



3 ways Cisco is making OpenStack work for business

More than a trend

As businesses look for ways to compete in the digital age, OpenStack adoption is becoming more important than ever. This community of business innovators, developers, and users already offers many of the world's largest brands a way to innovate, grow, and quickly meet evolving customer needs.

Here are some additional reasons businesses are choosing OpenStack¹:

- Avoid vendor lock-in.
- Innovate faster.
- Deploy applications more quickly.
- Meet security and privacy goals.



97% of OpenStack users say the ability to standardize on the same open platform that powers a global network of public and private clouds is a priority.¹



66% of OpenStack users say saving money is the number-one business driver for using OpenStack.¹

“Enterprises and service providers are increasingly demanding public cloud scalability, elasticity, and other advantages—but under their own roof and with more control. The answer for a growing number of enterprise and service provider organizations is private OpenStack-based clouds to meet all these needs.”

– “451 Research’s Market Monitor & Forecast,” OpenStack Forecast, Q2 2016.

Deployment made easy

Two options for easier, smarter OpenStack deployment with Cisco

Cisco UCS integrated infrastructure with Red Hat OpenStack platform

Deploy and manage your OpenStack environment by yourself using a Cisco Validated Design that’s been developed in conjunction with Red Hat and Intel. You’ll get a proven configuration to deploy faster and without costly trial and error.

Cisco Metapod

Maintain ownership of your private cloud infrastructure, but leave OpenStack management to Cisco. You focus on developing the applications you need to build revenue—we’ll deploy and remotely operate your OpenStack private cloud as a service.

1

OpenStack your way

Your needs are unique. Your solution should be, too.

Some things to think about:

- What do you want to accomplish with OpenStack?
- Do you want to own your IT assets?
- Do you want to manage your OpenStack environment yourself?
- Where will you store data and run applications?

Cisco offers a choice of consumption models that simplify OpenStack deployments. Whether you need solutions for a small- to medium-sized business or an enterprise-level organization, there’s a way to get both the flexibility and the control you need.

2

Bridge the talent gap.

OpenStack can be complicated—especially when it comes to security and governance.

What makes OpenStack so complex?

- Varied components
- Varied configurations
- 6-month release cycle
- Multiple vendors
- No central support

The traditional solution was to hire in-house specialists. But keeping up with constant updates and new projects, while coordinating services and support from multiple vendors and the OpenStack community, leaves little time for anything else. Response time slows, and business operations suffer.

The Cisco Metapod solution can help. Using OpenStack as a service gives you the advantage of high-level expertise when you need it without the burden of retaining extra in-house specialists.

“There is tremendous demand for people with OpenStack expertise and experience, so finding/keeping talent is one of the biggest challenges in deploying and running the software. Talent poaching is a concern for both vendors and users of OpenStack.”

– “451 Research’s Market Monitor & Forecast,” OpenStack Forecast, Q2 2016.

3

Unleash your developers.

Give your developers the power to innovate, creating the cloud-native applications that open new revenue streams and position you for the future.

With Cisco, developers are freed to work with the familiar tools and resources they prefer. You also get tight integration using a leading platform as a solution (PaaS) with providers like Apprenda and Pivotal. This collaboration gives developers the benefits of PaaS offerings, so they can quickly develop Java and NET applications for cloud environments.



Real-life results

See how Cisco is helping organizations get the most out of OpenStack.

FICO

“We needed scalable, elastic infrastructure to support our OpenStack private cloud, and platform-as-a-service. Instead of using white-box servers, we looked to our partners, Cisco and Red Hat, for an integrated, supported solution.”

– Michael Trkay, vice president of cloud services, FICO

70% reduction in time to value compared to on-premises software

\$600,000 in savings

Instantly

“Initially, our estimate was \$600,000 in savings, and we’ve definitely reached that goal. It’s about half the cost of Amazon.”

– Carl Trudel, CTO, Instantly

Tapjoy

“If we factor in labor, power, long-term contracts, and a 3-year depreciation on our gear, we expect somewhere around three to five times savings over our old deployments.”

– Wes Jossey, DevOps manager, Tapjoy

3-5x savings over old deployments

Start getting more out of OpenStack.



See how you stack up.

Compare your organization’s cloud adoption to industry peers with the Cisco Business Cloud Advisor Adoption Report tool (enabled by IDC).

[Get report >](#)

Try before you buy.

Test drive OpenStack on Cisco Unified Computing System (Cisco UCS) to see the benefits firsthand.

[Try it >](#)

Learn more about the Cisco Metapod solution and schedule a demo.

[Learn More](#)

1. “OpenStack User Survey,” OpenStack.org, April 2016.

