

# Moving Your Enterprise to the IT-as-a-Service Model

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# Agenda

- Delivering IT-as-a-Service
- Cisco Unified Data Center
- Presidio – Best Practices and Case Studies
- Getting Started

# The Goal – Delivering IT-as-a-Service

## Business Objectives



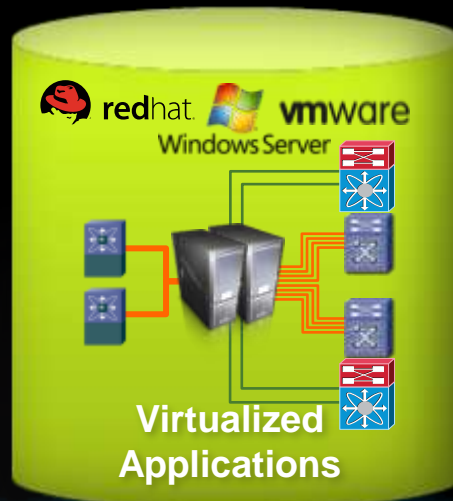
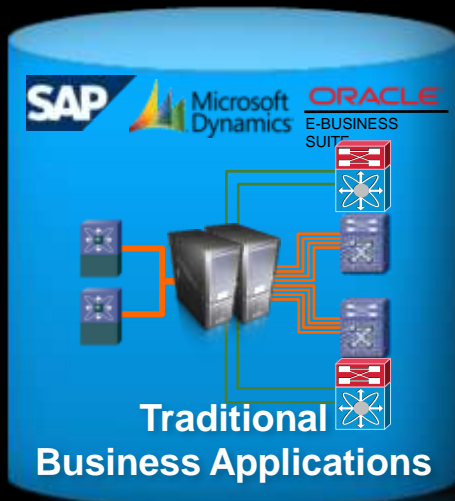
## IT Service Offerings



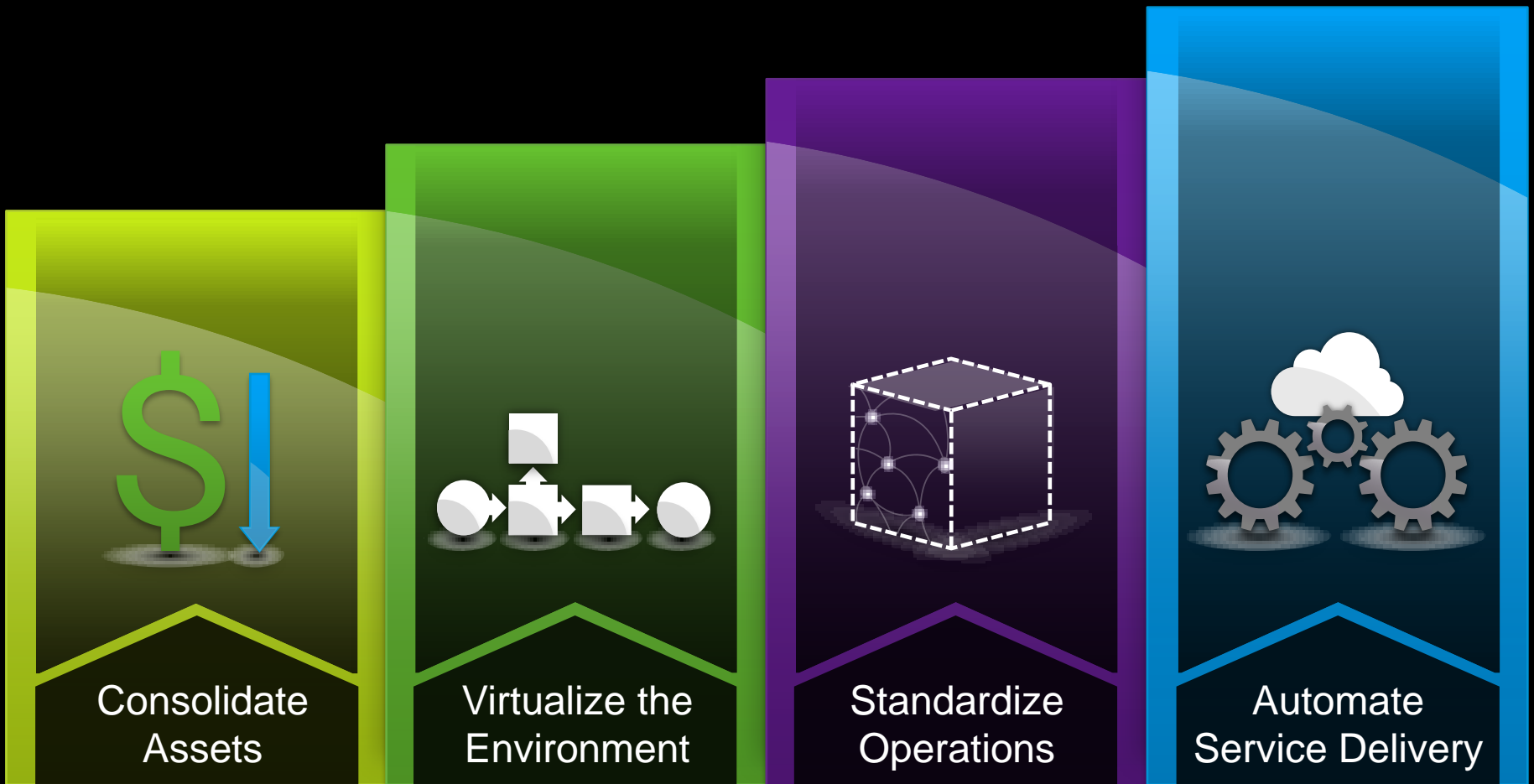
## On-Demand Services



## Infrastructure to Deliver IT as a Service



# The Journey to IT-as-a-Service



Increased IT Operational Excellence (Agility, Efficiency and Simplicity)

Increased Cloud Readiness (Physical – Virtual – Private Cloud – Hybrid Cloud)

# Cisco Unified Data Center

The Platform for Delivering IT-as-a-Service



HIGHLY SCALABLE,  
SECURE NETWORK  
FABRIC



MODULAR  
STATELESS  
COMPUTING  
ELEMENTS



AUTOMATED  
RESOURCE  
MANAGEMENT  
(PHYSICAL AND  
VIRTUAL)

