

Explore Your Cisco Data Center Opportunity

Now is the time for Partners to team up with Cisco to address this massive opportunity:

\$3.7 trillion

According to Gartner, Worldwide IT spending forecasted this year

\$80 billion

Data Center's worldwide market – and growing

\$10 billion

Cisco Data Center is leading the industry's growth

Don't miss out – learn about selling Cisco Data Center today!

Why Cisco?

For over 30 years, the network has been the foundation of Cisco's business. From the campus to the data center and integrating all the necessary security, no one can match Cisco. Cisco's reputation and leadership is well-established and valuable as evidenced in the **July 2018 Magic Quadrant for Data Center Networking**. Cisco was positioned as a "Leader."

One of the reasons for Cisco's leadership in Data Center networking is our deep understanding of the market, including the trends around multicloud, and Cisco solutions that help customers address it. Here are four reasons you should partner with Cisco in helping your customers on their multicloud journey:

1

The overall multicloud opportunity is growing.

The endless

explosion of apps is leading customers to transition to the multicloud (on-premise, public, private, hybrid) discussion.

93% of organizations

will use services from multiple cloud providers within the next 12 months. *(According to June 2018 IDC report)*

67% of enterprise IT

infrastructure and software will be dedicated to cloud-based applications and services by 2018 *(IDC estimates)*

2

Cisco Data Center helps your customers transition to multicloud seamlessly.

Cisco Data Center solutions capture the intent of users and applications, and interpret the context of every app transaction, user experience, and infrastructure use. Cisco Data Center solutions **Learn, Adapt, and Protect** through:



Modernization

Cisco delivers an agile infrastructure that is programmable and automated to ensure smooth migration to hybrid IT cloud and operations with seamless workload mobility across multiple clouds.



Automation

Cisco enables intent-based IT operations, reduced cost, operational efficiency and enhanced workload management ensuring faster application deployment.



Security

Cisco offers pervasive protection across applications, workloads and users, including flexible security-as-a-service options.

3

In a multicloud universe, Cisco is multi-steps ahead of the competition.

The comprehensive Cisco Data Center portfolio includes:



Infrastructure

Software-defined compute, storage, and data center networking and industry leading Nexus® Switches, MDS Storage Area Networking Switches, the award winning Cisco Unified Computing System™ (UCS) with blade, rack, storage, and multinode servers, and our 2018 Forrester Wave leader in hyperconverged infrastructure, Cisco HyperFlex™



Private Cloud

Open, policy-driven, and automated control through Cisco Application Centric Infrastructure (ACI), scalability through Cisco Workload Optimization Manager (CWOM), and management through Cisco Intersight.



Public, multicloud, and SaaS

Cisco CloudCenter™ unifies on-premises data centers, public clouds, and multicloud environments. AppDynamics® and ACI make sure applications perform optimally—big environment or small.



Analytics and security

Cisco Tetration Analytics™ provide real-time visibility and defense across multicloud environments.

4

Cisco leads with Partner Profitability.

With over 85% of Cisco DC business being delivered through Partners, Cisco recognizes the importance of building partner profitability into every aspect of their GTM. There are many ways to boost their revenue/profits selling Cisco Data Center such as recurring subscriptions along with a variety of Professional, Installation and Managed Services. Whether you offer your own or resell Cisco's Services, these are an important and profitable part of any Data Center sale.

over 85%

of Cisco's Data Center business delivered through Partners

IDC estimates that by 2021:

\$19.7 billion

consulting/professional services for worldwide data center infrastructure

+

\$39.7 billion

integration services

=

\$60 billion

total in service revenue

Below are just a few of the ways Cisco incents and rewards partners for specific Data Center sales motions that boost Partner Profitability:

- **Net New customer acquisition;** Re-activating dormant accounts
- **Hunting and Teaming** Incentives for new business
- **Competitive replacement** of servers and HCI opportunities
- **Migration** discounts to replace the competition of to refresh older Cisco equipment
- Offering deep discounts for **first time buyers** of select Cisco products
- Predictable and lucrative **back end rebates** for selling strategic SKUs

Learn more about all Cisco's Partner Programs for Data Center here.

Lastly, customers want flexibility in how they purchase.

With Cisco, you can offer your customers the option to spread the cost of their Data Center over 3, 4, or 5 years and pay monthly, at as low as 0%*. **Find out more here.**

*Country-specific terms and conditions apply. Please speak with your Distributor for more details.



Above all, Cisco is easy to work with. No one invests in your success like we do.
Begin your journey today in building out a profitable Data Center Practice with us.

Let's get started!