CISCO VISION

Changing the way the World Lives, Works, Plays & Learns
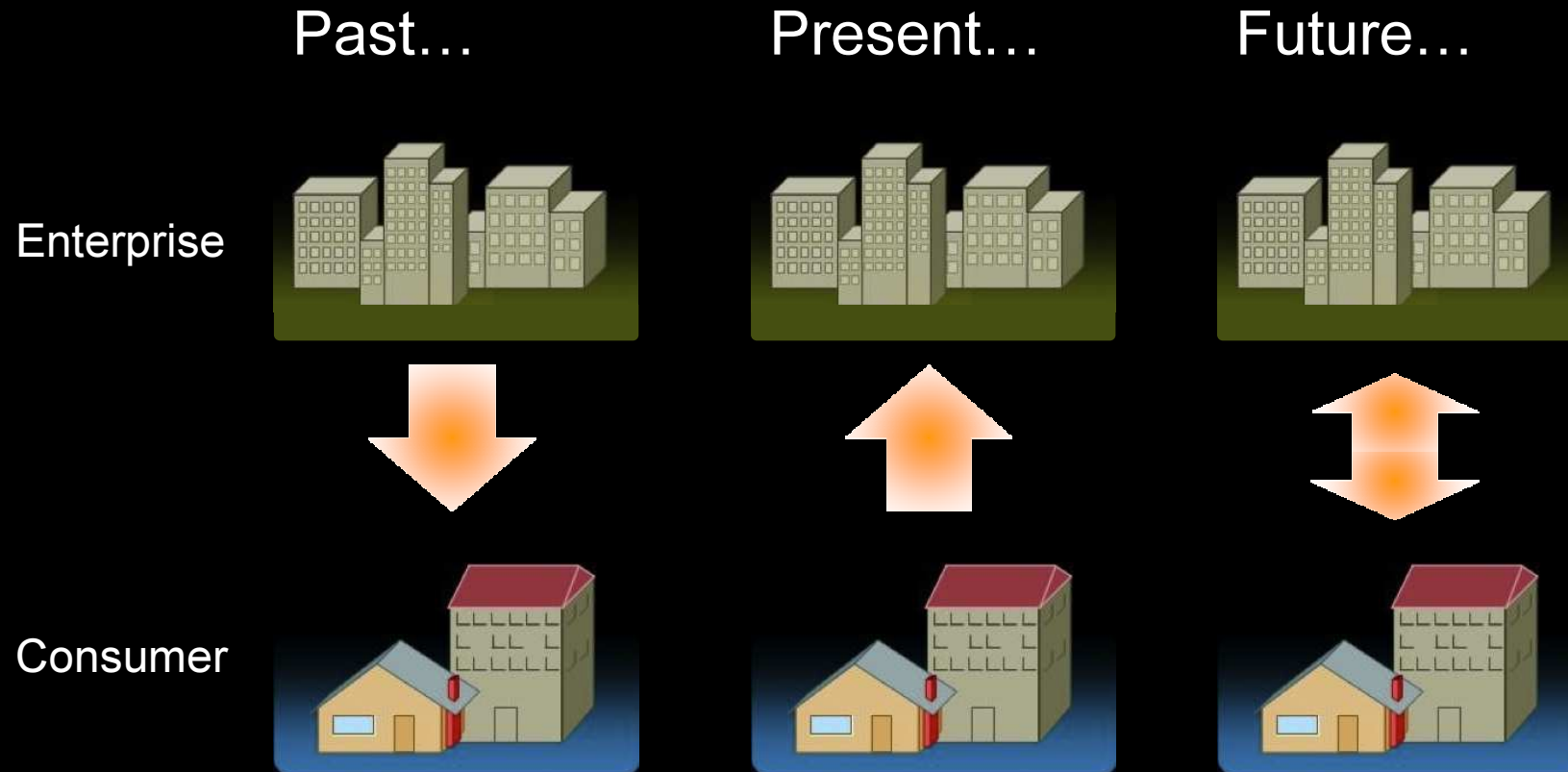
Three Key Market Transitions

Future of Work

Future of Computing

Future of Connected Life

Driven by Video and Collaboration

Innovation Flow between Consumer and Enterprise

Past…   Present…   Future…

Enterprise

Consumer

Very Few Companies Understand Both of These Worlds

Future of Connected Life

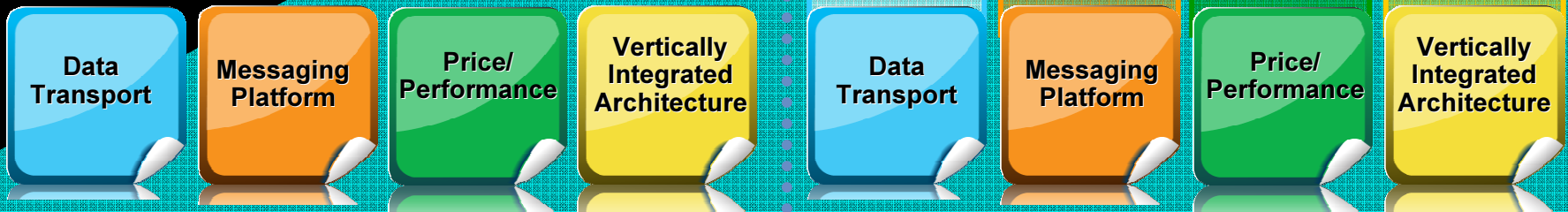**Internet Mobility will be Pervasive**

Content Sharing vs. "Owning"

