



Accelerating Your Business Transition to a Unified Computing Architecture



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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

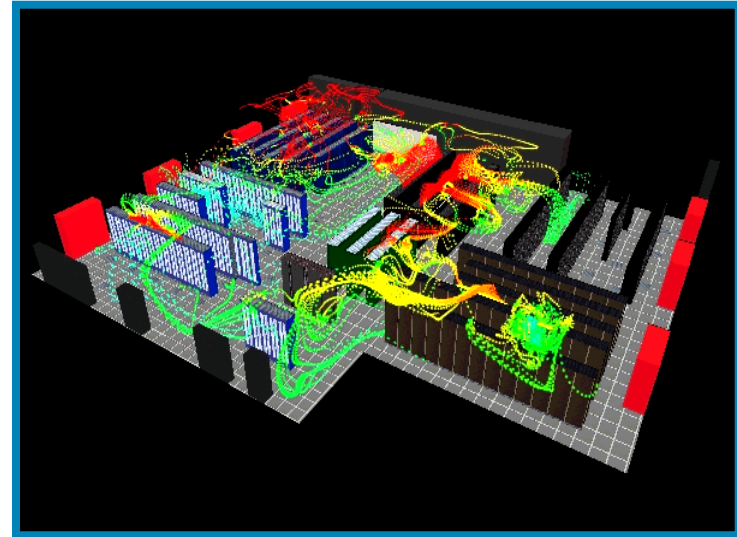
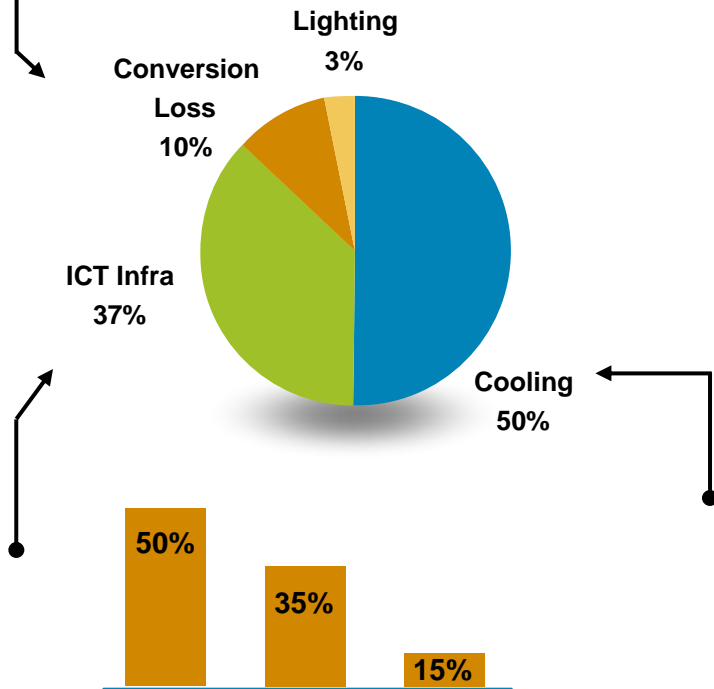
- Cisco Data Center services portfolio
- Partnering Strategy for value add services and scaling



