



# Selling Cisco's Unified Fabric for Partners

## Sales Opportunity

Capture a \$9 billion (FY12) LAN and SAN opportunity created by 10 Gigabit Ethernet (GE) upgrades, server virtualization, and LAN/SAN convergence market transitions.

## What to Look For

Partners can target customers that are:

- Planning or executing server refresh projects
- Scaling their server virtualization deployments within and across their data centers
- Building a more robust business continuity or disaster recovery architecture
- Optimizing management and Infrastructure
- Implementing OpEx reduction and simplification initiatives

## Market Trends

- Gartner forecasts that by 2013 65 percent of installed x86 workloads will be running in a virtual machine, growing to 75 percent by 2015
- Dell'Oro predicts that Fibre Channel over Ethernet (FCoE) will grow from \$837 million (2.2 million ports) in 2012 to \$2.7 billion (9.9 million ports) in 2015
- Dell'Oro forecasts that 10 GE port shipments will increase from 8 million in 2011 to 42.1 million in 2015, with revenues increasing from \$5.8 billion to \$10.6 billion

## Target Market

- **Existing Cisco® installed base** evolving their data center to virtualization and LAN/SAN convergence

- **New or existing customers** with greenfield data center buildouts
- **New or existing customers** transitioning to 10 GE at the data center access level
- **New or existing customers** with EoL/EoS Fibre Channel switches

## Network and Business Challenges

- Need for a future-ready solution that allows them to migrate to new technologies at their own pace
- Server virtualization scale limited by I/O bottlenecks and network complexity
- Integration complexity with network infrastructure
- Increasingly bandwidth-hungry multimedia applications
- Rapid storage growth
- Rising energy costs

## What You'll Sell

Data Center LAN:

- Cisco Nexus® switches

Data Center SAN:

- Cisco MDS® switches
- Cisco Nexus switches

## Value to Customer

Partners can position to their customers how Cisco's Unified Fabric delivers:

- Reliable, scalable, agile, and cost-effective network services to servers, storage, and applications while eliminating network complexity

- Improved and homogenous networking for virtualization and cloud services with improved staff utilization
- More efficient resource utilization (more load on servers and storage), low latency options, lower TCO, and better resilience and uptime

## Qualifying Questions

Partners can further qualify new and existing customers by asking if they have:

- Concerns with I/O bottlenecks or network policy as they look to scale their server virtualization deployment
- Concerns about creating an IT infrastructure that is agile, efficient, and future-ready while reducing capital and operational costs
- A need for a reliable and homogeneous network that can handle any device on any port, including all server form factors (blades, racks), storage arrays (NAS, FC, iSCSI), etc.
- Questions regarding how they can extend the security and quality of their service policies down to their virtual machines

## Objection Handling

- **I already have Catalyst; why would I move to Nexus?**  
The Nexus portfolio is optimized for high density 10GE DC environments and provides a simplification of networking for virtualized environments plus LAN and SAN convergence with any protocol of choice
- **Cost of acquisition.** Cisco establishes pricing that provides customers a fast return on investment through a value-based solution. Use case studies to support your conversation



- **Use of proprietary technology.** Cisco focuses on delivering innovations to our customers that provide a solution to their needs. In cases where our innovations are ready before standardization, we work closely with standards bodies to help ensure interoperability

## Competitive Overview

### HP

- Differentiation focus is primarily on CapEx not complete TCO
- Lack of H3C portfolio support for FlexFabric
- Supprt for a Data Center solution can require multiple calls to 3Com/H3C/TippingPoint/ProCurve

### Juniper

- Lack of a fabric-based solution across storage, computing and virtualization capabilities are weak or non-existent
- QFabric solution is proprietary
- Lack of investment protection between 1<sup>st</sup> and 2<sup>nd</sup> generation QFabric

### Arista

- Not able to deliver an integrated Data Center solution
- Limited financial, development, and support capabilities

## Terminology and Acronyms

- **LAN/SAN convergence:** Using the same Ethernet-based network technology for connecting both the LAN and SAN
- **Top of rack (ToR)/end of row (EoR):** Describes the location of the Ethernet switches within a rack

- **Data center pod:** A group of computing, storage, and networking resources. It describes a discrete, homogenous, modular unit of data center components, including the Layer 2 domain, the servers and access switching equipment within that domain, and the racks that house this equipment

## Solution/Product Positioning

**Table 1.** Positioning the Unified Fabric Cisco Nexus Portfolio

	Nexus 7000 Series	Nexus 5000 Series	Nexus 3000 Series
<b>Where in the data center</b>	Modular access (EoR), aggregation, or core	Access (EoR/ToR), aggregation, or midmarket core	Access (ToR)
<b>By pod type:</b>	All	All	HPC/ Grid
<ul style="list-style-type: none"> <li>• General purpose</li> <li>• Virtualization</li> <li>• HPC/Grid</li> </ul>			
<b>Single Box Scale</b>	768 10GE Ports	96 10GE Ports	64 10GE Ports
<b>Scalability with Fabric Extender Technology (FEX)</b>	1536 1GE ports 1024 10GE ports	1152 1GE ports 768 10GE ports	N/A
<b>Convergence (FC/FCoE/ Ethernet)</b>	√ (FCoE/ Ethernet)	√	N/A
<b>iSCSI, NAS</b>	√	√	√

- Position the Cisco Nexus 1000V into virtualized environments as the vSwitch in the Hypervisor
- Cisco Catalyst 6500 Series can be positioned as a data center services node in a mixed environment
- Nexus 2000 Series can also offer FCoE capabilities

**Table 2.** Positioning the Unified Fabric MDS Portfolio

	MDS 9500 Series	MDS 9200 Series	MDS 9100 Series
<b>Where in the data center</b>	Core or high availability SAN edge	SAN application/ extension switch	SAN edge/ Small SAN
<b>By pod type:</b>	All	All	All
<ul style="list-style-type: none"> <li>• General purpose</li> <li>• Virtualization</li> <li>• HPC/Grid</li> </ul>			
<b>Port density</b>	528 ports 8 GB FC	66 ports 4 GB FC, 4 ports GE	48 ports 8 GB FC
<b>Convergence (FC/FCoE/ Ethernet)</b>	Yes	No (interoperable)	No (interoperable)
<b>iSCSI</b>	Yes	Yes	No

## Additional Resources

- [Unified Fabric Playbook](#)
- [Unified Fabric Animated Whiteboard](#)
- [Competitive Portal](#)
- [Unified Fabric Partner Central Page](#)
- [Design Zone for Data Centers](#)