



Cisco UCS & Citrix CloudPlatform

Roger Barlow

With Intel® Xeon® processor

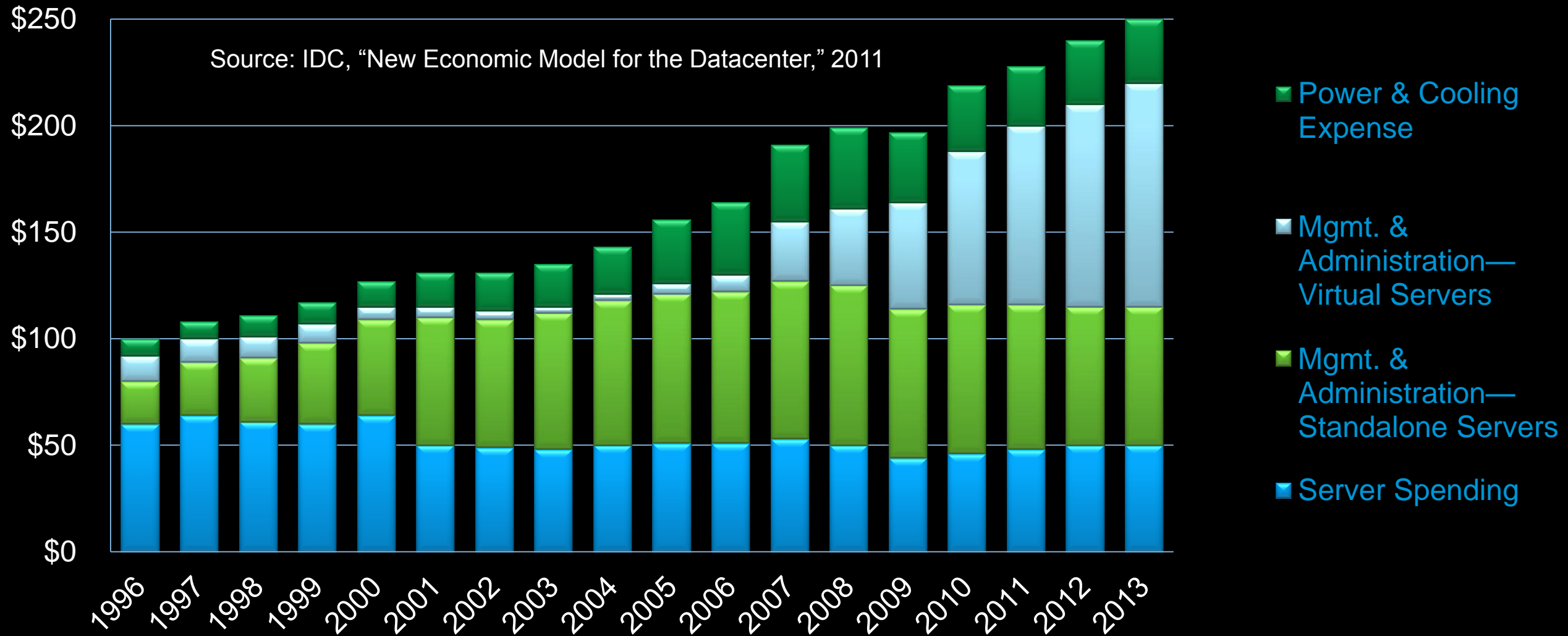


UCS Overview



Economics: Where the Money Goes

Worldwide Server-Related IT Spend



Legacy Systems Cannot Respond to Changing Cloud Workloads

Virtual
Automated
and
Dynamic

Physical
Manual
and Static

Virtual Resource Pools



Virtualization and Automation Tools



Physical/Virtual Frontier



Fixed Infrastructure



Accidental Architecture

- Technology silos
- Difficult integration
- Labor-intensive
- Costly to integrate, maintain, upgrade, scale, secure



