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Cisco Data Center Business Advantage Quarterly
Move Fearlessly Among the Clouds

A Quarterly Newsletter



March 2011

Welcome to the second edition of the Cisco® Data Center Business Advantage Quarterly.

Top Stories

Cisco Introduces Expanded Data Center Fabric Solutions for the Enterprise

Delivering architectural flexibility for any application, any location, at any scale.

[Learn more.](#)

Transportation Company Adopts Cisco Data Center Business Advantage Architecture: Restores Servers and Virtual Machines in Minutes Instead of Hours

“The Cisco Unified Computing System centralized and greatly simplified management. With a single connection our team can easily troubleshoot and remote manage everything. It has saved us hours and days of time and enabled the data center group to take a leadership role in PITT OHIO sustainability initiatives.”

—Mike Cisek, director of infrastructure for PITT OHIO

With the Cisco Unified Computing System, servers and virtual machines can be restored with a few clicks—and much faster than before. Standard servers with 8 to 15 GB of data can be fully backed up in 3 to 5 minutes. Virtual machines can be restored in 5 minutes to an hour, instead of 8 to 12 hours. Full remote accessibility enables administrators at PITT OHIO to restore a system from anywhere. When a large SQL server went down over a weekend, an administrator was able to completely restore it in 40 minutes from his home

Events and Webcasts

Cisco Live Melbourne:

March 29 to April 1

Independent Oracle User Group (IOUG) Collaborate 2011: April 10 to 14, Orlando

2011: April 10 to 14, Orlando

Interop Las Vegas:

May 8 to 12

EMC World Las Vegas:

May 9 to 12

Sapphire NOW Orlando:

May 15 to 18

Citrix Synergy San Francisco:

May 25 to 27

Interop Tokyo: June 7 to 11

Cisco Live Las Vegas:

July 10 to 14

Velocity: June 14 to 16, Santa Clara

Structure: June 22 to 23, San Francisco

On Demand Events

Latest Innovations for Highly Secure, Cloud-Ready Data Centers

Explore the advantages of virtualized and cloud-ready data centers.

[View the rebroadcast.](#)

TechWiseTV: Data Center Optimization: The Next Stage

Get a firsthand look at how you can improve data center operational efficiency and reduce cost and complexity.

[View now.](#)

Cisco Support Community: How to Configure Connectivity for the Cisco Nexus 5000 Series Switches and 2000 Series Fabric Extenders

In this video, customer support

with no need to involve the database administrator.
[Read full story.](#)

See how others customers have benefited: [Cisco Data Center and Virtualization Case Studies.](#)

Top Data Center Trends Based on Business Priorities

According to findings in the [Cisco Connected Technology World Report](#), server virtualization is not yet widespread in production and nonproduction environments. Among survey respondents—including 2600 business and IT professionals in 13 countries—only 29 percent have more than half their production servers virtualized, and only 28 percent have more than half of nonproduction servers virtualized.

What Are the Main Barriers?

Barriers to adoption of server virtualization included concerns over:

- Security (20 percent)
- Stability (18 percent)
- Difficulty in building operational processes for a virtualized environment (16 percent)
- Management (16 percent)

[Learn more.](#)

Press

- [Cisco Demonstrates Leadership in Virtualized, Scalable, Cloud-Ready Data Centers with Customer and Technology Milestones](#), February 22, 2011
- [Cloud Providers Combine to Boost Asian Market](#), February 21, 2011
- [Cisco Data Center Architecture Enables Healthcare Organizations to Improve IT Support for Patient Care](#), January 27, 2010
- [Intel Simplifies the Data Center](#), January 27, 2011
- [Healthcare Organizations Describe How Next-Generation Data Centers Are Changing IT's Impact on Patient Care and Hospital Operations](#), January 24, 2010
- [The VCE Coalition \(VMware, Cisco, and EMC\) and Acadia Have Combined into One New Company Identity to Be Known as VCE, the Virtual Computing Environment Coalition](#), January 11, 2011

Business Architectures

Cisco Unified Fabric

[Gartner Research Note on Fabric Computing Unified Network Services A Simpler Data Center Fabric Emerges for the Age of Massively Scalable](#)

engineer and Cisco expert Lucien Avramov explains two ways to configure basic IP connectivity to a Cisco Nexus 5000 or 2000 Series device.
[See it now.](#)

Citrix XenDesktop and Cisco Unified Computing System Together Deliver Superior Scalability, User Experience, and Cost Savings

View this panel discussion between specialists from Citrix and Cisco.

