Cisco+: Simplified IT, your way.

Transform to as-a-service to drive greater IT speed, agility and scale and deliver better outcomes.

Organizations demand greater simplicity and cloud agility



The shift to pay-as-you-consume spending gives organizations more flexibility and cost predictability to manage their IT spend something that 85 percent of CIOs and IT decision makers agreed is important to their business.

(Source: "2021 CIO and IT Decision Makers Trends Pulse," Cisco)



By 2021, 75 percent of enterprises will recognize the benefits of as-a-service consumption, driving a 3x increase in demand for on-premises infrastructure delivered via flexible and as-a-service solutions.

(Source: "IDC FutureScape: Worldwide Future of Digital Infrastructure 2021 Predictions," IDC)



By 2025, 20 percent of enterprise switches will be procured through an as-a-service model (that is, hardware as a service), up from nearly zero in early 2020.

(Source: "2020 Strategic Roadmap for Enterprise Networking," Gartner)



By 2025, at least 50% of enterprises will shift toward operating expenditure (opex)-based storage consumption models, compared to less than 10% today.

(Source: "Market Guide for Consumption-Based Pricing for Data Center Infrastructure", 2021, Gartner)



48% of Senior IT professionals would prefer to buy data center infrastructure via consumption-based model based on resources utilization.

(Source: ESG Master Survey Results, 2021 Technology Spending Intentions Survey, December 2020.)

Challenges with traditional infrastructure buying model



Simplicity

Management complexity across siloed teams with too many tools that are difficult to integrate into the current operational model.

Security

Difficult to stay ahead of security issues, quickly address security incidents, and implement the latest features and technology.

Adopt new innovation

Upfront investment is required to bring new technology in-house and it restricts organizations from deploying applications dynamically as requirements change.

Scalability

Inability to scale up resources dynamically and cost-effectively or to decrease capacity when oversubscribed.

Predictable cost

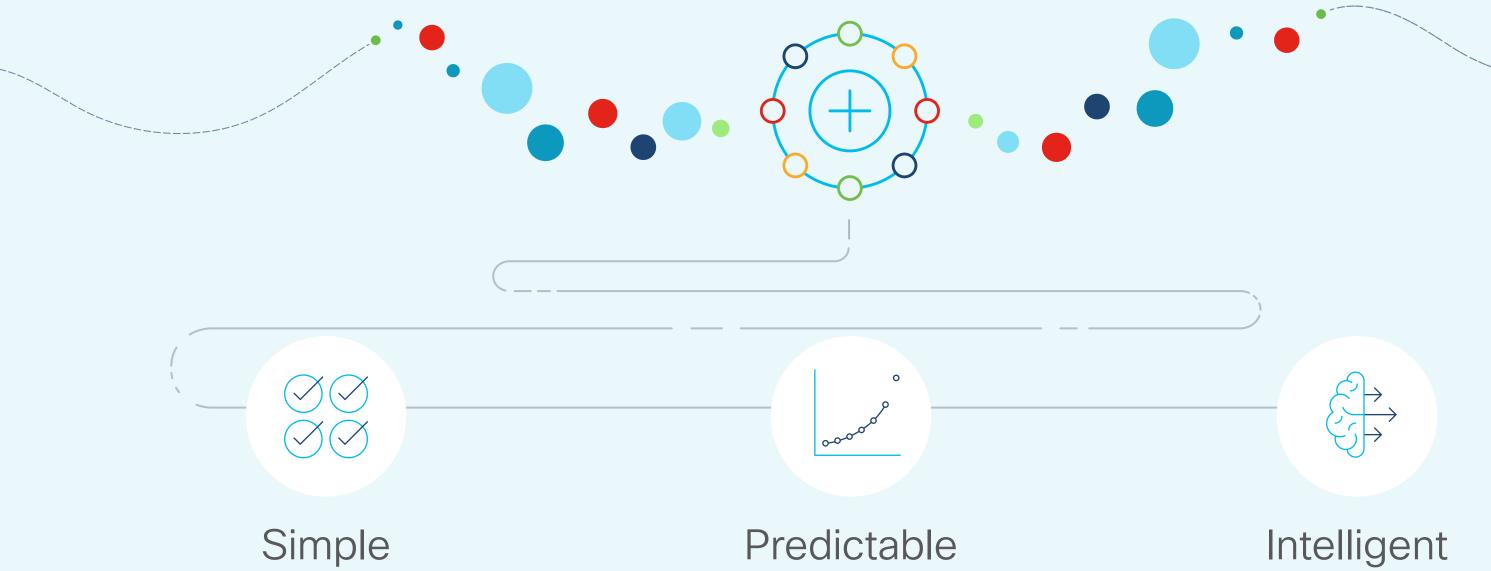
Struggle of managing operating expenditures while improving responsiveness, utilization, and capabilities as infrastructure demands grow.

