



# Cisco Midsize Solutions Guide

Data Center Solutions

For Partners

January 2016



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## Data Center Solutions

Get the latest product descriptions and detailed specifications on [Cisco's Midsize Business Solutions Website](#).

Cisco data center solutions for midmarket customers are designed to help customers reduce costs and deliver superior scalability. They are easy to manage and can simplify operations.

The Cisco Unified Data Center offers agile, simplified, and efficient IT service delivery and cloud computing. It's based on an open, standards-based data center network architecture and ecosystem. The Unified Data Center platform delivers simplicity, agility, and efficiency to help organizations move toward private cloud computing and better IT service. It delivers:

**Business agility.** Cloud computing lets organizations deliver services more rapidly, in hours or minutes instead of weeks or months. The Cisco Unified Data Center provides a standardized platform of networked computing resources and services with programmable APIs that support integration into any management system, providing the consistency needed to speed deployment.

**IT simplification.** The Cisco Unified Data Center simplifies the data center through consolidation of network and computing resources into:

- A fabric-based infrastructure
- Single network operating system from the virtual machine to the network core
- Core security, load balancing, and management services





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**Financial efficiency.** A fabric-based infrastructure leads to greater efficiency in the data center infrastructure, including more efficient power, cooling, and cabling, and a single point of management and control.

The result is significant savings in capital and operating expenditures, while improving the efficiency of IT staff.

**Security.** Security is important to customers of all sizes, and our data center solutions portfolio includes advanced firewall and cloud-based solutions to help your customers safeguard their business, data, and reputations. Key products include:

### Application Centric Infrastructure (ACI) security

- [Cisco ASA 5585-X Series Next-Generation Security Appliance](#)
- [Cisco Adaptive Security Virtual Appliance \(ASAv\)](#)

### Cloud email and web security

- [Cisco Cloud Email Security](#)
- [Cisco Cloud Web Security](#)



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## Cloud and Virtualization

Simplify the data center architecture; reduce the number of devices to purchase, deploy, and maintain; and become faster and more agile with the UCS platform. Cisco Versastack, FlexPod, Vblock and VSPEX are built on the Cisco Unified Computing System (UCS).



| Product                        | Target Customer  | Learn More  |
|--------------------------------|--|---|
| Cisco VersaStack               | <ul style="list-style-type: none"><li>• Customers with large data centers that need agile platforms with high availability and scalable storage</li><li>• Small and midsize organizations that require simplified setup and use, interface to public cloud services, and greater value for their data center budgets</li></ul> | <a href="http://www.cisco.com/c/en/us/solutions/data-center-virtualization/versastack-solution-cisco-ibm/index.html">http://www.cisco.com/c/en/us/solutions/data-center-virtualization/versastack-solution-cisco-ibm/index.html</a> |
| Cisco FlexPod                  | <ul style="list-style-type: none"><li>• Customers with large data centers that need agile platforms with high availability and scalable storage</li><li>• Small and midsize organizations that require simplified setup and use, interface to public cloud services, and greater value for their data center budgets</li></ul> | <a href="http://www.cisco.com/c/en/us/solutions/data-center-virtualization/flexpod/index.html">http://www.cisco.com/c/en/us/solutions/data-center-virtualization/flexpod/index.html</a>   |
| Cisco OpenStack® Private Cloud | <ul style="list-style-type: none"><li>• Customers with medium to large deployments on AWS who are looking to reduce costs and optimize hybrid cloud efficiency</li></ul>   | <a href="http://www.cisco.com/web/about/ac49/ac0/ac1/ac259/metacloud.html">http://www.cisco.com/web/about/ac49/ac0/ac1/ac259/metacloud.html</a>   |
| VSPEX                          | <ul style="list-style-type: none"><li>• Organizations that need a modular, prevalidated virtualization solution</li></ul>  | <a href="http://www.cisco.com/c/en/us/solutions/data-center-virtualization/solutions-vspex/index.html">http://www.cisco.com/c/en/us/solutions/data-center-virtualization/solutions-vspex/index.html</a>                             |

