

Cisco Data Center for Cloud Consumption Services



Overview: Bringing Cloud Services Out of the Shadows

You probably know that business units and departments in your organization may be contracting for public cloud services without going through IT, in what's known as "shadow IT."

You'd know for sure if you could see all the cloud services that employees access from one dashboard, even the shadow IT. You'd also know how much is being spent on cloud services, and by which business groups. And whether you face a business risk or compliance issue with a new cloud service. With that knowledge, you could institute the right processes and governance to select and launch new cloud services quickly to help your business innovate and grow.

Cisco® Data Center for Cloud Consumption Services gives you this level of knowledge and control – and more. With these software-enabled professional services, you will get full visibility of your organization's public cloud use. And these services typically discover 5 to 10 times more cloud services than have been authorized by IT.

Our cloud experts can give you the right expertise to help you govern your cloud adoption so you can gain more control over cloud usage. Use these services to get critical public cloud consumption information and set up the right governance processes to help you:

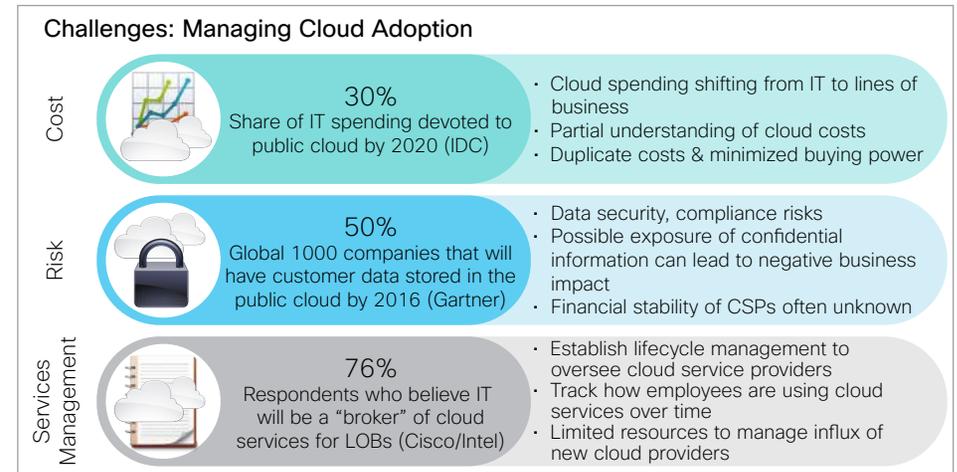
- Reduce risks and costs
- Implement stronger cloud management practices
- Gain more control over cloud adoption and make more informed decisions
- Improve business agility

There are two cloud consumption services options to meet your specific needs:

- **Cisco Data Center Assessment for Cloud Consumption Service** – a one-time assessment that reveals what cloud services are being used in your business and clearly details your cloud usage, costs, and risks.
- **Cisco Data Center Optimization for Cloud Consumption Service** – an annual subscription that helps you implement better ways to govern cloud services, continually assess what public cloud services are being used in your business, and reduce your risks and costs.

The Trend Is to Clouds

Figure 1. The Future Lies in Clouds – and Managing Them



As shown in Figure 1, Gartner predicts that by 2016, 50 percent of Global 1000 companies will have customer data stored in the public cloud. IDC predicts that 30% of the IT budget will be spent on cloud by 2020. That probably doesn't surprise you. But what might be surprising is learning how much shadow IT exists in an organization.

For example, a global equipment manufacturer discovered that employees were using over 630 cloud applications, representing spending of nearly \$1M. Some 90 percent of them were unauthorized. And a North American municipality that heavily restricted internet and cloud service usage to reduce risk nonetheless found that employees were using over 220 CSPs, of which only 11 were authorized.

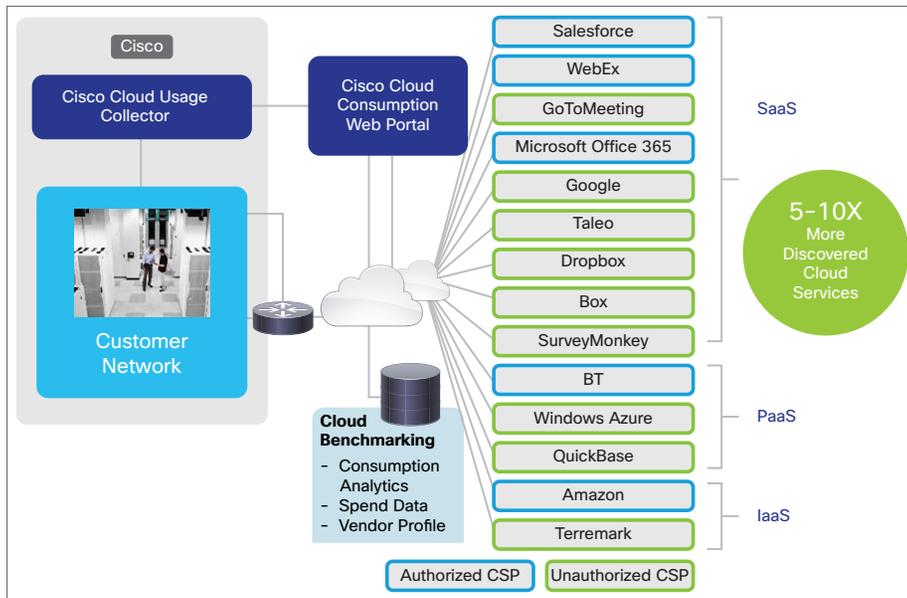
Looking to the future, companies will have to understand more clearly the needs of their employees for cloud services and introduce public and hybrid services to satisfy them. In fact, 76 percent of respondents to a Cisco-Intel survey believed IT will become a broker for cloud services for their clients. IT departments may need to develop new skills, tools, and processes to manage a mix of public and private clouds.



