



# Accelerating Your Business Transition to a Unified Computing Architecture



**Simanta Chakraborty**  
**Unified Computing & Virtualization Practice**

# High Level Services Delivery Strategy

## Business Processes

- Partnering strategy for Business Process Management
- Leverage global System Integrators to enable Organizational Migration and Transformation



## Application Environment

- Partnering strategy for Application, Data Base and Desktop renewal and rehosting
- Extend the Cisco Data Center services portfolio with Unified Computing



## Computing and Network Platform

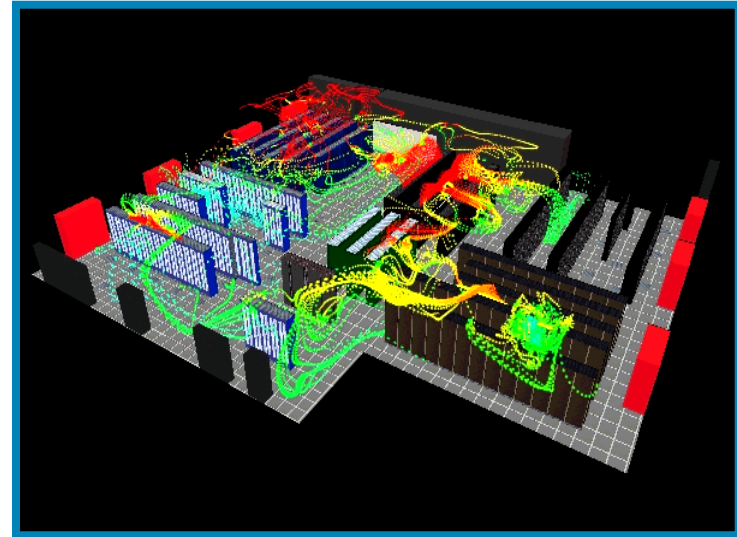
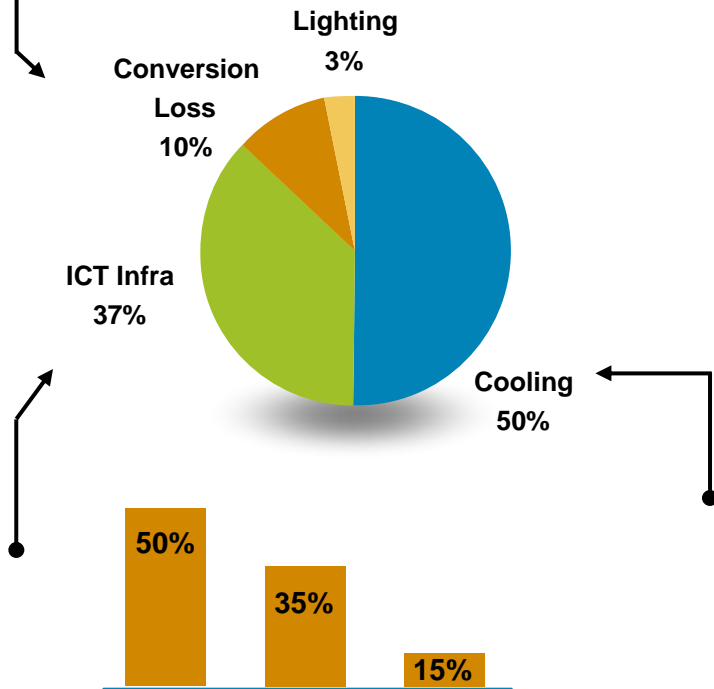
- Cisco Data Center services portfolio
- Partnering Strategy for value add services and scaling



# Where Does the Power Go?

## Efficiency Considerations: Capacity—Density—Efficiency

The Fewer the Power Supplies to Support a Service, the Fewer the Conversion Losses



Each Watt Consumed by IT Infrastructure Carries a “Burden Factor” of 1.2 to 2.5 for Power Consumption Associated with Cooling, Conversion/Distribution and Lighting

Sources: EYP Mission Critical Facilities, Cisco IT, Network World, Customer Interviews, APC

# Offer a Suite of Service Capabilities to Accelerate Positive Business Outcomes



## Architecture

End to End Architecture  
VDI  
ROI Models  
Business Case



## Application

Application Discovery  
Infrastructure Mapping  
Data Base Migration  
Application Migration  
Application Visibility



## Operations & Management

Organization Design  
ITIL and IT Process  
Tools Architecture  
Service Level Mngt