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| Product                                  | Target Customer   | Learn More  |
|--|---|---|
| Nexus 1000V Switch for VMware vSphere    | <ul style="list-style-type: none"> <li>Organizations looking to accelerate server virtualization and multitenant cloud deployments</li> </ul>                                 | <a href="http://www.cisco.com/c/en/us/products/switches/nexus-1000v-switch-vmware-vsphere/index.html">http://www.cisco.com/c/en/us/products/switches/nexus-1000v-switch-vmware-vsphere/index.html</a>   |
| Cisco Nexus 2000 Series Fabric Extenders | <ul style="list-style-type: none"> <li>Companies that want a cost-effective way to improve data center efficiency and agility</li> </ul>                                      | <a href="http://www.cisco.com/c/en/us/products/switches/nexus-2000-series-fabric-extenders/index.html">http://www.cisco.com/c/en/us/products/switches/nexus-2000-series-fabric-extenders/index.html</a> |
| Cisco Nexus 4000 Series Switches         | <ul style="list-style-type: none"> <li>Organizations requiring a robust blade server solution for the data center</li> </ul>  | <a href="http://www.cisco.com/c/en/us/products/switches/nexus-4000-series-switches/index.html">http://www.cisco.com/c/en/us/products/switches/nexus-4000-series-switches/index.html</a>                 |
| Cisco Nexus 5000 Series Switches         | <ul style="list-style-type: none"> <li>Businesses seeking a fabric-extensible, innovative platform</li> </ul>   | <a href="http://www.cisco.com/en/US/products/ps9670/">http://www.cisco.com/en/US/products/ps9670/</a>   |
| Cisco Nexus 6000 Series Switches         | <ul style="list-style-type: none"> <li>Space constrained, high-density, and high-performance deployments</li> <li>Traditional, virtualized, and cloud environments</li> </ul> | <a href="http://www.cisco.com/en/US/products/ps12806/index.html">http://www.cisco.com/en/US/products/ps12806/index.html</a>   |
| Cisco Nexus 9000 Series                  | <ul style="list-style-type: none"> <li>Businesses that need high port density, robust performance, and efficiency in a data center switch</li> </ul>                          | <a href="http://www.cisco.com/c/en/us/products/switches/nexus-9000-series-switches/index.html">http://www.cisco.com/c/en/us/products/switches/nexus-9000-series-switches/index.html</a>                 |

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## Cisco Unified Computing System

Cisco Unified Computing System (UCS) and servers unify computing, networking, management, virtualization, and storage access into a single integrated architecture. This unique architecture can enable end-to-end server visibility, management, and control in both bare metal and virtual environments, and facilitates the move to cloud computing and IT as a service (IaaS) with fabric-based infrastructure.



| Product                                       | Target Customer  | Learn More  |
|---|--|---|
| Cisco UCS B-Series Blade Servers              | <ul style="list-style-type: none"> <li>Customers who want to boost data center performance with 2- and 4-socket servers</li> </ul>   | <a href="http://www.cisco.com/c/en/us/products/servers-unified-computing/ucs-b-series-blade-servers/index.html">http://www.cisco.com/c/en/us/products/servers-unified-computing/ucs-b-series-blade-servers/index.html</a>             |
| Cisco UCS C-Series Rack Servers               | <ul style="list-style-type: none"> <li>Businesses that want to balance simplicity, performance, and density for virtualization, web infrastructure, and data center workloads</li> <li>Embedded integration of LAN, SAN, and management</li> </ul> | <a href="http://www.cisco.com/c/en/us/products/servers-unified-computing/ucs-c-series-rack-servers/index.html">http://www.cisco.com/c/en/us/products/servers-unified-computing/ucs-c-series-rack-servers/index.html</a>               |
| Cisco UCS E-Series Servers                    | <ul style="list-style-type: none"> <li>Organizations with branch offices that need a virtualization-ready solution</li> </ul>  | <a href="http://www.cisco.com/c/en/us/products/servers-unified-computing/ucs-e-series-servers/index.html">http://www.cisco.com/c/en/us/products/servers-unified-computing/ucs-e-series-servers/index.html</a>                         |
| Cisco Prime Data Center Network Manager       | <ul style="list-style-type: none"> <li>Businesses that need to manage a converged data center fabric</li> </ul>  | <a href="http://www.cisco.com/c/en/us/products/cloud-systems-management/prime-data-center-network-manager/index.html">http://www.cisco.com/c/en/us/products/cloud-systems-management/prime-data-center-network-manager/index.html</a> |
| Cisco Unified Computing System (UCS) Manager  | <ul style="list-style-type: none"> <li>Organizations seeking to unify and embed management for unified computing</li> </ul>  | <a href="http://www.cisco.com/c/en/us/products/servers-unified-computing/ucs-manager/index.html">http://www.cisco.com/c/en/us/products/servers-unified-computing/ucs-manager/index.html</a>   |
| Cisco Unified Computing System (UCS) Director | <ul style="list-style-type: none"> <li>Businesses that need to unify management of their converged infrastructure</li> </ul>   | <a href="http://www.cisco.com/c/en/us/products/servers-unified-computing/ucs-director/index.html">http://www.cisco.com/c/en/us/products/servers-unified-computing/ucs-director/index.html</a>   |

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## Services for Midsize Customers

Get the latest services descriptions and detailed specifications on [Cisco's Midsize Business Solutions Website](#).

