



Cisco Intelligent Branch



Digital Experience: Transforming Sales and Service Experiences

In today's evolving marketplace, your employees, partners, and customers are interacting with your business digitally. To present your brand in the most positive way possible, you need a strategy to deliver a highly secure, robust digital experience. But even as business goes digital, most interactions still take place in a physical location.

Digital innovation is overwhelming branch sites, with 80 percent of the Internet users using their mobile devices to go online¹ and, according to Gartner, the traffic and bandwidth is expected to grow to over 50 percent in 2015 and 2016². Almost a quarter of the customers—24 percent and growing—use online and in-branch for both information and purchases³.

To succeed in such an environment, your customers and partners need a consistent, effortless, omni-channel experience that is customized and relevant to their needs, regardless of the channel being used.

Transforming Your Digital Point of Sales and Service

The Cisco® Intelligent Branch business offer delivers network innovations in a pay-as-you-grow model along with Cisco solution lifecycle services. Bringing all these elements together, Cisco Intelligent Branch addresses the growing need for application-aware networking for the digital business, operational agility required of for Fast IT, and costs optimization desired for Total Costs of Ownership (TCO) advantage.

Cisco Intelligent Branch consolidates network routing, switching, security, compute, storage, and application services into a single platform. It combines a multiservice WAN access router, Cisco UCS E-Series Server, SourceFire Advanced Malware Protection (AMP) and Cisco 4000 Series Integrated Services Routers (ISR).

Cisco UCS E-Series servers and Cisco 4000 Series ISR are built for enterprise-grade performance with a service life expectancy longer than commercially available servers and routers. At the same time, the Cisco 4000 Series ISR specifically addresses the growing need for application-aware networking.

Branch locations often have lean IT resources. But they also need direct communication with both private data centers and public clouds across diverse links, including Multiprotocol Label Switching (MPLS) VPNs and the Internet. With the Cisco Intelligent Branch business offer, you can support these innovative technologies and new business models without compromising your budget or company priorities like compliance and security.

The Cisco Intelligent Branch Offer

Cisco business offers are specially curated packages of hardware, software, and services that deliver specific business advantages. They are:

- Aligned with your business imperatives
- Validated to work together
- Supported by Cisco
- Scalable and highly secure
- Extensible by design

The Cisco Intelligent Branch business offer lets you apply the power of your network to better serve your customers with server virtualization, blade form factor, and simplified management. It is specifically tailored to address the growing need for application-aware networks, and the need to extend the capability for customer centric collaboration applications.

¹ Global Web Index, 2015

² "What's Driving Mobile Data Growth," Gartner, 2015

³ EY Customer Pulse, 2015

Benefits

- Give customers consistent information and a smooth, personalized experience however, whenever, and wherever they do business with your company.
- Standardize your technology to improve service-level agreement (SLA) compliance, reduce risk, and enhance customer services and capabilities across your business.
- Deploy a platform to support innovation and new capabilities. Add new applications as needed. In addition, and support related solutions such as Cisco Virtual Expertise to optimize the customer experience with face-to-face interaction.
- Add new applications and IT innovations when you need them—without impacting your customer-facing resources or franchise agents and advisors.
- Give staff and advisors at your branch locations the tools they need to work more effectively with their clients and colleagues to improve assets under management, boost cross sales, and enhance retention rates.

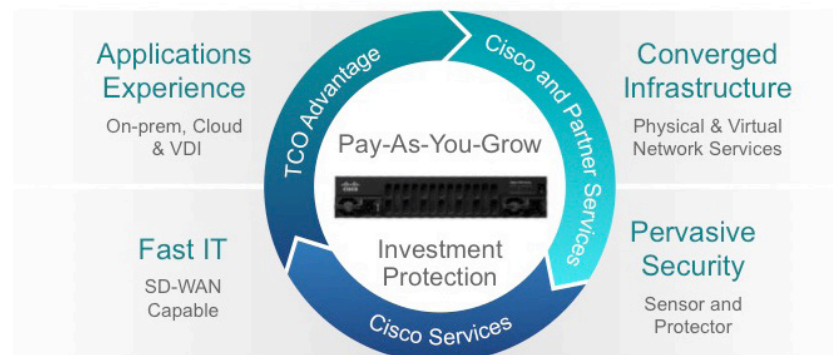


Figure 1. Cisco Intelligent Branch Offer



Case Study: Alaskan Bank Virtualizes Branches for Productivity

Northrim is a commercial bank headquartered in Anchorage, Alaska, committed to providing customer-focused service.