# Cisco Unified Fabric

## Delivering Architectural Flexibility



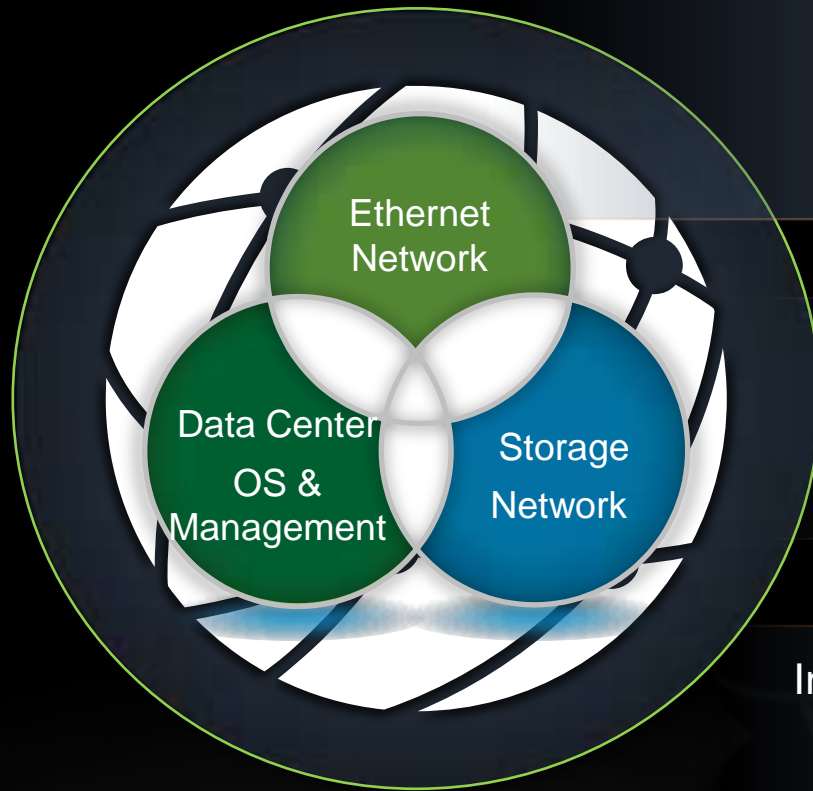
Convergence



Scale



Intelligence



Consolidated Infrastructure  
Simplified Management  
Reduced Cost

Investment Protection  
Evolves With Business  
Geographic Span

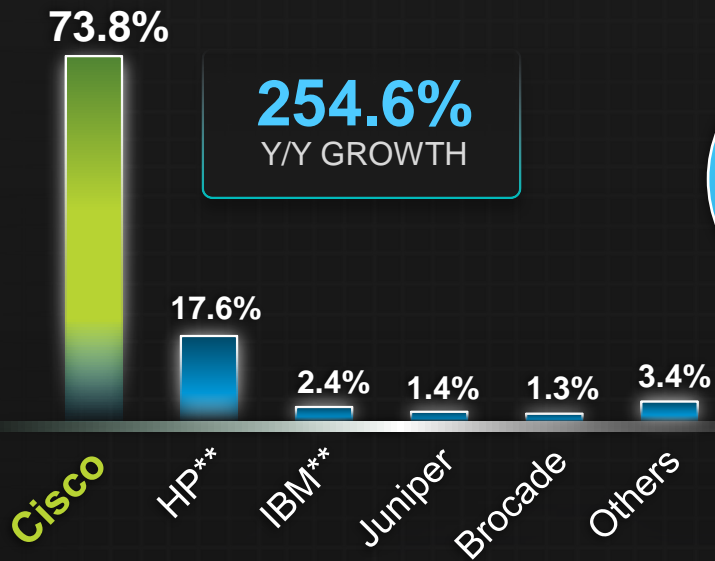
Integrated Application Delivery  
Seamless VM Networking  
VM-aware Security

Consistent Networking Across Physical, Virtual and Cloud

# Cisco Unified Fabric

## Three years of Innovation and Market Leadership

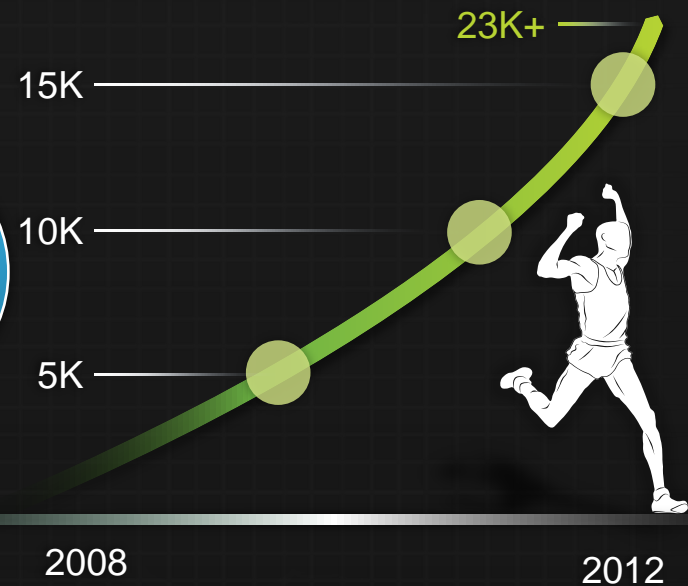
### GARTNER DATA CENTER 10-GIGABIT SWITCHES REVENUE\*



**254.6%**  
Y/Y GROWTH

**#1**  
2009—2011\*\*\*

### NX-OS CUSTOMER GROWTH\*\*\*\*



\* Chart created by Cisco based on Gartner data. Gartner, Inc., Market Share: Data Center Ethernet Switches, Worldwide, 2010, N. Singh, S. Real, July 29, 2011.

\*\*OEM Switches not included

\*\*\* Multiple sources including Dell Oro.

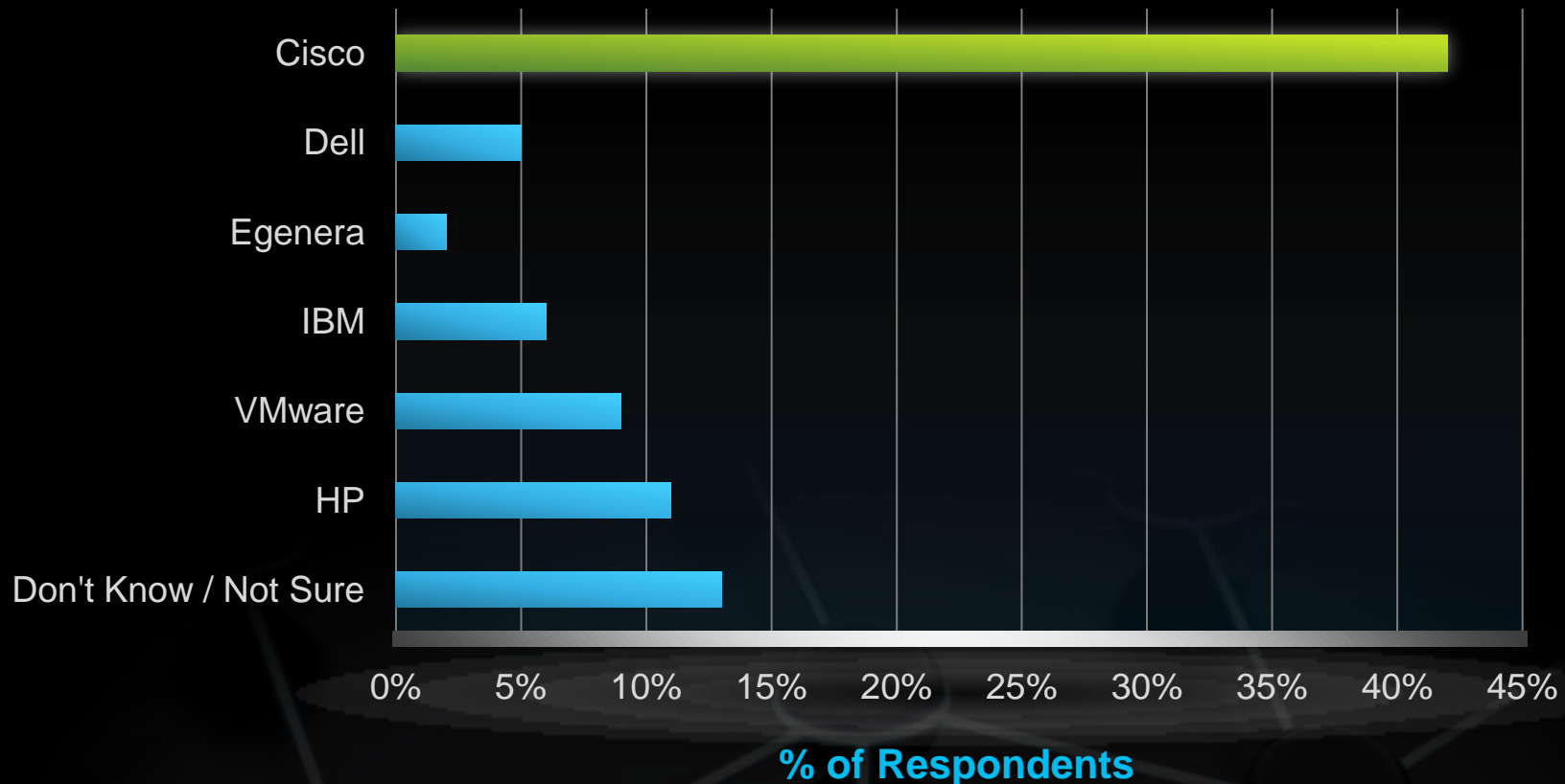
\*\*\*\* Created by Cisco based on Cisco data.



