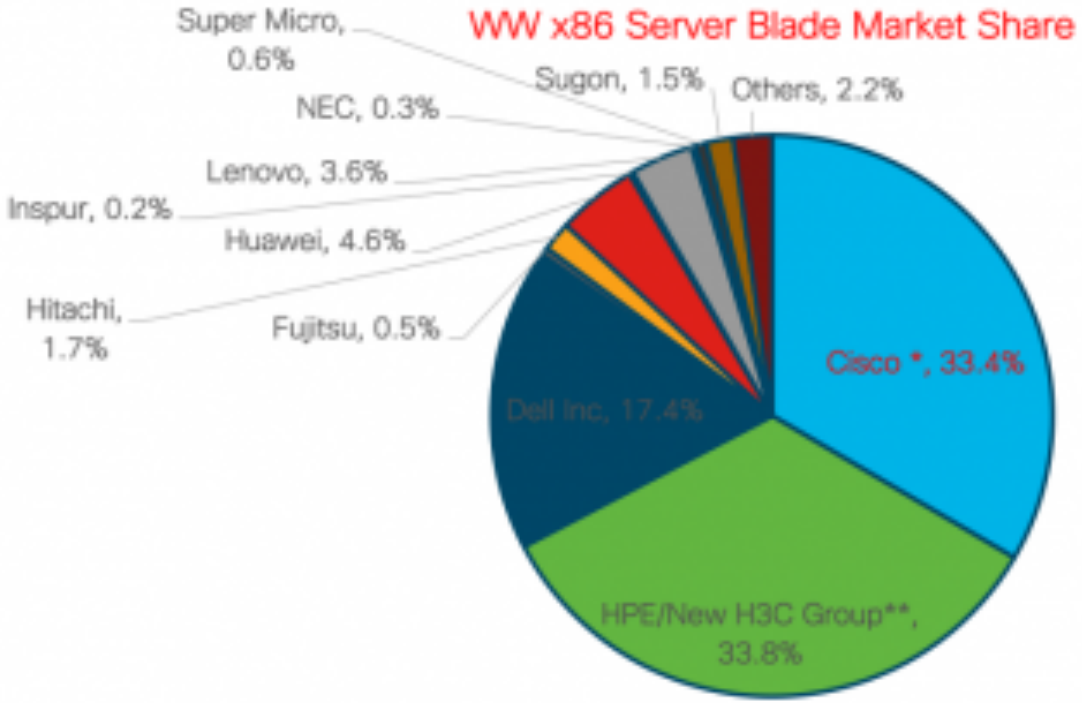
The Intent-Based Data Center

Powered by Intent. Informed by Context. Delivered across **your** Multicloud.

Kausar Niyazee
ASEAN Data Center Business Leader,
Cisco Systems

Cisco Climbs to #1* Market Share Position for x86 Blades 3CQ17



- Dell Inc represents the combined revenues for Dell and EMC
**IDC declares a statistical tie in the worldwide server market when there is a difference of one percent or less in the share of revenues or shipments among two or more vendors.*
***Due to the existing joint venture between HPE and the New H3C Group, IDC will be reporting external market share on a global level for HPE and New H3C Group as "HPE/New H3C Group" starting from 2Q 2016 and going forward.*
HPE/New H3C Group joint venture's WW vendor share of 33.8% comprise of 31.5% share from HPE and 2.3% share from H3C

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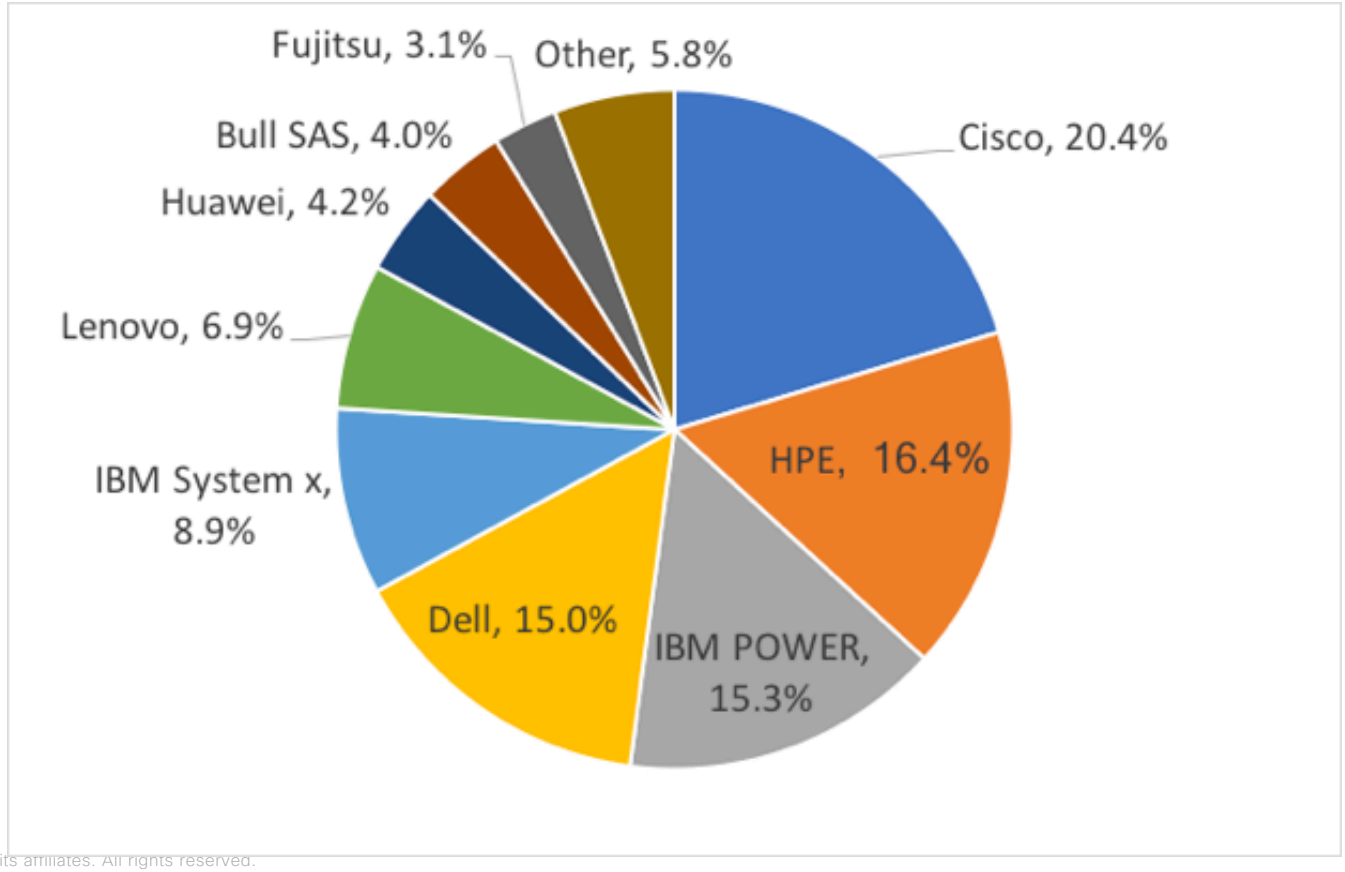
Source: IDC's Worldwide Quarterly Server Tracker, November 2017

