

Cisco Data Virtualization



Take Big Advantage of Your Data

Data is the new competitive battleground. Businesses that take advantage of their data will be the leaders; those that do not will fall behind.

But gaining this advantage is a more difficult technical challenge than ever, as your business requirements are ever changing and your data is more widely distributed across on-premises, big data, the Internet of Things, and the cloud. Traditional physical data integration via data warehousing and extract, transform, load (ETL) is often too time-consuming, too rigid, and too costly to support your dynamic business needs.

There has to be a better way. And there is; it is called data virtualization.

Only Cisco provides the proven data virtualization software, services, training, technical support, customer programs, knowledge base, and partners you need for data virtualization success.

Cisco's Data Virtualization Software: Cisco Information Server

Cisco® Information Server is data virtualization software that lets you integrate data with breakthrough speed and cost-effectiveness.

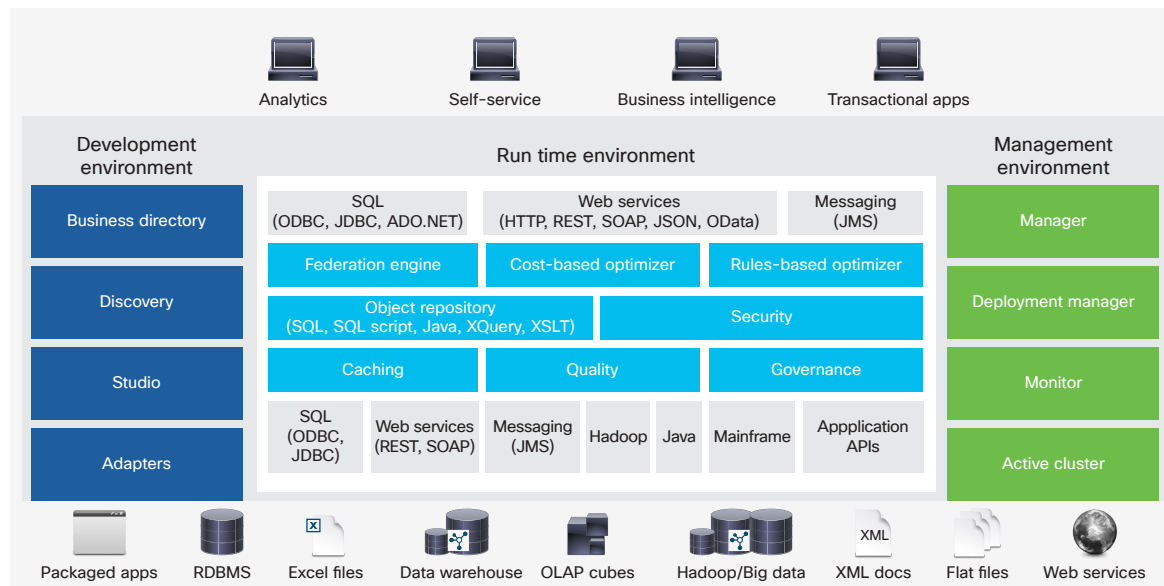
With Cisco Information Server, you can build and manage virtualized views and data services that access, transform, and deliver the data your business requires to accelerate revenue, lower costs, reduce risk, improve compliance, and more.

Cisco Information Server is:

- **Fast and economical:** Integrate data reliably at a fraction of data warehousing and ETL's time, cost, and rigidity. Evolve rapidly when requirements change.
- **Immediate:** Deliver up-to-the-minute data as needed, using advanced performance optimization algorithms and fine-grained security.
- **Business friendly:** Transform native IT structures and syntax into easy-to-understand, IT-curated data sets that can be shared via a self-service business directory.
- **Wide ranging:** Access data from distributed data sources, including traditional enterprise, big data, cloud, and IoT. Use it across myriad analytics, self-service, business intelligence, and transactional applications.
- **Enterprise grade:** Support multiple lines of business, hundreds of projects, and thousands of users.

