

The background is a vibrant, abstract graphic. It features a central bright white light source from which numerous colorful rays emanate, creating a sunburst or starburst effect. The rays transition through a spectrum of colors including yellow, orange, red, and various shades of blue and green. Overlaid on this are large, flowing, wavy shapes in similar colors, giving the impression of liquid or smoke. The overall effect is dynamic and energetic.

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The bridge to possible

Managed Service Providers (MSPs) Creating Single Touch-Point for Multiple Cisco Architecture

Using API's and Increasing Their Operational Efficiency

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Technical Solution Architecture,
Partner Managed and as-a-Service Sales

BRKXAR-2014

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Cisco Webex App

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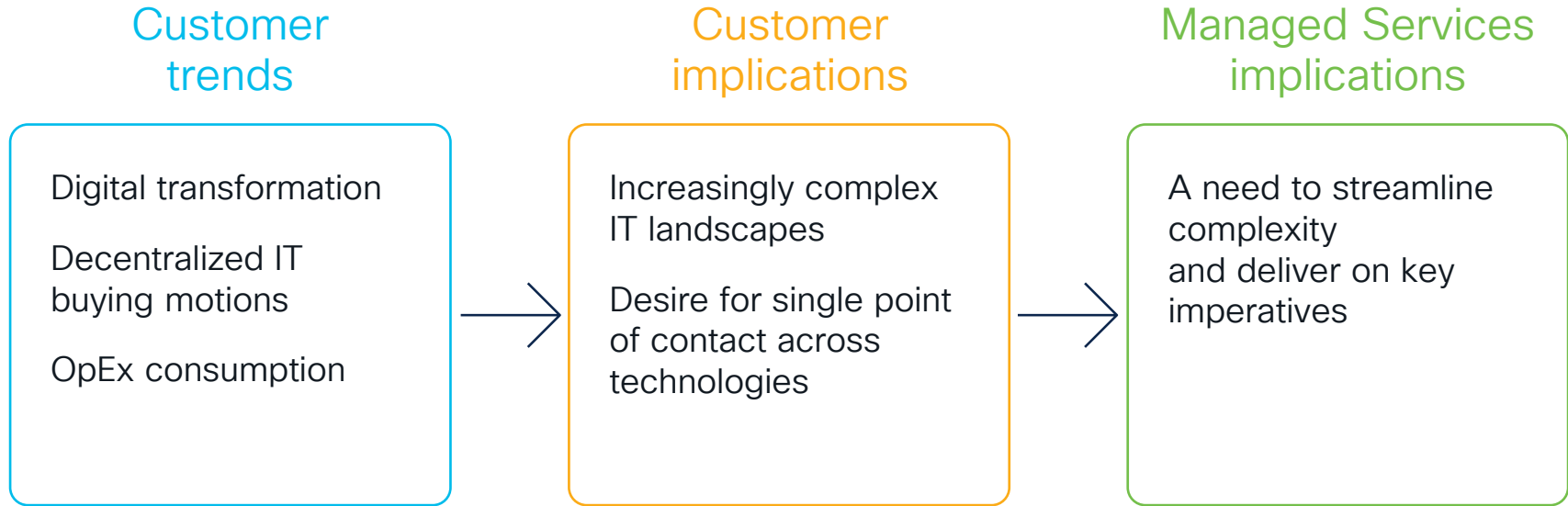


