



A Quarterly e-newsletter for Cisco Data Center News and Events

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February 2012

Welcome to the first edition of *Data Center Insights*, formerly *Data Center Business Advantage Quarterly*.

Are We Ready for a World of Many Clouds?

By Rebecca Jacoby, CIO, Cisco Systems



According to Gartner Research, the cloud, mobile apps, and public storage are top IT trends for 2012 and beyond. But how can you improve operations while providing a clear roadmap to an architecture that makes use of services in the cloud? That is the crucial question among chief technology officers (CTOs) and chief information officers (CIOs) from every sector. And in some industries, this question is especially important right now:

- Educators are striving toward the borderless classroom.
- Federal government organizations need secure, controlled access and cost-efficient use of technology.
- State and local agencies need flexible mobility for field service personnel.
- Healthcare clinicians want fast, secure access to information at the point of care.

At Cisco, we are working with a broad ecosystem of partners to deliver integrated solutions that help our customers accelerate success with cloud initiatives. Cisco customers are already using new capabilities made possible with Cisco® CloudVerse and the Cisco Unified Data Center, which encompasses solutions that stem from the collaboration between Cisco and VMware, EMC, and Intel. According to William Moore, executive vice president (EVP) and CTO at Cisco customer CareCore, this collaboration "provides capabilities you can't get if you try to assemble an architecture piecemeal" (see Customer Spotlight later in this newsletter).

And we are following our own advice. Cisco is using Cisco Services to deploy an internal private cloud using Cisco IT Elastic Infrastructure Services (CITEIS), Cisco Unified Computing System™ (Cisco UCS™) and Cisco Nexus® products, and the Cisco Intelligent Automation for Cloud (IAC) solution. Since implementation, total hours spent each quarter on support issues have decreased significantly ([read the case study](#)).

As our customers continue to set goals for cost efficiency and resource optimization, Cisco will be there, aligning technologies, people, and processes across multiple functional areas with a unified, fabric-based design that allows them to tap into the promise of a world of many clouds.

Join us for a live customer event on February 7, 2012

Learn how Cisco Unified Data Center solutions are improving IT agility and delivering mission critical applications for PRMC.

Also, take a few moments to learn more about [Cisco Cloud Enablement Services](#), and read the following white papers to learn about the latest cloud trends:

- **Enabling IT as a Service:** [Cisco Accelerates Private and Hybrid Cloud Adoption through Intelligent Automation Solutions, Enterprise Strategy Group, September 2011](#)
- **Shift to Cloud Computing:** [Forget the Technology; It's About Economics, Jim Cooke, December 2010](#)
- **Private Cloud:** [Efficiency and Flexibility to Advance Business Innovation, April 2011](#)

Technology Highlights

What Is Inside the Cisco Unified Data Center?

- **Unified Fabric:** Network infrastructure and integrated network services (Cisco Nexus and Cisco NX-OS Software switching platforms and unification of physical and virtualized Layer 4 to 7 network services)
- **Unified Computing:** System-level computing infrastructure that integrates servers, access networking, storage, and management (Cisco UCS—Cisco UCS B-Series Blade Servers, C-Series Rack-Mount Servers, and fabric interconnects—and partner integration)
- **Unified Management:** Automation and lifecycle management frameworks for managing deployment and operations at the network layer, computing layer, and application or cloud-services layer within the data center (Cisco Network Services Manager, Cisco UCS Manager, and Cisco Intelligent Automation for Cloud and partner integration)
- **Data Center Services:** Smart, personalized services from Cisco and our partners to help you achieve the full value of your data center investment

[Learn More](#)

Data Center Customer Spotlight: CareCore National

Cisco Unveils New Ways to Collaborate in the Post-PC Era

CareCore, the nation's largest specialty benefits management organization, aims to help healthcare organizations lower costs and improve care. By analyzing very large data sets—40 terabytes (TB) or more each year—for decision-support systems that correlate symptoms, treatments, and outcomes, CareCore helps enable evidence-based medicine in healthcare organizations across the United States.

- **Challenge:** Traditional architecture was straining available space, power, and cooling and limiting business agility.
- **Solution:** CareCore worked with Cisco Services to create a private cloud for shared application resources.
- **Results:** Self-service provisioning enables new infrastructure in two weeks (compared to six months), while decreasing power consumption by 30 percent and reducing management overhead.
- **Future plans:** Use the private cloud as a foundation for health services exchange.

