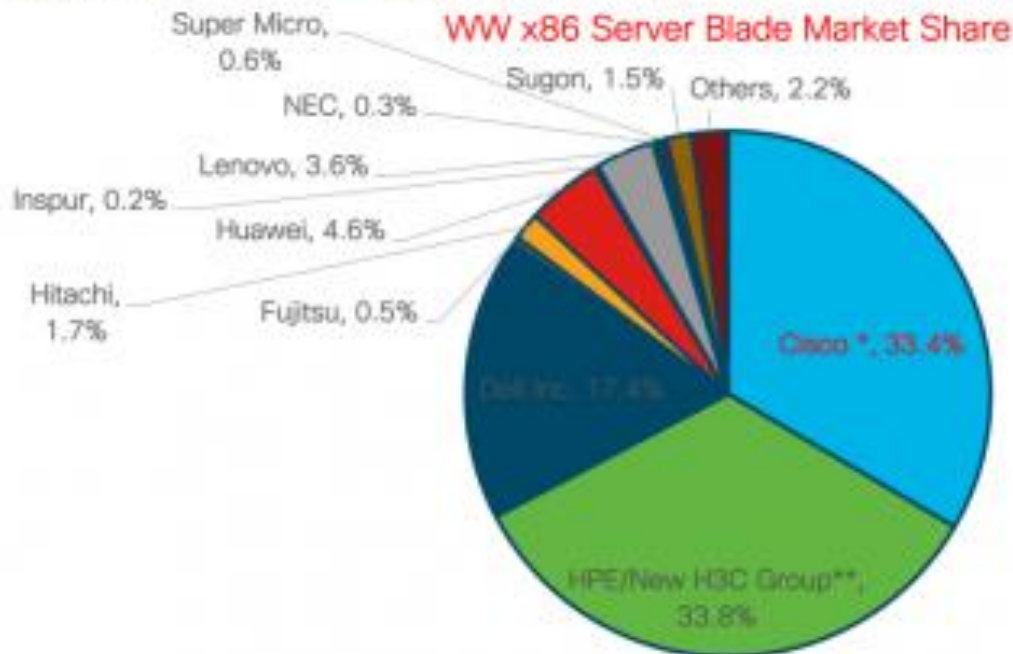


The Intent-Based Data Center

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 EMC 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.

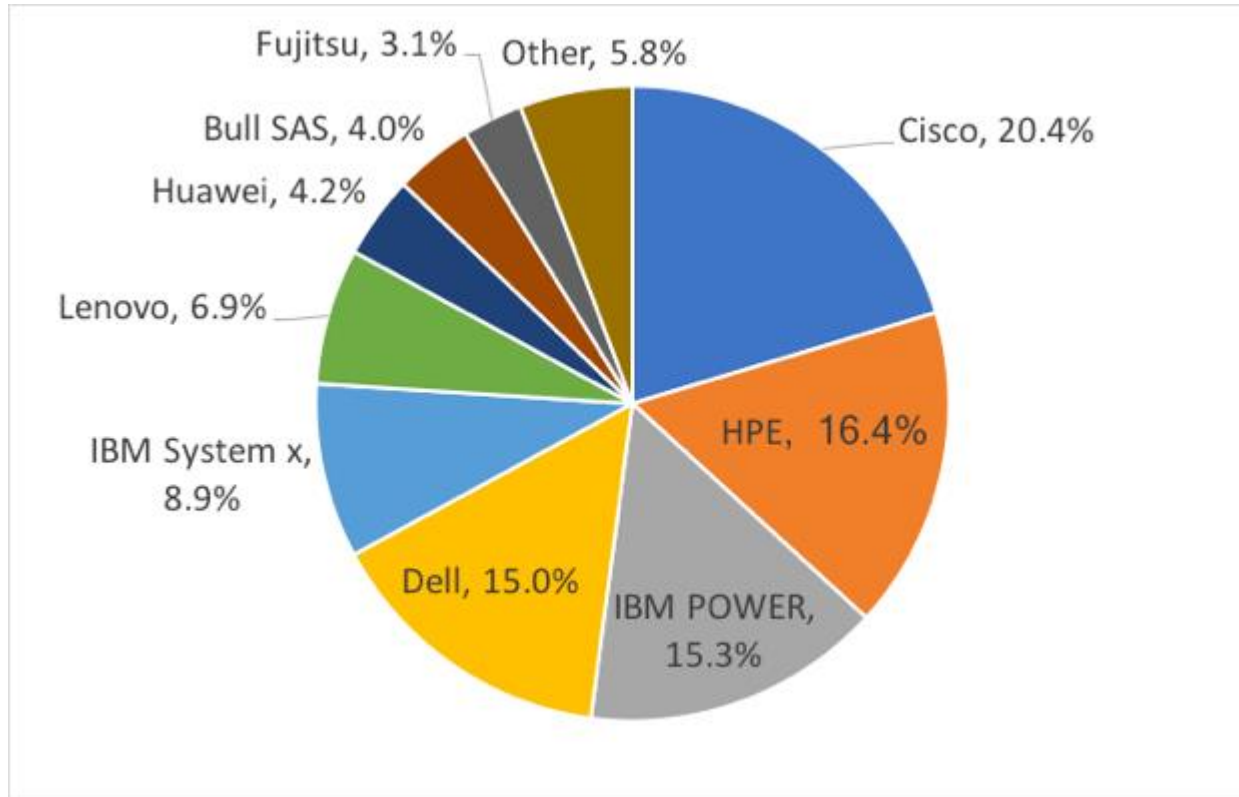
**Due to the existing joint venture between HPE and the New H3C Group, IDC will be reporting external market share on a global level for HPE and New H3C Group as "HPE/New H3C Group" starting from 2Q 2016 and going forward.