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Agenda

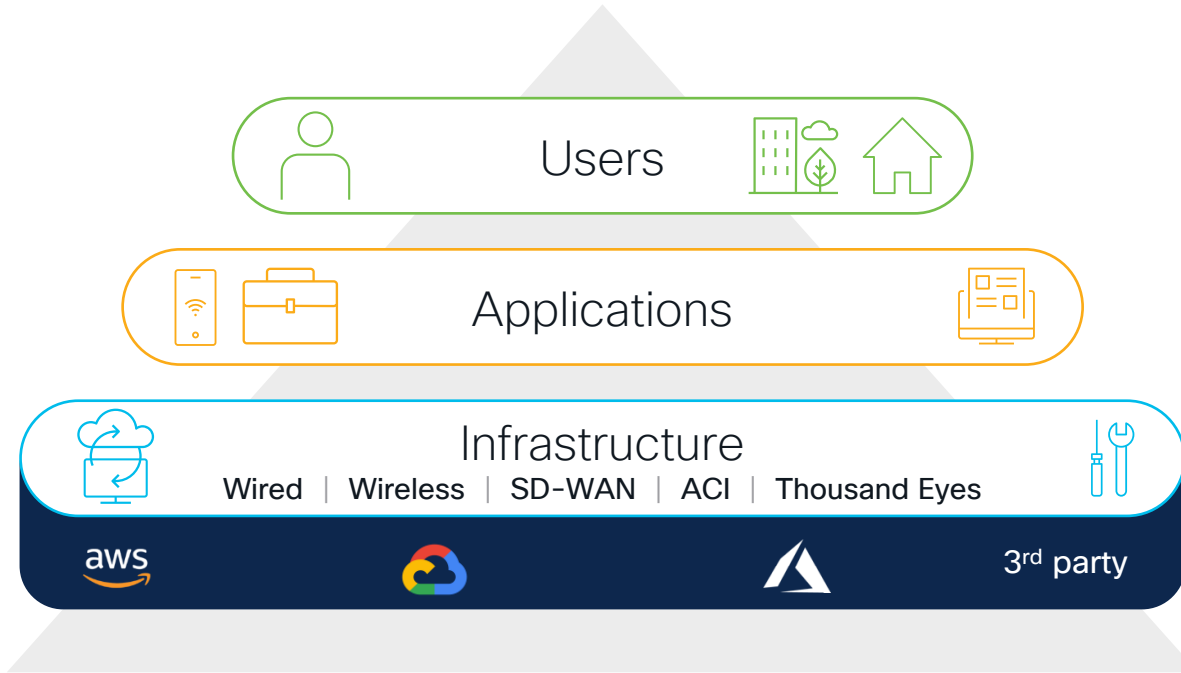
- Introduction
- MSPs Business Challenge
- Why Now
- Solution/Architecture Overview
- What's in it for MSPs
- Use Case
- Key Takeaways

What Customers Want?



Based on Cisco primary research: 2022

How MSPs Are Delivering Business Intent?



