

Services to Enhance Service Provider Cloud Value Propositions

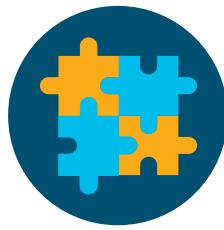
Getting the Cloud to Transform Your Business



Your Needs



Benefits Overview



Solution Overview



Summary

Your Needs

How do you enhance your cloud investment?

As your business makes its journey into the cloud, the challenges are mounting. Evolving business requirements and operational limitations are adding to financial pressure. Demands grow for greater collaboration, quicker access to applications and information, and compliance with ever-stricter regulatory requirements. Meanwhile the costs of data center power and cooling, security, provisioning, and business continuity continue to mount.

The cloud means different things to different businesses. Every solution must be tailored to your business needs. However, there are a few challenges affect all service providers alike, and they beg the same questions.

- **Transforming operations:** How can you drive operational efficiency and agility, and assure services and user experience?
- **Transforming service:** How can you monetize and grow revenue through new services, and accelerate time to market by developing new cloud services and reselling third-party platforms and software as a service?
- **Transforming the data center:** How do you smoothly migrate infrastructure to quickly scale and achieve cost efficiencies?

Most importantly, how do you enhance the return on your infrastructure investments to make the cloud transform your business and guarantee its future profitability? The answers will be as unique as your business.



Benefits Overview

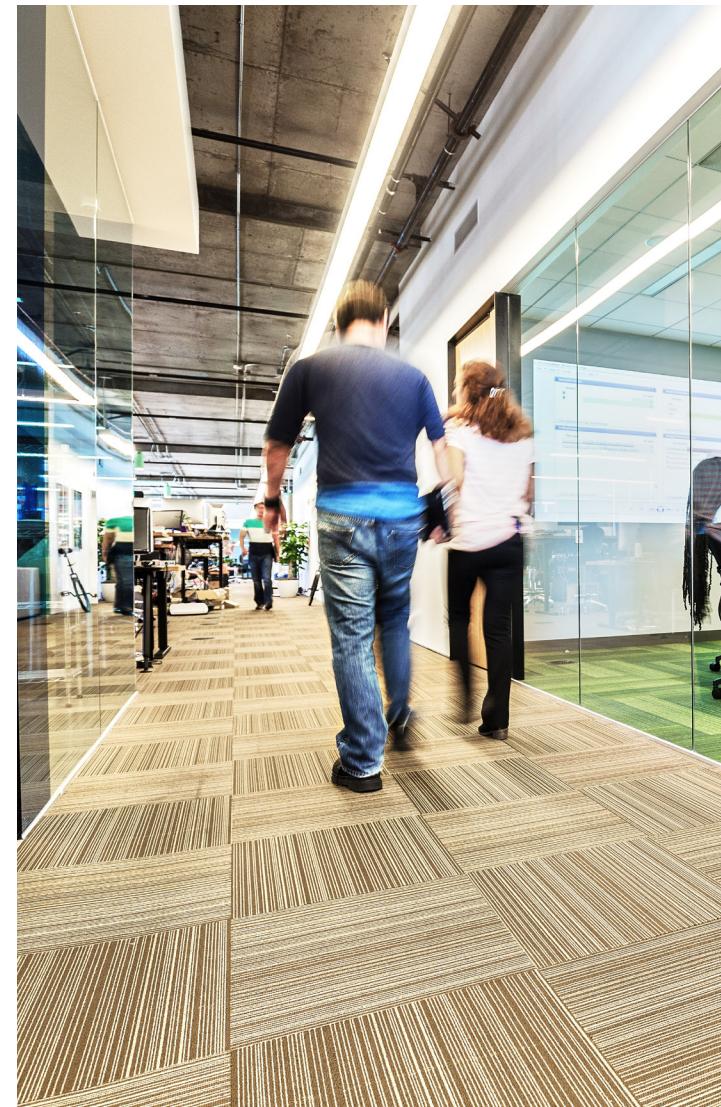
Delivering a Cloud That's Fit For Your Business

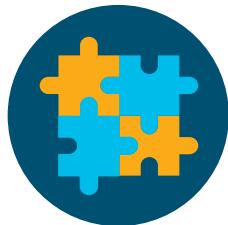
Our vision is to help your business **improve** the return on its infrastructure **investment**, and **gain more** market share, by going to world of many clouds.

Cisco Cloud Services can help service providers like you to overcome common challenges and deploy differentiated cloud services. We help design a cloud platform tailored to meet your needs—whether private, public, or hybrid.

