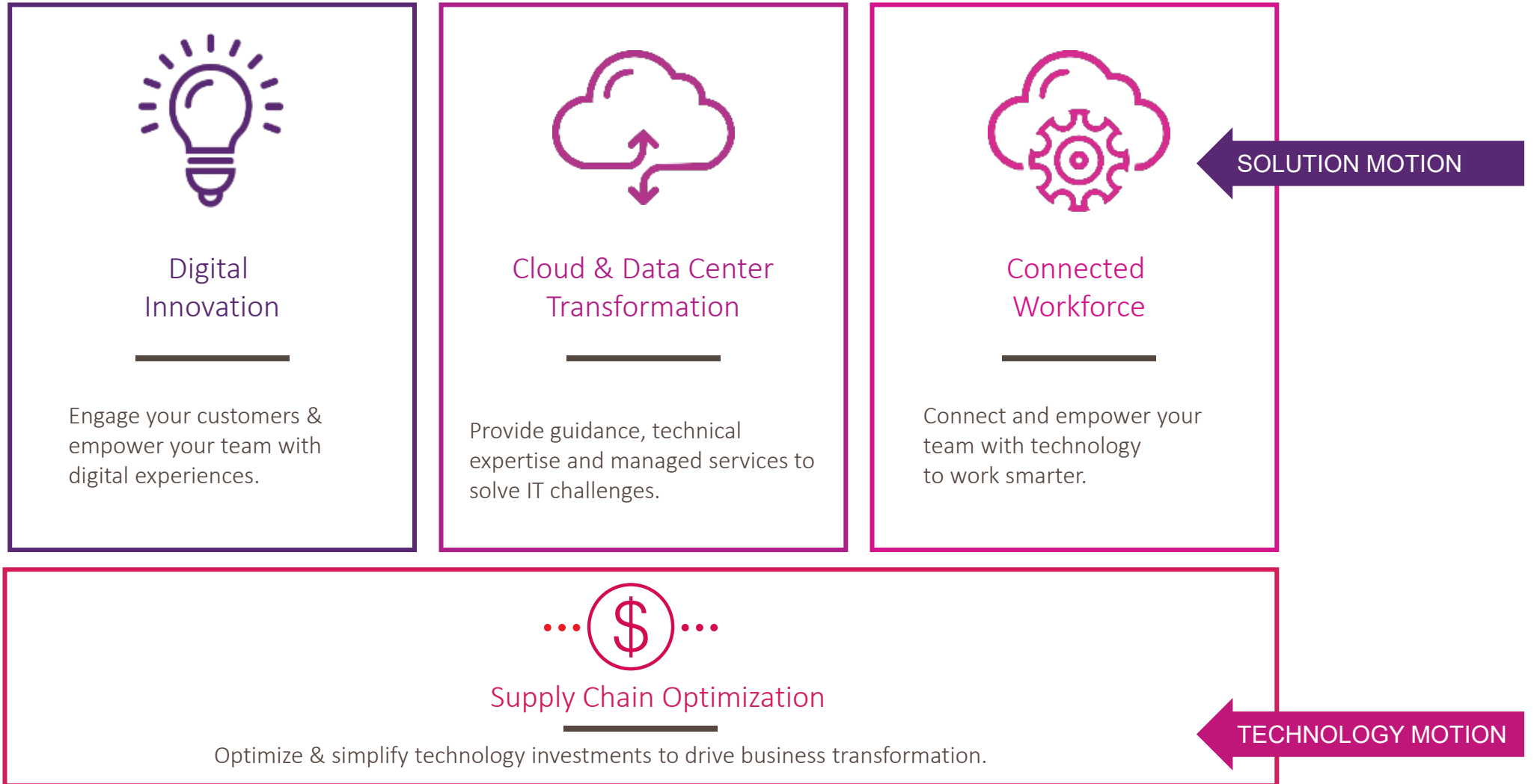


# Cisco Plus Hybrid Cloud

Delivered by Insight

# Insight's Go-to-Market



# A state of the state



The ongoing volatility and slowing growth in 2020 will still **put pressure on CIOs to control costs and improve efficiency**.<sup>1</sup>



**71%**  
of business leaders

are planning cost reduction initiatives over the next 24 months, despite technology implementation and transformation also being top priorities.<sup>2</sup>

Overall shift from

**save-to-grow  
mindset**

TO

**save-to-transform  
mindset**

where technology becomes a key lever (in addition to cost, growth, and talent).<sup>2</sup>



**15%+**

By 2022, 15% of new deployments of on-premises computing will involve pay-per-use pricing, up from less than 1% in 2019.

