

Fast IT: Accelerate Your Business

with Cisco Powered
Infrastructure as a Service (IaaS)



Fast IT Delivers Value

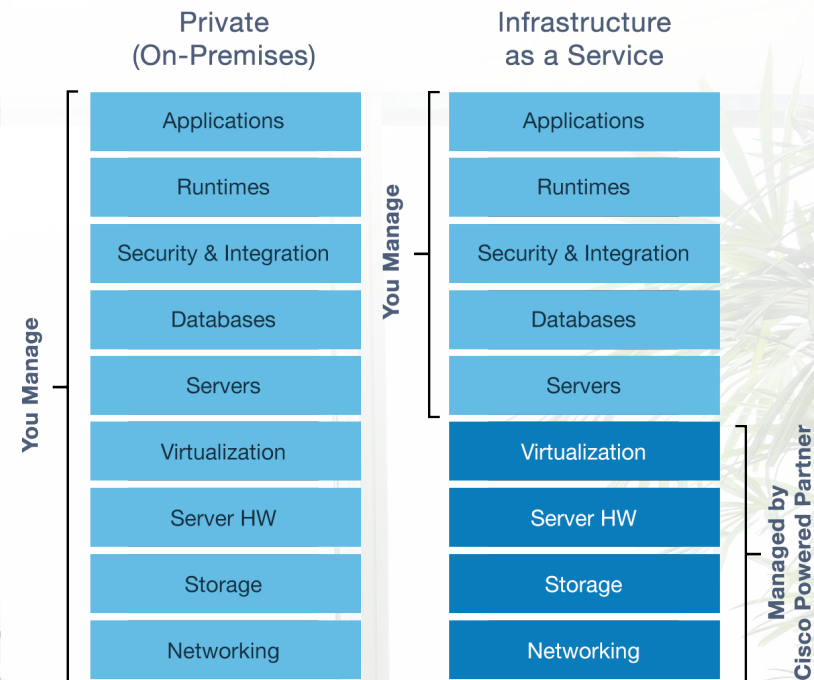
The value of IT is measured by the value it delivers to business. When IT can meet business needs in real time and be ready before the business even knows what it needs, its value increases.

To deliver value, you must scale when needed and provide data and IP security and compliance, all within the limits of your existing budgets, personnel, and processes.

However, it is challenging to address today's needs and tomorrow's opportunities with yesterday's infrastructure. An IaaS solution empowers your organization with the flexibility to meet tomorrow's opportunity today.

Cisco Powered™ Infrastructure as a Service (IaaS) accelerates your business by enabling your own enterprise-class hybrid cloud. The solution is delivered by certified cloud providers who implement the IaaS Cisco® Reference architecture, which delivers superior service, security, and support.

Figure 1. With Cisco Powered IaaS, Your Infrastructure and IT Services Are Managed by a Cisco Powered Partner, Allowing You to Focus on Application Validation and the Core Needs of Your Business





IT Under Pressure

IT continues to play an increasingly important role in your organization's success. IT is being called on to provide higher security, greater scalability, and more cost control. At the same time, IT needs to help your business achieve revenue growth, improve profitability, capitalize on new opportunities, and expand your geographic reach. All of these requirements put additional pressure on IT to securely deliver performance, reliability, and availability.

Challenges Facing IT Today:

Security of data and applications

- Constant struggle to stay ahead of security issues, quickly address security incidences, and manage expenses while implementing the latest technology

Shadow IT

- Security and compliance are compromised when lines of business bypass IT to use the cloud directly

Scalability

- Lack of resources to increase IT capacity and capabilities and an inability to decrease capacity when assets are underutilized

Cost

- Mandates to reduce operating expenditures while improving responsiveness, capacity, capabilities, and staff as infrastructure grows

Control

- Challenge to assure application performance and consistent application-level security with a uniform user experience across services and locations

New capabilities and innovative technology

- Capital investment is required to bring new technology in-house and locks organizations into using equipment soon to become outdated

Performance, reliability, and availability

- More IT resources are required to manage a growing infrastructure, shifting focus from value-added activities such as application development and operational improvement






Meeting IT Challenges with Hybrid Cloud

Organizations are turning to the cloud to address their IT challenges. Using IaaS from a cloud provider's data center allows you to retain control and focus on your core business needs.

