Master Cloud Builder Specialization

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Agenda

- Cisco Unified Data Center
- What is a Master Cloud Builder?
- Program Requirements
- Program Benefits
- Next Steps

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Cisco Unified Data Center

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Data Centers Under Pressure

Don’t let your data center impede innovation

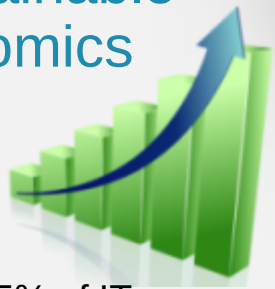
Increased Demand for IT

Internal projects and service delivery goals

Increased Demand for Bandwidth

Global data center traffic to double (2012-2015)

Unsustainable Economics



75% of IT resources dedicated to maintenance

Increased Demand for Cloud

Significant opportunity for SP

Sources: Cisco Global Cloud Index

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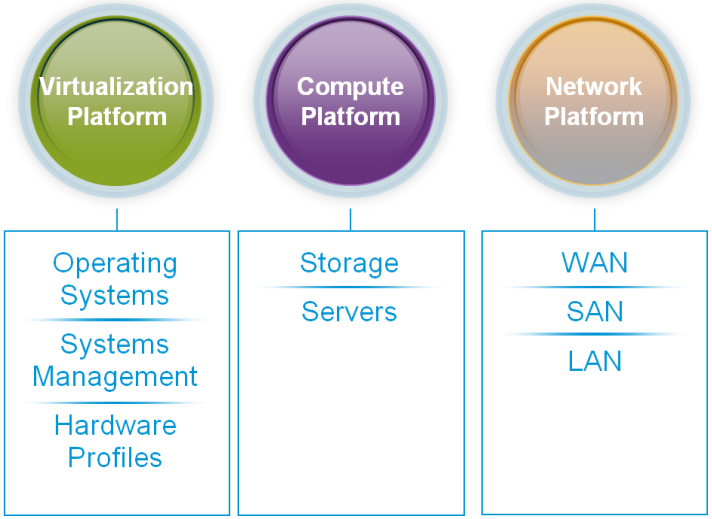
The Problem: Data Center Silos

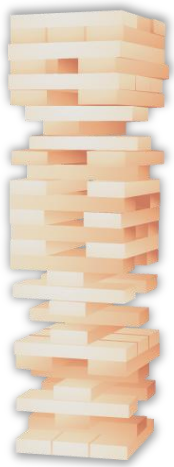
Complexity drives up costs, creates barriers to service delivery

Technology and Management Silos



Organizational Silos

- Separate teams
- Siloed processes
- Complex management



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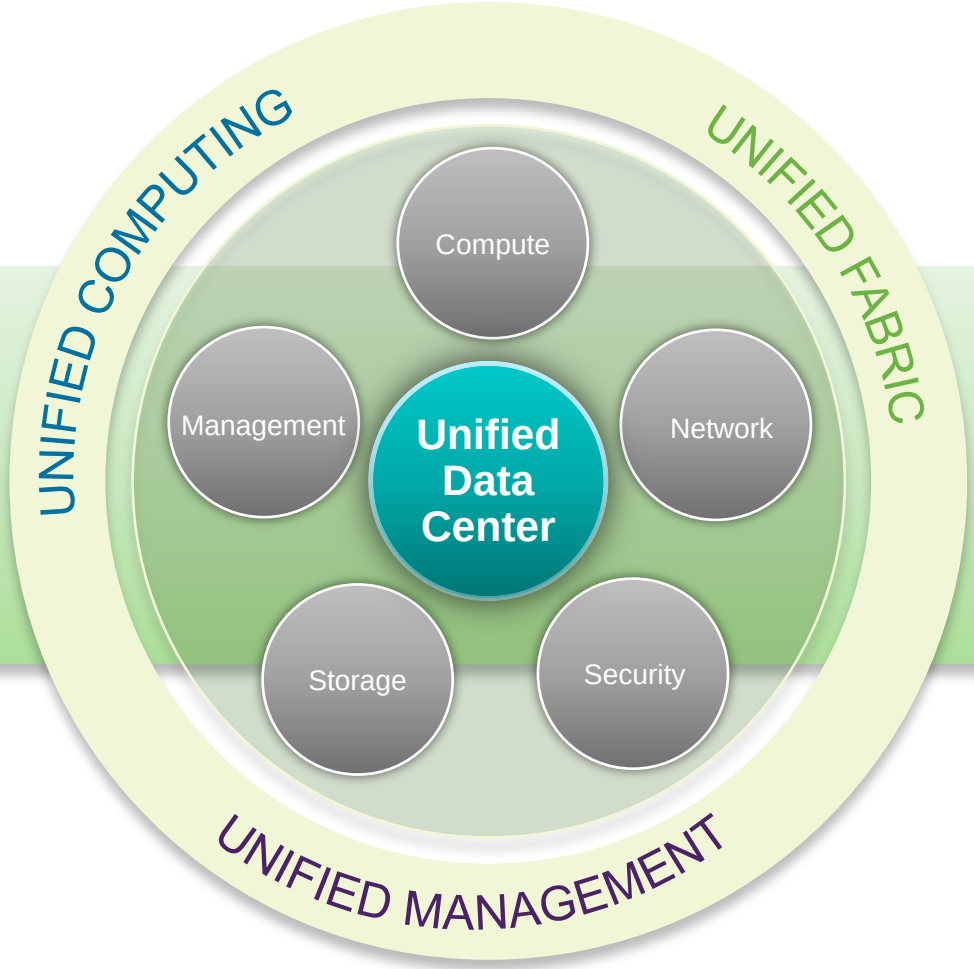
Cisco Unified Data Center (UDC)

Holistic integration of technologies, people and processes

- IT Simplicity
- Business Agility
- Financial Efficiency



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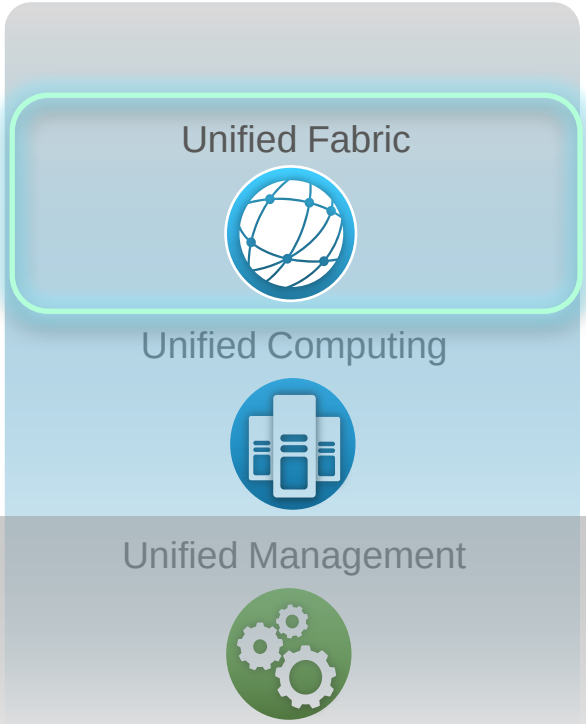
What is Unified Fabric?