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

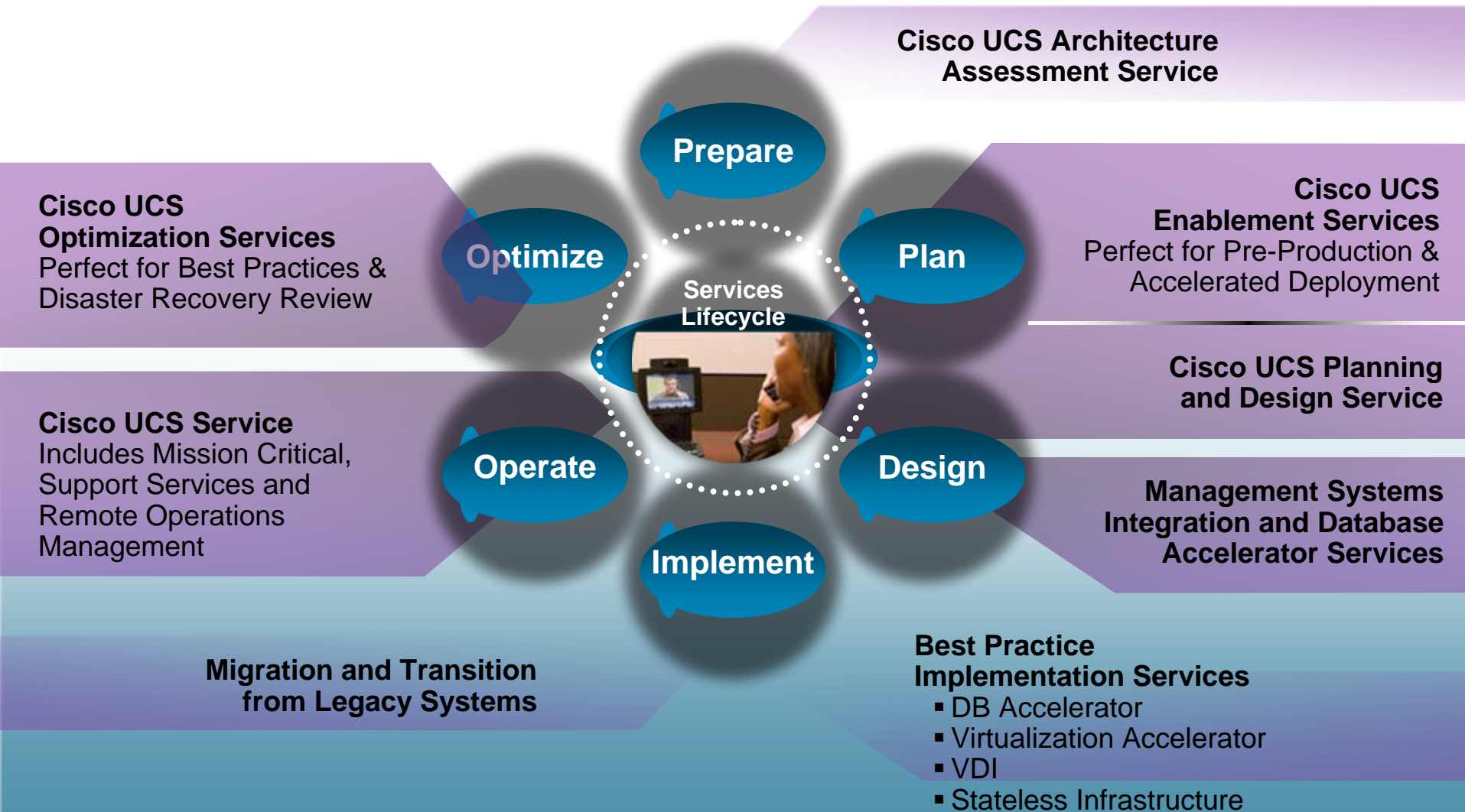
L2-L3 Design
L4-L7 Design
Branch Consolidation
WAN Optimization



