



INTELLIGENT DATA CENTER NETWORKING

**A STRATEGIC FOUNDATION
FOR THE NEW DATA CENTER**

Agenda

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- **Data Center Challenges and Trends**
- **Intelligent Data Center Network Architecture**
- **Cisco Business Ready Data Center**
- **Summary**



Data Center Challenges Today

Disparate, Fragmented Data Centers

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PROTECT

Resilience Challenges

- Security
- Business Continuance
- Risk Management

OPTIMIZE

TCO Challenges

- High Sustaining Costs
- Underutilized Resources
- High Complexity

GROW

Agility Challenges

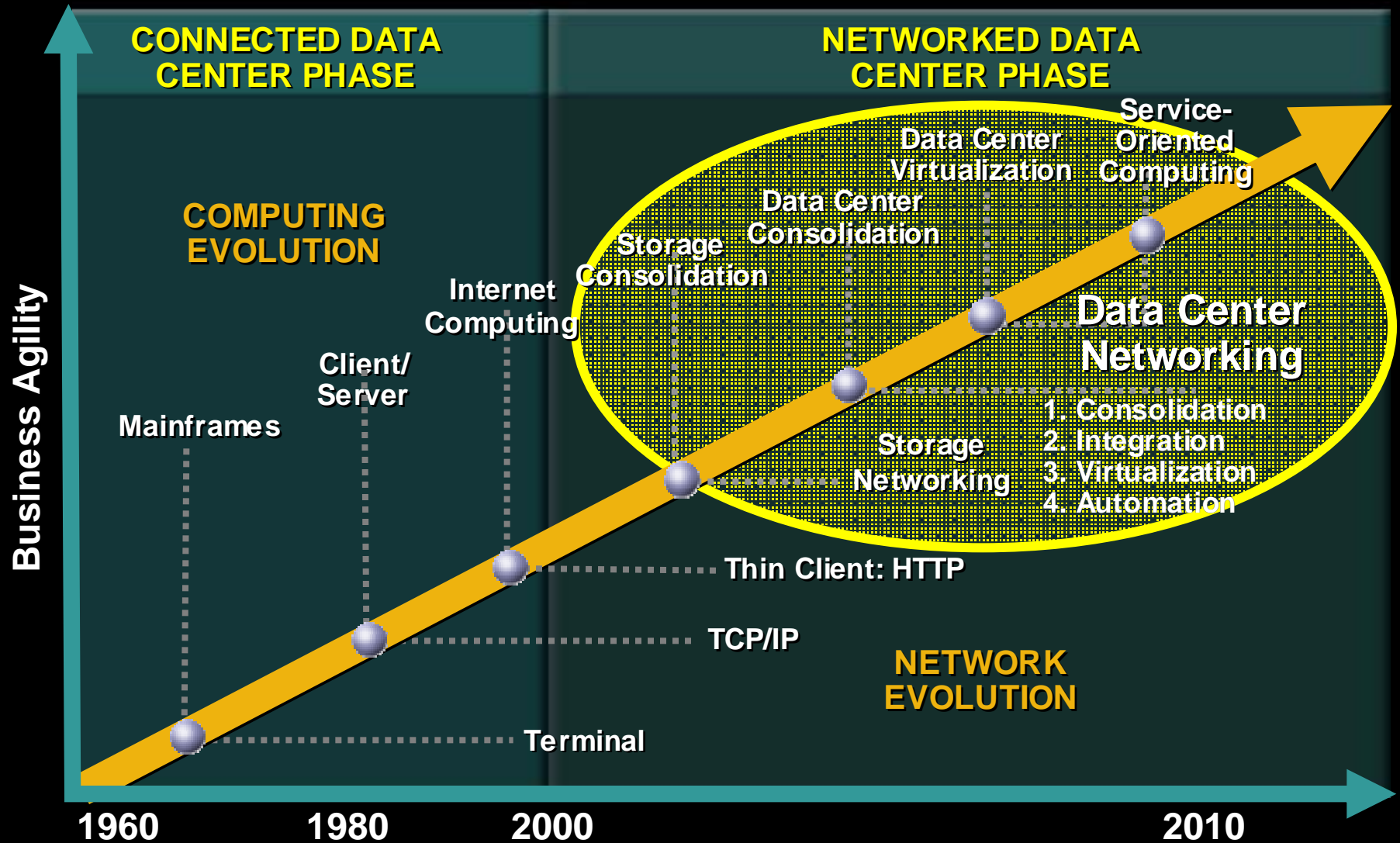
- New Initiatives
- Technology Innovation
- Discretionary Budget



