



Modelos de Negócio na Era das Clouds

André Rodrigues, Cloud Systems Engineer

Agenda

- Software and Cloud Changed the World
- Cisco's Cloud Vision&Strategy
- 5 Phase Cloud Plan

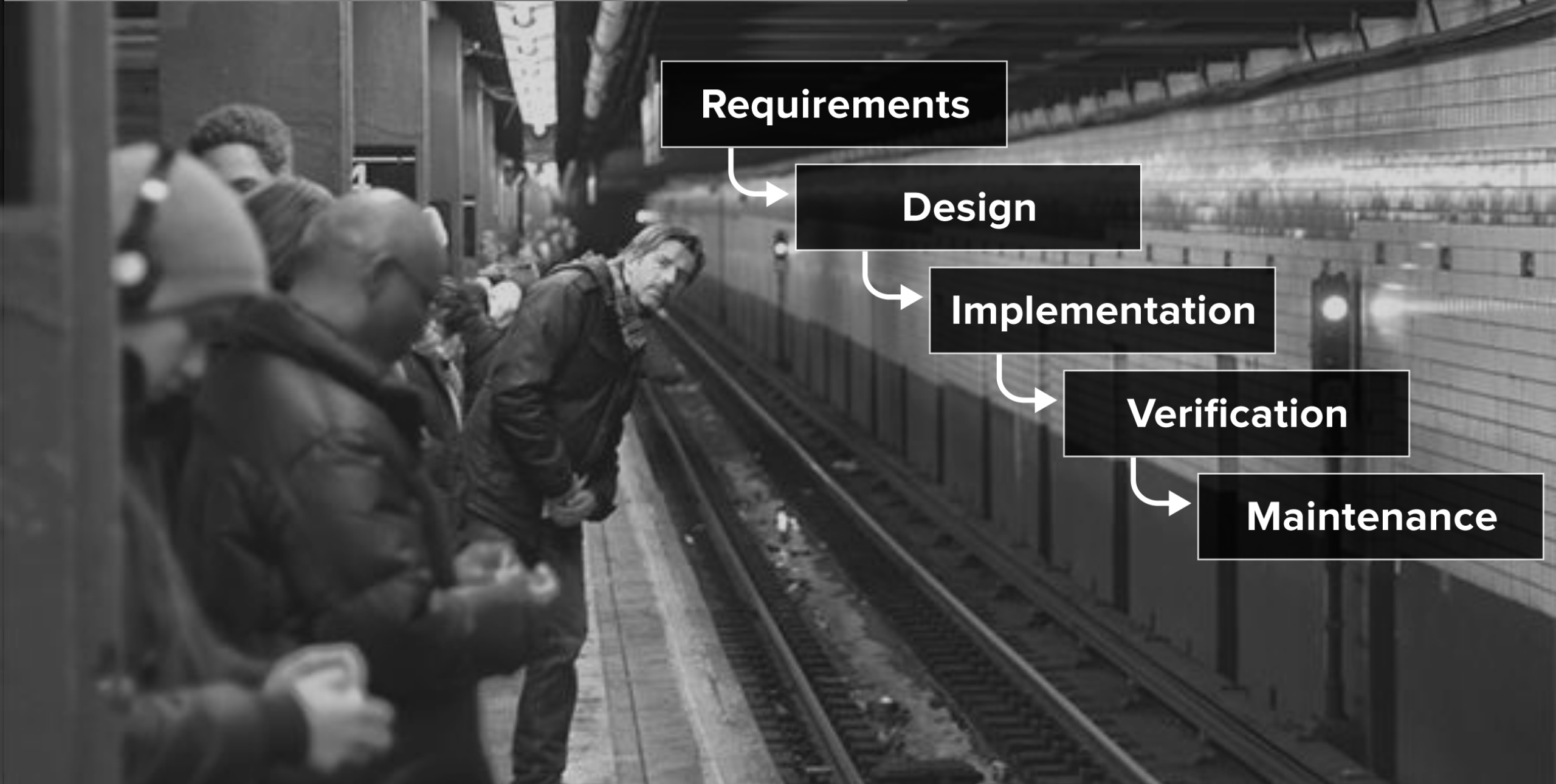
Before

Now





From idea to production: **6-9 months**



Requirements

Design

Implementation

Verification

Maintenance



An idea in
the morning,
is running in
production
by evening



Software is changing INDUSTRIES



\$6BN
Financial Services

NETFLIX

\$53BN
Entertainment



\$26BN
Hotel

TESLA

\$34BN
Automotive



\$50BN
Transportation

nest

\$3.2BN
Industrial Products

The enterprise REVOLUTION



\$138BN



\$62BN



\$34BN



\$145BN



\$108BN



\$23BN

The Growth of Applications

A photograph of a dark, polished stone sign with the words "JPMORGAN CHASE & CO." in raised, light-colored serif letters. The sign is mounted on a light-colored stone base. In the background, a modern building with large windows and some greenery is visible.

JPMORGAN CHASE & CO.

30K+ Application Developers. **7K+** Apps. **32** Data Centers.