As a trusted partner, our key approach will be to listen to your unique requirements, understand your business and its goals, and work with you to provide:

- Agile, dynamic, and efficient clouds, delivering cost savings and time-to-market advantages while simplifying the management and deployment of services
- Accelerated deployment through pre-tested, integrated designs and reference architecture
- Simplified management and operation through integrated management of compute, network, and storage assets for the data center and the network
- Better cloud experience by uniquely combining the unified data center and cloud intelligent network





Cloud Services Overview

Make Your Cloud Investments Work Harder

No matter where you are on your multi-cloud route map, we can help accelerate your time to market while ensuring business continuity and security.

We'll help you drive operational efficiencies and promote agility while assuring the continuity and reliability of services and user experience.

Cisco teams can help your business find paths to monetize the cloud and grow revenue through new services. Our experts will also help you smoothly migrate infrastructure to quickly scale and achieve cost efficiencies.

We help ensure your cloud is the best fit for your business by:

Advisory Services

- Cloud Advisory Services help you determine the right hybrid cloud strategy by conducting a thorough assessment of your technology environment; identifying capability and process gaps, and delivering documents and strategic recommendations for change including recommendations for monetizing the cloud with go-to-market solutions, flexible business models, and a broad applications catalogue including offerings third parties.

- Cisco Application Portfolio Assessment Services

Implementation Services

- Offering strong services integration and network

- management capabilities to build and orchestrate your clouds.
- Cisco Data Center & Cloud Implementation Services
- Cisco Application and Cloud Services

Training Services

- Cisco Learning Service for Data Center

Business Critical Services

- Introducing programmability to optimize and make your network ready for the cloud.
- Business Critical Services for Data Center & Cloud

Managed Services

- Providing integrated products, services, and software for data center architectures, including virtualization, hypervisors, platforms as a service, containers, and private, public, and hybrid clouds.
- Cisco Managed Service for Data Center
- Managed CPE as a Service (MCPEaaS)
- Network aaS

Technical Services

These services provide your business with support for hybrid and virtualized IT environments via:

- End-to-end coverage and support, including:
 - Third-party vendors
 - Open-source software
- 24x7 support for software-defined networks and software solutions, along with traditional hardware and software products

- Proactive network coverage option with faster problem resolution

Cisco Cloud Services in Action

Cisco Cloud Services are already helping business to achieve the solutions they need to face the future with confidence. As one of many examples, our teams assisted an international telco with limited cloud experience roll out and manage a cloud across four countries in Latin America.

The customer had limited cloud experience and an ambitious go-to-market strategy requiring multi-country implementation and integration, along with 24-hour centralized Tier 1 to 4 support across a multi-vendor environment.

Cisco provided a full, end-to-end build, operate, and transfer solution including all people, processes, and tools. The team created a Tier 1-to-4, 24-hour cloud command center and Cisco Cloud Services trained and enabled the customer's operations staff.

The result was a full solution in just six months, which Cisco would operate for a year with the customer having the option to pick it up after that time.

The cloud environment responds to the distinct legal, linguistic, and technical requirements of four countries, with a flexible operational framework supporting country-specific uptime service-level agreements.

Call to Action

Guarantee your transformation today

You know your business must get to the next level. Cisco can help you get there, more quickly and securely than you thought possible.

For more information on how, please visit
[www.cisco.com/go/
cloudprofservices](http://www.cisco.com/go/cloudprofservices)

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Summary

The Service Provider Journey

What you need to do:

- Mitigate risk when migrating to new technologies and responding to the increase in security threats
- Improve efficiencies by decreasing operational costs
- Accelerate growth by identifying new revenue streams
- Increase speed to market with new services

How you're going to do it:

- Transform the customer experience
- Transform the architecture
- Transform the business

What needs to happen to your network:

- Simplification
- Automation
- Virtualization

Why Cisco?

Cisco has a unique approach to service provider services, which encompasses and leverages mass-scale networking. We're access agnostic, and use virtualization with API openness as well as employing automation and orchestration. This methodology is complemented by a full range of Professional, Advisory, Implementation, Training, Optimization, Managed, and Technical Services.

We know the network and our products better than anyone. And we have the experience and track record it takes to deploy products and solutions effectively and to integrate them into your network.

Cisco can call on the expertise of more than 12,000 engineers and technicians, including more than 2,500 CCIEs. Our intellectual capital goes deep: our team has been granted more than 1,100 patents since 1998. In addition, we manage more than 100,000 devices for customers in 75 countries.

We use proven methodologies and best practices derived from our experience with service providers all over the world supporting complex networks for over 30 years. That depth and breadth of experience with other service providers is unique, and we can put it to work for you. You'll be in safe hands.