



## Cisco Unified Fabric Launch

### Fabric Innovations for the World of Many Clouds

January 2013



Cisco Confidential

## Industry-Leading Additions to Cisco Nexus ~ Innovative Hybrid Cloud Solutions ~ Cisco ONE Enhancements

This sales briefing package offers Cisco partners a comprehensive summary of sales resources to engage with customers, develop proposals, and close deals.

Cisco is excited to introduce **new additions and upgrades to the unified fabric portfolio and cloud offerings**, enabling Cisco partners to continue to capture a multibillion-dollar opportunity. This launch offers four main components:

- **More pervasive support for 40 Gigabit Ethernet (GE)** across the Cisco Nexus® portfolio, including the introduction of the Cisco Nexus 6000 Series Switches helping you capture a multibillion-dollar 10/40GE opportunity
- **Introduction of the first services module** on the Cisco Nexus 7000 Series Switches, the Cisco Nexus 7000 Series Network Analysis Module (NAM), offering additional attach rate revenue opportunities
- **Seamless extension of enterprise data centers to the public cloud** with the industry-leading Cisco Nexus 1000V InterCloud for hybrid cloud solutions
- **Open, programmable network innovations with Cisco® Open Network Environment (Cisco ONE)** to improve service delivery and resource optimization

These new offerings reaffirm Cisco's thought leadership and ongoing ability to deliver innovative leading solutions for the data center.

## What Is Being Announced?

### Unified fabric innovations:

- **Cisco Nexus 6000 Series Switches**
  - *Cisco Nexus 6004 Switch*: Highest 10/40GE (384/96) density per rack unit
  - *Cisco Nexus 6001 Switch*: 48 1/10GE and 4 Quad Small Form Factor Pluggable (QSFP+) ports
- *Cisco Nexus 5500 40GE Expansion Module*: 4 port QSFP+ (each 40GE port supports four 10GE connections)
- *Cisco Nexus 2248PQ 10GE Fabric Extender*: 48 1/10GE and 4 QSFP+ ports
- *Cisco Nexus 7000 NAM*: Increases visibility and insight into application traffic that enhances operational efficiency and optimizes network resources

### Cisco Nexus hybrid cloud framework: Seamless extension of enterprise data centers to the public cloud

- *Cisco Nexus 1000V InterCloud*: Enables on-demand VM mobility between data center and cloud, with highly secure communication and virtual application services
- *Cisco Virtual Network Management Center InterCloud*: Provides single-pane management across data center and cloud environments to manage VM policies, VM lifecycle, and mobility for hybrid clouds, and a northbound API for integration with management and cloud orchestration systems such as Cisco Intelligent Automation for Cloud

### Open, programmable network innovations

- *Cisco ONE Controller*: Controller-based networking
- *Cisco One Platform Kit (onePK) announcements*: Roadmap updates on hardware availability for onePK and OpenFlow



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### Why Is It Important?

#### Operational efficiency and scalable, flexible unified fabric design:

- The new portfolio extensions enable Cisco Unified Fabric to deliver a high-performance, end-to-end 40GE solution from the access to the core, giving customers design flexibility and traffic visibility.
- The new Cisco Nexus 6000 Series delivers the highest 10/40GE density in the industry in an energy-efficient, high-performance, small form factor.
- The Cisco Nexus 7000 Series continues to evolve into a feature- and services-rich platform with the announcement of the first services blade—the Network Analysis Module (NAM). The NAM brings application awareness and rich performance analytics to the Nexus 7000 Series, with unparalleled visibility into network and application performance.

#### Optimized IT and application strategies with hybrid cloud solutions

- Flexibly scale application capacity on demand, to the cloud, to optimize infrastructure costs and dynamically respond to changing business needs.
- A hybrid cloud extends enterprise IT environments to the public cloud seamlessly and securely, accelerating the cloud readiness of data center applications.
- Provide customers a single consistent, reliable, and predictable environment for physical, virtual, and cloud workloads, enabling them to:
  - Run and move applications where it makes the most sense, without compromise
  - Reduce complexity in managing cloud infrastructures and policies

#### Improved service delivery and resource optimization

- Complement existing Cisco networking capabilities with a Cisco ONE controller-based solution
- Offer multifaceted hardware support for onePK and OpenFlow

### Why Is It Important to Our Partners?

Uniquely positioned to help you respond to unfolding application and hybrid cloud requirements in the data center, Cisco Unified Fabric solutions can help you capture new revenue opportunities:

- **Differentiate your business:** Broad product portfolio from midmarket to large enterprise.
- **Capture a multi-billion dollar opportunity:** Help customers adapt to increasing demands on bandwidth, make the transition to 10GE at the access layer, and add 40GE at the aggregation layer.
- **Drive business:** Leverage sales and demand generation resources, and technical support tools exclusively available to Cisco partners to lower your cost and time to sale.



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| Get Educated  | Drive Business   | Prepare for Customer   | Develop the Solution   | Close the Deal   |
|---|--|--|--|--|
| <p><b>Collateral</b></p> <ul style="list-style-type: none"> <li>Product data sheets</li> <li>Product At-a-Glance: <i>Coming February 4</i></li> <li>Launch Q&amp;A</li> <li>Launch overview presentation</li> </ul> <p><a href="#">Cisco ONE website</a></p> <p><a href="#">Partner launch website</a></p> <p><a href="#">Sales and technical training</a></p> <p><b>Live training: Roadshow:</b><br/><i>Coming March 2013</i></p> <p><b>Data center social media properties</b></p> <ul style="list-style-type: none"> <li><a href="#">Blogs</a></li> <li><a href="#">Facebook</a></li> <li><a href="#">Twitter</a></li> </ul> | <p><b>Invite customers: Launch webcast</b></p> <ul style="list-style-type: none"> <li><a href="#">Registration page</a></li> </ul> <p><b>Demand generation campaigns:</b></p> <ul style="list-style-type: none"> <li><a href="#">Is Your Network Ready for Next-Generation Services in the Data Center?</a></li> <li>A Better Data Center for Consolidation and virtualization: <i>Coming February 2013</i></li> </ul> | <p><b>Customer presentations</b></p> <ul style="list-style-type: none"> <li><a href="#">Launch presentation</a></li> <li><a href="#">Unified Fabric presentation</a></li> </ul> <p><b>Competitive</b></p> <ul style="list-style-type: none"> <li><a href="#">Cisco Nexus 6000 Series competitive matrix</a></li> </ul> | <p><b>Cisco funded network assessments</b></p> <p><a href="#">Planning, Design, and Implementation (PDI) Help Desk</a></p> <p><a href="#">Data center labs</a></p> | <p><b>Cisco Nexus incentives and promotions</b> (select "Data Center" in Category pull-down menu)</p> <p><a href="#">Cisco UCS™ New Account Breakaway</a></p> <p><b>Partner profitability programs:</b></p> <ul style="list-style-type: none"> <li><a href="#">Teaming Incentive Program (TIP)</a></li> <li><a href="#">Opportunity Incentive Program (OIP)</a></li> <li><a href="#">Value Incentive Program (VIP)</a></li> <li><a href="#">Solution Incentive Program (SIP)</a></li> </ul> <p><a href="#">Partner rewards program</a></p> <p><b>Customer stories:</b></p> <ul style="list-style-type: none"> <li><a href="#">Data center</a></li> <li><a href="#">Cloud</a></li> <li><a href="#">Software defined network (SDN) customer video montage</a></li> </ul> |