Today's escalating customer challenges are placing new demands on technology partners like you. And support services, as part of a solution selling approach, play an important part in helping you turn these challenges into opportunities. They can help you move from a product-centric strategy to a more balanced mix of products and recurring services revenues. And you can gain in-depth insight into your customer's business needs and an inside track on new selling opportunities.

Cisco offers an integrated services experience. It combines the smart-enabled portfolio, programs, and resources that allow you to optimize and evolve your services business. This includes proactive problem resolution, including real-time service delivery; and early upsell and cross-sell opportunities.

With Cisco Services, you can promote growth, increase profitability, and set yourself apart from your competitors.

- Solution selling leads to more satisfied and loyal customers, more recurring revenue on services—and increased profitability for your business.
- Attaching services to new and existing customers helps you build a foundation for continued growth.
- A service-based model will differentiate you from your competitors. Anyone can sell a box, but it's the value that you add to the overall customer experience, from planning and design to deployment and optimization, that sets you apart.

Cisco offers a deep set of services offers and marketing assets to assist you in addressing customers' needs and to create demand in the midmarket. Visit the [Cisco Services Optimize and Evolve website](#) and take advantage of up-to-date resources to help you increase demand and win more business with your midsize customers.

The following set of offers will help you respond to diverse customers' services needs such as technical, managed, cloud, and professional services.





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## Smart Net Total Care

Help your customers more proactively manage their networks and save money by migrating them to Smart Net Total Care. Smart Net Total Care provides visibility into your customers' contracts, installed base, and end-of-sale items. And you can manage them all through a single portal. With smart capabilities, you can provide proactive—not reactive—support that builds customer relationships and opens up new revenue channels.

With Smart Net Total Care your customers also get:

- 24-hour access to the Cisco TAC
- Online resources for fast self-support
- OS upgrades
- Next-day hardware replacement

Upgrade your customers from basic support to smart capabilities. You'll see problems resolved faster and improved risk management. Your customers will notice the improved performance.

For information, visit [www.cisco.com/go/smartnettotalcare](http://www.cisco.com/go/smartnettotalcare).

## Smart Care

Move from product support to managed services to become more proactive in meeting customer needs. Smart Care helps you make customers' networks secure and reliable—and can improve the ROI in their technology investments. You can use Smart Care to provide customers with reliable managed service that verifies that networks are secure and optimized. Smart Care gives you greater visibility into your customers' networks through smart proactive capabilities, network security, and foundational services so you can get to market faster, increase revenue, and improve the ROI of technology investments.

Smart Care combines traditional network support with smart monitoring to allow you to build customized services that suit your customers. Part of Cisco Collaborative Services, you can co-brand with Cisco or wrap Smart Care into your own rebranded offer. Depending on what you need for your customers, Smart Care can provide operating system and application software updates, next-business-day hardware replacement, real-time device monitoring, and online access to Cisco tools and resources.

For information, visit [www.cisco.com/go/smartcare](http://www.cisco.com/go/smartcare).





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## Partner Support Service

Strengthen and develop the support you offer your customers with Partner Support Service. This Collaborative Service combines traditional network support, smart capabilities, and a deep knowledge base to offer modular assets that you can select, customize, and deliver cost-effectively to your customers. Actionable intelligence and proactive support promote increased customer satisfaction and incremental sales. Partner Support Services provides:

- Network insight derived from comparing collected device diagnostics with Cisco's extensive knowledge base to provide proactive services and recommendations
- Best-practice experience captured from thousands of enterprise-level deployments to help provide effective recommendations and technical support
- Timely reports that correlate Cisco products on your customer's networks with product lifecycle announcements so you can proactively advise customers on technical issues, improve installed base management, and plan for future investments
- Leading service delivery, subject matter experts, and methodologies to support your deployments of advanced or emerging technology solutions
- A smart service platform that facilitates your collaboration with Cisco and automates delivery of services and reports to customers through system-level and application-level interfaces, as well as access to online information and subject matter experts

For information, visit [www.cisco.com/go/collaborativepss](http://www.cisco.com/go/collaborativepss).