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

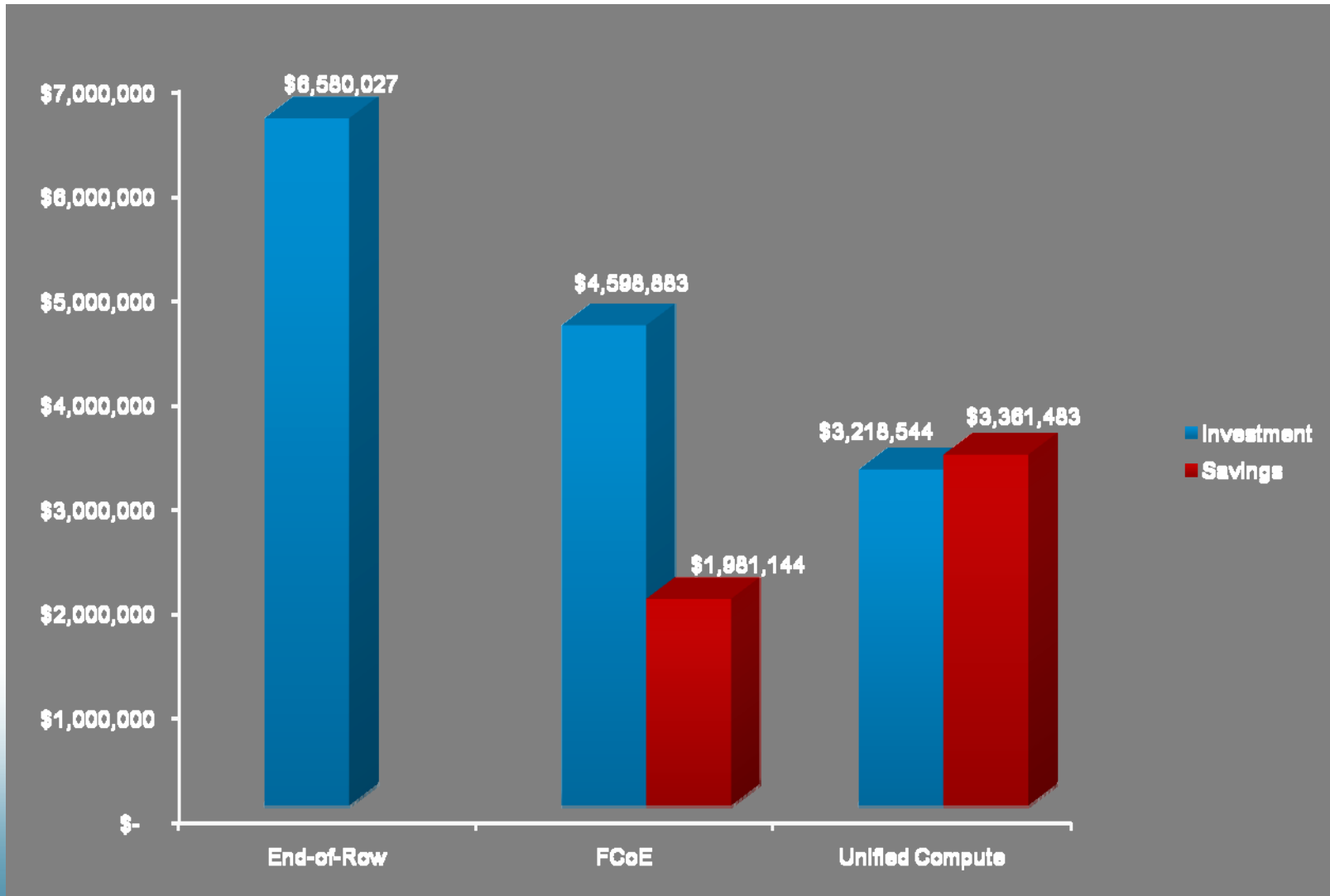
Strategic

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

