



Gain Control Over Your Cloud Use with Cisco Cloud Consumption Professional Services

OPTIMIZE YOUR CLOUD SERVICES TO DRIVE BETTER BUSINESS OUTCOMES

Reduce Cloud Business Risks and Costs

- Mitigate cloud business risks, data security, privacy, and compliance issues
- Cut cloud costs by 10-15%
- Decrease the use of unknown cloud providers, or “shadow IT”

Improve Cloud Service Delivery

- Establish the people, processes, and tools needed to manage public, private, and hybrid cloud services from end to end by evolving IT into an internal cloud brokerage
- Align IT and the business with a hybrid cloud strategy
- Build stronger hybrid cloud management skills within IT

Predict Cloud Needs and Impact

- Understand cloud usage trends and predict cloud service needs
- Forecast the impact of cloud consumption on an organization’s infrastructure

What if you could gain the skills and tools to successfully manage a new world of many clouds? With our professional services, we can help you monitor your cloud use, mitigate risks and costs, and help your IT organization manage a mix of cloud services from end to end.

Lines of business and individual departments are increasingly turning to the cloud to meet their business needs. But instead of working with their IT organization, many are going directly to cloud providers for services. We typically find 10 to 15 times more cloud services in use than are known by IT. These unauthorized cloud services not only increase costs, but can put data at risk if cloud service providers (CSPs) don’t meet security or compliance standards.

As cloud use expands in large organizations, IT must evolve the way it does business. IT needs to become a cloud service broker and deploy processes and tools that allow it to manage a mix of cloud services. With this new model, business units will turn to IT for advice and support when moving to the cloud, instead of engaging directly with cloud providers.

Cisco® Cloud Consumption Professional Services can help you better understand your organization's cloud use and take steps to mitigate risk and cost. We'll help you with the people, processes, and tools you need to manage a mix of cloud services from end to end, and support your IT organization's transformation into an internal cloud brokerage.

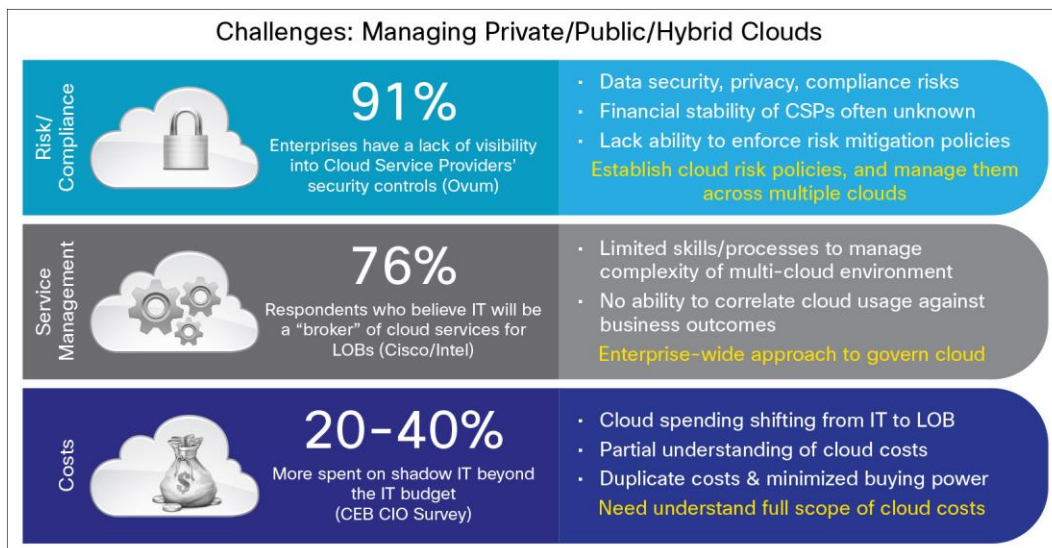
The Future Lies in Clouds - and in Managing Them

As customers move to the world of multiple clouds, they face greater risks and costs and new challenges in managing this complex environment (Figure 1). Industry analysts agree. Gartner predicts that by 2016, 50 percent of Global 1000 companies will have customer data stored in the public cloud, and IDC predicts that 30 percent of IT budgets will be spent on cloud by 2020. These forecasts may not come as a surprise. But what might be a surprise is discovering how much shadow IT exists in your organization today.

In one case, a large global pharmaceutical company discovered that its employees were using over 650 cloud services - 10 times higher than their estimates. But only 8 percent of these services had been authorized by IT. More than US\$3 million was being spent on cloud services, but only 30 percent had been budgeted by IT. And after a deeper review, our cloud experts helped the customer discover seven urgent risk controls that required immediate attention.