More Software Developers Than Google,
and More Technologists Than Microsoft

277X

Data created
by IoE devices
v. end-user

30M

New devices
connected
every week

180B

Mobile apps
downloaded
in 2015

78%

Workloads processed
in Cloud DCs
by 2018

5TB+

of data per person
by 2020

4.2B

Web filtering
blocks per
day

Data Center and Cloud Power Digital Disruption

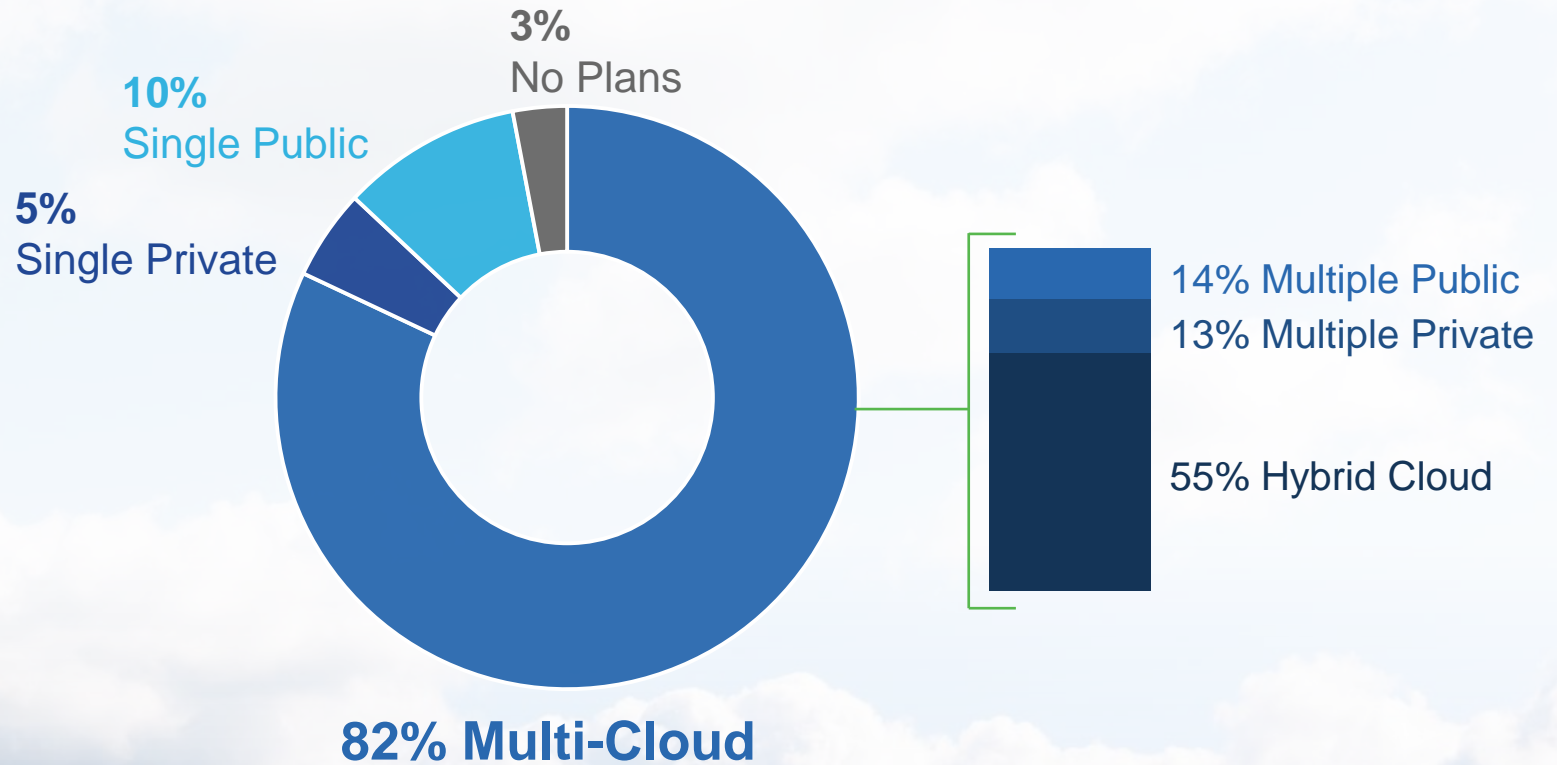


Cisco's Cloud Strategy

The Rise of Multi-Cloud Environments

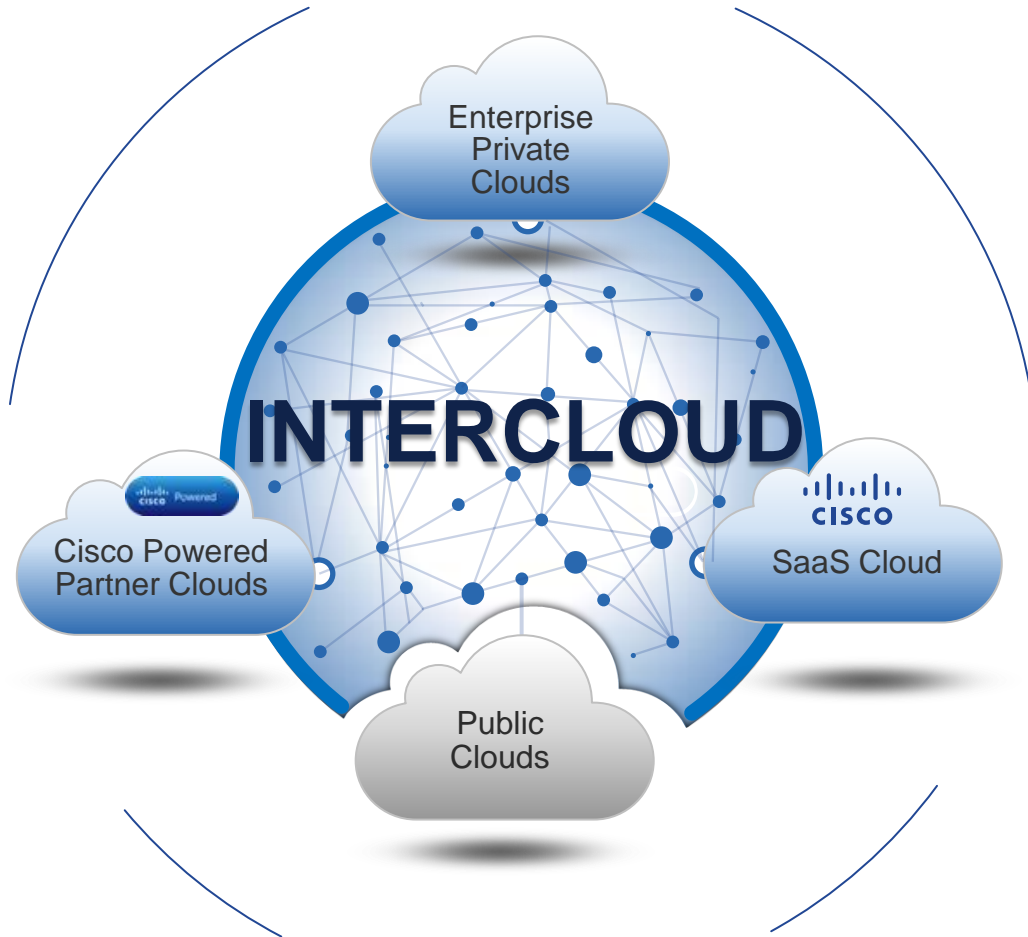
Question:
On-Premise
or Cloud?

Answer:
YES!



Source: Enterprise Cloud Strategy Survey
(1000+ Employees)