Critical Point in Data Center Evolution

Moving to the Networked Data Center

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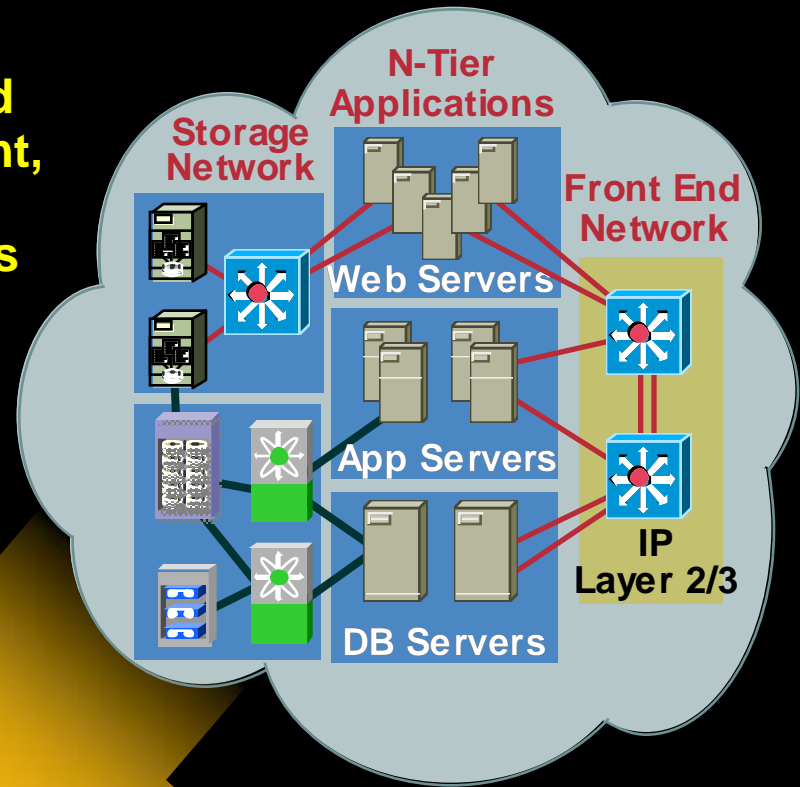
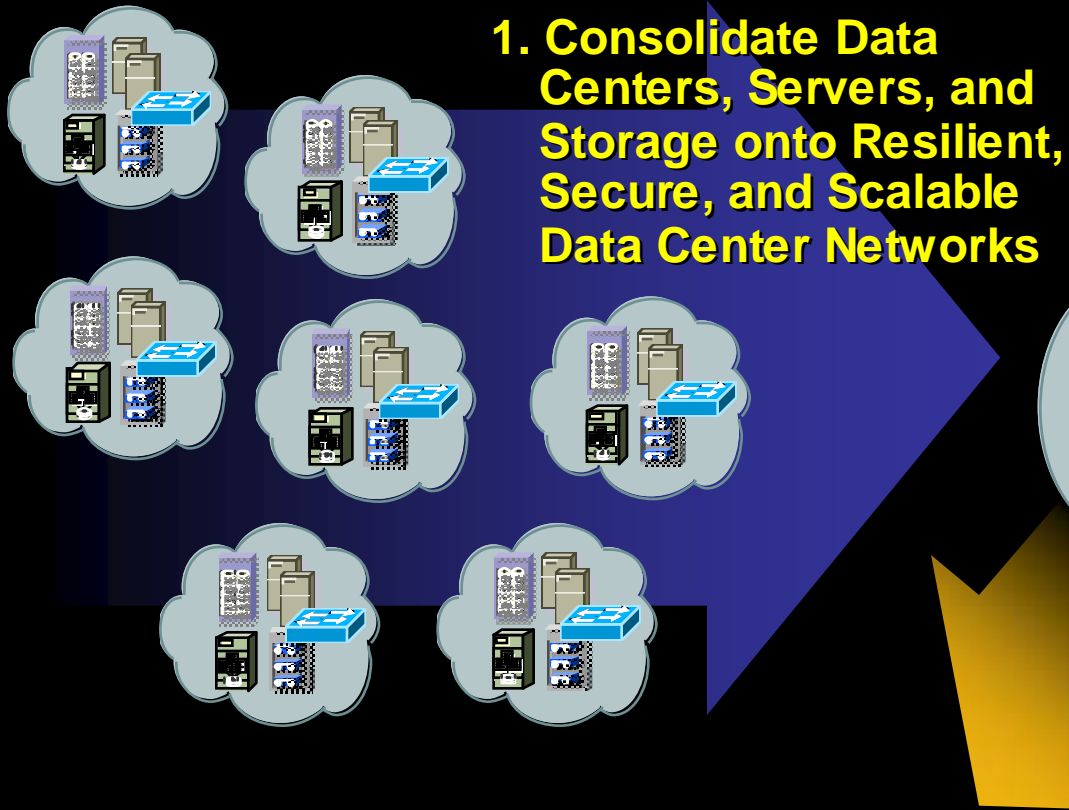


