



Headstart
DIGITIZE | TRANSFORM | EMPOWER

Cisco India & SAARC
Enterprise CXO Summit 2016

Data Center Modernisation

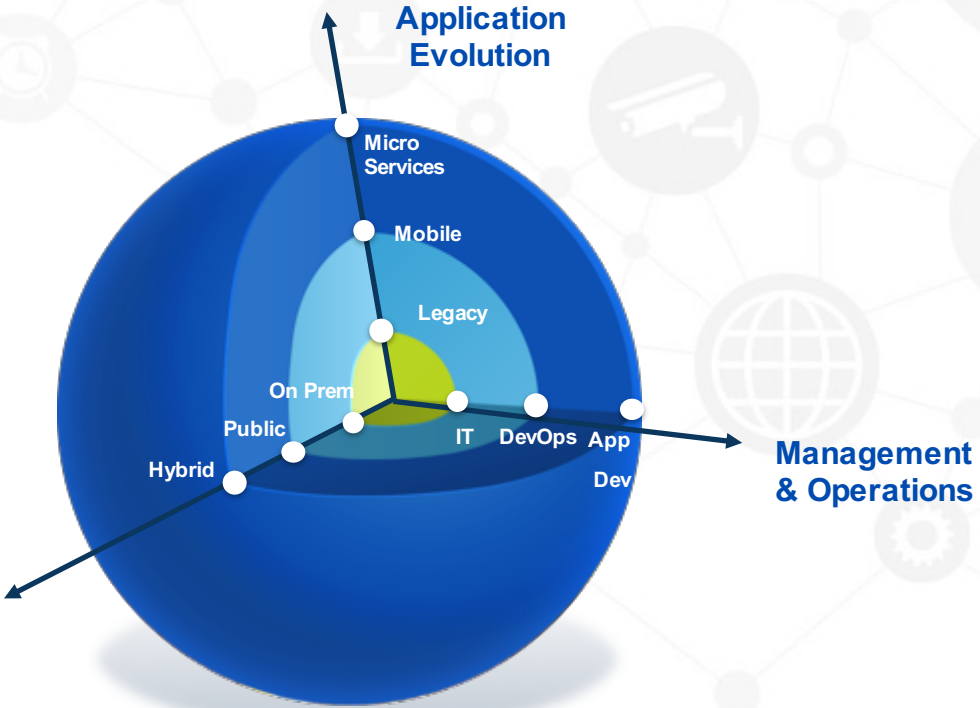
Craig Maynard

Director, Data Center,
APJ

Impact of Digital Transformation on Data Centers & Clouds

“50% Fortune500 companies are expected to no longer exist within 10 yrs”

Workload Locations



Polling Question

What is your greatest concern when considering the use of Public Cloud offerings?

- A. Security
- B. Ability to change direction later
- C. Ongoing Costs
- D. No Concerns

Challenges for IT



Applications

On-Premise or cloud?
Build/Buy/Rent?



Agility

Provision Infra @
app development



Risk Mitigation

User-To-App Security.
Compliance. Sovereignty

30,000+ Application Developers.
7200+ Apps. **32** Data Centers.

More Software Developers Than Google,
and More Technologists Than Microsoft...

JPMORGAN CHASE & CO

Reimagine Digital Retail – Rebecca Minkoff NYC example



3D Virtual Reality
Concierge Assistance

Store Experience at Home
Amazon Dash Button, Echo,
HoloLens – Augmented Reality

Automated Retail Fulfillment

Real-Time Individualized
Manufacturing and Delivery

66%

Switched brands due to poor customer service *

55%

of US consumers look up product information on mobile **

80%

Retail purchases in physical stores ***

86%

will pay more for a better customer experience ****

A grayscale silhouette of a person's head and shoulders, holding a smartphone in front of their face. The phone's screen is visible, showing a grid of icons and a reflection of the person's face. The background is a soft, out-of-focus gradient.

80%

Employees use software
not cleared by IT.

83%

IT Staff admit to using
unsanctioned
software & services.

8%

Enterprises understand
impact of Shadow IT.