- Faster
- Simpler
- Always on
- Secure

Business Challenge



Business transformation
towards Digital network happens
in four different areas

LAN/WLAN _____



WAN _____



Datacenter _____

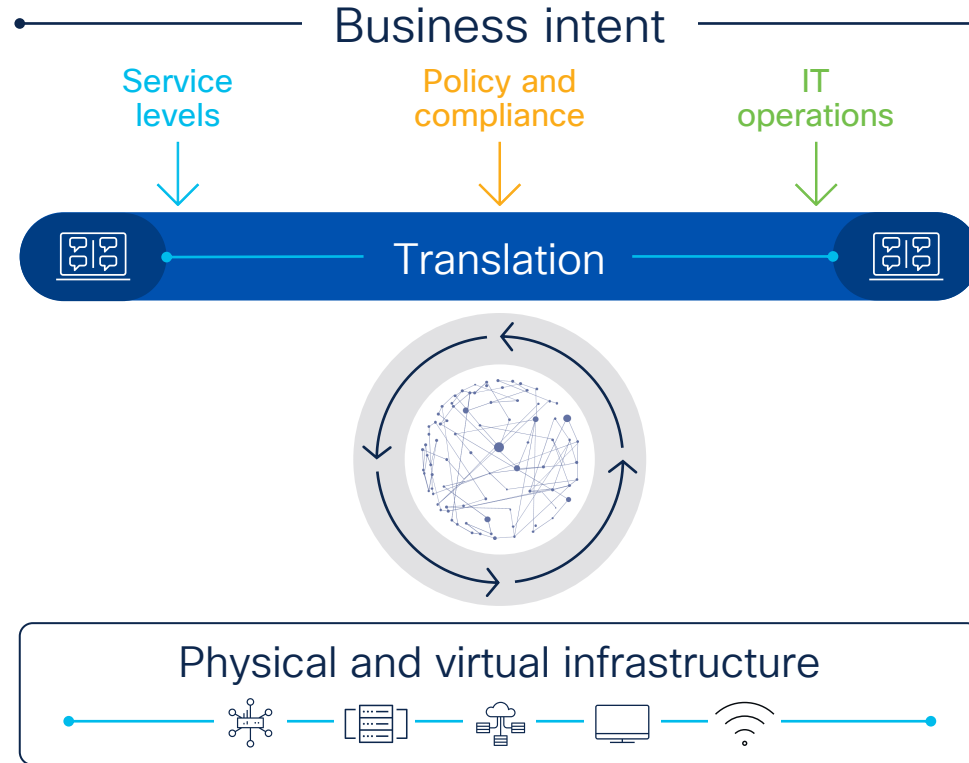


Cloud _____

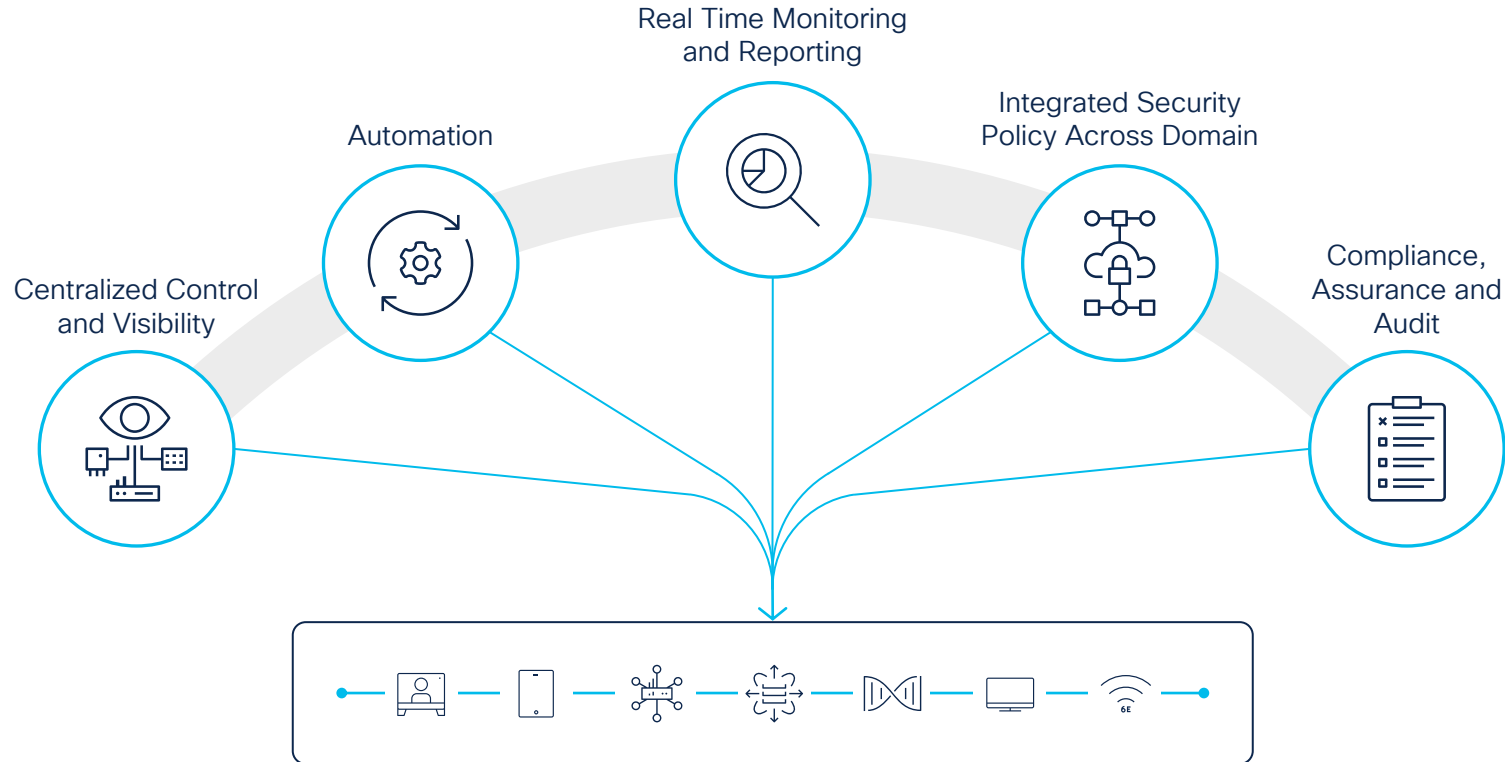


While these domains are backbone for digital transformation,
they still run in isolation and face challenges...

