

Cisco Cloud and Managed Services



Digital Transformation Requires Rapid Change

Cisco Cloud and Managed Services Juggles Issues so IT Can Focus on Business Outcomes

New disruptive technologies have arrived, and businesses strive to maintain their legacy infrastructure while building new and innovative digital offerings. Businesses are required to respond to these new digitization opportunities and growth in real time. An estimated 95 percent of Fortune 1000 companies expect to undertake new digital projects by 2017.*

Businesses will be forced to deliver upon digital projects effectively or be pushed aside by newer and innovative competitors. Four out of 10 incumbents will be displaced over the next five years.**

Cisco® Cloud and Managed Services is the trusted partner that enables customers to manage their networks in the cloud and on the premises while dynamically responding to digitization opportunities and preparing for the future.

Cisco Cloud and Managed Services delivers:

- Expertise and experience as the OEM to deliver **high service levels**
- Managed services to **accelerate new technology adoption**
- Operational discipline at scale to **lower overall TCO**
- Managed services platform automation to provide **predictable and rapid resolution**

Simple, Flexible, and Scalable Services Solutions That Work with Your Legacy Infrastructure

Cisco Cloud and Managed Services helps you:

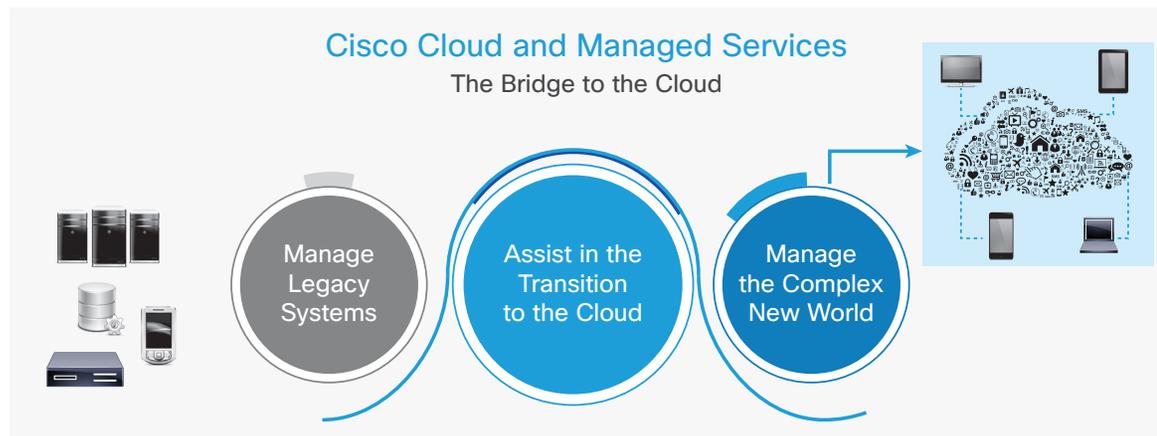
- Reduce recurring in-house costs by **30 to 40 percent**
- Increase efficiency by **50 to 60 percent**

So what's standing in the way? There are several challenges businesses like yours are facing when it comes to deploying managed services.

IT departments are constantly having to combat shrinking budgets. Fewer resources means decision makers like you are more likely to try and work with existing assets rather than invest in new technologies. Finding the right balance between upfront costs and long-term savings is difficult, and each new purchase has to be weighed carefully.

Businesses face growing concerns over privacy and security. The ability to keep your most critical data protected is a top priority, and there is a perception that new technology often creates new opportunities for security breaches. It isn't a perception; it is a fact as you deploy new technologies and scale and grow quickly.

Figure 1. CMS Is the Bridge to the Cloud Helping Customers Manage New and Complex Technology Infrastructure



The Bridge to the Cloud

Manage Legacy Assets

- Cisco and third party
- Multiservice environments
- Drive network consistency
- Standardized configurations
- Performance efficiency

Help Transition Assets to the Cloud

- Bridge the gap to cloud
- Manage complexity
- Migration service disruption
- Accelerate rollout to cloud

Manage Complexity in the Cloud

- Virtualized services
- Service mashups
- Hybrid cloud
- Converged infrastructure
- Fast IT
- Internet of Things
- DevOps

It is a challenge and an imperative that security is reevaluated and deployed throughout the fabric of an organization. It is critical to find a managed service provider with world class security.

As technologies continue to evolve and grow, it becomes increasingly difficult to find a managed service provider with the talent that can not only keep up with the pace of change, but also has the latest skill set.

These are all valid concerns, but by letting these challenges block the path forward, businesses are inhibiting the ability to move with needed speed and agility. And that's a problem that is only going to get worse. In order to adapt and become more agile, this will require operational efficiency across the organization to outpace the market.

Cisco Cloud and managed services can:

Manage with Minimized Disruptions

Managed legacy multi-service environments with Cisco and 3rd party devices

Operate and Ensure Performance and Security

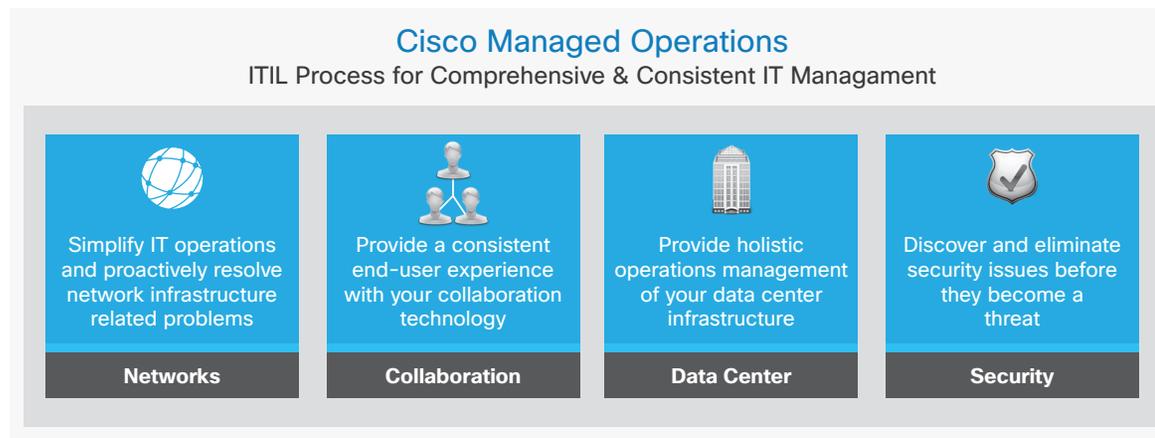
Migrate assets while driving operational consistency and efficiency

Transform and Create Future-Ready Networks

Manage and assure services delivery with hybrid cloud and DevOps operational models

We deliver a broad portfolio of managed services so that you can find the right service for your needs, essentially enabling you to focus on growth and innovation to make sure you stay competitive and productive.

Figure 2. The CMS Portfolio



When it comes to our managed services, we take a proven approach to make sure you get the premium level of support you've come to expect from Cisco.

We offer flexible and scalable options that fit your specific need:

- Customer owned and Cisco managed
- Cisco owned and Cisco managed
- Cisco owned and cloud delivered

Next Steps

To find out how to get started, visit Cisco Cloud and Managed Services on [Cisco.com](https://www.cisco.com).