SAP Hana Platform Market Share



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The Cisco Data Centre Opportunity

Partners

- Multi billion dollar Opportunity
- Business Profitability
- Strategic Relationships
- Opportunity to sell more!

Customers

- Best in class portfolio = Brand
- Automation = Efficiency
- Simplicity = Easy to manage
- Secure = Business uptime

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Intent = Aim / Purpose / Objective

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Is your Data Center doing what you intend?

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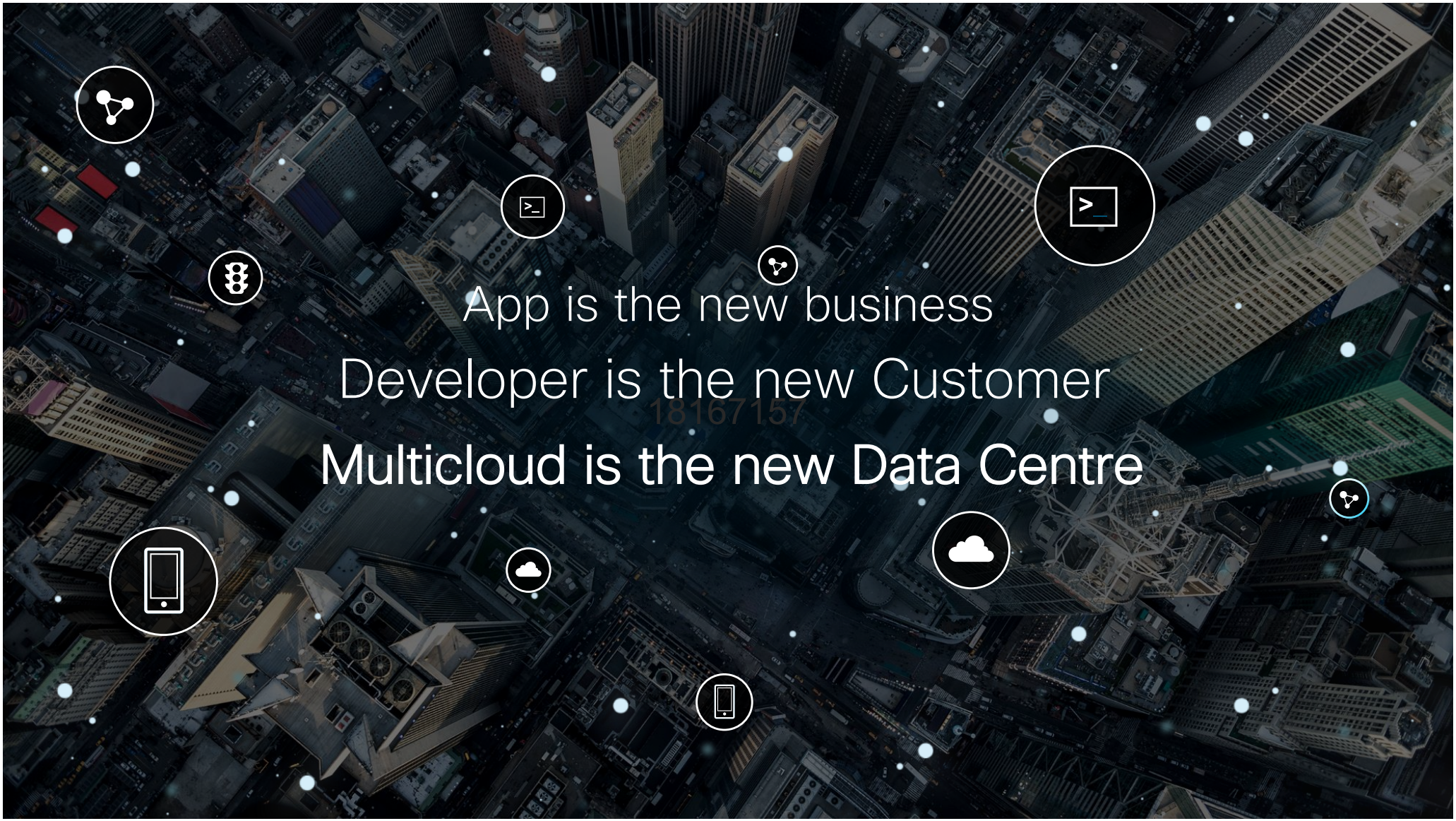
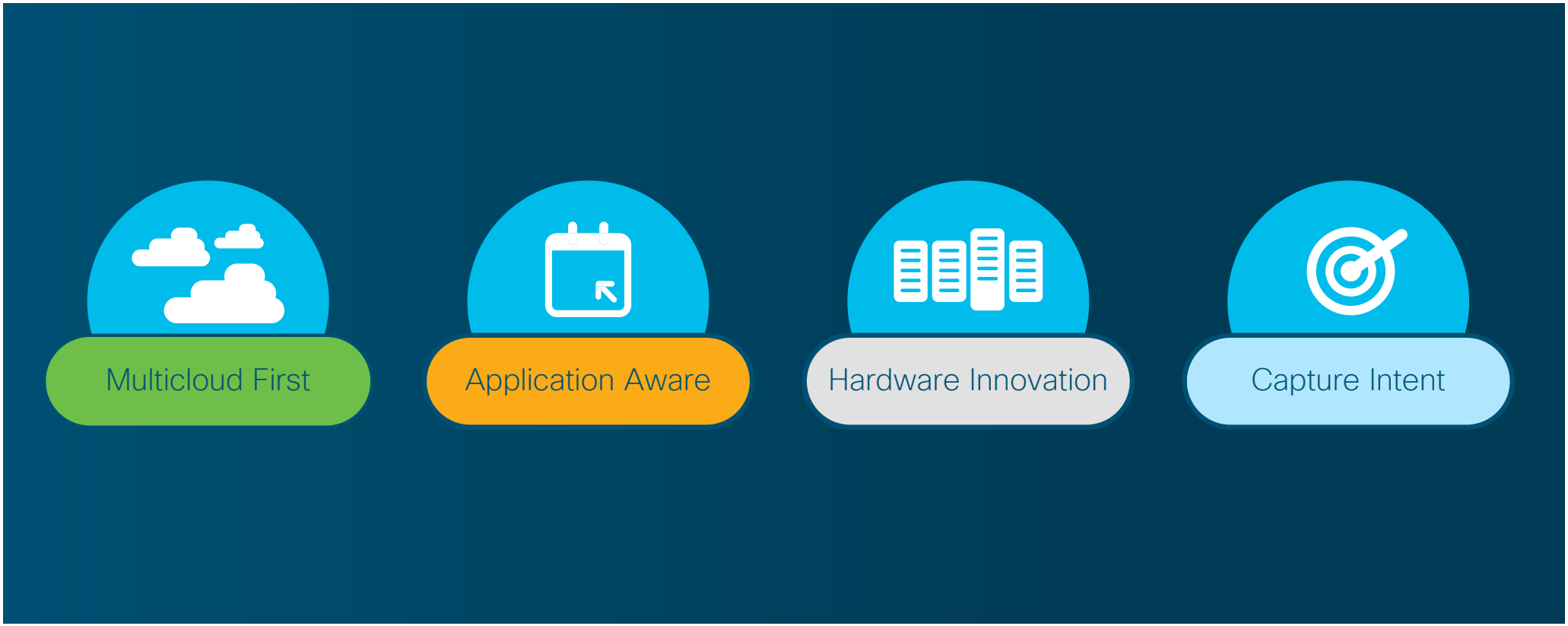