[Study by Stratecast and Frost & Sullivan](#)



Analyze

Every transaction, every flow, every packet
Benchmark. Compare. Benchmark.
Time Machine



AS

Simplify

Infrastructure-up to Application-down
Location driven to “end-user experience driven”

ASA

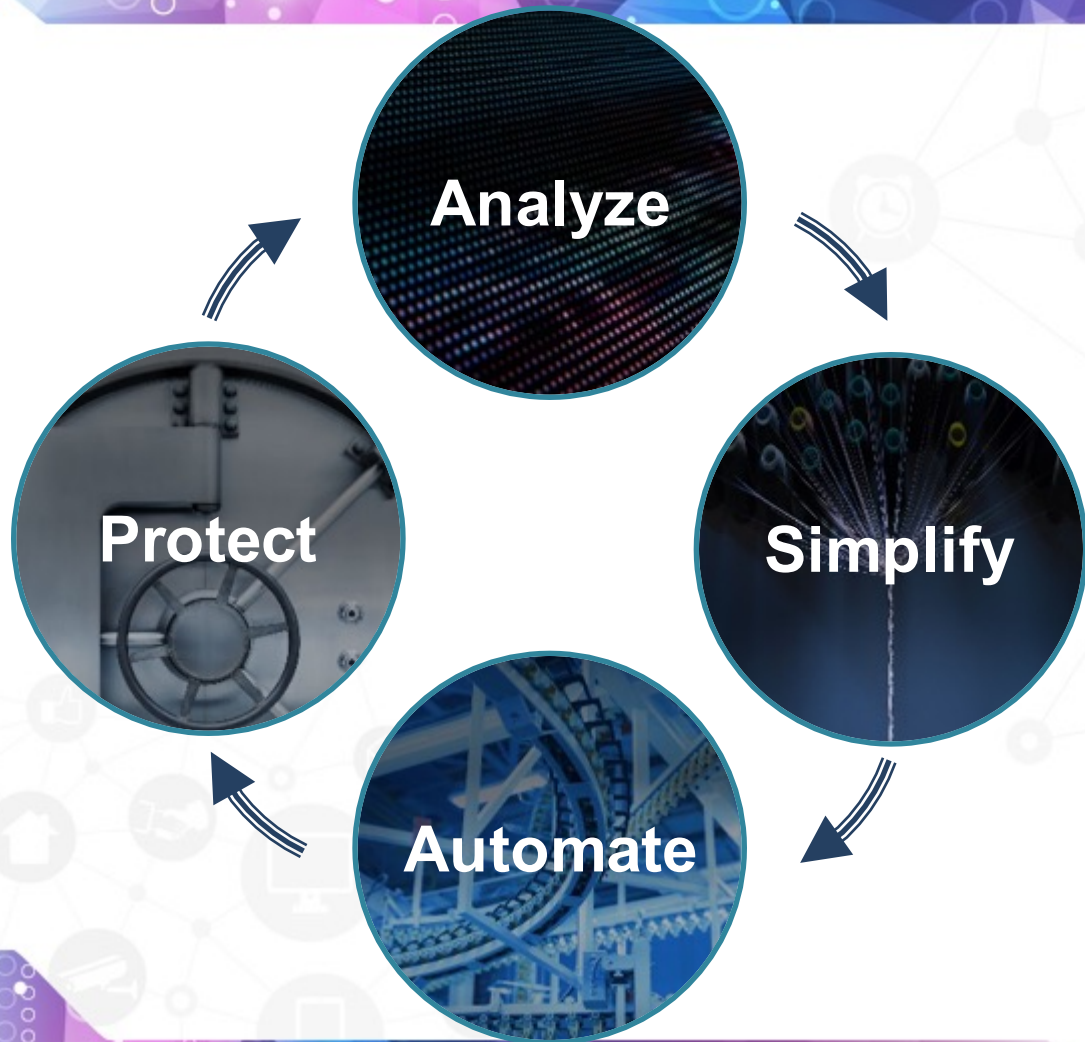
Automate

Maximize app. Performance, **Continuously**
Cloud is a Paradigm, not a place
Self-Service

ASAP

Protect

Users, Apps, Data.
Multi-layer Security
Micro-segmentation



Cisco's unique value is through continuous integration of these tenets across the entire technology stack.

ASAP

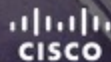
Analyze.