Gartner—September 2019

**71%**

**By 2024, Over 75% of infrastructure** in edge locations will be consumed/operated via an as-a-Service model, as will **more than half of datacenter infrastructure**



## Top 3 cloud optimization measures planned for 2020 are



1  
automating workloads based on demand and usage,



2  
reducing waste by regulating unused and underutilized instances, and



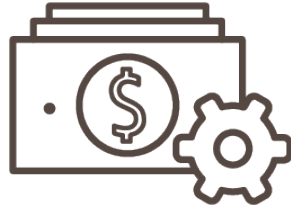
3  
introducing more elastic designs to size services according to performance requirements.<sup>3</sup>

# CapEx vs. OpEx vs. As a Service vs. cloud consumption



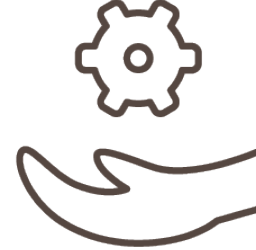
## CapEx

- All upfront cost
  - Maintenance optional
- Pay for all regardless of used
- Higher initial outlay
- Likely lower long-term cost
- Need "evergreen" program to avoid forklift



## OpEx

- Typically a lease
- FASB rules for reporting
- Need minimum spend
- Lower monthly costs but can only flex up
- Could affect profit reporting
- More expensive in the long run



## As a Service

- Lower initial outlay
- Flexes up and down
- Could be lowest cost if workload is highly variable
- Could be higher cost if workload is static
- Not a lease



## Cloud consumption

- Lowest initial outlay
- Most flexibility (infinite capacity)
- Flex up and down
- Could be lowest pricing if managed properly for variable workloads
- Could be highest pricing
- Significant "hidden" costs (ingress, egress, API, etc.)

# Why As a Service?



## A consumption model like public cloud

- Upfront pricing
- Pay for what you use
- Scale up or down



## A financial tool

- No CapEx purchase
- No asset on the books
- Flexible OpEx terms avoid FASB lease rules



## A bridge to cloud strategy

- Ensures ability to scale to public cloud, without overutilization risk
- Rebalance capacity across hybrid cloud as cloud strategy evolves