App is the new business
Developer is the new Customer
Multicloud is the new Data Centre

Pillars of Cisco's Data Center Strategy



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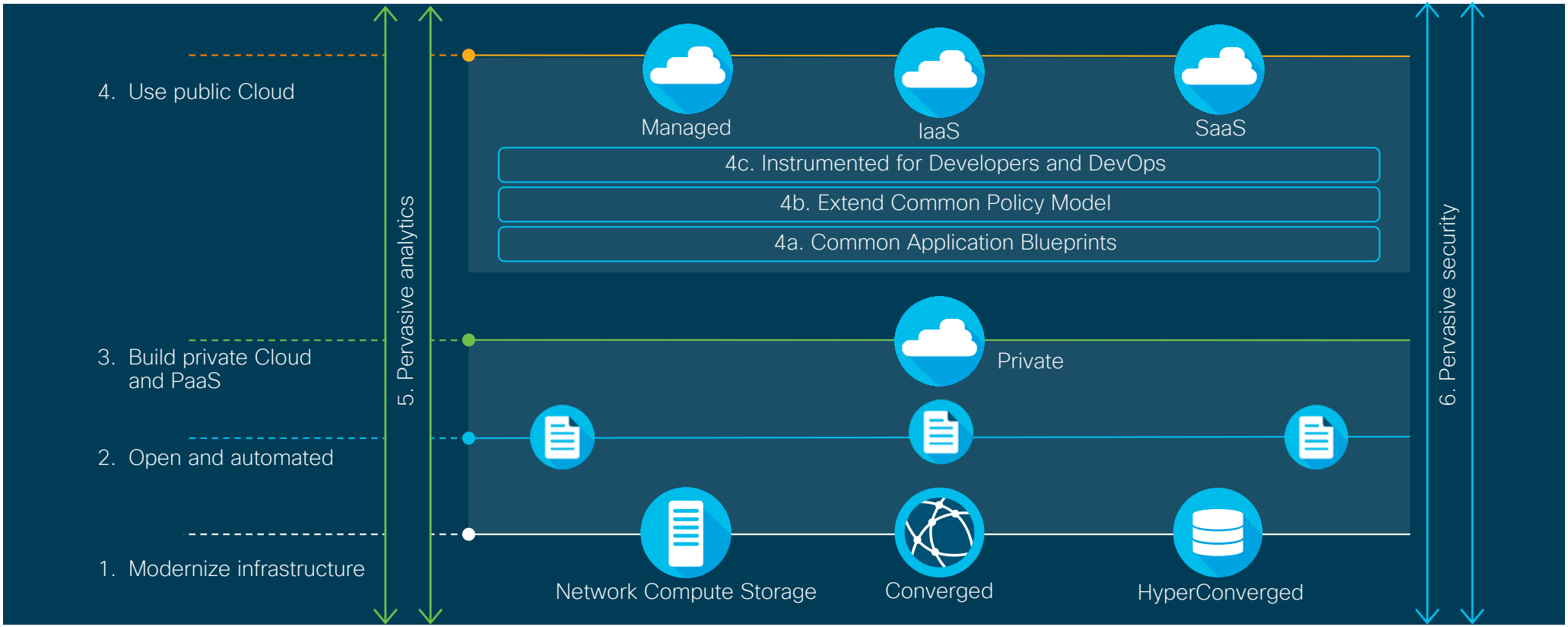
Capturing Customer Intent