Simplify.

Automate.

Protect.

Digital transformation starts with an ASAP Data Center.



Foundational Pillars of the Cisco ASAP Data Center

Optimize Infrastructure

- Nexus
- UCS
- Next-gen Firewalls
- Converged/Hyperconverged

Performance

Scale

Security

Simplify Operations



Automation

Unify Policy

50+ eco-system

Build Cloud-native App Stack

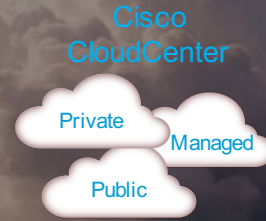


Containers

Self-Service

DevOps Tools

Choose your Hybrid Cloud



App. Benchmark

Extend Policy

Securely move data & workloads

Real-time Analytics

Cisco Tetration Analytics™

Monitor every flow

App dependency

On-prem & Cloud

Cisco Differentiation with an ASAP Data Center

Risk Mitigation

Secure Users, Businesses, Apps through your digital transformation and cloud journey.



Maximum App. Performance

Delivered via a integrated, unified infrastructure architecture across DC & Clouds. Analytics-driven, real-time guidance on workload location to maximize app. performance and optimize costs.



Accelerate Agility

On-Demand automated infrastructure provisioning via open APIs, OpenSource/Integrated tools, and a rich eco-system of 3rd party partners.



Cisco's DC Story in Action

4 And will use public cloud, so going with hybrid cloud



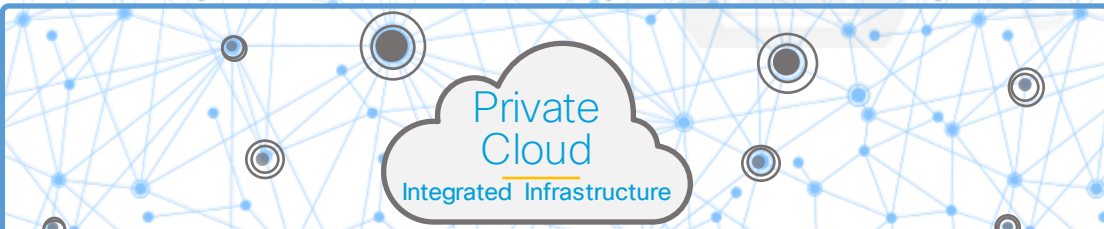
5 Move workloads securely

6 Build a common policy model

7 Easy to use for business users

8 Edge: Push Policy Model

3 Will I Do it On-Prem in a Private Cloud

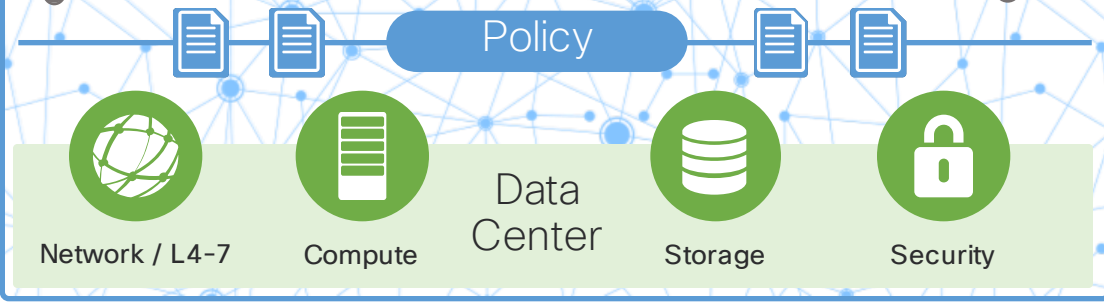


9 Security Everywhere

2 I want it Open and Automated

10 Analytics Everywhere

1 Help Me Modernize, Make it Simple



ASAP

Analyze.

Simplify.

Automate.

Protect.

Provision Infrastructure, ASAP. Mitigate Risk, ASAP. Scale Performance, ASAP

The ASAP Data Center from  **cisco**

Polling Question

Are you considering the use of a Hybrid Cloud Model ?