[View webinar.](#)

Network World Webinar: Simplify, Scale, and Secure Your Desktop Virtualization Deployment—Cisco Desktop Virtualization with Citrix XenDesktop Solution

Experts from Cisco and Citrix share lessons learned in the lab and from customer deployments and provide a close architectural and technical look at how the Cisco Desktop Virtualization with Citrix XenDesktop solution simplifies data center operations.

[View webinar.](#)

Regain Control of the Desktop with Cisco Desktop Virtualization Solution with VMware View 4.5

Learn how one IT department is gaining the benefits of desktop virtualization and find out what the company did to help ensure a successful deployment of VMware View 4.5 on the Cisco Unified Computing System.

[View webinar.](#)

Optimize Your Oracle Solutions with the Cisco Unified Computing System

This four-part series is designed to help Oracle users understand data center challenges and increase their awareness of how Oracle solutions can be optimized with the Cisco Unified Computing System.

[View webinars.](#)

Public-Sector Cloud: The Big Debate

This lively and thought-provoking debate, recorded on January 27, explores many of the critical topics related to cloud architecture in the public sector.

[View webinar.](#)

Data Centers Industry-expert Nick Lippis defines data center scalability with a unified fabric.

[Read more.](#)

Designing a High-Performance Data Center

Cervalis—provider of IT infrastructure solutions, including managed hosting, managed security, managed storage, networking and telecommunications, business continuity and rapid recovery, and co-location—implemented the Cisco Nexus® platform for industry-leading customer service and operational excellence.

[Read more.](#)

Cisco FabricPath Enables Faster, Simpler, Flatter Data Center Networks—Network World

Cisco FabricPath, a Cisco NX-OS Software innovation, enables highly scalable, low-latency data center networks.

[Read more.](#)

Strong SAN Switching Market Share Results for Cisco

Dell'Oro report covers how Cisco is outpacing the market and the competition, gaining 1.4 points compared to last quarter and gaining 5.5 points year over year. The report estimates that Cisco revenue grew 35 percent in a market that grew 10 percent, for total revenue of US\$453 million.

[Download.](#)

New Cisco Switch Simplifies Data Center Architectures and Operations

Cisco Catalyst® 4948E Ethernet Switch is specifically designed to deliver industry-leading, full-featured server access switching.

[Read more.](#)

New Cisco Nexus 5548P Switch Touted by Yankee Group Research Analyst: *IT World Canada*

Cisco Nexus switch delivers innovative architecture flexibility, simplified infrastructure, and business agility for physical, virtual, unified, and high-performance computing (HPC) environments.

[Read more.](#)

Hospital Virtualized Servers for Higher Availability

Wellmont Health System used the Cisco Nexus platform to increase efficiency and bandwidth and lower cabling costs for electronic medical records (EMR) and computerized provider order entry (CPOE) systems while lowering cabling costs.

[Read more.](#)

Fabric Computing Poised as a Preferred Infrastructure for Virtualization and Cloud Computing: Gartner Research Note

Nearly 50 percent of respondents have implemented, or are in the process of implementing, fabric computing, prompted by one significant aspect

TechWise TV: The Power of Cisco Network Analysis Module 5.0

NAM specialist Deepak Bhargava will introduce The NAM 5.0 which will easily be your best pal for fast tracking problem resolution and optimizing your optimizers.

[View the rebroadcast.](#)

Around the Web

Become a fan of our Cisco Data Center Facebook page. Enter to win a full conference pass to Cisco Live Las Vegas, July 10 to 14.

