rd</sup> Criteria: Improve Application Performance



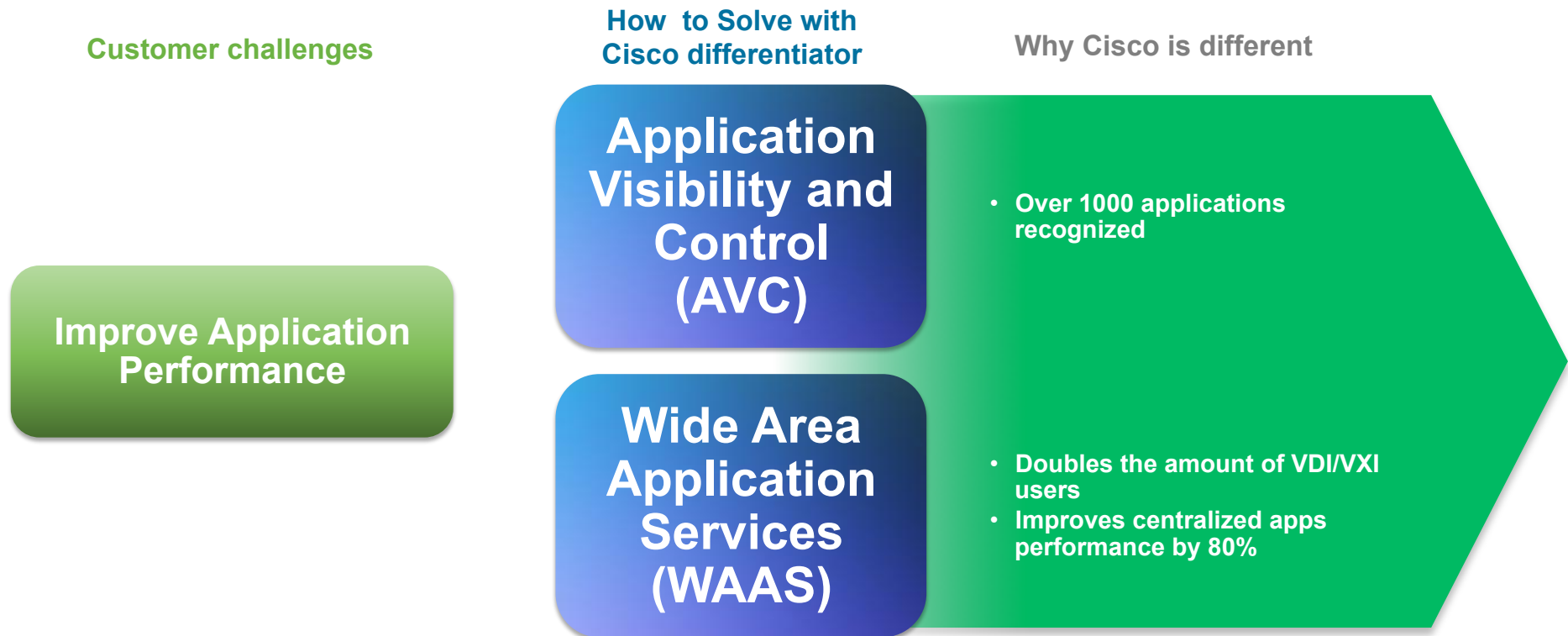
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**“Wow! That is the reaction we get from our business customers when they see our Cisco-based Application Visibility Service in action.”**

**Olivier Moll, metrology product manager, SFR Business Team**

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# Sparrow Healthcare



## Who is Sparrow

- Largest Healthcare provider in Michigan
- 2 Campuses, 2 Subsidiary hospitals and dozens of satellite health centers
- 7330 employees

## Business Need

- Unify multiple regional care centers on electronic medical record system
- Help ensure speed and reliability of remote medical imaging delivery and other applications

## Cisco's Solution

- Account Team managed to win by positioning our WAAS Solution in conjunction with our 2900 Series ISR G2 with UCS-E Series
- EMRs successfully implemented
- Improved patient care
- Enhanced physician productivity

# Sparrow's Lessons Learned



CIN delivers the control and speed needed to keep physicians productive



Bandwidth is never enough when using Web based or Cloud Applications



Starting the deployment from smaller locations provides a smoother migration

# HDR Engineering



## Who is HDR

- One of the largest and most respected employee owned architecture engineering firms in the United States
- Employs more than 8000 professionals at more than 200 locations in the United States and Canada.