Video

Lifestyle Optimization

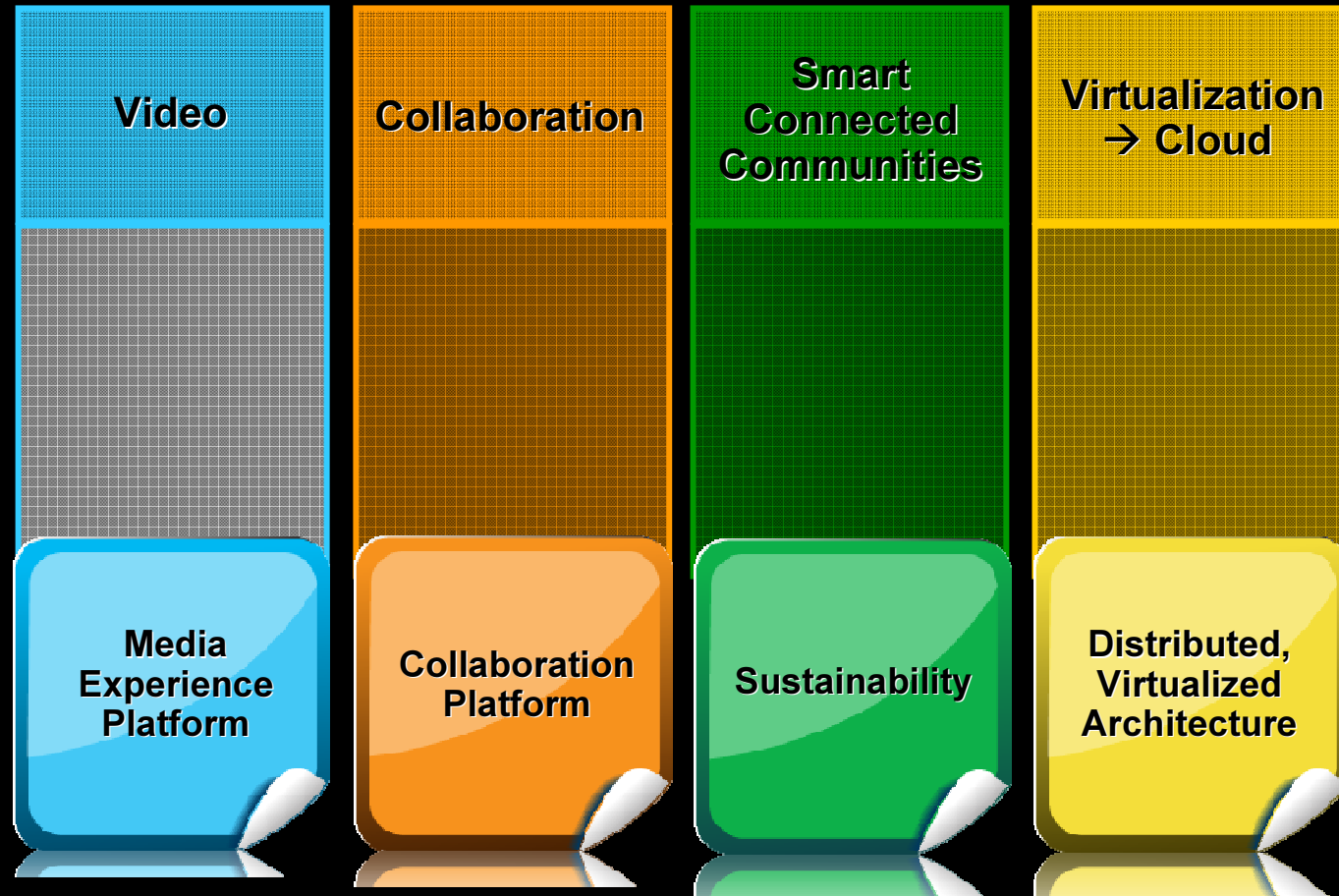# Evolution of the Internet

Scale /
Richness of
Experience

| Media Experience Platform | Collaboration Platform | Sustainability | Distributed, Virtualized Architecture |

NETWORK PLATFORM

| Data Transport | Messaging Platform | Price/ Performance | Vertically Integrated Architecture | Data Transport | Messaging Platform | Price/ Performance | Vertically Integrated Architecture |

Time

The First Internet

The Next Internet

Evolution of the Internet

Cisco Strategic Focus

The Next Internet

Video	Collaboration	Smart Connected Communities	Virtualization → Cloud
Media Experience Platform	Collaboration Platform	Sustainability	Distributed, Virtualized Architecture

Future of Computing

Cloud

Disruptor:
Virtualization
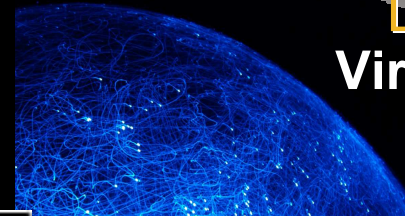
Web

Client Server

Minicomputer

Mainframe

| 1960 | 1970 | 1980 | 1990 | 2000 | 2010 |

It is a Cloud Service when…

It is Auto/User provisioned

It creates an illusion of infinite resources
Scale up/down
Elasticity

It has a pay when you use model

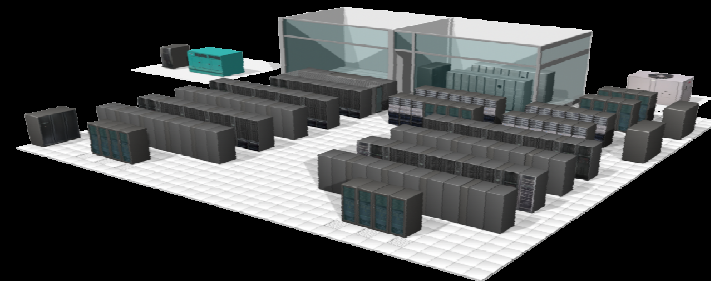# Cloud Service Models
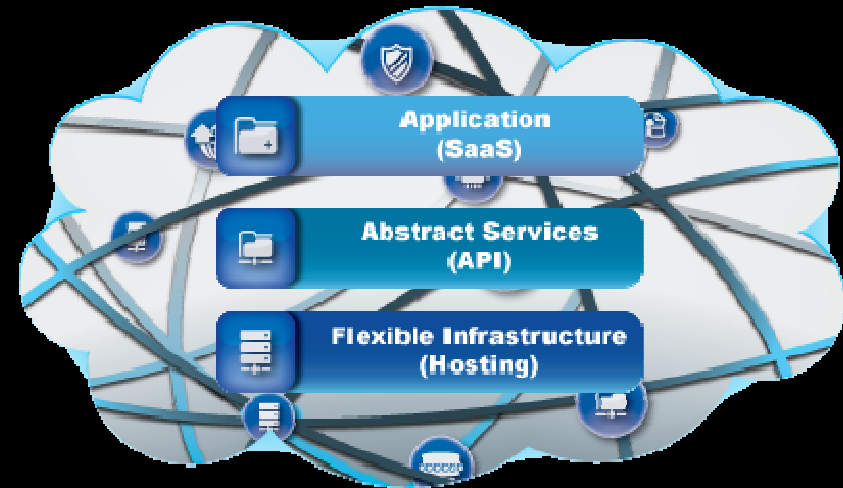
Application

