

Cisco Domain Ten Framework for IT Transformation



Your business must run efficiently, securely, and competitively. Your data center should, too. What if you could apply your business strategy to your decisions about technology? Focus on the IT activities that have the biggest effect on business outcomes? With Cisco Domain TenSM, we can help you deploy IT that unlocks your organization's true potential.

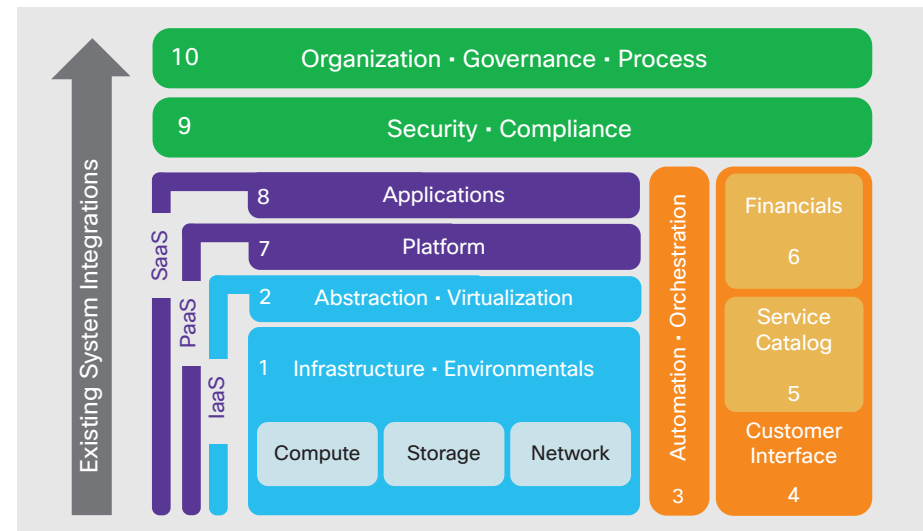
Cisco Domain Ten is a unique reference framework that's based on our experience guiding clients through an extensive variety of IT initiatives. It gives you an end-to-end view of the key elements, or domains, in your data center and IT infrastructure. It also gives you a methodology for mapping your information technology capabilities and their interrelationships - and very importantly, the biggest gaps to address, based on industry best practices. Each of the ten domains is important on its own but also interacts with and affects others.

Because Cisco Domain Ten uses a structured, vendor-agnostic approach to planning and executing IT transformation, it guides your discussions, assesses your capabilities, and determines solutions in a way that wholly focuses on your desired business outcomes. And because it addresses multiple layers that must be strategically aligned during IT planning and deployment, Cisco Domain Ten is particularly relevant for transitioning to the cloud, whether public, private, or hybrid.

The Cisco Domain Ten framework is applicable to:

- All organizations - enterprises, small to mid-sized businesses, public sector entities, and service providers
- All levels and every key decision maker in an organization, from CXOs to LOB managers
- All IT projects, from cloud to desktop virtualization to application migration, from data center consolidation to architecture and technology refreshes

To help you begin using the Cisco Domain Ten framework we set up a custom workshop with you that examines where you are today and your goals for the future. We'll pinpoint the changes needed and map the way to get there. This workshop is especially effective in fostering discussions among groups from different parts of a company who may not understand each other's goals and needs. In our experience with customers, the outcome is usually better decisions, better roadmaps, and better strategies.



Is Your Data Center Ready for Change?

A number of trends are converging around the data center: big data, the Internet of Everything, cloud services, BYOD and mobility, continued threats to security. Your stakeholders - whether executives, administrators, line staff, teachers, professors, students, government officials, your customers - all want more data, whenever and wherever they desire, from any potential source.

Therefore your data centers must be simultaneously more accessible and more protected. They have to handle more complex applications and yet be simpler and more economical to operate. And able to do more, with less.

Even given these trends, Cisco Domain Ten can help you simplify your data center and make it more effective, guiding you to an efficient infrastructure that simplifies operations and lowers costs. What issues are you currently grappling with? Are you considering virtualization or moving to a cloud-based infrastructure? The Cisco Domain Ten framework helps you track the various domains - infrastructure, applications, security - and how changes in one area affect others.