In the future, companies will have to better anticipate the demand for cloud services and be prepared to offer a mix of public and hybrid services in their new role of as a broker of cloud services. IT departments will need to develop new skills, tools, and processes to manage this mix of public, private, and hybrid clouds.

Figure 1. Multicloud Environments Create Many Challenges for Organizations



Cisco Cloud Consumption Professional Services Options and Capabilities

Cisco offers two Cloud Consumption Professional Services options to meet the needs of large organizations.

Cisco Cloud Consumption Assessment Service

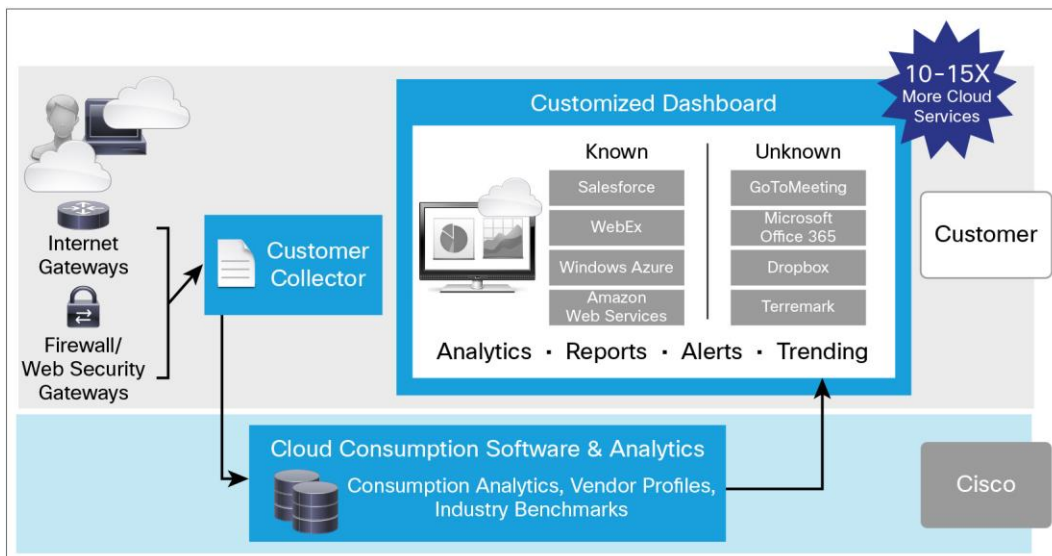
With Cisco Cloud Consumption Assessment Service, you will better understand how your organization is using the cloud. This one-time, eight-week assessment identifies which cloud services are being used in your business and provides you with details on cloud usage, costs, and risks.

The service includes a cloud-readiness assessment, automated cloud discovery, web dashboard access, and a cloud-use workshop and report. We start by placing data collection tools in your network to detect cloud usage, observing network traffic from routers and switches over three to four weeks (Figure 2). We will identify the CSPs being used by your employees, their categories, risk profiles, and traffic volumes. You can explore and analyze this information using a customizable web-based dashboard.

After collecting your cloud consumption information, our cloud experts will conduct a cloud use assessment workshop and create a detailed written report that includes:

- Risk profile
 - Risk ranking for each cloud vendor and analysis by category
 - Recommendations for reducing security risks and limiting financial and brand exposure
- Financial analysis
 - Overall cloud spending
 - Potential cost savings
 - Multiple cost-avoidance scenarios
- Cloud use and governance best practices
 - Cloud services accessed by employees (category, traffic volume)
 - Overused and underused cloud services
 - Recommendations and best practices to improve CSP management
 - Cloud maturity assessment

Figure 2. Cloud Consumption Software Automates the Discovery of Cloud Service Providers



Cisco Cloud Consumption Optimization Service

Cisco Cloud Consumption Optimization Service is an annual subscription service that helps you manage your cloud services from end to end and gain more control over your cloud usage. Our experts will work with you to design and implement the processes and tools you can use to govern your cloud service providers, and help you learn how to act as a broker of public cloud service for your clients. You'll adopt a lifecycle approach for managing cloud services and delivering them faster to your clients.

With this service, we start by identifying which cloud services your employees are already using. Over the course of the year, we move from assessing your use of cloud services to developing tools and processes for managing cloud providers, implementing a model for governing providers, and optimizing cloud governance.