## A way to reduce risk from cloud and business uncertainty

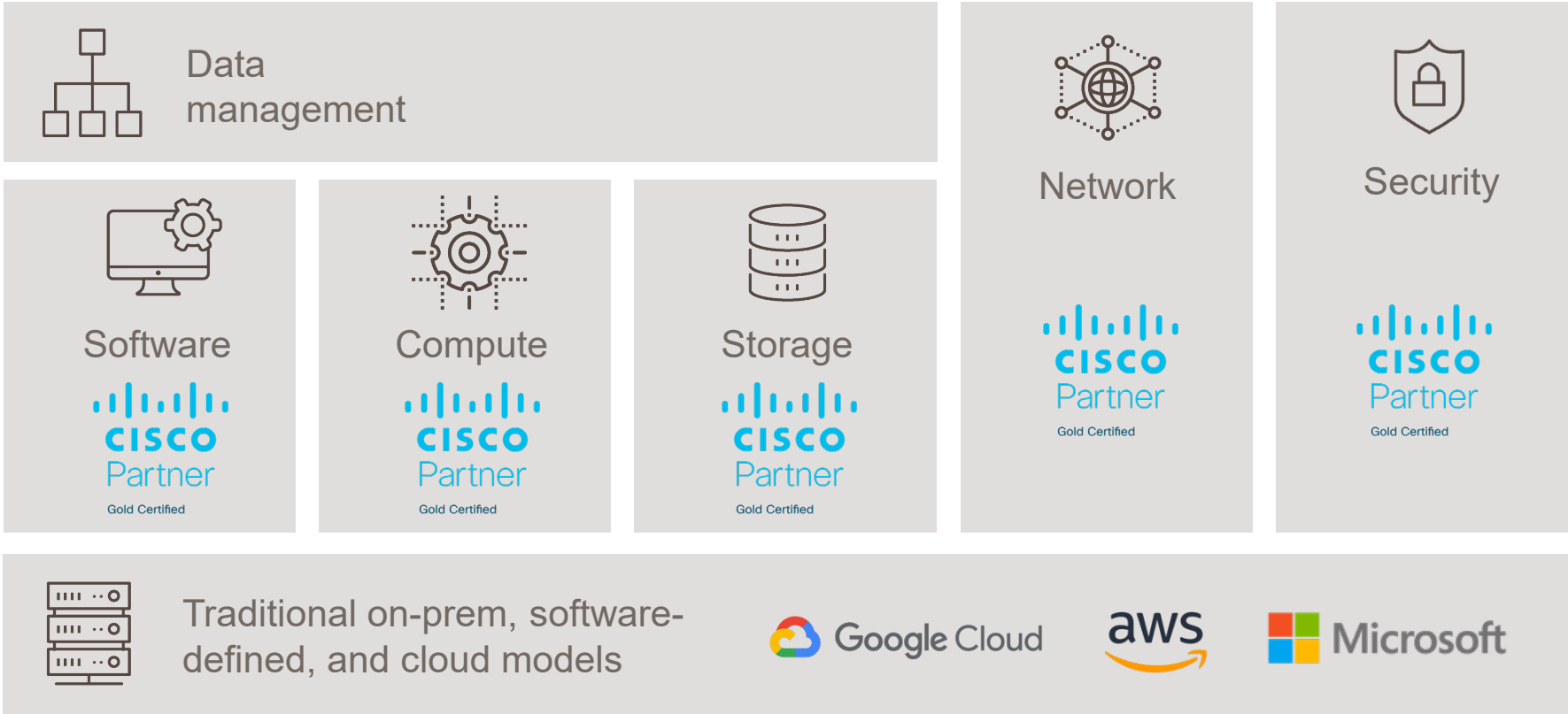
- Reduces financial risks
- Simplifies capacity planning
- Offers more flexibility

# Creating a complete solution as a service (delivered by Insight)

Insight provides comprehensive support for the entire As a Service solution. Our skilled resources can handle most challenges — support is escalated to vendor level only as needed.

## Modern Platforms

- Consulting Services
- Professional Services
- Managed Services
- Support Services





# Introducing Cisco Plus

## Rethink cloud operations

### Simplicity

Ensure the application experience while cost-effectively managing cloud and on-premises resources



### Agility

Intelligent consumption lets you continuously right scale your hybrid cloud environment on-demand



### Choice

Locate your workloads in the cloud or on-prem as business and architectural requirements demand and avoid lock-in