## Collaborative Professional Services

Build, expand, or strengthen your professional services practice with intelligent Cisco tools, talent, and repeatable leading practices. Enhance your portfolio with high-value services for planning, building, and managing your customers' networks.

The Collaborative Professional Services portfolio includes:

- Assessment services. See a complete view of your customer's infrastructure to make network planning easier.
- Design services. Offer planning and design assistance for partners starting a new practice area or engagement.
- Validation services. Get a review of your design and implementation plans, and recommendations from experts.
- Technical Knowledge services. Access a technical knowledge library and best practices on Cisco products and methodologies.

For information, visit [www.cisco.com/go/cps](http://www.cisco.com/go/cps).

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## Vertical Solutions

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You're serving customers in a wide range of industries, and many of them have very specific business needs. But one size does not fit all. That's why Cisco offers proven solutions designed specifically for the requirements of your vertical customers.



## Retail

Whether a retailer's customers are in the store, online, or on the phone, they expect to get the service they need promptly and efficiently. Great service improves loyalty and grows revenues. On the phone, a successful experience means answering calls quickly and routing customers to the right resource immediately, regardless of where that associate may be located.

Online, a superior experience means easy access to the right information or resource—whether that information resides in an online repository, or through personal interaction with a web agent. In the store, good service means delighting customers with a retailer's brand, store appearance, merchandising, as well as a knowledgeable and attentive staff on the sales floor.

Cisco offers several solutions that can help retailers:

- Improve sales and shopper loyalty by transforming both the phone and in-store experience for customers
- Optimize the data center and applications over the WAN to do more with less. Reduce energy cost in stores
- Protect inventory, customer information, and brand assets
- Combat show rooming and provide relevant, personalized information on mobile devices using the Wi-Fi network

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## Manufacturing

Manufacturing is changing, as robots, vehicles, and industrial control systems connect to the Internet. This means more automation, not just at the factory level, but throughout business processes. Help customers take advantage of these benefits by transitioning operational technology to standard Ethernet and IT.

Cisco is uniquely positioned to address these new demands on industrial networks, which require a greater need for improved inter-connectivity across industrial equipment and enterprise networks. For example, the Cisco IE 2000 Industrial Ethernet series switches provide consistent network services between industrial networks and enterprise business applications. They also provide integrated security and better manageability, creating a truly intelligent network. Cisco Connected Factory:

- Converges factory floor systems with IT networks for greater efficiency.
- Extends access, visibility, and data integration across the entire supply chain more securely
- Increases visibility across the supply chain to help make informed business decisions

## Hospitality

Help customers deliver sophisticated services that differentiate their brand and create a personalized experience for each guest. Cisco Connected Hotel and Hospitality solutions are a comprehensive suite that helps hotel owners and operators:

- Support the newest mobile applications and wireless services
- Improve operational efficiency by reducing expenses, such as energy costs
- Generate new revenue streams through next-generation technologies

## Education

Learning was once limited by the constraints of time and place. But today, the Internet of Everything is opening up a new world of opportunities for your education customers. It's helping students learn more, in new ways, in new places, with new connections to resources around the globe.

Cisco Connected Learning is leading this new world of education with visionary technologies offering everything from safe, instant communications to blended learning experiences, worldwide collaboration, and rich media. With Cisco solutions, you can help your education customers:

- Support **mobile** education so students can learn wherever they are, from the classroom to their homes – and everywhere in between
- Enable rich **collaboration** so students and teachers can share their insights and questions with others
- Use **cloud** technologies to easily blend the physical and virtual classroom and provide fingertip access to content anywhere
- Apply **big data analytics** to help students and educators conduct better research, refine teaching methods and improve the education experience
- Minimize risk with strong **security** to quickly detect, prevent, and respond to vulnerabilities and attacks

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## Local Government

Technology is changing the ways we interact as citizens and how we govern. Billions of online citizens expect to connect with governments and public sector agencies securely, smoothly, and reliably. Public service employees need to work together across multiple agencies and geographies in real time.

