

Cisco Prime for IT



AN INNOVATIVE NETWORK MANAGEMENT STRATEGY AND PRODUCT PORTFOLIO THAT SIMPLIFIES MANAGEMENT, SPEEDS TROUBLESHOOTING, AND IMPROVES OPERATIONS EFFICIENCY

Network Management Challenge

Networks are being transformed and IT departments must be empowered to effectively manage this transformation, which includes:

- End-user demands for anywhere, anytime network access that is changing traditional workplace borders
- Use of intelligent mobile devices like iPhones and iPads in the workplace for business operations, changing the profile of end-user devices
- Use of real-time video, multimedia, and Cisco TelePresence® for collaboration and communication
- Business imperatives to save costs and implement green best practices

These changes are challenging the IT department's ability to effectively manage, secure, and scale the network infrastructure, services, and applications. To address these challenges, network managers need to move from a traditional bottom-up, infrastructure-level management approach that uses packet captures, sniffers, and time-consuming manual reviews of device data to a top-down, service-level approach that begins at the network application layer and progresses down through the services to the infrastructure.

Most IT departments are using a variety of disparate nonintegrated network management products and in-house scripts to manage the network. This infrastructure-level, bottom-up approach using disparate management products makes lifecycle management disjointed and limits network visibility. The result is management operations that are complex, manual, error prone, and inefficient.



Cisco Prime for IT

[Cisco Prime™ for IT](#) is an innovative strategy and portfolio of management products that empower IT departments to more effectively manage their networks and the services they deliver.

The Cisco Prime for IT strategy is built on a network services management foundation and a set of common attributes. It delivers an intuitive workflow-oriented user experience across Cisco® architectures, technologies, and networks. The Cisco Prime for IT portfolio of products simplifies network management, improves operations efficiency, reduces errors, and makes the delivery of network services more predictable.

The Cisco Prime for IT strategy supports integrated lifecycle management of the networks, services, and endpoints for Cisco Borderless Networks, data center, and collaboration architectures. It helps IT departments achieve:

- Improved operational efficiencies: Reduce network errors, speed troubleshooting, and improve the delivery of network services



- Reduced operating expenses: Speed deployments, minimize IT staffing, and reduce training requirements with easy-to-use tools, workflows, and automated best practices that simplify network management
- Lower capital expenditures: Make the most of network investments through converged management and cross-integration with existing operations, systems, and northbound processes

Network Services Management Foundation

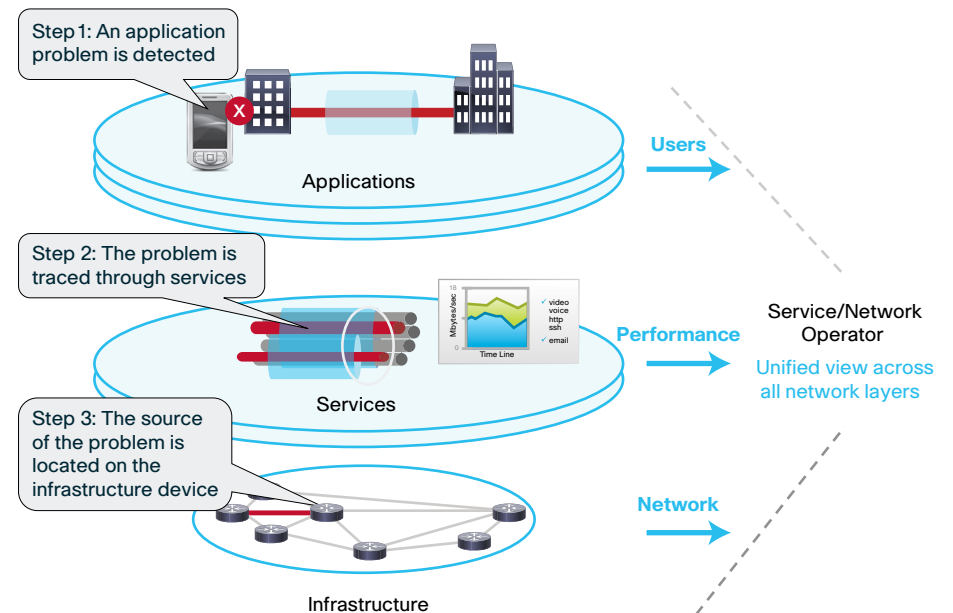
The Cisco Prime for IT network services management foundation is based on a top-down approach to network management. This top-down approach begins at the application layer and progresses through the services down to the network infrastructure. This network services approach facilitates fast and efficient troubleshooting. It allows operators to quickly isolate and find problems at the infrastructure layer that are affecting service and application delivery (Figure 1).