In the move to cloud, many organizations are taking a hybrid cloud approach, using both private and public cloud resources. With hybrid cloud, you can seamlessly move workloads between your on-site data center and the public cloud. The cloud becomes an extension of your premise-based infrastructure and gives you new ways to extend your capabilities and increase agility. For example, you can:

- Reduce your operating expenses by offloading workloads or even entire sections of your infrastructure to the cloud
- Increase efficiency, speed deployment of critical updates, and eliminate developmental pipeline bottlenecks by providing access to flexible resources in the cloud
- Respond immediately to dynamic spikes in demand, such as seasonal peaks without increased capital expense by allocating cloud resources as needed and releasing them when demand subsides

Organizations implementing or maintaining cloud computing point to the following benefits:

-  Reduced IT operating costs
-  Freeing current IT staff for other projects
-  Increased ability to innovate
-  Improved employee mobility
-  Increased efficiency

Source: "How cloud computing helps cut costs, boost profits," CIO, March 12, 2013

62%

Source: Cisco research

of workloads will be processed in the cloud in 2016, up from 52% in 2014

Why IaaS for Your Business

There are many benefits to a hybrid cloud approach:



Dynamic scalability

- Resources are available when you need them with no need to maintain excess capacity on your premises



Improved security, availability, and compliance

- Take advantage of cloud provider expertise, infrastructure, and processes



Enterprise-class performance

- Guaranteed service delivery with written service-level agreements (SLAs)



Focus on strategic IT

- Offload routine infrastructure management to simplify operations and gain the freedom to focus on IT initiatives that bring real value to your organization



Lower total cost of ownership (TCO)

- Shift from a capital expenditure model to an operating expenditure model and pay only for what you use, when you use it



Increased agility to take advantage of new opportunities quickly

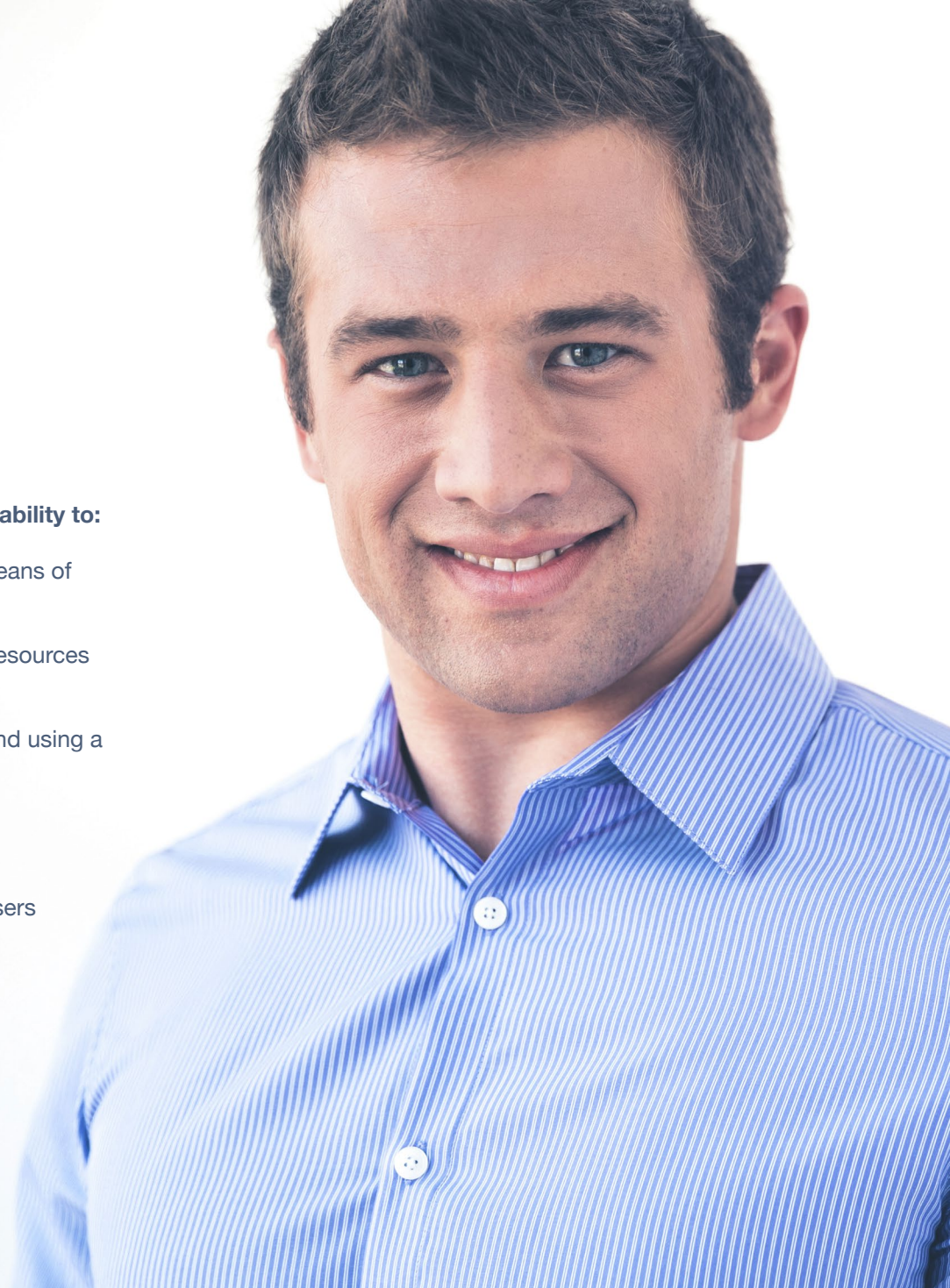
- Achieve continuous innovation through your cloud provider without new capital investment so you can react quickly to change and new opportunities