The Internet of Everything (IoE) is putting these capabilities in reach for your local government customers. It's enabling them to take advantage of growing connections between people and things to extract and analyze more useful data. Creating a \$4.6 trillion opportunity for global public-sector organizations over the next decade, the IoE helps customers:

1. **Improve employee productivity** and improve service effectiveness, a \$1.8 trillion opportunity
2. **Connect militarized defense**, unlocking \$1.5 trillion through improved situational awareness and connected command centers, vehicles, and supplies
3. **Reduce operational costs** by \$740 billion with improved labor efficiency and capital-expense utilization
4. **Enhance the citizen experience** with shorter search times, improved safety, and better health outcomes, creating a \$412 billion opportunity
5. **Drive economic growth** by \$125 billion, matching supply with demand better and enhancing monitoring and compliance

## Healthcare

Your healthcare customers are looking for better ways to improve patient outcomes, improve caregiver efficiency, and control costs. The Internet of Everything (IoE) connects patients, care providers, hospitals, and suppliers to create more secure, productive, and affordable healthcare systems.

There is \$106 billion value at stake in connected healthcare and patient monitoring by 2022. To capture this value and embrace technologies like cloud, mobility, security, big data and analytics, healthcare organizations need a new fast IT model that is simple, smart, and secure.

Cisco and our ecosystem of partners are at the forefront of using the IoE to improve healthcare and wellness. Together, we are creating innovative solutions that enable healthcare providers to:

- **Transform patient care** and enhance clinical and IT workflows with cloud solutions
- **Mobilize and improve healthcare delivery** by providing secure wireless, mobile care applications, and context-aware services
- **Bring together data** virtually from highly distributed data sources, available on a scalable network and compute infrastructure and powerful management tools
- **Protect patient data**, enforce access policies, and receive real-time privacy violation alerts with robust security solutions



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## Vertical Case Studies

Cisco has a variety of case studies that you can share with your customers. Visit the links below and sort by industry.

### Network Infrastructure Solutions Case Studies

- [Enterprise Networks](#)
- [Security](#)
- [Switching](#)
- [Routers](#)
- [Wireless](#)
- [Services](#)

### Collaboration Case Studies

- [Collaboration](#)
- [Unified Communications](#)
- [Services](#)

### Data Center Case Studies

- [Data Center and Virtualization](#)
- [Services](#)



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### Flexible Finance Options

Ease sales and help customers lower their total cost of ownership with [Cisco Capital financing solutions](#).

### Midsize Business Solutions Website

Find resources to help capture your share of midmarket revenue. Visit the [Midsize Business Solutions Website](#) and take advantage of up-to-date resources to help you increase demand and win more business with your midsize customers.

### Small Business Solutions Website

We offer a complete portfolio of small business solutions, many of which are also appropriate for your midsize customers. Visit our [Small Business Website](#) for details.

### Individual Product Details and Datasheets

[The Midsize Business Solutions Website provides links to detailed technical descriptions and ordering information for every Cisco product. Find the product you're looking for and click to view or download the datasheet you need.](#)

### Incentives, Promotions, and Offers

Cisco offers a wealth of [midsize partner programs](#) designed to help you grow your practice, drive new sales, and boost profitability.

Unlock new opportunities and revenue with our [incentives and promotions](#).

### Partner Plus

Accelerate sales in the midmarket by taking advantage of all the resources available to [Partner Plus](#) partners.

### Marketing Campaigns

Cisco has created a number of demand-generation campaigns targeted for your use with midsize customers. Each campaign provides you with a wealth of marketing assets and offers to assist you in creating demand in the midmarket.

These campaigns include details on pricing promotion, funding, and finance offers. You'll also get access to execution support, including partner executed support, regional anchor programs, and Partner Demand Center programs. These resources are all aligned to meet your needs.

Visit [Partner Marketing Central \(PMC\)](#) to learn more about Cisco marketing campaigns. PMC provides co-branded marketing materials and end-to-end campaigns to help you:

- Customize ready-to-use templates for email communications, web banners and pages, and invitations
- Create and promote events, then track registrations and results
- Find a vendor to help you build and execute your campaign
- Get access to Cisco logos and photos

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## Sell Services

Complement your Cisco portfolio with [smart service capabilities and solutions](#).

## Training

Enhance your technical knowledge with [Cisco specializations and certifications](#).

Find training offered by Cisco Distributors on Disti Compass. Download at the [Apple App Store](#) and at [Google Play](#).

## Competitive Information

Get [competitive comparisons and positioning](#) for Cisco Midsize Business Solutions.

## Case Studies

Share our success stories with your midsize customers, and show them the possibilities of Cisco solutions.

Visit our [Cisco Case Studies Website](#) and sort by company size to view midsize case studies.

To learn more about how customers have benefitted from Cisco Services, visit our [Services Customer Case Studies Website](#).

Our [Services Partner Case Studies Website](#) presents services case studies from a partner perspective.



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[www.cisco.com/go/partnermidmarket](http://www.cisco.com/go/partnermidmarket)