The Benefits of Virtual Brought to Physical

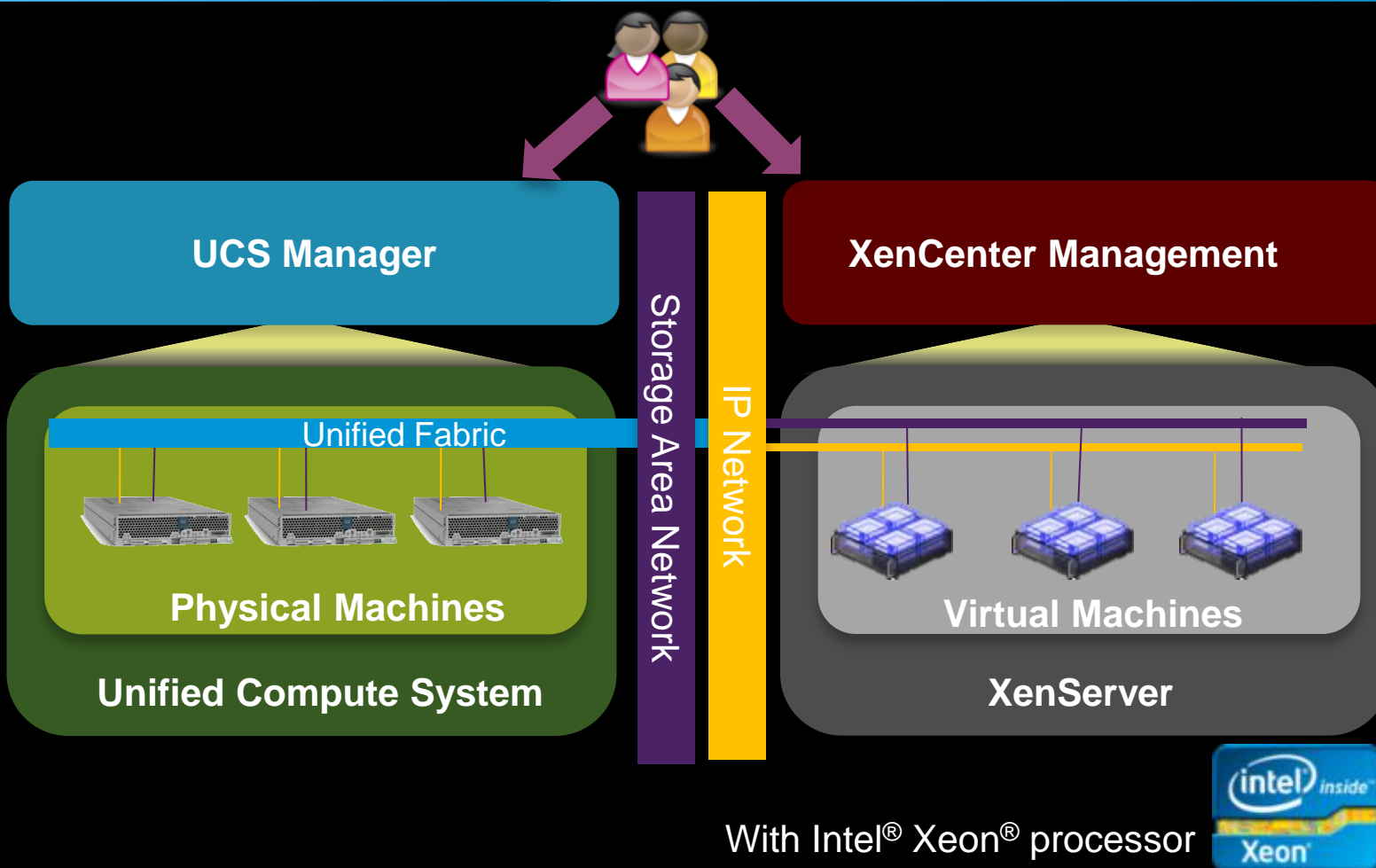
Consolidate:
Virtualization: Physical Servers to Virtual
UCS: Separate IP & SAN Topologies

Automate:
Virtualization: Virtual Infra. Deployment
UCS: Physical Infra Deployment

Cloud Delivery:
Virtualization: OS images on demand
UCS: Bare Metal & Cloud scaling on demand

UCS & Virtualization Commonalities

- Single point physical infrastructure management
- Fully capable XML API
- Policy based configuration management
- Template based configurations
- OS migration between physical servers (cold migration)



Cisco Unified Computing System

Simplifies Cloud Infrastructure



A single system that unifies

- Compute: Industry standard x86
- Network: Unified fabric
- Connectivity: Wire once for SAN, NAS, iSCSI
- Virtualization: Control, scale, performance