How can we solve this?

Introducing Cisco+

Cisco+ provides all the benefits of Cisco, now as-a-service. Boost speed, agility and scale with on-demand solutions that intelligently adapt to your business needs.

3 Pillars



Easy to consume and use,

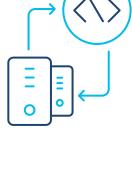
unified experience with choice, open and modular

Highly reliable and secure services

that deliver business value with predictable outcomes

Adapts to customer business, optimizes use, resolves issues and protects business

Why Cisco+?



by world-class hardware, software, and APIs Cisco delivers industry-leading technologies

Complete solutions powered

from Cisco and its technology partners across compute, storage, networking, automation, and cloud designed to meet your diverse operating environment.



service usage Cisco makes it easy to track service usage,

Simple dashboard views on

allowing you to understand business trends and determine future investments. Cisco and Cisco Partners optionally offer professional and managed services to deliver as-a-service outcome depending on your preference.



with shared ownership With Cisco+, you can pay as you use to get

Flexible buying options

utilization on demand; or pay as you grow to get growth capacity for your increased IT needs while scaling up on your own terms without breaking the bank or having to continuously over provision. Artificial Intelligence for

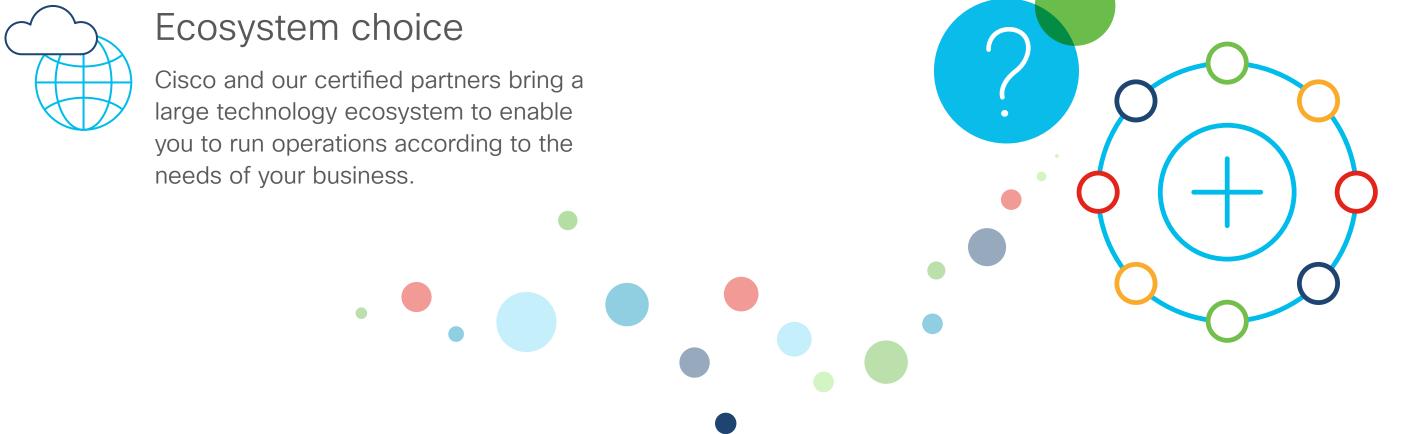
the flexibility to grow and shrink capacity



Not only do you pay for what you use, but Cisco artificial intelligence will help tell you

optimizing service

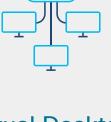
the best way to run your applications and workloads to optimize for performance and minimize cost across on-premises and public cloud infrastructure environments.



Learn more about our Cisco+ Hybrid Cloud offerings:



Edge Computing >



Infrastructure >

Virtual Desktop



Virtualization >



Bare Metal Compute >