- SaaS

Abstract Services – PaaS

- Services and Platforms for New Applications (via new APIs)
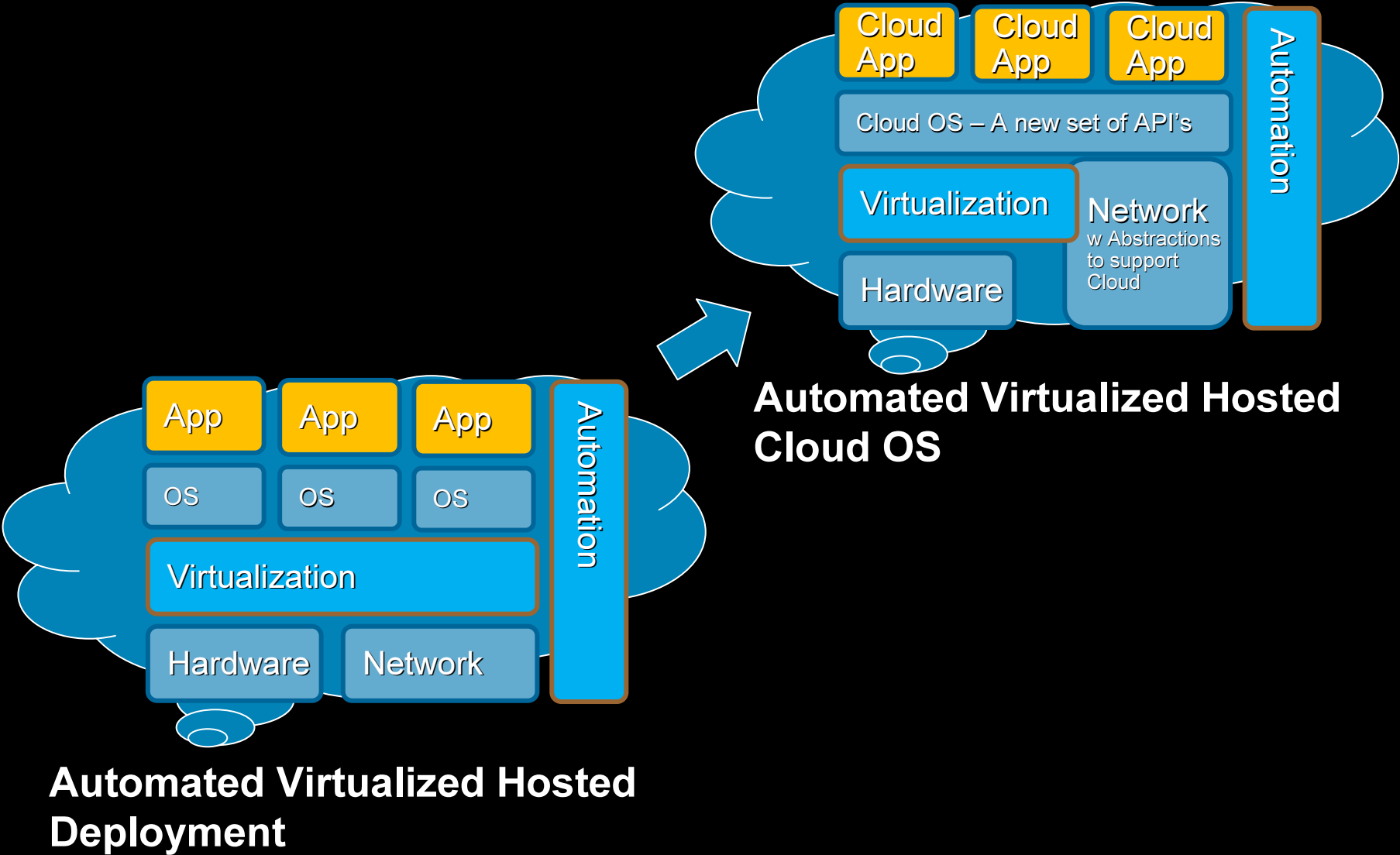