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

© 2017 Cisco and/or its affiliates. All rights reserved.

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

SAP Hana Platform Market Share



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

Intent = Aim / Purpose / Objective



Is your Data Center doing what you intend?



App is the new business

Developer is the new Customer

Multicloud is the new Data Centre

Pillars of Cisco's Data Center Strategy



Multicloud First



Application Aware

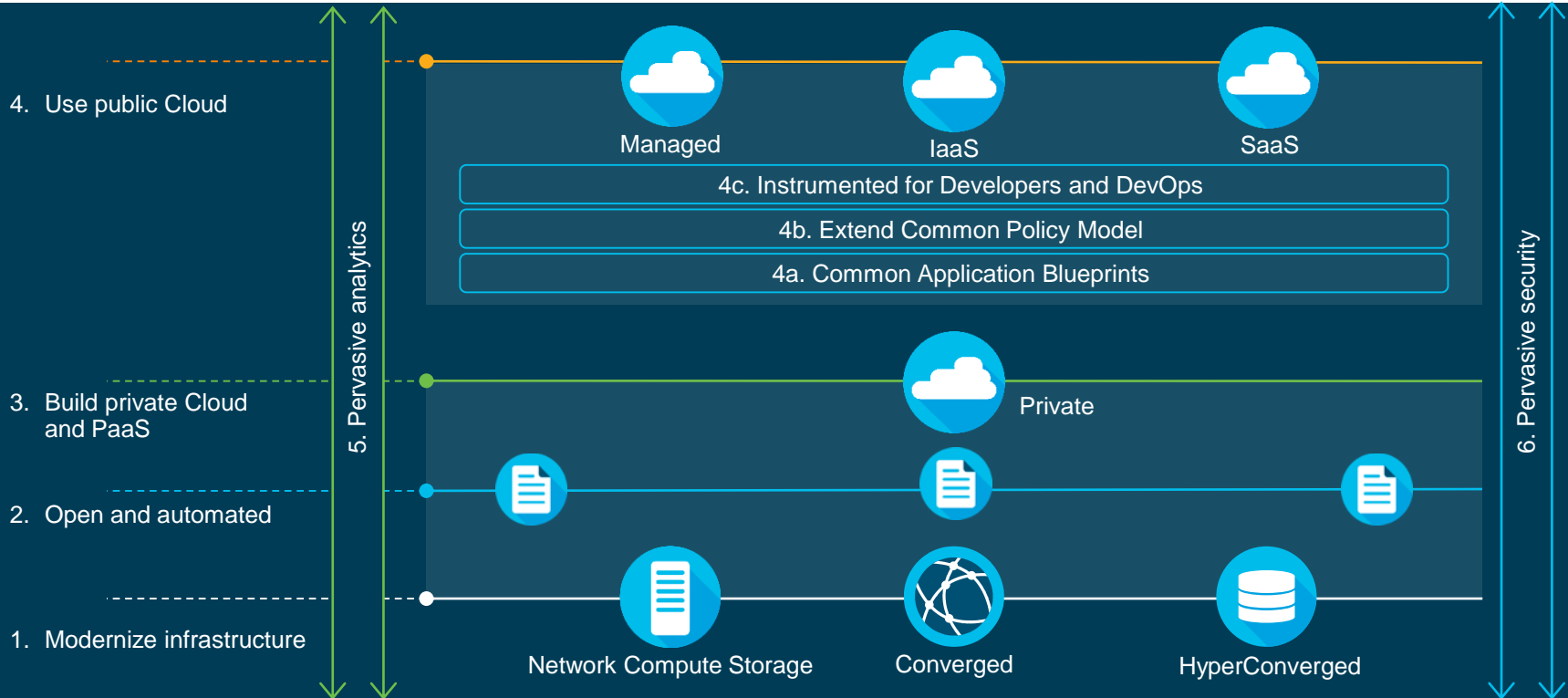


Hardware Innovation

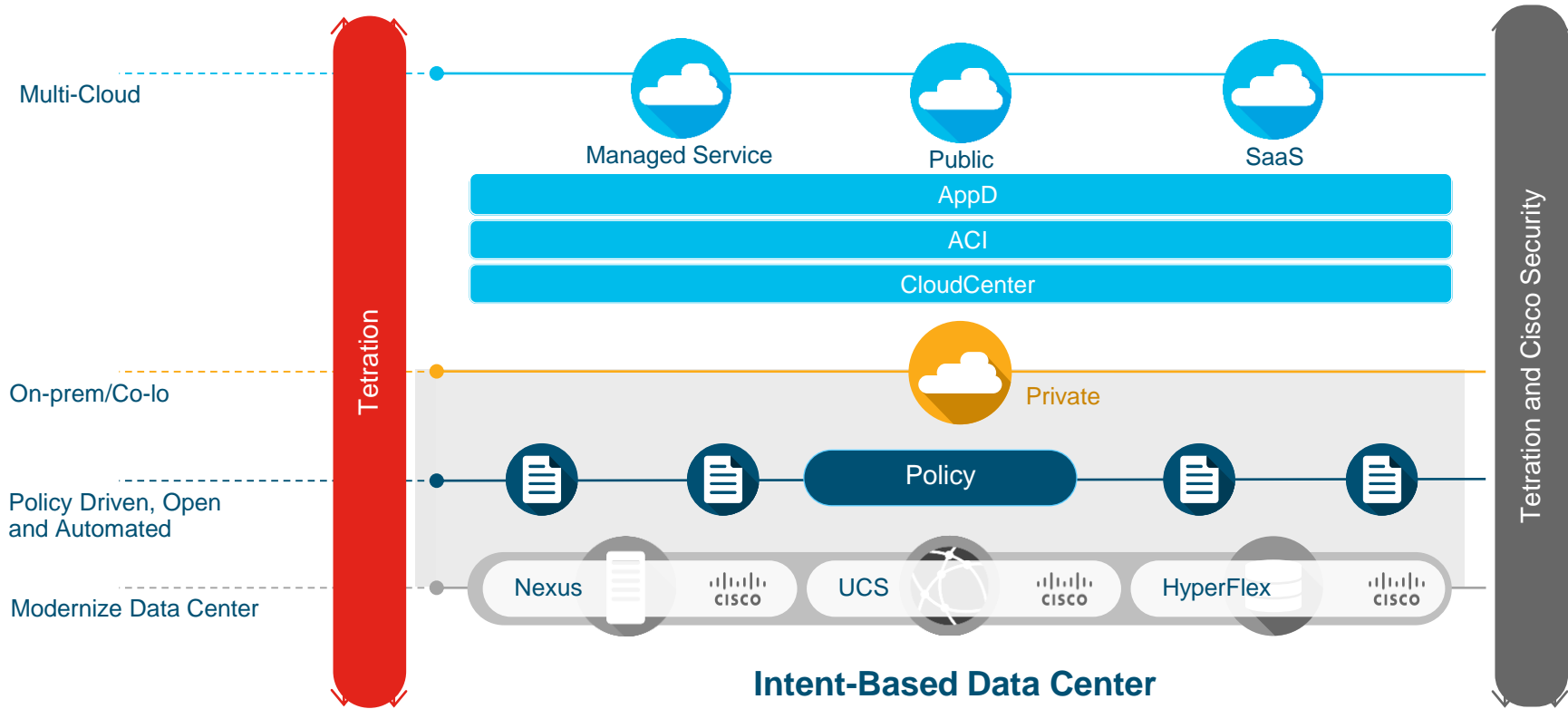


Capture Intent

Capturing Customer Intent



Putting It All Together