[Enter now.](#)



Industry-Experts Corner

- [Cisco Data Center, Virtualization, and Cloud Blog](#)
- [Cisco Data Center Business Advantage Blog](#)
- [Data Center Architecture Blog: Omar Sultan](#)
- [Unified Computing Blog: Lisa Caywood](#)
- [Cloud Computing Blog: Brian Gracely](#)
- [Desktop Virtualization Blog: Tony Paikeday](#)
- [Cisco Validated Design/Applications Blog: Abhinav Joshi](#)
- [Unified Fabric Blog: John McCool](#)
- [FlexPod for VMware Deployment CVD](#)
- [Virtualizing MS Apps \(Ex, Shpt, SQL\) on FlexPod](#)
- [Why Cisco UCS is my 'A Game' Server Architecture](#)
- [Why NetApp is my 'A Game' Storage Architecture](#)



Must-See Videos

- [Cisco Data Center's Channel](#)
- [New: Cisco Unified Computing System Videos](#)
- [Winning with FlexPod: Empired Evolves from SI to Trusted Advisor](#)
- [Winning with FlexPod: Envisian Builds Business on Cisco-NetApp-VMware](#)



of virtualization. Read more. Cisco Unified Network Services A Simpler Data Center Fabric Emerges for the Age of Massively Scalable Data Centers Industry-expert Nick Lippis defines data center scalability with a unified fabric.

[Read more.](#)

Cisco Unified Network Services

A Simpler Data Center Fabric Emerges for the Age of Massively Scalable Data Centers

Industry-expert Nick Lippis defines data center scalability with a unified fabric.

[Read more.](#)

An Analyst's View of Cisco's Modern Network Service Layer for Virtualized and Cloud Infrastructure

Cisco Unified Network Services provides a unique approach to virtualized data centers and cloud services.

[Read more.](#)

How to Increase Application Virtualization While Reducing Complexity

Gary Kinghorn, product manager for data center solutions marketing at Cisco, tells how.

[Listen now.](#)

Cisco Unified Computing

What Is the Cisco Unified Computing System?

Cisco Unified Computing System simplifies IT and boosts agility.

[Watch overview.](#)

Get More Than Just Servers

Cisco Unified Computing System, powered by intelligent Intel® Xeon® processors, signals an evolution in the data center.

[Register to learn more.](#)

Impact by the Numbers

Cisco customers tell how new servers deliver real benefits.

[Watch now.](#)

Cisco Unified Computing System at Work

See Cisco Unified Computing System benchmark results and download performance reports.

[Download reports.](#)

Design Zone for Unified Computing

See best practices for Cisco Unified Computing System design and implementation.

[Learn more.](#)

Go Deeper into the Cisco Unified Computing System

Find out how the Cisco Unified Computing System architecture can improve your operations.

[Learn more.](#)

Cisco Demonstrates Enterprise Application

The Fan's Favorites

- Cisco Data Center
- Cisco Unified Computing Systems
- Cisco Wide Area Application Services (WAAS)
- Cisco Application Control Engine (ACE)

Cisco Data Center Solution Sites

- Cisco.com
- Data Center and Virtualization
- Unified Fabric
- Unified Network Services
- Unified Computing



Your View into What Is Important

Cisco Data Center Twitter Feed



SlideShare Share the Knowledge

New Cisco data center-related presentations



iPhone App

Cisco Technical Support

[Click here](#) to access Archived Newsletters

[Send Feedback](#)

Leadership with World-Record-Setting SPECjEnterprise2010

Demonstrating how well Oracle database and applications run on Cisco UCS.

[Read more.](#)

New Oracle E-Business Suite Benchmarks with the Cisco Unified Computing System

Cisco's server access virtualization business unit announces new Oracle E-Business Suite benchmarks.

[Read more.](#)

Business Solutions

Cloud Computing

Cisco's Cloud-Ready Architecture Leads the Industry with the First Posted VMware VMmark 2.0 Benchmark Results

VMware posted the results of its newest virtualization platform benchmark, VMmark 2.0. Cisco was, and continues to be, the only vendor in the industry ready to publish on day 1.

[Read more.](#)

New Strategies for Evolving to Private Cloud

Brian Gracely (@bgracely), manager, consulting engineering at Cisco, presents important insights.