Transform Your Business with IaaS

With IaaS, you gain all of the benefits of hybrid cloud as well as the ability to:

- Reduce shadow IT issues by providing a simple and cost-effective means of acquiring the resources your users need
- Automate deployment and management across physical and virtual resources for superior delivery of IT as a service
- Become a broker of services that users access dynamically on demand using a self-service model
- Retain control of your applications and data while offloading routine infrastructure management to your provider
- Monitor and track usage to accurately allocate IT expenses among users
- Lower TCO through economies of scale by consolidating IaaS needs



Not All Cloud Services Are Equal: Choose Wisely

Not all IaaS offerings are created equal. Commodity-based services are typically hindered by cloud architectures that limit flexibility and workload mobility. They provide best-effort performance and may offer insufficient SLAs. Often security, compliance, and data privacy are inadequate as well.

The Cisco Powered IaaS Advantage

The success of your business depends upon the reliability of your IT solution. That's why Cisco provides Cisco Powered services. Built on Cisco reference architectures, only a Cisco Powered IaaS solution offers:

- Enterprise-class performance and reliability
- End-to-end security
- Independently validated scalability
- Reliable SLAs
- 24x7 support
- Ongoing innovation

Cisco Powered IaaS services are offered only by cloud providers who have proven to be the best in the industry. Each provider undergoes a comprehensive partner certification process. In addition, their solution must pass a rigorous third-party audit to verify that they can deliver as promised.





Moving to Cloud with IaaS

IaaS addresses common concerns about moving to cloud:

Security: IaaS offers a higher level of security than our customers can implement within their own data centers. Receive enterprise-class performance and end-to-end security. We offer resources, expertise, and access to new security technology to help you detect, thwart, and mitigate attacks.

Future cost: Pay-as-you-go or pay-as-you-grow. You can pay less for new services than it would cost you to implement them in your own data center, all without upfront capital investment.

Compliance: Cisco Powered IaaS providers offer services in multiple locations, allowing your organization to extend its geographic reach to comply with local regulations.

Efficiency: IaaS comes with load balancing, application acceleration, and other advanced features to help assure optimal utilization of resources.

Control: Highly trained personnel manage your physical and virtual infrastructure to your specifications and needs. You retain management visibility and decision-making authority.

Cloud the Way You Want It

For organizations wanting a choice of services with compliance and control, you can extend the reach of your Cisco Powered IaaS service through the Intercloud™ with Cisco Intercloud Fabric™ for Business.

The Intercloud is the only globally connected network of clouds enabled by Cisco and the Cisco partner ecosystem. With Cisco Intercloud Fabric for Business, you can access the worldwide Cisco Intercloud to:

- Build a highly secure hybrid cloud
- Simplify bridging between different cloud architectures
- Experience seamless workload portability between your private cloud and public clouds
- Extend your IT capabilities with consistent network and security policies
- Enjoy local presence for data sovereignty, privacy, and security
- Deliver a uniform user experience across your entire organization

Getting Started with IaaS

Ready to extend your IT capabilities with our IaaS solution? Let us show you how.

Need help building out your cloud plan?

We are confident that a Cisco Cloud and Managed Services Certified Partner can help you understand how the cloud and IaaS fit into your overall IT strategy.

Want to find a partner?

Go to the Cisco Powered Services Catalog at:

<https://marketplace.cisco.com/cloud>

We look forward to helping you transform your business while retaining control and compliance with an IaaS solution.

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