

# Cisco Powered: Your Trusted Choice



Organizations are looking to cloud and managed services for greater flexibility and lower costs. But not all services are created equal. How do you decide which services to trust for the performance, reliability, and security your organization needs to succeed in this connected world?

## Optimize Your Organization

When choosing cloud or managed services, you need to be able to rely on the technology powering your services. Cisco Powered™ services are industry-leading solutions that deliver superior security, performance, and scalability. Every service is built on proven reference architectures from Cisco and delivered by validated Cisco partners. The Cisco Powered advantage gives your organization the agility to blend managed services, public cloud, and premises-based private cloud solutions. This way you can make full use of hybrid cloud technology to efficiently implement and access new services without diverting your focus from your core business.

## Services That Deliver Business Outcomes

Flexibility in selecting and consuming new services is essential to growing your business. Cisco Powered services enable Fast IT – the ability to quickly adapt to business changes and capitalize on new opportunities.

Have confidence with end-to-end security, from your private cloud and data center to the public cloud. Experience simplified management with application-based policy and security control. Optimize your cloud plan with a range of professional services. And choose from a broad portfolio of services to meet your dynamic cloud needs.

## A Global Ecosystem for Unlimited Choice

With Cisco Powered, you have a choice of consumption models and services across public, private, hybrid, managed, and virtual managed services. Services and network capabilities are designed to work together. In addition, Cisco and the ecosystem are strategically aligned to meet your needs. Partners build on Cisco® products and architectures to deliver differentiated solutions to help you compete.

## Proven Performance

When you choose Cisco Powered services, you can be confident that your provider will deliver. Every provider is validated by Cisco and offers enterprise-class service-level agreements (four or five 9s). Each Cisco Powered service must also pass a rigorous third-party audit to verify that it delivers security, scalability, and support as promised. You can count on Cisco's and our partners' industry innovation leadership. And we build our services on open standards to help assure your access to faster innovation without a large capital investment. With Cisco Powered, you'll experience performance and reliability that meets or exceeds those provided by on-premises solutions.

## Save Time with Best-in-Class Services

Enable users to collaborate and work the way they want with industry-leading cloud services. With the global partner ecosystem supporting Cisco Powered, you have virtually unlimited choice of consumption models and services:

Collaboration services:

- Unified Communications as a Service (based on HCS)
- Contact Center as a Service (based on HCS)
- Video and TelePresence as a Service

Infrastructure services:

- Infrastructure as a Service\*
- Desktop as a Service
- Disaster Recovery as a Service\*
- Cloud Cell Architecture for SAP HANA
- Database as a Service\*
- Backup as a Service\*
- Intelligent WAN as a Service

Security services:

- Hosted Security as a Service

*\* These cloud services are now available as part of the Cisco Powered Architecture for the Microsoft Cloud Platform. This Cisco and Microsoft platform simplifies, optimizes, and accelerates the cloud deployment and management lifecycle to more quickly offer new cloud services.*



## The Cisco Powered Advantage

Connect with confidence and experience services designed for your business with proven performance and backed by our global ecosystem of validated partners. With Cisco Powered, you'll always be connected with leading technology.

For more information about how Cisco Powered cloud and managed services can optimize your organization for the connected world, go to [www.cisco.com/go/ciscopowered](http://www.cisco.com/go/ciscopowered). To find a cloud provider offering Cisco Powered services in your area, visit the Cisco Powered Services Catalog at <https://marketplace.cisco.com/cloud>.

## Cisco Powered Cloud Services

Optimize your organization for the connected world when you select Cisco Powered cloud services from a validated cloud provider.

