



Your data center: Unlock real value in apps and data.

More apps? Check.

1 0 ↑

2014 saw **triple-digit growth** in both the number of business applications and the number of developers creating them.¹



Your business already runs on applications, but the number, diversity, and scale of those applications are set to increase exponentially.

Bigger data? You bet.

More data is already produced in one year than in the previous

5,000 years.

13 billion connections today will become

50 billion CONNECTIONS BY 2020.²

A recent Cisco survey indicates that

40%

of organizations believe they need better tools to create **actionable insights** from data.³

MORE DATA + MORE APPS ≠ MORE VALUE...yet.

Data centers are struggling to manage the rapid increase in servers and applications. Of all the data collected, only 5 percent is actually analyzed.

So how do you create value?

Your data center is the center of everything, and it's the key to unlocking value across your entire organization. **Start today.**

1



Move power to the edge.

Try a new computing platform that lets you put the computing power at the edge where the data lives, but that can still be managed as a whole system.

+

Cisco UCS* + Cisco Connected Analytics**

More than 37 percent of Cisco customers believe that the majority of IoT data will be processed at the edge.⁴

2



Integrate for simplicity and performance.

Applications are becoming more diverse and data intensive. Preconfigured infrastructure delivers simplicity, efficiency, and performance at any scale for the world's leading applications.

+

3



Take a holistic approach to transformation.

Enabling an IT-as-a-service model that transforms your data center from a cost center to a center of business value requires you to move beyond a project-by-project approach.

+

Cisco is helping customers define their data centers as the center of everything with the Cisco Domain Ten® data-center transformation framework, flexible and hybrid-ready public cloud solutions, and the breakthrough Cisco Intercloud™ initiative.

Cisco UCS: One platform for your data center

Welcome to remote computing at the edge for real-time analytics, scalability for big data at the core, cloud-scale computing that expands private clouds to hybrid clouds, and industry-leading performance for applications including Microsoft, Oracle, and SAP solutions—all managed with the same automation and management tools.



Microsoft

"Together, Cisco and Microsoft are helping our partners evolve with current market demand and rapidly shifting customer needs."

— Aziz Benmalek, vice president of worldwide hosting and cloud services, Microsoft⁵



The Broad Institute

"By moving to a more centralized IT environment, we could provide researchers with more economical and higher-quality support."

— Chris Dwan, director of research computing and data services, Broad Institute⁷



SunGard

Pairing with Cisco reduced average implementation time from 45 days to 30 minutes, helped enable the company to launch production service 10 weeks after receiving the platform, and reduced energy consumption by 25 percent.⁸

Unlock your future today with Cisco® data center solutions.



Find out more >

SOURCES: 1 "Leading App Stores See Dramatic Increase in Business Apps," CID.com, Jan. 15, 2015; 2 "Enabling the Internet of Everything: Cisco's IoT Architecture," Cisco, Feb. 2015; 3 "Attaining IoT Value: How to Move from Connecting Things to Capturing Insights," Cisco, 2014; 4 "Go to the Edge to Unlock Value in the Internet of Everything," Cisco Blog, Dec. 22, 2014; 5 "The Cisco UCS Advantage," Cisco, last updated June 18, 2014; 6 "Cisco and Microsoft Extend Relationship with New Cloud Platform," Cisco press release, March 11, 2015; 7 "Aiding Life-changing Research," Cisco, Feb. 2015; 8 "Service Provider Introduces High-Availability Private Cloud Service," The Virtual Computing Environment Company, 2011.