Flexible Infrastructure – IaaS

- "Virtual Private Data Center"
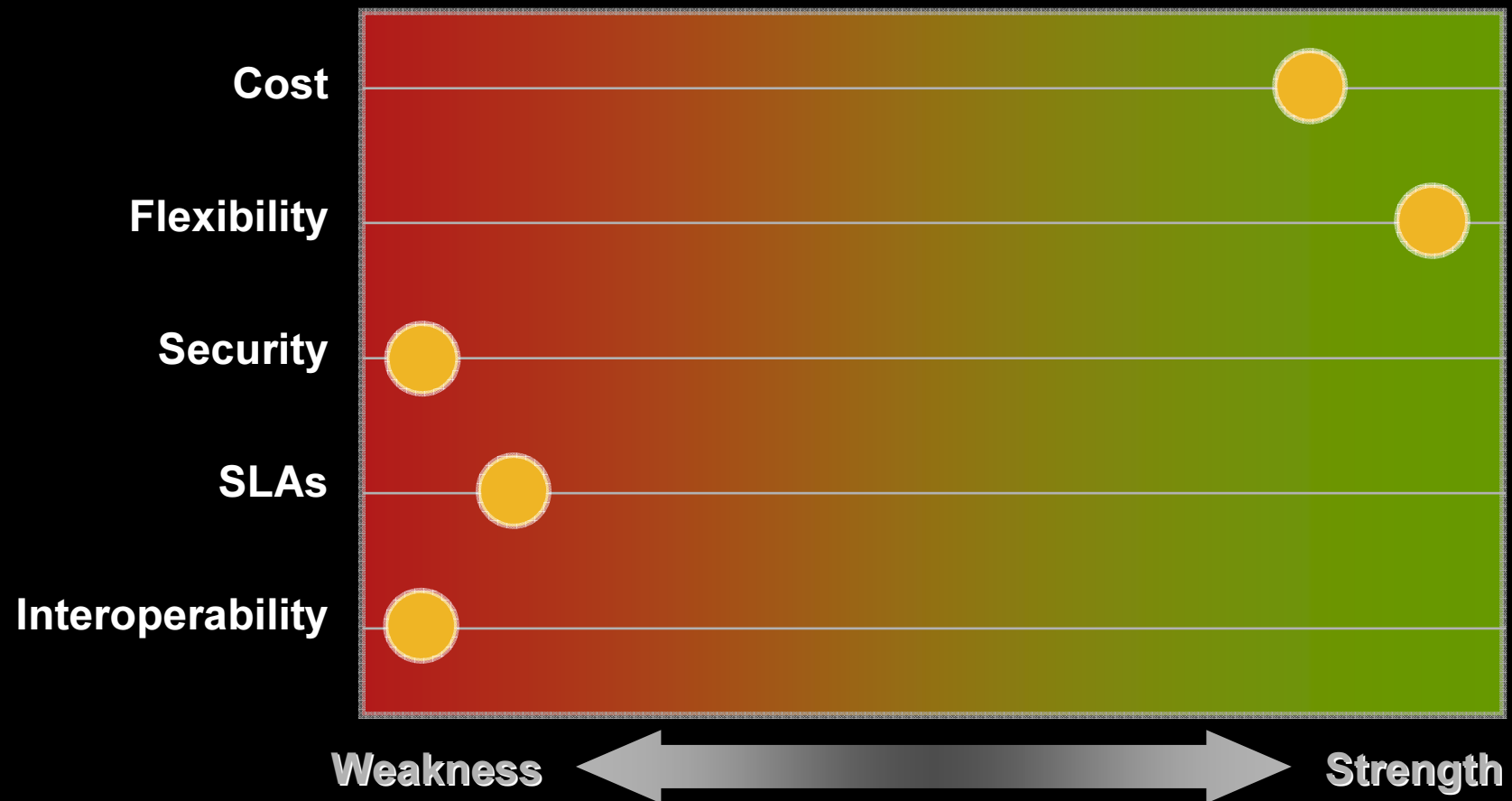- Familiar DC Resources Delivered On-Demand

IT Foundation

Foundations for Cloud: Cloud OS

Cloud App

Cloud App

Cloud App

Automation

Cloud OS – A new set of API's

Virtualization

Network
w Abstractions to support Cloud

Hardware

Automated Virtualized Hosted Cloud OS

App

App

App

Automation

OS

OS

OS

Virtualization

Hardware

Network

Automated Virtualized Hosted Deployment

Today's Cloud Challenges
Input from Cisco Customers

Cost

Flexibility

Security

SLAs

Interoperability

Weakness ←—————————→ Strength

Cloud Adoption Phases

Stand-alone Clouds

Private Clouds

Inter-Cloud

External, Off-Premise

Internal, On-Premise
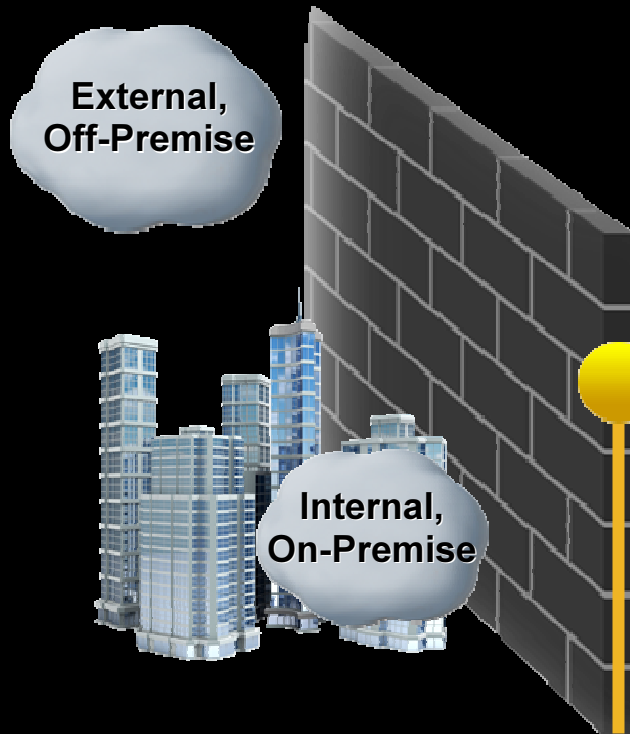
Key Challenges:

- Security
- SLAs
- Interoperability
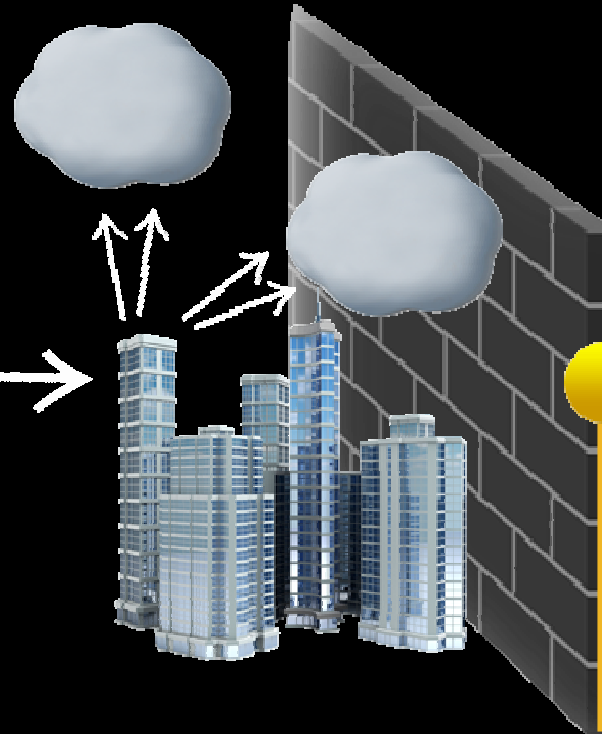
Key Challenges:
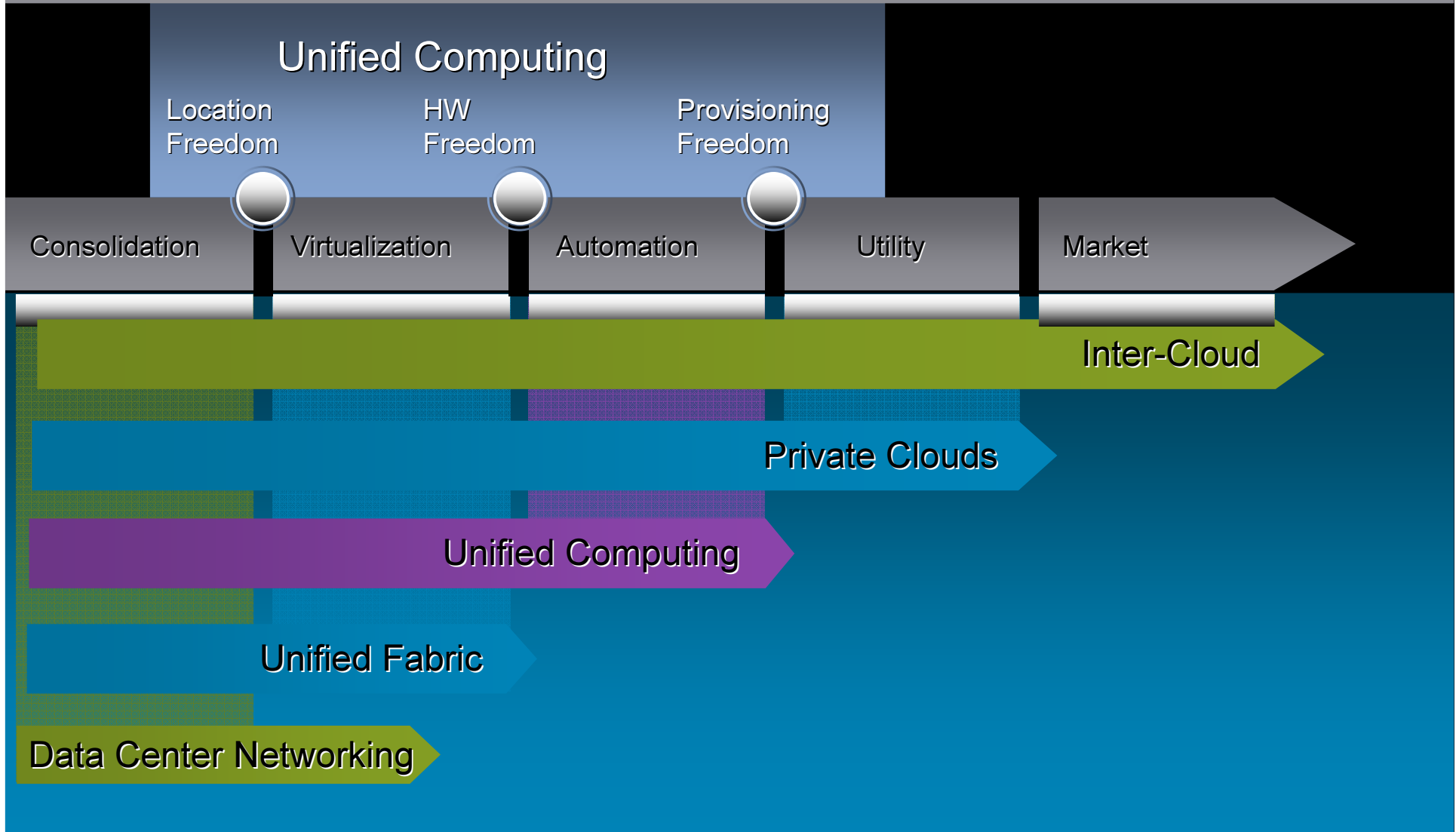
- Federation
- Portability
- Market

Reality Today ?

Enterprise IT solutions remain costly to analyze and design, procure, customize, integrate, inter-operate, scale, and maintain

- The current architecture of IT today increases procurement, management costs, and complexity.
- IT is now moving towards a service-based consumption model (private cloud).