InterCloud... a World of Many Clouds



Hybrid Cloud

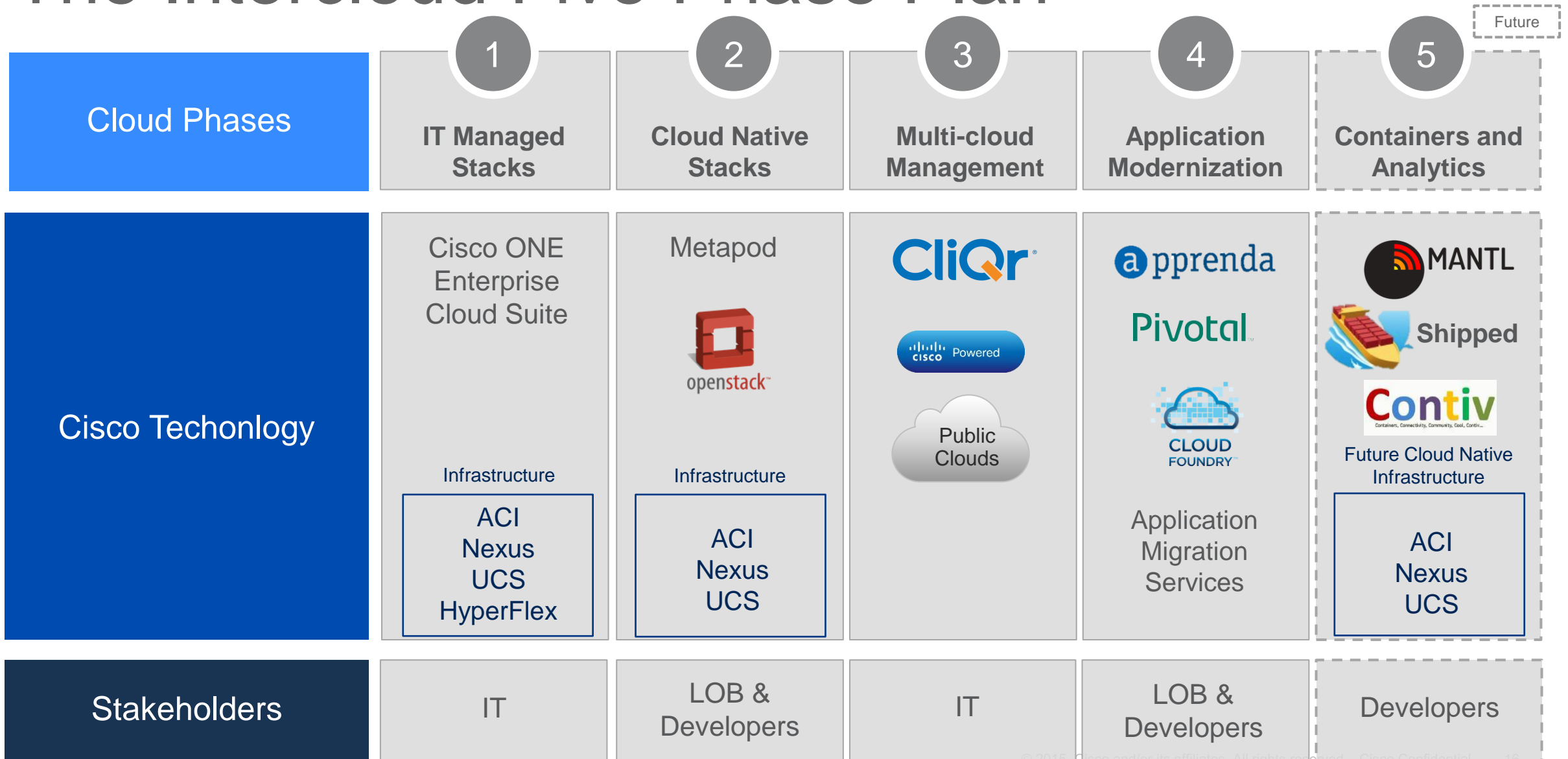
App-centric Model

Orchestration and Policy Control Across All Clouds

Enabler for Digitization

5 Phase Cloud Plan and Customer's Cloud Journey

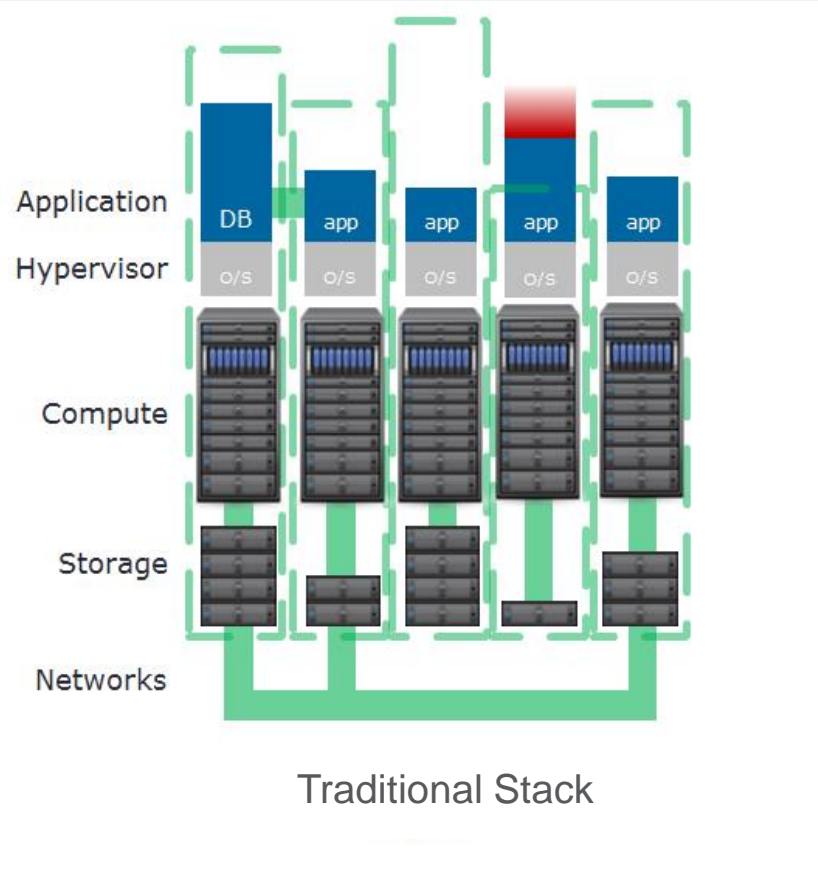
The Intercloud Five Phase Plan



1 IT Managed Stack

What problems are we solving?

How are we solving them?



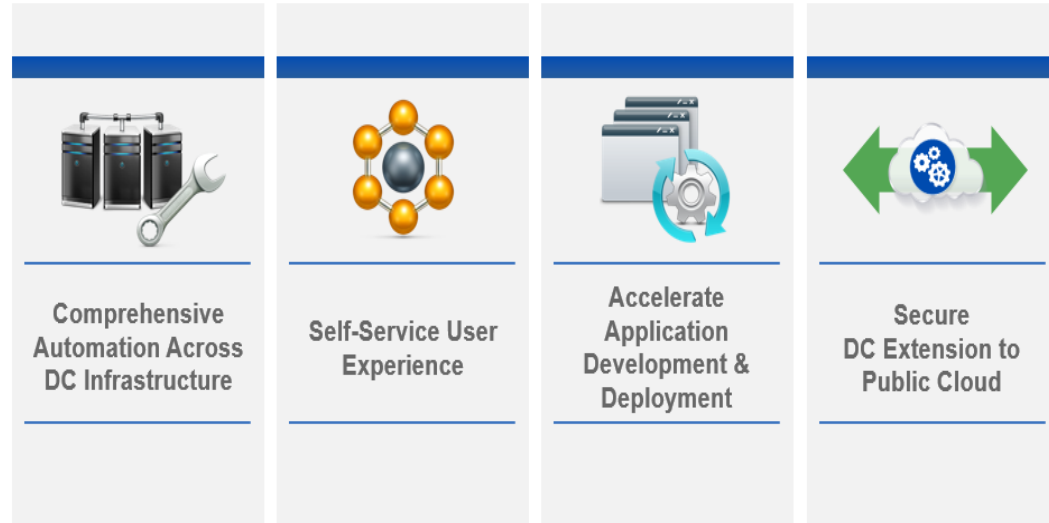
- I need to drive efficiency in my traditional infrastructure to automate and modernize
- Efficiency, operational cost, time
- I need to be quicker at changing the systems in my traditional stack through automation of specific tasks.
- I need to create IT self service catalogue capabilities.

1 IT Managed Stack

What problems
are we solving?

How are we
solving them?