Data Center Evolution

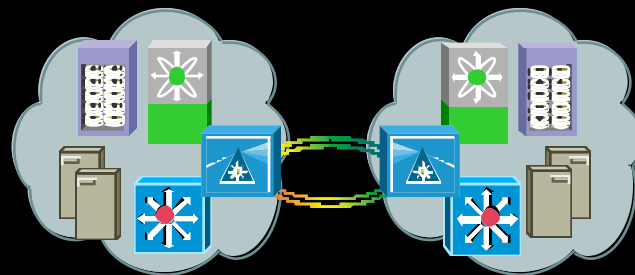
Requires Consolidated Data Center Network Architecture

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1. Consolidate Data Centers, Servers, and Storage onto Resilient, Secure, and Scalable Data Center Networks



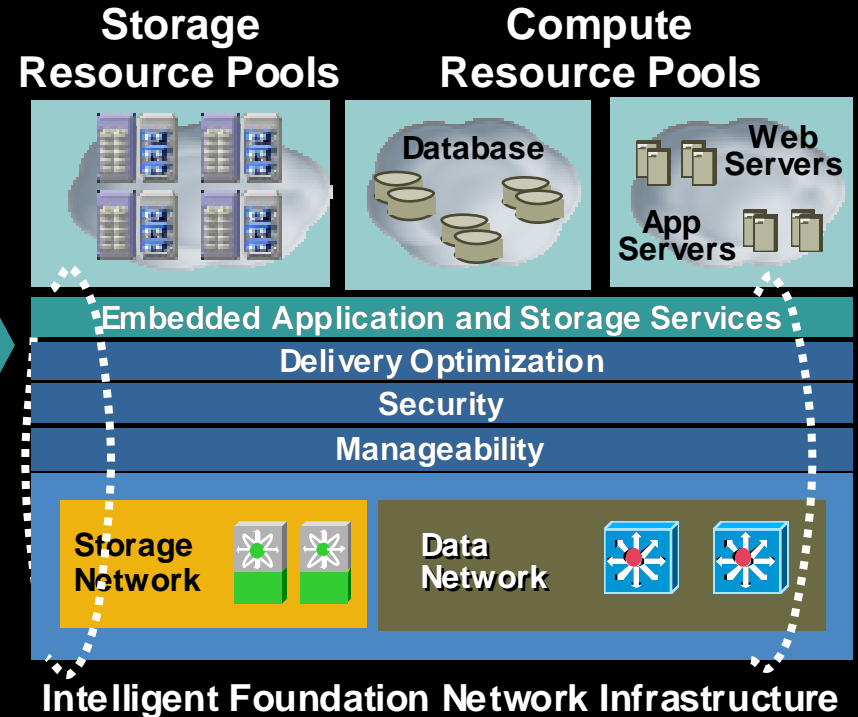
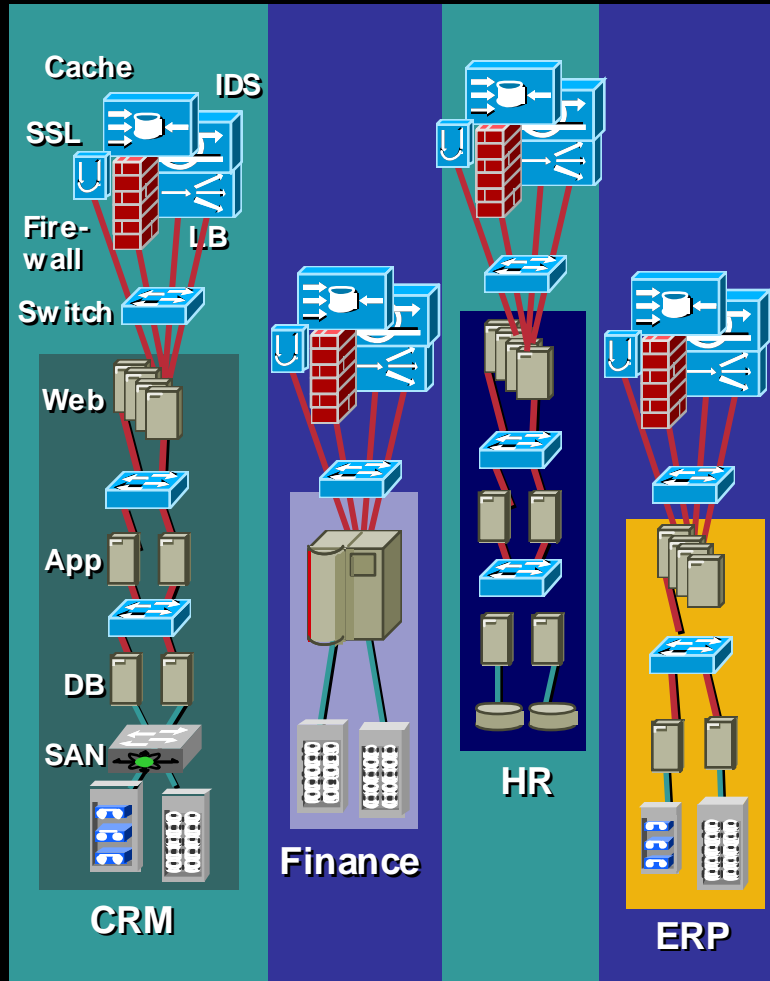
2. Minimize Downtime Costs and Improve Business Continuance by Interconnecting Redundant Data Centers