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

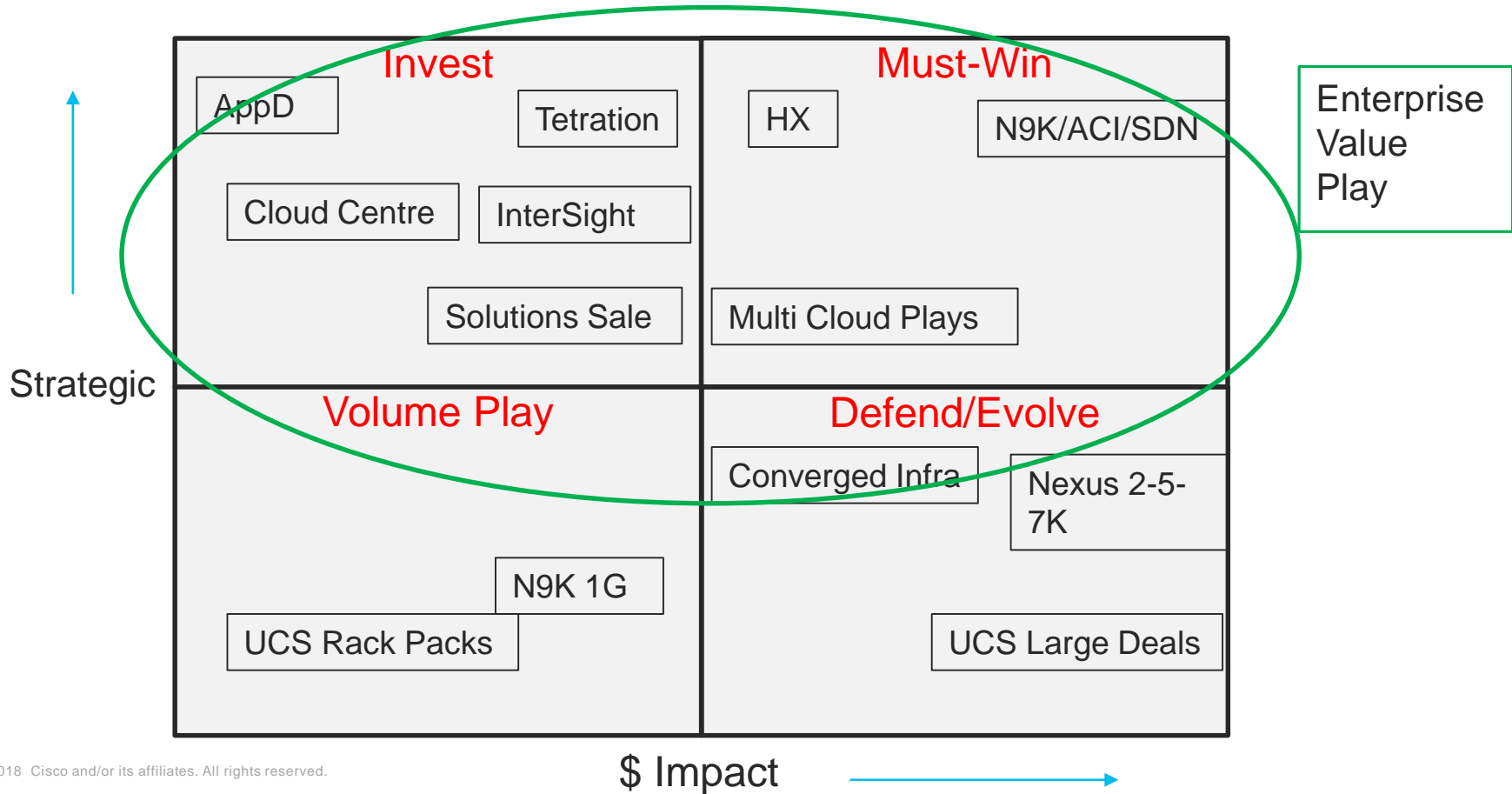
- Nexus 9K/ACI
- Tetration
- Multicloud



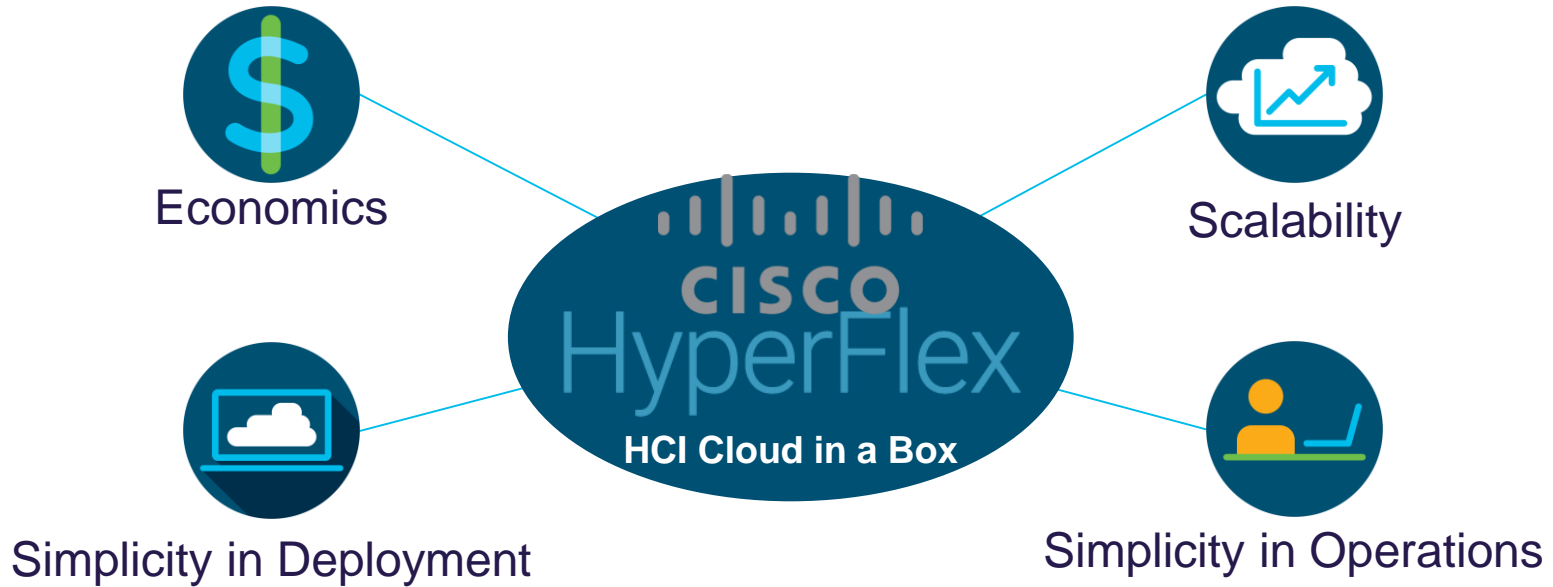
Next Gen Solutions

- Converged Infrastructure
- DC Alliance Solutions