"With our previous data center architecture, a staff of 50 spent approximately 80 percent of their time simply managing the infrastructure. Today, that same staff spends just 20 percent of the time on infrastructure and can devote 80 percent to move the business forward."—William Moore, EVP and CTO, CareCore

[Download the full case study](#)

Cloud Corner

Hosting Service Provider Manages Oracle Applications in Cloud

To meet customer requests for usage-based billing, NaviSite adopted Cisco UCS to deliver a cloud-based service for business-critical Oracle applications, to achieve the following benefits:

- Consolidated the Oracle application stack on a single platform to simplify management
- Achieved high performance across applications and database
- Enabled scaling of infrastructure, as needed, to reduce costs

"Cisco UCS distinguishes itself for hosting virtualized Oracle applications because of its high RAM capacity, 192 GB."—Roger Schwanhauser, senior vice president, delivery and application services, NaviSite

[Read the case study](#)

Cisco on Cisco Case Study: Cisco Services Helps Cisco IT Lower Total Cost of Ownership

Learn how Cisco Services helped Cisco IT reduce costs, improve network performance, and accelerate technology adoption through the use of IT-as-a-service (ITaaS) capabilities.

[Read the case study](#)

Downloads

- [CloudVerse Q&A](#)
- [Are you ready? – Convergence and Cloud Calls for Changes to How IT Operates](#), by Rob Schmeltzer
- [Private/Hybrid Cloud...High-Performance Computing...Large Scale Virtualization...Big Data...Are You Getting the Most from Your Data Center Resources?](#), by Hiren Desai
- [From an Ancient Scottish Castle to the Gartner Data Center Conference in London](#), by Stephen Speirs

Quick Links

- [Cisco CloudVerse Vision](#)
- [Cisco Private Cloud Solutions](#)
- [Cisco Service Provider Cloud](#)
- [Cisco Cloud Builder Partner Program](#)
- [Cisco Cloud Intelligent Network](#)
- [Cloud Enablement Services](#)

Unified Data Center

University of Arizona Deploys Unified Fabric in Data Center

The University of Arizona is using the Cisco Nexus family as the platform for its next-generation data center network to achieve the following benefits:

- Projected US\$1.2 million savings over two years
- Reduced average in-rack cable count from 80 to 2
- Enabled latency-sensitive applications

"The Cisco Nexus architecture is an enabler, empowering our department to focus on our primary mission, which is to provide the richest user experience possible."—Derek Masseth, senior director for infrastructure services, University of Arizona

[Read the case study](#)

Downloads

- [IDC Spotlight: Provisioning and Orchestration Is Critical to Private Cloud, November 2011](#)
- [ESG Analyst Report: Enabling IT as a Service, March 2011](#)
- [White paper: Increase Agility and Reduce Costs by Migrating from RISC/UNIX Servers to the Cisco Unified Computing System](#)
- [Cisco Nexus 5000 Series Switches Product Overview](#)

Videos

- [Unified Data Center: Path to the World of Many Clouds \(2:04 minutes\)](#)
- [A More Agile Data Center: A Unified Data Center from Cisco improves efficiency and supports cloud services](#), by *Giuliano Di Vitantonio*
- [The Evolving Data Center](#)

Quick Links

- [Cisco Data Center homepage](#)
- [Cisco Unified Data Center](#)
- [Cisco Unified Management solutions included in Cisco Unified Data Center](#)
- [Cisco Unified Computing System](#)
- [Cisco Unified Data Center Fabric](#)

Press

[Network World: Converging SAN traffic in the data center](#)

Recent Research

Cloud Computing: Cloud, Mobile Apps, Public Storage Are Top IT Trends for 2012 and Beyond

IT research firm Gartner revealed its top predictions for IT departments and users for 2012 and beyond. The analysts said that the predictions herald changes in control for IT departments as budgets, technologies, and costs become more fluid and distributed (Nathan Eddy, December 8, 2011).

[Learn More](#)

Events

February 7, 2012 at 10 am PST/1 pm EST

Join a Customer Conversation with Peninsula Regional Medical Center

Learn how Cisco Unified Data Center solutions are improving IT agility and delivering mission critical applications for PRMC.

January 30–February 3, 2012

Cisco Live London

February 13–16, 2012

TechWeb's Cloud Connect Santa Clara

Featuring keynote address by Lew Tucker, CTO for cloud computing, Cisco

March 20–23, 2012

Cisco Live Australia

June 10–14, 2012

Cisco Live San Diego

Save up to US\$400 if you register by February 13, 2012.

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- [ASA 1000V Cloud Firewall and the Virtual Security](#)
- [ASA 1000V: Firewall for the Cloud](#)
- [Overview: Cisco Prime Network Control System \(NCS\)](#)
- [Overview: Cisco CleanAir™ Technology](#)

Other Events

- [Cisco Events, Webcasts and Seminars](#)
- [WebEx® Channels](#)

Archive

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