NEW

HyperFlex



Networking

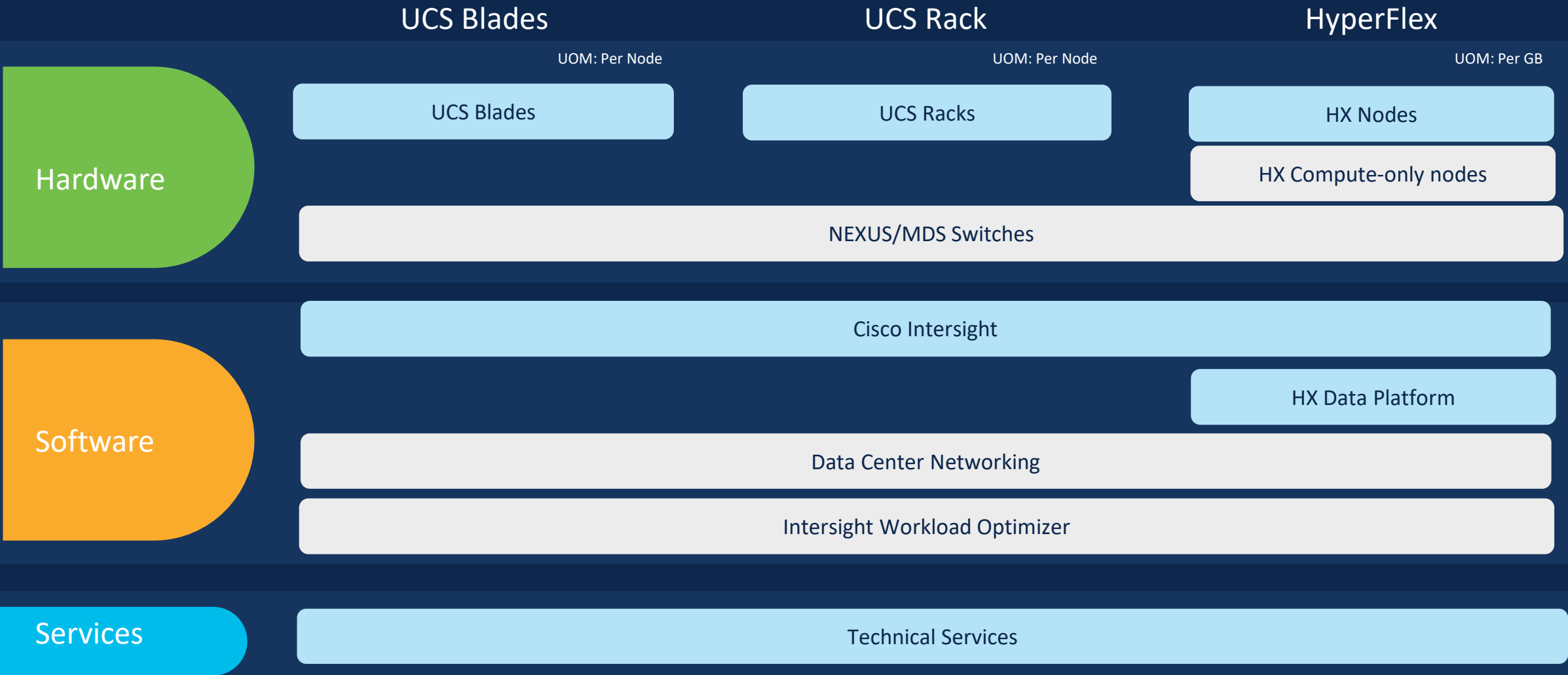
Compute

HyperFlex  
Storage



# Cisco Plus components

 Optional





# Capabilities enable “aaS” transactions

## Consumption Metrics

Flexible Committed Payment

Variable Payment

Term

Asset Ownership

## Description

Minimum to 100% Commitment – (Example 50% base commitment)

Variable (Up and Down & Up Only ) – (Based on daily usage)