Let's look more closely at cloud computing as an example of how you can use Cisco Domain Ten. As we've seen over the past few years, cloud has become almost the de facto standard. Cloud computing may help you:

- Diminish IT complexity
- Increase flexibility and elasticity of IT resources
- Free up IT staff to focus on strategic needs
- Reduce capital expense through use of consumption-based IT services
- Create access to on-demand services
- Accelerate application deployment

If the cloud is right for your business, how would you move to it? Cisco Domain Ten can help you survey your current IT footprint and decide which applications you might want to move to the cloud. It can help you discover where you might need to modify your data center. The decisions you need to make may have far-reaching implications, but the Cisco Domain Ten framework can help to clarify how you can and should proceed. And if the cloud is not right for you now, Cisco Domain Ten will help you determine that, too. It can serve as a model for determining and developing the right path for evolving your technology.

A Unique Framework for Both IT and Organization Transformation

No other company has Cisco Domain Ten and its way of analyzing your data center and IT infrastructure.

We also have a proven methodology for delivering it - a custom workshop that focuses specifically on where your organization is today, as well as its goals.

The workshop facilitates discussion among many different groups which - if your organization is like so many we work with every day - may be siloed, with no easy way to see and understand each other's challenges and priorities. We help you break down the silos. Together with your key decision makers, we discuss all relevant domains. We help you pinpoint your unique requirements and the changes and improvements needed to meet your business goals. This 360-degree discussion and evaluation powers a set of recommendations for your new direction, technology investments, and the state you want to reach.

You may choose to use the workshop to stimulate discussion across the organization about how to:

- Improve your customer experience by successfully moving to cloud-based IT solutions
- Lower your costs by creating an efficient infrastructure that simplifies operations
- Speed business innovation by migrating from legacy systems to a modern architecture
- Promote departmental budget predictability by creating consumable cloud computing and an IT-as-a-Service (ITaaS) catalog

Or you may choose to discuss specific issues:

- Security - How to manage risks and threats, meet compliance requirements, implement new technology and keep IT highly secure
- Big data - How to gain insights from and bring order to the overwhelming amount of information available
- Mobility and Bring-Your-Own-Device (BYOD) - How to meet expectations that users can access data on any device, at any time, from any location

The workshop can inspire your organization to collaborate on common goals, and we help you plan how to achieve them.





Get the Most from Your IT Investment

Based on our experience with workshops across all industries and company sizes, we've found that customers have been able to achieve tangible business benefits through Cisco Domain Ten. For example, Cisco Domain Ten can help you:

- Gain a comprehensive understanding of your current IT state
- Pinpoint critical challenges for your organization
- Map IT to business outcomes
- Optimize your data center and move successfully along your cloud journey
- Apply industry best practices to reduce risk during transformation and deliver greater business impact

Beginning with our own IT transformation at Cisco, Cisco Services has helped deliver IT and organizational transformation. With flat to decreased IT budgets, Cisco's cloud-led IT transformation has supported more than 45 acquisitions, new data center builds, and a 65,000-mobile device BYOD project while reducing TCO (by 65 percent) and reducing deployment of new servers from 8 weeks to 7 minutes. Cisco Services led and has harnessed insights from this unique IT transformation; read [more info here](#) on Cisco's own data center and cloud transformation.

The Ten Domains

Area	What It Is	Sample Questions or Concerns You May Have Applicable to This Domain
Cisco Domain Ten (overall)	End-to-end IT from bare metal up	How is our technology supporting our business? How do we get the most value from our existing and upcoming IT investments? Is moving to the cloud right for us, and how do we implement a move?
Domain 1: Infrastructure and Environmentals	Includes active computing, storage, and networking resources and supporting facilities such as power and cooling equipment	What are our most pressing foundational constraints? What can we do to speed up implementation? How can we standardize our hardware?
Domain 2: Abstraction and Virtualization	The layer that exists on top of the physical infrastructure and facilities, allowing for more efficient sharing of the physical resources that reside underneath	What opportunities do we have to virtualize? Which of our workloads cannot be virtualized?
Domain 3: Automation and Orchestration	The software component for automated workflows within the abstracted layer on top of the standardized infrastructure. It allows IT to automate manual processes and orchestrate a sequence of workflows.	Why isn't our automation working better? Which manual processes could we automate? Which automation tools should we use?