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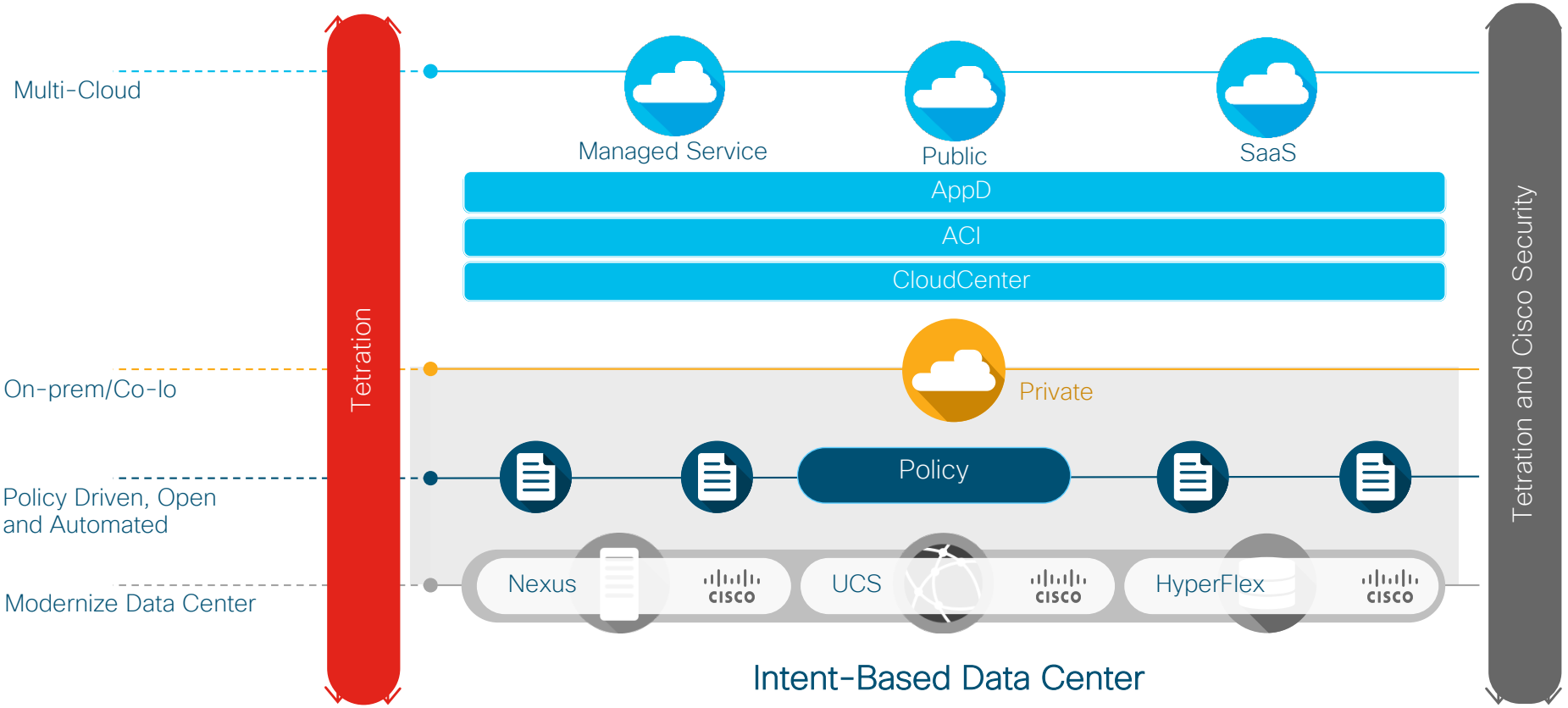
Putting It All Together



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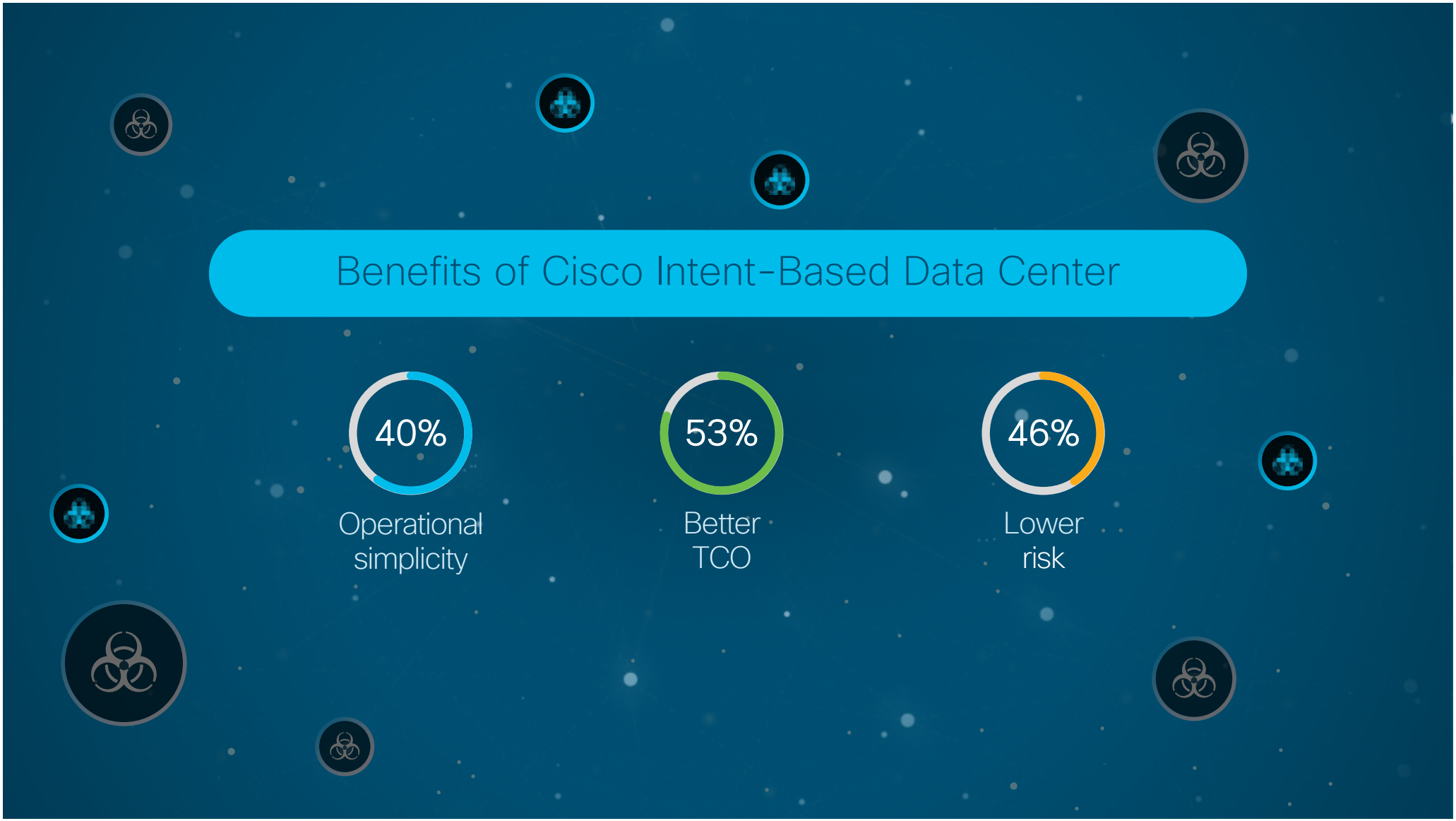
Cisco UCS with Intel® Xeon® processors


