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Cisco Data Center Business Advantage Quarterly

## Experience the Cisco Data Center Business Advantage

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### Top Story

#### Cisco UCS Changes Industry Landscape



Soni Jiandani, Vice President Marketing, Cisco Server Access

Scalable Cloud Infrastructure—Walz Group builds a centrally managed cloud network with integrated solutions

Two years ago, we started something that many in the industry said was crazy. We delivered a new system that united compute, network, storage access and virtualization into one cohesive system. There was rampant speculation that Cisco had taken a crazy path to doom and destruction.

Yet, I'm proud to share that in just two years, sales of the Unified Computing System are outpacing market growth for x86 blades, and Cisco has become the **#3 player worldwide in x86 blade server factory revenue**.

Blades are forecast to be the fastest growing segment of the x86 server market and market data illustrates the impact of UCS innovation: businesses worldwide shifted over 10% of the x86 blade market to UCS, and in the U.S. nearly 20%.

Cisco's rapid growth underscores our leadership in the industry transition to fabric computing and converged infrastructure. On our most recent earnings call, Cisco reported 5,400 UCS customers and an annualized order run rate of \$900M for UCS product orders.

As we began our design efforts, we knew we couldn't set out to design simply another server. We heard from our customers that power, management, and server administration costs were sapping their budgets, leaving few resources for innovation. So we included customers in R&D sessions to help us design from the ground up an evolutionary new system that integrated networking and management: flexible and scalable enough to handle any workload. We aimed to create the ideal, programmable, platform for virtualized and cloud environments, and to help solve many of the very real challenges they faced.

Thanks for joining us on this journey – we have leagues more innovation ahead of us.

Soni Jiandani, Vice President Marketing, Cisco Server Access Virtualization Business Unit [Read more](#)

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### Awards

#### Cisco wins the 2011 Citrix Ready Business Solution of the year!



Solution of the Year

[Read the blog.](#)

#### Cisco Wins the 2011 Microsoft TechEd Award in the Hardware category



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### Events and Webcasts

- July 7, 12 p.m. Pacific Time, [Register for Live Webcast: A Candid Data Center Conversation with Kindred Healthcare](#)
- July 10-14, [Cisco Live](#), Las Vegas, NV
- August 29-September 1, [VMworld](#), Las Vegas, NV
- September 13-15, [Intel Developer's Forum](#), San Francisco, CA
- September 28-30, [Interop Mumbai](#), India
- October 18-20, [VMworld](#), Copenhagen, Denmark

### On Demand

- Industry Executive Roundtable: The Network as an Innovation Engine. [Watch Now.](#)
- Highlights from [Interop](#), June 7-11, Tokyo, Japan
- Technology Design Workshop: Nexus 3000—High Performance, No Compromise! June 8. [Watch Now.](#)
- Technology Design Workshop: NetFlow-lite: Enable Data Center-wide Monitoring, June 28. [Watch Now.](#)
- Technology Design Workshop: FCoE: Designing Director Class Converged Networks, June 29. [Watch Now.](#)

### Press

- [IDC: Cisco UCS Gains Market Share](#)  
Cisco surpasses long-standing incumbents in the x86 blade server market.
- [Cisco Draws Blood in Blade-Server Battle!](#)  
*Wall Street Journal*
- [Cisco Takes Bite Out of HP, IBM Blade Server Share](#)  
*TechTarget's SearchDataCenter.com*
- [Server sales grow thanks to big boy boxes](#)  
*Channel Register*
- [Improving Application Security, Reliability and Efficiency](#)  
*NetworkWorld*

### Case Studies and Industry Benchmarks

- [Higher Performance at Lower Cost](#)  
Hear why Peninsula Regional Medical Center and Consert chose Cisco UCS
- [Scalable Cloud Infrastructure](#)  
Walz Group builds a centrally managed cloud network with integrated solutions
- [Cisco UCS Proves Leadership](#)  
UCS delivers record-breaking application performance.

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