# Fabric Computing

## Cisco Delivers Today and Innovates for the Future

Which vendor would you perceive to be the most competent to deliver on a fabric-based strategy in your enterprise?



Source: Gartner, 2011—You can read the full Gartner report here:

<http://www.gartner.com/technology/media-products/reprints/cisco/210438.html>



# Cisco Unified Computing System

Built from the Ground up for Physical, Virtual and Cloud



Convergence



Intelligence



Automation



Efficient Scaling  
Simplified management

Consistent alignment of policy,  
configuration and workload

Superior IT productivity  
Orchestration ready

Fabric-based x86 computing architecture optimized for virtualization and cloud

# Cisco UCS Leadership and Momentum

## TECHNICAL LEADERSHIP

- **Unified Infrastructure:** compute, networking, virtualization, storage access, management software
- **Management Automation:** UCS Manager and Service Profiles across blade and rack servers
- **Ideal for enterprise applications:** proven for both bare metal and virtualized enterprise deployments
- **Design flexibility:** scale across systems and across data centers
- **Ideal Cloud Infrastructure:** UCS is winning the cloud build-out (72% of top 50 cloud providers)



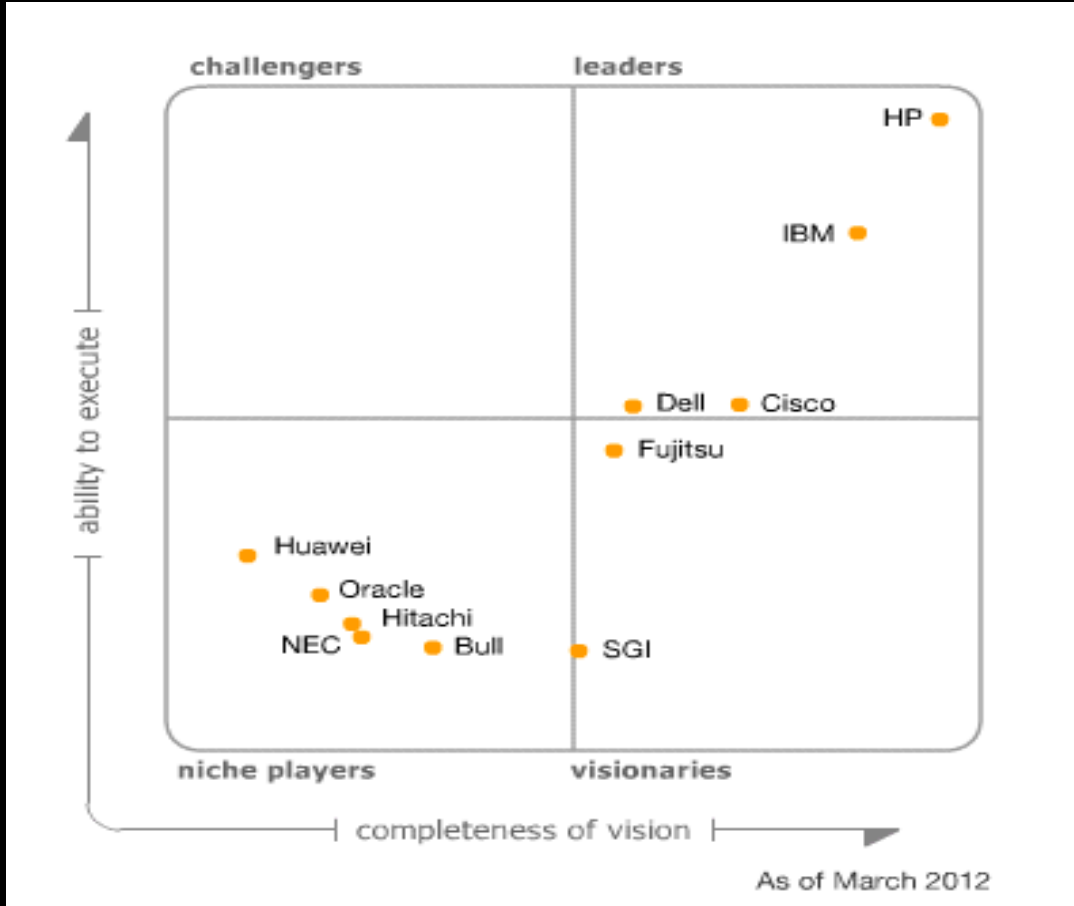
## MARKET MOMENTUM

- UCS has **\$1.3 billion** annualized revenue run rate (CQ4-2011)
- Over **11,000** unique UCS customers, and **nearly half of all Fortune 500 customers** have invested in UCS
- **2,000 UCS Channel Partners;** **838** achieved Data Center Specialization Certification
- 44 ISVs and counting writing to Cisco UCS API
- **63 World Record Performance Benchmarks** to date



# 2012 Gartner Magic Quadrant for Blade Servers

Figure 1: Magic Quadrant for Blade Servers



*This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from <http://www.gartner.com/reprints/cisco-datacenter?id=1-19KYF6B&ct=120306&st=sb>*

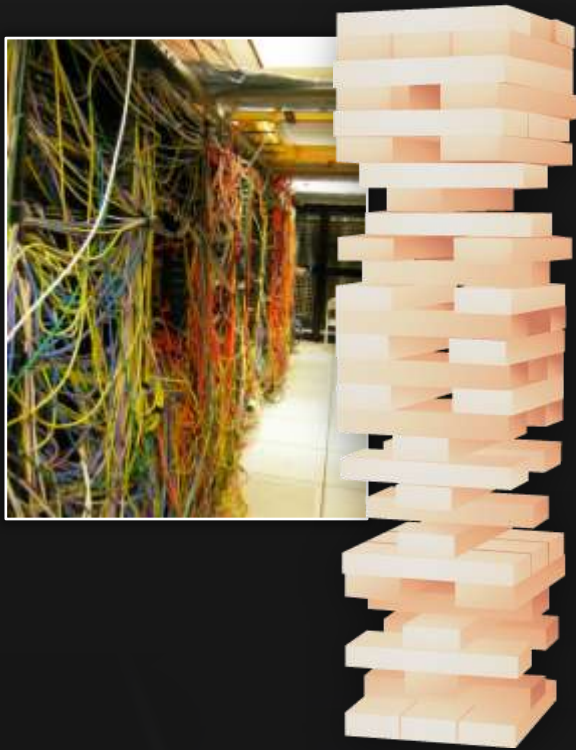
*Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.*