- A. Yes, we have already Deployed?
- B. This is a requirement moving forward?
- C. Possibly
- D. No plans or requirement

Forbes CIO Hybrid Cloud

Forbes
INSIGHTS

Survey

Role

C-level (CIO, CTO, CSO, etc.)	31%
Vice President	10%
Director	31%
Sr. Engineer/Architect	4%
Engineer	4%
Manager	20%

Revenue

\$500M–\$999.9M	32%
\$1B–\$4.9B	33%
\$5B+	35%

Company Size

<1k employees	15%
1k–2,499 employees	19%
2,5k–4,999 employees	14%
5k–9,999 employees	16%
10k employees+	36%

Region

Americas	49%
Europe	24%
Asia Pacific	27%

CIO Hybrid Cloud Study Summary

Forbes
INSIGHTS

65% Discontinued or scaled back from public cloud

Why?

42%

Data Sovereignty

58%

Costs per Transaction
Have Increased

43%

Concerned About
Lock-in

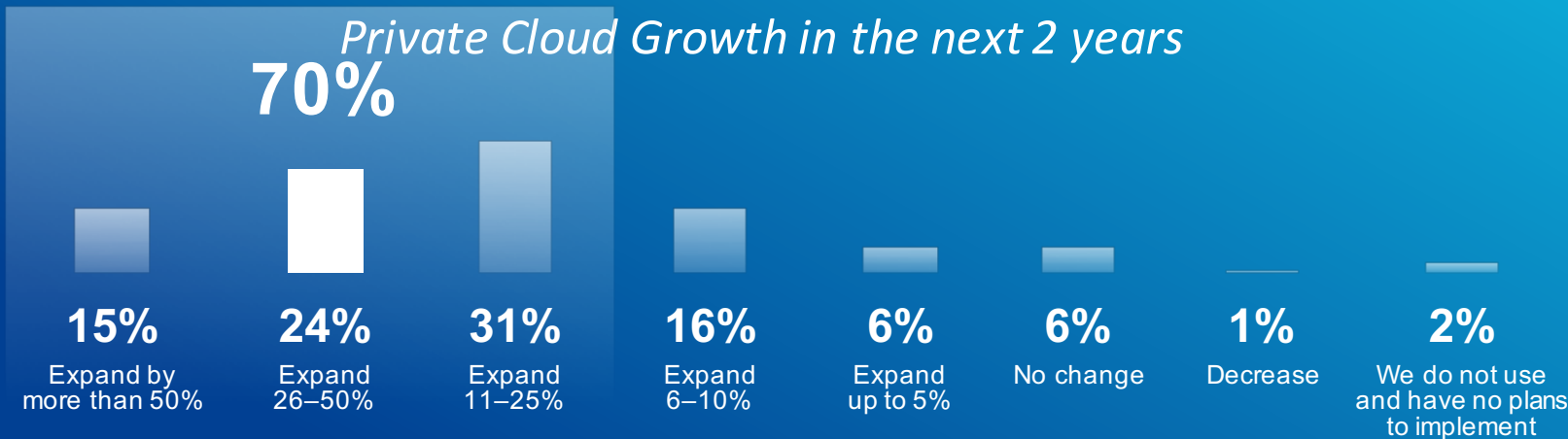
62%

Hybrid Cloud
Strategy was Crucial

38%

Security Issues or
Concerns

cont...



Top 3 Applications

- IT-centric applications (78%)
- Specialized departmental applications (50%)
- Core enterprise applications (47%)

Top 3 reasons

- Security and compliance (82%)
- Data sovereignty (67%)
- Same level of agility on-premise (62%)