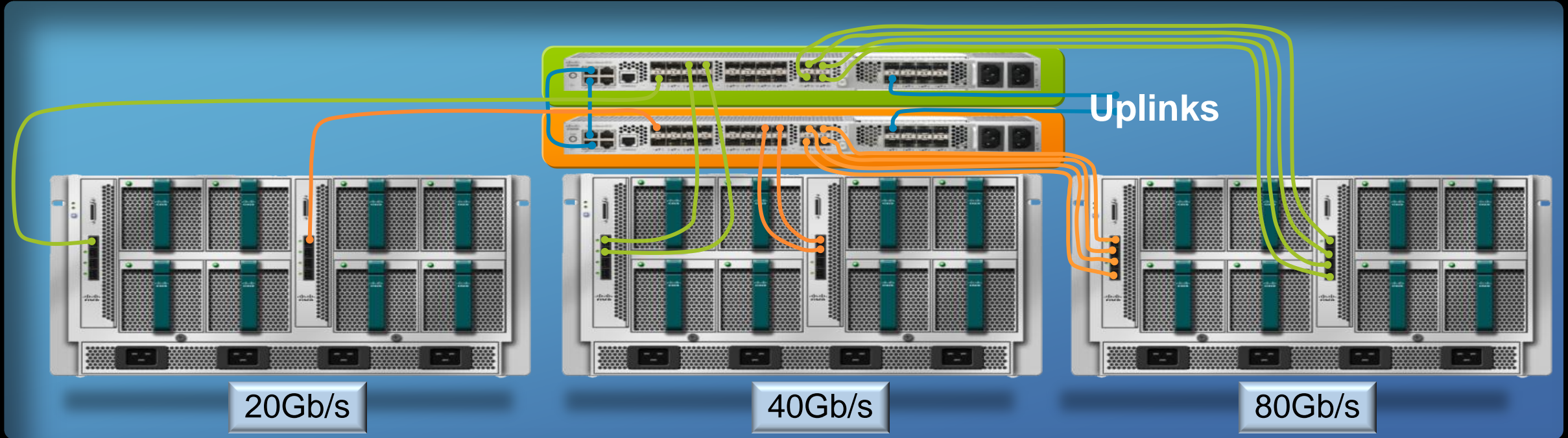
Embedded management

- Increase scalability without added complexity
- Dynamic resource provisioning

Highly efficient

- Fewer servers, switches, adapters, cables
- Lower power and cooling requirements
- Increase compute efficiency by removing I/O and memory bottlenecks

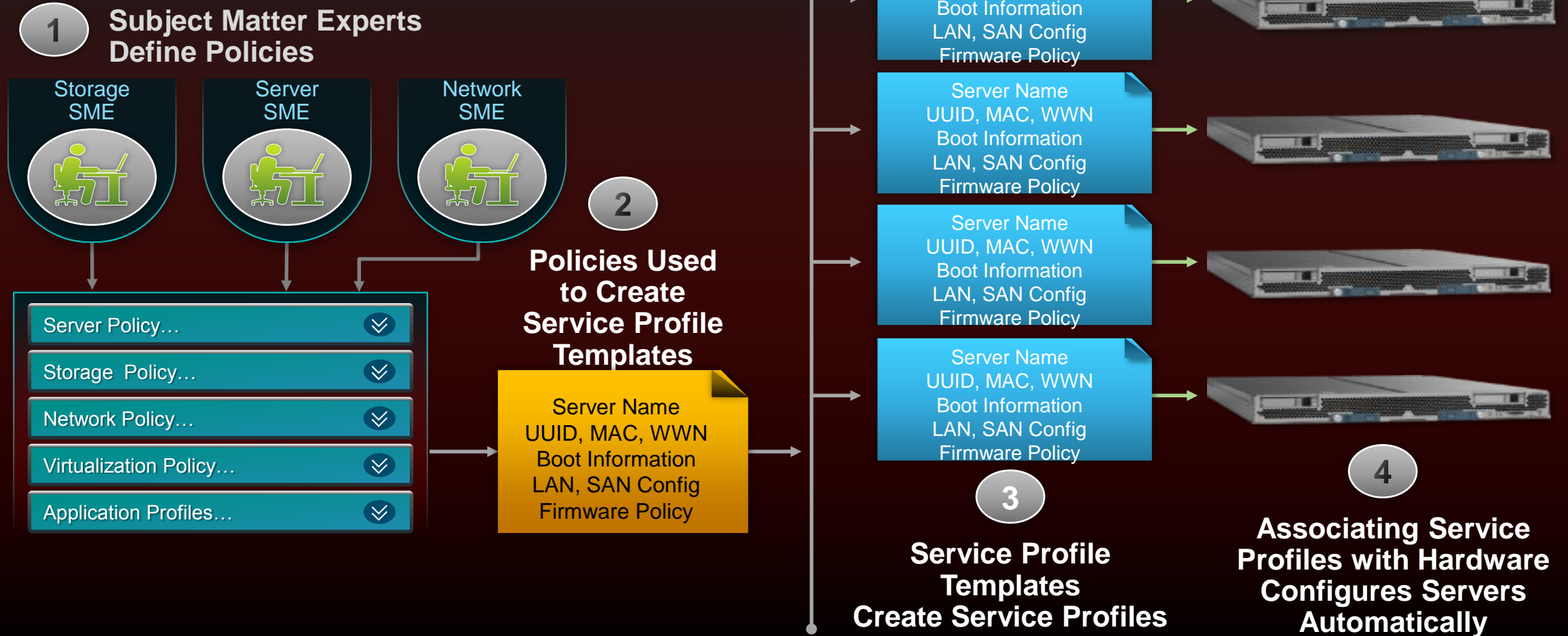
Wire Once Architecture



- All links can be active all the time
- Policy-driven bandwidth allocation
- Virtual interface granularity