Source: Gartner (March 2012)

# Legacy Management

Slow, Complex, Brittle, Expensive

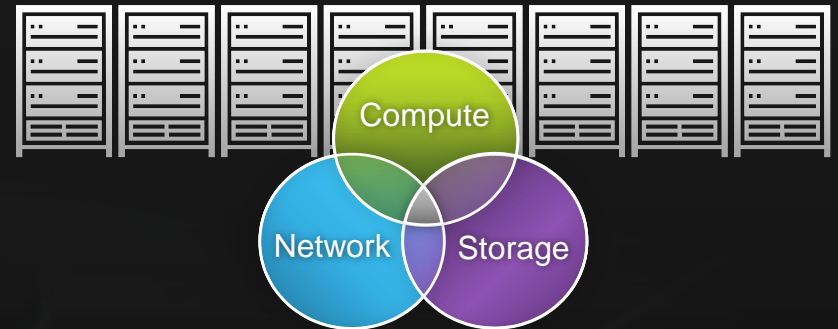
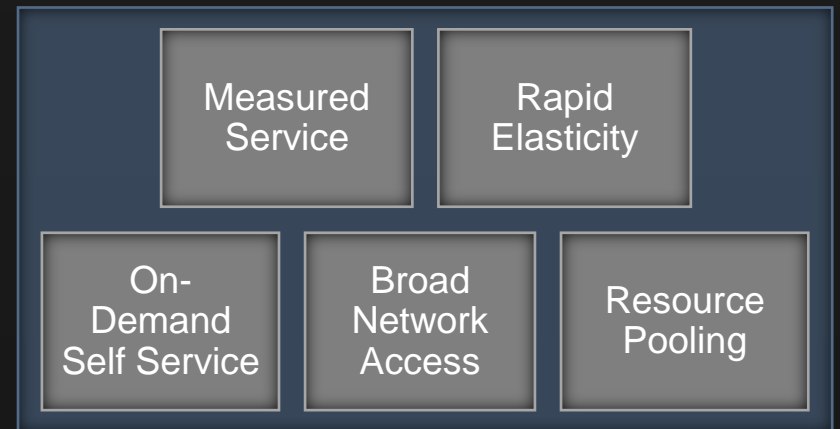
## Legacy IT