Table 1. Benefits of Cisco Powered Cloud Services

Collaboration	Infrastructure	Security
<p><b>Unified Communications as a Service (based on HCS)</b> – Get unified voice, video, data, and mobility communications at a fixed cost, with lower risk. Connect users to devices and applications anytime, anywhere.</p> <p><b>Contact Center as a Service (based on HCS)</b> – Strengthen customer loyalty, increase revenue, and cut costs. Run your contact center completely in the cloud, using the latest contact center technology and applications without a large capital investment.</p> <p><b>Video and TelePresence as a Service</b> – Take advantage of “in-person,” face-to-face collaboration to help your business make critical decisions faster, increase productivity with less travel, reinvent customer service models, and accelerate sales cycles.</p>	<p><b>Infrastructure as a Service*</b> – Use IT resources more flexibly with on-demand computing, memory, and storage resources within the cloud. Develop and test new applications before wide-scale deployment. Self-provision and manage network, computing, and memory profiles.</p> <p><b>Desktop as a Service</b> – Take advantage of scalable, cost-effective, and highly secure cloud-based virtual desktop subscription services with no up-front capital investment. Rapidly provision virtual desktops with self-service access, on-demand provisioning, and use-based pricing.</p> <p><b>Disaster Recovery as a Service*</b> – Protect your on-premises IT environment to help assure continuity of your business operations in case of a catastrophic event. Deploy disaster recovery without incurring capital expenditures or requiring operation of your disaster recovery site.</p> <p><b>Cloud Cell Architecture for SAP HANA</b> – Instead of installing on-premises HANA appliances or purchasing HANA as a service from SAP, you can access SAP HANA through Cisco Powered providers.</p> <p><b>Database as a Service*</b> – With Database as a Service, databases can be hosted in the cloud while guaranteeing access with service-level agreements.</p> <p><b>Backup as a Service*</b> – Back up to the cloud, remotely or remotely with a local copy, to protect your day-to-day operations.</p> <p><b>Intelligent WAN as a Service</b> – Monitor your network resource usage, application performance metrics, and the performance improvements resulting from deploying application-aware quality-of-service and optimization policies.</p>	<p><b>Hosted Security as a Service</b> – Secure your network using virtual security appliances and technologies to streamline operations, optimize capital investments through virtualization, and assure the highest level of security.</p>
<p>* These cloud services are now available as part of the Cisco Powered Architecture for the Microsoft Cloud Platform.</p>		

## Cisco Powered Managed Services

Scale services while reducing your initial investment to meet changing business requirements more quickly and cost-effectively than if you had to build out your own infrastructure.

Table 2. Benefits of Cisco Powered Managed Services

Collaboration	Connectivity	Security
<p><b>Managed Business Communications Services</b> – Transform your business and communications experience with managed services. Unify voice, video, data, and mobility communications at a fixed cost with less risk.</p> <p><b>Managed Unified Contact Center Services</b> – Centralize your contact center infrastructures and software with unified services, flexible deployment models, and a full suite of contact management features to improve your contact center.</p> <p><b>Managed Business Video Services</b> – Bring your business collaboration to the next level with less risk by taking full advantage of “in-person” video telepresence capabilities at a fixed cost.</p>	<p><b>Managed Internet Services</b> – Provide efficient, low-cost, and highly secure Internet services over managed Ethernet networks to users, regardless of location or access method.</p> <p><b>Managed Internet Protocol Trunking Services</b> – Transform your traditional voice-only trunk into a converged voice and data IP connection using Session Initiation Protocol (SIP).</p> <p><b>Managed Metro Ethernet Services</b> – Experience high-speed, highly secure connectivity and direct access to the Internet across a metropolitan access network or regional area.</p> <p><b>Managed MPLS VPN Services</b> – Experience customized levels of privacy, security, quality of service, and manageability with site-to-site managed Multiprotocol Label Switching VPN services.</p> <p><b>Service Provider Wi-Fi</b> – This carrier-grade platform enables businesses and service innovators to keep pace with mobile data traffic demands.</p> <p><b>Data Services over Satellite</b> – Remote locations depend on satellite access for connectivity to centrally located resources. DSoS provides the quality of service and consistent policy application for a scalable solution that avoids the one-off implementations that are currently purpose-built for each satellite access customer.</p>	<p><b>Cisco Managed Security</b> – This service is a combination of standard network firewall functions, remote access and site-to-site virtual private network support, and secure web or network intrusion prevention focused on workstation protection. Includes:</p> <ul style="list-style-type: none"> <li>• Firewall functions to prevent unauthorized visitors from accessing valuable business resources to help assure network security and availability.</li> <li>• Network Intrusion Prevention and Detection which protects your network with a critical layer of scalable intrusion prevention and threat detection, providing real-time response to malicious threats or attacks.</li> <li>• Secure MPLS that protects critical business applications and data across the network and at branches so you no longer have to compromise between network intelligence and data privacy.</li> </ul>