3- & 5-Year Term; Billed Monthly

HW owned by Cisco local entity

## Customer Experience

Rapid Self Service

Immediate availability  
of infrastructure

Simplified Customer  
Experience

Single agreement  
& clear visibility

Proactive Capacity  
Management

Track & drive  
consumption  
utilization

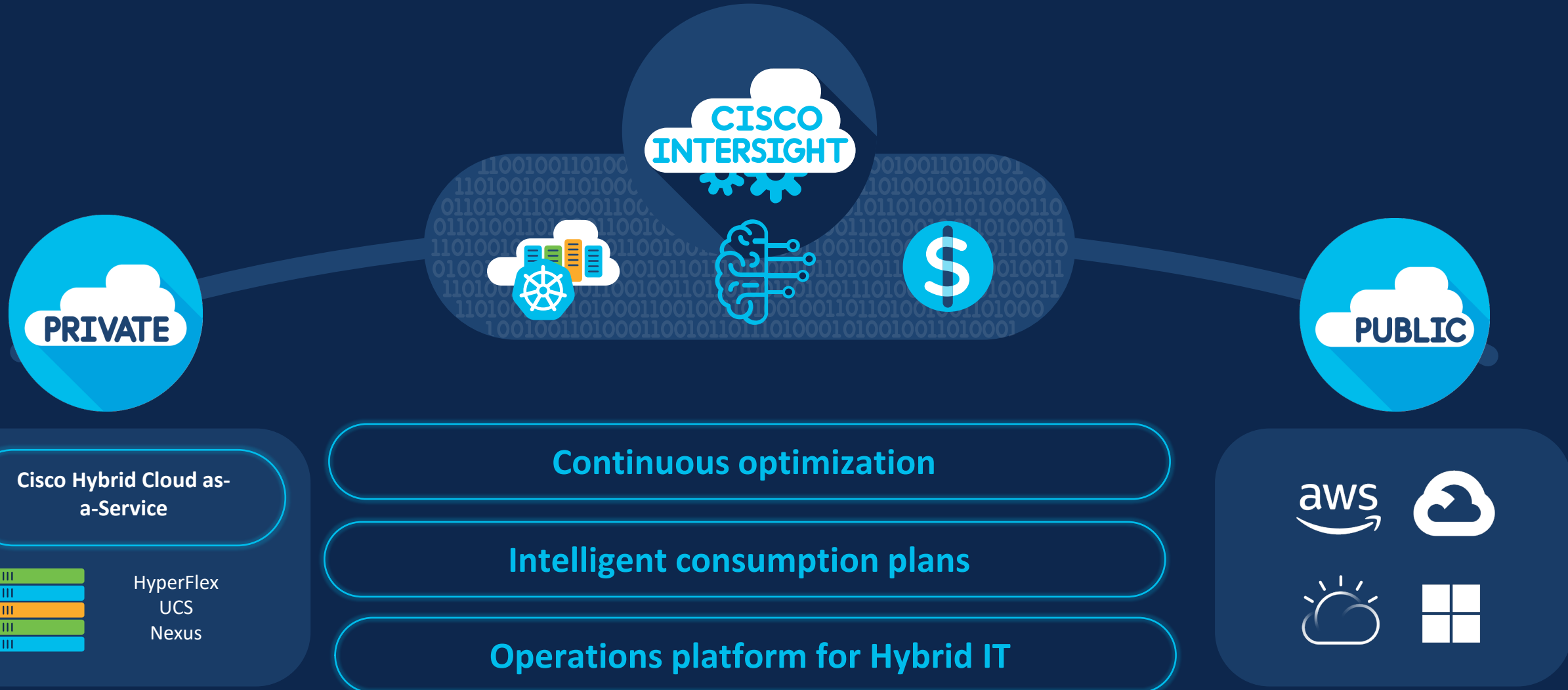
Predictable Costs

Proactive planning &  
predictable spend

Flexible Service







Base level through full  
service

# Cisco simplifies hybrid cloud operations



# A tiered managed services model

As a Service offerings are available with your choice of service level provided by Insight. Each leverages our proven managed services model that delivers innovation in IT operations.

	Service management process	Value proposition/How to measure			
 <b>Implement</b>	Projects	Project services as needed	<b>SOW/Service hours</b>		
 <b>Optimize</b>	Capacity, performance, and enhanced cost management	Continual optimization	<b>Premier services</b>	<b>Add-on services</b>	
	Service continuity management	Expert analysis			
 <b>Resolve</b>	Problem management	Reduce incident resolution time	<b>Advanced services</b>		
	Change enablement	Increase governance and reduce risk			
	Request fulfillment (standard changes)	SLO-driven standard changes			
	Incident management	SLA-driven			
 <b>Secure</b>	Patch management	Keep up-to-date			
 <b>Notify</b>	Monitoring and event management	Meaningful notifications			
	Service configuration management	Maintain visibility to environment			
 <b>Support</b>	Billing and client success management 24/7 technical support Basic optimization	Core services to get up and running with reactive support	<b>Essentials services</b>		

## Premier services

- Everything included with Advanced, plus:
  - Continuity management
  - Capacity planning and performance reviews
  - Infrastructure assessments and key business activity reviews