The Unified Fabric component of Cisco's data center architecture delivers high-performance data and storage networking to simplify deployment, help ensure quality of experience, and reduce operating costs.

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Cisco Unified Fabric

Delivering Architectural Flexibility for All Data Centers

SCALE

Resilient, High Performance

System Scale

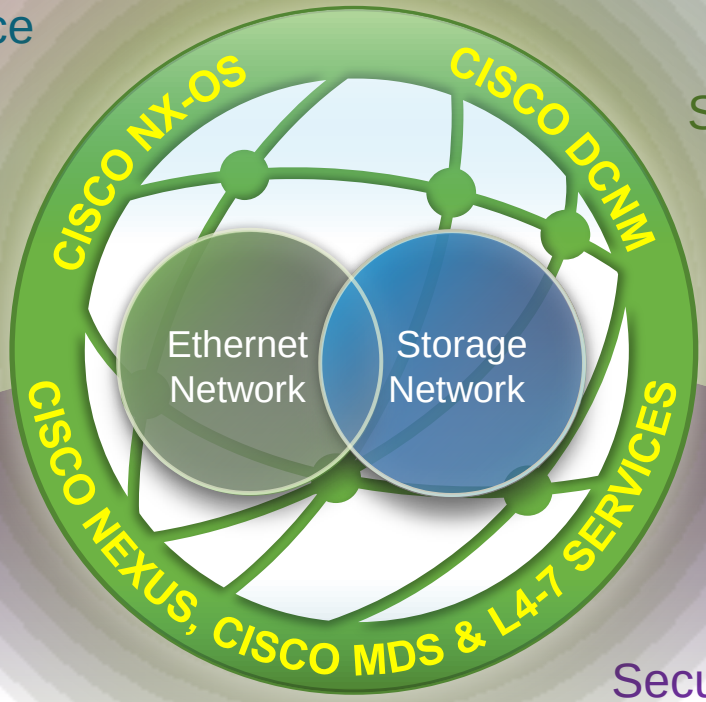
Geographic Span

CONVERGENCE

Wire Once for LAN/SAN

Single Point of Management for LAN/SAN

Device Consolidation



INTELLIGENCE

Seamless VM Networking

Workload Mobility

Secure Separation/Multitenancy

Integrated Application Delivery

When the Network Is UNIFIED | You Get **CONSISTENCY** Across **Physical, Virtual,** and **Cloud**

Raising the Bar

Cisco Unified Fabric Switching Innovations

SAN

Cisco® MDS 9500 Series

Cisco MDS 9200 Series

Cisco MDS 9100 Series

LAN

Cisco Nexus 3000

Cisco Nexus 4000

Cisco Nexus 2000

Cisco Nexus® 1010

Cisco Nexus 1000V

LAN/SAN

Cisco Nexus 5000

Cisco Nexus 7000

CISCO NX-OS: From Hypervisor to Core **CISCO DCNM:** Single Pane of Management

DELIVERING TO YOUR DATA CENTER NEEDS

Resilient, High Performance, Scalable Fabric	Workload Mobility Within/ Across DCs	Secure Separation/ Multitenancy	LAN+SAN Convergence	Operational Efficiency/ Consistency—P-V-C

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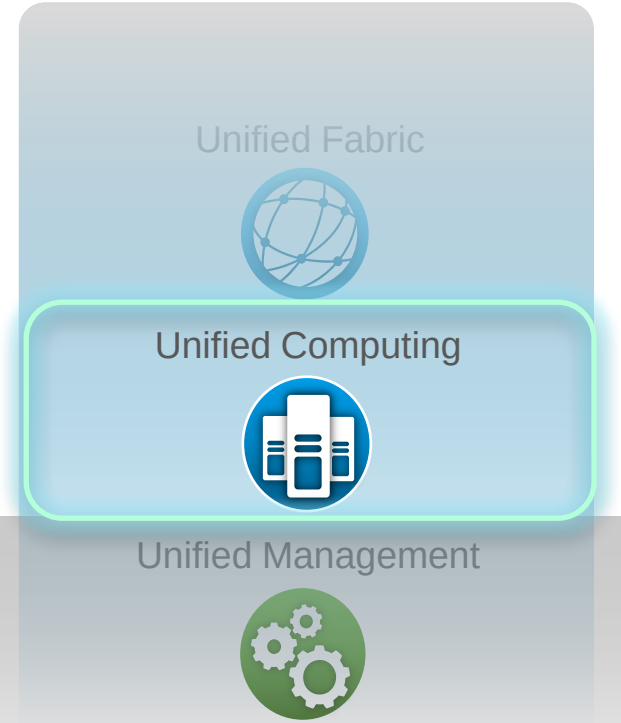
What is Unified Computing?



Cisco Unified Computing System (UCS) anchors the Cisco data center architecture with a highly-scalable, system-level computing solution that integrates computing, access networking, and storage networking. Embedded management capabilities simplify operations across physical, virtual, and cloud infrastructure.

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Cisco Unified Computing System

Built from the Ground up for Physical, Virtual, and Cloud

Convergence

Intelligence

Automation

Efficient Scaling
Simplified management

Consistent alignment of policy, configuration, and workload

Superior IT productivity
Orchestration ready

Fabric-Based X86 Computing Architecture Optimized for Virtualization and Cloud

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Cisco UCS Rack Server Portfolio

Fabric Interconnects and Fabric Extenders

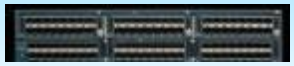
Nexus 2232PP

UCS 6120

UCS 6140

UCS 6248UP

(Unified Ports)



UCS 6296UP

(Unified Ports)

Unified Fabric

Unified Network Services

Unified Compute

Performance

Mainstream

UCS C240 M3

UCS C220 M3

UCS C210 M2

UCS C250 M2
Extended Memory

UCS C200 M2

Enterprise-Class

UCS C260 M2
Extended Memory

Intensive and Mission Critical

UCS C460 M2

2S EP

2S/4S EX

Cisco UCS: Many Form Factors, One System

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Cisco UCS Blade Server Portfolio

Chassis and Fabric Interconnects

UCS 5100 Series Chassis

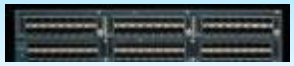
UCS 6120

UCS 6140

UCS 6248UP

(Unified Ports)

UCS 6296UP



(Unified Ports)

