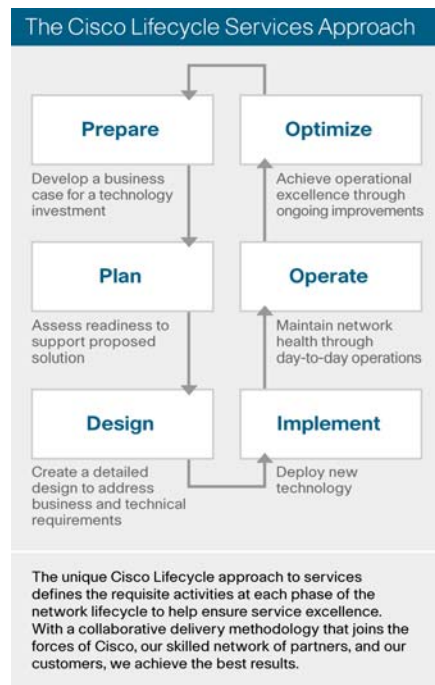


## Cisco Data Center Optimization Services

Conquer Your Most Compelling Business Challenges and Capitalize on Future Opportunities by Making Efficient Use of Your Data Center Resources



### Challenge

Just sustaining day-to-day business operations demands high levels of performance, availability, and quality of service (QoS) in a data center. Many data centers have become increasingly complex, making it difficult to understand everything in the network and their interdependencies. When network changes are made, this incomplete information can unintentionally result in diminished data center performance, availability, or QoS.

To support business growth, deliver next-generation services, and maintain a competitive advantage, organizations often need to evolve their data centers by migrating to new IP services with converged data, voice, and video, all while efficiently scaling and deploying diverse and complex technologies. Without this evolution, the data center might not provide the capabilities needed to take full advantage of business opportunities and overcome technical challenges.

### Solution

The Cisco® Data Center Optimization Services are a family of services covering all your data center technologies that let you take advantage of Cisco expertise to continually help optimize your data center so it is always a competitive resource. An evolving data center can help you improve productivity, enhance business processes, and accelerate change in every aspect of your business. Cisco consulting engineers provide this service using industry-leading tools and best-practice methodologies to mitigate implementation risks and accelerate your return on investment.

Cisco and our partners provide network services using a lifecycle of prepare, plan, design, implement, operate, and optimize phases that align business and technical requirements.

### Cisco Data Center Optimization Services

The Cisco Data Center Optimization Services help you continuously improve your data center infrastructure and achieve operational excellence. We use our deep understanding of data center products and technologies to deliver customized services to help optimize your data center investment in the following Cisco data center solutions:

- Cisco Application and Content Networking System (ACNS)
- Cisco Application Control Engine (ACE) and Layer 4–7 devices

- Cisco ACE XML Gateway
- Cisco Nexus™ 5000 and 7000 Series Switches
- Cisco high-performance computing clusters (HPC) utilizing the Cisco Server Fabric Switch (SFS) 7000 Series
- Cisco SAN
- Cisco Wide Area Application Services (WAAS)

The Cisco Data Center Optimization Services help you analyze, improve, and optimize your existing data center while supporting your planned data center transformation initiatives. Cisco engineers collaborate with you to develop detailed design standards for your data center and to evaluate the ability of your applications to meet your future requirements. The services provide recurring analyses of the performance data and configurations from your network devices to give you a continuous, strategic view of your data center network environment. Ongoing communication with Cisco experts helps keep you informed about new products and software features for your environment.

The Cisco Data Center Optimization Services offer a variety of options, allowing you to select the combination of services and technology support you need. Each service includes a network assessment, network support, and network learning. You can further customize the optimization services by choosing the activities and deliverables you need. Depending on the type of technology, some deliverables might vary. The Cisco Data Center Optimization Services activities, deliverables, and benefits are shown in Table 1.

