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The bridge to possible

Reduce hybrid cloud costs with a simplified, predictable, and intelligent consumption experience

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PSOCLD-1011

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The need for agility and controlling costs is paramount

The Data Center is evolving...

The drive towards digital infrastructure platforms is growing...

The need to control costs and make smarter, data-driven business decisions has never been greater

By 2025, **40%** of newly procured premises-based compute and storage will be consumed as a Service, up from less than 10% in 2021¹

By 2025, **70%** of organizations will implement structured infrastructure automation to deliver flexibility and efficiency, up from 20% in 2021¹

85% of CIOs say flexibility and cost predictability to manage IT spend is important²

Cisco+ Hybrid Cloud

Experience a new way to manage hybrid cloud with a simplified, consumption-based solution that offers...

Flexibility

Build future-ready



Agile, application-first infrastructure that requires no large, upfront capital investment

Predictability

Take control of your cloud costs



Monitoring and management that takes the guesswork out of your consumption

Visibility

Optimize your capacity and workloads



360° dashboard for real-time insights into your usage and trends

Next evolution of consumption management

Full-stack, flexible consumption

Making managing hybrid cloud easy

Simplified Experience

- Guided buying and ordering UI
- Expedited quote and approval
- No large, upfront capital investment required (CapEx to OpEx)
- Consumption experience portal (CX Cloud)

Cisco+
Experience:
Commerce and
Consumption

Flexible Consumption

- Standard pre-configured offers
- Flexibility with bespoke offers
- “Pay as You Use” (PAYU) and “Pay as You Grow” (PAYG) options

Hybrid Cloud Infrastructure and Predictable Management

- UCS, HX, FI, Nexus, MDS, and third-party storage
- Intersight and Nexus Dashboard
- Public Cloud and Edge integrations

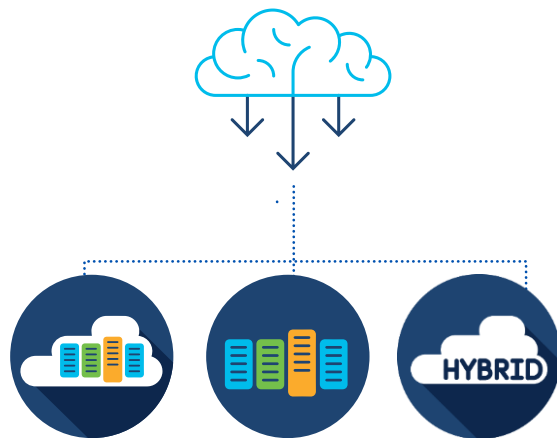
Platforms

Infrastructure



Cisco+ Hybrid Cloud

Flexible consumption offers by use case



Networking

- Cisco Nexus®
- Cisco MDS

Compute

- Cisco UCS®
- Cisco Hyperflex™

Storage

- Cisco® Converged Infrastructure
- Cisco Hyperflex™
- Cisco® Storage Area Networking
- Third-party Storage



Flexible Consumption Offers

Edge compute

Virtual desktop infrastructure

Virtual server infrastructure

Bare metal compute

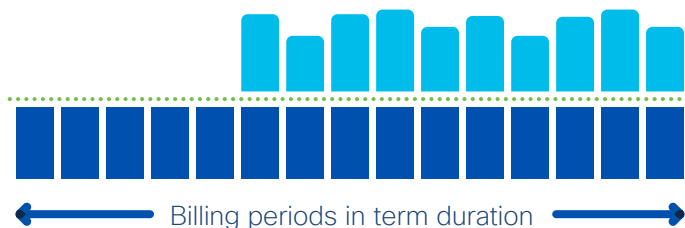
Data center networking



Your usage, your choice

Pay as you use (PAYU)

High flexibility offer with reserved (committed) and on demand* (uncommitted) ratios fixed

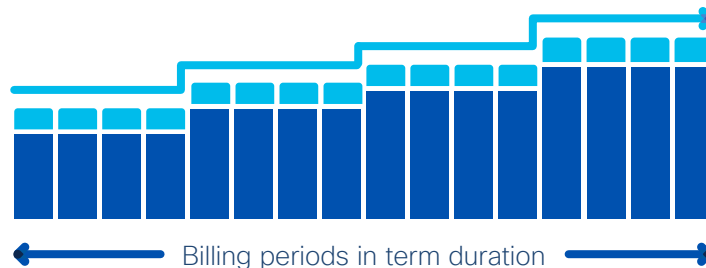


Use Case

Un-forecasted and/or flexible on-demand usage needs

Pay as you grow (PAYG)

On prem buffer (on demand*) committed once used



Use Case

Growth is anticipated, but the timing and amount of the growth is unclear

Enjoy the benefits of an on-premise infrastructure with the simplicity and flexibility of a cloud consumption model

*On Demand billing based on metered unit of measure (i.e. GB of storage, Ports in use, nodes active, GB of bandwidth used, etc.)