Unified Fabric

Unified Network Services

Unified Compute

Performance

Mainstream

UCS B200 M3

UCS B250 M2

UCS B200 M2

Enterprise-Class

UCS B230 M2

Intensive and Mission Critical

UCS B440 M2

2S EP

2S/4S EX

Cisco UCS: Many Form Factors, One System

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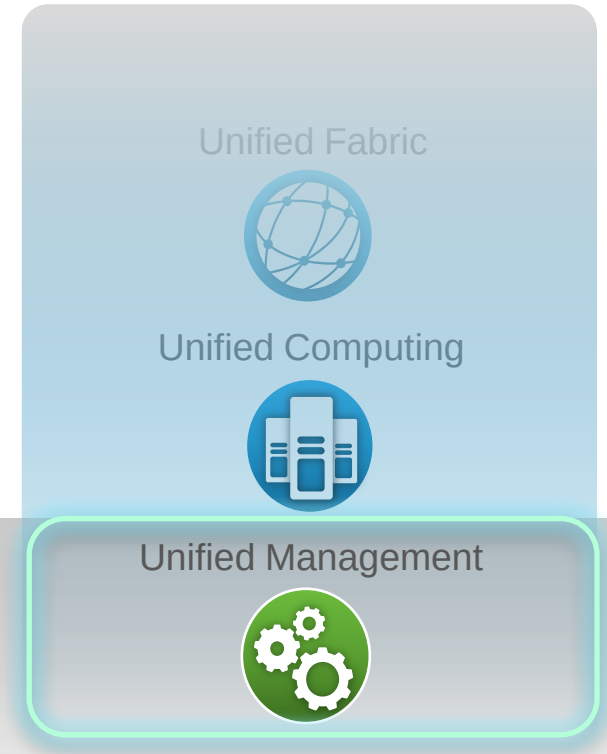
What is Unified Management?



The Unified Management component of Cisco's data center architecture features automation, orchestration, and lifecycle management to simplify deployment and operation of physical/bare metal, virtual, and cloud infrastructure.

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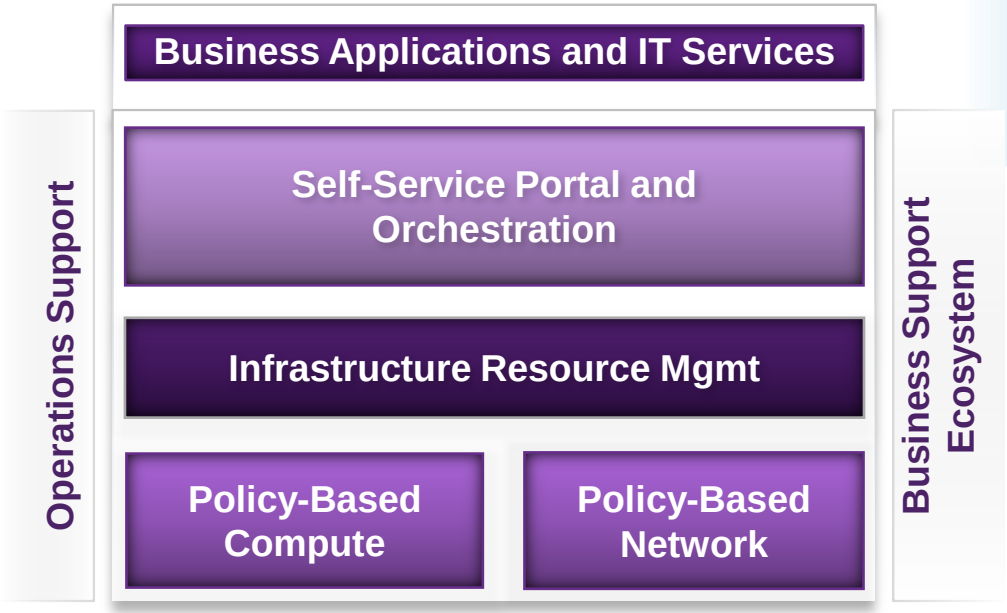
Cisco Unified Management

Automation and Orchestration Designed for IT-as-a-Service

Automation

Intelligence

Flexibility



On-demand, self-service provisioning of IT resources

Policy-based, model-driven approach reduces TCO

Easiest to use and deploy, delivers faster time to value

Optimized for Cisco Architectures, Complements Existing IT Systems Management

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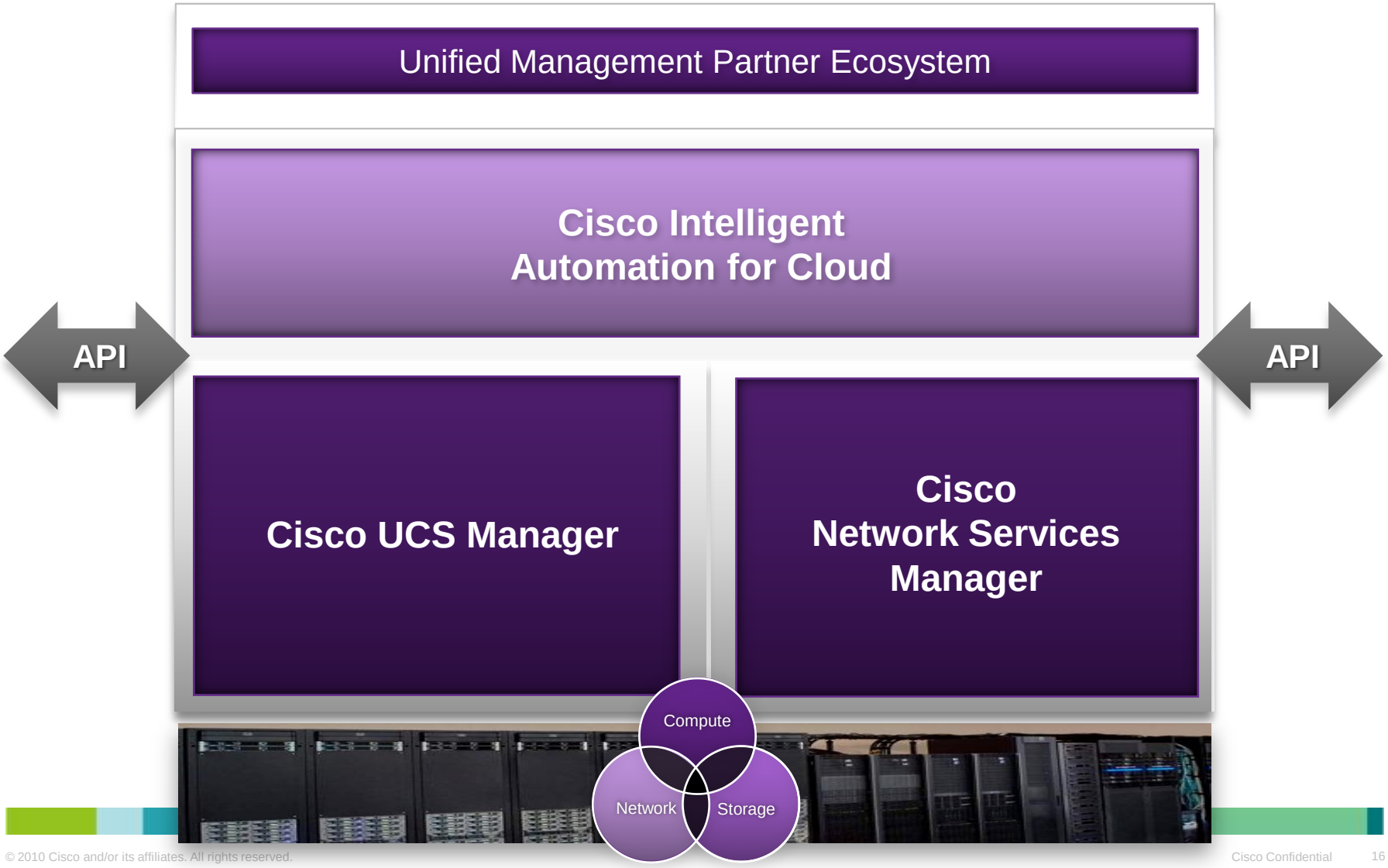
Cisco Unified Management
Simplifying Automation and Orchestration