Cisco ONE Enterprise Cloud Suite



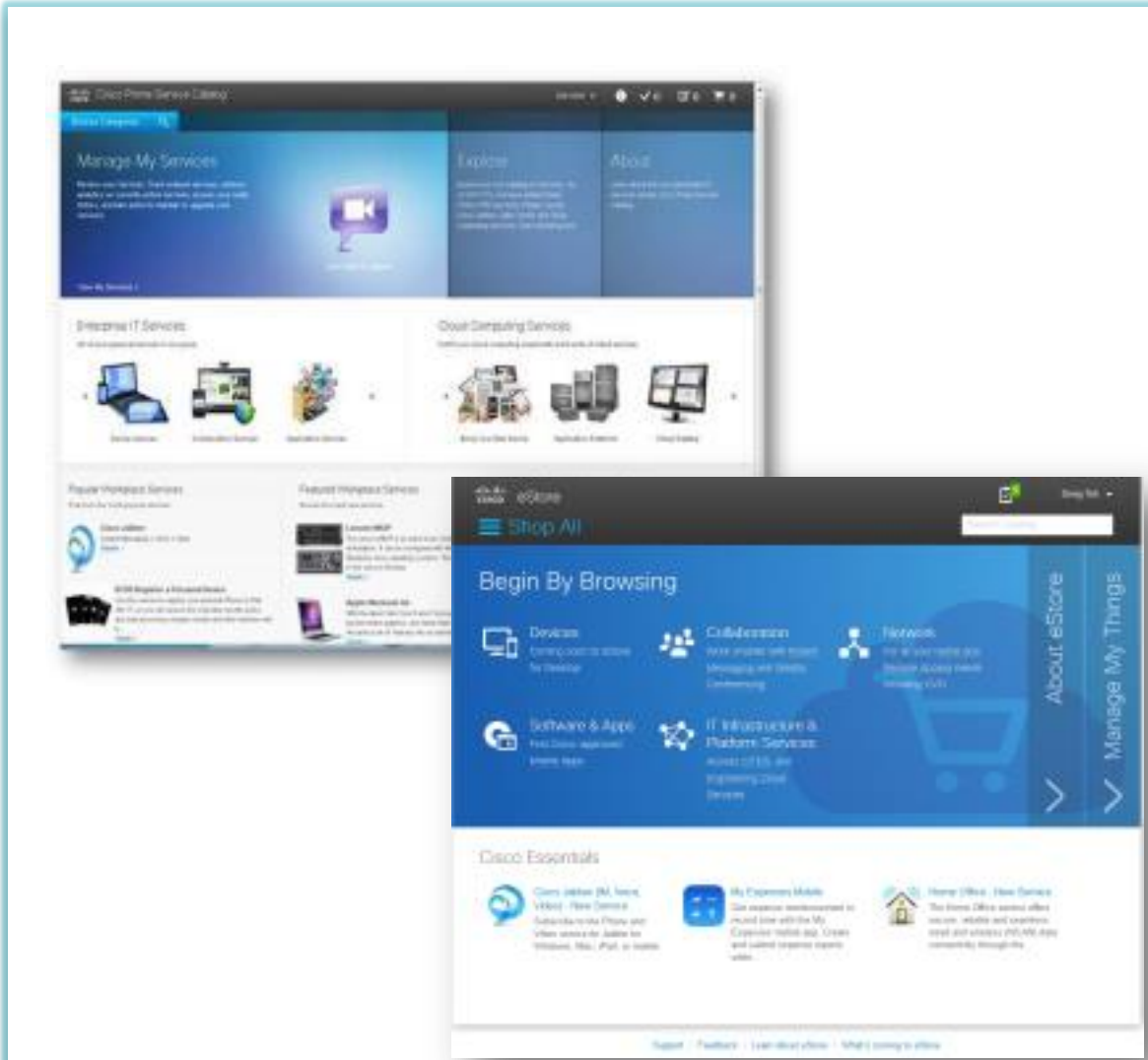
Modular Cloud Software Suite available via Cisco ONE flexible licensing models

Easy and simple user interface for ordering services and lifecycle management of these service assets

Seamlessly design and deploy complete application stacks

Rich integration and automation APIs with support for custom branding and look and feel

Prime Service Catalog *(Unified IT storefront)*



Catalog of Standardized Services

End-User Self-Service Portal

Configurable Portal Pages & Portlets “Look & Feel”

Role-Based Access Control (RBAC)

Policy Governance and Approvals

Reusable Templates for Service Request Forms

Lifecycle Management of Service Items

Financial & Demand Planning Management

Multi-Tenanted system

Unified Data Center Automation

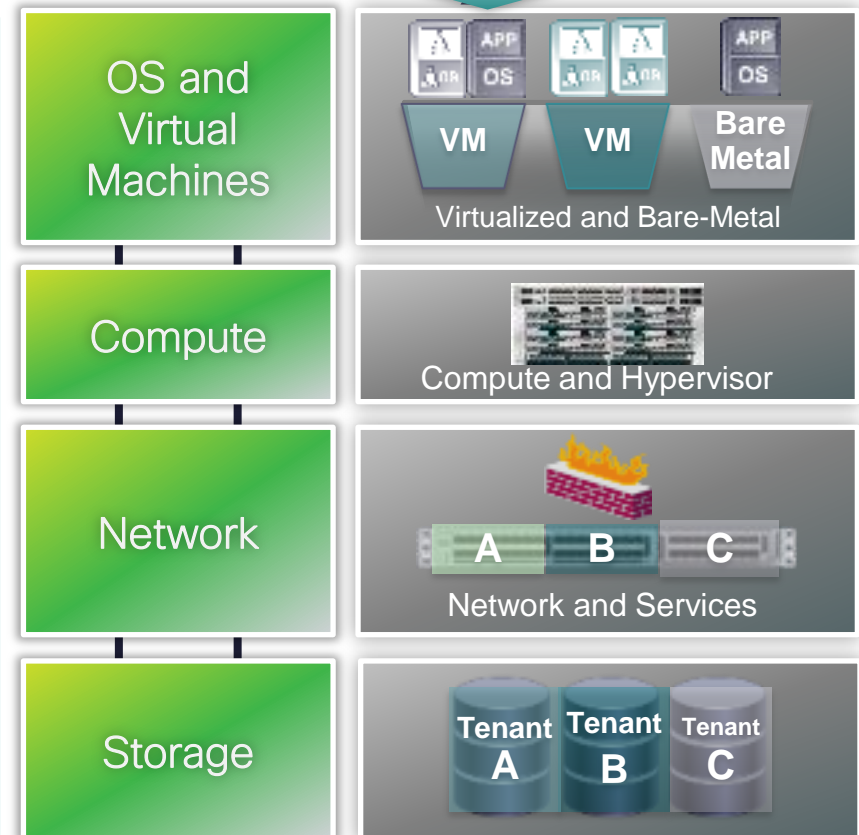
- Command & Control point for centralised management across virtual & physical
- Role-based access



End to End Automation
&
Lifecycle Management

Dynamic Infrastructure for Applications

- Legacy Applications
- Dev/Test Sandbox
- Web Applications
- Business Critical



Cisco Intercloud Fabric Value Proposition: Secure Extension & Workload Mobility



Cisco Portfolio Completion

Current offering

New Offering

Current offering

Fourth Generation UCS

HyperFlex Systems

UCS M-Series Modular Servers

UCS MINI

UCS B-SERIES

INTEGRATED INFRASTRUCTURE

HYPERCONVERGED

SCALE OUT

One System, One Management Model



Edge

Core Data Center

Cloud

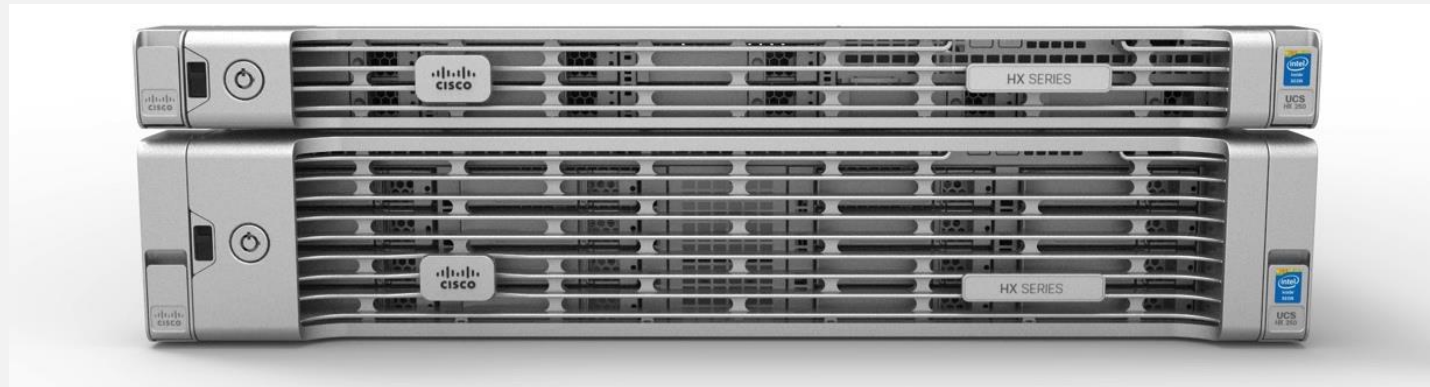


Cisco Hyperflex systems make UCS the common platform for all workloads in the Data Center