Benefits of Cisco Intent-Based Data Center
40%
Operational simplicity
53%
Better TCO
46%
Lower risk

FY18 APJ DC Focus Areas

Manage Compute Transition

- HyperFlex
- Blade & Rack growth – M5
- Intersight

Transformational Focus

- Nexus 9K/ACI
- Tetration
- Multicloud

Next Gen Solutions

- Converged Infrastructure
- DC Alliance Solutions
- Secure DC

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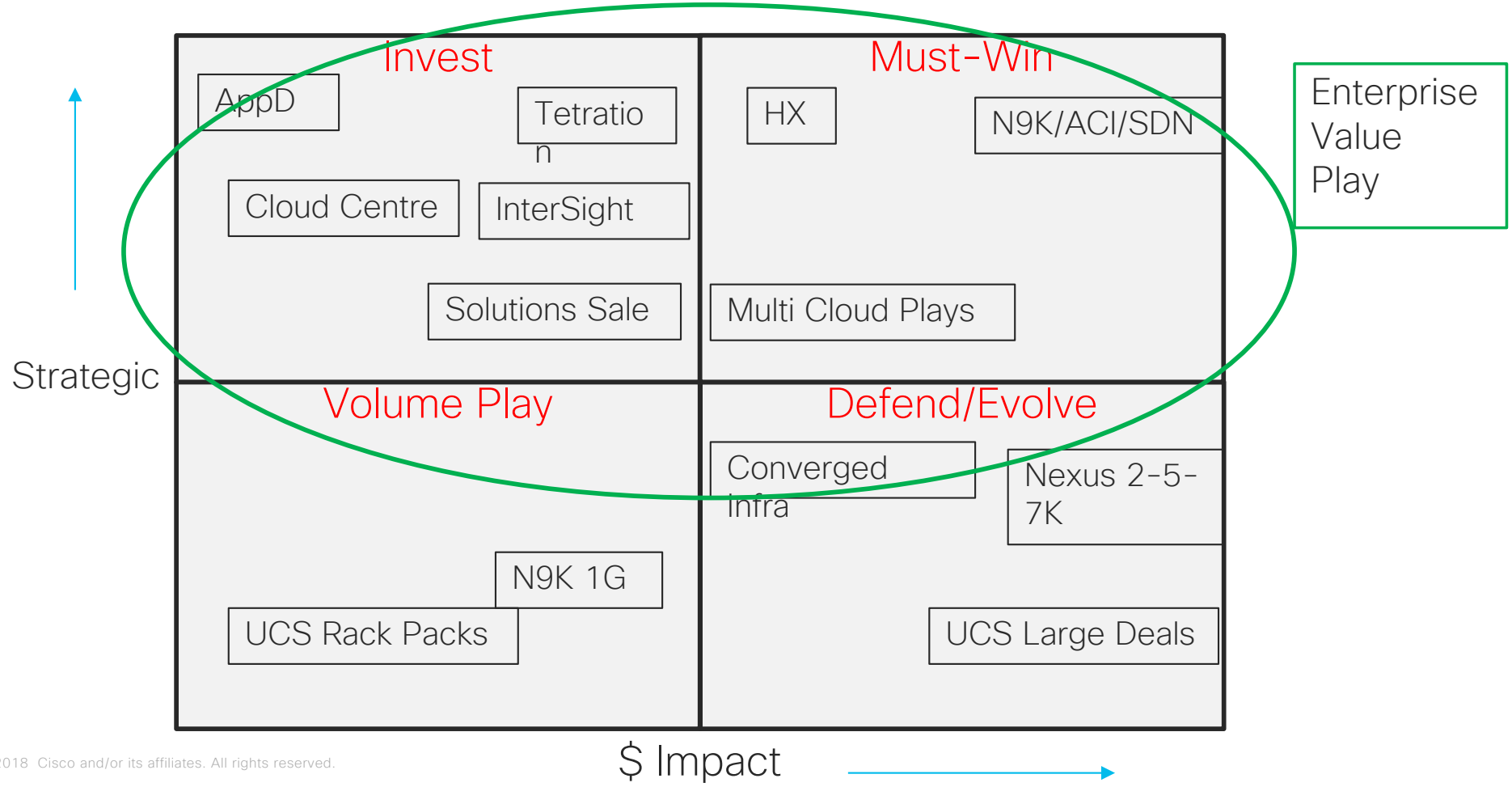
FY18-20 Cisco DC Technology Map



