



QuickStart for UCS Go-to-Market Module - Topic 1 Business Strategy Quick Reference Guide

What is “SCIPAB?”

SCIPAB is an acronym short for “Situation, Complication, Implication, Action & Benefit”. It is a commonly used model for constructing short, to-the-point messages and for summarizing and introducing key ideas for presentations, customer calls, etc. For further definition, visit the following link: <http://wwwin.cisco.com/CustAdv/AS/ce/cetest/scipab.shtml>

Unified Computing System SCIPAB

SCIPAB	Description
S=Situation	<p><i>“What is our customers’ reality today?”</i></p> <p>Cisco’s Data center customers today are faced with a new business landscape with changing business models. While striving to drive customer success, corporations must drive top and bottom-line growth. To do this, they are looking for ways to reduce their OPEX, including ways to manage their growing power and cooling expenses, maximize their current data center facilities and build resilient data centers that can help them move towards “IT as a Service”.</p>
C=Complication	<p><i>“What is changing in the customer environment?”</i></p> <p>Complicating data center customers’ current situation is the need for capacity, resiliency and transformation while using legacy data center models amid the current global economic climate.</p>
I=Implication	<p><i>“Implication – what will happen as a result?”</i></p> <p>Left unchecked, complications arising from a customer’s legacy data center model could</p>



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	negatively affect revenue growth, create the potential for service disruption and expensive and less-than-optimal services, and put any new business models at risk.
P=Position	<p><i>“What does the customer need to do to address the situation, complication, and implication?”</i></p> <p>In order to meet their goals of reducing OPEX and driving top-line business initiatives, customers should consider adopting a global, end-to-end virtualization strategy, not just in their data centers, but in their entire organization.</p> <p>By creating a virtual organization, or virtual architecture, customers would have the ability to streamline business processes, applications and infrastructure. The end result would include the deployment of solutions such as a virtualized data center, desktops and local and remote campuses.</p>
A=Action	<p><i>“What are we asking them to do?”</i></p> <p>While deploying a global virtualization strategy is a recommended path for many customers, it is important for customers to choose the right type of solution for their strategy. Virtualization solutions to date only address part of the problem, and have done so by increasing operational expenses, infrastructure complexity, and risk. To make the most of dollars invested in a global virtualization strategy, customers should deploy a strategy that aligns to Cisco’s Data Center Business Advantage Framework and includes Cisco’s UCS system as the compute foundation for their strategy.</p> <p>Investing in Cisco’s UCS solution is critical because UCS is different from other server virtualization solutions. It unites compute, network, storage and management resources into one cohesive system as a part of Cisco’s Data Center Business Advantage Framework. UCS delivers more than just Compute, Virtualization and low latency lossless network capabilities for data center services and IT solutions, it enables IT architects to optimize service delivery across all resources in a data center.</p> <p>This ability to optimize resources improves data center efficiency and enables corporations to</p>



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	<p>drive down data center consumption.</p> <p>UCS also drives improved reliability and a 10x reduction in time to provision services. These factors drive improved ROI and lower the TCO for data centers enabling IT organizations to reinvest the savings in strategic initiatives.</p> <p>In addition to adopting and deploying Cisco’s Data Center Business Advantage Framework and UCS, customers should also take the opportunity to break down silos and evolve into a services organization to maximize the OpEx potential of UCS, including business processes.</p> <p>Customers who invest significant capital on infrastructure and do not align their organization and business processes are not taking full advantage of their investments.</p>
<p>B=Benefit</p>	<p><i>“What benefits will they receive?”</i></p> <p>Deploying a Cisco UCS solution along with aligning to Cisco’s Data Center Business Advantage Framework creates real benefits with substantial business impact.</p> <p>A UCS solution provides customers with:</p> <ul style="list-style-type: none"> • Increased Capacity -- creating more efficient and optimized use of available resources to grow business “on demand”. • Improved Resiliency by increasing service availability through zero-downtime DC operations and integrating an “active-active” infrastructure into applications, business processes, and operations. And; • Transformation through implementing a “Pay as you grow” utility model. This creates the foundation for an IT-as-a-service model and cloud computing