Hyperconvergence Meets Unified Computing

HyperFlex HX-Series

HCI Built on Cisco UCS



Integrated Compute

Proven Performance
Enterprise Reliability
Blades & Rack Mount



Centralized Management

Complete HW Abstraction
Policy & Profile Driven
Optimized for Scale



Unified Fabric

Low Latency
Physical & Virtual
Data & Management



Optimized for Virtualization

Comprehensive Hypervisor Integration
Native I/O Virtualization
Hypervisor Switching in HW



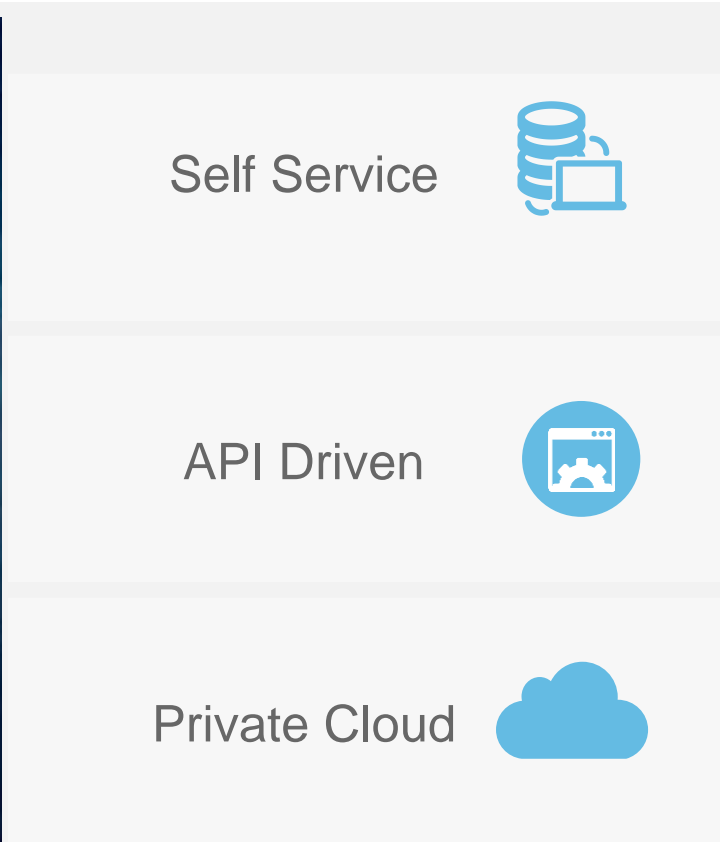
Scale Without Complexity

Maintains Single Point of Management
Self-Integrating
Fewer Components

2 Cloud Native Stacks

What problems are we solving?

How are we solving them?



IT Controls: Governance, Cost, Security

Public Cloud-like agility & elasticity

Predictable performance & cost

Agile tools integration

Private & Public toolchain

2 Cloud Native Stack

What problems are we solving?

How are we solving them?

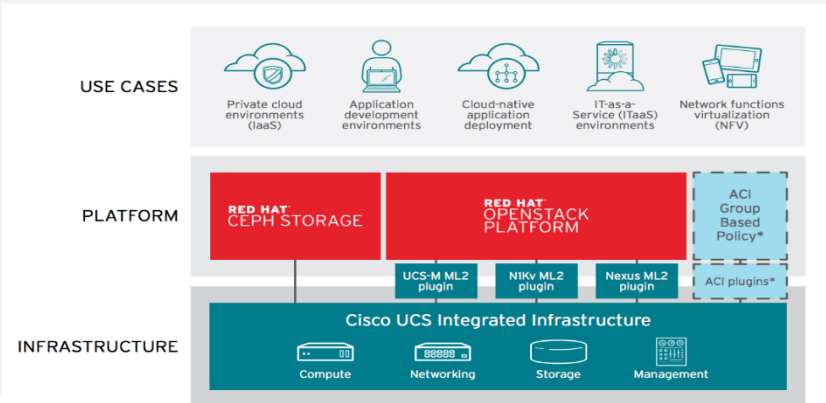
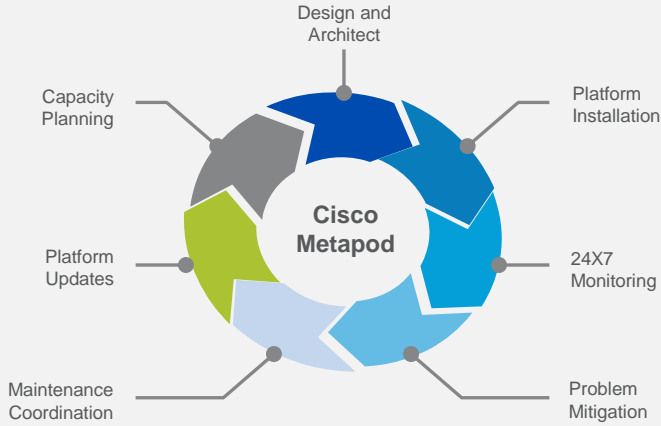


Metapod

- Cisco Managed OpenStack
- 24x7
- 99.99 SLA
- Monthly Subscription based
- Sold via Partners

UCSO

- Customer Managed OpenStack
- Plan
- Design
- Build
- Sold via Partners

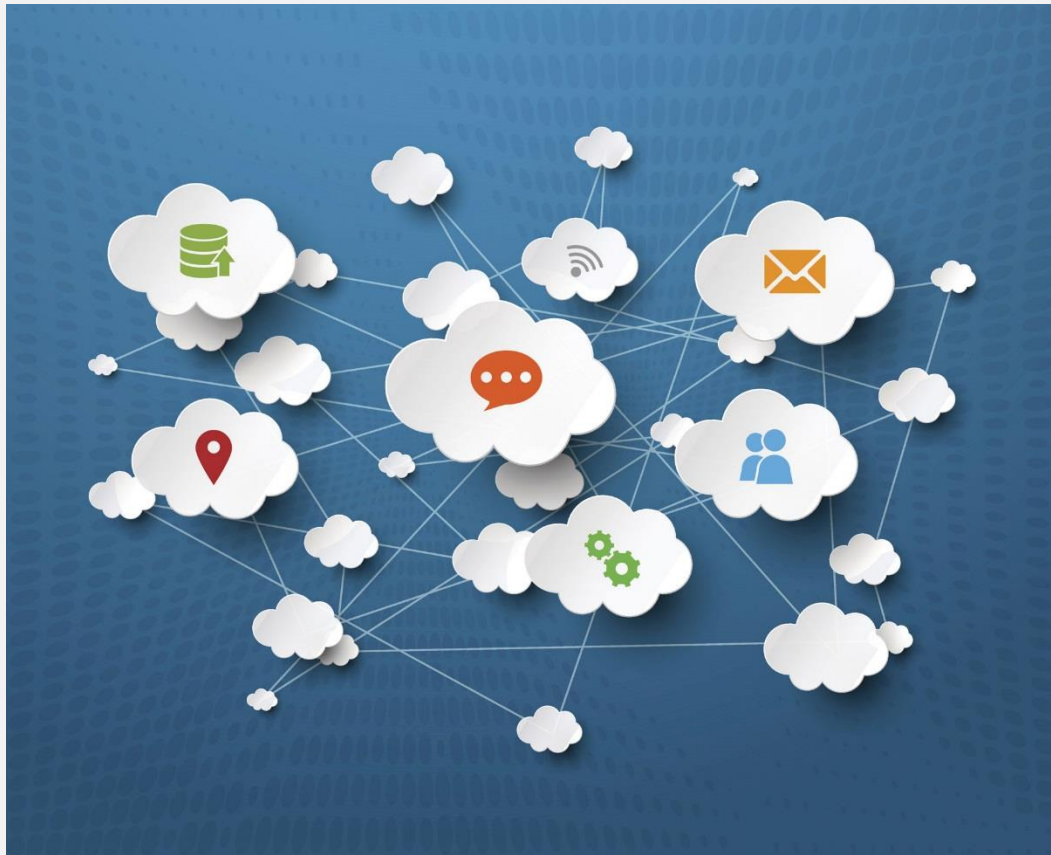


* Currently in development

3 Multi-cloud Management

What problems
are we solving?