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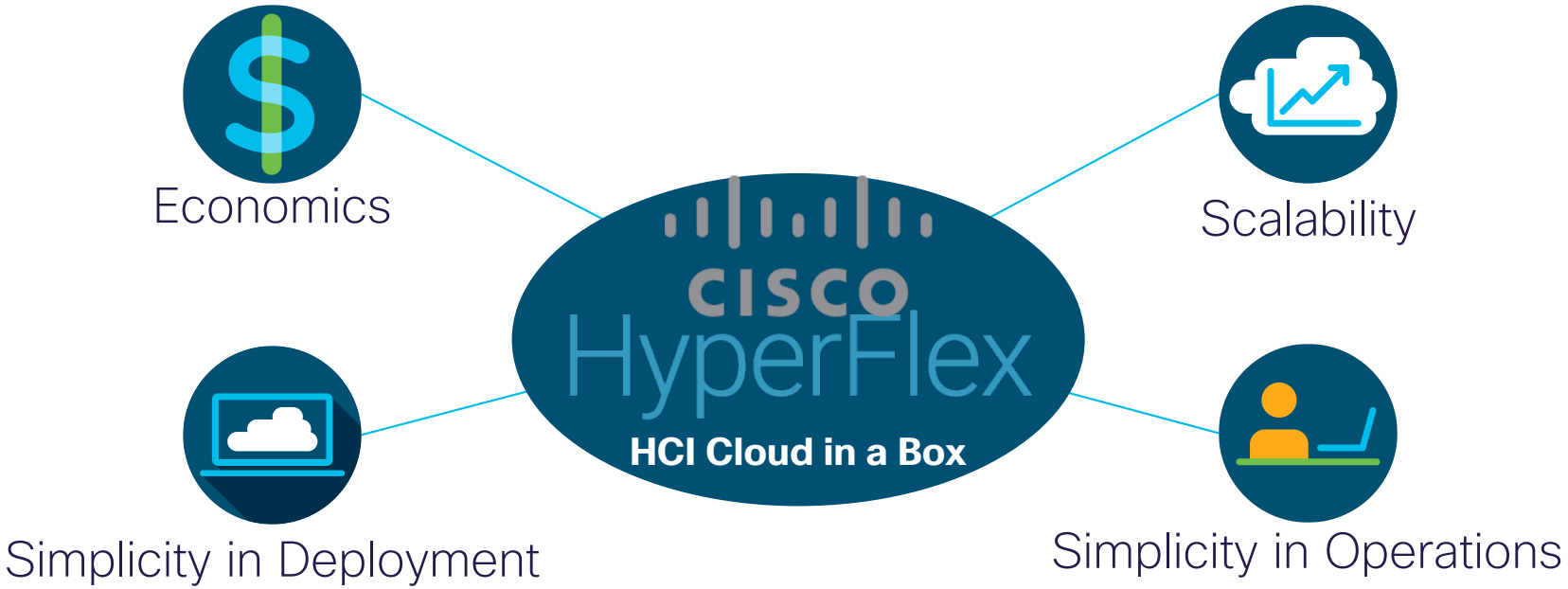
Cloud Experience with HyperFlex