# Cloud Management

Fast, Simple, Flexible, Cost-Effective

## IT-as-a-Service





# Unified Management for Cloud

## IT-as-a-Service Requires a New Management Approach



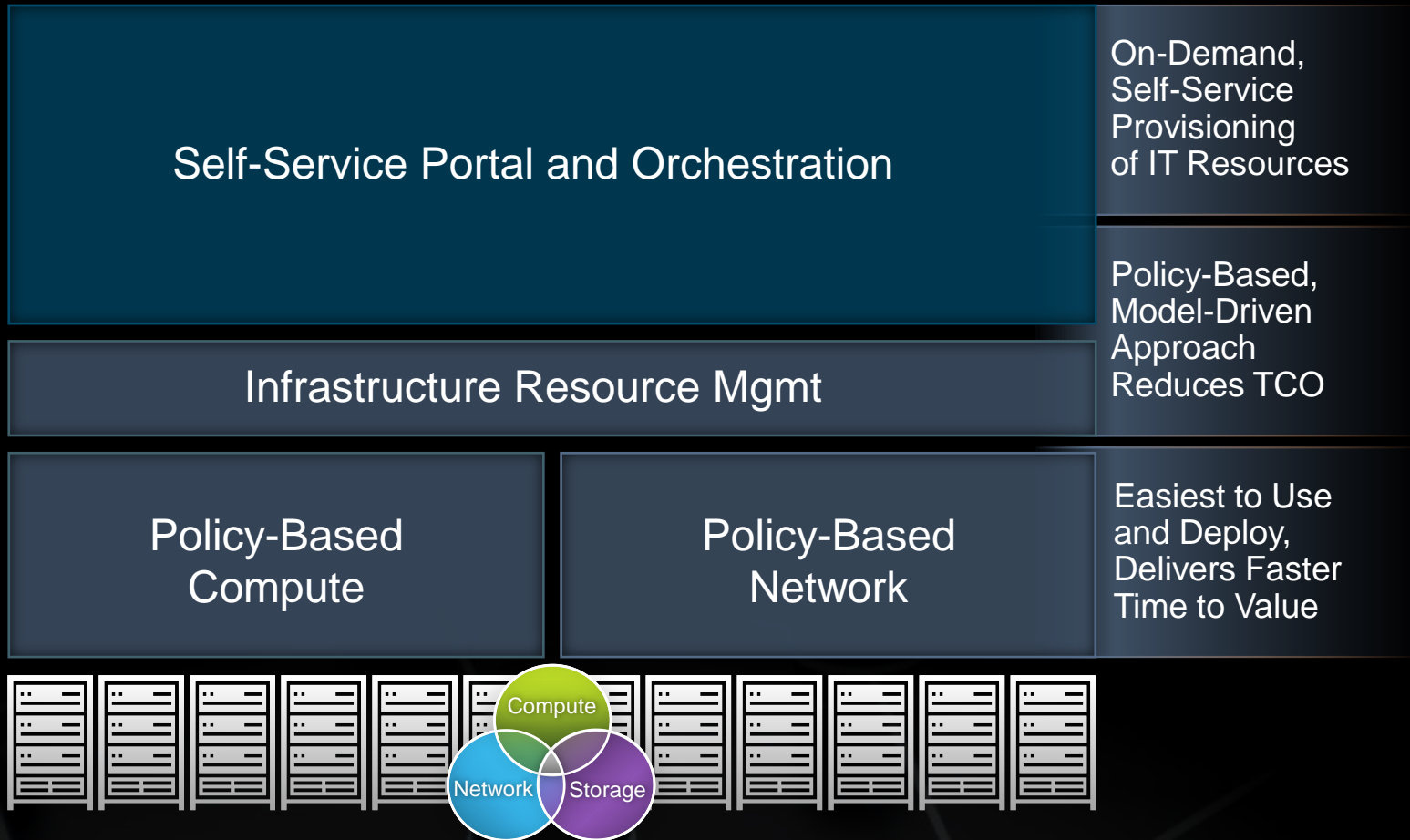
Automation



Intelligence



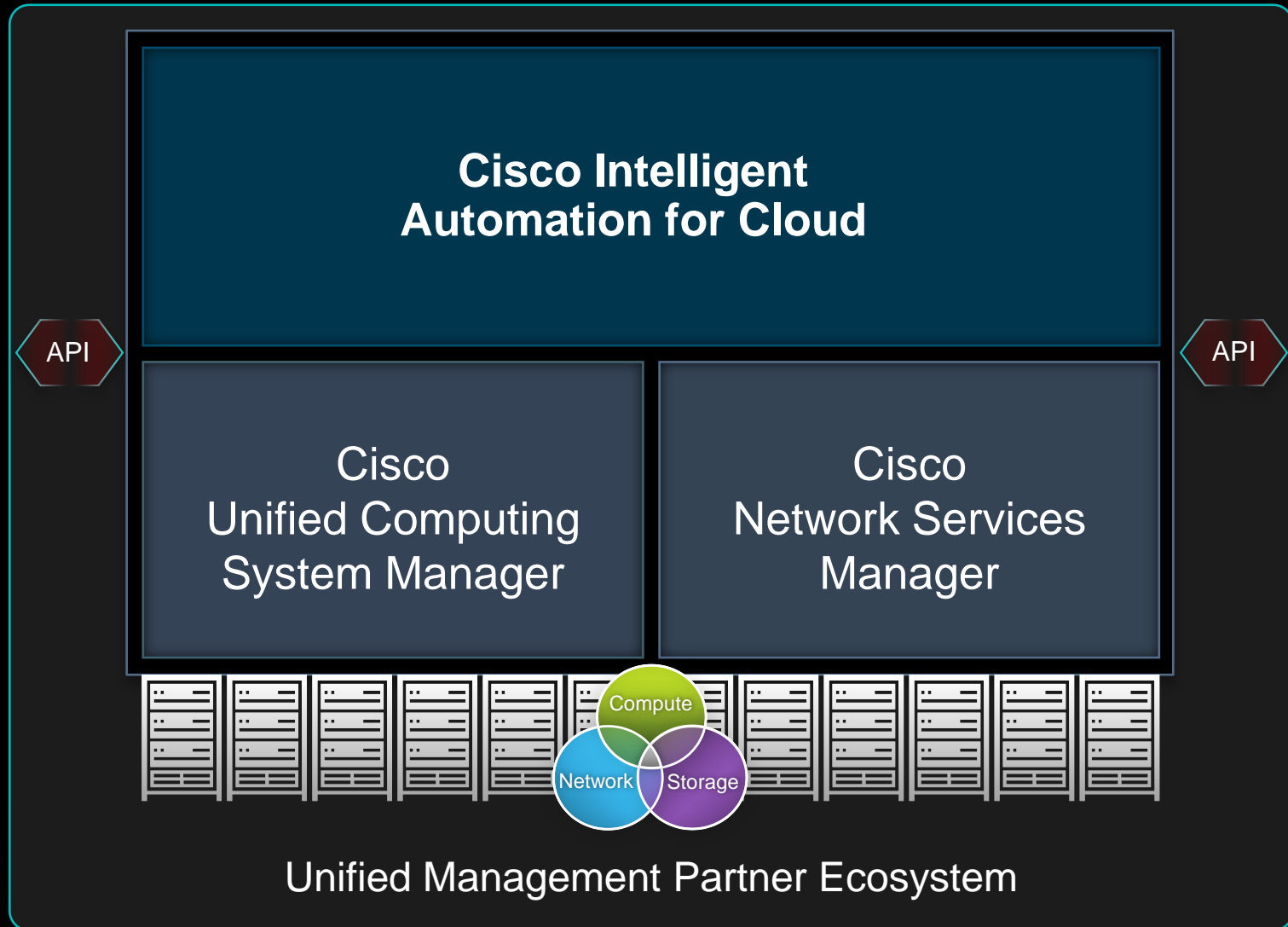
Flexibility



Optimized for Cisco Architectures,  
Complements Existing IT Systems and Management Tools

# Unified Management for Cloud

Automation and Orchestration Designed for IT-as-a-Service



# Cisco Intelligent Automation for Cloud IT Self-Service Storefront





## Cisco Cloud Portal Example: Cisco IT Deployment—CITEIS Virtual Data Center

### Welcome to CITEIS VDC

Your Virtual Data Center


Cisco now offers the option to create your own Virtual Data Center. These services allow you to acquire the virtual resources you need for as long as you need them, with an abundance of supporting services, including additional network and storage capacity.






**Sign up and manage a VDC** Sign your group up for resources in your own virtual data center.

Register yourself or your group for VDC services	Add units	Add network capacity	X
Add storage			



**Order new resources** Get new vApps, VMs, and related services.



**Manage your resources** Extend leases, configure, delete, restore VMs...

### CITEIS VDC Knowledge Center

- Overview
- Pricing
- FAQ
- Maint.

#### Virtual Data Center Services

- ▶ Pre-paid resource pools
- ▶ Virtual resources **reserved and guaranteed**
- ▶ Tenants allocate and manage resources based on their specific needs
- ▶ Minimum one quarter subscription commitment required

**TIP:** Scroll down this page to see a list of the virtual resources you already own. Click on one to see a list of services you can order for that resource.

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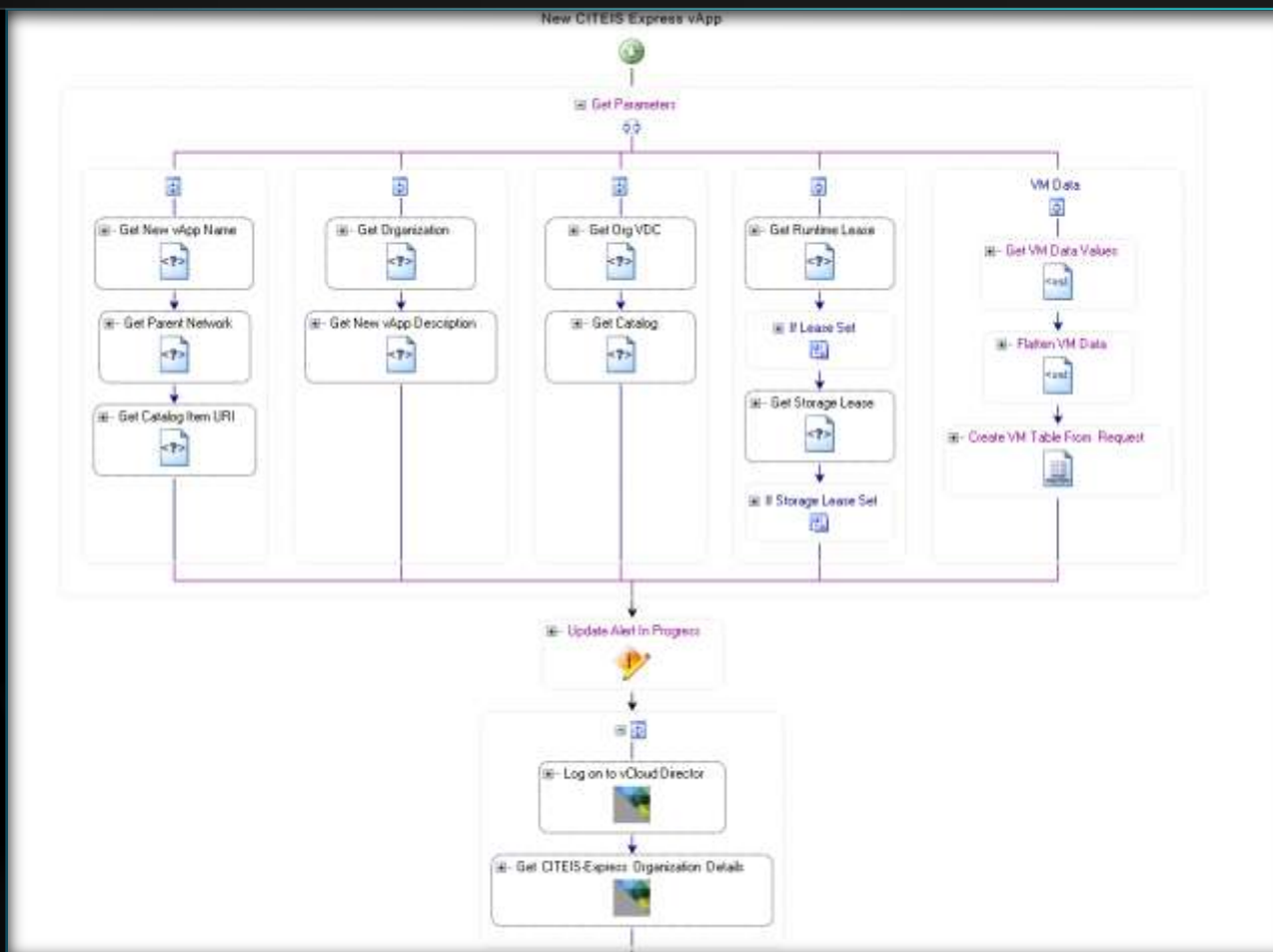