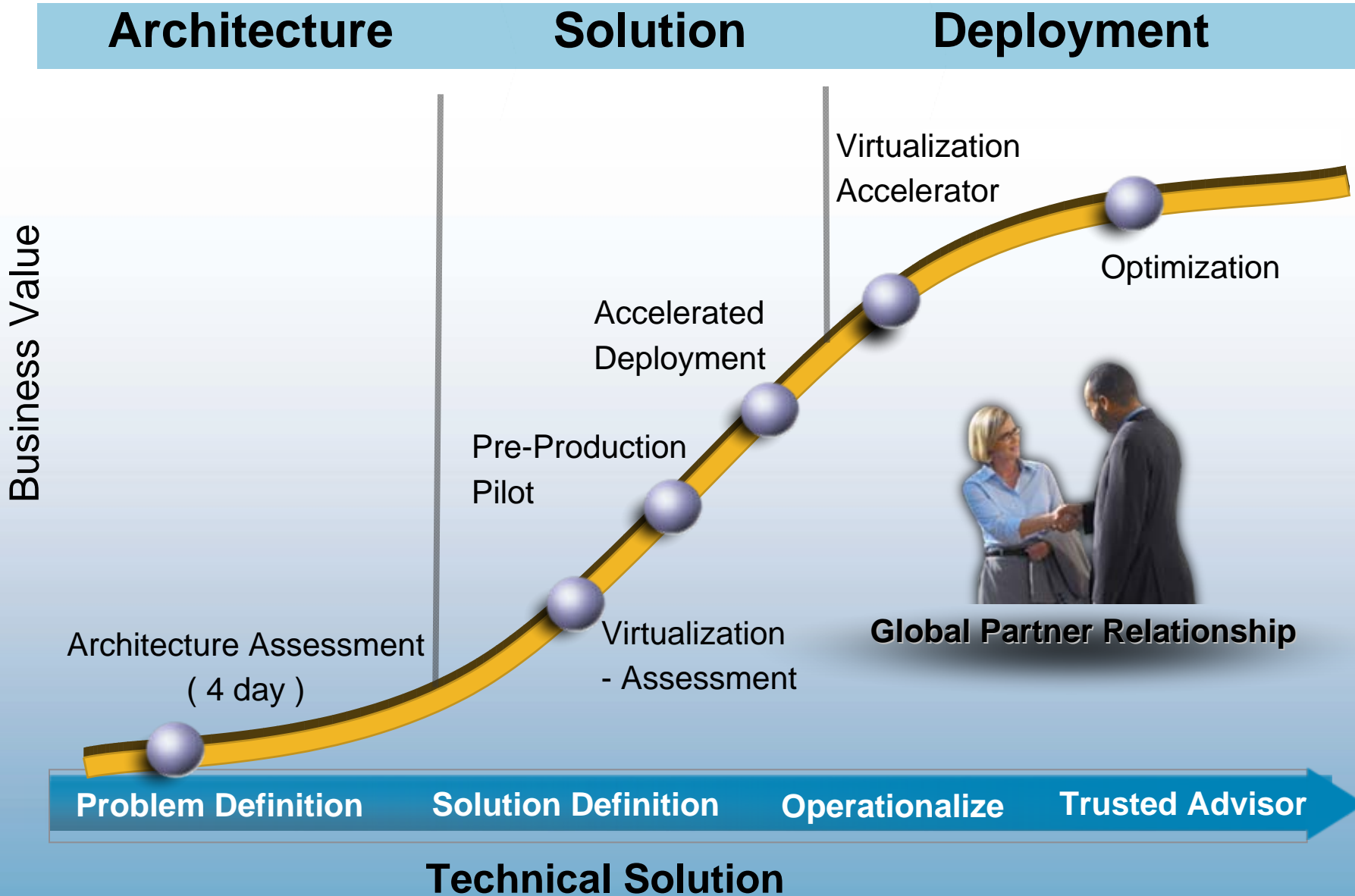
Enable customers to optimize business value, by aligning Data Center processes to a Unified Architecture