How are we
solving them?



- Visibility & Control
- Efficiently exploit public cloud during peak demand
- Greater agility & management of Dev/Test in multi-cloud environments
- Application deployment coupled with infrastructure provisioning – single solution

3

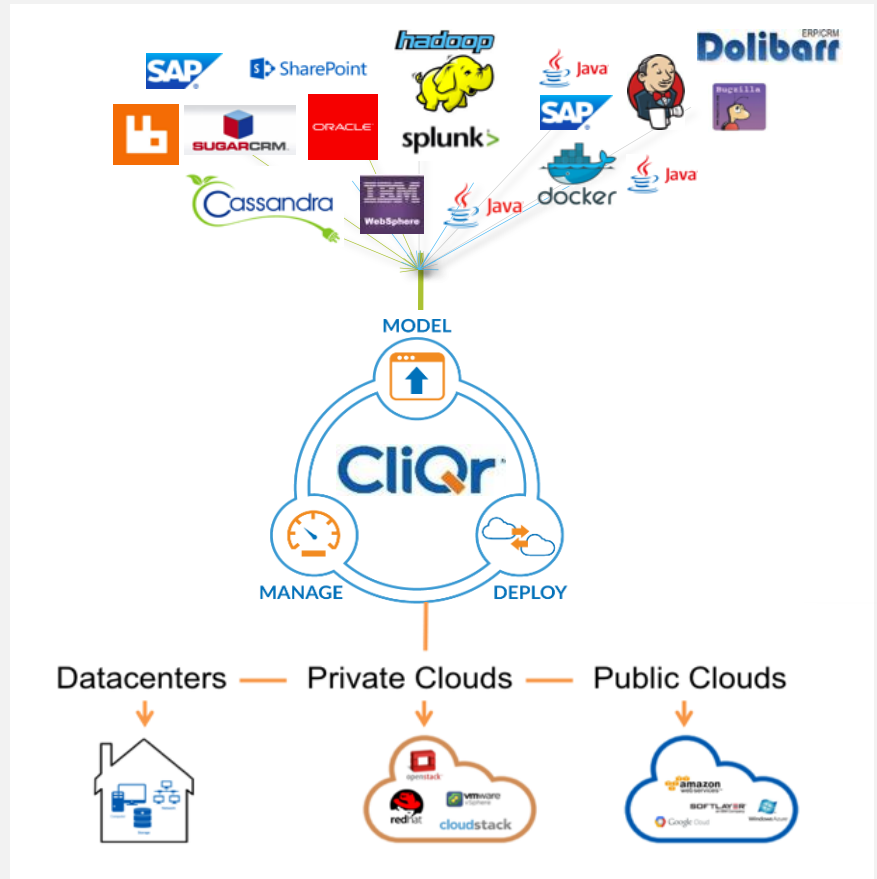
Multi-cloud Management

What problems are we solving?

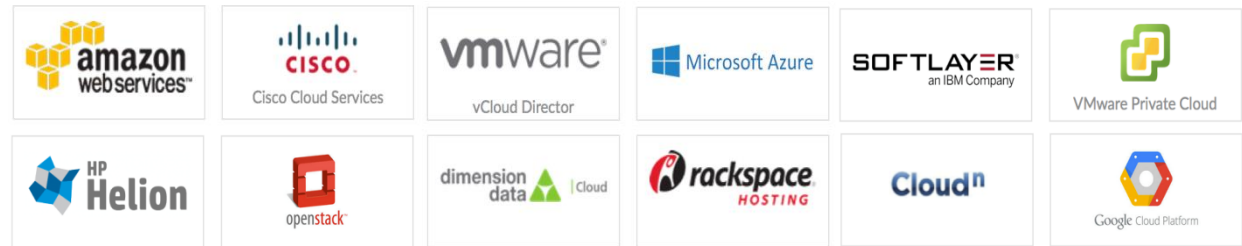
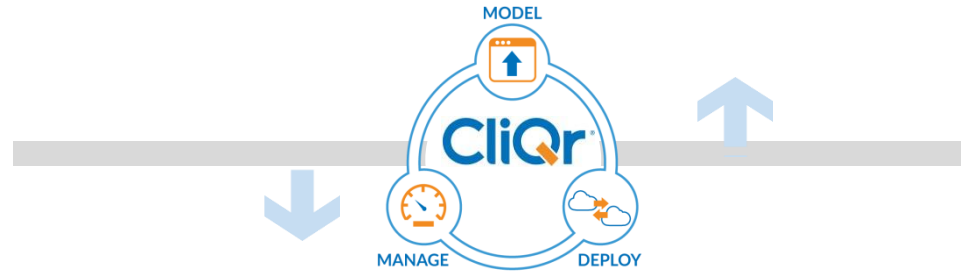
How are we solving them?



- Application deploy and manage
- Manage Datacenter or public clouds
- Unified administration and governance
- Enterprise-class (Secure, Scalable, Extendable, Multi-tenant)



CliQr now called Cisco Cloud Center - Simple to Complex



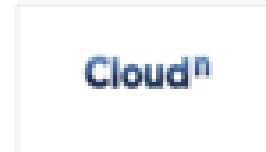
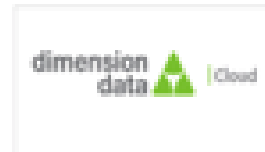
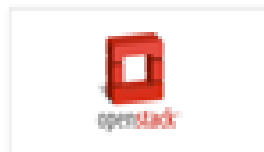
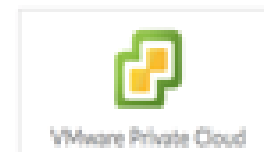
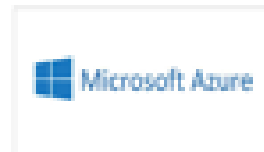
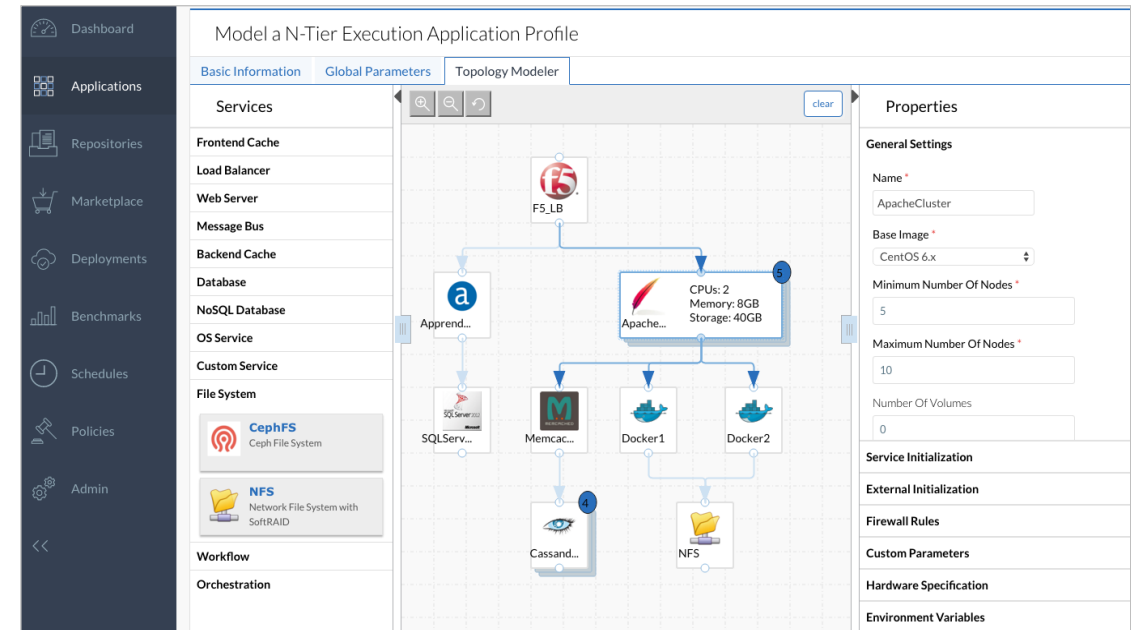
One Server One Cloud

Many Applications, Clouds, Users

Profile Once, Run Anywhere



- New or existing
- Simple to complex
- Portable
- No lock-in



4 Application Modernization

What problems
are we solving?