71% of execs: They can lower TCO with Private Cloud within 3yrs

CHALLENGE

Adopting Hybrid Cloud

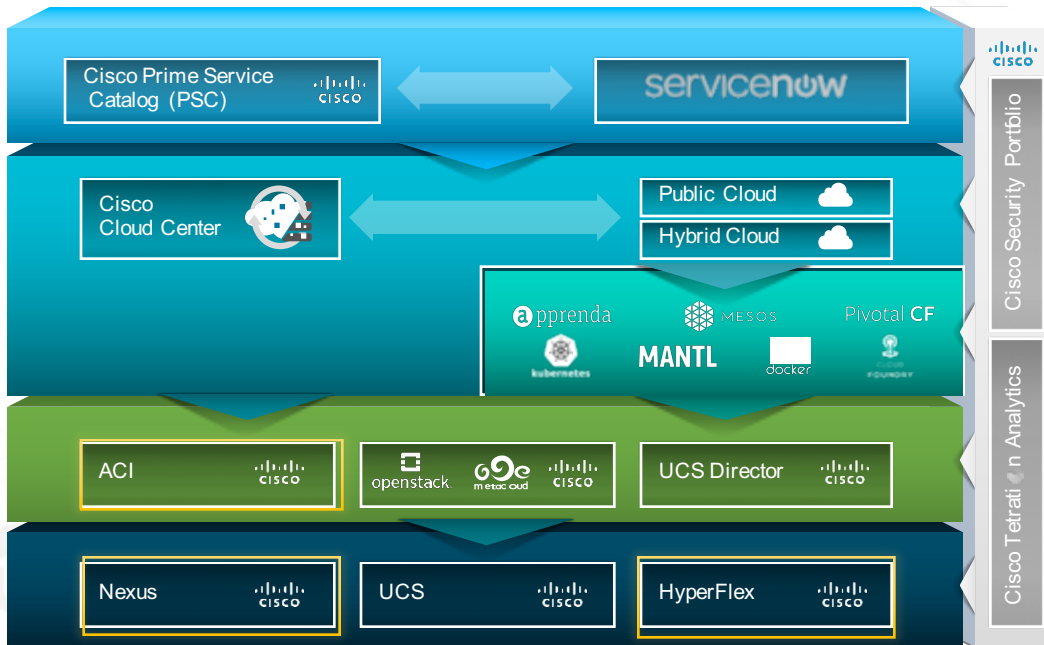
To keep pace with the business, so LoBs aren't seeking alternatives (AWS, Azure)

Automation that helps eliminate outages due to human error and improve operational efficiency

Better visibility as DCs become more dense and dynamic



Adopting Hybrid Cloud



PHASE 1

Why should you **MODERNIZE** your infrastructure?

Improve cost through consolidation and reduced footprint

Simplify operations and increase agility

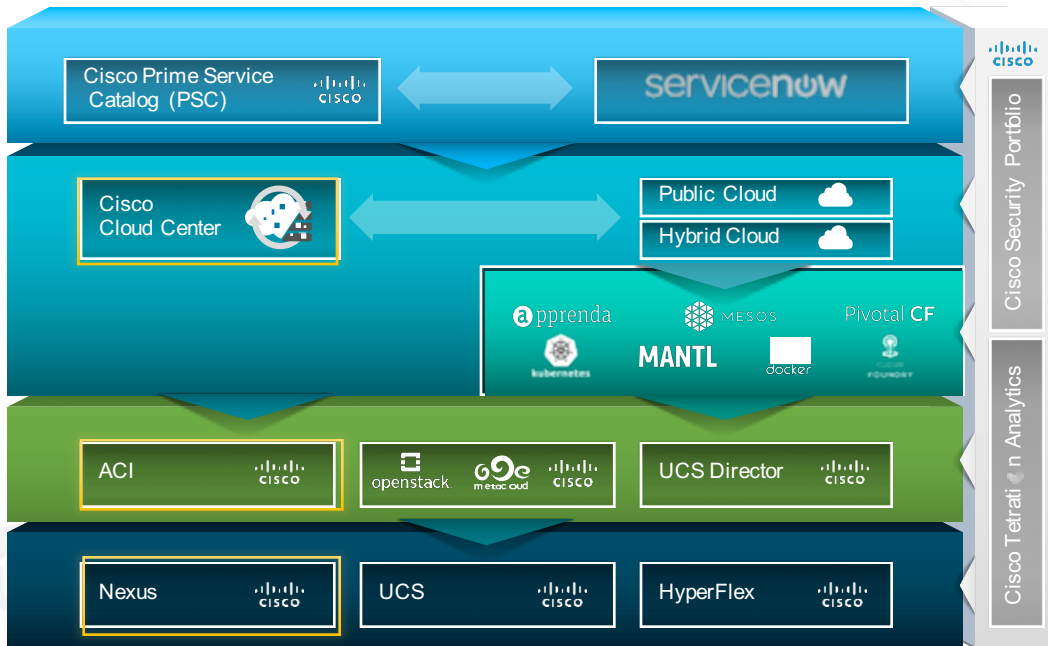
Accelerate time to value with Hyper-converged solutions

● Decrease network management costs by 20%

● Increase operational efficiency and agility with start to finish HyperFlex deployments in 34 minutes

● 700% increased density at 50% of the cost using Cisco CloudScale technology

Adopting Hybrid Cloud



PHASE 1 Why should you MODERNIZE your infrastructure?