# Cisco Intelligent Automation for Cloud

## Orchestration-Based Automation



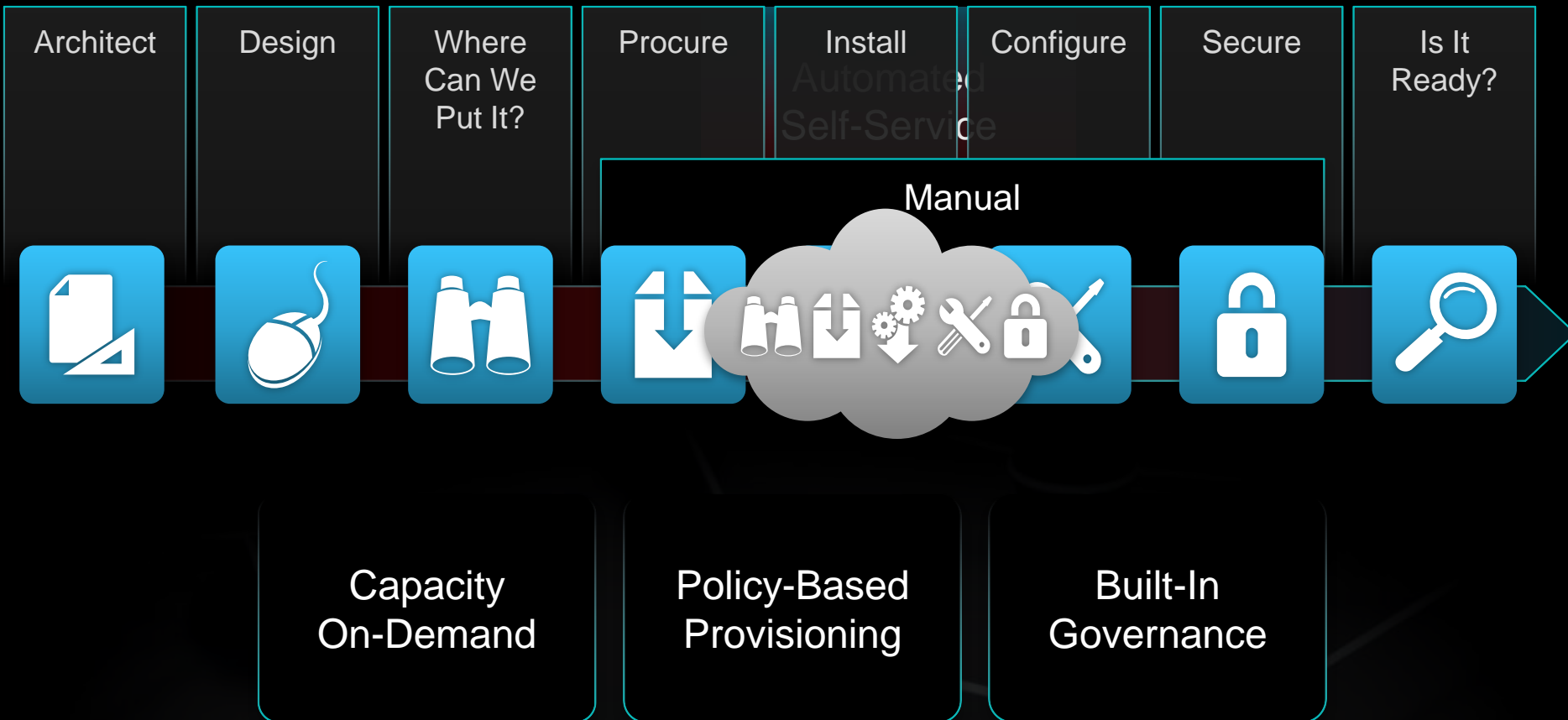
### Cisco Process Orchestrator Example: Provision virtual data center (VDC)



# Cisco Intelligent Automation for Cloud

## Unified Management – Automated Self-Service Provisioning

### FROM 8 WEEKS TO 15 MINUTES



# Presidio Overview



- Professional & Managed Service Provider for Advanced IT Solutions
- Local presence: 50+ offices across the United States
- Global scale: 5,000+ clients in U.S., Europe & Asia
- 2,000+ employees – ~50% are highly certified consulting engineers
- Enabling Cloud/IT transformations across multiple industries
- Deep, strategic partnerships with leading innovators in the IT industry
- Privately held company - double-digit annual growth rates for 15+ years
- Passion for driving client results: Best in class satisfaction & Net Promoter Score

# Presidio and Cisco



## Cisco Cloud Builder

Cisco Master ATP Partner: Managed Services, Unified Communications, Security & TelePresence Video

2nd largest Partner in North America

Unique collaborative relationship – co-developing innovative solutions

Over 30 Cisco specific specializations and authorizations

Over 2,200 Cisco technical certifications including 150+ CCIEs

# What Our Customers Are Telling Us...



Growth

“... need a solution that enables us to **respond to customers** within hours instead of days”



Answers

“I need help with moving my workloads to public cloud **and** to private cloud...”