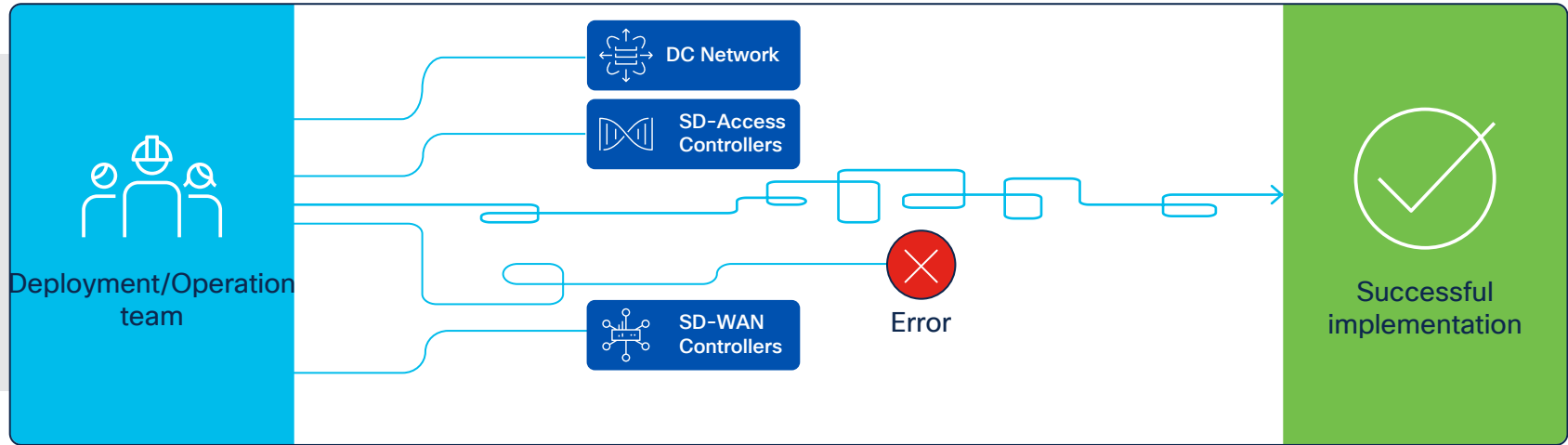
Translation of business intent into network intent