## Business Need

- Implement a new WAN to sustain company growth and provide flexible communication tools for external partners that need to cooperate on projects.
- Maintain and delegate some control of mission critical traffic to local IT staff in branches

## Cisco's Solution

- Cisco ASR 1004, 3900, 2900 ISR G2, Application Visibility and Control, WAAS and Cisco Prime Infrastructure.
- Increased partner's collaboration
- Faster and more reliable project files sharing
- Faster troubleshooting and better service

# HDR's Lessons Learned



Cisco CIN enables IT to meet business service level agreements



Cisco CIN makes the Network visible by telling who is using what, where and when on the Network



Cisco AVC has been used to provide local IT staff in branches with control over their critical applications.

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# Reasons For Cloud Intelligent Network

1

## Solve the Cloud Bottleneck

Remove **Access barriers** to any **type of Cloud**

2

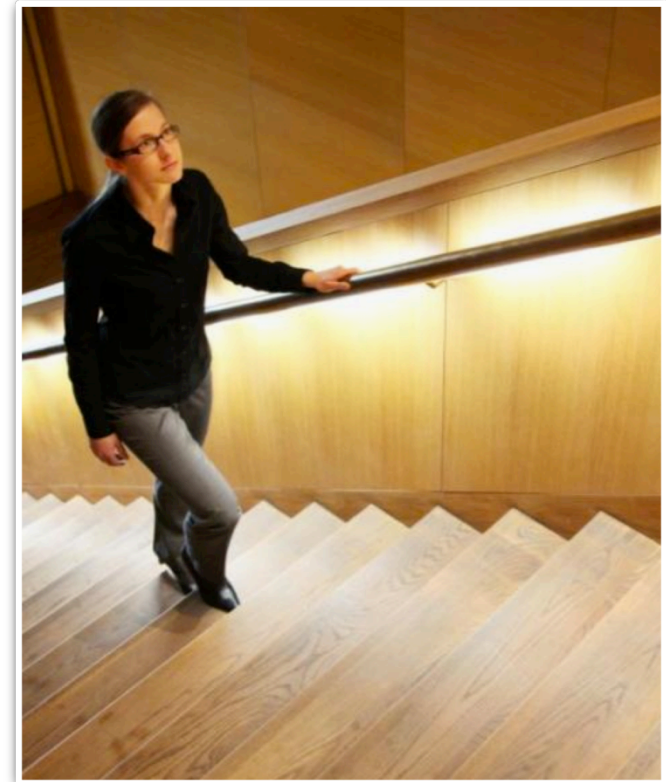
## Enable Cloud Benefits

**Resources** pooling, **On-demand** capacity...

3

## Increase Employee Productivity

**Improve** employee **Application Experience** and make it productive





## Useful links

[www.cisco.com/go/cin](http://www.cisco.com/go/cin)

Link to the Cloud Intelligent Network resources

[www.cisco.com/go/cloudconnected](http://www.cisco.com/go/cloudconnected)

Link to Customer to Cloud Connected resources

[www.cisco.com/go/cloudconnector](http://www.cisco.com/go/cloudconnector)

List of all the Cloud Connectors available (updated over time)

[www.cisco.com/go/waas](http://www.cisco.com/go/waas)

Link to all Cisco Application Optimization resources

[http://www.cisco.com/en/US/solutions/ns1015/global\\_cloud\\_survey.html](http://www.cisco.com/en/US/solutions/ns1015/global_cloud_survey.html)

Link to the Global 2012 Cisco Cloud Survey

Thank you.