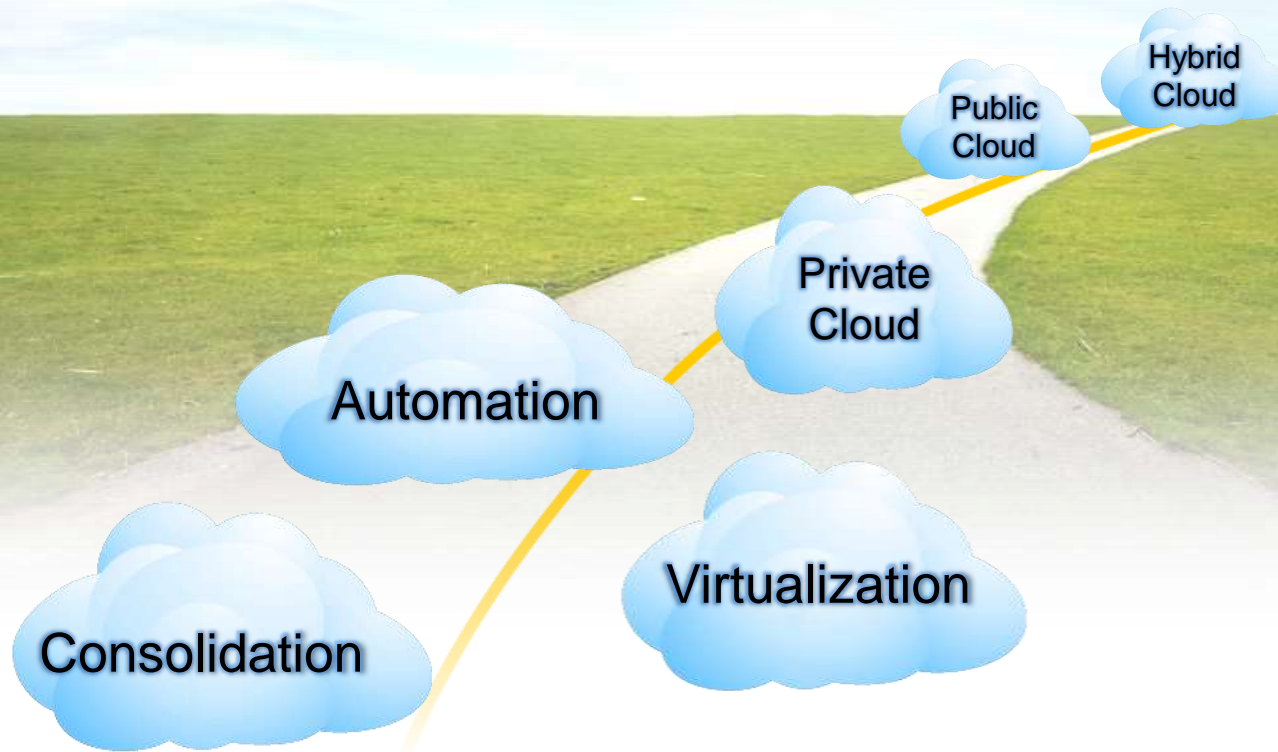
Risk

“At the end of the day, I just want to simply, confidently **say 'yes'** to my business.”



# Cloud/IT Transformation Is A Journey

We Help Our Customers Along

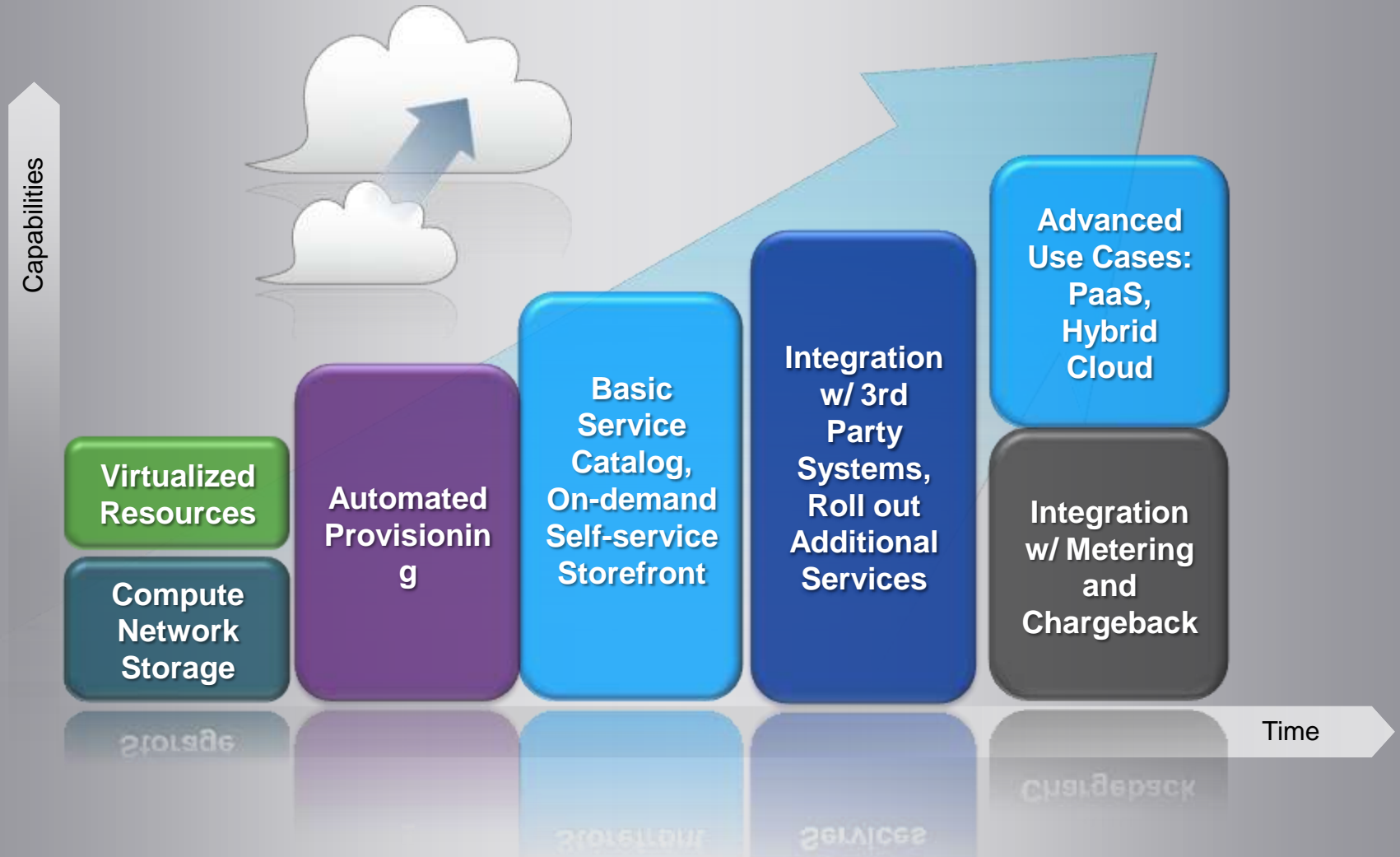


# Best Practices / Recommendations For Cloud Computing Initiatives

- Build executive support, appoint “head of cloud”
- Focus on your service catalog and self-service portal
  - Assess your user, workloads, infrastructure, security environment
  - Standardize services, automate provisioning
- Adopt a phased approach
  - Crawl, walk, run (test, pilot, production)
  - Establish objectives and a roadmap for execution
  - Identify your initial target(s) (test/dev, apps, use case, etc.)
- Ensure selected cloud platform core is extensible
  - Enterprise-class, no forklifts, roadmap, multiple service and deployment models