In addition, this approach supports integrated workflows that simplify the provisioning and configuration of services such as Cisco EnergyWise™, Cisco TrustSec®, and medianet to reduce errors and speed deployments.

Using a network services top-down management approach, Cisco Prime for IT products speed troubleshooting and significantly improve operations efficiency.

- Tier 1 support teams can solve an end-user Cisco TelePresence session problem in minutes instead of hours, by tracking from the end-user session, to the media session path, and to the infrastructure
- A problem with a wired or wireless user's authentication can be quickly resolved by tracking the end user's session from the device, to the security policy, and to the infrastructure with converged wired and wireless monitoring
- Cisco EnergyWise services can be deployed, managed, and monitored from a centralized location
- Application response time issues can be quickly isolated and pinpointed to the source of the network problem

Figure 1. Network Services Management Foundation Facilitates Fast Troubleshooting

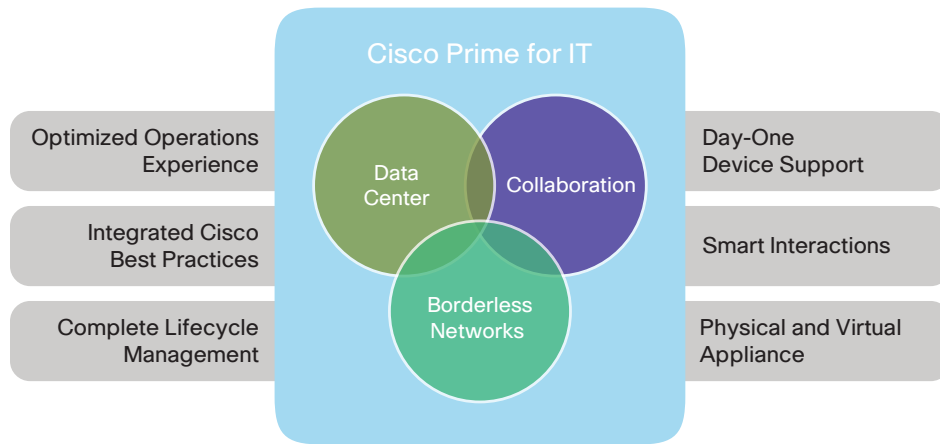


Common Attributes

The Cisco Prime for IT common attributes deliver simplified management, improved operations, and greater predictability across architectures, networks, and services. Each Cisco Prime for IT product includes one or more of the six common attributes (Figure 2).



Figure 2. Six Common Attributes



Optimized operations experience: Consistent usability across all products is delivered through an intuitive user interface and optimized operator methodology. Cisco paired efficient IT operator processes with proven Cisco best practices to create a premier user experience. The result is an innovative next-generation GUI that supports easy-to-use automated workflows and a state-of-the-art user experience.

Integrated Cisco best practices: Guided workflows and automated troubleshooting tools are delivered based on Cisco Validated Designs and best practices developed from Cisco knowledge including [Cisco Smart Business Architecture \(SBA\)](#). These industry-leading best practices help IT departments save time, reduce IT staffing requirements, and empower first-level IT support teams to quickly resolve a broad array of network and endpoint problems, releasing IT experts to focus on strategic activities.