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Industry-Leading Data Center Security

Data Center Security Portfolio

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What is a Master Cloud Builder?

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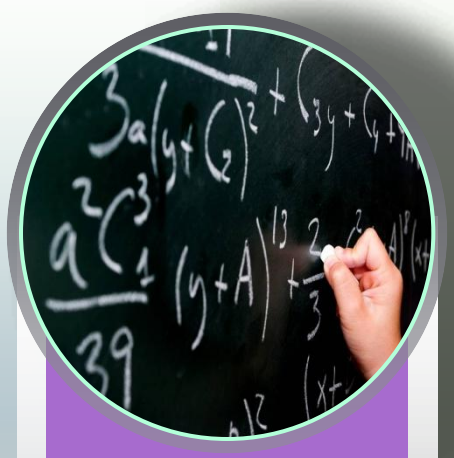
Specialization Structure



Master

Based on Cisco Architecture and Technologies

Validation of Partner Capabilities via Onsite Audit & Demonstration

Advanced

Based on Cisco Architectures and Technologies

Consists of required courses/exams for AMs, SEs, and FEs

Express

Based on Cisco Mid-Market Solutions

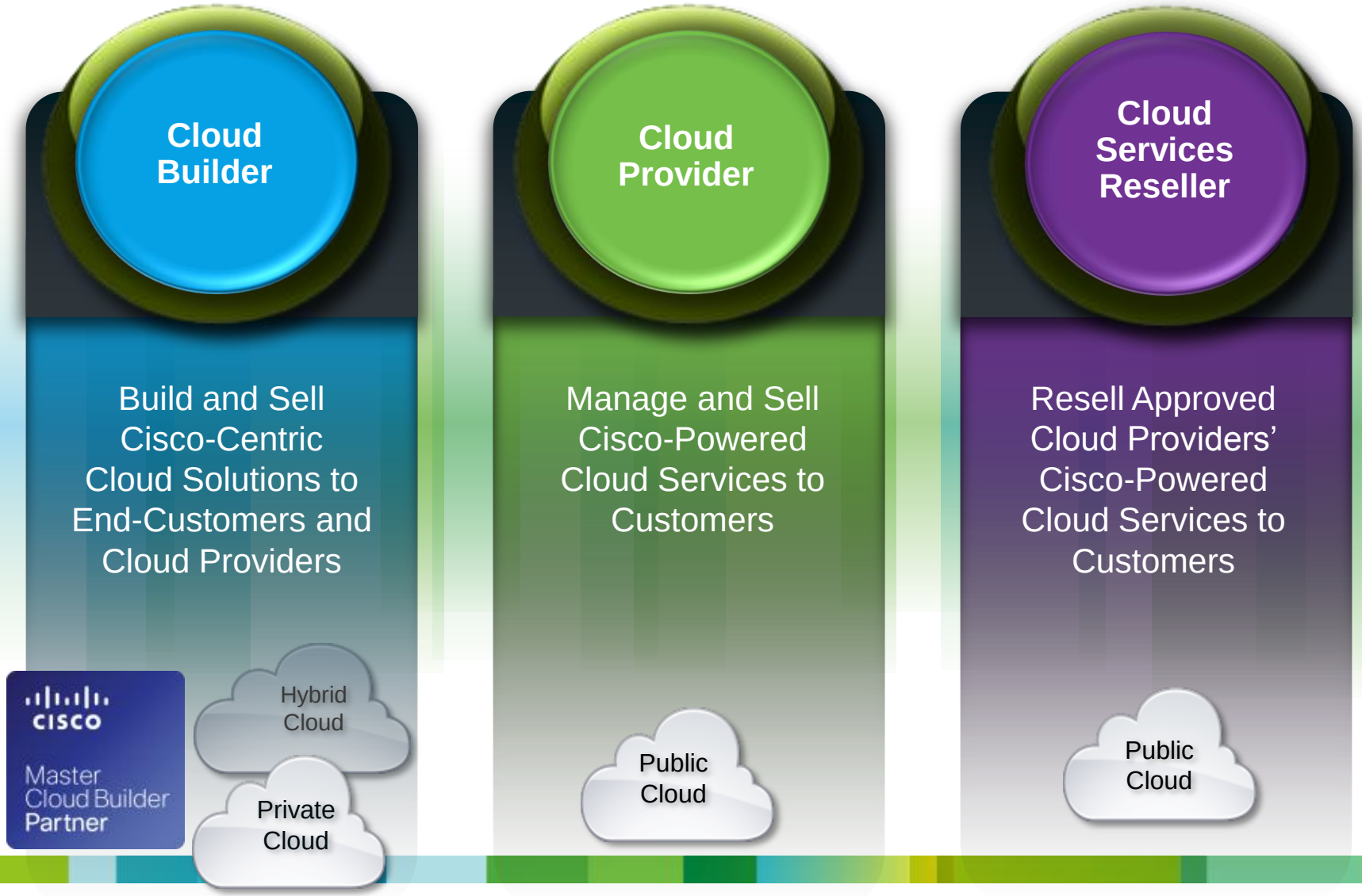
Consists of required courses/exams for AMs, SEs, and FEs

Entry

Focused on Small Business Solutions

Consists of required courses/exams for AM and Engineer

Cisco's Cloud Partner Program



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Master Cloud Builder Specialization

The Cisco® **Master Cloud Builder Specialization** represents the **greatest depth of capabilities** by Partners with expertise designing, deploying, and supporting data center cloud-ready infrastructure to their customers. The Master Cloud Builder Specialization represents a shift from practice-building, to an **acknowledgement of a practice**, complete with **customer references**, and an **audit of their capabilities** by a third-party auditing firm. Recognition of this deep expertise results in a Cisco-recognized **Master Specialization brand**, as well as additional **financial incentives** such as VIP Rebates.