Consolidating Fragmented Resources

“Silos to Pools” with Integrated Intelligence

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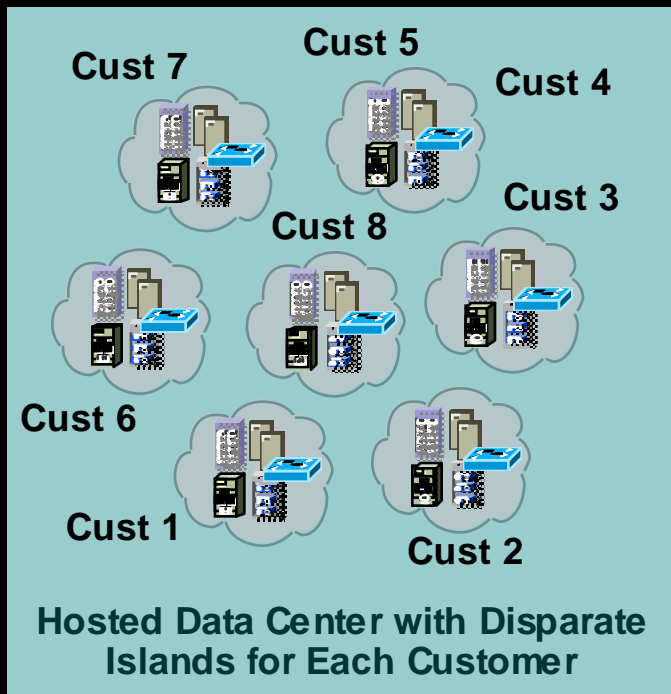


Consolidating Resources

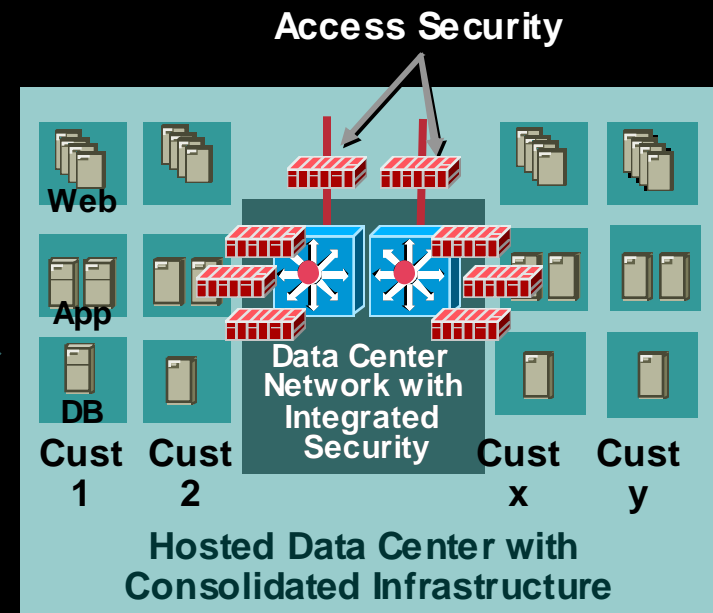
- Improves CapEx and OpEx
- Improves resilience
- Scalable intelligent services
- Foundation for evolution

Lowered Operational Expenses by 75% Consolidated on Business Ready Data Center Foundation

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Consolidation of Multiple, Disparate Hosted Data Center "Islands"



Atos Origin—Hosted Customer Data Centers on Secure, Resilient, Shared Infrastructure

- Lowered CapEx cost by 3:1
- Laid foundation for future utility computing model

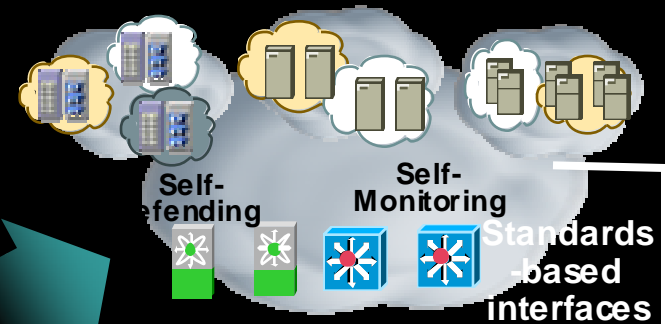
Poised for Future Evolution

Network Enables Data Center Evolution: Lower TCO, Improve Resilience and Agility

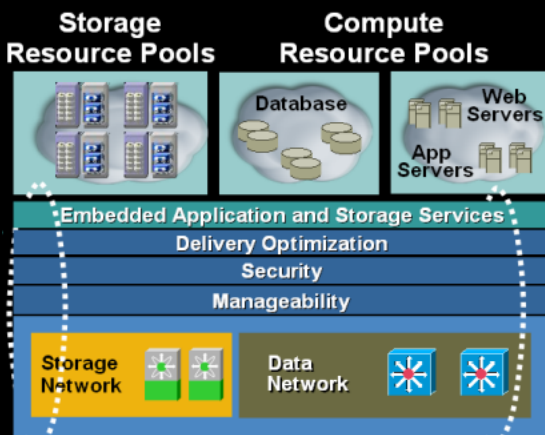
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Automation of Data Center Resources