Capital Investment vs. Capital Savings

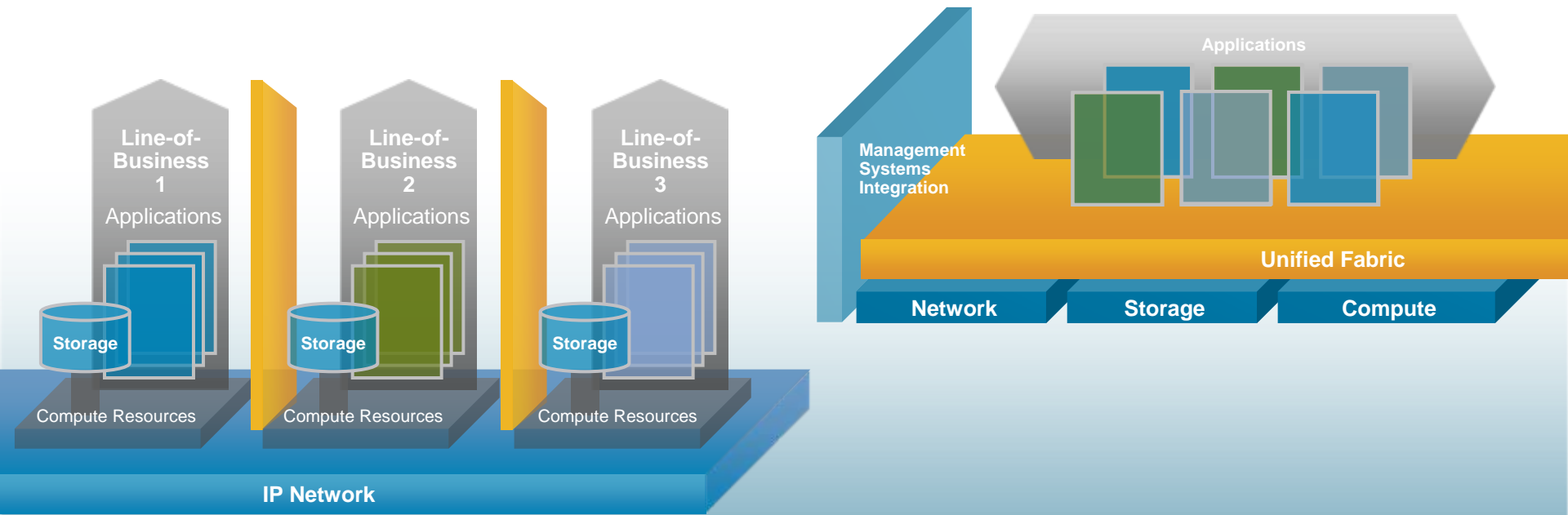
Market Comparison: 1,000 Server Use Case