Cisco Information Server is Java-based, enterprise-grade middleware with a modular structure that supports all phases of data virtualization development, run time, and management (Figure 1).

Figure 1. Cisco Information Server



Cisco Data Virtualization Advanced Services

Cisco's Advanced Services organization can help you realize the full business value of your Cisco technology investments with smart, personalized services from Cisco and our partners.

The Advanced Services team includes seasoned IT architects and consultants with deep knowledge of data management and analytics in general, and of Cisco Information Server implementation best practices in particular.

These specialists provide a range of well-established data virtualization services to support your journey from initial implementation to enterprise-scale deployment. These include:

- **Plan and build services:** Designed to get you started on the right foot, Cisco helps you install Cisco Information Server and guides you through the process of developing and deploying your initial views and data services.
- **Competency center integration services:** Helping you to further operationalize and advance your Cisco Information Server usage, Cisco teams with you to develop an Information Server competency center. This includes adopting Cisco's proven best practices, establishing labs for performance and integration testing, refining development and deployment processes, and more.
- **Health check services:** To refine and expand your Cisco Information Server benefits, Cisco assesses your infrastructure, human factors, performance and development practices, and more, highlighting corrective actions and recommending strategies and plans for further growth.
- **Onsite/offsite residency services:** To address specific needs, Cisco also provides skilled architects, program managers, and consultants that supplement your personnel onsite and offsite for a fixed period.

Cisco Data Virtualization Training

Cisco offers a range of IT certification, training, and testing programs designed to meet the needs of IT professionals, partners, employees, and students, including three courses to help you develop your Cisco Information Server expertise.

These include:

- **Cisco Information Server Basic (ANCISB) Training Course:** Addresses engineers and administrators who are familiar with data integration but do not have experience with Cisco data virtualization technology. This course includes hands-on accelerated training on installing and developing with Cisco Information Server Application Data Services. It provides technical guidance to engineers who will be performing complex integration activities.
- **Cisco Information Server Administration (ANCISM) Training Course:** Recommended for administrators who need to understand how Cisco Information Server fits into their environment and the types of administration tasks it typically requires.
- **Cisco Information Server Advanced (ANCISV) Training Course:** For candidates who are familiar with Cisco data virtualization basics and want to focus on advanced Cisco Information Server features.
- **Custom courses:** Cisco Advanced Services can also provide customized training classes based on specific needs.

Cisco Data Virtualization Technical Support

Cisco recognizes that a key element in your data virtualization success is your technical support experience. As such, Cisco provides around-the-clock, award-winning support services, along with uninterrupted access to Cisco Information Server updates.

Cisco Information Server technical support's follow-the-sun model helps accelerate diagnosis and resolution whenever you have an issue.

- **Level 1 technical support:** Cisco's global Technical Assistance Center team provides the first level of support. This team addresses common support subjects such as licensing, current release and service pack downloads, bug status, etc., with initial response times ranging from less than 1 hour up to 8 hours, depending on severity.
- **Level 2 technical support:** A dedicated Cisco Information Server technical support team provides the second level of support to diagnose and resolve more in-depth cases involving Information Server. The team consists of technical support engineers who are certified Cisco Information Server specialists.

They average over 12 years of IT industry experience and have broad knowledge of the data management domain. In addition, the team leverages extensive customer and product databases that help accelerate case resolution.

- **Level 3 technical support:** Cisco Information Server technical support engineers also coordinate level 3 support, teaming with the Information Server research and development organization whenever additional diagnosis or resolution resources are required. This engineer-to-engineer collaboration is facilitated by proximity in San Jose, where the teams share the same office suite. It is further enhanced by organizational structure, as both the technical support and R&D directors report directly to the same general manager. To help ensure visibility and allocate additional resources, your escalations are the first topic discussed at the general manager's Weekly Operations Management meeting.
- **Releases, service packs, and hot fixes:** Cisco Information Server R&D uses an agile development methodology, backed by extensive automated functional and performance testing, to regularly add new features. Major releases occur every 12 to 18 months. Information Server service packs, which include product enhancements and new features, are released every 3 to 5 months. In addition, Cisco provides hotfixes for reported bugs on a monthly basis. Customers directly download releases, service packs, and hotfixes from the Support Portal.
- **Support Portal:** Cisco's Support Portal provides unified access to a range of Cisco Information Server support services, including:
 - Software downloads
 - Licensing information
 - Bug search
 - Support case manager
 - Support knowledge base, including:
 - Release notes
 - Design TechNotes
 - Install and upgrade TechNotes
 - Configuration examples and TechNotes

