Data Center Virtualization and Cloud Infrastructure Solutions
Cisco Expo Belgrade

Roberto Caccia
Sales Manager  Data Center Services Solutions
Cisco Emerging Markets

Belgrade Dec. 7th 2010
Cisco Data Center Practice

Data Center Expertise
- Business Consulting
- Facilities
- Networking
- Virtualization
- Server
- Storage
- Applications
- ITIL/ITSM

Consultant Backgrounds
- Accenture
- Booz Allen Hamilton
- Citrix
- Computer Associates
- CSC
- Dell
- Deloitte
- EDS
- Egenera
- EMC
- Hewlett Packard
- IBM Global Services
- ING
- JPMC
- EDS
- Intel
- Microsoft
- Oracle
- PWC
- Red Hat
- SAP
- Sun
- VMware
Cisco’s Data Center Services

Transform

Design

Optimize

Cisco Data Center Services and Partner Ecosystem
Program Management Office

- Establish Governance & PMO
- Manage Work-streams
  - Commercial
  - Migration
  - Operational
  - Development
Establish Reference Architecture

End 2 End Architecture Services

- Discovery Analysis
  - Network and SAN
  - Applications Discovery
  - Platforms
  - Security
- Establish Reference Architecture (HLD)
- Micro Architecture Designs (LLD)
Transformation Business Case

Architectural Value Analysis
- Follow on from indicative TCO
- In-depth TCO/ROI Modeling
- Workshops and Interviews
- Operating/Capital Cost Analysis
  - Architectures
  - Operating Models
  - Business Impact

![Graphs showing cost reduction and financial analysis](image-url)
Transforming IT Service Delivery

Enable Operations Transformation

Current Legacy Infrastructure

Data Center Technology Silos
Organization: People-Processes-Metric

Future-IT Infrastructure

Integration:
Virtualization

PMO

Architecture

Operations

Copyright © 2010 Cisco and/or its affiliates. All rights reserved. Cisco Confidential.
Transforming IT Service Management

Challenges
- Inefficiencies in the provisioning process
- Complex to introduce new technology
- Unplanned outages cost 1000’s of support hours

Identified Opportunities
- Identified OpEx savings through process improvement and automation
- Reduce unplanned outages with existing architecture
- Technology introductions could realise faster RoI

“If we had engaged McKinsey this work would have cost us significantly more”
- Head of Platforms
Implementing Data Center Solutions

Design

Cisco Data Center Services and Partner Ecosystem
Enable deployment of Nexus products

Nexus Services
- Customer Requirements Document (CRD)
- High Level Design (HLD)
- Low Level Design (LLD)
- Network Ready for Use (NRFU)
- Network Implementation Plan (NIP)
- Transfer of Information (TOI)
- Project Management
Architecting for new Data Centers

Challenges

- Multiple vendors – Network, Mainframe, Storage
- Emerging Technology and Standards
- In-house and Partner resource experience varied

Solution

- Cisco workshop established credibility
- Cisco Architect engaged for High Level Design review
Architecting for new Data Centers

- Savings in Mainframe FICON switches and ports
- Removed unnecessary Storage switches
- Savings in modules and cards
Architecting for new Data Centers

Challenges
• Multiple vendors – Network, Mainframe, Storage
• Emerging Technology and Standards
• In-house and Partner resource experience varied

Solution
• Cisco workshop established credibility
• Cisco Architect engaged for High Level Design review

Results
• Identified $500K unnecessary CapEx
• $500K additional OpEx cost avoidance
## Unified Compute System Services

Enable deployment of the UCS

### UCS Implementation Services
- Use Case based Workshops
- Architecture Strategy & Roadmap
- Packaged Services (PDIs)
  - Start-up Accelerator
  - Pre Production Pilot service
  - Accelerated Deployment service
- Custom Deployment Services (PDI)
- Enterprise Management Integration

<table>
<thead>
<tr>
<th>Service Deliverable</th>
<th>Architecture Workshop</th>
<th>Start-up Accelerator</th>
<th>Pre Production Pilot (PPP)</th>
<th>Accelerated Deployment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify UCS Use Cases</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Installation</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Training workshop (1 day)</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>UCS Configuration</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>System Deployment</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Deploy and Migrate</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Deliverables:</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>- Executive Summary</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>- Operations Runbook</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Build &amp; Execute Test Plan</td>
<td>✓ (Option 2 Only)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Business</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ready for Operations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Timeline (onsite)</td>
<td>0.5 / 10 days</td>
<td>Option 1: 4 Days</td>
<td>3 weeks</td>
<td>4 weeks</td>
</tr>
</tbody>
</table>

© 2010 Cisco and/or its affiliates. All rights reserved. Cisco Confidential
Optimizing Data Center Investments

Cisco Data Center Services and Partner Ecosystem
Optimizing Data Center Investments

**Audit & Optimization Services**

- Technology Audits/Assessment
- New Feature Introductions
- Design Reviews
- Performance Optimization
- Software Strategy Recommendations
- Knowledge Transfer

### Optimization Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Activity</th>
<th>Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Service</td>
<td>Network Assessment</td>
<td>Annual assessment of your Cisco solution</td>
</tr>
<tr>
<td>Network Support Service</td>
<td>Change Support</td>
<td>Scheduled and unscheduled change support</td>
</tr>
<tr>
<td>Performance Engineering and Optimization</td>
<td>Detailed Design Review</td>
<td>Detailed design report, Design consultation</td>
</tr>
<tr>
<td>Software Strategy</td>
<td>Configuration best practices report</td>
<td></td>
</tr>
<tr>
<td>General Support</td>
<td>Software strategy management review, Periodic critical bug analysis</td>
<td></td>
</tr>
<tr>
<td>Continuous Learning Service</td>
<td>Knowledge Transfer and Mentoring</td>
<td>Ongoing proactive support along with a quarterly plan for improvement of your Cisco solution, Informal educational sessions, chalk talks, regular communication by conference calls and e-mail</td>
</tr>
</tbody>
</table>
Improving performance of the SAN

Large Bank in region

- Reduce risk of SAN outages
- Improved performance and scalability
- Provide architecture roadmap for introduction of new SAN features

“This will give us the roadmap to optimize our existing SAN infrastructure – ready for the introduction of new encryption services – and will also provide a much needed global view of the architecture that will be invaluable to all teams”

- Global Head of Storage-
Suggested next step: Data Center Workshop

**Preparation**
- Gather Customer Data
  - Overall Strategy Plan
  - Architecture Plans
  - Operations Plans
- Review Data
  - Identify areas in scope

**Workshop**
- Commercial
  - Strategy review
- Architecture
  - Current vs. target state
- Operations
  - Change required to enable target state

**Output**
- Present Results
  - Commercial
  - Architecture
  - Operations
    - Recommendations
    - Next steps
    - Proposal
Thank you.
Registrujte se za Cisco Live Networkers u Londonu ili Bahreinu!
Više informacija na:
http://www.ciscolive.com/