Complete lifecycle management: Cisco Prime for IT products automate and augment the lifecycle process required to manage an end-to-end network. The lifecycle workflows in these products are carefully designed to make it easier for IT operators to gain rapid access to actionable information and do everything they need to do more quickly, for every phase of the network lifecycle.

Day-one device support: IT departments can feel confident that new devices and technologies developed and delivered by Cisco will be supported by Cisco Prime for IT products from the start. Cisco's day-one device support makes it easy for network managers to discover, configure, and inventory devices as soon as the devices are plugged into the network. Support is also provided for nondisruptive software upgrades of existing products and services.

Smart interactions: Cisco smart interactions deliver personalized automated self-help tools that speed the resolution of network problems, outages, and trouble tickets. These tools empower IT departments to self-diagnose and resolve problems more quickly and efficiently. Cisco smart interactions are a crucial element of the Cisco smart services strategy to deliver actionable insight into the network through personalized, proactive capabilities.

Physical and virtual appliances: Products are available as physical and virtualized appliances that are self-contained and include the operating system, application, and database. Both the physical and virtual appliances are immediately ready to run. No configuration or setup is required. These availability options speed deployments and deliver greater deployment flexibility.

Product Portfolio

The Cisco Prime for IT solution portfolio includes:

Cisco Prime Infrastructure

- [Cisco Prime Infrastructure](#): A single integrated solution for comprehensive lifecycle management and application performance visibility that helps enable network managers to maintain, operate, and deliver applications and services that meet the demands for a quality end-user experience.
- [Cisco Prime Network Analysis Module \(NAM\)](#): Provides deep application-aware network visibility and granular performance analytics that empower network administrators to rapidly isolate and remediate problems and improve the user experience.
- [Cisco Prime Network Registrar](#): Integrated, scalable, reliable Domain Name System (DNS), Dynamic Host Configuration Protocol (DHCP), and IP Address Management (IPAM) services for both IPv4 and IPv6.



Cisco Prime Collaboration

- [Cisco Prime Collaboration Manager \(CM\)](#): Monitor and troubleshoot Cisco TelePresence sessions and media paths in real time, taking the guesswork out of video collaboration management.
- [Cisco Prime Unified Communications Management Solution \(UCMS\)](#): Automate provisioning, proactively diagnose, and gain advanced statistics analysis and reporting through a single consolidated view of the Cisco Unified Communications environment.

Data Center

- [Cisco Prime Network Analysis Module \(NAM\)](#): Provides deep application-aware network visibility and granular performance analytics that empower network administrators to rapidly isolate and remediate problems and improve the user experience.
- [Cisco Prime NetFlow Generation Appliance](#): A purpose-built, high-performance solution that delivers NetFlow visibility to support application performance, capacity planning, and security monitoring requirements in high-throughput environments.
- [Cisco Prime Data Center Network Manager](#): Combines management of Ethernet and storage networks into a single dashboard to help network and storage administrators troubleshoot health and performance across the whole range of Cisco NX-OS platforms, including the Cisco Nexus® and MDS 9000 Families, regardless of protocol type.

Why Cisco?

The innovative network management approach that Cisco Prime for IT delivers helps businesses quickly achieve the value of their network applications and services. This industry-first strategy and product portfolio provides simplified and scalable network management that improves operations efficiency, reduces errors, speeds troubleshooting, and lowers the total cost of ownership (TCO). Get the most value from your network investment and help ensure predictable services delivery across your networks with Cisco Prime for IT products.

For More Information

The Cisco Prime portfolio of enterprise and service provider management products supports integrated lifecycle management of Cisco architectures and technologies based on a network services management foundation and common attributes. Built on an intuitive workflow-oriented user experience, Cisco Prime products help increase IT productivity and reduce operations costs through innovative management solutions for the network services, infrastructure, and endpoints. For more information about the Cisco Prime strategy and products, please visit www.cisco.com/go/prime.

For Cisco Partners

Cisco Prime for Partners is a program designed to help Cisco partners utilize Cisco Prime solutions to facilitate new service opportunities. For more information on the Cisco Prime for Partners program please go to www.cisco.com/go/partnernm.