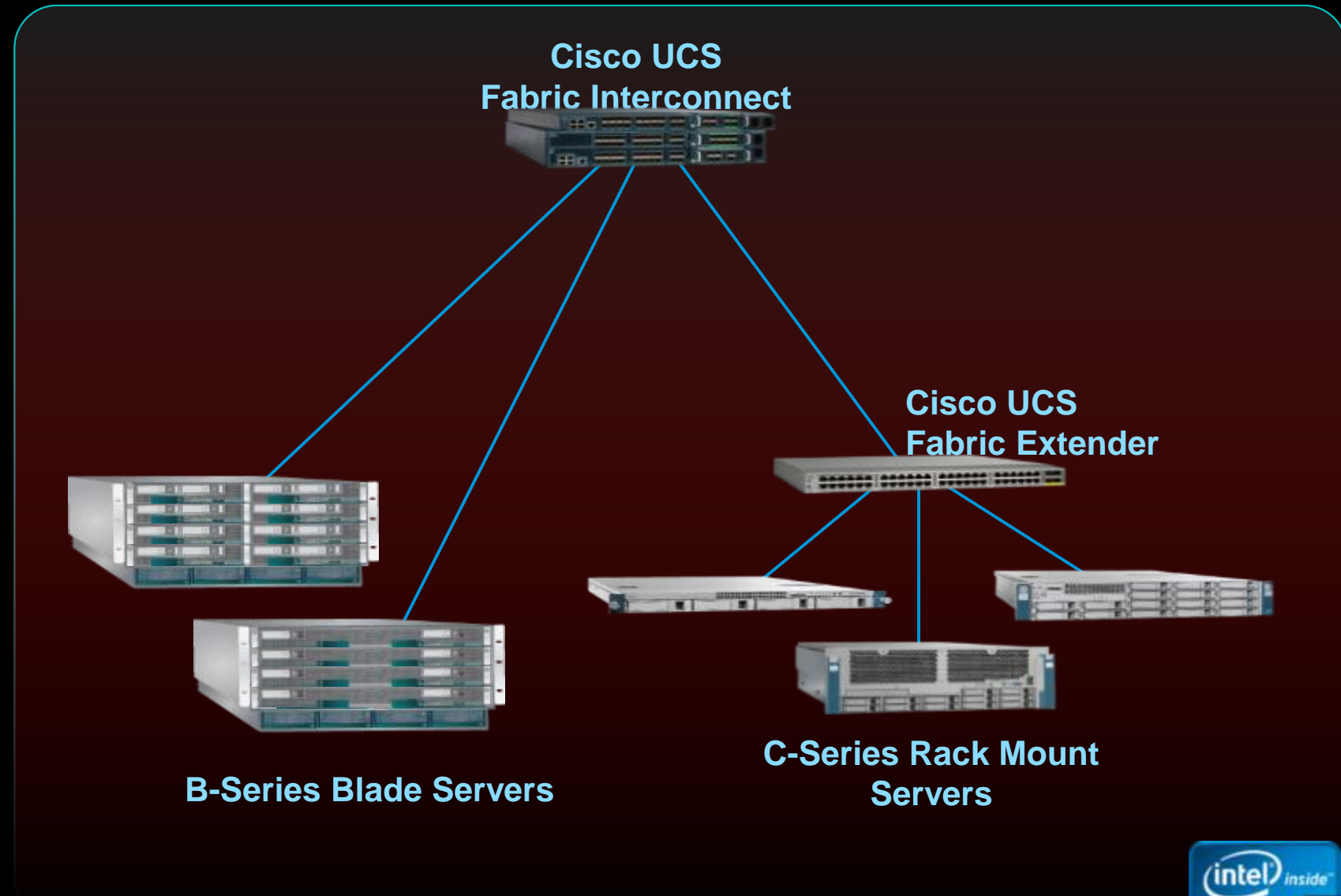
Unified, Embedded Management

Aligns People, Policy, and Configuration With the Cloud



Manage Many Form Factors for Diverse Application Requirements