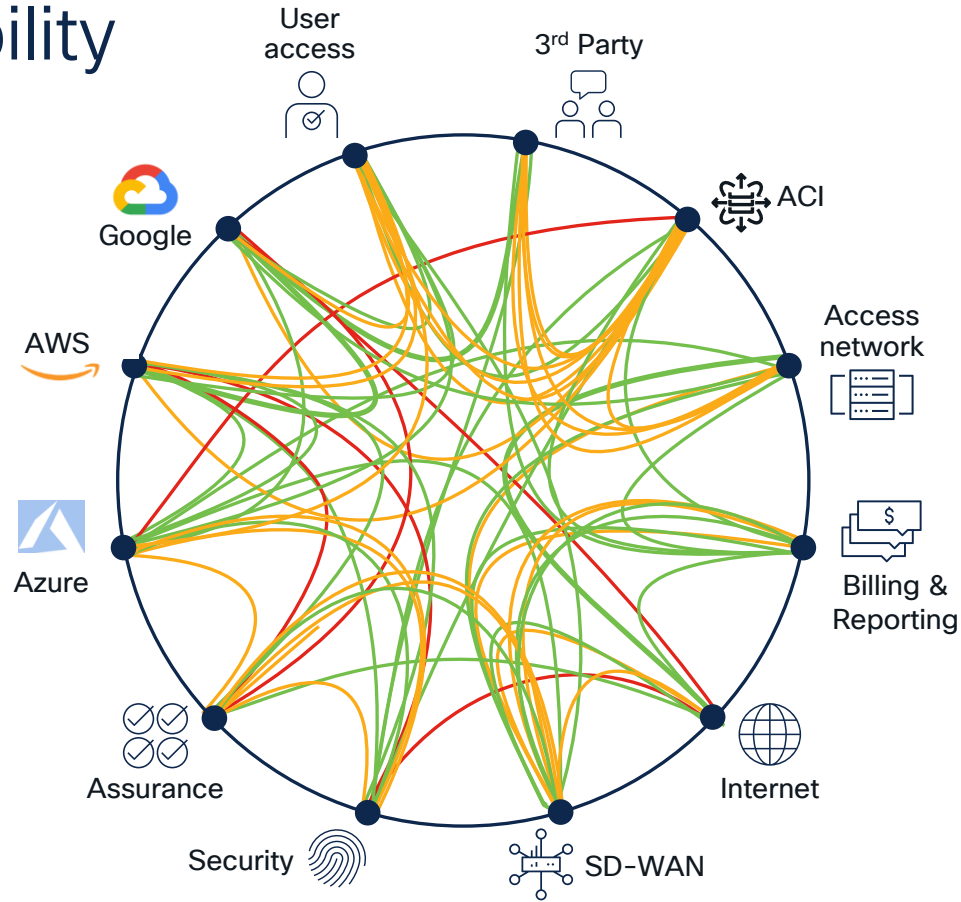
Centralized control



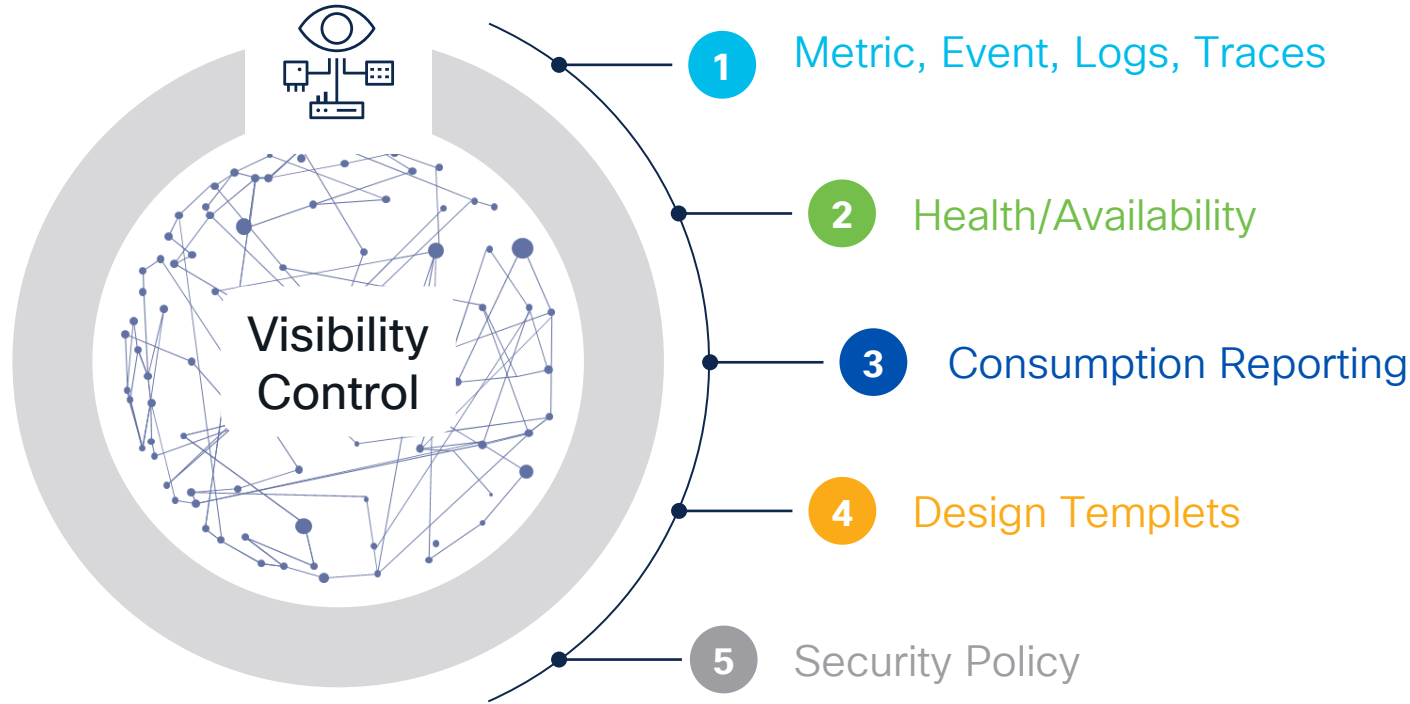