Challenge: With an aging network and limited WAN performance, many branch offices could not sustain a high number of data-rich user virtual desktop infrastructure (VDI) sessions. The bank needed to upgrade its decade-old data center and WAN to meet the growing needs of bank customers.

Solution: To get the improved performance and dependability it needed, Northrim deployed a Cisco Intelligent Branch. The virtualization solution included Cisco Integrated Services Routers Generation 2 (ISR G2) routers with Cisco UCS E-Series Servers, VMware Horizon View desktop virtualization software, and Atlantis ILIO storage optimization software. The Cisco 4000 Series ISR, part of the Intelligent Branch business offer, provides 10 times the performance of the ISR G2 for the same price.

Results: The Cisco solution dramatically improved the availability and reliability of the bank's network, allowing employees to enjoy consistent, reliable connectivity and performance at any location.

"Cisco did an amazing job with us on the network data center project, so our expectations were high, but we found it was just as stellar with our virtual server project."

– **Erick Stoeckle, Network System Manager and IT Architect**, Northrim Bank

A Platform for Transformation

The Cisco Intelligent Branch business offer lets you extend the value of your network like never before. It supports:

- **Mission-critical business applications:** Point-of-sale (POS) systems, bank teller in-office control points, electronic-medical-record (EMR) systems, and inventory management systems.
- **Bandwidth optimization with Cisco Intelligent WAN:** Policy enforcement, Dynamic Multipoint VPN (DMVPN) for highly secure IPsec transport, Cisco Performance Routing (PfR), advanced QoS, and Cisco IWAN App with APIC-EM and Prime™ for easy, automated deployment and management.
- **Security:** Highly secure, transport-independent overlay, strong cryptography: Internet Key Exchange IKEv2 using Elliptic Curve Cryptography (Suite-B) and front-door Virtual Route Forwarding (VRF) Design.
- **Core Windows services:** Microsoft Active Directory Domain Services, Windows File and Print Services, Dynamic Host Configuration Protocol (DHCP) Server, and Domain Name System (DNS) Server.
- **Client management services:** Configuration and operations management, monitoring services, update and patching services, backup and recovery services, and terminal server gateways.

Cisco Services for Intelligent Branch

Cisco Services can help you realize the full value of your Cisco Intelligent Branch investment. Using proven Cisco best practices and expertise, these services support you throughout the solution lifecycle. We can help you with your business strategy and analysis and provide continued support as you plan, build, and manage your solution. So you can quickly deliver a highly effective solution that connects customers, employees, and experts.

As part of the service, you get:

- 24-hour access to Cisco technical support resources
- A single point of contact for support until your issue is resolved
- Solution experts for triage and fault isolation at the solution level, to help you find the source of issues and work with the right experts to resolve it
- Case management and maintenance licenses

Cisco's Advanced Services, such as Cisco PDI Services, can also help you get the most value from your solution. They can help you deploy and integrate the Intelligent Branch within your environment to unlock the full potential of digitization.

The Cisco Advantage

An innovator and leader in the convergence of the network, collaboration, data center and security capabilities, Cisco has the expertise needed to deliver high-quality mobility and collaboration solutions. We make business-critical communications possible in real time, across multiple channels. The Cisco Intelligent Branch business offer is a complete, enterprise-class solution built to support your most important business processes. It's designed to scale smoothly as your business evolves.

For More Information

For more information about successful real-world implementations and best practices, visit: www.cisco.com



Figure 2. Cisco Business Offers Are About You