Ongoing Cloud Usage Monitoring

The Cloud Consumption Optimization Service subscription also gives you access to the Cisco Cloud Consumption as a Service offering. This service identifies and monitors your cloud use, benchmarking it against peer groups. It analyzes CSP usage trends and identifies individuals in your organization who are using cloud services. It can also help you manage risk by providing information on CSP certifications and compares vendors against nearly 150 industry-defined cloud risk controls. Cloud Consumption as a Service also provides data security notifications and trigger-based alerts that detect abnormal usage patterns and service anomalies.

Cloud Assessments and Cloud Roadmap

After you identify the cloud services in use by your organization, our cloud experts will create a detailed analysis and provide you with actionable strategies to help reduce risks and mitigate costs. We'll also conduct quarterly cloud usage workshops, deliver reports reviewing usage trends and new security risks, and develop cloud spending and saving recommendations.

By understanding how your organization is consuming cloud, we can help you develop a hybrid cloud technology roadmap, a budgetary roadmap, and a business case that will show how you can meet your organization's needs with cloud services. We'll also help you establish an intercloud proof-of-concept to support your business strategy.

Cloud Consumption Assessment Delivers Key Insights for Auto Manufacturer

“The [assessment] provided valuable insight into how [we] are using cloud services, enabling our team to understand where our data is going, to which service and underlying cloud providers, and most importantly provided us with an instant view of the risks, costs being taken either with or without the knowledge of wider legal, commercial and IT teams. This insight gives the valuable input to take the appropriate action plan to assure our business services can operate effectively and securely.”

— Head of Technical Architecture, Global Automobile Manufacturer

Large Global Automobile Manufacturer

Challenge:

- Aware of only a small number of approved services
- Needed to understand how business units were using cloud services to help guide the company's cloud strategy

Solution:

- Used Cisco Cloud Consumption Assessment Service to discover more than 240 CSPs; only 11 were authorized
- Identified multimillion dollar annual spending and many duplicate services

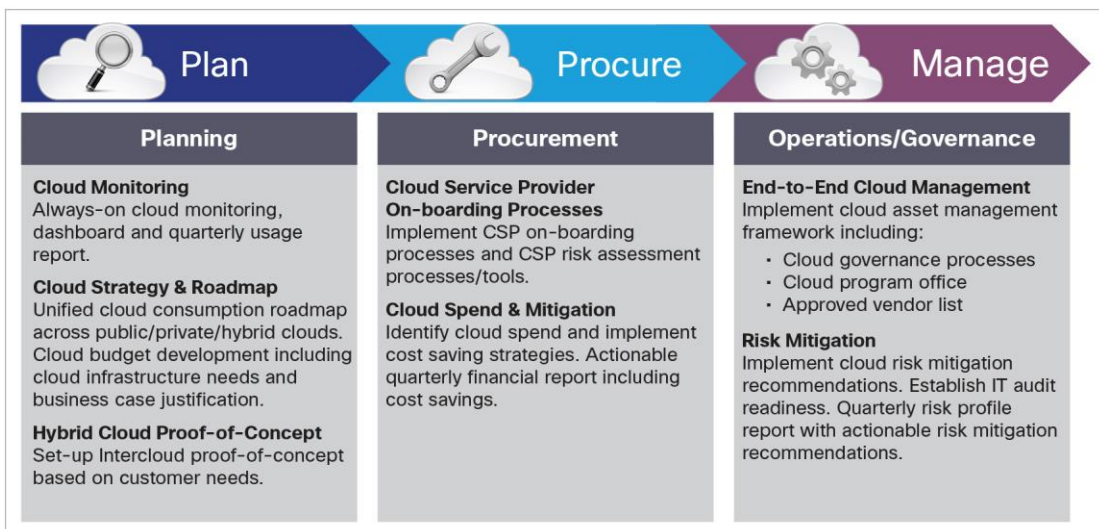
Business Outcomes:

- Gave IT the insight required to help leaders plan future cloud strategy and governance approach.
- Mapped cloud use against existing projects to understand how business units were using public cloud and which projects IT was unaware of.
- Identified 26 risk controls that needed improvement to mitigate business risk of cloud. Five needed immediate improvement. Also discovered three unauthorized CSPs with high-risk controls and that required immediate action to reduce risk.
- Usage information helped IT identify areas to consolidate services to reduce costs.