Data Center Specialization Portfolio

Many Options for Partners to Invest

Master Cloud Builder

cisco

Master Cloud Builder Partner

Specialization

Cisco Assisted

Advanced Data Center Architecture DCA

Unified Computing

UCT

Technology Specialization

Unified Fabric

UFT

Technology Specialization

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Master Cloud Builder Specialization

Cisco Master Cloud Builder Partner

Unified Fabric

Unified Computing

Unified Management

Advanced DCA Specialized

Has the ability to sell & build Integrated Infrastructures (e.g.Vblock, FlexPod, VIA-HDS)

Has strong customer demonstration abilities

Has experience with a minimum of 3 customers for Cloud Builder specific deals

Has experience in data center application migration to cloud environment

Integrated Stacks

Vblock (Smart Solution)

FlexPod (Smart Solution)

Hitachi Data Systems

bmcsoftware

vmware

EMC²

PARTNER ECOSYSTEM

Microsoft

EMC²

vmware

NetApp™

redhat.

ca technologies

bmcsoftware

CITRIX XenServer

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Why a Master Cloud Builder Specialization?

The Master Cloud Builder Specialization provides differentiation for partners by recognizing them as the go-to experts in the data center and cloud space. Additionally, there are financial benefits and Go-To-Market support to continue to enable partner profitability

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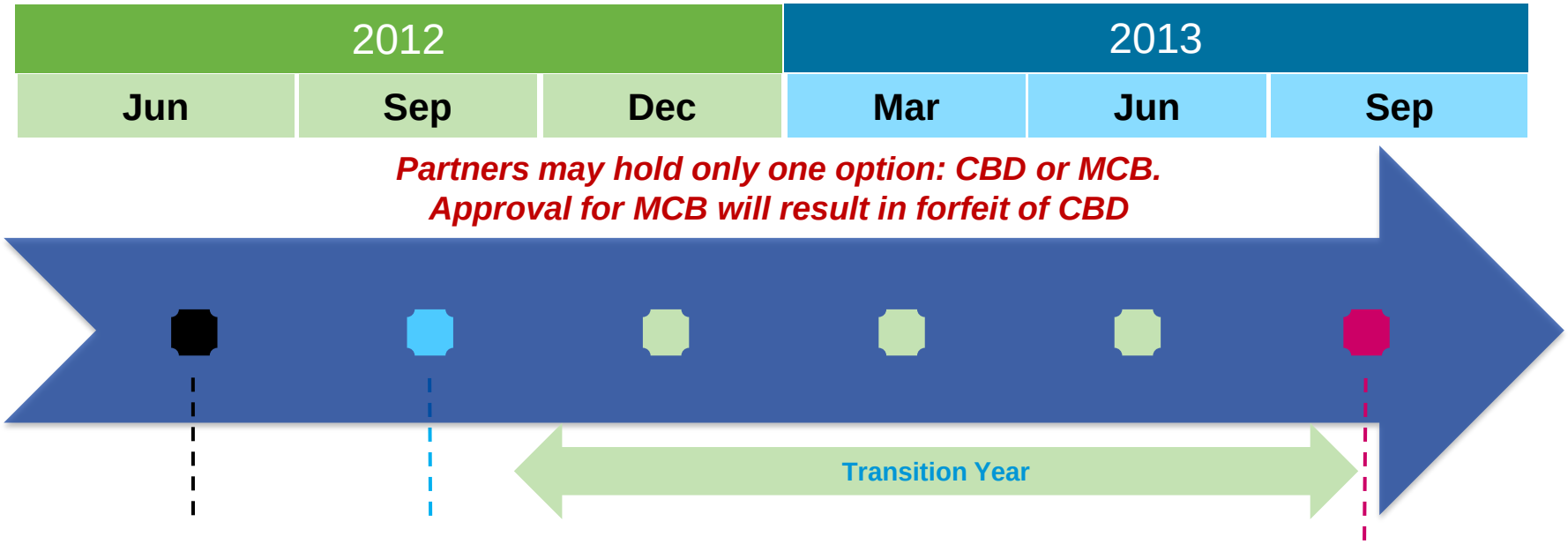
Channel Program Evolution



•Announce EoL
Cloud Builder Designation (CBD)
(90 Day Notice)

•CBD retires.
•Benefits will continue only with achievement of MCB approval.

• Launch
Master Cloud Builder (MCB) Specialization
• No New CBD applications accepted
• All CBD anniversary dates moved to 19 Sep 2013

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Program Requirements

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Master Cloud Builder

Requirements

Prerequisites

Cisco Advanced Data Center Architecture Specialization

Storage Prerequisites*

Virtualization Prerequisites**

VXI Foundation Training

3-7 Customer References

Completed Online Application (CSApp)

Audit of Internal Partner Processes

Audit of Partner Process covering the entire sales lifecycle: Prepare, Plan, Design, Implement, Operate, and Optimize using ITIL as the common taxonomy

Specific Requirements detailed in the Master Cloud Builder track of the Cisco Channel Partner Program Audit & Policies Document version 4.0

www.cisco.com/go/audit

Onsite Audit Demonstration of Knowledge & Capabilities

Knowledge & Capabilities Around:

1) Customer Engagement & Sales
- Solving Customer Problems

2) Integrated Infrastructure Stacks:
- Vblock, FlexPod, VIA-HDS

3) Data Center Security

4) Virtualization

5) Cloud Management & Orchestration:
- BMC CLM, CIAC, VMware vCloud Director, CA AutoSuite

Specific Requirements can be found in the Master Cloud Builder Demonstration Scenario & Guidelines Document www.cisco.com/go/audit

***Storage Prerequisites:** EMC – Velocity Partner with Consolidate and/or Advanced Consolidate; or NetApp – Gold or Platinum or Star; or Hitachi Data Systems – Gold or Platinum

****Virtualization Prerequisites:** VMware — Enterprise or Premier Certification; or Redhat — Premier or SI Certification; or Citrix — Gold or Platinum Certification; or Microsoft – Silver or Gold Certification

Master Cloud Builder
Journey from Cloud Builder Designation

Moving from practice building, to acknowledgement of a practice

Investments that directly apply toward Master CB

Advanced Data Center Architecture Specialization			✓
Storage Certifications	- NetApp: Gold, Platinum, or Star - EMC: Velocity w/Consolidate or Advanced Consolidate - Hitachi Data Systems: Gold or Platinum		✓
Virtualization Certifications	- VMware: Enterprise or Premier - Microsoft: Silver or Gold	- Citrix: Gold or Platinum - Redhat: Premier or SI	✓
Cloud Management	- Cisco: IAC - BMC: CLM	- CA: AutoSuite - Vmware: Vcloud Director	✓
Cloud Professional Service Engagements			✓

INCREMENTAL

- Completed online application through our Certification & Specialization Application (CSApp)online web form (www.cisco.com/go/csapp)
- Onsite audit & demonstration of capabilities & knowledge
- 3-7 customer references
- Completion of FREE VXI Foundation Training (VDI)