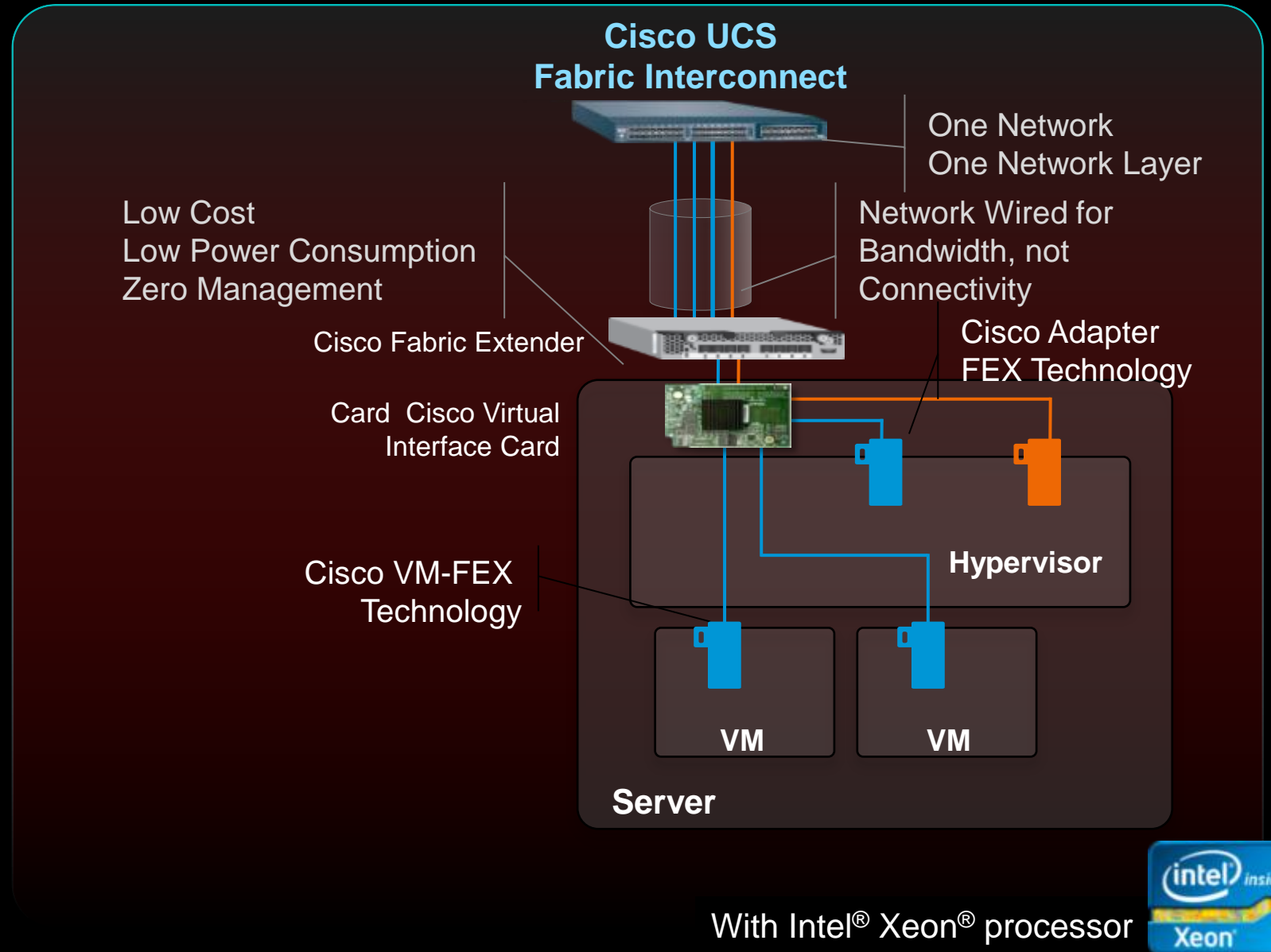
- Rack and Blade form factors in a common resource pool
- Self Integrating System
- Add capacity without complexity



Cisco Fabric Extender Architecture:

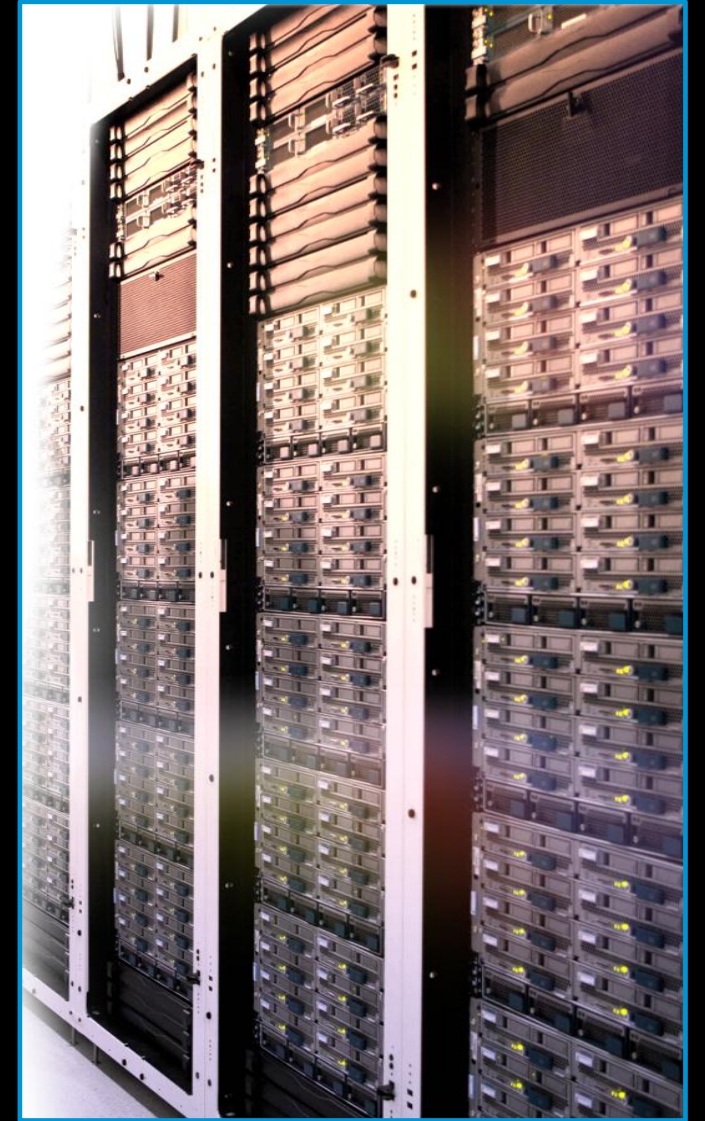
Physical Network Manageability with Virtual Network Scale

- Integrates three layers of networking
 - Less complexity
 - Fewer devices
 - Fewer management points
- Directly connects servers to the network
- Directly connects Virtual Machines to the network



Cisco UCS Momentum

- As of Q2FY13, Cisco UCS achieved an annualized run rate of **2 Billion dollars**
- **20,000+** unique UCS customers (February 2013)
 > 50% of Fortune 500 companies
- **3,000+** channel partners actively selling UCS WW
 1,500+ UCS specialized channel partners





UCS & CloudPlatform Together



Your Cloud is Only as Good as the Infrastructure It's Built On

- Most cloud solutions assume your infrastructure is virtualized, but only 38.9% of servers run hypervisor OSes
Source: V-Index.com
- Clouds allow you to deliver virtual resources faster, but what happens when you run out of hypervisors?



“Virtualization led to cloud computing, and cloud computing has exploded into a variety of architectural models and deployment types, requiring a blended management of the physical/virtual/cloud infrastructure”