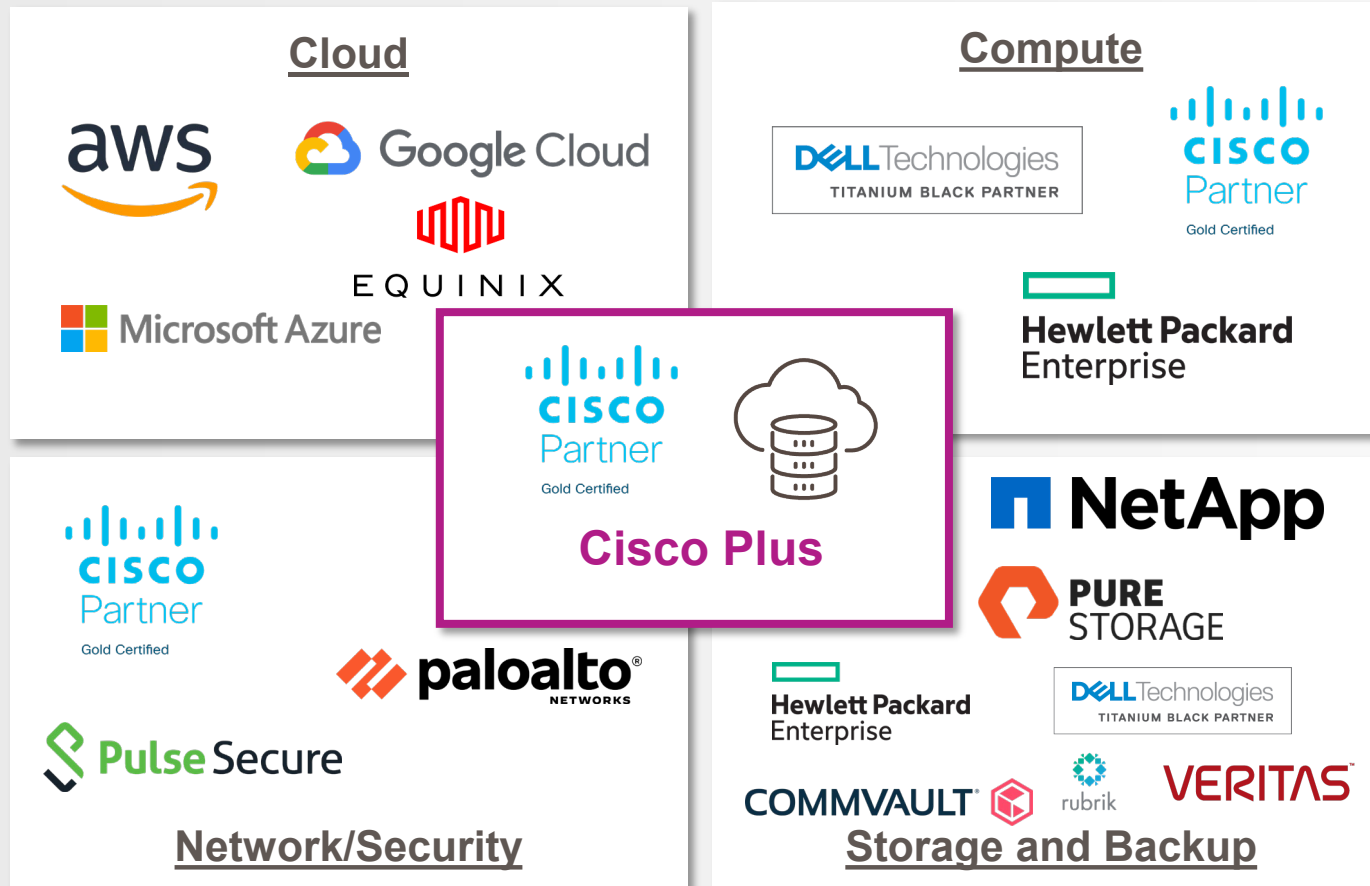
## Advanced services

- Everything included with Essentials, plus:
  - Proactive monitoring and event management
  - Incident and problem resolution
  - OS and common application patching
  - Change management

## Essentials services

- Unlimited technical support (24/7/365)
- Escalation to vendor if needed
- Insight tools and platforms
- Customizable cost notifications and alert thresholds
- CMDB (single system of record) across all platforms

# Complete services in a single partner



## Market rapidly expanding

- Many start with storage and expand to aaS for all infrastructure.
  - Compute
  - Data Protection
  - Network

## Portfolio companies are not a threat

- We can provide full portfolio
- Portfolios coming but slow

## Strategic solutions for Keystone

- FlexPod
- FlashStack
- Cloud integration
- Hosted

Thank you



Cisco  
Commitment  
to Transform IT

“We will accelerate the transition of the majority of our portfolio to be delivered as-a-Service.”