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Program Benefits

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Master Cloud Builder: Partner Benefits

- Differentiation
  - Branding: Elite Group of Partners
  - Priority consideration for Teaming Incentives

- Financial Incentives
  - Enhanced and Incremental Rebates (VIP)
  - Access to incremental discounts (Teaming Incentives)

- Focused Go To Market and Enablement support
  - Demand Generation Assets
  - Cloud Partner Marketplace
  - Collaborative Services : Practice Accelerators

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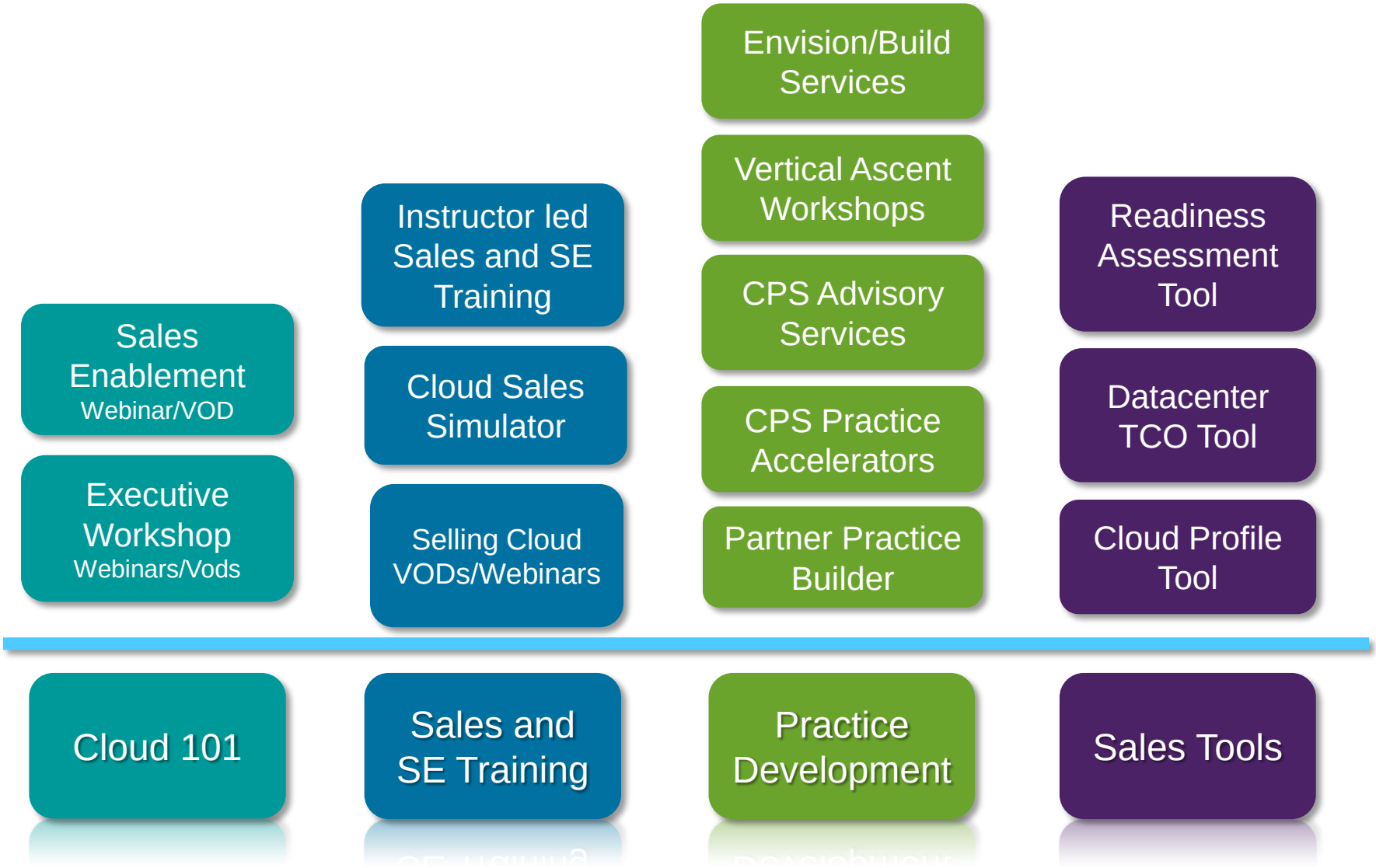
Enablement & Training



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Cloud & Datacenter: Practice Accelerators

Available

Cloud Builder Accelerator	Enables partners to plan for, design and develop Private Cloud Services Practice
FlexPod Accelerator	Enables partners to build practices around NetApp FlexPod infrastructure and applications
VXI Accelerator	Enables partners to build practices around Cisco Virtual Experience Infrastructure

In Development

Vblock Accelerator	Enables partners to build practices around VCE vBlock infrastructure and applications
CIAC Training	Enables partners to learn skills required to design and implement Cisco Intelligent Automation 3.0

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Cisco Cloud Readiness Assessment

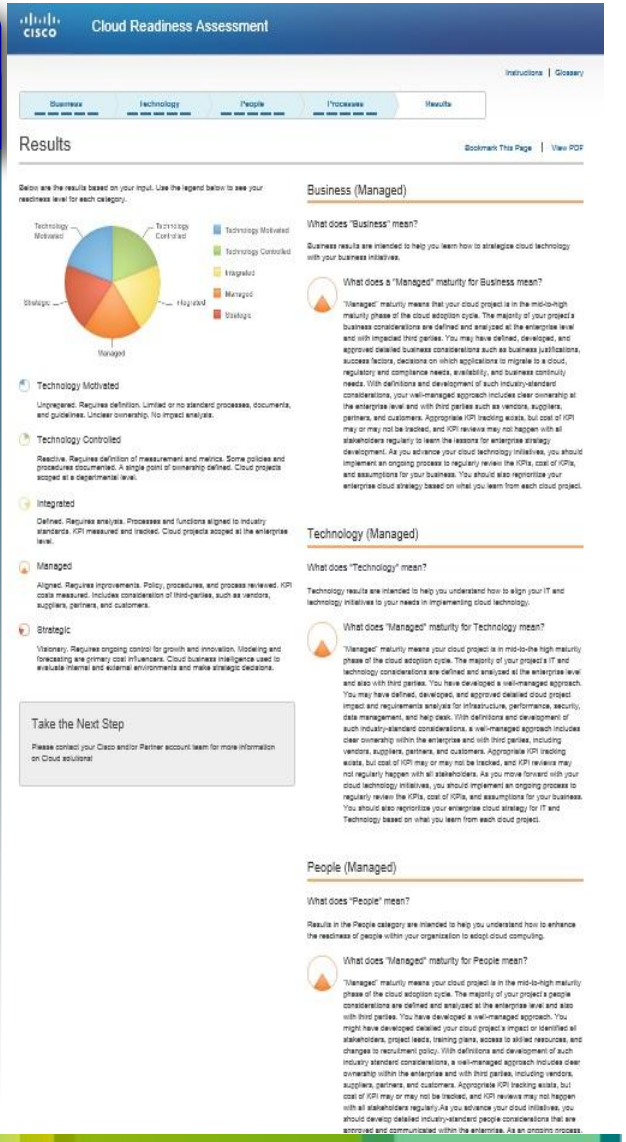
Understand Customer's Cloud Adoption Maturity