Cloud-like Experience on the Right Infrastructure Foundation

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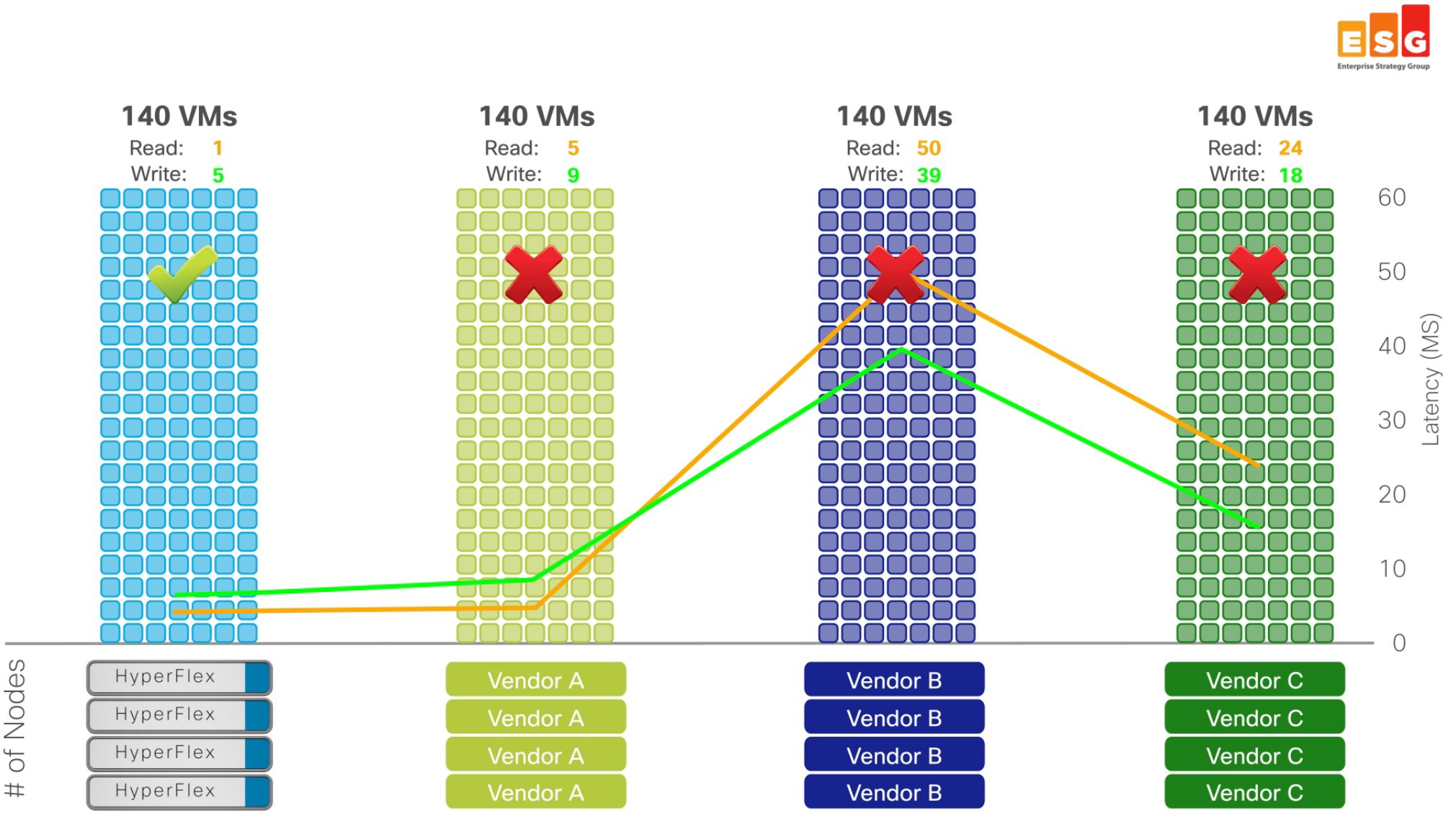
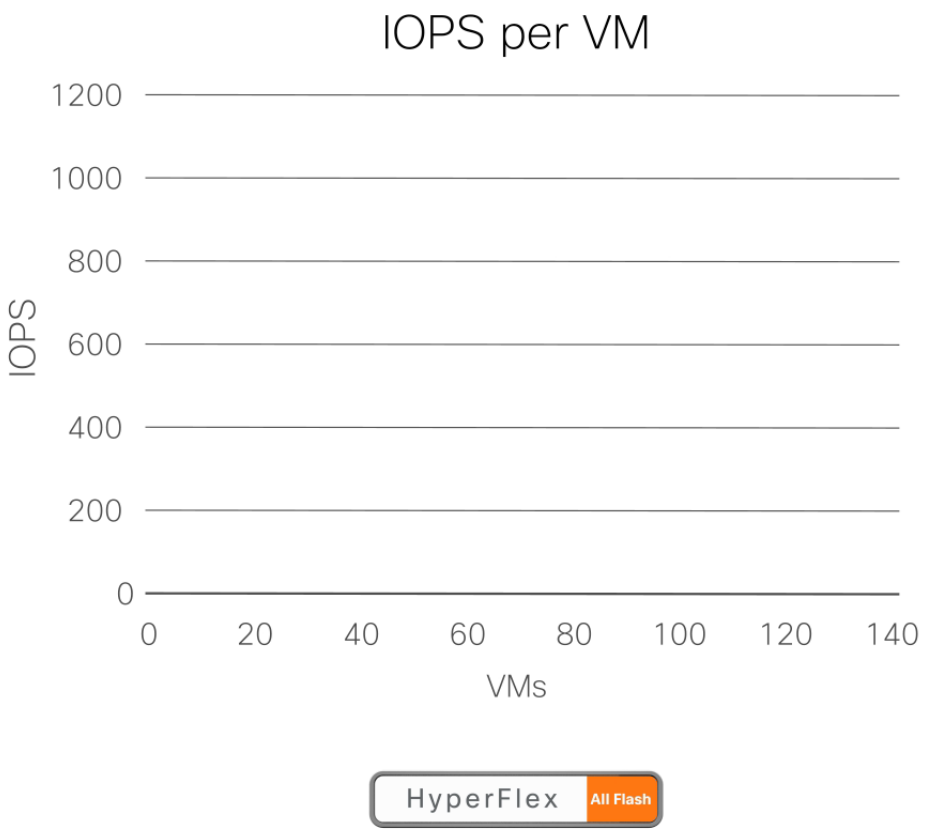
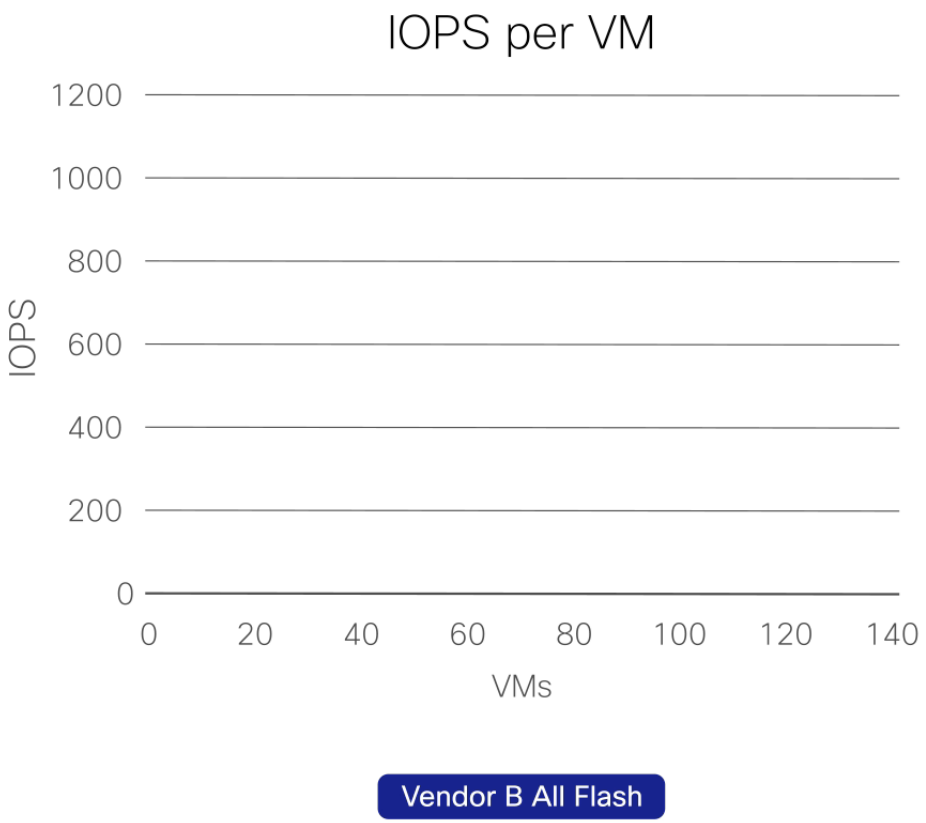
Cisco HyperFlex™ Systems with Intel® Xeon® processors