Demo

Accelerate outcomes with intelligent consumption

Benefits of Cisco+ Hybrid Cloud

Before

After

Burden of large, upfront capital investment

Shift from CapEx to OpEx and better align your IT resources



Lack of visibility to predict future capacity needs

Get in front of supply chain issues and avoid incurring price increases



Costly overprovisioning and management of resources

Reduce risk by not buying more than you need and only pay for what you use



Public cloud is expensive

Take back control of your applications, reduce costs, and reallocate resources



Majority of IT time spent on repeatable tasks

Enable your IT team to shift focus more to innovation



IT carbon footprint grows with business

Better support net zero footprint goals



Cisco is your trusted partner at every step

Experience the next evolution of consumption management

Onboarding

- Customer welcome and digital journey
- Monitor status of delivery and setup
- Confirm metering readiness and availability
- Validate customer acceptance

Usage Monitoring

- Monitor real-time usage on dashboard
- Identify any consumption anomalies (over/under)
- Identify any non-connected nodes
- Engage when utilization crosses target percentage

Continuous Optimization

- Escalation support and case management
- Special support requests from key stakeholders
- Custom reporting

Historical Trending

- Monthly utilization trends and benchmarks
- Regular business update including reports and analysis

Ongoing value to ensure your success and deliver a consistent customer experience

Customer Spotlight...



Jeffrey den Oudsten
Chief Technology Officer,
Conscia Netherlands

Discover what **Cisco+ Hybrid Cloud** can do for you

- ✓ See [more](#) of the solution in action at the Hybrid Cloud section of the Showroom Floor
- ✓ Check out other related sessions later today and this week:
 - [PSOCX – 1103](#): Fast-Track Business Value with Cisco CX Cloud, [Mon 1pm PT](#)
 - [PSOGEN – 1030](#): Transforming Cisco+ Hybrid Cloud Technology into Outcomes with Partners, [Wed 3pm PT](#)
- ✓ [Speak](#) with a Cisco+ engineer or a Cisco Partner to learn how this solution can work for you and your business
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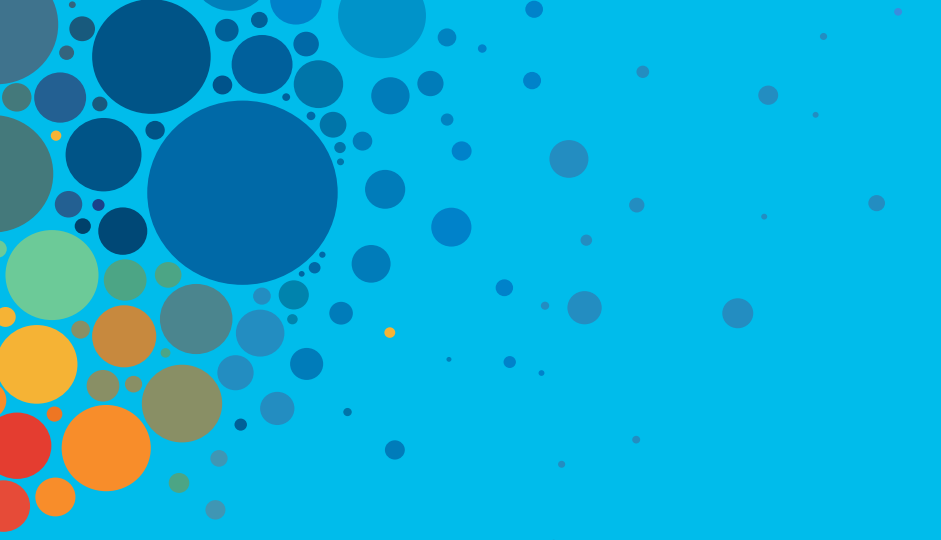
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