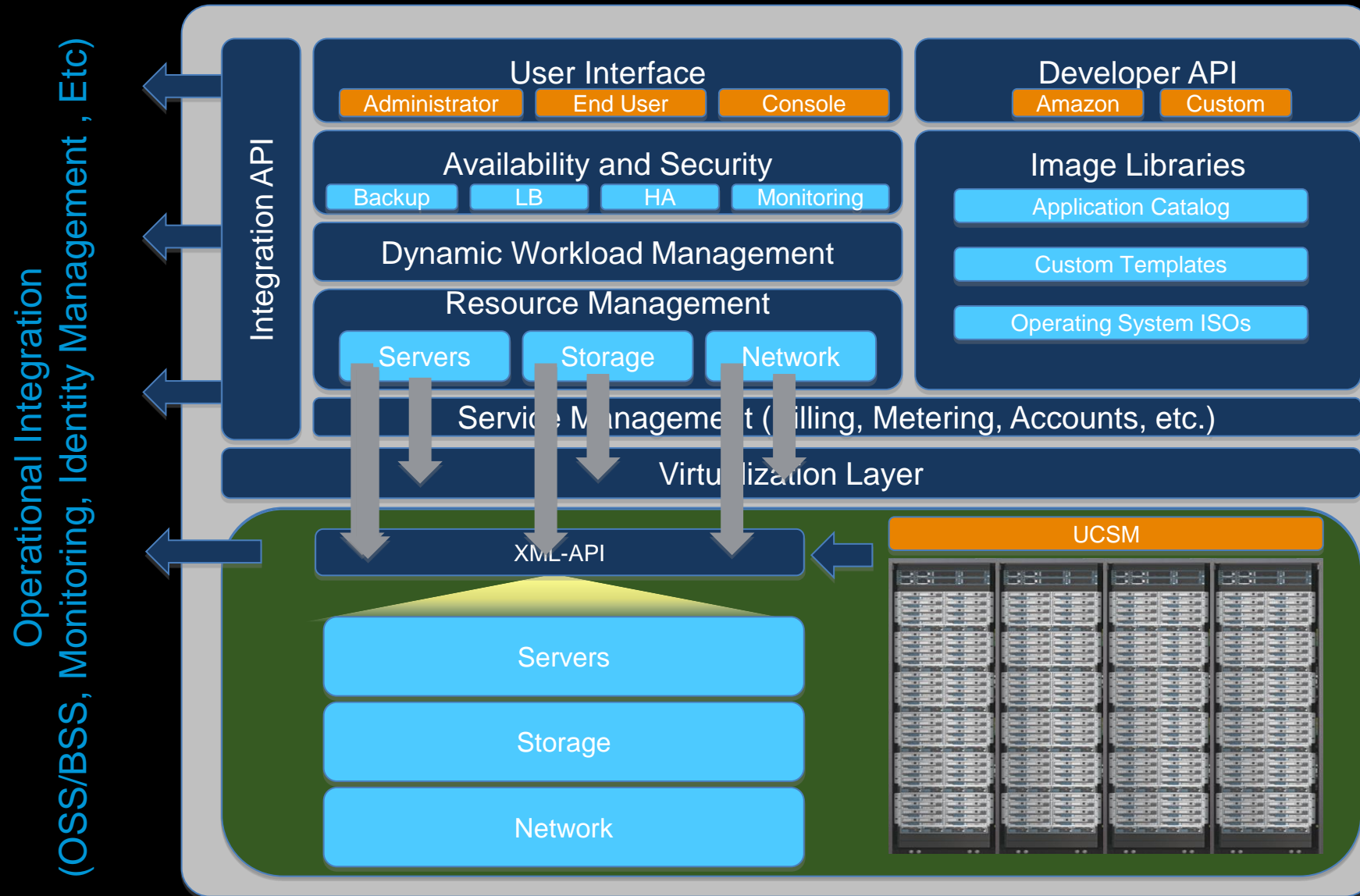
—Gartner's Alan Dayley & John Enck

CloudPlatform - UCS integration

- **What:** Tighter integration of Cisco UCS blades with Citrix CloudPlatform
 - Easy onboarding of new UCS blades for use by CloudPlatform
 - Direct management and deployment of UCS resources
- **Why:** Simplify cloud resource management and streamline expansion of cloud resources
- **How:** Leverage programmability of UCS Converged Infrastructure with CloudPlatform's Orchestration



UCS & CloudPlatform Architecture



- Unified Compute simplifies & empowers cloud infrastructure
- Single point for physical infrastructure management
- Programmatic control over physical infrastructure
- UCS Reference Architecture for CloudPlatform