- The need for a new IT model has never been more clear, but navigating the path to that model has never been more complicated.
- The realities of outdated technologies, rampant incremental approaches, inherent limitations in today's vendor landscape, and the absence of a compelling end-state architecture are impeding customer adoption.
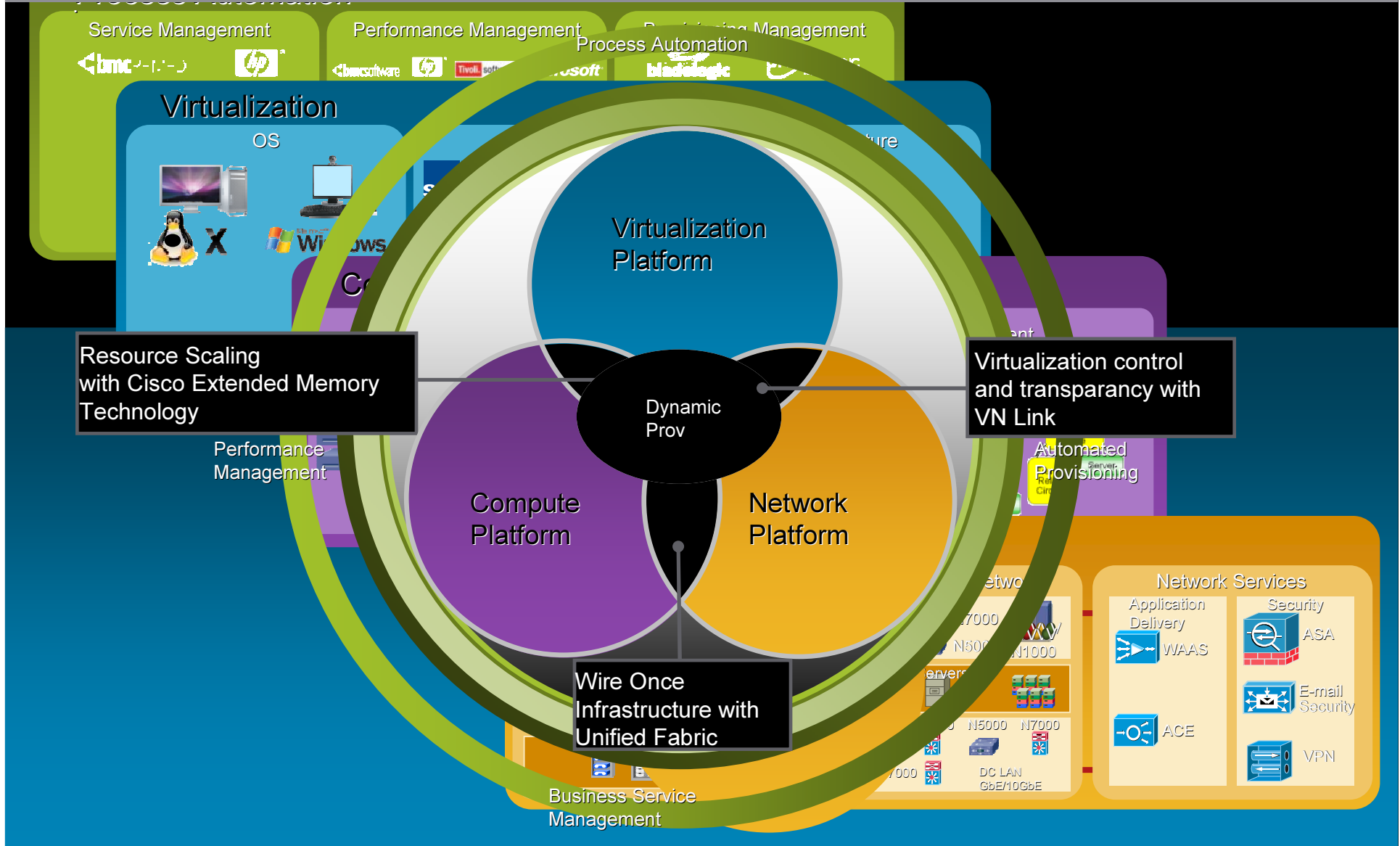
Data Center 3.0 Evolution Path

Virtualization has created a market transition. "Servers" are becoming fluid objects in the network. The data center must evolve to continue to scale. Cisco is offering a fresh alternative toe traditional ad-hoc add-on approaches for virtualized data centers.

Unified Computing

Location
Freedom

HW
Freedom

Provisioning
Freedom

Consolidation | Virtualization | Automation | Utility | Market

Inter-Cloud

Private Clouds

Unified Computing

Unified Fabric

Data Center Networking

I/O Consolidation

Unified Computing Role in Data Center 3.0

Fully integrated system that brings together the network fabric, compute resources, and virtualization software to simplify setup, improve business metrics, and enable just-in-time provisioning for business transactions

Service Management

Performance Management

Provisioning Management

Process Automation

Virtualization

OS

Virtualization Platform

Resource Scaling with Cisco Extended Memory Technology

Virtualization control and transparancy with VN Link

Dynamic Prov

Performance Management

Automated Provisioning

Compute Platform

Network Platform

Wire Once Infrastructure with Unified Fabric

Network Services

Application Delivery

Security

WAAS

ASA

ACE

E-mail Security

VPN

N5000 N1000

N5000 N7000

DC LAN GbE/10GbE

Business Service Management

Cisco Unified Computing System

Designed to dramatically reduce datacenter total cost of ownership while simultaneously increasing IT agility and responsiveness.