- Secure DC

FY18-20 Cisco DC Technology Map



Cloud Experience with HyperFlex



Cloud-like Experience on the Right Infrastructure Foundation



60

50

40

30

20

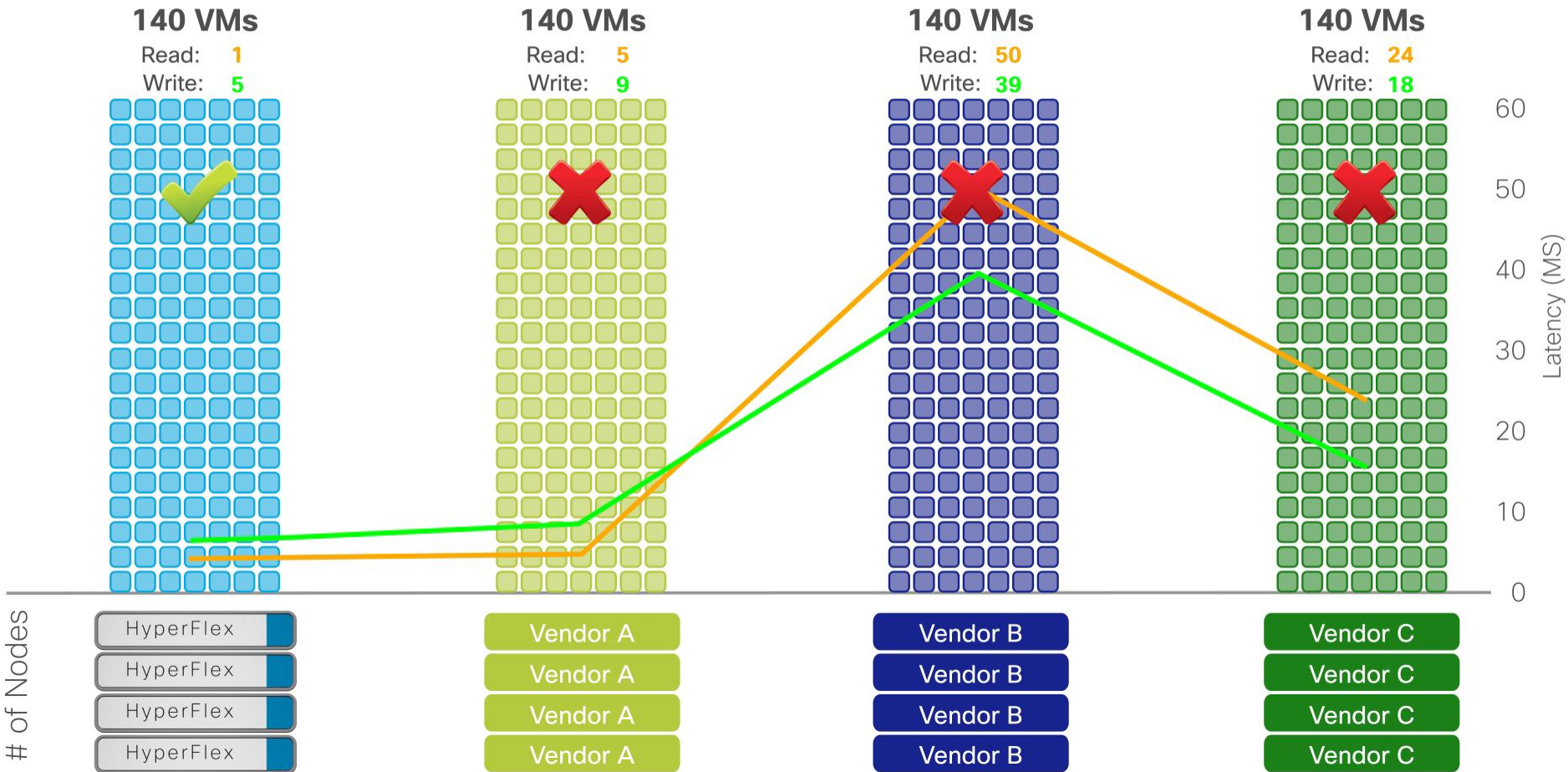
10

0

Latency (MS)

