What Is Cisco SONA?

Understanding Cisco Service-Oriented Network Architecture (SONA)

Challenges Facing the Enterprise
Despite current IT investments, many organizations find that vital networked resources and information assets remain largely unlinked. In fact, it is not uncommon for organizations to have hundreds of “siloed” applications and databases that cannot communicate with each other. This is due in part to increasing and often unexpected demands from internal and external customers. Many enterprises have had to quickly deploy new technologies which often led to the deployment of disparate systems. The result is an inability to share information efficiently across the organization. Customer records, for example, cannot be accessed easily by sales, customer service, or purchasing departments without creating different overlay networks that join applications and information. Many organizations have found that this unplanned expansion has left them with multiple systems and distributed resources that are uncoordinated and underused. These disparate systems are also difficult and costly to manage.

The Intelligent Information Network—The Cisco Advantage
With its vision of the Intelligent Information Network (IIN), Cisco Systems® is helping global IT organizations correct these problems and address new challenges such as the deployment of service-oriented architectures, Web services, and virtualization. IIN articulates the evolving role of the network in facilitating the hardware and software integration that will make it possible for organizations to better align IT resources with business priorities. By building intelligence into an existing network infrastructure, IIN will help organizations realize benefits such as reduced infrastructure complexity and cost.

The Power of the Network
Innovation in the IT environment has focused primarily on delivering new business applications through traditional server-based systems. However, the network still remains the platform that can connect and enable all components of IT infrastructure transparently. Using Cisco® Service-Oriented Network Architecture (SONA), enterprises can optimize applications, processes, and resources to deliver greater business benefits. By making the network more capable and intelligent, enterprises can improve the efficiency of everything the network touches while freeing funds for new strategic investments and innovation.

Standardization increases asset efficiency by lowering operational costs to support the same number of assets. Virtualization optimizes use of assets, such that extra physical resources can be logically segmented to be used across distributed departments. The widespread effect of the newly gained efficiencies across the network offers increased flexibility and scalability, thus creating a significant impact on growth, customer loyalty, and profitability—thereby improving the overall ability to compete.

Taking Advantage of Architecture for Success
The Cisco SONA framework outlines how enterprises can evolve to an Intelligent Information Network that accelerates applications, business processes and resources, and enables IT to have a greater impact on business. Cisco SONA leverages Cisco and Cisco partner solutions, services, and experience working with enterprises across industries to deliver proven, scalable business solutions.

Three Layers of Cisco SONA
1. The networked infrastructure layer, where all the IT resources are interconnected across a converged network foundation
2. The interactive services layer, which enables efficient allocation of resources to applications and business processes delivered through the networked infrastructure
3. The applications layer, which contains the business applications and collaborative applications that take advantage of efficiencies from the interactive services

At the networked infrastructure layer, validated Cisco enterprise architectures provide complete design guidance for a fully integrated end-to-end system across your entire network.

At the interactive services layer, Cisco integrates a complete suite of services into intelligent systems that optimize the delivery of business and collaboration applications for more predictable and reliable performance, while lowering operational costs.

At the application layer, by deeply integrating with the network fabric, Cisco application networking solutions require no client installation or application changes while maintaining application visibility and security throughout application delivery.
What Is Cisco SONA?

At-A-Glance

Business Benefits of Building Cisco SONA
A more flexible, integrated infrastructure that is less complex will become more agile and attuned to delivering business results with lower costs. Using Cisco SONA, overall IT efficiency and use is increased, thus increasing overall IT effectiveness. This is the network multiplier effect.

The Network Multiplier Effect
The network multiplier effect is the increased effectiveness of what enterprise IT contributes as a result of Cisco SONA. Optimized efficiency and use of IT resources brings higher impact at lower cost, making your network a positive economic value-added resource.

The network multiplier effect is calculated as follows:

- **Efficiency** = Costs of IT assets ÷ (Cost of IT assets + Cost of operations)
- **Usage** = Percentage at which assets are used (e.g., percentage of available storage being used)
- **Effectiveness** = Efficiency x Use
- **Network Multiplier Effect** = Asset effectiveness with Cisco SONA ÷ Asset effectiveness without Cisco SONA

Dividends on Your Investment
The benefits of Cisco intelligent systems within Cisco SONA go beyond improving efficiency and reducing cost. With Cisco SONA, you can transform the power of your network to:

- Increase revenues and opportunity
- Improve customer relationships
- Increase business resiliency and agility
- Increase productivity and efficiency, and reduce costs

Evolve in Real Time
Evolving to a more intelligent, integrated network with Cisco SONA can be done in phases: convergence, standardization, and virtualization and automation. Working with your Cisco channel partner or account team, you can use the framework of Cisco SONA to develop the roadmap by which your enterprise can evolve. Through Cisco Lifecycle Services, leadership in standardization, proven enterprise architectures, and experience with industry-focused solutions, your Cisco account team can help you meet your business imperatives in real time.

Evolving to an Intelligent Information Network
The role of the network is evolving. The intelligent network of tomorrow will offer so much more than basic connectivity, bandwidth for users, and access to applications. It will offer the kind of end-to-end functions and centralized, unified control that will promote true business transparency and agility. Cisco SONA enables enterprises to extend their existing infrastructures evolving toward an intelligent network that can accelerate applications and transform business processes. Evolving with Cisco includes the design, support, and financing services to maximize the value of your investment.

Cisco Lifecycle Services and Support
Cisco and its partners offer a lifecycle services approach to align customer business objectives with their technology implementations. The methodology defines the minimum set of activities needed—by technology and by network complexity—to help you successfully deploy and operate Cisco technologies and optimize their performance throughout the lifecycle of your network.

Cisco and its partners will work together to build the appropriate engagement model specifically around a customer’s environment and capability. Skills identification, capabilities assessments, and gaps in methodologies will be incorporated to help craft a customized solution to facilitate customer migration to Cisco SONA.

Cisco Capital Finance
Cisco Systems Capital® Corporation plays a critical role in providing this complete solution to business imperatives—especially in meeting them in real time. The Cisco Systems Capital Corporation can provide not only deal-making assistance, but also the answers that will help ensure that economic considerations are not directing the time to implementation.

For More Information
http://www.cisco.com/go/sona/
Contact your local Cisco channel partner or Cisco office.