

# Cisco Data Center Business Advantage Quarterly

Resources and Tools That Give You the Power to Say "Yes"

A Quarterly e-Newsletter

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December 2010

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

## Top Story

### A Perspective on Cisco's Cloud Strategy

When I approach developing Cisco's cloud strategy, I have to consider the trends that are making it so prominent. I see key trends that are driving the need for new information delivery paradigms like virtualization (data center, desktop), the proliferation of devices, mobility, and the trend toward ubiquitous information access anywhere at any time with any device.

Technology is advancing toward a tipping point. Economics, technology trends, and user expectations are converging in a perfect storm to make cloud an economically feasible and technologically appropriate solution to today's lifestyle, work, and business trends. I really see technology advancements being impacted in three areas:

- **Economics:** Moore's Law and consumer-driven drop in electronic components, warehouse-scale data centers housing major Web properties, and the dropping operational costs resulting from virtualization and automation.
- **Internet and Technology Trends:** Broadband adoption globally, changing demographics in bandwidth consumption by video and VoIP, on-demand applications.
- **User Demands:** On-demand access to information requires on-demand access to networks, and applications. Smartphones, mobile devices and user mobility are enabling and feeding this expectation.

Data centers are becoming more virtualized, collaborative, and video-based in nature. Users demand for information more distributed and mobile. As business evolves, the network needs to evolve with it. Cloud is a manifestation of the next Internet and represents a new information delivery model that can be enabled by the network.

As a result, never before has there been a time when networking has been such a fundamental enabler for the cloud. The network makes clouds possible.

[Read more.](#)



Lew Tucker, Cisco Cloud CTO

## Events and Webcasts

### Cisco Live London

Cisco Live is Cisco's flagship annual technical training, networking and educational event. Recently introduced to Europe, Cisco Live is the evolution of the renowned Cisco Networkers conference which has been delivered in Europe since 1991. January 31, 2011, to February 3, 2011  
[Register now.](#)

### On Demand

#### Better Process Automation with Cisco Unified Computing System and BMC Solutions

In this seminar, you will learn about the Cisco Unified Computing System, the capabilities of Cisco UCS Manager, and how users of BMC solutions can extend the value of both their BMC and Cisco Unified Computing System investments to improve infrastructure automation.  
[Register now.](#)

#### Optimize and Deploy Cisco Virtual Wide Area Application Services

Join Cisco TechWiseTV's chief geek, Jimmy Ray Purser, as he hosts TechWiseTV's most popular guest, Noam Syrkín. Noam will dig into the details that engineers need to understand about designing and implementing Cisco Virtual Wide Area Application Services (vWAAS) in your VMware hypervisor.  
[Register now.](#)

#### Cisco FabricPath for Highly Scalable Data Centers

Join us to learn how Cisco FabricPath enables you to build highly scalable and resilient Layer 2 networks for virtualization and low-latency, high-performance computing environments.  
[Register now.](#)

## Press

- [Cisco and VMware to Deliver Integrated Virtual Desktop Solution](#), November 16, 2010
- [Cisco Unveils Virtualization Experience Infrastructure, a Complete IT System to Simplify Desktop Virtualization and Improve Virtual Collaboration Experiences](#), November 15, 2010
- [NetApp Enables IT to Be More Flexible, Efficient, and Ready for the Future](#), November 9, 2010
- [Dutch IT Service Provider Deploys Cisco's Unified Computing System to Offer More Flexible and Innovative Services to its Partners](#), November 3, 2010
- [Corporate Express Selects Cisco, EMC and VMware to Virtualize for Increased Business Agility and Energy Efficiency](#), October 26, 2010
- [Cisco Introduces Virtualization and Velocity Innovations to Enhance Resilience and User Experience of Cloud-Based Applications](#), October 5, 2010
- [Portugal Telecom and Cisco Collaborate to Deliver World-Class Cloud Computing Services](#), September 22, 2010
- [Accenture and Cisco Extend Global Relationship to South Africa](#), September 14, 2010
- [Cisco Evolves Data Center Architectural Strategy to Deliver Distinct Business Advantage](#), September 14, 2010

## Architectures

### Cisco Unified Fabric

#### Virtualization Makes the Most of Your Data Center: SAN Virtuosity Series

Virtualization has become a mainstream technology for optimizing resources and reducing costs in the data center. By consolidating workloads from underutilized servers, substantial savings can be gained in capital expenditures (CapEx) for equipment and operating expenses (OpEx) for maintenance, power, and management resources.

Partnering with VMware, Cisco and Emulex are sponsoring the SAN Virtuosity Series. The series features four white papers and four webcasts that address topics such as cost savings, high availability, disaster recovery, data protection, SAN security, and network convergence with Fibre Channel over Ethernet (FCoE).  
[View](#) white papers and webcasts.

#### Kotak Mahindra Group Builds State-of-the-Art Data Center on Cisco Nexus 7000 Series Switch: Case Study

The Kotak Mahindra Group embarked on a data center consolidation initiative to unite several siloed data centers at its new building facility. With three distinct business divisions (Kotak Mahindra Bank, Kotak Securities, and Kotak Life Insurance), each with its own data center, the group found that many of its network resources were duplicated.  
[Read more.](#)

### Cisco Unified Computing

#### Solaris 10 Certifications for Cisco UCS Servers

Cisco is pleased to announce that the Solaris 10 10/09 64-bit operating system has been certified for the following Cisco Unified Computing System™ blade servers: Cisco UCS B200 M2 Blade Server, B250 M2 Extended Memory Blade Server, and B440 M1 High-Performance Blade Server.