PHASE 2 How do you AUTOMATE your infrastructure?

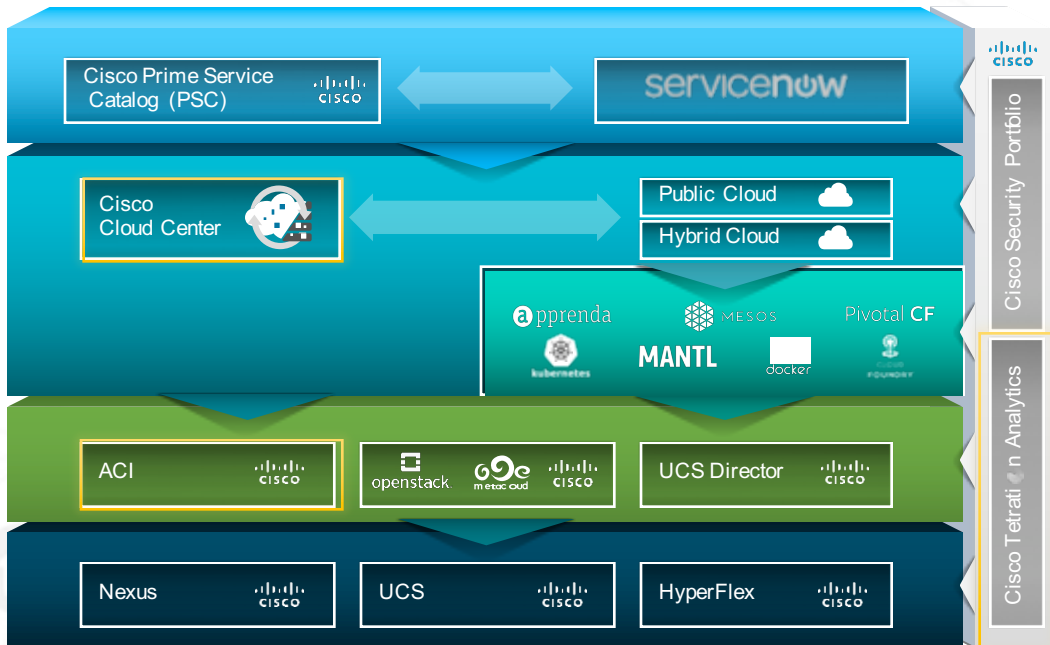
- Create end to end repeatable workflow processes
- Eliminate manual provisioning to reduce human errors
- Utilize application level policy to onboard and scale apps

- Improved network efficiency by reducing provisioning times from weeks to minutes

- Automate and accelerate the entire software development lifecycle (CI/CD).

- Ease of integration with 3rd party tools to build an automated consistent and repeatable processes (Puppet, Chef, Ansible, etc..)


Adopting Hybrid Cloud



- PHASE 1 Why should you MODERNIZE your infrastructure?
- PHASE 2 How do you AUTOMATE your network?
- PHASE 3 How do you make your data center **CLOUD-READY**?

Benchmark apps & identify best deployment environment
 Provide real-time visibility across data center and cloud
 Maintain governance through unified application policy

- Search tens of billions of flow records in real-time and at line rate to get actionable insights
- Deploy any application on demand to any data center or cloud using an optimized configuration
- Automatically orchestrate the infrastructure based on application intent



To be more than a buzzword, digital transformation needs to deliver real change, real insight, real simplicity and real security in real time. The objective isn't just to make today's enterprise faster and more efficient. It's to bring the future closer by helping you adapt, reinvent, and reimagine your business and capture opportunity more quickly than ever before.

Make sooner possible. The ASAP Data Center from Cisco.

THANK YOU



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