Automation



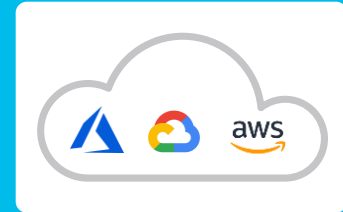
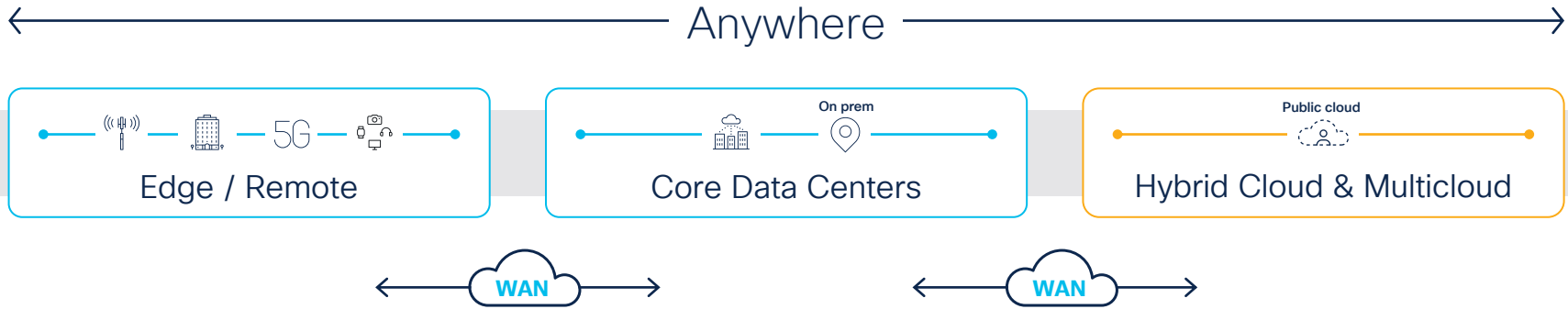
Interoperability