## Data Center Optimization

Architecture Reviews  
Risk Analysis  
Availability  
Performance



## Storage Access

Disaster Recovery  
SAN Migration  
Storage Encryption  
Multi Protocol SAN



## Compute

Server Virtualization  
P2V, V2V Migration  
Virtual Machine Mgt



## Networking

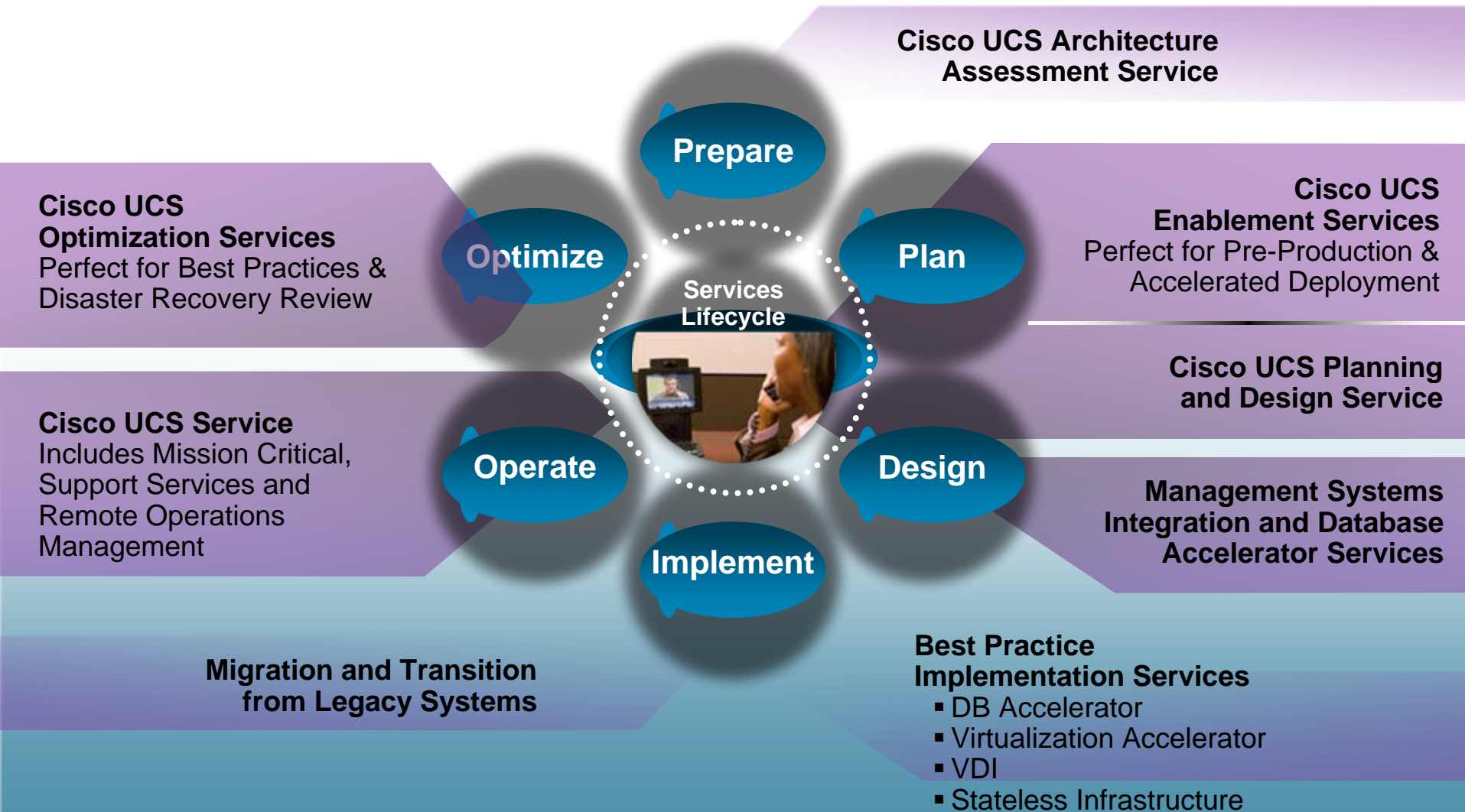
L2-L3 Design  
L4-L7 Design  
Branch Consolidation  
WAN Optimization



## Green Data Center

CFD Modeling  
Energy Efficiency  
Facilities Design

# Unified Computing Services Portfolio



# UCS Implementation

## A Solutions-led Approach

### Understand The Environment

#### Assessment/ Discovery Services:

- Application Dependency Mapping
- UCS Architecture Assessment
- Virtualization Assessment
- Energy Efficiency

### Define The Solution

#### Determine Use Case(s)

- Server Virtualization
- Infrastructure Agility
- ERP
- VDI
- Distributed App/DB
- Cloud
- High Availability
- Disaster Recovery
- Other.....

