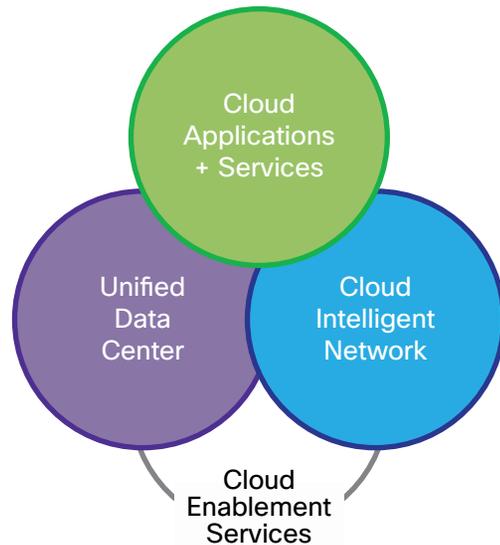


Cisco Cloud Portfolio



We live in a world of many clouds, in which IT becomes IT as a Service (ITaaS), and in which people can collaborate dynamically and consume content on demand. Cisco® offers a cloud portfolio with a set of capabilities that allow customers to uniquely combine cloud business applications and services with the Cisco Unified Data Center and Cisco Cloud Intelligent Network (Figure 1).

Figure 1. Key Building Blocks for Public, Private and Hybrid Cloud



Cisco's cloud strategy combines computing, networking, and storage resources within the data center, connects clouds, and delivers a high-quality cloud experience to the end user. Cisco combines solutions with industry-leading ecosystem partners to offer integrated services—including collaboration, security, infrastructure as a service (IaaS), and video delivery—that are pretested for private, public, and hybrid cloud use.

Cisco Unified Data Center

Cisco Unified Data Center unifies compute, networking, storage, and management into a common platform designed to automate deployment and management across physical and virtual resources for superior delivery of IT as a service. Cisco Unified Data Center architecture has three main components: Cisco Unified Fabric, Unified Computing, and Unified Management:

- **Cisco Unified Fabric Solutions:** Flexible and comprehensive data center network solutions for delivering network services to servers, storage, and applications, providing transparent convergence, scalability, and sophisticated intelligence.
- **Cisco Unified Computing Solutions:** A next-generation data center system that unites computing, network, storage access, and virtualization into a cohesive system designed to reduce total cost of ownership and increase business agility.
- **Cisco Unified Management Solutions:** Transparent management across physical and virtual resources to simplify and accelerate delivery of IT services within the data center or in a cloud environment. Cisco offers the industry's only self-service, open management platform for integrating all data center resources, including resources for computing, applications, network services, security, storage, and cloud computing.

Cloud Intelligent Network

The network is a critical component of your success, as it links clouds together and virtualizes connections within the cloud, between clouds, and beyond the cloud to the end customer. The Cisco Cloud Intelligent Network exposes the intelligence in the network to allow smarter decisions and service offerings and provide a consistent and secure user experience regardless of user location and the number of cloud platforms involved in the service delivery.

The Cisco Cloud Intelligent Network strategy encompasses three essential capabilities to support your cloud services:

- **Cloud-to-Customer Connectivity:** Facilitates the delivery of enterprise-class services from the service delivery source to the ultimate user, while securely promoting service quality with business-oriented policy controls and context-aware security capabilities.
- **Cloud-to-Cloud Connectivity:** Addresses the growing need to connect clouds and optimize the sourcing of data and content from the decentralized delivery centers within the cloud. This requires extending the data center fabric across data centers and clouds as well as implementing technologies that support the network's close integration with the cloud delivery.
- **Network Management and Automation:** Of critical importance for cloud services due to the ever-increasing requirements for agility resulting from the dynamic nature of the cloud.



Cloud Applications and Services

IT focus is shifting to service delivery as content and applications are increasingly being delivered on demand and to mobile users. The critical factors are making sure your service delivery works and making sure your teams can work. Cisco is focused on providing a compelling user experience with every service delivered from the cloud. These services can be provided anywhere, on any device, at any time with the security, performance, and reliability previously possible only with traditional on-premises deployments.

Cisco offers a portfolio of cloud-based business applications and services for enterprises to consume directly or as a service from a Cisco partner or service provider:

- **Cisco's Collaboration Cloud Portfolio:** An innovative set of applications and services that allow users to enjoy a rich, interactive, and compelling experience delivered by the industry-leading suite of Cisco Unified Communications, Cisco TelePresence®, and other applications that provide services such as customer contact, meetings, and instant messaging.
- **Cisco Videoscape™:** An innovative service-provider solution that reinvents the delivery of television experiences.
- **Cisco Cloud Security:** Solutions that provide effective, scalable, and always-updated web and email security. Cisco ScanSafe Cloud Web Security analyzes web requests for malicious, inappropriate, or acceptable content. Cisco IronPort® Cloud Email Security helps protect organizations from spam, viruses, and blended threats.
- **Extensive Portfolio of Third-Party Cloud Services and Applications:** Pretested for Cisco's cloud portfolio.

Cisco Cloud Applications and Services help companies give users what they need to collaborate, when, where, and how they need it. With flexible deployment models based on cloud provisioning, Cisco solutions support the mobile, social, visual, and virtual aspects of effective collaborative environments.

Cloud Enablement Services

The Cloud Enablement Services portfolio supports the accelerated deployment of cloud solutions and applications, and includes professional and technical services to facilitate optimal operation of collaboration and video technologies in a cloud. Cisco and our partners offer deep expertise in cloud strategy, cloud planning and design, cloud implementation, and cloud optimization. Cisco and our partners have the services experience and expertise to help accelerate time to market, reduce costs, and quickly realize a return on cloud investment.

- **Cloud Enablement Services for Building IaaS Clouds** provides customized strategy, planning and design, implementation, and optimization. Drawing on extensive experience delivering secure end-to-end virtualized data centers, Cisco provides a comprehensive, architectural approach to IaaS that considers the people, processes, and technologies involved across network, compute, and storage resources. Services include Cloud Strategy Service, Cloud Planning and Design Service, Cloud Implementation Service, and Cloud Optimization Service, all with a focus on cloud security.
- **Cloud Enablement Services for Adopting Clouds** delivers the expert help you need to accelerate the adoption of a public cloud model based on your current environment and business goals. The service allows businesses to optimize existing infrastructure to realize the full benefits of a public cloud. To facilitate your decision making about a cloud migration, Cisco provides Cloud Adoption Strategy Services and Cloud Adoption Planning Services.

Summary

Enterprises, service providers, and governments are turning to cloud computing to reduce costs, improve efficiency, simplify their organizations, offer innovative business models, and increase profitability. Cisco's cloud strategy is to empower our customers and partners by transparently integrating the three pillars of cloud computing: Cisco Cloud Intelligent Network, Cisco Unified Data Center, and Cisco Cloud Applications and Services with Cloud Enablement Services underlying these pillars.

Cisco provides the platform on which innovation is built—the kind of innovation that allows businesses to truly achieve the promise of the world of many clouds.

To learn more on the Cisco Cloud Strategy, visit www.cisco.com/go/cloudstrategy