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

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

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

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 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

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

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

### 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
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
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


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