Insight | Cloud + Data Center Transformation

As a Service
Delivered by Insight
Cisco Plus Event

As a Service

- Excited to share update on how as a Service is changing how many organizations view:
  - IT Consumption (cloud like vs. CapEx)
  - How aaS bridges cloud strategies (bring cloud to you)
  - *This removes risk from complex decisions*
- Insight is leading with MANY industry leaders
  - We can help create multi-vendor aaS solution
  - Insight delivers aaS to our clients via a Managed Service
- The market was led by storage as a service
  - Pure, NetApp and others in 2020
  - Clients adopting but want more (compute, network, data protection)
- Cisco announced Cisco Plus March 2021
  - Starting with compute (FlexPod, FlashStack)
  - Roadmap to network, SASE etc 2H
  - Completes many client's consumption needs
- Hockey fans to meet Mike Modano

Gartner's take on the market opportunity

"The capex model acts as a throttle on innovation.

I&O leaders must be willing to move beyond legacy practices and mindsets to embrace trends that profoundly impact infrastructure strategies."

"By 2025,
more than 40%
of all on-premises IT storage administration and support costs will be replaced by managed STaaS, up from less than 5% in 2020."
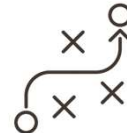
"By 2025,
more than 70%
of corporate enterprise-grade storage capacity will be deployed as consumption-based service offerings, up from less than 40% in 2020."

Source: Gartner, Enterprise Storage as a Service Is Transforming IT Operating Models, Jeff Vogel and Robert Preston, 2 March 2021.

Client drivers for As a Service offerings

Shift from CapEx to OpEx, consumption-based models

Pay only for storage that is used

Scale rapidly up/down to accommodate business fluctuations

Eliminate hardware administration and support costs

Free up staff to focus on strategic initiatives

Enhance on-premises performance while supporting hybrid IT initiatives

Gain access to new and emerging technologies to drive IT modernization plans

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# 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
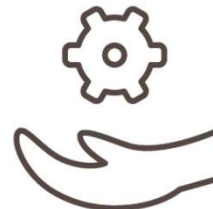
As a Service

- 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.)

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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

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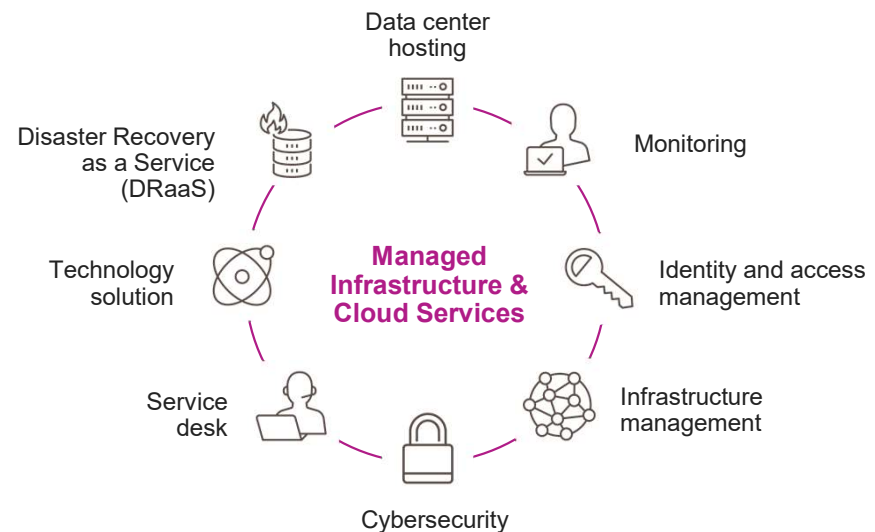
As a Service offerings

Service-based pricing

- Service level pricing upfront
- No defined hardware configuration
- No specific terms (minimum)
- No exit fees
- Can move up or down — utilization
- OEM owns assets
- Lower risk
- Client is purchasing OpEx service

Cloud storage
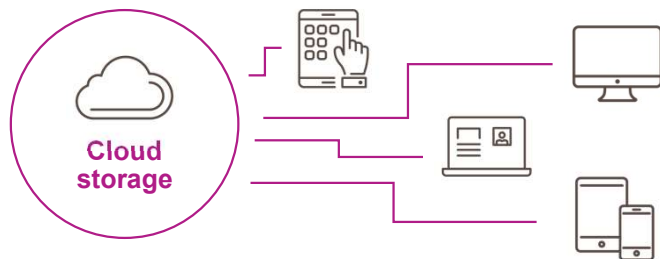
Configuration-based pricing

- Pricing based on a configuration
- Starts with a hardware configuration
- Terms apply (financing)
- Termination fees

- Fixed usage through term (grow?)
- OEM (HPE, Dell) or finance (LIT)
- Risk to Insight low?
- May be deemed a lease by client

Data center hosting

Disaster Recovery as a Service (DRaaS)

Monitoring

Technology solution

Managed Infrastructure & Cloud Services

Identity and access management

Service desk

Infrastructure management

Cybersecurity

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Insight can help

Whether on-premises or in a hybrid cloud, As a Service offerings delivered through Insight CDCT help you increase flexibility and reduce risk.