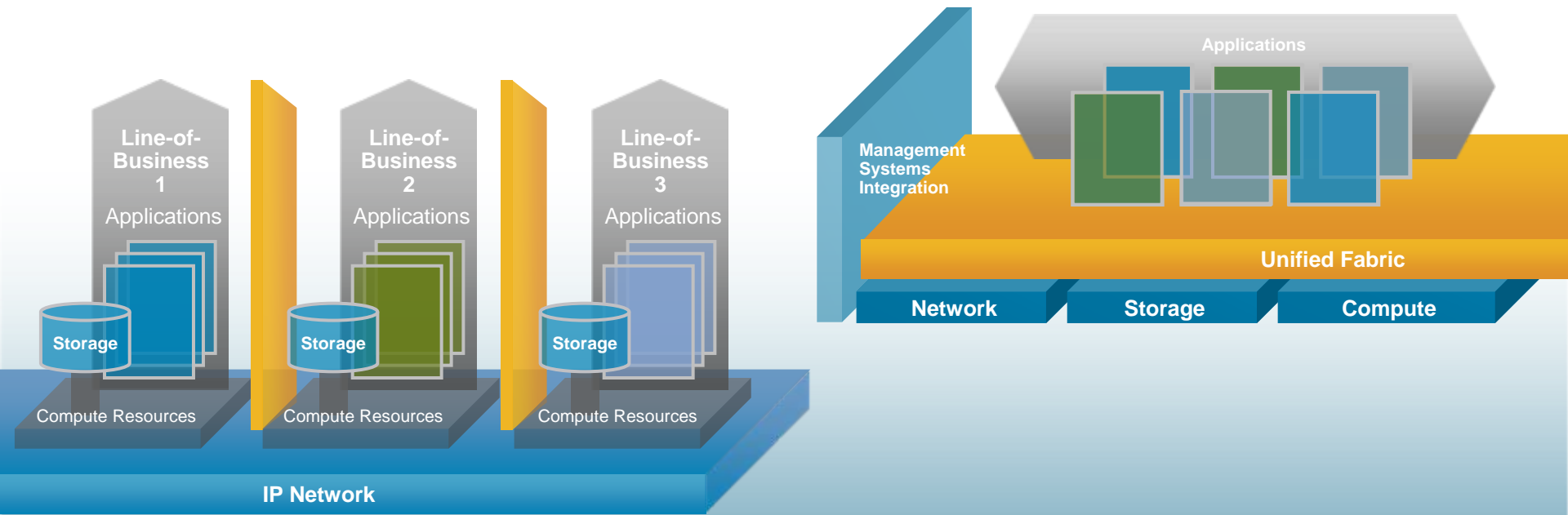
Fixed Price Engagement Packages



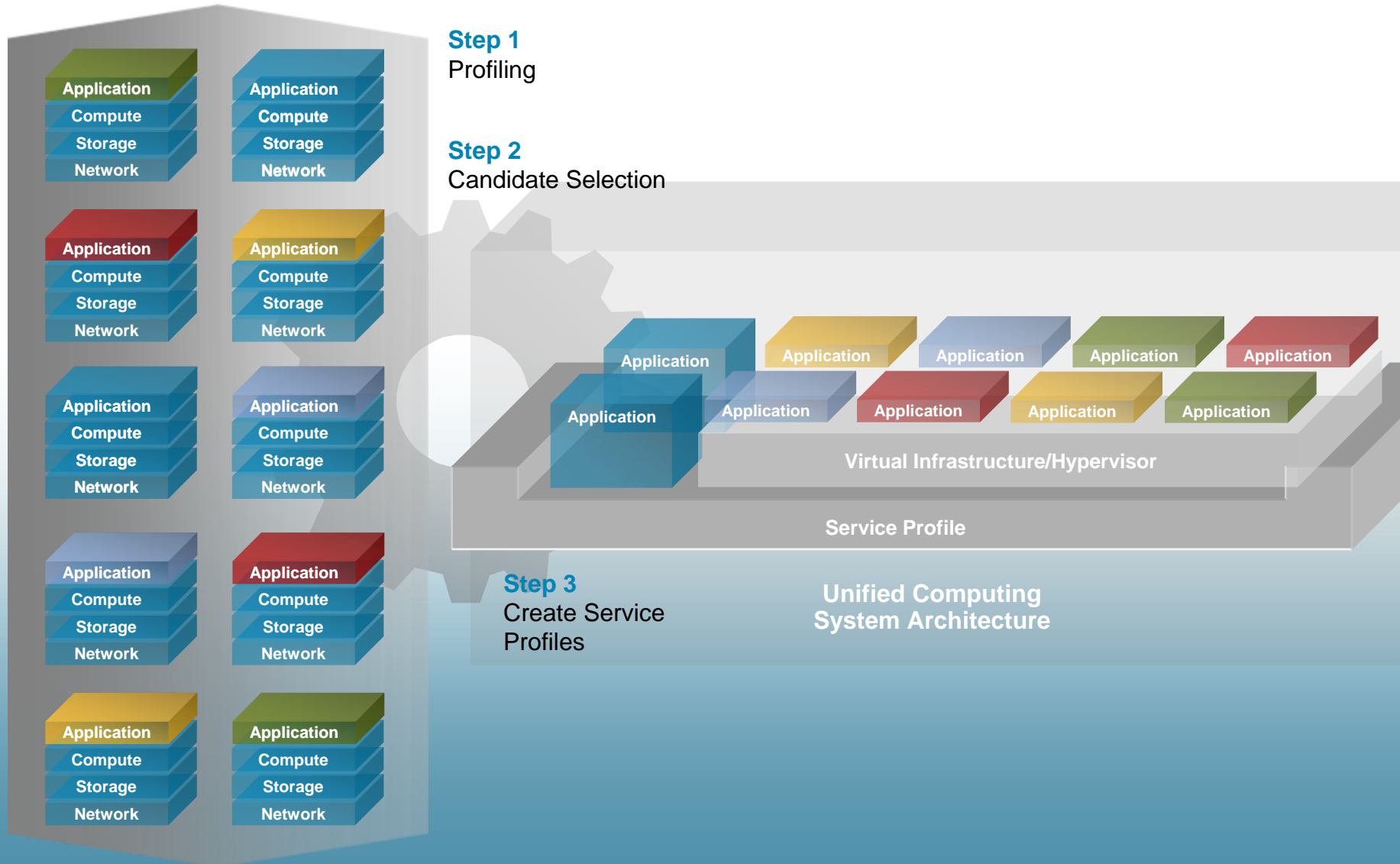
Compute Architecture Design



Compute Architecture Design



Application & Infrastructure Migration





For more information visit:
www.cisco.com/go/vmworld09