How are we
solving them?



- Refactor/repurpose legacy apps
- Application alignment with business need
- Cost of maintaining legacy apps
- Resource intensive/operational overhead

4

Application Modernization

What problems are we solving?

How are we solving them?



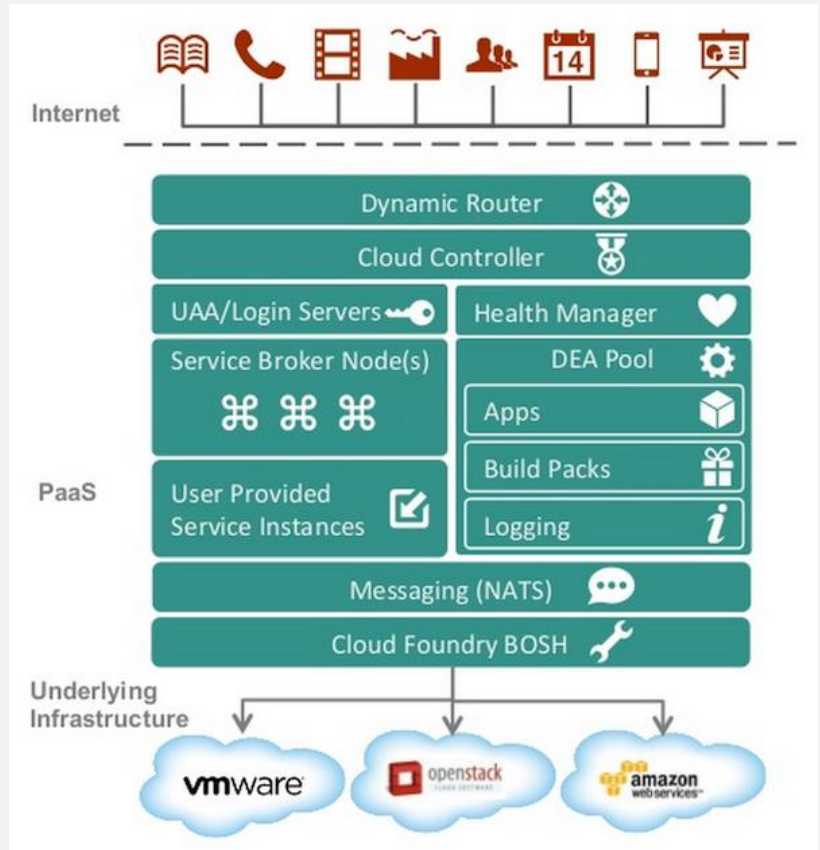
Software that transforms any infrastructure into a policy-driven hybrid cloud app platform



Agile software development platform of custom applications for data and analytics



Open source cloud computing platform-as-a-service owned by Pivotal Software



5

Containers & Microservices

What problems are we solving?

How are we solving them?



IT Agility

Business Agility

Application Driven Enterprise

5

Containers & Microservices

What problems are we solving?

How are we solving them?



- Fully functional, portable, container-based service at the push of a button
- Deploys apps consistently across internal/private, public, or hybrid IT and cloud environments
- No lock-in

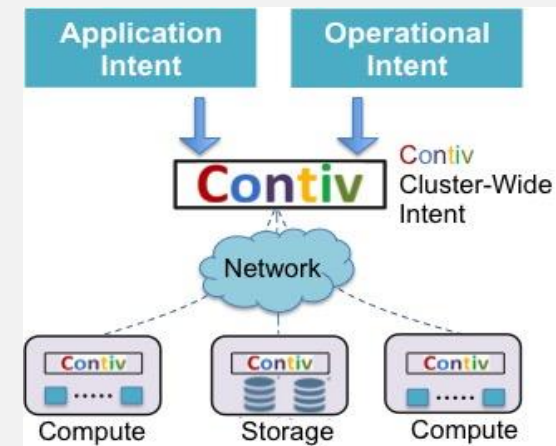
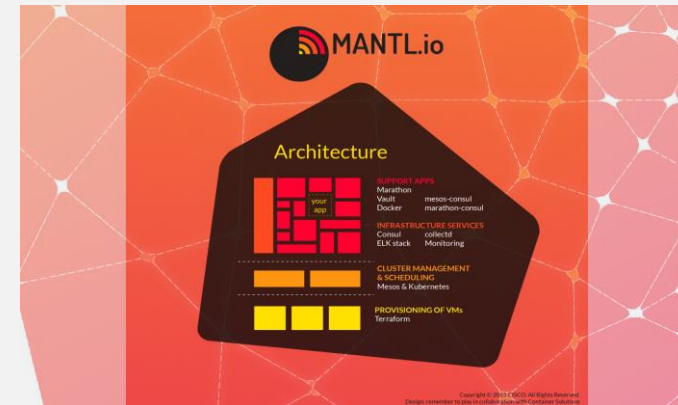


- Open source project defining infrastructure operational policies for container-based application deployment