[Watch now.](#)

Cisco Chronicles Next-Generation Data Center Build

The design and building of Cisco's Texas data center are captured in exciting video interviews that explore the business impact of this innovative data center environment.

[Learn more.](#)

Service Provider Creates On-Demand Cloud Services Following the Cisco Data Center Vision

Cisco data center vision provided Tele Sistemi Ferroviari with a roadmap for transforming infrastructure through the data center in three main phases: consolidation, virtualization, and automation.

[Read more.](#)

Cloud Computing and Public Sector

Leading public-sector practitioners of cloud computing discuss strategies to create successful and innovative cloud-based projects.

[Hear more.](#)

NetApp Chooses Cisco Platform for Cloud Computing

Takes advantage of low-cost 10 Gigabit Ethernet connectivity.

[Read more.](#)

NetApp TechTalk Webcast: Virtualization—The Foundation for Your Cloud

Experts from NetApp, Cisco, and VMware jointly

discuss FlexPod™, a unified, pretested, and validated shared infrastructure that simplifies data center transformation.

[View webcast.](#)

NetApp TechTalk Webcast: Virtualization—How an Insurance Company Deployed a Private Cloud

Princeton Insurance created a secure private cloud with shared resources that could be rapidly provisioned, increasing business agility while reducing IT overhead.

[View webcast.](#)

NetApp TechTalk Webcast: Virtualization—How Cisco IT Built Its Own Private Cloud

Sidney Morgan with Cisco IT discusses how Cisco built its own private cloud with NetApp storage.

[View webcast.](#)

Ecosystem Partners

Cisco and Microsoft Announce Microsoft SQL Server Fast-Track Data Warehouse Solution

Cisco Unified Computing System and Microsoft SQL Server 2008 Release 2 (R2), organizations now have a solution that helps them migrate, deploy, and scale more rapidly, adapt more quickly, outperform competitors, and reduce total cost of ownership.

[Read more.](#)

A Look at the New Advances in Virtualization

Cisco and Oracle joined forces for Part 3 in this webcast series. Learn from virtualization experts as they discuss the benefits of the Cisco Unified Computing System and Oracle VM solutions.

[View now.](#)

New Certification from SAP: Cisco Unified Computing System Is Now Certified for SAP HANA

Cisco Unified Computing System server platform is now certified for the SAP High-Performance Analytic Appliance (HANA).

[Read more.](#)

Cisco Desktop Virtualization Solutions with Citrix XenDesktop and NetApp

[Read more.](#)

SAP BusinessObjects Explorer Accelerated on the Cisco Unified Computing System

To lower your total cost of ownership in the data center, check out the new Cisco Business Intelligence Appliance, which runs SAP BusinessObjects Explorer software on the Cisco Unified Computing system, along with Tidal Enterprise Orchestrator to automate workflows.

Contact sapbi@cisco.com to learn more.

Awards

Cisco FabricPath Named One of eWeek's 2010 Products of the Year

Cisco turned on yet another new feature in the Cisco Nexus 7000 Series Switches platform that essentially eliminates the ancient and pervasively deployed Spanning Tree Protocol from network designs, thus enabling much larger Layer 2 networking domains in the data center.

[Read more.](#)

Cisco Nexus 7000 Series Wins CRN Innovator Award

Cisco Overlay Transport Virtualization (OTV) technology on the Cisco Nexus 7000 Series won the 2010 CRN innovators award for enabling transparent VMware VMotion migration across geographically dispersed data centers over any network.

[Read more.](#)

Cisco Fibre Channel over Ethernet Switch Named Market Leader by IT Brand Pulse

Cisco recently lead the FCoE Switch Brand Leader Awards for the second year in a row, based on responses from IT professionals.

[Read more.](#)

Cisco MDS 9148 Multilayer Fabric Switch Named Finalist in Storage Magazine and SearchStorage.com 2010 Products of the Year Competition

The Cisco MDS 9148 is an 8-Gbps Fibre Channel switch that supports up to 48 ports in a one-rack-unit (1RU) form factor.

[Read more.](#)

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