Cisco Data Center for Cloud Consumption Services

Cisco Data Center Services for Cloud Consumption can help you manage cloud adoption in every phase of the journey.

Figure 2. We Help You Identify Authorized and Unauthorized Services



Cisco Data Center Assessment for Cloud Consumption Service

You can use the assessment service to ascertain cloud usage across your entire organization, as illustrated in Figure 2. With this information, our cloud experts will help you identify and manage cloud security risks and compliance issues. We will also help you determine what you're really spending on cloud services and identify ways to save money. Finally, we will provide suggestions on new processes and best practices for managing cloud vendors.

The assessment, which is done over a period of eight weeks, includes a cloud readiness assessment, cloud consumption discovery, web portal access, and a cloud usage assessment workshop and report. We use data collection tools to observe network traffic, discover cloud services being used by your employees, and provide analytic information on cloud usage.

You can access reports and analysis through a dashboard on the web portal. In addition, our cloud experts will conduct a cloud usage assessment workshop. The workshop and corresponding report explain how your organization is using cloud, outlines how you can manage risks and reduce costs, and shares cloud governance best practices.

What's the Value to My Business?

With the Cisco Data Center Assessment for Cloud Consumption Service, you can:

- **Understand how cloud is being used in your organization** by discovering unknown cloud services.
- **Manage risks** by identifying cloud security risks and compliance issues.
- **Reduce costs** by determining what you're really spending on cloud. Find ways to save money by consolidating or discontinuing services.
- **Become more agile** by applying best practices for managing cloud service providers.
- **Work better with lines of business** by understanding and addressing their needs for public cloud services.

Cisco Data Center Optimization for Cloud Consumption Service

Cisco Data Center Optimization for Cloud Consumption Service helps you make the best use of cloud services. During the year-long subscription period, we'll give you the tools and information you need to manage cloud services end-to-end. You'll gain more control over cloud usage. You'll learn to act as a broker for public cloud services to your internal clients. And you'll learn a lifecycle approach to governing cloud services and delivering them faster.

As with the assessment service, we use data collection tools to observe network traffic and show you cloud services used regularly by your employees. We also provide you with analyses of cloud usage over time. You can use the web portal to access reports, trending information, and analysis, and you can set up trigger-based alerts. With the usage information, we will help you identify and manage cloud security risks and compliance issues, discover what you're really spending on cloud, and find ways to save money.

Our experts work throughout the year to help you develop an approved vendor list of cloud service providers and establish an organizational model to govern your cloud usage. We will also help create a technology and budget roadmap that helps you deliver cloud services faster so you can become more responsive to business needs.



What's the Value to My Business?

The Cisco Data Center Optimization for Cloud Consumption Service will help manage your cloud adoption and help you:

- **Become more agile** with improved processes to govern cloud service providers. Implement quicker ways to select and launch cloud services to meet business needs.
- **Understand how cloud is being used in your business** by finding unknown cloud services. Get a real-time view of your cloud service use, and spot trends over time.
- **Develop a hybrid cloud strategy** that helps accelerate meeting your business goals.
- **Manage risks** by identifying cloud security and compliance risks.
- **Reduce costs** by learning what you are really spending on cloud. Save money by consolidating or discontinuing services. Reduce new service introduction, cloud vendor management, and audit costs.
- **Work better with lines of business** by understanding public cloud needs and responding faster to new requests.

Availability

The Cisco Data Center for Cloud Consumption Services is available globally. Contact your local Cisco account manager or channel partner for availability in your area.

Why Cisco?

Delivered by Cisco and our Cisco channel partners, Cisco service engagements overall can result in measurable business gains for customers, who have achieved benefits such as 15–20 percent faster acceleration to revenue; 30 percent lower infrastructure costs; 50 percent faster disaster recovery; and 90 percent reduction in deployment time. And according to a recent IDC survey, Cisco professional services were the most widely used services across all three cloud categories: applications, application platforms, and infrastructure. We can help your business innovate and grow, with less risk and cost.

In addition, Cisco has decades of experience in networking, network fabrics, and data centers. Now we are using that experience to help our customers with leading cloud solutions. With Cisco InterCloud, customers can build highly secure hybrid clouds and extend their existing data center to public clouds as needed and on demand. Overall, we have more than 28 years of experience in networking, more than 50 million installed devices, and 6 million customer interactions each year.

For More Information

Service details can be found at <http://www.cisco.com/go/cloudconsumption>

For information about Cisco Services, visit <http://www.cisco.com/go/dcservices>

To understand how Cisco can help you create a hybrid cloud, go to <http://www.cisco.com/web/solutions/cloud/index.html>