60
50
40
30
20
10
0
Latency (MS)
# of Nodes


140 VMs
Read: 1
Write: 5
140 VMs
Read: 5
Write: 9
140 VMs
Read: 50
Write: 39
140 VMs
Read: 24
Write: 18
60
50
40
30
20
10
0
Latency (MS)
# of Nodes
HyperFlex
HyperFlex
HyperFlex
HyperFlex
Vendor A
Vendor A
Vendor A
Vendor A
Vendor B
Vendor B
Vendor B
Vendor B
Vendor C
Vendor C
Vendor C
Vendor C

140 VMs
Read: 1
Write: 5
70 VMs
Read: 2
Write: 5
48 VMs
Read: 2
Write: 5
36 VMs
Read: 2
Write: 5
60
50
40
30
20
10
0
Latency (MS)
# of Nodes
HyperFlex
HyperFlex
HyperFlex
HyperFlex
Vendor A
Vendor A
Vendor A
Vendor A
Vendor B
Vendor B
Vendor B
Vendor B
Vendor C
Vendor C
Vendor C
Vendor C

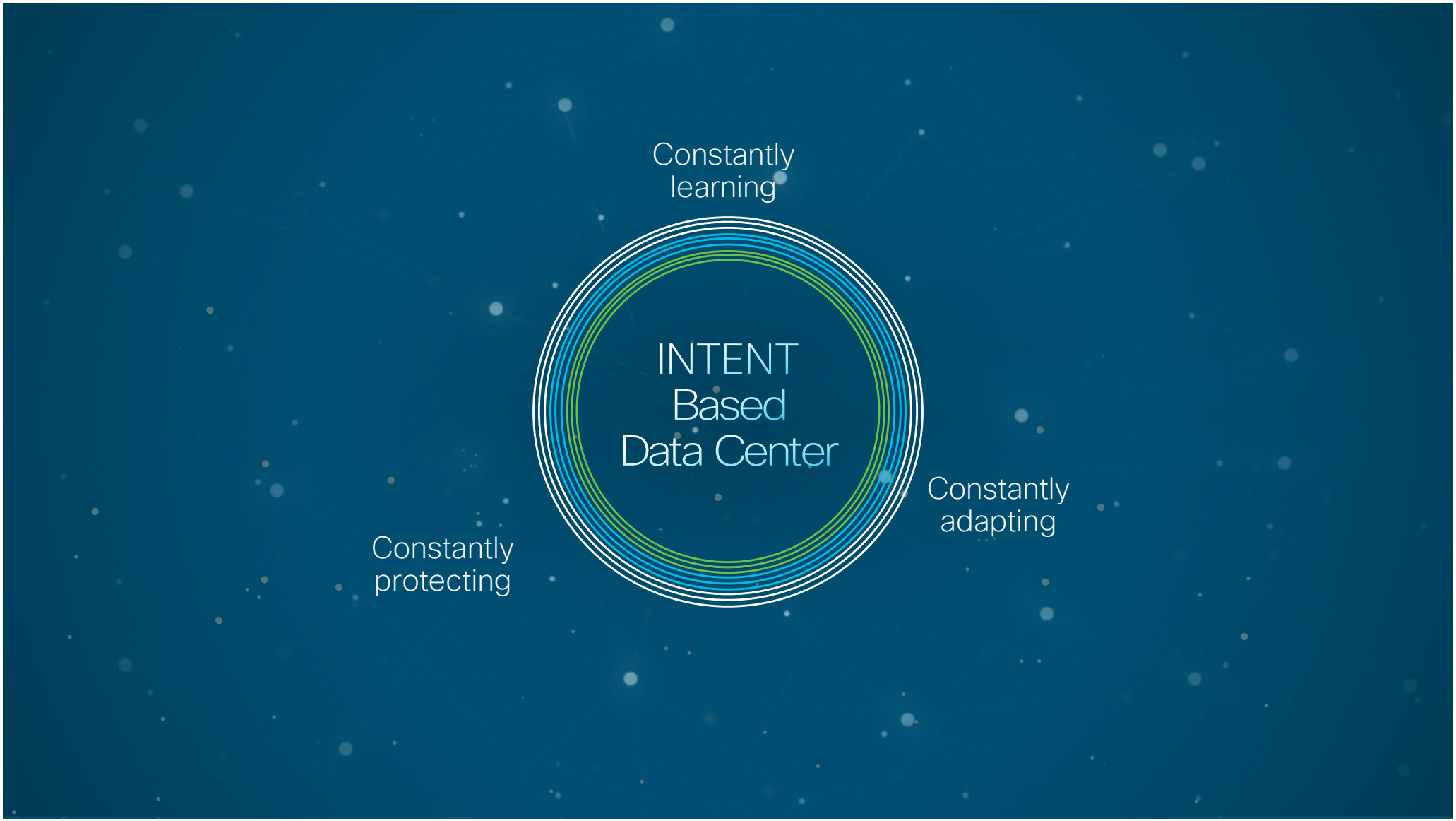

IOPS per VM
1200
1000
800
600
400
200
0
IOPS
0
20
40
60
80
100
120
140
VMs
HyperFlex
All Flash


IOPS per VM
1200
1000
800
600
400
200
0
IOPS
0
20
40
60
80
100
120
140
VMs
Vendor B All Flash

FY18 Data Center APJ Focus Solutions

Mainstream	Accelerate				Mindshare
CONVERGED Ashish Bhojani Erlin Nee (FP Sales Desk) FlexPod Angela Coronica FLASHSTACK CI	**DATA MODERNISATION** Taehee, George & Marilynn MAPR cloudera splunk> SAS	**DATA PROTECTION** Ashish Bhojani VEEAM commvault plus VersaStack	**SAP HANA** George Manousos SAP **AZURESTACK** Janet Bradburn Azure Stack	**ACCELERATED COMPUTE & VDI** Taehee Song CITRIX NVIDIA	**CONTAINERS & DEV OPS** Ashish Bhojani puppet docker plus **OBJECT BASED STORAGE (OBS)** IBM Cloud Object Storage

Partner Organisation Coverage – Amit Sawakar & TBH (PAMs) + Benny Chan


Constantly
learning
INTENT
Based
Data Center
Constantly
adapting
Constantly
protecting

CISCO