

# Cisco Plus: Simplified IT, your way.

Transform to as-a-service to drive greater IT speed, agility and scale and deliver better outcomes.

## Organizations demand greater simplicity and cloud agility



The shift to pay-as-you-consume spending gives organizations more flexibility and cost predictability to manage their IT spend – something that 85 percent of CIOs and IT decision makers agreed is important to their business.

(Source: "2021 CIO and IT Decision Makers Trends Pulse," Cisco)



By 2021, 75 percent of enterprises will recognize the benefits of as-a-service consumption, driving a 3x increase in demand for on-premises infrastructure delivered via flexible and as-a-service solutions.

(Source: "IDC FutureScape: Worldwide Future of Digital Infrastructure 2021 Predictions," IDC)



By 2025, 20 percent of enterprise switches will be procured through an as-a-service model (that is, hardware as a service), up from nearly zero in early 2020.

(Source: "2020 Strategic Roadmap for Enterprise Networking," Gartner)



By 2025, at least 50% of enterprises will shift toward operating expenditure (opex)-based storage consumption models, compared to less than 10% today.

(Source: "Market Guide for Consumption-Based Pricing for Data Center Infrastructure", 2021, Gartner)

## Challenges with traditional infrastructure buying model



### Simplicity

Management complexity across siloed teams with too many tools that are difficult to integrate into the current operational model.

### Scalability

Inability to scale up resources dynamically and cost-effectively or to decrease capacity when oversubscribed.

### Security

Difficult to stay ahead of security issues, quickly address security incidents, and implement the latest features and technology.

### Predictable cost

Struggle of managing operating expenditures while improving responsiveness, utilization, and capabilities as infrastructure demands grow.

### Adopt new innovation

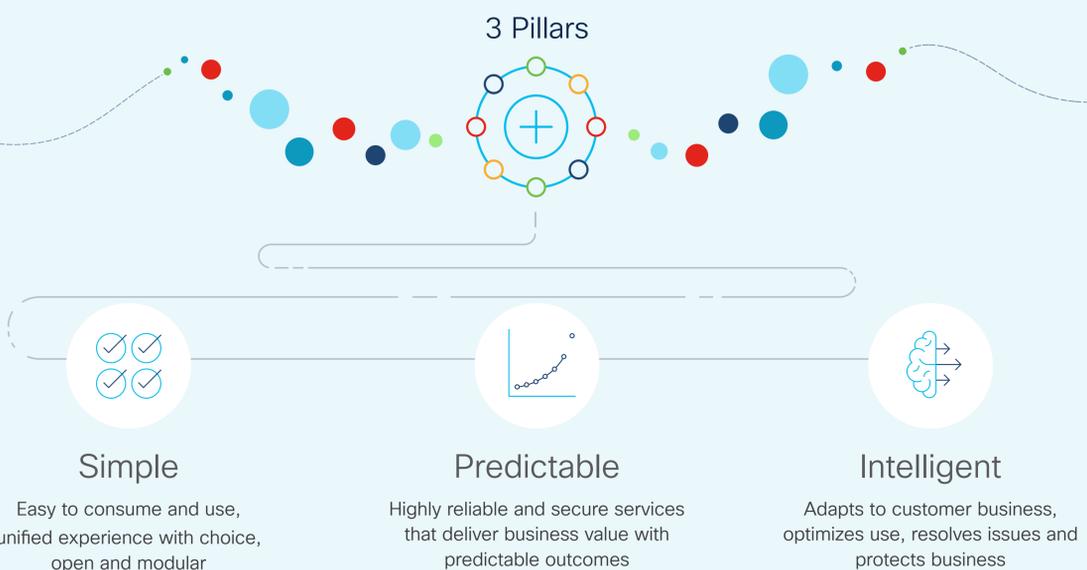
Upfront investment is required to bring new technology in-house and it restricts organizations from deploying applications dynamically as requirements change.

## How can we solve this?

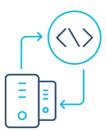
### Introducing Cisco Plus

Cisco Plus provides all the benefits of Cisco, now as-a-service. Boost speed, agility and scale with on-demand solutions that intelligently adapt to your business needs.

#### 3 Pillars



## Why Cisco Plus?



### Complete solutions powered by world-class hardware, software, and APIs

Cisco delivers industry-leading technologies from Cisco and its technology partners across networking, security, applications, and cloud design to meet your diverse operating environment.



### Flexible buying options with shared ownership

With Cisco Plus, you can pay per use with the ability to scale up and down, pay as you grow, or fully reserve capacity depending on your needs for scaling capacity and optimizing costs.



### Simple dashboard views on service usage

Cisco makes it easy to track service usage, allowing you to understand business trends and determine future investments. Cisco offers both cloud and managed service implementations, depending on your preference to self-manage or leverage professional services.



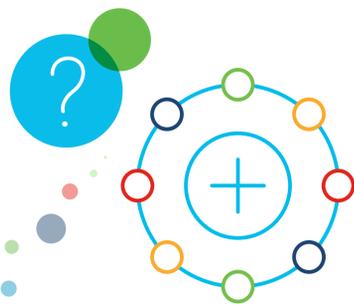
### Artificial Intelligence for optimizing service

Not only do you pay for what you use, but Cisco artificial-intelligence will help tell you the best way to run your service to optimize for performance and minimize cost across on-premises and public cloud infrastructure environments.



### Ecosystem choice

Cisco and our Cisco Provider partners bring a large technology ecosystem to allow you to run your operations to the needs of the business.



Learn more about our Cisco Plus Hybrid Cloud offerings:

- DC Networking >
- Virtualization >
- Virtual Desktop Infrastructure >
- Bare Metal Compute >
- Edge Computing >