Lack of End-to-End Visibility and Control

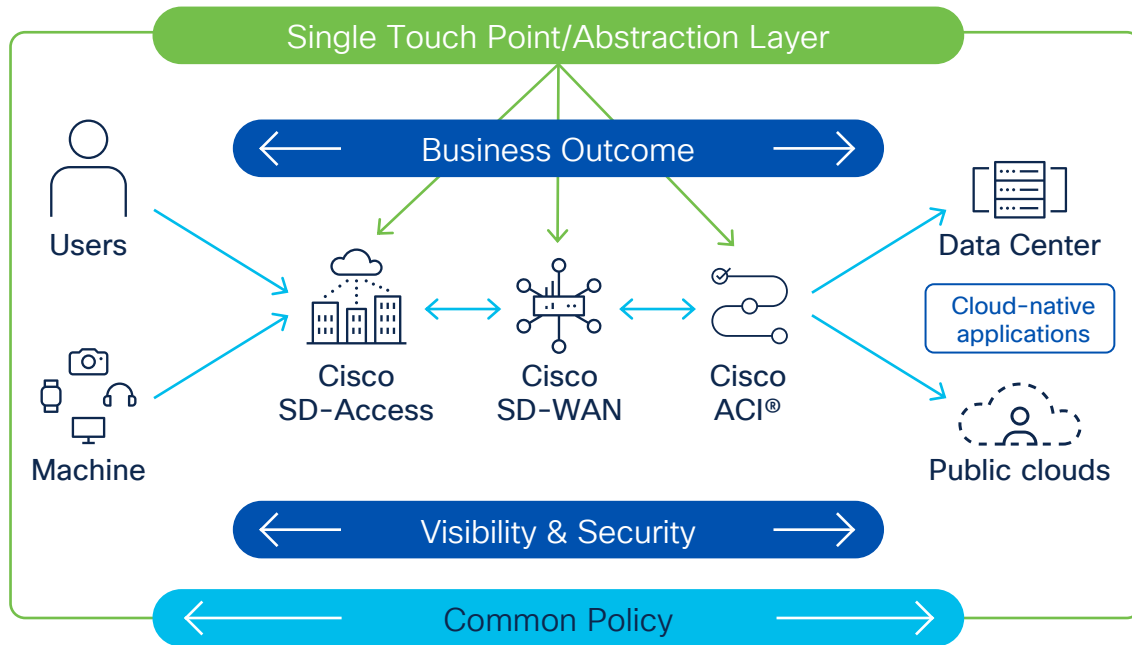


Inconsistent design and deployment

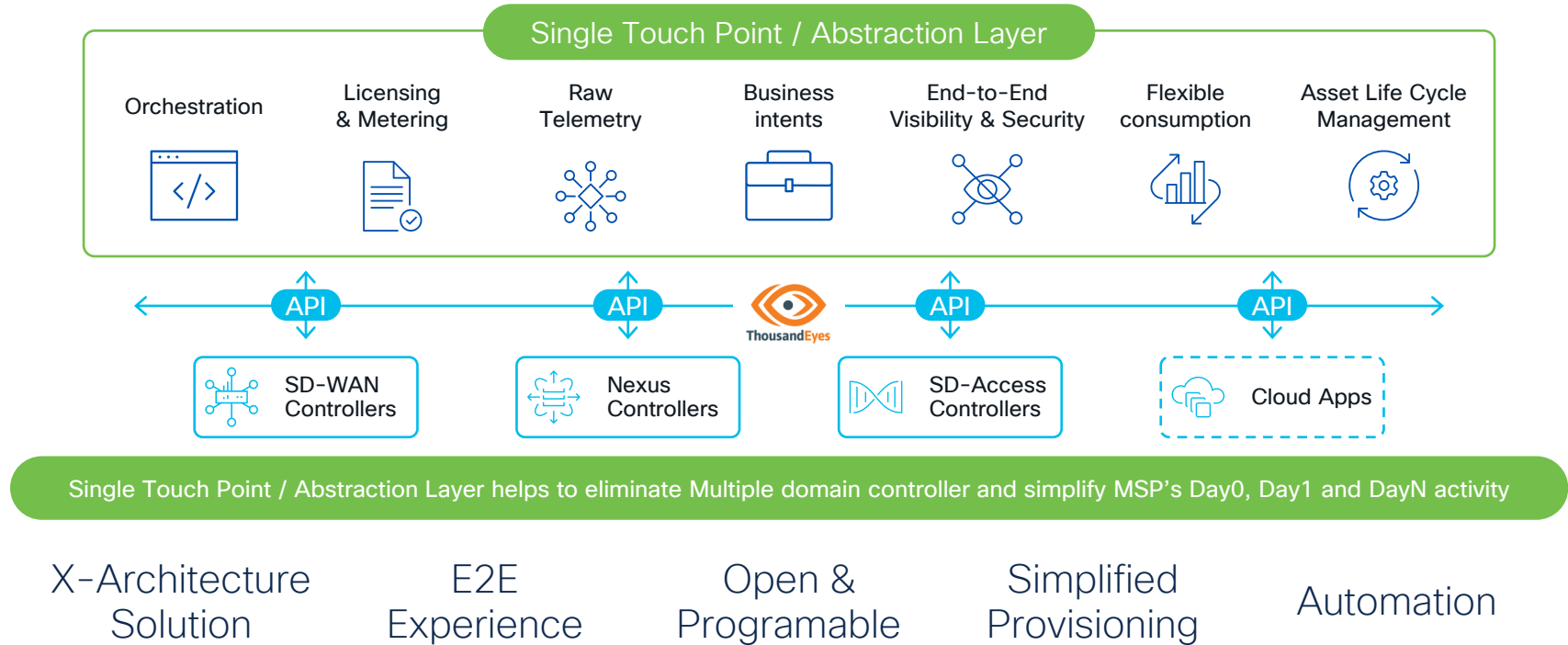


Why MSPs Need to Build Single Touch Point/Abstraction Layer?

- IT is evolving towards infrastructure automation to get instant access to applications.
- Common policies across Enterprise Access, WAN networks and DC-Networks.
- Networks development and operations required cloud like approach.
- Networks are getting extremely complex and outcomes more difficult to achieve.
- Simplicity through automation at scale and business outcomes are the new kings in IT.



Architecture Overview



Benefits

Cisco Partners and Customers



Programmable Infrastructure



Focus on Delivering business KPI instead of point solution



Simplified Solution onboarding – Workflow based design



Partners can take advantage of Cisco core services such as telemetry, billing and other integrations available on CX and PX success tracks