- A discussion-generation tool with key focus areas
- 30-40 Minutes Session conducted by Sales AM/SE
  - ✓ Align IT and Technology to the needs of the cloud
  - ✓ Understand impact of cloud to third-party collaborations – partners, vendors, suppliers, and customers

http://www.ciscowebtools.com/cloud/

Also available as an iPad/iPhone/Android App

email appfridge@cisco.com for access



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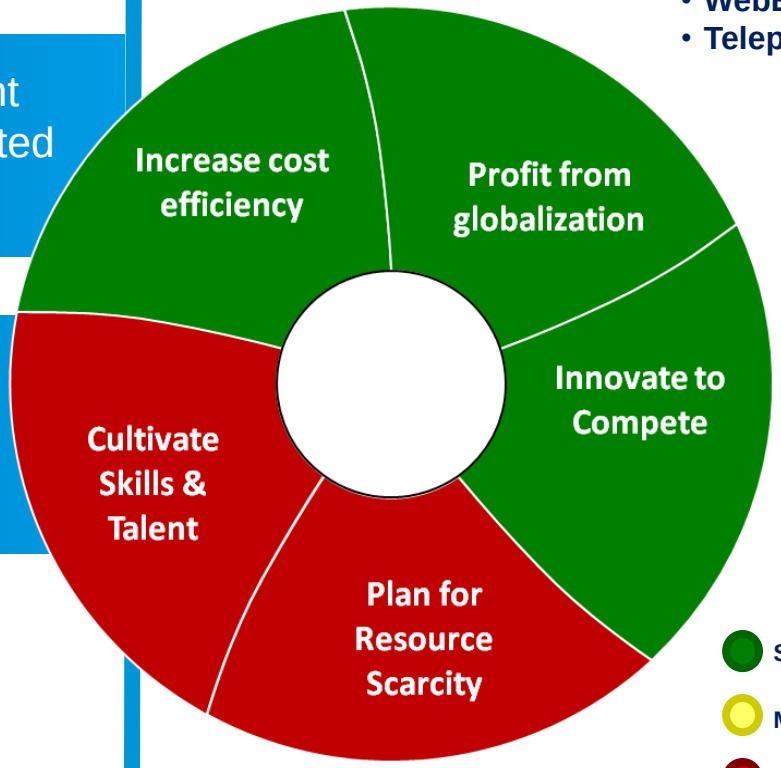
Vertical Workshop Example: Manufacturing

Private Partner Workshop

Competitive, market driven enablement program to accelerate sales into selected Vertical markets

Offer knowledge around industry awareness of issues, challenges and opportunities across multiple verticals



- Data Center / Unified Computing
- Desktop virtualization

- Hosted UC & Collaboration
- WebEx
- Telepresence

- Telepresence
- Virtual Expert
- Unified Computing
- Unified Fabric
- Unified Network Services
- Unified Security

Strong Cloud play

Moderate Cloud play

Weak Cloud play

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Cloud Commercial Offers

Customer / Partner Problem	Offering
Aligning Payments with Revenues Preserving Cash Flow During Build Phase of Public Cloud	JumpStart Financing
Better Aligning Cash Flow with Usage: Predictable Payment Streams	Step Financing Subsidized Base
Fast Access to Incremental Capacity Aligning Some of the Payments with Actual Usage	Pay as You Grow

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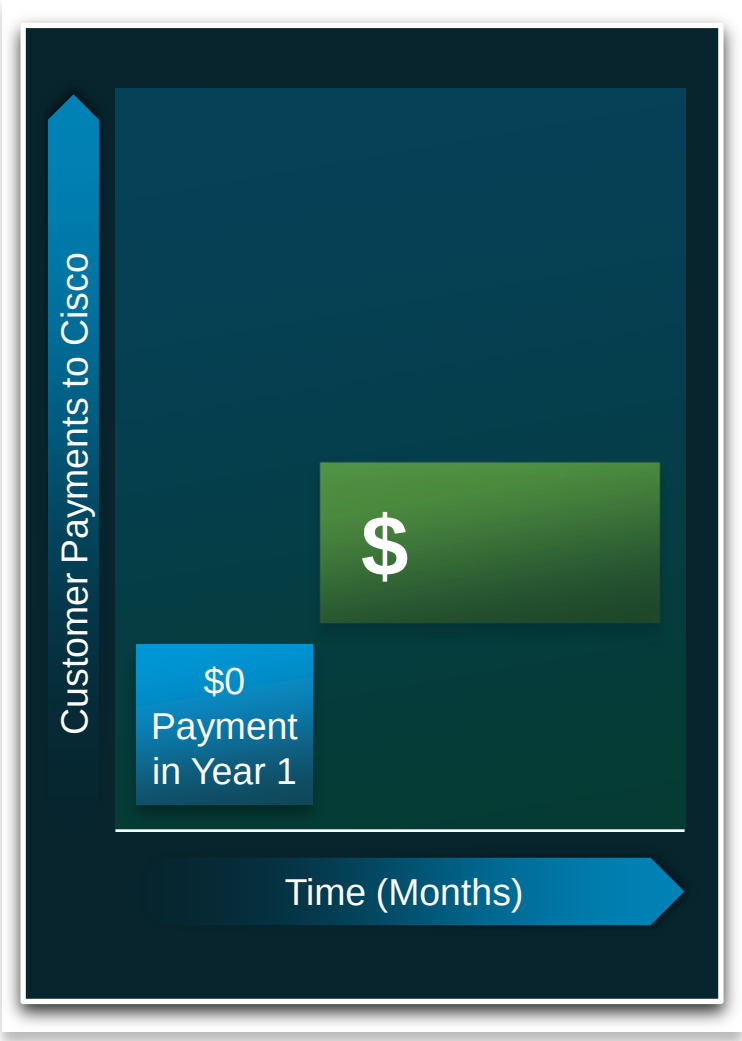
Cloud JumpStart Financing: Cisco Capital

- Four year lease with zero payments in year one, followed by a normal three year lease
- This is a 12 month interest holiday, not deferral
  - Cisco and Ecosystem Partners pay for the first 12 months interest
- Preserves Cloud Provider cash flow during the initial build of a public cloud offer



Availability	Products
Global	Cisco Products in a Cisco Powered Cloud Service Some Products from Ecosystem Partners (EMC, Netapp, VMware) Also for Vblock from VCE Support Services and Some Prof Services
Eligibility	
Cloud Providers Only	

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Subsidized Base—With or Without Financing