- Maintain and operate TechNotes
- Troubleshooting TechNotes
- Security advisories, responses, and notices

Cisco Data Virtualization Customer Advisory Program

The mission of Cisco's Data Virtualization Customer Advisory Program is to help program members increase the business and IT return on their Cisco Information Server investments.

Cisco Information Server customers and partners join with Cisco Information Server product management, R&D, Advanced Services, and technical support staff in this exclusive community. Through a variety of online and face-to-face activities, this 360-degree by 365-day engagement approach delivers the shared insights and resources critical to mutual success. These include:

- The **Customer Advisory Program website**, where members can access program resources, sign up for future activities, engage with Cisco data virtualization staff, and collaborate with other program members.
- **Webinars** led by Cisco Information Server product managers, to keep program members up to date on new release schedules and capabilities.
- **Webinars** led by Advanced Services architects and consultants that educate members on best practices and provide other pragmatic lessons learned and advice.
- **Working groups**, in which members participate with Cisco product, R&D, and Advanced Services teams to specify, design, and test new product capabilities and best practices.
- **Regional customer workshops**, typically held at a local Cisco office, where members meet face to face to share plans, insights, use cases, and more.
- **One-on-one meetings**, personalized sessions with support, Product Management, Advanced Services, and program managers to help program members take maximum advantage of Cisco's myriad resources, activities, and engagement opportunities.

Cisco Data Virtualization Knowledge Base

The Cisco Data Virtualization Knowledge Base is your one-stop, self-service shop for information on Cisco data virtualization products and services.

The knowledge base contains a range of useful content, including business and technical white papers, tutorials, tech tips, and Cisco Information Server product documentation, as well as links to myriad additional resources, Cisco training, Cisco support, and more.

The knowledge base is designed to support multiple roles, including:

- **Evaluators** who need to assess Cisco Information Server business and technical capabilities.
- **Installers** who must deploy Cisco Information Server instances.
- **New developers** who need to gain a basic understanding of the Cisco Information Server development process.
- **Experienced developers** who need to master Cisco Information Server's more advanced functionality.
- **Business analysts** who want to find and use Cisco Information Server data sets.
- **Analytics and business intelligence developers** who want to integrate Cisco Information Server data sets into their solutions.
- **System administrators** who must manage and monitor their Cisco Information Server environments.
- **Executives** who need to accelerate revenue, lower costs, reduce risk, and improve compliance using Cisco data virtualization products and services.

The knowledge base's Learning Map organizes content by role to accelerate both initial learning and ongoing use.

Cisco Data Virtualization Partners

Cisco has one of the largest software and services partner communities, with Cisco data virtualization partners providing a range of specialized, complementary capabilities. Cisco data virtualization partners let you leverage your relationships and technologies to accelerate the return on your Cisco data virtualization investments.

“Using a data virtualization technique is, number one, much quicker time to market; number two, much more cost-effective; and three, gives us much more agility in actually changing new models of customer programs.”

– **Martin Brodbeck**
CTO, Pearson Education

“With data virtualization, the data gathering cycles for PlayStation 3 system usage were dramatically reduced to daily updates, and the ability to add sources of information for marketing analytics yielded a revenue increase of \$9M.”

– **Anand Rao**
Data & Analytic Services, Sony Entertainment Network

“The Cisco data virtualization solution made possible the strategy of ‘virtually’ keeping all data in one place, resulting in a 30-month project being completed in 18 months, and a business productivity increase.”

– **Anestacio Rios**
Project Lead, Chevron