Unified Fabric

Fabric Extender

Virtualized Adapter

Scale Out

Memory Extension
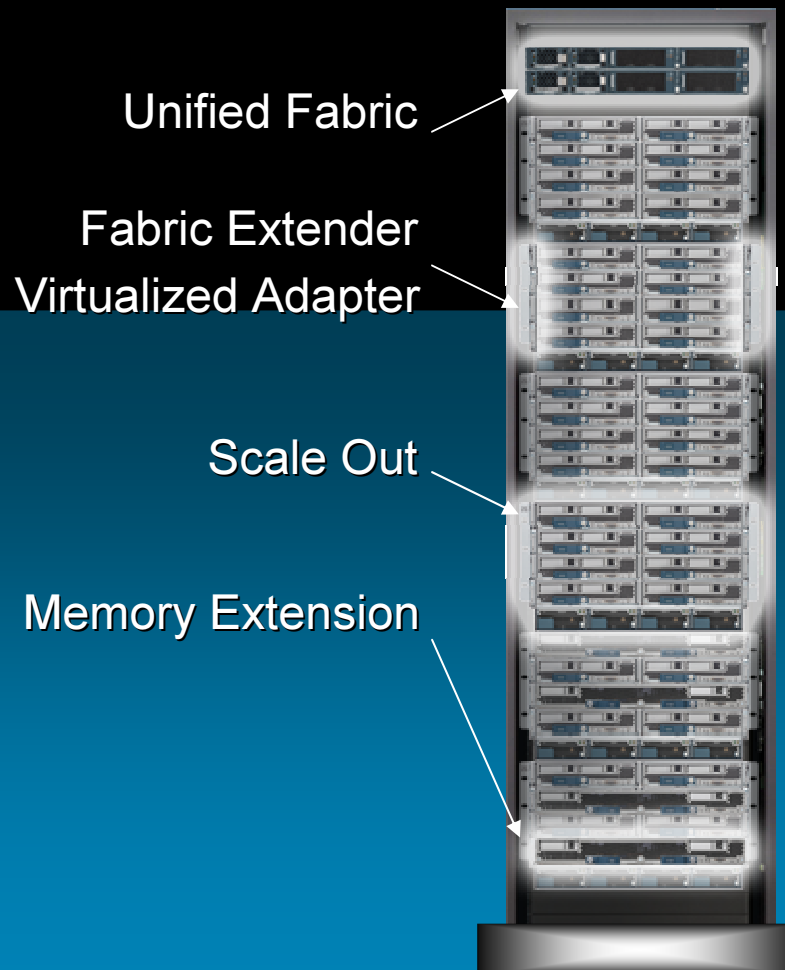
Virtualization Optimization
- Fine-grained control, portability, and visibility of network, compute, and storage attributes
- More than double the memory capacity of competing systems

Industry Standard Servers
- Intel Xeon processor 5500 series
- 150% generational performance increase
- Intelligent platform for performance and energy efficiency

Unified Fabric
- Wire once, low latency FC and Ethernet
- Virtualization aware
- Less than half the normal amount of adapters, switches, cables

Automated Provisioning
- Embedded single point of management and provisioning
- Visibility and control across datacenter organizations
- Infrastructure policy management and compliance

Cisco Unified Computing System

The Cisco Unified Computing System is designed to dramatically reduce datacenter total cost of ownership while simultaneously increasing IT agility and responsiveness.
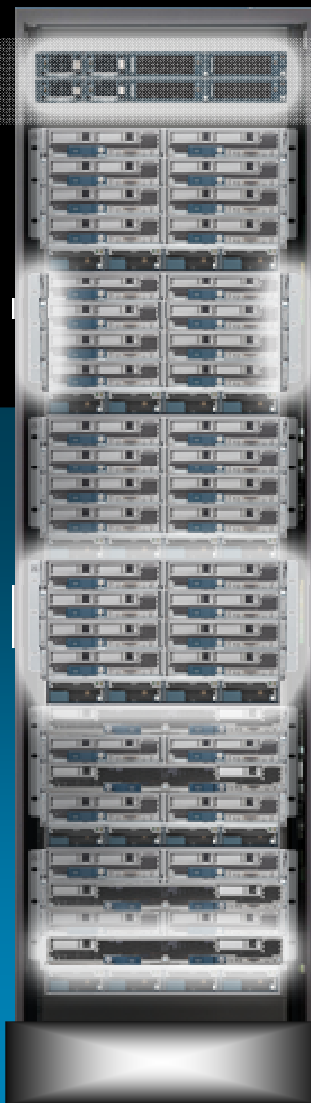
Reduces total cost of ownership

- CAPEX: Up to 20% reduction
- OPEX: Up to 30% reduction
- Cooling and power efficient

Increases business agility

- Provision applications in minutes instead of days
- Automation reduces service outages
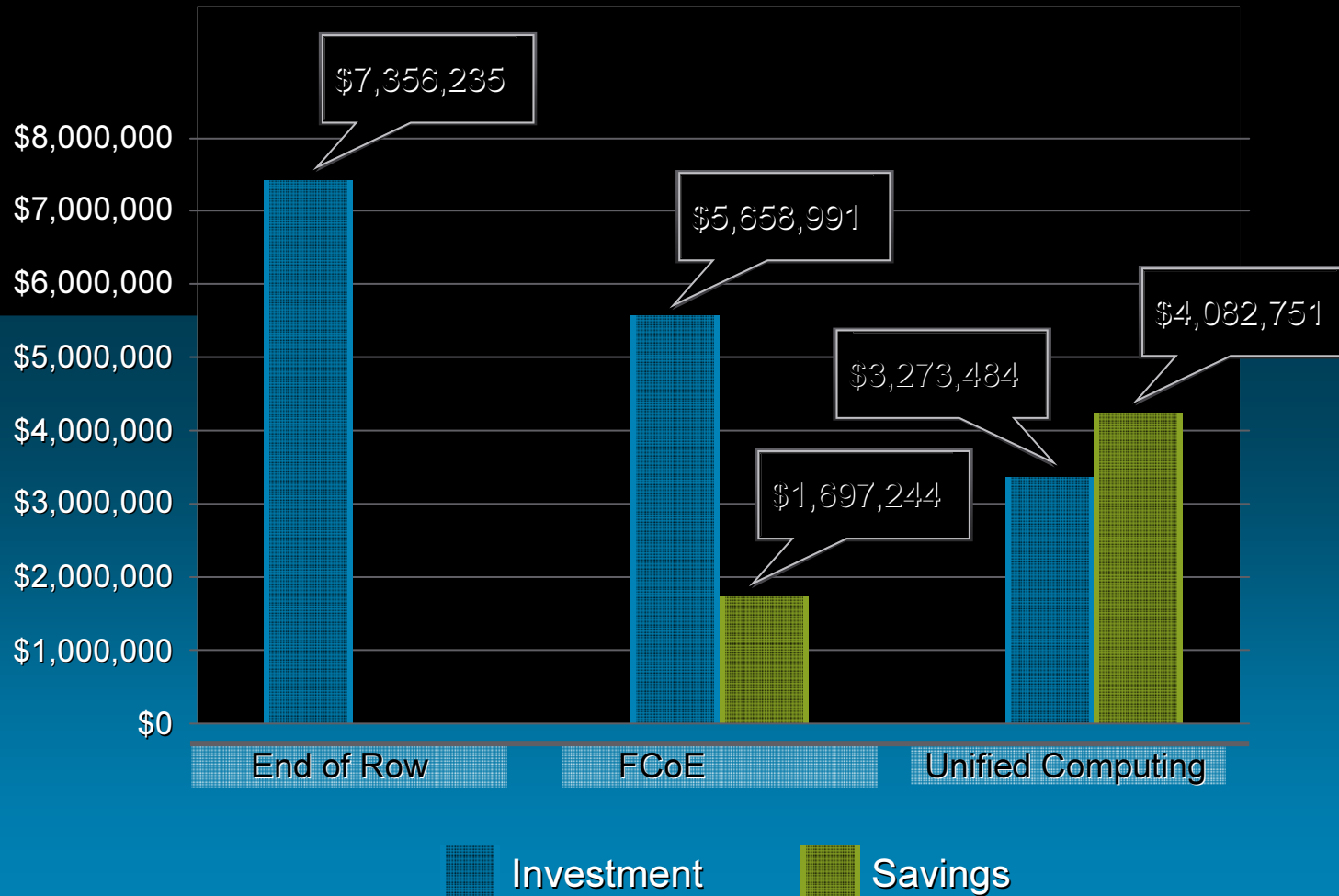- Just-in-time resource provisioning