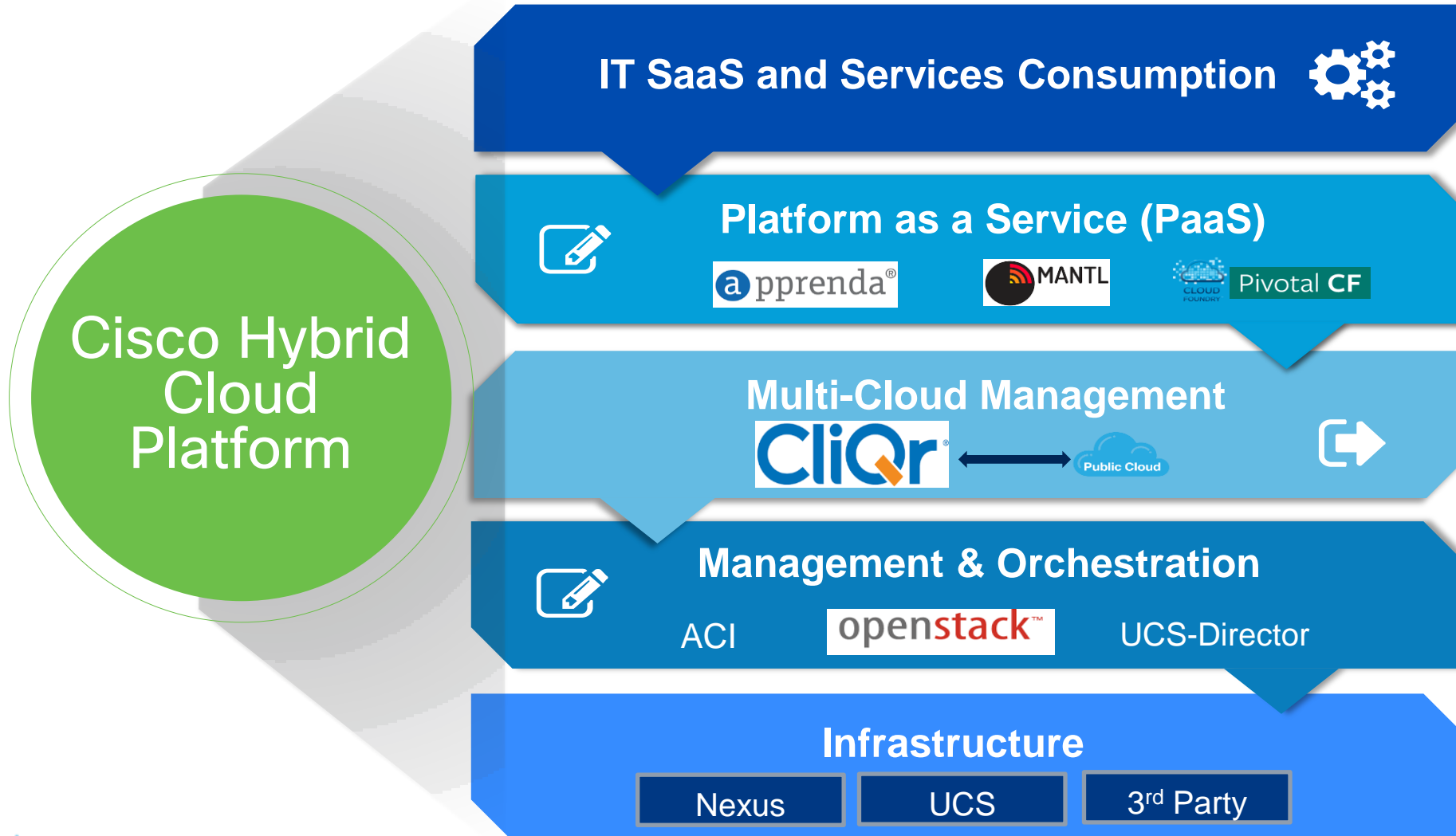


Shipped

- For Developers to get their application running locally and deployed in production
- Offers point-and-click method to configure an app, write application code, and deploy



Putting the Full Stack Together



CALL OUT:
What is my Cloud Consumption?!?

Cloud Management Challenges

Mid-Sized Businesses



Cloud Visibility

- Cloud spending shifting from IT to LOB
- Limited resources to discover, monitor cloud services
- Partial understanding of rising cloud costs



Risk & Compliance

- Data security, privacy, compliance risks
- Potential risks, financial stability of cloud providers often unknown



Finding & Managing Providers

- IT need to rapidly introduce services to meet the needs of business
- Limited resources to find, assess, manage the right service providers

Cloud Consumption as a Service

Strategically Manage Cloud Use from One Portal



Visibility

Monitor Use & Predict Cloud Needs

- Discover all cloud services (SaaS, PaaS, IaaS)
- User identification*
- Cloud usage trending, reports
- Redundant service identification
- Monitor website usage



Risk

Reduce Cloud Risk & Protect Your Business

- Data security tools
- Cloud service anomaly alerts
- Trigger-based alerts
- Cloud provider risk profiles based on 150+ risk controls
- Cloud provider certifications



Benchmarking

Discover & Evaluate Providers

- Compare providers and find the right cloud service
- Benchmark usage against peers



Try Cloud Consumption as a Service Today!

Free
30 Day
Trial

- Access to ALL Cloud Consumption as a Service features
- Upload up to 1 million records
- Simply upload your secure web gateway logs today to gain insight into your cloud usage



<http://freetrial.cloudconsumption.cisco.com>

*One 30-day trial/per company provided annually. Organization must sign-up for a user ID on Cisco.com to access trial.

No One Size Fits All



Cisco Provides The Most Comprehensive Enterprise Data Center and Cloud Portfolio in the Industry

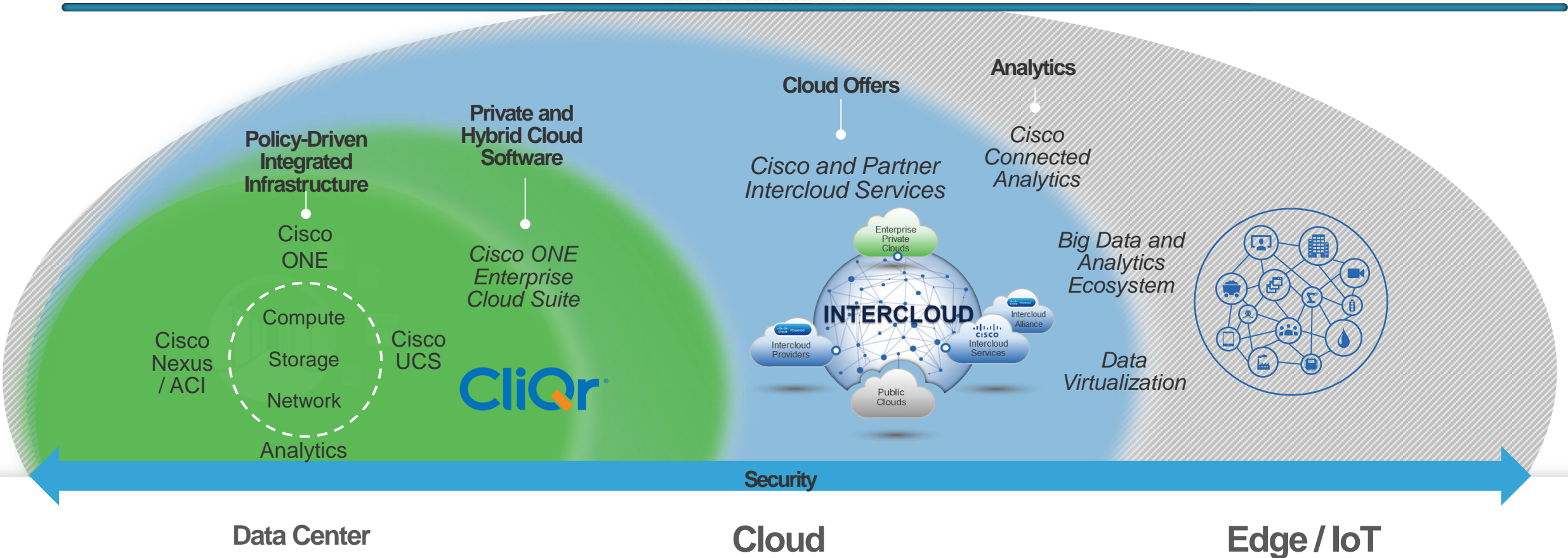
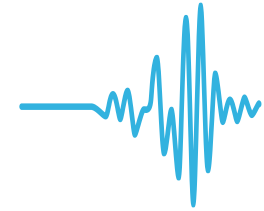
EFFICIENCY



SPEED



DISRUPTION



Market Traction: Innovation Leadership



#1 | LAN Switching
Cisco Nexus



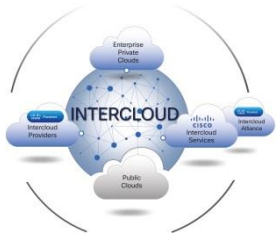
100+ | World-Records
Cisco UCS



#2 | Blade Server
Cisco UCS



#1 | Application Centric SDN
Cisco ACI



#1 | Hybrid Cloud Infrastructure
Cisco Intercloud



#1 | Cloud Infrastructure Equipment
Cisco Intercloud



#1 | Integrated Infrastructure
Cisco UCS, Nexus



#1 | Security
Cisco Security

Cisco UCS Director (Orchestrates Compute, Network, Storage And L4-7), OpenStack

Cisco ONE Software Licensing and Subscription

Thank you