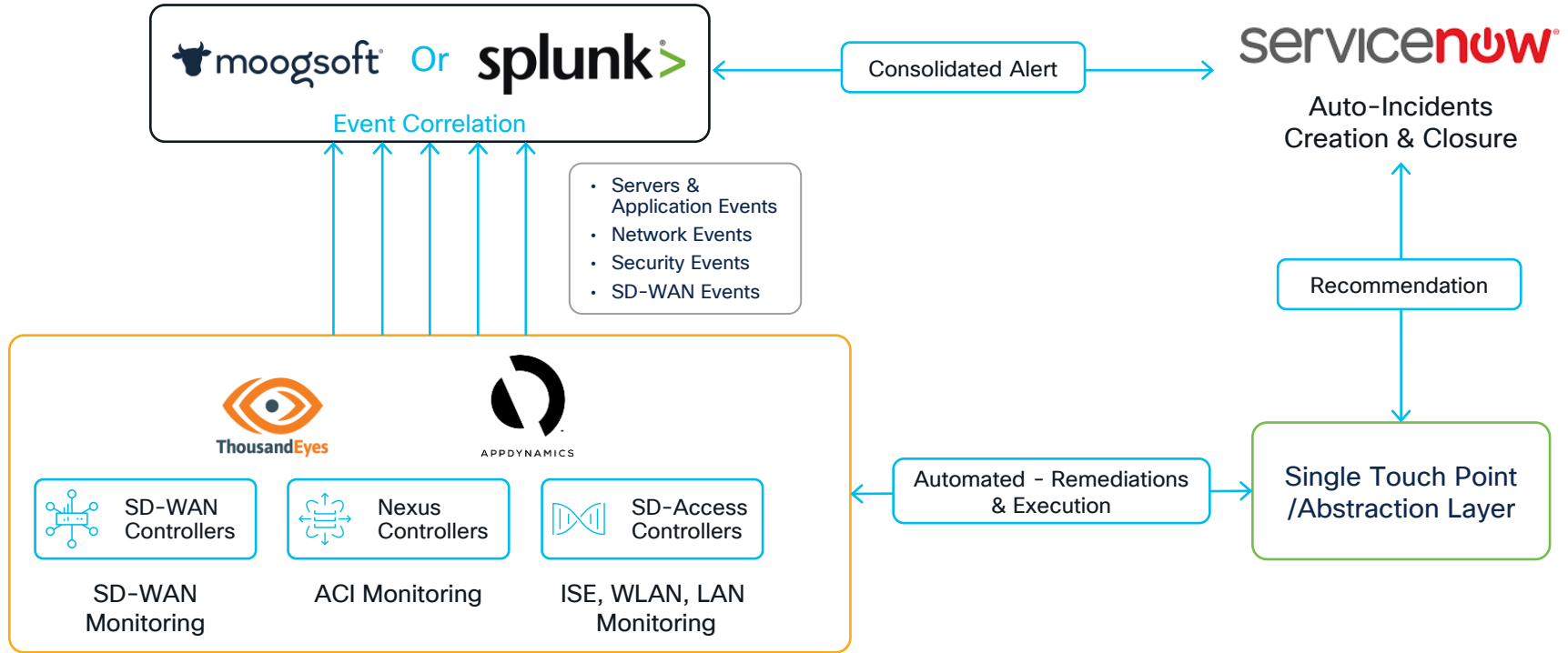


It is future proof, future developments such as future cloud services and API's will be available as an API object model

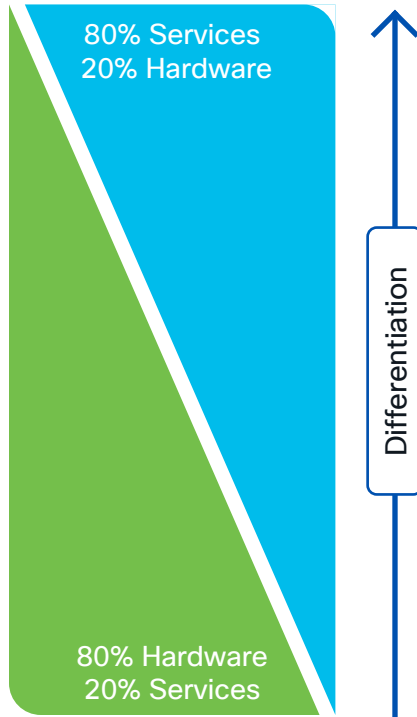


Single pane of glass for automation and assurance

AIOps Use Case



Key Takeaways



1

Customers want to consume outcomes.
Huge opportunity for both Cisco and Partners.

2

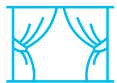
Unique opportunity for partners to
increase their operational efficiency.

3

Transform business with advance
automated network delivery framework.

Engage and Learn more

Agenda



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BRKNWT-2208 - Driving network automation through application visibility and event correlation

BRKGEN-2000 - Demystifying Cisco FSO Stack APIs- Building a secure code pipeline with Concourse CI and Vault Integration

DEVNET 2778 - Using IOT + Collab + Meraki API's for a safer return to the school

BRKIOT-1127 - Build pervasive wireless mobility in industrial environment



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The bridge to possible

Thank you

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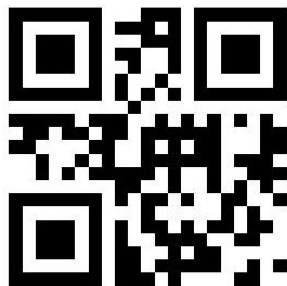
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Cisco Live Challenge

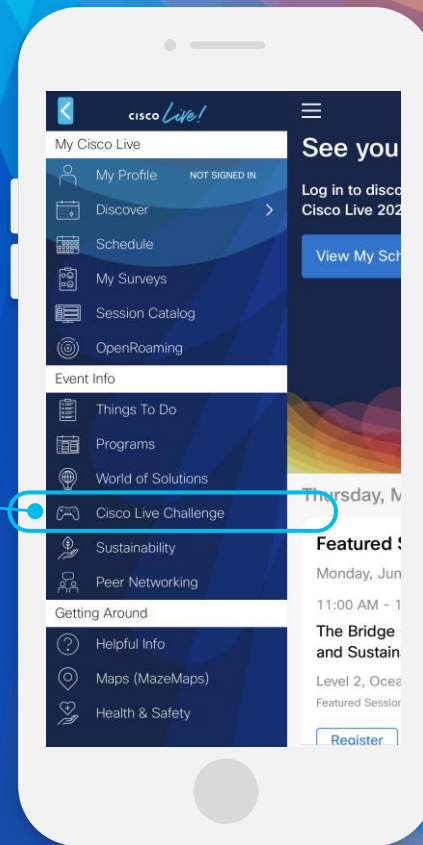
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