Investment protection

- Industry standards-based
- Co-exist with existing data center infrastructure
- Leverage existing management applications via API

Innovation in Partnerships

Based on industry standards supported by a partner ecosystem of industry leaders.

Business Consulting, Systems Integration Partners

accenture

EMC²

WIPRO
Applying Thought

TATA

CSC

Channel Partners

Computacenter
Services & Solutions

DIMENSION DATA

COMPUGEN

LONG VIEW

CTC

UNISYS

World Wide Technology, Inc.

LOGICALIS

Technology Partners

EMC²

NetApp

intel

vmware

QLOGIC

EMULEX

bmcsoftware

redhat.

Microsoft

Novell.

ORACLE

SAP

Open, Innovative Partner Ecosystem

Cisco Expo 2009

Cisco UCS Demo

Ivan Zaklanovic

News Announcement – Imagine the Power of Three

The Virtual Computing Environment coalition. Cisco and EMC, together with VMware, have committed to extensive and on-going collaboration to lead the journey to pervasive virtualization and private cloud with technology innovation, business partnership, venture investments and partner ecosystem leverage.

Technology Innovations
Vblock Infrastructure Packages. Integrated best-of-breed packages from Cisco and EMC, together with VMware – engineered, tested, and validated to deliver revolutionary TCO and pervasive virtualization at scale in today's most demanding use cases.

Integrated Pre-Sales, Services and Support
Vblock Unified Customer Engagement. Dedicated pre-sales, professional services and single support experience to provide a seamless, end-to-end customer experience.

Solutions Venture and Investment
Acadia. A Cisco-EMC joint venture to build, operate, and transfer Vblock infrastructure to organizations who want to accelerate their journey – *available Q1 CY2010.*
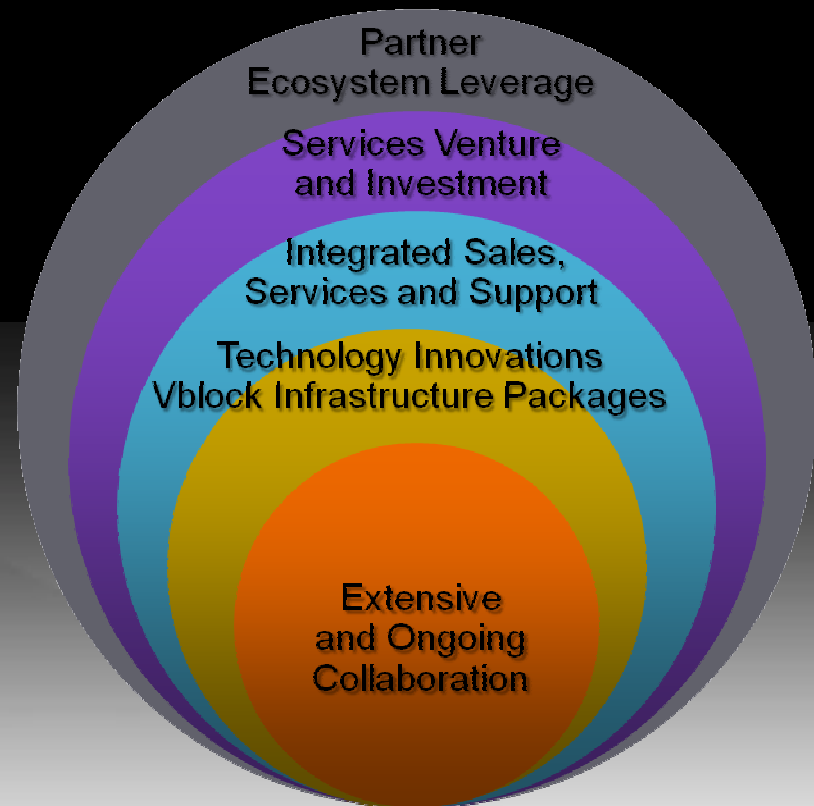
Partner Ecosystem Leverage
Vblock Partner Ecosystem. A select group of partners, growing over time, which augment, sell and deliver Virtual Computing Environment solutions to enable the journey to pervasive virtualization and private cloud.

Cisco Networkers
25-28. januar 2010.
Barselona
Registrujte se

knowledge is power

January 25-28, 2010 · Barcelona, Spain