### Create A Dual Pronged Approach

#### Tactical

Accelerator Services to help rapidly design, deploy and integrate into existing customer environment

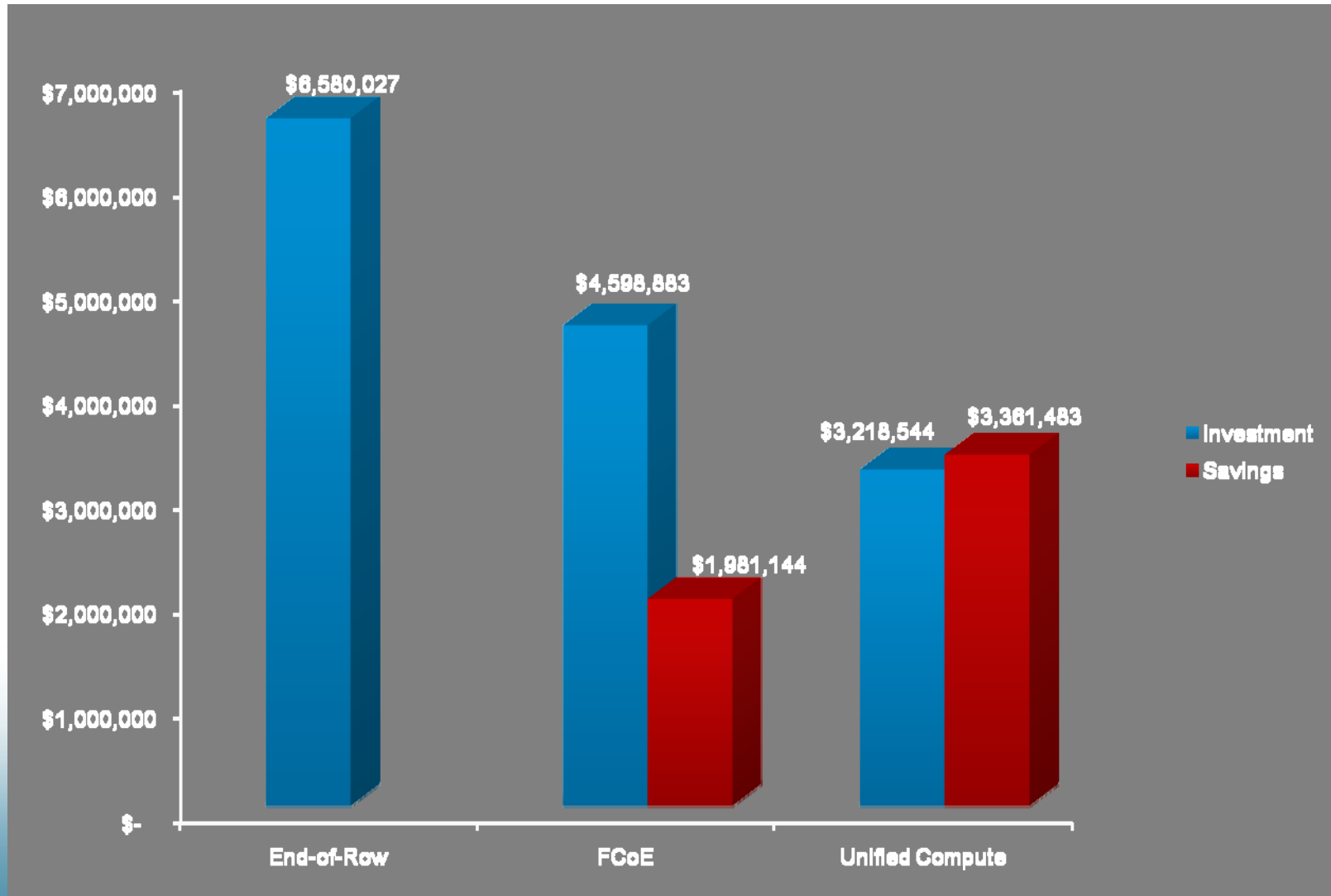
#### Strategic

Align End to End client Architecture to Customer's Next Generation Data Center Vision