UCS & CloudPlatform Reference Architecture

Tried The& True Cloud Architecture

Save time

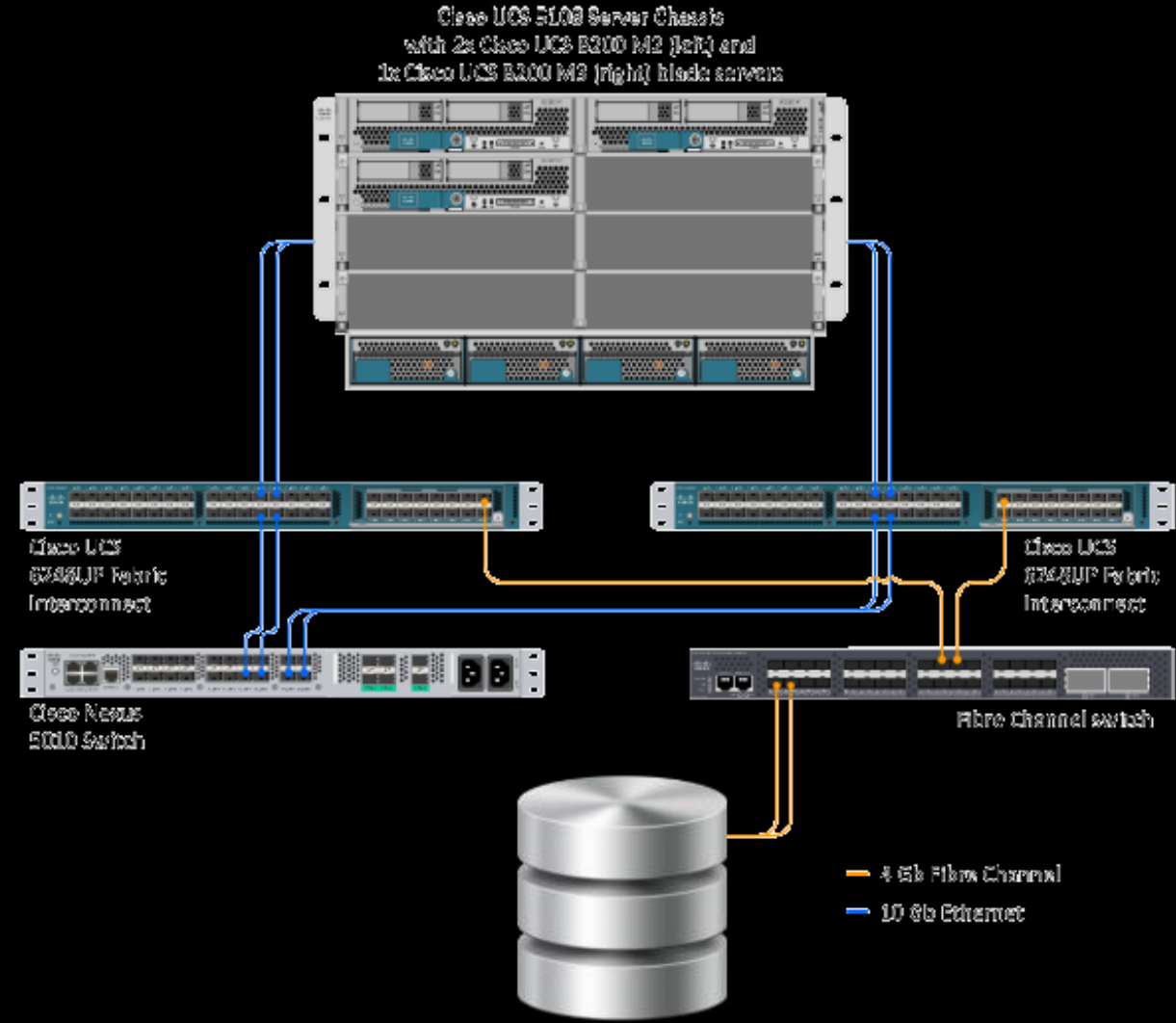
- Reduce the amount of time to roll out cloud by using a predesigned architecture

Do it right

- Leverage the knowledge of subject matter experts for design & configuration best practices

Know your capabilities

- Example scaling data helps you understand the capabilities of your cloud before you even deploy



CloudPlatform CVD to be released in Q3

UCS: The Infrastructure Used by Cloud Leaders



"...the Cisco Unified Computing Systems helps us deliver outstanding price/performance for customer applications running in our virtualized environments." <http://www.intel.com/references/pdfs/Terremark.pdf>



"Savvis will integrate the Cisco Unified Computing System (UCS) as the cornerstone of Savvis Symphony, Savvis' next-generation private cloud platform" <http://www.savvis.net/en-US/Company/News/Press/Pages/SavvisandCiscoDeliverPrivateCloudsfortheEnterprise.aspx>



"NaviSite has fully integrated the Cisco Unified Computing System as a key technology foundation for NaviCloud, NaviSite's cloud computing platform" http://www.marketwatch.com/story/cisco-unified-service-delivery-deployed-for-customers-at-navisites-andover-and-san-jose-data-centers-2010-04-19?reflink=MW_news_stmp



"SunGard Availability Services today announced expansion of its enterprise-grade cloud computing platform", "This preconfigured, pretested solution combines best-in-class technology including Cisco's Unified Computing System (UCS)" <http://www.sungardas.com/NewsandEvents/PressReleases/Pages/SunGardAvailabilityServicesExpandsEnterprise-GradeCloudComputingSolutions.aspx>





See the Demos and Enter to Win!

Cisco at Citrix Synergy Passport Program



Questions?

Receive **4 stamps** by visiting our demos and a theater session **to enter the daily drawing**

- **Demo #1:** Accelerate Citrix XenDesktop with Cisco UCS and Cisco UCS Storage Accelerator
- **Demo #2:** Simplify Citrix XenApp with Cisco UCS and Cisco VM-FEX
- **Demo #3:** Cisco UCS and CloudPlatform
- **Demo #4:** Cisco UCS Manager
- **Demo #5:** Cisco Office in a Box for Branch and Remote Office Deployments
- **Demo #6:** Collaboration-Ready Virtual Workspace on Any Device
- **Demo #7:** Cisco Desktop Virtualization Automation
- **Demo #8:** GPU Enabled Rich Media on Cisco UCS
- **Demo #9:** Secure, Scalable, Optimized Virtual Experience
- Theatre Presentation

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