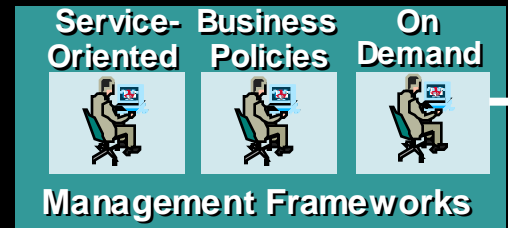
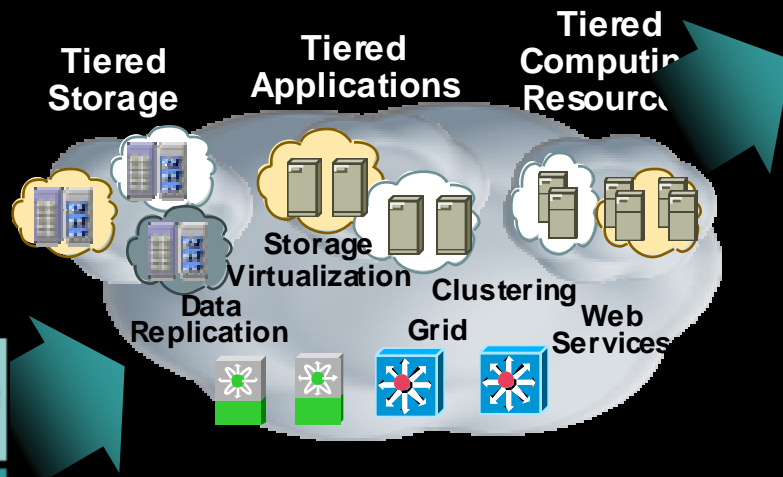
Virtualization of Server, Storage, and Network Resources