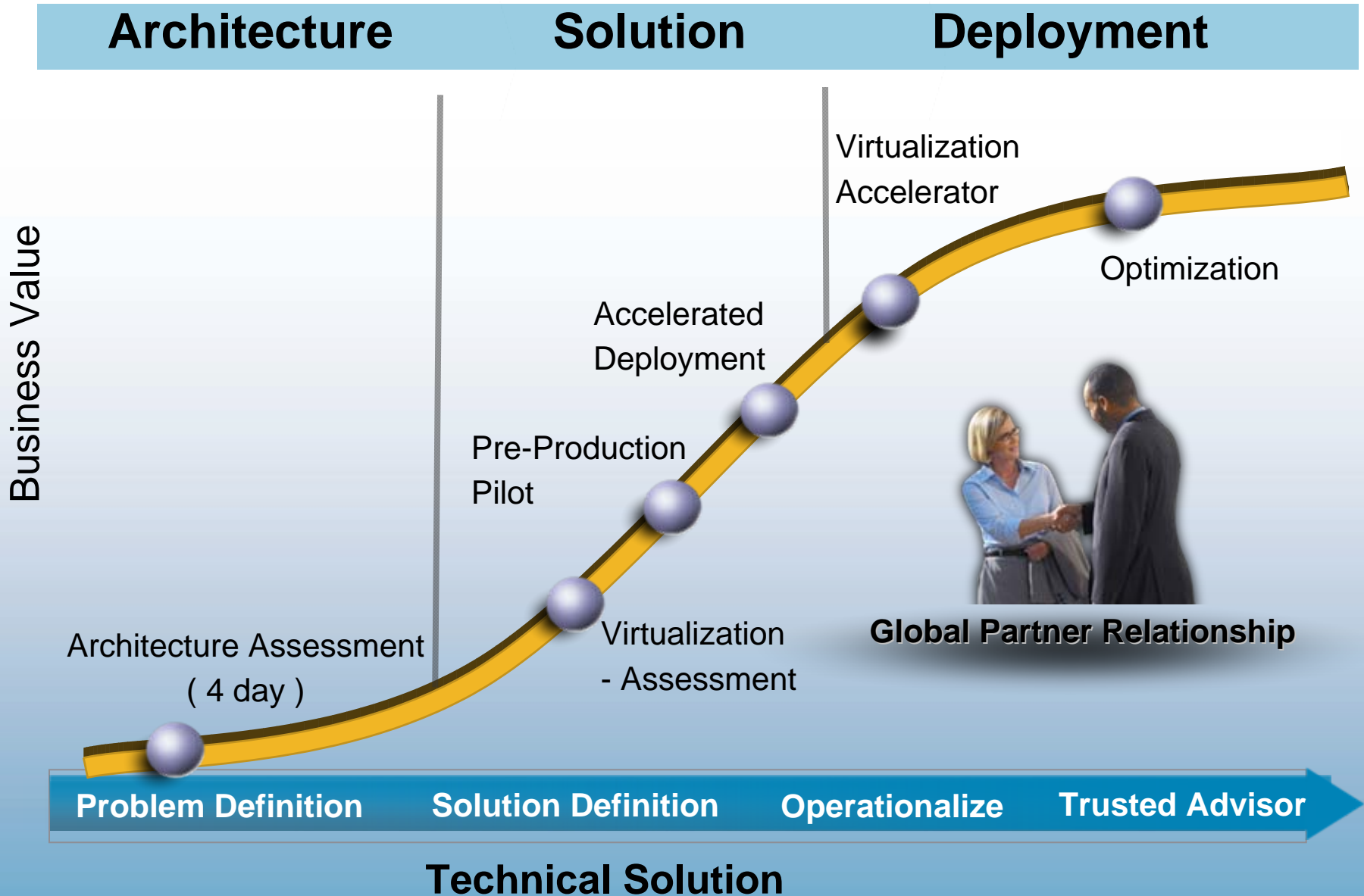
Enable customers to optimize business value, by aligning Data Center processes to a Unified Architecture