Service-based pricing

NetApp
NetApp Keystone™ — On-premises storage services with cloud consumption model

PURE STORAGE
Pure as-a-Service™ — Storage as a Service with cloud consumption

CISCO Partner
Gold Certified
Cisco Pus™ — Compute and HCI as a Service with cloud consumption

Cisco Plus

Cisco Plus As-a-Service

- As-a-service
- Monthly per Server
- Cisco owns asset

Cisco Plus Cisco Hybrid Cloud as-a-Service

- UCS Blades
- UCS Servers
- HX Nodes
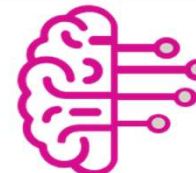
Delivered by Partners

- Partner MS Solution
- X-architecture (FlexPod)
- Integrated with Partner Service Catalogs

Cisco Plus (CISCO Partner Gold Certified) **+** **NetApp Keystone** **=** **FlexPod as-a-service**

Add Compute to Storage as a Service
✓ Align to Storage as a Service
✓ Deliver a complete solution to client

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

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

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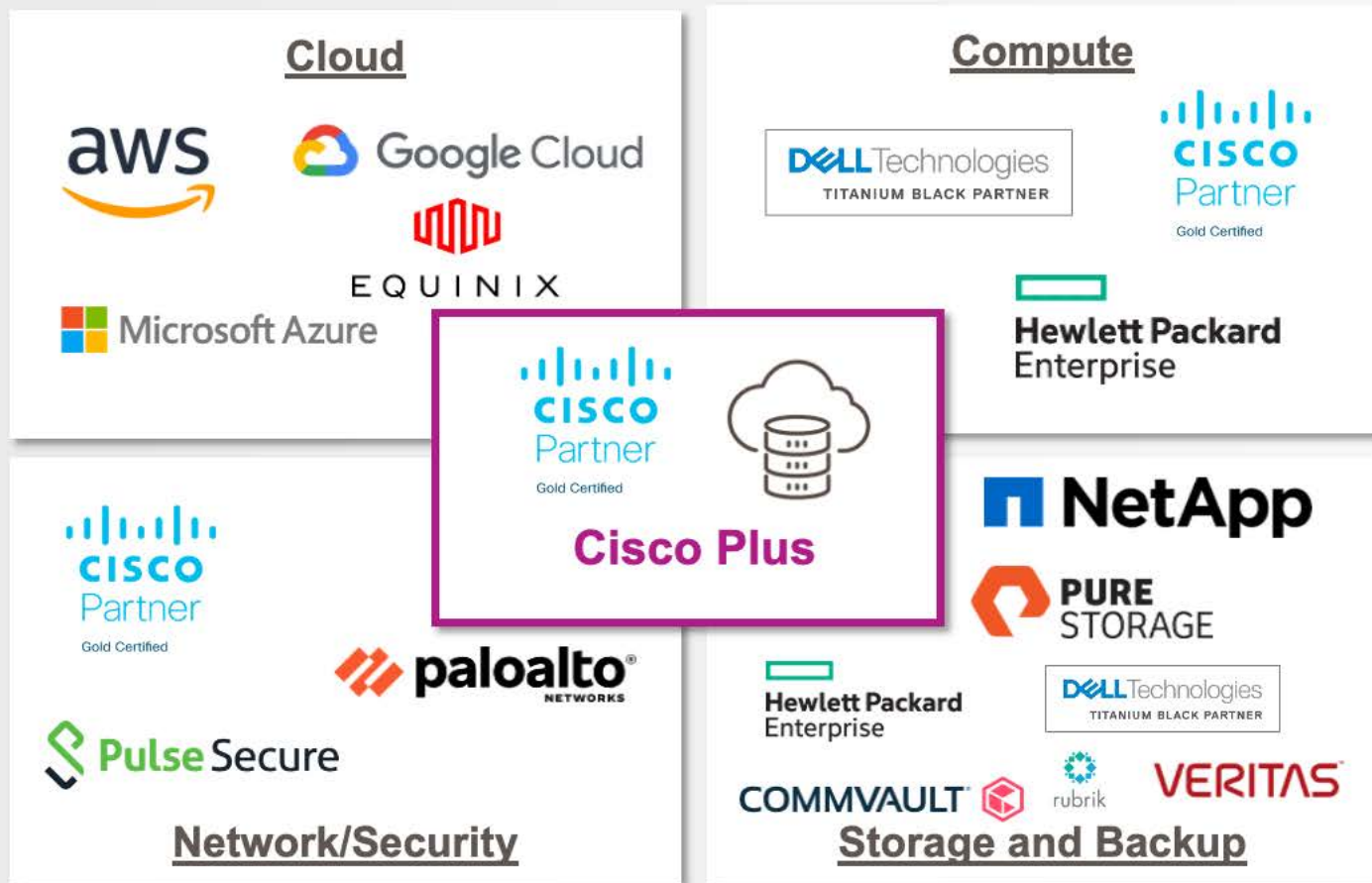 - Infrastructure assessments and key business activity reviews

Advanced services
- Everything included with Essentials, plus:
  - Unlimited technical support (24/7/365)
  - Incident and problem resolution
  - OS and common application patching

Essentials services
- Insight tools and platforms
- Real-time performance and capacity monitoring
- Customizable notifications and alert thresholds
- CMDB (single system of record) across all platforms

Additional Information Cisco Plus

We are VERY engaged with Cisco and vice versa.

https://crntv.crn.com/detail/video/6248602018001/cisco-global-channel-chief-on-the-partner-perks-with-cisco-plus

We do know a lot about Cisco Plus:

Cisco Announcement:
We also have a quote from Juan in their official press release: https://newsroom.cisco.com/press-release-content?type=webcontent&articleId=2150489

We are linked here in their blog: https://blogs.cisco.com/partner/cisco-plus-how-the-brand-comes-to-life-through-partners

And our blog: https://www.insightcdct.com/CDCT-Blog/March-2021/Cisco-Plus-Drives-Hybrid-Cloud-Agility

Lead CRN article featuring Insight. This is circulating at both NetApp and Cisco:
https://www.crn.com/news/networking/cisco-as-a-service-strategy-is-taking-a-giant-leap-forward-partners