Cloud Service Provider Management

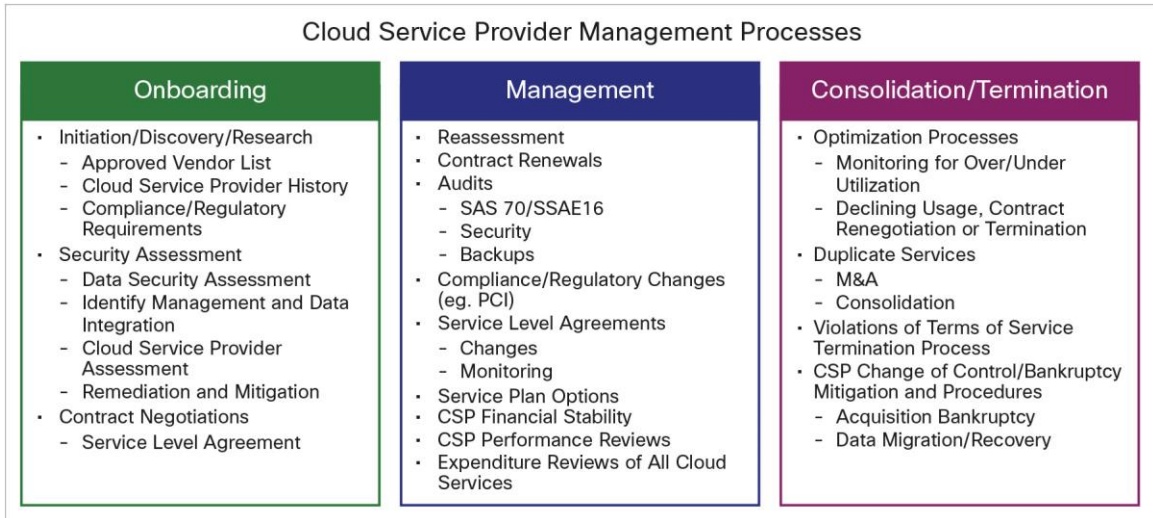
The Cloud Consumption Optimization Service also helps your team develop the skills to act as cloud services brokers by recommending processes for managing cloud usage and evaluating potential cloud vendors. We will help you create a full lifecycle management program (Figure 3) that includes governing cloud service providers from onboarding, to creation of SLAs, to management, and to termination. We'll also work with you to establish strong risk- and cost-avoidance strategies.

Figure 3. We Take You through the Lifecycle of Cloud Adoption and Management



Knowing how to evaluate cloud vendors is an important part of cloud management, as some may be financially fragile and in danger of going out of business. Some of the measures we use to evaluate CSPs are shown in Figure 4. Using this data, we create a catalog of public vendors that have undergone a rigorous qualifying process. Our evaluation also covers the needs of specific industries, such as healthcare and finance, that have stringent regulations regarding the handling of data. We can also help you set policies for approving vendors.

Figure 4. Factors Used in Evaluating and Managing Cloud Service Providers



Cloud Governance

In addition, we will help you implement a model for governing your cloud usage over time:

- Designing and implementing an approach to establishing a cloud program office
- Creating and maintaining an approved vendor list of cloud service providers including public and private cloud offerings that your employees can access
- Preparing for IT audits related to your public cloud usage
- Conducting cloud governance maturity assessment and reviews

Why Cisco?

With Cisco Services, you'll know more, save more, and innovate more. We're the worldwide leader in IT that helps companies seize the opportunities of tomorrow. We have more than 28 years of experience, more than 50 million installed devices, and 6 million customer interactions each year. Delivered by Cisco and our Cisco channel partners, Cisco Services engagements overall can result in measurable business gains for customers, who have achieved benefits such as 15 to 20 percent faster time to revenue, 30 percent lower infrastructure costs, 50 percent faster disaster recovery, and 90 percent reduction in deployment time.

According to a recent IDC survey, Cisco Professional Services were the most widely used services across all three cloud categories: applications, application platforms, and infrastructure. Our Cloud Consumption Professional Services are based on best practices established by Cisco IT, which has managed more than 2000 CSPs for more than a decade.

Cisco has decades of experience in networking, network fabrics, and data centers. Now we are using that experience to help our customers with leading cloud solutions. With Cisco Intercloud™ Fabric, customers can build highly secure hybrid clouds and extend their existing data center to public clouds as needed and on demand.

Next Steps

Learn more about how our cloud experts can help you manage your cloud services at <http://www.cisco.com/go/cloudconsumption>. Contact your Cisco Services sales representative or Cisco authorized channel partner for a demonstration of Cisco Cloud Consumption Professional Services.




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