Integration of Intelligent Services



Intelligent Foundation Network Infrastructure

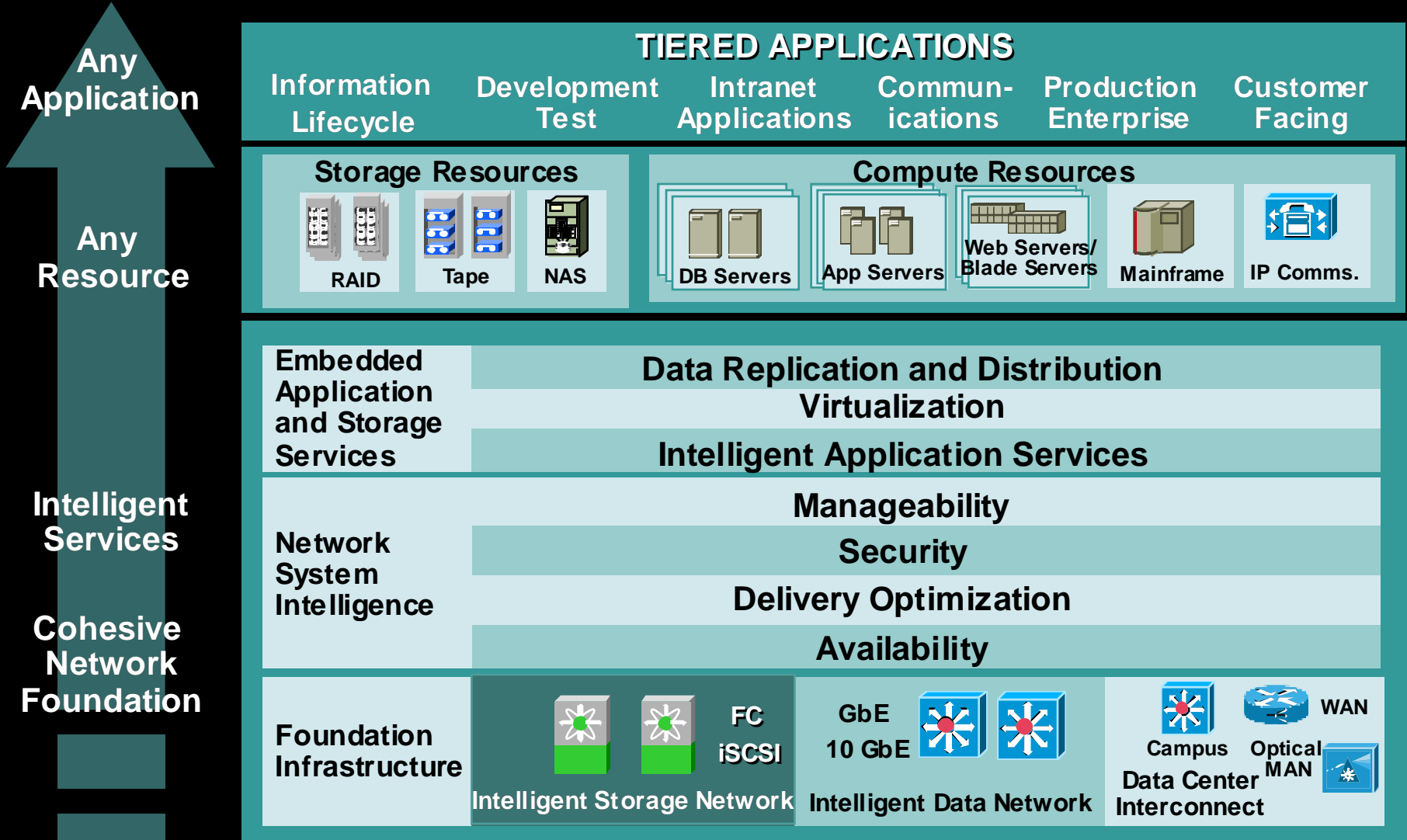


**“ARCHITECTURAL APPROACH
TO NETWORK IS KEY”**

Business Ready Data Center

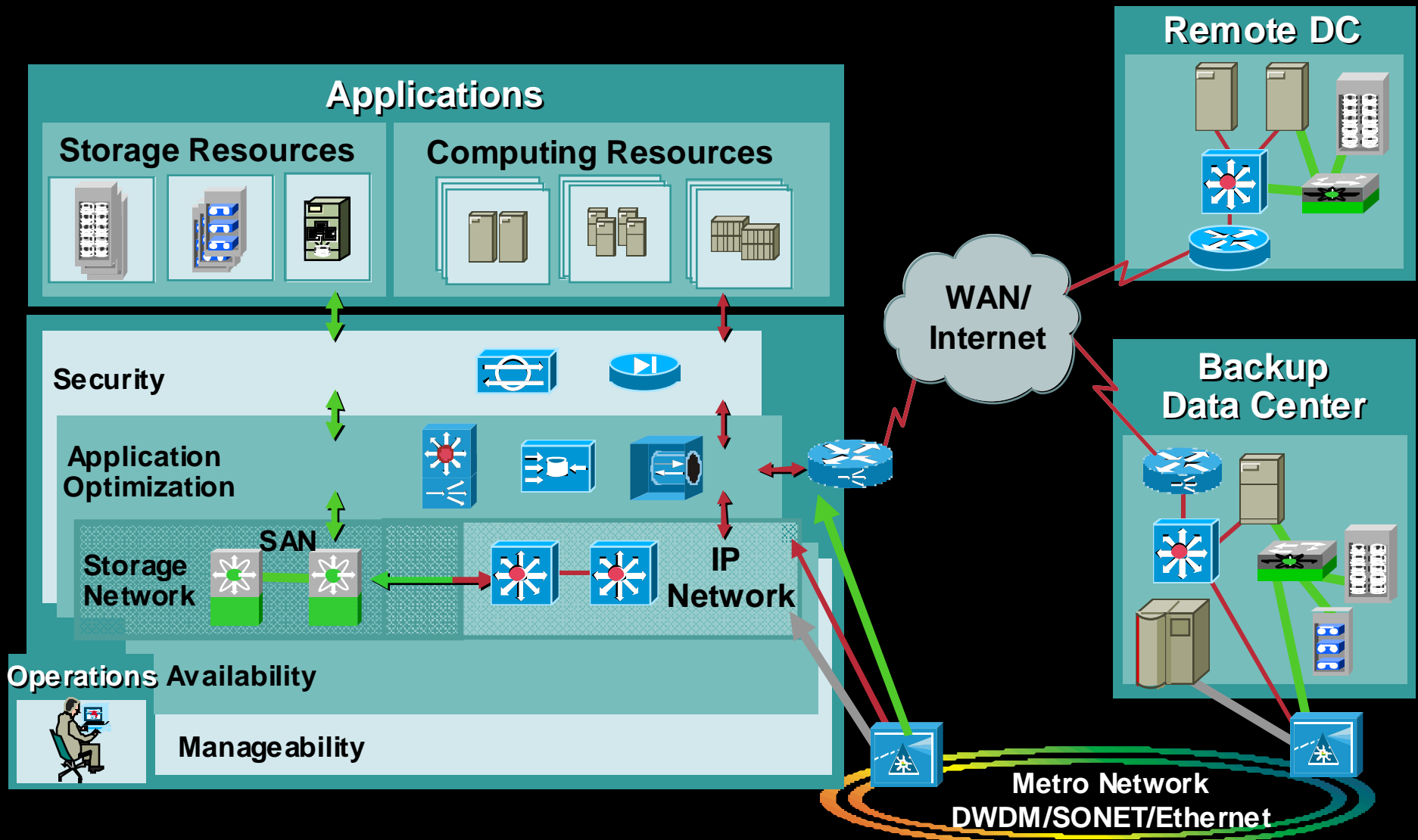
An Intelligent Network Architecture

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Business Continuance Networking— Remote Replication, Mirroring, and Backup

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Cisco Business Ready Data Center

Building Industry Momentum

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“In order to accommodate the growing costs associated with maintaining data center assets, addressing vulnerabilities, and emerging regulatory requirements, enterprises