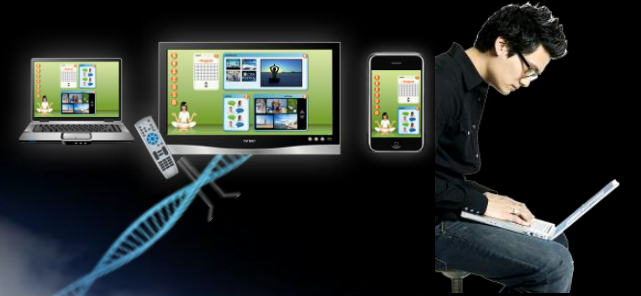




Service Provider Network Advantage in the Cloud

Simon Aspinall, Senior Director, SP Data Center and Mobility Solutions

SP Cloud Opportunity



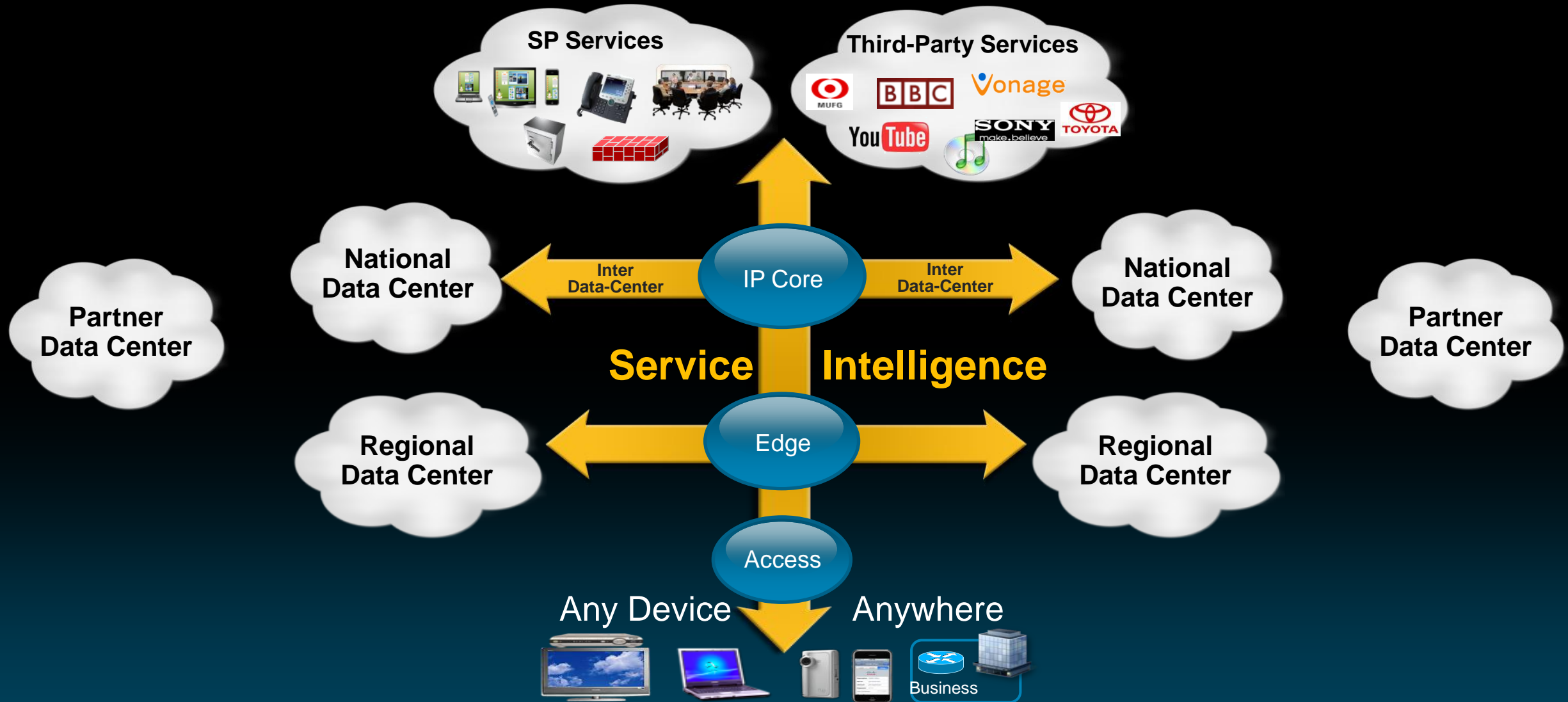
**Market Driven Services
Flexible Deployment Options**

Compute, Network, Storage



\$43.7B Worldwide SP Market*

Multi-directional Network Scale and Performance



Intelligence Spanning Networks & Clouds



Network Positioning System (NPS)