These certifications expand the extensive list of operating systems and hypervisors from Oracle, Microsoft, Novell, Red Hat, and VMware certified for use with the Cisco Unified Computing System.  
[Read more.](#)

#### Server Consolidation Using Cisco Unified Computing System and EMC CLARiiON Storage: White Paper

This new white paper demonstrates the benefits of the Cisco UCS platform with EMC CLARiiON for server consolidation with virtualization. Test results show that the Cisco UCS B250 M1 and M2 Extended Memory Blade Servers can consolidate more than twice the number of virtual machines as a standard server platform using the same processor.  
[Read more.](#)

#### Discover the New Cisco UCS B230 M1 Blade Server

Cisco has expanded the architectural advantages of its Intel Xeon processor 6500 and 7500 series-based server platforms with an exceptionally high-density blade server. The two-socket Cisco UCS B230 M1 Blade Server platform delivers high performance and density in a compact, half-width form factor.  
[Read more.](#)

### Cisco Unified Networking Solutions

#### Data Center Security

Secure your virtual environments, establish trusted access, identify and respond to evolving threats, protect critical assets, and enforce business policies with the new Cisco Virtual Security Gateway for Nexus 1000V Series Switch, Cisco ASA 5585-X Adaptive Security Appliance, and Cisco AnyConnect™ VPN Client Version 3.0.

Cisco Data Center Security solutions enable you to meet your ever-changing business needs with a robust and secure data center infrastructure.  
[Read more.](#)

#### Security in a Virtualized World, White Paper

Data center security continues to be a major concern, and virtualization adds its own challenges.  
[Read more.](#)

[Cisco Virtual Security Gateway for Cisco Nexus 1000V Series Switches](#)  
[DMZ Virtualization Using VMware vSphere 4 and the Cisco Nexus 1000V Virtual Switch](#)

## Solutions

### Cloud

#### Hay Group Moves Services to Secure Private Cloud: Case Study

The Hay Group moved production applications to IPR International's ZoneIT cloud hosted on the Cisco Unified Computing System. Discover how the cloud gives the Hay Group greater agility by making data collection, aggregation, staging, and cleaning easier, to deliver new services to clients.  
[Read more.](#)

#### Radiant Delivers Cloud Computing Services Using Cisco, VMware, and NetApp Secure Multi-Tenancy Architecture: Customer Success

Radiant Communications is Canada's largest independent business-to-business broadband-based provider, with more than 4000 business customers. Specializing in midsize businesses, the Vancouver-based provider offers business Internet, private networking, and cloud computing services. In 2008, Radiant launched its Always There Enterprise Cloud Computing service that features virtual servers, virtual data centers, hosted disaster recovery, and hosted Microsoft Exchange email.  
[Read more.](#)

#### Virtualized Data Center Networking: Open Ecosystem Made Better with Innovation through Cisco Design Zone

As customers transition their Data Center from physical silos to dynamic, virtualized infrastructure, Cisco provides a reference architecture that integrates network services with best-in-class partner solutions to create a foundation for future Infrastructure as a Server (IaaS) services within the Enterprise.  
[Read more.](#)

#### New Cisco Validated Design Available: Cisco Desktop Virtualization Solution with VMware View

Cisco Validated Designs (CVDs) provide a comprehensive resource for desktop virtualization adopters to accelerate deployment, while helping mitigate risks associated with implementation. Cisco's differentiated position in VM-aware networking and Unified Computing bring rapid deployment, scalability, security, and an unparalleled user experience to the desktop virtualization market.

[Cisco Desktop Virtualization Solution with VMware View 4.5 and NetApp CVD](#)  
[Cisco Desktop Virtualization Solution with VMware View 4.5 and EMC CVD](#)

## Ecosystem Partners

### Cisco and Intel Partner to Create Cloud Computing Architectures

Cisco and Intel are partnering on a worldwide marketing campaign to highlight our joint collaboration in virtualized, multi-tenant data center (VMDC) architectures for cloud computing environments. Targeting Intel's developer communities, Cisco will feature an IaaS architecture for enterprises and service providers.  
[Learn more.](#)

### NetApp and Cisco Collaborate on FlexPod Architecture for Data Center

NetApp and Cisco have announced FlexPod, an entry-level architecture intended to help our channel partners with a presized, validated, standardized data center architecture that can easily scale either horizontally or vertically to accommodate many different use cases and workloads. FlexPod for VMware incorporates the benefits of vSphere to provide a unified flexible architecture that is ready for virtualized environments today, yet is flexible enough to grow to a fully private cloud at the pace you set.  
[Learn more.](#)

## Awards



### Cisco Unified Computing Wins Market Challenger Award for Host Servers for Virtualization

In August 2010, Nemertes Research asked its pool of 2004 total participants to rank their 10 top host-server providers. Cisco's win was built on solid scores in all categories, leading in both customer services and value.  
[Read more.](#)

### King County IT Receives Best Practices Award at Storage Networking World

King County, Washington, the fourteenth most populous county in the United States, built a highly efficient data center shared by all government departments. Lori Dickney, supervisor of engineering design for King County, summarizes the benefits: "Cisco Nexus and MDS switches helped us create a clean network architecture that simplifies troubleshooting and gives us the ability to respond quickly to each department's changing business needs."  
[Read more.](#)

### Almaviva TSF Is Best-Practice Finalist at Storage Networking World Submission

Building a different type of data center enabled Almaviva TSF to change its business model, selling IaaS. CapEx and OpEx savings from its agile infrastructure include 70 percent reduction in cabling costs, 25 percent reduction in server provisioning costs, and 60 percent reduction in power costs. Set to virtualize 3000 servers, Almaviva TSF is now strongly placed to become a cloud computing services market leader.  
[Read more.](#)

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