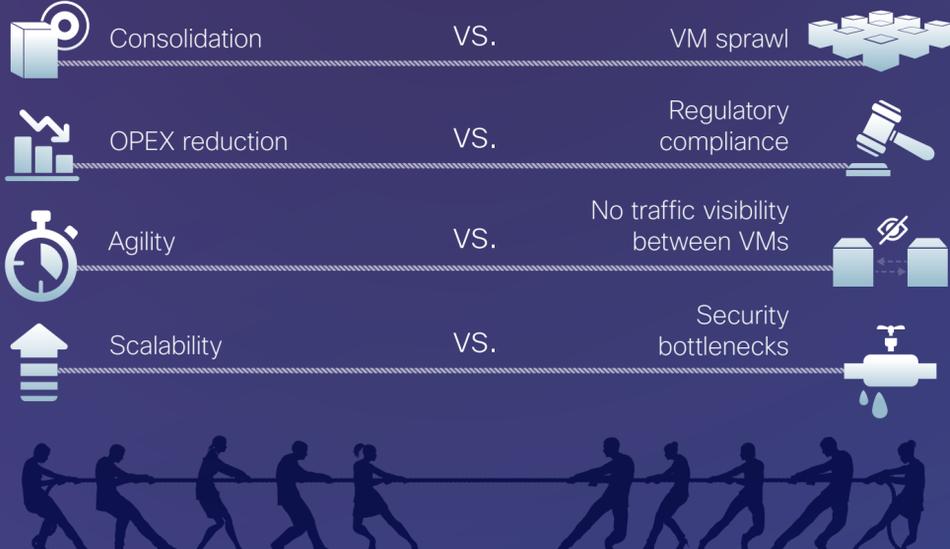


Tug of War in the Data Center

Changing business models and competitive environments are driving IT organizations around the globe down an evolutionary path in their data centers. The result: A tug of war between achieving business value and protecting these highly prized targets.



Benefits of Virtualization vs. Security Concerns



You are not alone

Infonetics surveyed IT buyers to find out what factors drive their security decisions as they strive to survive in the new physical, virtual, and cloud environments.



What IT Buyers Want



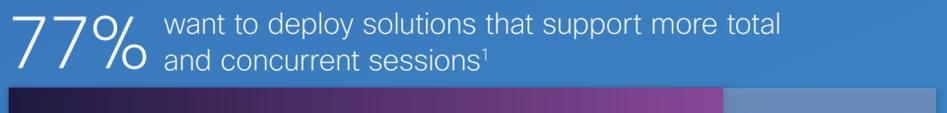
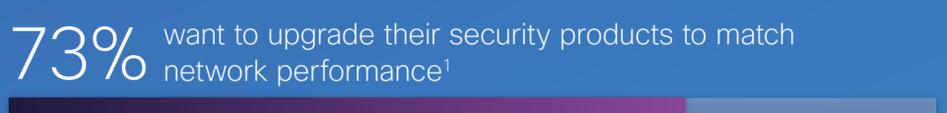
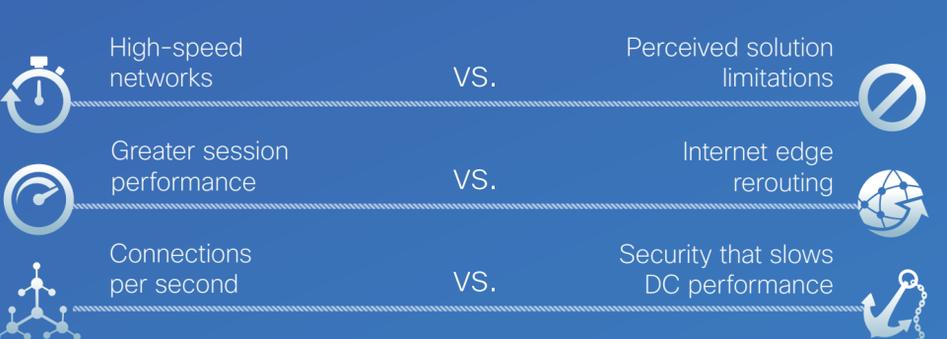
Infonetics believes that

- 2015 will be a transitional year for SDN
- SDN will be a mainstream consideration for data center security purchases by 2016

“The security problem is greatly exaggerated at data center speeds.”
– Infonetics

[Download the Infonetics Report](#)

Performance Demands vs. Security Concerns



Make Peace in the Data Center



Security can be woven into the intelligent data center fabric, not just at the edge. Security solutions can adapt to new virtualized architectures while meeting performance requirements and help achieve business value.

Cisco is the clear leader in helping IT professionals from the network to the data center to the cloud.

Migrate seamlessly from traditional to next-generation data centers with pervasive security designed for physical, virtual, and cloud environments. Cisco's advanced threat protection also covers the entire attack continuum – before, during and after an attack.



Don't just take our word

The Infonetics report established Cisco as the clear leader in the eyes of IT professionals for the second year in a row.

[Read the Infonetics Report](#)

No. 1 in All 10 Leadership Criteria. Again.
Why Cisco? We Know Data Centers



Source: 1. Infonetics Research Report Experts: Data Center Security Strategies and Vendor Leadership: North American Enterprise Survey, March 2014