- Shifts cost from Chassis to Blades/Cards
- Lowers initial acquisition cost
- Higher discounts on the Chassis; Lower discounts on the Blades

Availability

Global without financing; If financed, where Cisco Capital has footprint

Eligibility

Cloud Builders and Cloud Providers

Products

All Cisco HW products with Chassis and Blades/Cards

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Pay as You Grow (PAYG)

- UCS Buffer Capacity: Up to 20% of base capacity's $
- Customer only pays for buffer capacity when enabled
- Unused UCS buffer can be returned within 90 days with 15% restocking fee* (not available globally)

Availability

Global without financing; If financed, where Cisco Capital has footprint

Eligibility

Cloud Builders and Cloud Providers

Products

All Cisco HW products with Chassis and Blades

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Master Cloud Builder Logo, Plaque, Certificates

- Partners can access the new Master Cloud Builder Specialization logo on Partner Central at: http://www.cisco.com/web/partners/market/partner-marks.html

- Approved Master Cloud Builder Specialized partners should receive a complimentary plaque and certification upon approval and renewal. Partners will also be able to purchase additional plaques or certificates to highlight their achievement

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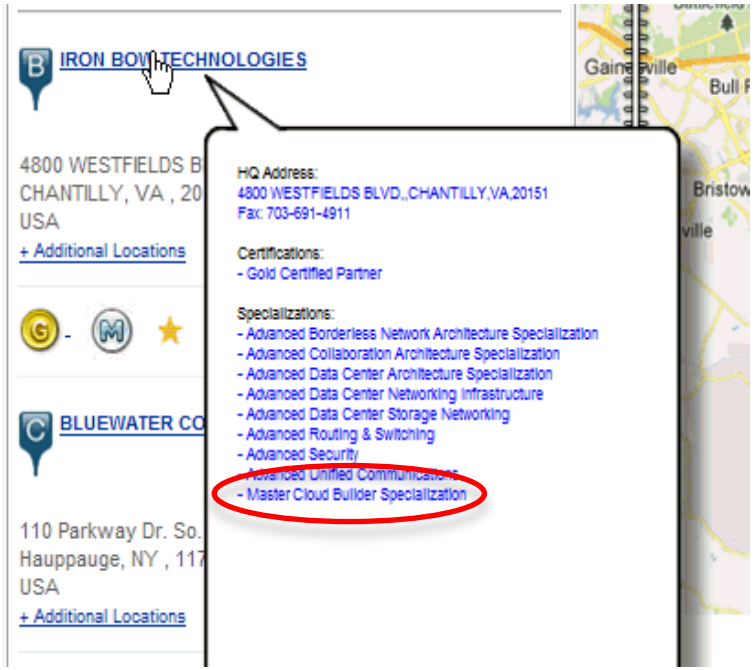
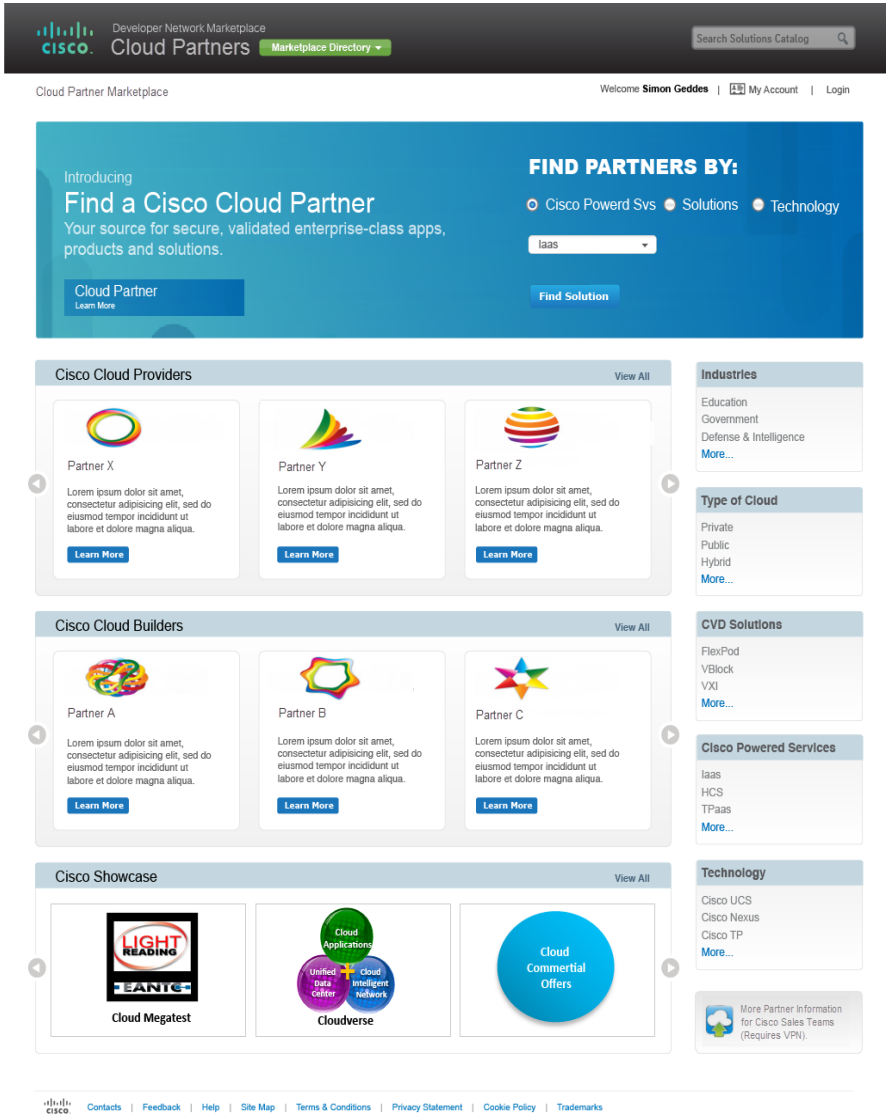
Partner Promotion

- Partner Locator
- Cloud Partner Marketplace





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Incentives

VIP

The Value Incentive Program (VIP) rewards partners that focus their practices on technologies that are part of Cisco architectures or a track such as Collaboration, Data Center, Borderless Networks, and Express.Access VIP enrollment at www.cisco.com/go/vip.

Partners will be able to enroll for Master Cloud Builder Specialization VIP benefits beginning in VIP period 20. The requirement for VIP 20 for Master Cloud Builder will be "Exit only".

TIP

The Cisco Teaming Incentive Program (TIP) rewards partners for value-add activities on Cisco initiated deals. By teaming with Cisco early in the sales cycle, each partner is more likely to win the business and successfully deploy complex architectures.

Details on how to participate can be found at http://www.cisco.com/web/partners/incentives_and_promotions/tip.html.

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Next Steps

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Next Steps

- For complete details regarding requirements and application process:
- www.cisco.com/go/mcb
- www.cisco.com/go/audit

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Thank you.