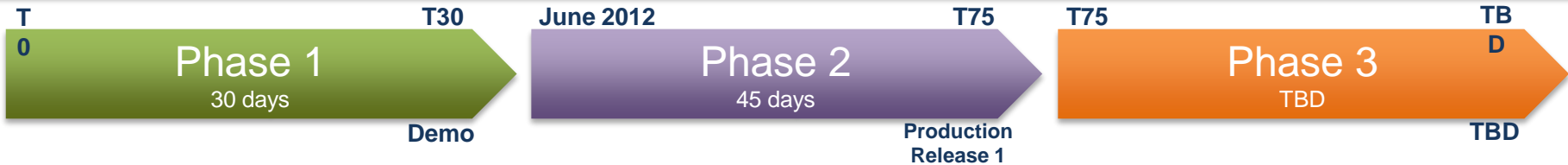
# Cloud Implementation Roadmap Example



# Case Study – Company A

- Integrated Environmental Solutions Company
  - National, 45,000 employees
- Cloud Initiative Objectives:
  - Accelerate infrastructure provisioning
  - Reduce operational costs
  - Support innovation
  - Optimize and automate existing business processes
- Results
  - Reduced infrastructure provisioning times from 60 days to approximately 20 minutes
  - Reduced development costs by increasing efficiency and eliminating manual provisioning tasks
  - Enhanced security, infrastructure reliability, and service quality

# Case Study – Company A’s Phased Approach



- ✓ Install Cisco Process Orchestrator
- ✓ Install Cisco Cloud Portal
- ✓ Install Cisco Automation Packs
- ✓ MS Active Directory Integration for pre-fills
- ✓ Cisco Cloud Portal basic branding with logos and corporate colors
- ✓ Basic dynamic IP Address Management - management of pre-allocated range
- ✓ Provisioning of Virtual Machines (VMs) from templates
- ✓ De-provisioning a VM

- Cisco Process Orchestrator to vCloud Director Integration
- Add vCPU, vRAM, and Storage
- Upload an OVF image
- Lease Management
- Threshold Management for CPU, Memory, and Storage
- Dynamic Error and Exception handling
- MS Active Directory Integration (Authentication)
- Power Cycle and Snapshot Operations
- Configure End User Portal as the main self-service interface

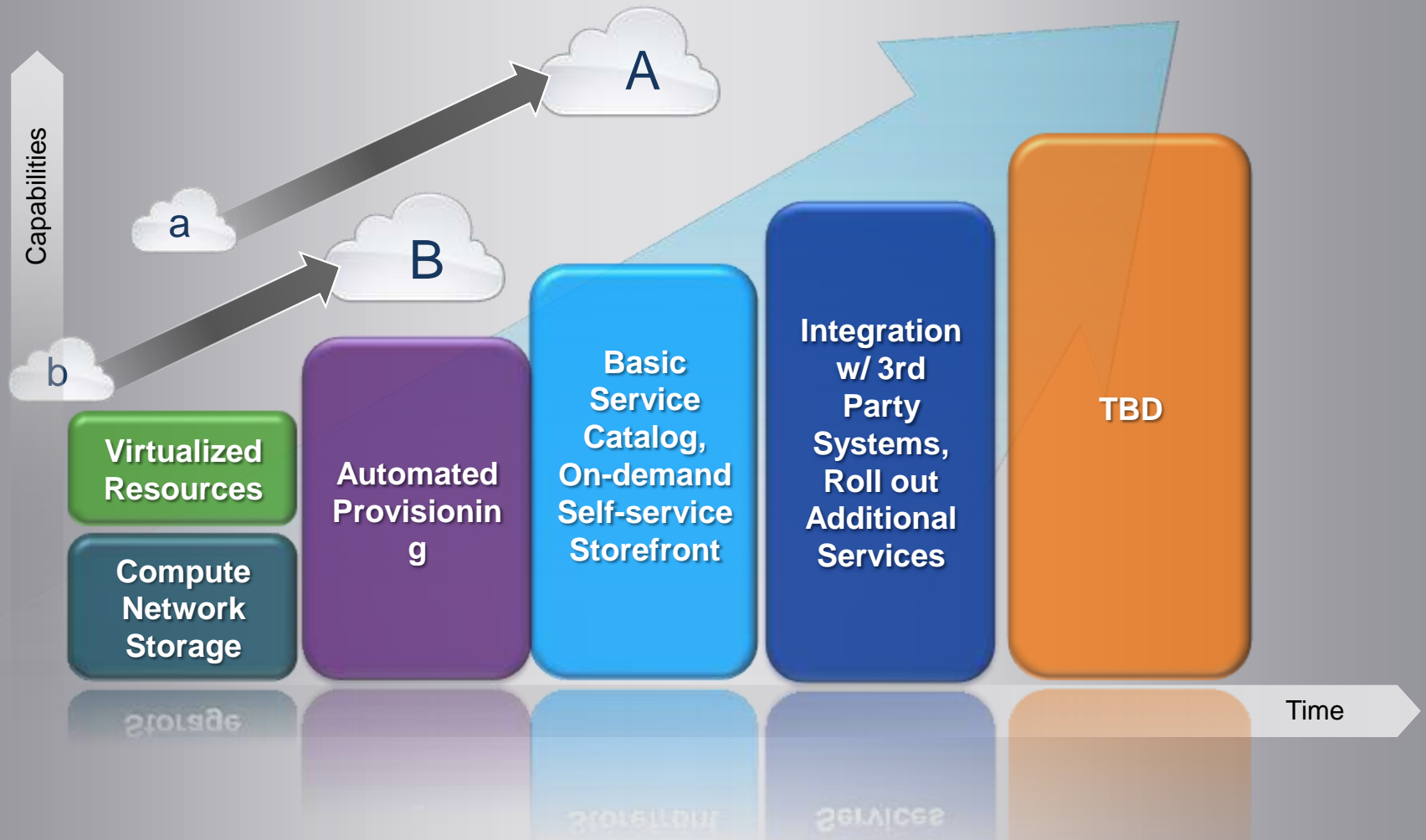
- Additional capabilities, for example:
  - Virtual Datacenter (VDC)
  - Provisioning of VM's through vApps from templates
  - Role differentiation in portal
  - 3<sup>rd</sup> party IP address management
- Extend capability to Platform as a Service (PaaS)
- Extend to hybrid cloud

# Case Study – Company B

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- Large Financial Institution
  - Global, 3.5M members
- Cloud Initiative Objectives:
  - New greenfield infrastructure implementation (HW & SW)
  - Flexible, scalable, modular architecture
  - Unified fabric
  - Infrastructure as a Service (IaaS)
- Results
  - High performing and agile architecture through shared infrastructure (10G networking, virtual compute and storage)
  - On-demand provisioning with standardized options
  - Faster, simpler and more flexible and cost-effective IT

# Companies A & B Have Started Their Journey



# Cisco Intelligent Automation for Cloud Starter Edition





Introducing

# Cisco Intelligent Automation for Cloud Starter Edition

**Easy-to-Use End-Self-Service and Administrator Web Portal**

**Order VMs and Physical Servers with Automated Provisioning**

A Starting Point for your Cloud Journey with Cisco UCS



# Cisco Intelligent Automation for Cloud Starter Edition – Features & Benefits

Pre-Built Portal Content and Workflows to Accelerate Time to Cloud



Deployment of Compute-as-a-Service on **Cisco UCS** to Improve Agility



Self-Service Provisioning and Automation for both Virtual and Physical



Control Over Resources and Consumption with Lifecycle Management



Ability to Grow Deployment and Expand to New Use Cases with Upgrade Path



Thank you.