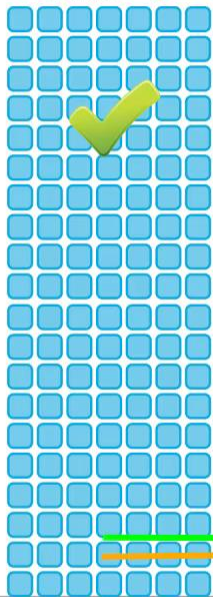
of Nodes





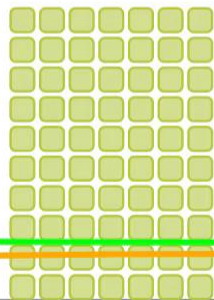
140 VMs

Read: 1
Write: 5



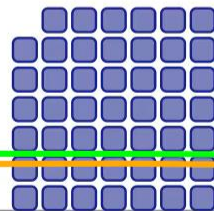
70 VMs

Read: 2
Write: 5



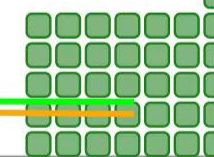
48 VMs

Read: 2
Write: 5



36 VMs

Read: 2
Write: 5



of Nodes

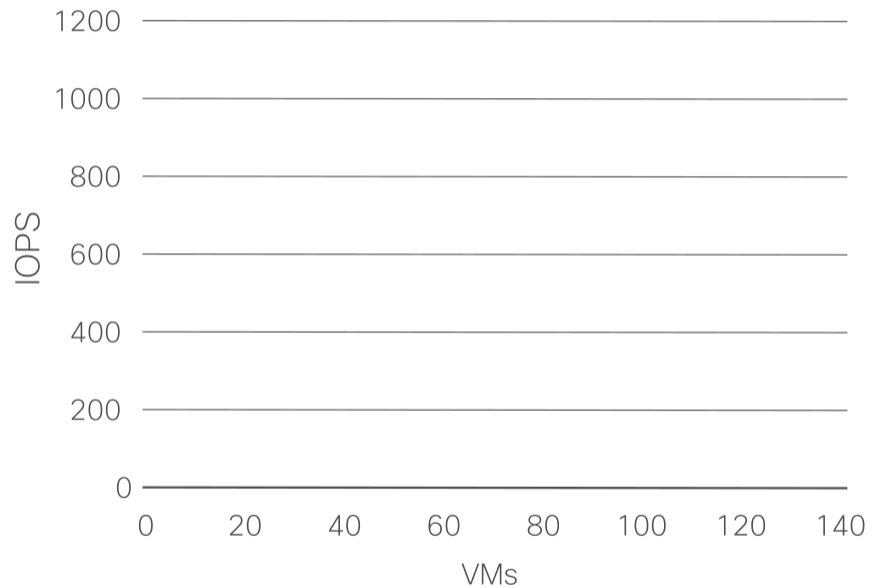
- HyperFlex
- HyperFlex
- HyperFlex
- HyperFlex

- Vendor A
- Vendor A
- Vendor A
- Vendor A

- Vendor B
- Vendor B
- Vendor B
- Vendor B

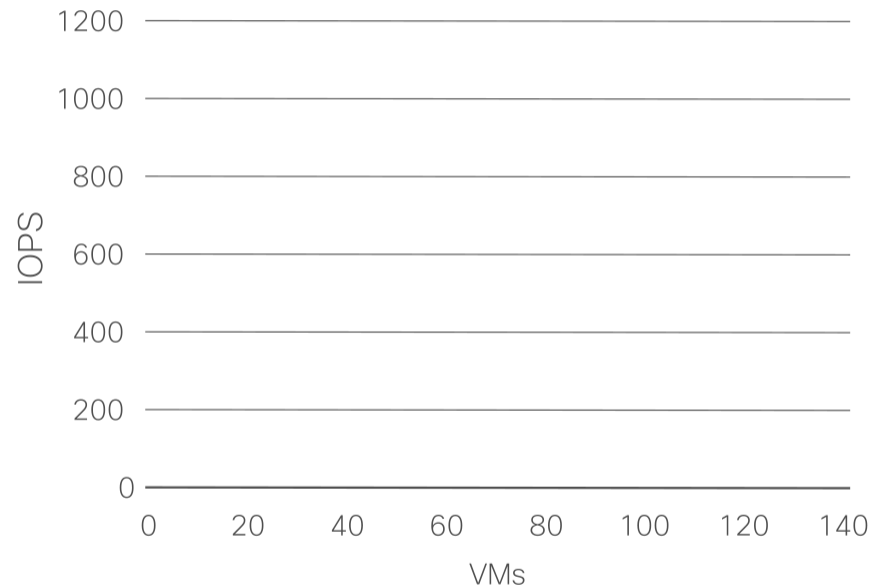
- Vendor C
- Vendor C
- Vendor C
- Vendor C

IOPS per VM



HyperFlex All Flash

IOPS per VM



Vendor B All Flash

FY18 Data Center APJ Focus Solutions

Mainstream

Accelerate

Mindshare

CONVERGED

Ashish Bhojani
Erin Nee
(FP Sales Desk)



Angela Coronica



DATA MODERNISATION

Taehee, George & Marilynn



DATA PROTECTION

Ashish Bhojani



plus



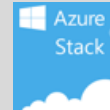
SAP HANA

George Manousos



AZURESTACK

Janet Bradburn



ACCELERATED COMPUTE & VDI

Taehee Song



CONTAINERS & DEV OPS

Ashish Bhojani



plus

OBJECT BASED STORAGE (OBS)



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

Constantly
learning

INTENT
Based
Data
Center

Constantly
adapting

Constantly
protecting

