Cisco Plus Hybrid Cloud
Delivered by Insight
Insight’s Go-to-Market

Digital Innovation
Engage your customers & empower your team with digital experiences.

Cloud & Data Center Transformation
Provide guidance, technical expertise and managed services to solve IT challenges.

Connected Workforce
Connect and empower your team with technology to work smarter.

Supply Chain Optimization
Optimize & simplify technology investments to drive business transformation.
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.1

71% of business leaders are planning cost reduction initiatives over the next 24 months, despite technology implementation and transformation also being top priorities.2

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).2

15%+ By 2022, 15% of new deployments of on-premises computing will involve pay-per-use pricing, up from less than 1% in 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.3

Sources:
1. Predictions 2020, Forrester
2. Gartner – September 2019
3. IDC – October 2019
## CapEx vs. OpEx vs. As a Service vs. cloud consumption

<table>
<thead>
<tr>
<th>CapEx</th>
<th>OpEx</th>
<th>As a Service</th>
<th>Cloud consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>• All upfront cost</td>
<td>• Typically a lease</td>
<td>• Lower initial outlay</td>
<td>• Lowest initial outlay</td>
</tr>
<tr>
<td>• Maintenance optional</td>
<td>• FASB rules for reporting</td>
<td>• Flexes up and down</td>
<td>• Most flexibility (infinite capacity)</td>
</tr>
<tr>
<td>• Pay for all regardless of used</td>
<td>• Need minimum spend</td>
<td>• Could be lowest cost if workload is highly variable</td>
<td>• Flex up and down</td>
</tr>
<tr>
<td>• Higher initial outlay</td>
<td>• Lower monthly costs but can only flex up</td>
<td>• Could be higher cost if workload is static</td>
<td>• Could be lowest pricing if managed properly for variable workloads</td>
</tr>
<tr>
<td>• Likely lower long-term cost</td>
<td>• Could affect profit reporting</td>
<td>• Not a lease</td>
<td>• Could be highest pricing</td>
</tr>
<tr>
<td>• Need &quot;evergreen&quot; program to avoid forklift</td>
<td>• More expensive in the long run</td>
<td></td>
<td>• Significant “hidden” costs (ingress, egress, API, etc.)</td>
</tr>
</tbody>
</table>
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.
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
# Cisco Plus components

## Hardware
- **UCS Blades**
  - UOM: Per Node
- **NEXUS/MDS Switches**
- **Cisco Intersight**

## Software
- **Data Center Networking**
- **Intersight Workload Optimizer**
- **HX Data Platform**

## Services
- **Technical Services**

## Optional Components
- **HX Nodes**
- **HX Compute-only nodes**

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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

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Cisco simplifies hybrid cloud operations

Continuous optimization

Intelligent consumption plans

Operations platform for Hybrid IT

Cisco Hybrid Cloud as-a-Service

HyperFlex
UCS
Nexus

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## 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.

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

### 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

### Advanced services
- Everything included with Essentials, plus:
  - Continuity management
  - Capacity planning and performance reviews
  - Infrastructure assessments and key business activity reviews
  - Proactive monitoring and event management
  - Incident and problem resolution
  - OS and common application patching
  - Change management

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

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.
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
“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

Experience Innovation
Architectures to outcomes

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