**Table 1.** Cisco Data Center Optimization Services Activities, Deliverables, and Benefits

Activities and Deliverables	Benefits
<b>Network Assessment</b> <ul style="list-style-type: none"> <li>• Assess data center infrastructure annually</li> <li>• Technology network assessment</li> </ul>	Identify gaps; receive recommendations; and improve the performance, resiliency, security, and availability of your Cisco data center infrastructure
<b>Network Support: Design Support</b> <ul style="list-style-type: none"> <li>• Conduct design review</li> <li>• Provide ongoing design support</li> </ul>	Help ensure that your Cisco data center designs address the critical elements required for your business goals
<b>Network Support: Software Management Strategy</b> <ul style="list-style-type: none"> <li>• Establish and review data center software management strategy</li> <li>• Review your test plans for planned changes to help ensure validity</li> <li>• Provide ongoing software support</li> <li>• Deliver periodic critical bug reports</li> </ul>	Proactively make changes to your software and help resolve software compatibility issues faster
<b>Network Support: Performance Engineering and Optimization</b> <ul style="list-style-type: none"> <li>• Engineer performance and optimize data center software</li> <li>• Deliver configuration best practices report</li> <li>• Create network improvement plan</li> </ul>	Increase your understanding of your data center operating environment and help ensure stability
<b>Network Support: Change Support</b> <ul style="list-style-type: none"> <li>• Provide report verifying the validity of planned changes</li> <li>• Provide access to experts to help resolve unscheduled (reactive) change</li> </ul>	Accelerate deployment of changes to your data center and help minimize disruption to your network
<b>Network Learning</b> <ul style="list-style-type: none"> <li>• Conduct knowledge transfer sessions that might include Informal educational sessions and chalk talks</li> </ul>	Help your IT staff achieve operational excellence as it pertains to your Cisco data center network

Cisco offers a wide range of optimization services to help you make full use of your network to meet your current business challenges and help position your organization to capitalize on future opportunities. You can purchase the Cisco Data Center Optimization Services in addition to the Cisco Foundation Technology Optimization Service Bundle/Network Optimization Service (NOS) (Core NOS) or simply buy standalone services specific to your data center needs. Either way, the Cisco Data Center Optimization Services can help you achieve your current and future strategic and performance goals for data center operations. Table 2 summarizes the primary benefit of the optimization service for each of the data center technologies.

**Table 2.** Data Center Optimization Services Benefits by Technology

Technology/Solution	Primary Benefit
ACNS	Experience a consistently high level of video application performance across your wide area network
ACE and Layers 4–7	Help ensure that your users have fast, secure application access in a scalable environment
ACE XML Gateway	Efficiently maintain a secure, reliable, and accelerated web service environment using the Cisco ACE XML Gateway
Cisco Nexus 5000 and 7000 Series Switches	Maintain a high level of data center performance and operational efficiency while evolving to a next-generation data center
HPCC and SFS Switches	Enable faster time to information at an economically viable cost point
SAN	Deliver a consistently high level of SAN performance and availability and support growing information management needs
WAAS	Maintain or improve application responsiveness across your WAN as your business changes and grows

With these annual subscription services, we provide you with assessments, network support, and continuous learning specific to the technologies you have selected. You can also choose optimization services to help you improve the performance of other Cisco technologies, such as unified communications, wireless LAN, and core routing and switching. These services help you to continuously improve your network and increase your return on investment.

### Benefits

Productivity, resiliency, and adaptability are critical to sustaining a competitive advantage. The Cisco Data Center Optimization Services deliver customized activities and deliverables that help you keep your data center capabilities aligned with your business requirements, so you can conquer your most compelling business challenges and capitalize on future opportunities by making efficient use of your data center resources. The Cisco Data Center Optimization Services help you to:

- Realize the full potential of your data center investment by improving your network performance, availability, security, and QoS
- Adopt and combine technologies to create a data center network that continuously evolves to sustain a competitive business
- Proactively address potential data center issues before they affect operations
- Achieve and maintain a comprehensive, end-to-end data center optimization solution
- Make sure that the data center plays a strategic role in your efforts to protect, optimize, and grow your business
- Achieve operational excellence by providing informal training that prepares your staff to knowledgeably manage data center technologies

## Why Cisco Services

Cisco Services make networks, applications, and the people who use them work better together.

Today, the network is a strategic platform in a world that demands better integration between people, information, and ideas. The network works better when services, together with products, create solutions aligned with business needs and opportunities.

The unique Cisco Lifecycle approach to services defines the requisite activities at each phase of the network lifecycle to help ensure service excellence. With a collaborative delivery methodology that joins the forces of Cisco, our skilled network of partners, and our customers, we achieve the best results.

## Availability and Ordering

The Cisco Data Center Optimization Services are available on an annual subscription basis and can be purchased as standalone services or as a complement to the Cisco Foundation Technology Optimize Service Bundle (NOS). The Cisco Data Center Optimization Services are widely available. Contact your local Cisco account manager about availability in your local area.

## For More Information

For more information about Cisco Data Center Optimization Services, as well as the broad array of Cisco Services for the data center, contact your local Cisco account manager or visit [www.cisco.com/go/dcservices](http://www.cisco.com/go/dcservices).

For more information about data center solutions, visit [www.cisco.com/go/datacenter](http://www.cisco.com/go/datacenter).

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