**Chuck Robbins,**  
Cisco Chairman & CEO





# What can customers expect

## CISCO PLUS



Partner-led strategy  
for global scale



Complete solutions  
backed by Cisco



Flexible buying with  
choice and control



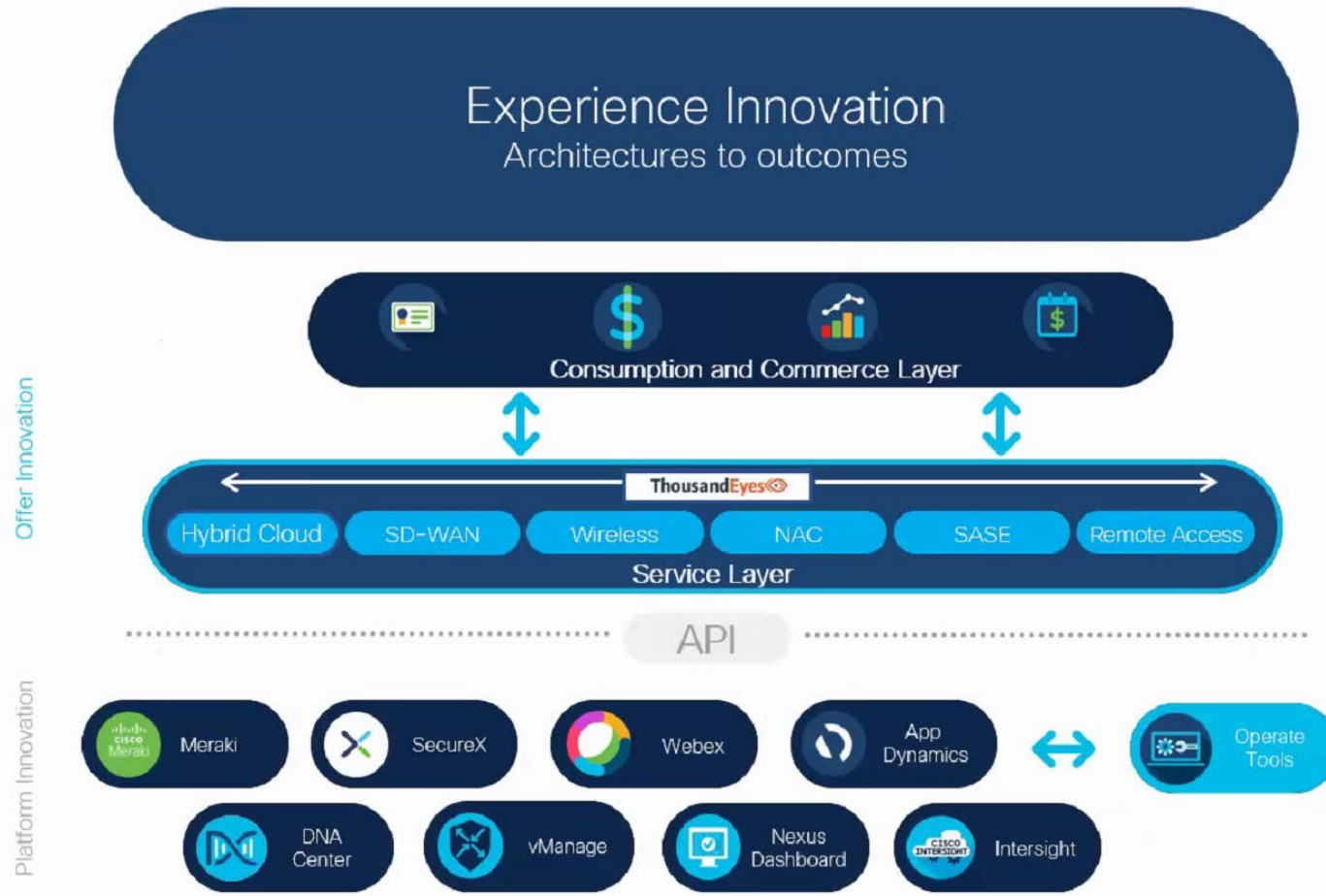
Simplified experience powered  
by cloud native technologies



Predictable costs  
and outcomes

# Leading the as-a-Service transition

## Future engagement platform



## CISCO PLUS



**X-architecture solutions**  
Integrating cross portfolio technologies to solve the most important problems business fact today



**E2E experience**  
Tailored to persona needs across the entire Cisco portfolio; customer and partners



**Flexible consumption**  
Pay per use with consistent and predictable approach to usage reporting, metering and billing



**Marketplace**  
Storefront for Cisco and Partner Offers, Service Catalog



**Open and extensible**  
Ability for Partners to innovate via pluggable API framework