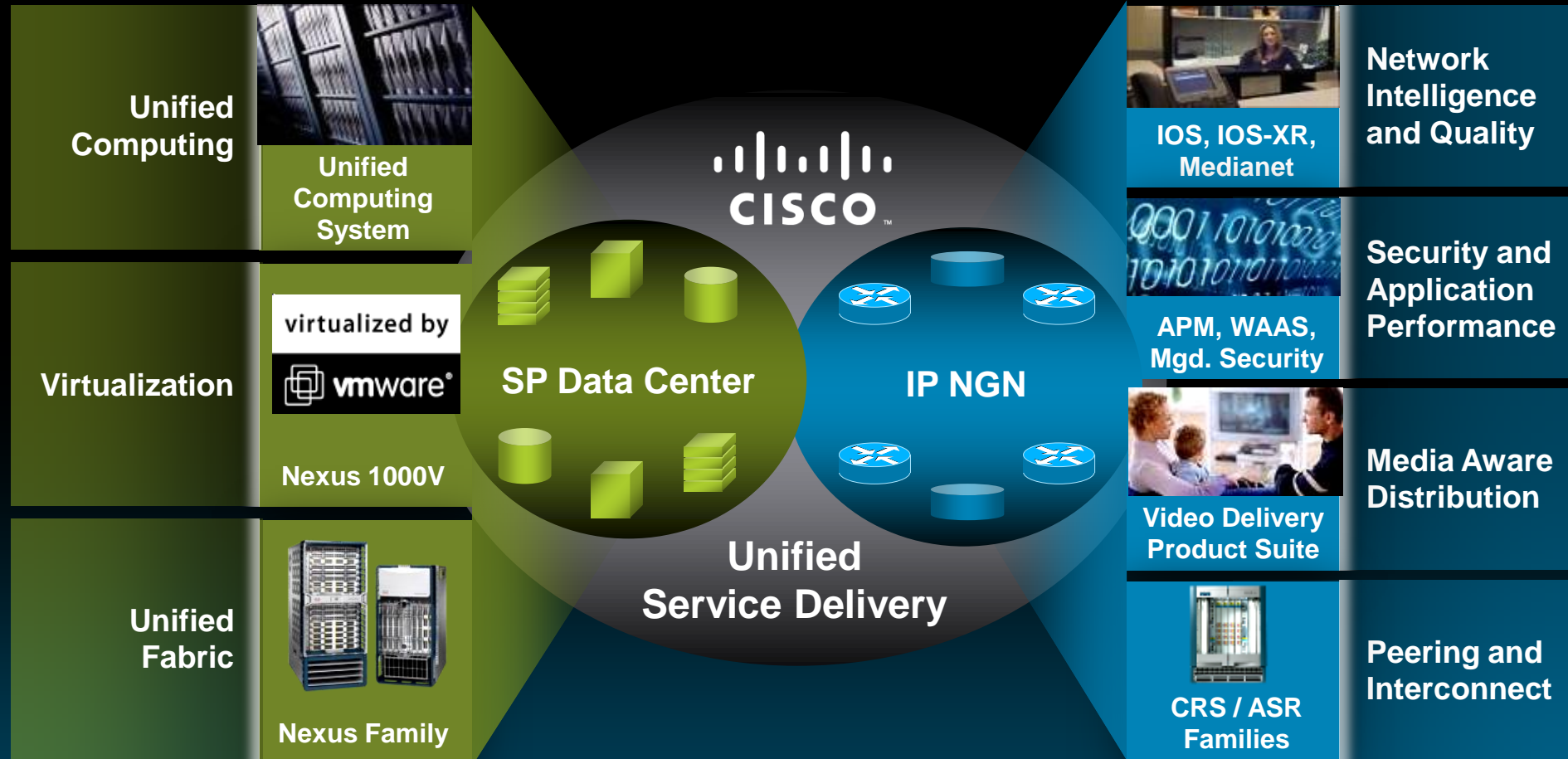
L3-L7 info for best path to content
Improves Experiences, reduces costs



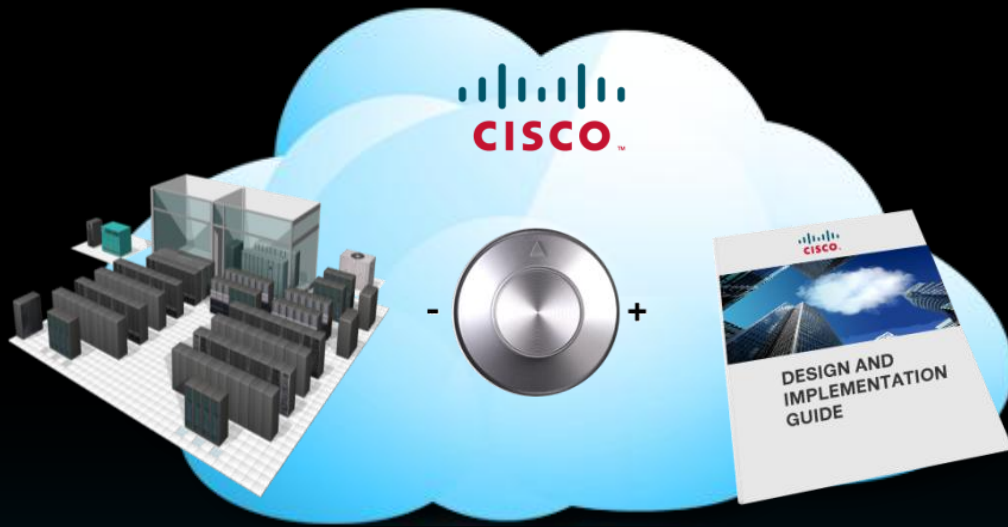
Cloud VPNs for IaaS

CRS + Nexus automate Inter-DC connections for UCS
'Pay-as-you-go' for compute, storage, network

Unified Service Delivery Foundation



Cisco SP Cloud Solutions



Infrastructure as Service



Hosted Collaboration Solution

For More Information



www.cisco.com/go/cloud
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