What Others Have Said

“Cisco brought all of this worldwide knowledge to the table, and then helped us develop an architectural blueprint suited to our needs.”

–**Matthew Maw**, General Manager, Technical Systems, Tatts Group Ltd

According to IDC analysts and buyer perception, Cisco is an IDC MarketScape “Major Player” worldwide for cloud professional services (1) and a “Global Leader” for cloud support services (2). In addition, an IDC survey rated Cisco #1 for cloud professional services across all three included categories: applications, application platforms, and infrastructure (3). Cisco was also rated highest for Private Cloud Strategy by Forrester Research, Inc.(4).

1. [IDC MarketScape: Worldwide Cloud Professional Services 2013 Vendor Analysis](#), Doc #242401, August 2013
2. [IDC MarketScape: Worldwide Datacenter Hardware Support Services 2013 Vendor Assessment](#), Doc #244862, December 2013
3. 2013 IDC Services Group Survey: U.S. Professional Services Opportunities Related to Cloud Services, Doc #239862, March 2013
4. [The Forrester Wave™: Private Cloud Solutions, Q4 2013](#), Forrester Research, November 2013



Area	What It Is	Sample Questions or Concerns You May Have Applicable to This Domain
Domain 4: Customer Interface	The software component and the governance that sits behind it. This is where the consumer of the services interacts with the cloud.	How can we help our workforce be more self-sufficient? How do users request services now? How should we design our user interface so it will be easy to use?
Domain 5: Service Catalog	The list of services that will be provided by the cloud infrastructure. Governance must be tied to how these services get created and what services are entered into the catalog.	How do we define services? What types of services do we offer and plan to offer? Which services should we make available first?
Domain 6: Financials	The costs and benefits for the services provided through the cloud. Chargeback within a cloud infrastructure allows for accurate utility-based billing for services consumed through the cloud.	How do we allocate IT costs? How are the costs of services accounted now? How do we represent the value of IT to the business?
Domain 7: Platform	Where data center elements – operating systems, middleware and databases – are installed on top of the infrastructure	How can we standardize, simplify, and automate our software platform?
Domain 8: Applications	Refers to applications that run on top of the platform and/or virtual or physical infrastructure.	What are the financial trade-offs if we move to the cloud? What are our priority applications for migrating? What constraints affect our application decisions?
Domain 9: Security and Compliance	Essential to supporting new and innovative IT operating models. Security must be reevaluated while operating models and infrastructures must meet new compliance requirements facing customers.	How have we prepared to address our business' security requirements for our target environment? What concerns do we have around segmentation, threat defense, and visibility for our target environment?
Domain 10: Organization, Governance, and Process	Covers all domains in a transformed data center environment. Many organizational structures and processes are not designed to take advantage of automation and cloud capabilities and therefore need to be redesigned to promote the business benefits of cloud.	Which processes will we need to add to manage the cloud environment? Who will determine these? What organizational changes will need to be made to manage a less siloed infrastructure?

Why Cisco?

Only Cisco offers the proven Cisco Domain Ten framework to transform IT to meet your organization's needs. Since we are at the heart of the data center and network, Cisco is uniquely positioned to undertake a comprehensive and accurate examination of your technology and business to deliver a solution that addresses both.

And after developing your strategy and roadmap, you can benefit from the results of deploying solutions based on Cisco products and services. Delivered by Cisco and our partners, Cisco solutions have resulted in measurable business gains for our global customers, who have achieved 15-20% faster acceleration to revenue; 30% lower infrastructure costs; 50% faster disaster recovery; and 90% reduction in deployment time.

Next Steps

To learn more about how Cisco Domain Ten can help you transform your IT and business results, visit: <http://www.cisco.com/go/domainten>. Contact your Cisco account team to schedule your Cisco Domain Ten workshop today.