



Capture the Value of the Internet of Everything with Cisco Services

Over the next decade, billions of people and things will connect through the Internet of Everything. Technology trends such as cloud, mobility, social, and data, are making innovations happen faster, creating connections never dreamed of before. We estimate there is a US\$19T opportunity awaiting businesses with the foresight to think differently about IT.

As a CIO, you have to keep pace with these trends in order to create breakthrough business outcomes. At the same time, you also need to reduce expenses, increase the efficiency of your current investments and manage a constantly changing security landscape.

Over the next few years, you'll see businesses transform in ways never thought possible. Your business can too. But to get there you're going to need help navigating this new terrain.

Technology Trends Are Enabling Your Business in New Ways

Technologies including cloud, mobility, social, and data analytics are able to bring together people, process, data, and things. Do you have the expertise to optimize and innovate across these key technology initiatives in a secure manner? Are you and your executive teams crystal clear about the business outcomes you want to achieve from these trends?

Figure 1. Technology Trends Are Enabling Your Business in New Ways



You might begin by considering how these technology trends are affecting your organization. For example:

- **Cloud:** Do you have a cloud strategy and roadmap, and have you built consensus among stakeholders? Can you quantify what you're spending on cloud and find new ways to save money?
- **Mobile:** Are you able to provide mobile access in a secured and controlled workspace - to deliver a complete mobile experience?
- **Social:** Do you know what people are saying about you? Have you enabled personalized experiences by creating a platform that lets you interact with your customers?
- **Data:** Do you have instant access to all the data you want, the way you want it? Have you automated and integrated data and processes to make better business decisions faster?
- **Security:** Do you have a comprehensive strategy that will keep your business secure? Can you intelligently protect your network in real time?

In order to take full advantage of these trends, you will want a partner who can help you capture your share of this Internet of Everything opportunity. So what should you expect from working with a strategic services partner? How about business outcomes that include:

- Cutting costs and improving your business processes
- Creating a more engaged and productive workforce
- Creating personalized customer experiences
- Making better decisions faster
- Managing threats created by increased connections

Cisco's rich history in connecting the unconnected is exactly why we're the perfect business partner to help you exploit the opportunity made possible through the Internet of Everything.



Realize Your Business Outcomes with Innovative Technology Services

To promote innovation and gain business process improvements, you'll need a rich set of services that help you achieve a full lifecycle approach for managing your IT. Services designed for your specific business can help you create game-changing business outcomes.

Cisco® Services brings a breadth and depth of expertise and intellectual property to capture the value of the Internet of Everything. Our holistic approach together with our partners is what sets us apart. From cloud, to analytics, mobility, data, social applications, and security, use our strength to your advantage:

- Build a proven, end-to-end cloud methodology that includes financial modeling, strategy, and CapEx justification, and provides visibility to the hidden clouds your data travels through.
- Design your network so customers can interact with you through any device from anywhere, through email, chat, voice, video, and social media. This enables you to gather data in real time that reveals customers' behavior and desires, viewed in a logical, consolidated form.
- Use network analytics and data to complement and enable your business and customer insights, providing pervasive visibility to your IT environment.
- Create a single roadmap that addresses varying needs for mobile device access, security, and applications. With our approach, mobile security policy works with network security policy end to end to allow users a single sign-on no matter where customers are.

Case Study: Creating a Secure, Optimized Cloud-Enabled Infrastructure

So how do these technology trends and the Internet of Everything become solutions in the real world? EarthLink, for example, implemented a secure, optimized SMB infrastructure-as-a-service cloud offering using a Cisco Unified Computing System™ (Cisco UCS®) blended network and compute environment with Cisco Data Center Optimization Services with Cisco Gold Partner World Wide Technologies.

As a result of this partnership, EarthLink realized substantial and measureable benefits including:

- Online services to about a million U.S. homes
- 29,000 fiber route miles
- 25-percent reduction in server deployment time

Figure 2. Create a Secure, Optimized Cloud-Enabled Infrastructure

Case Study		EarthLink
Challenge	Solution	Results
<p>Looking to: Expand IT services to include cloud offering for SMBs Improve scalability with a more reliable, efficient cloud infrastructure Achieve redundancy by building infrastructure across multiple regions</p>	<p>Prepared the Infrastructure: Combined their network and compute into one environment with Cisco Unified Computing System Determined infrastructure necessary to support cloud-ready environment with Cisco Cloud Enablement Services Facilitated their transition to infrastructure as a service with Cisco Data Center Optimization Services</p>	<p>More Agile: Reduced server deployment time by 25% Optimized Costs: Reduced operational costs through significant time savings More Efficient: Cut firmware upgrade time from days to hours Better Service: Delivered more reliable uptime for customers</p>

Benefits Delivered with Cisco Services

We specialize in creating business-outcome improvements with technology and services in the following areas:

- **Increase efficiency** with a holistic end-to-end approach across your systems and solutions, from strategy through operations.
- **Fuel innovation** with strategies that bring your vision to life. Do it faster with the right cloud model for your business.
- **Create new markets** with new disruptive business processes and business-model improvements.
- **Minimize risk** by taking security to the next level with a holistic security strategy that maximizes business opportunity.
- **Unlock business intelligence** by connecting people to data, and gain better insights into customer behavior.
- **Create personalized experiences** for your customers through solutions that let you interact with them, monitor social conversations, and gain insight to data.



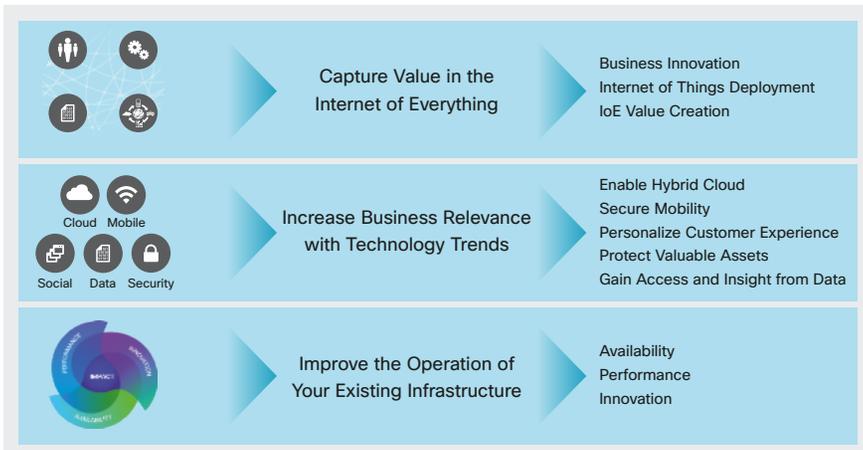
Engage Cisco Services Today

Cisco Services can help you improve the operations of your existing infrastructure and understand how to do things differently so you get more out of your IT investments. We can show you how to:

- Think creatively about using technology in ways you've never thought of before.
- Design new and innovative business processes using cloud, mobility, and social initiatives.
- Evolve IT from a cost center to a business unit that creates value and increases revenue.

We can help you realize your business goals and make your Internet of Everything a reality (Figure 3).

Figure 3. Services to Help You Achieve Better Outcomes



Cisco Services brings breadth and depth of expertise and intellectual property to help you understand what you can do today to prepare for capturing the value of the Internet of Everything.

Visit www.cisco.com/go/services to learn more.