# Capital Investment vs. Capital Savings

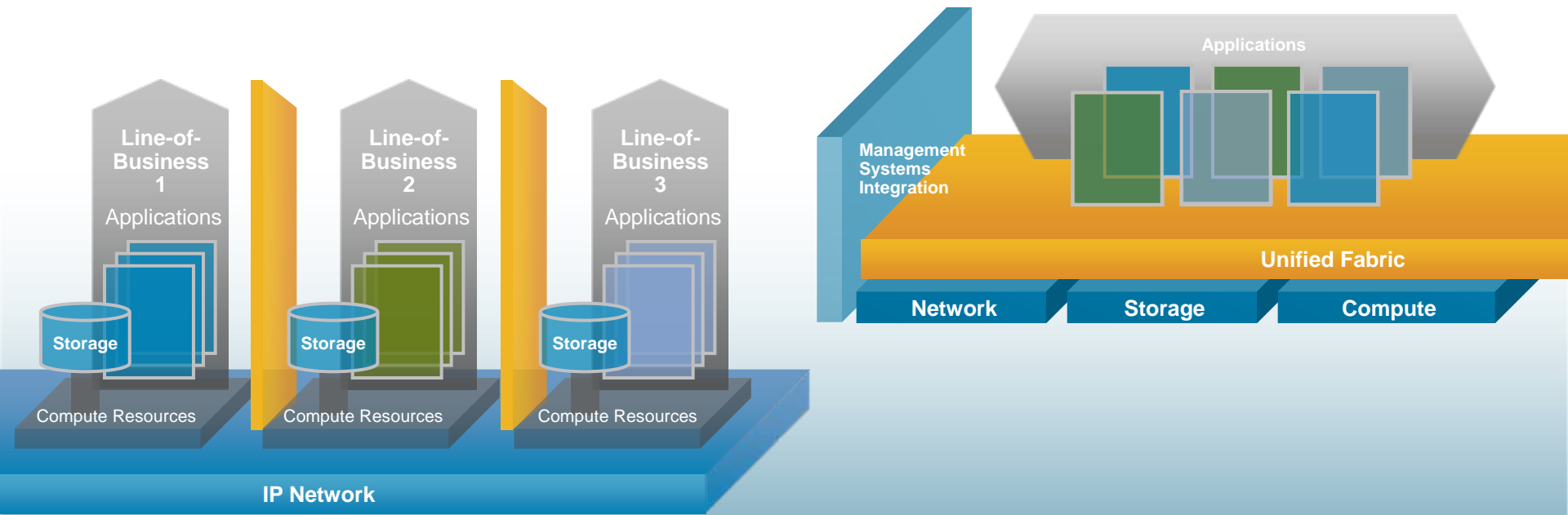
## Market Comparison: 1,000 Server Use Case