are embracing new approaches to data center networking. The Business Ready Data Center initiative allows Cisco to address this growing enterprise market with a comprehensive mix of technology and partners.”

Lucinda Borovick
Program Director, Data Center Networks at IDC

The Worldwide Enterprise Data Center Networking Market Is Forecast to Reach \$7 Billion by 2007, According to an IDC Report

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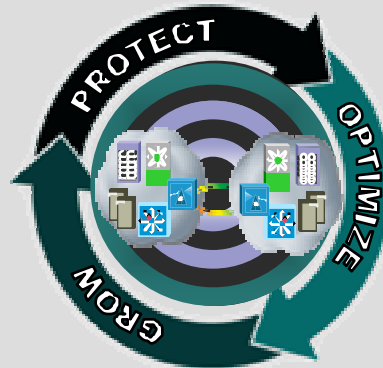
Foundation for Data Center Evolution

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- Data center network is critical for data center evolution



- Integrated intelligence and architectural approach is vital



- Architectural vision
- Technology roadmap



- Design best practices
- Service and support
- Partnerships

Business Ready Data Center Action Plan

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1. Identify main data center challenges, trends, and initiatives:

Consolidation, business continuance, virtualization, grid, on-demand, etc.



2. Develop data center networking strategy:

- data center and network stakeholders engage
- supports data center short- to long-term goals and initiatives



3. Engage with Cisco® and partners:

Plan, design, deploy, implement, operate and optimize



Additional Information

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<http://www.cisco.com/go/datacenter>



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