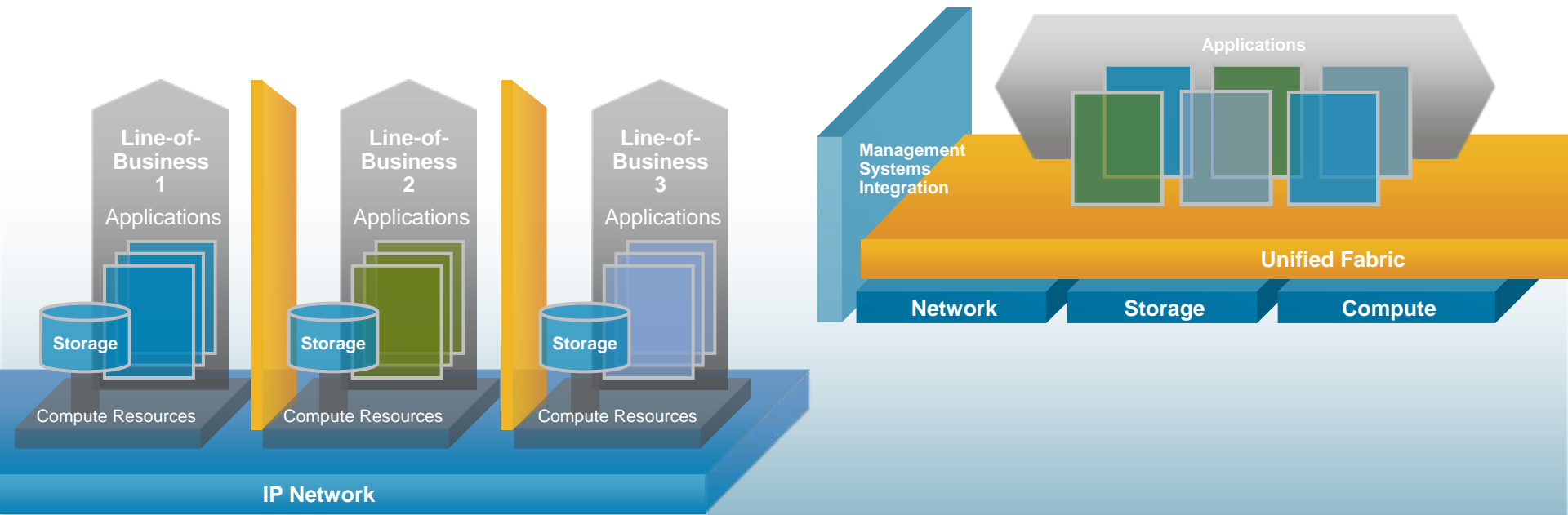
# Fixed Price Engagement Packages



# Compute Architecture Design

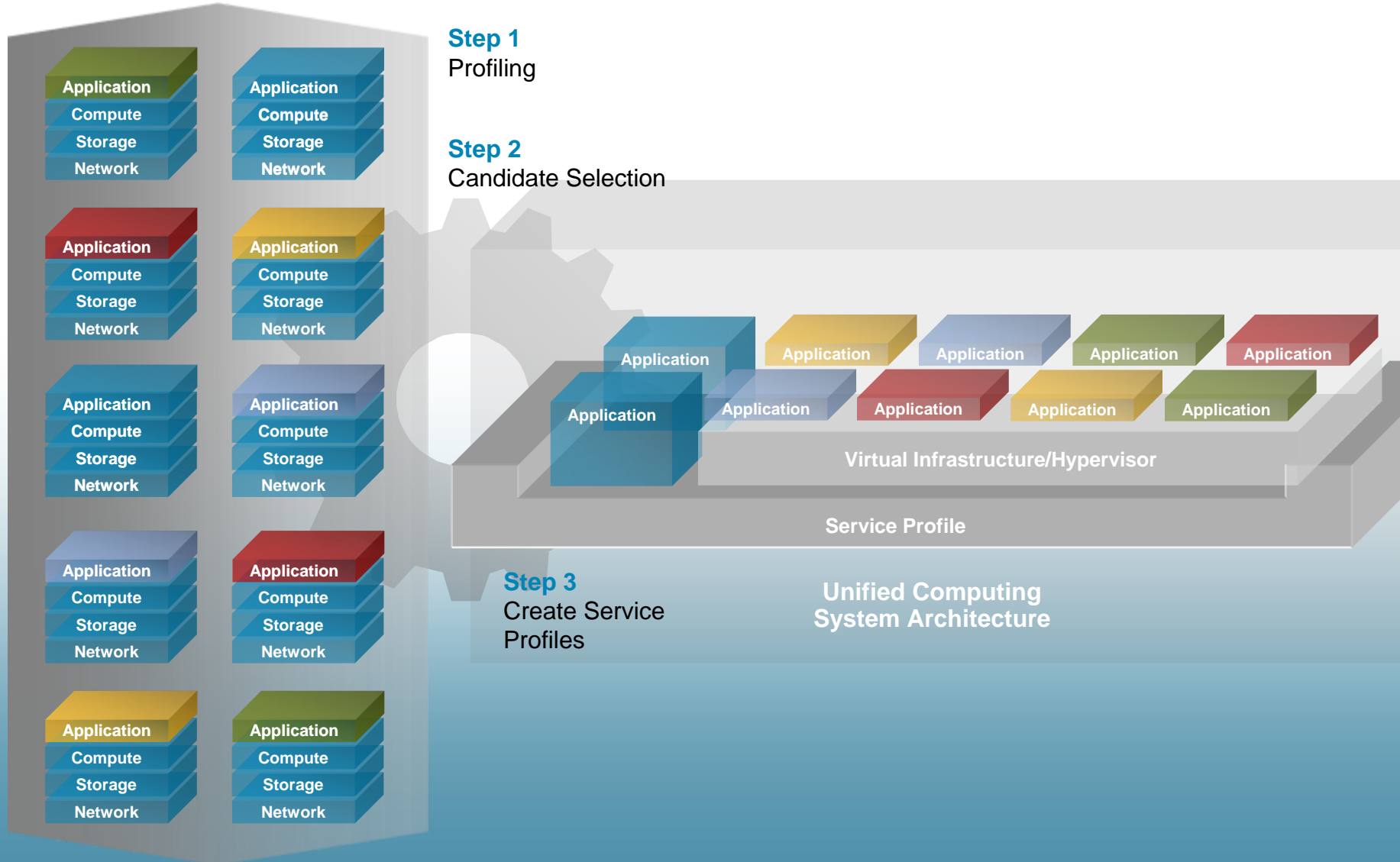


# Compute Architecture Design





# Application & Infrastructure Migration





For more information visit:  
[www.cisco.com/go/vmworld09](http://www.cisco.com/go/vmworld09)



