

Turn IT Challenges into IT Opportunities

Cisco, EMC, and Microsoft Join Forces to Enable a Data Center Strategy for the Future

Executive Summary

Today's businesses demand a data center that simplifies their business strategies. To effectively deliver end user services in popular virtualized and cloud environments, organizations require data center solutions that are flexible, scalable, and easy to manage.

As cloud environments become more widespread, tighter partnerships are being forged between IT providers to meet these organizational needs. Cisco, EMC, and Microsoft are working closely to make the virtual data center work more effectively to help organizations improve their business outcomes.

In this white paper, you will learn how Cisco, EMC, and Microsoft have integrated best of breed technologies to unify computing, networking, and storage resources into a single platform. This integrated infrastructure simplifies data center operations and delivers high levels of performance, availability, and scalability for virtualized business applications.



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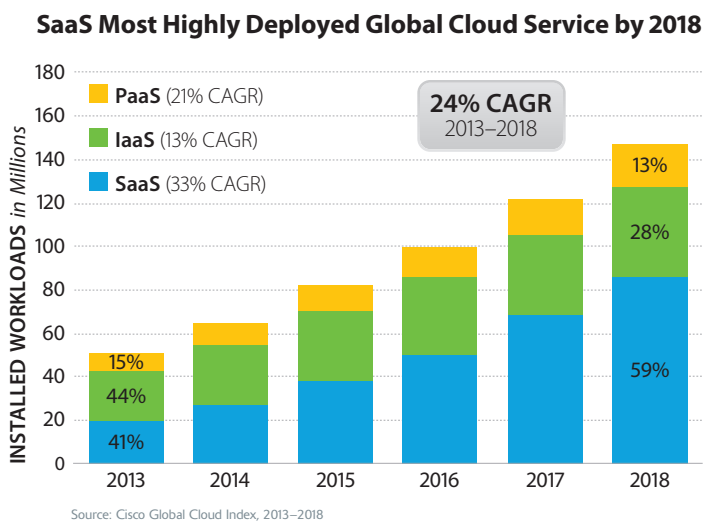
Advance to a Modern Data Center

There is a lot of complexity in today's data center, and inflexible infrastructures keep many organizations from achieving their operational goals. With Windows Server 2003 end of life, businesses now have an opportunity to refine their IT strategy. However, IT professionals often find it difficult to employ best of breed technology with a holistic solution that's validated and verified so that they know it will work together. In an effort to reduce costs and improve service delivery, more and more organizations are moving to a modern data center—traditional, cloud-based, or a combination of both—that is more agile, simple, and efficient to meet their business needs. And, many thrive with the benefits of a unified solution.

Accelerate the Value of Virtualization

IT as we know it is evolving. Businesses are on a transformation journey that often starts with virtualization and includes some type of cloud computing model. Cisco predicts that by 2018, 28% of the total cloud workloads will be Infrastructure-as-a-Service (IaaS) workloads, and 13% of the total cloud workloads will be Platform-as-a-Service (PaaS) workloads.¹

The following graphic provides a comparative analysis of IaaS, PaaS, and SaaS (Software-as-a-Service) forecasts from 2013 to 2018.



The benefits of cloud computing and virtualization—reducing costs, increasing operational efficiency, and optimizing IT environments—are hard to ignore. With the cloud computing and virtualization trend growing stronger, new technology must support continuous integration, enabling cloud-based applications to quickly change for evolving business needs. Cisco, EMC, and Microsoft technologies combined to provide a high-performance, fully integrated, and flexible infrastructure to help you fast track your journey to virtualization.

¹ Cisco Global Cloud Index: Forecast and Methodology, 2013–2018.

Seamless Collaboration

These technologies have been scaled to work together and built with a reference architecture design approach, so the end user can have high confidence that all the different pieces of compute, networking, storage, virtualization, and management can all work together. This is a fully tested converged infrastructure solution where users can expect lower costs of design, implementation, and support.

Increase Business Agility and Operational Efficiency

Cisco Data Center Solutions for Cisco, EMC, and Microsoft VSPEX, a complete, modular virtualization solution, can help you deploy virtual machines of various sizes to meet application needs. These unified, flexible solutions can be easily scaled, optimized for a variety of application workloads, configured for virtual desktop applications, or enhanced for mixed application and cloud environments—all while helping businesses reduce service delivery time from weeks to minutes.

Safeguard Your Network and Gain Flexibility

IDC predicts that by 2016, there will be an 11% shift of IT budget away from traditional in-house IT delivery toward various versions of cloud computing as a new delivery model. By 2017, 35% of new applications will use cloud-enabled, continuous delivery, and take advantage of faster DevOps life cycles to streamline rollout of new features and business innovation.² As cloud computing initiatives continue to grow, protecting business-critical information in public, private, and hybrid cloud environments is a key issue.

Together Cisco, EMC, and Microsoft are embracing new cloud initiatives and helping make cloud environments more secure. Built to satisfy the requirements of the most security-sensitive organizations, Cisco, EMC, and Microsoft VSPEX data center solutions mitigate risk and remove vulnerability from your environment, with powerful and flexible hardware and advanced efficiency, management, and protection software.

Better Together: A Trusted Partnership at the Heart of the Solution

Build your private data center or connect it to the cloud to quickly deploy a variety of application workloads. The data center solution that Cisco, EMC, and Microsoft have created focuses on simplification, security, and scalability to deliver the best-unified infrastructure available for virtualization and cloud computing in all markets.

² 2015–2017 Forecast: Cloud Computing to Skyrocket, Rule IT Delivery.

The virtualization experience is evident in the companies' ability to reduce the amount of required equipment, offer simpler installation, lower cable and cable connection costs, lower power consumption, and ultimately increase performance. The result is a significantly lower cost of ownership for the end user.

PC Connection is your trusted source for all of your data center needs. The experts of our Converged Data Center Practice can provide the solutions you need and help you take advantage of the ultimate converged infrastructure for your custom cloud or virtualized environment.



For more about this innovative Cisco, EMC, and Microsoft solution, watch our video series at www.pcconnection.com/CiscoVSPEX

Time to Modernize Your Infrastructure?

PC Connection's Converged Data Center Practice will make it easy for you to adopt and implement the industry's highest performing infrastructure technologies to keep your data center running smoothly. We support:

- Private and hybrid cloud
- Converged infrastructure
- Data protection and business continuity
- Enterprise disk arrays and storage networking
- Server and desktop virtualization

Attain new levels of agility and flexibility across your data center. Our team can help you realize your new vision and all its benefits.

» Get started at www.pcconnection.com/DataCenterPractice

A Trusted Partner

Navigating the complexities and decision process around data center transformation can be very daunting.

As a leading National Solutions Provider, we've been trusted for more than 30 years to connect people with technology that enhances growth, elevates productivity, and empowers innovation. PC Connection stands ready to deliver, install, and maintain technology nationwide by leveraging our internal professional services expertise and top-tier vendor partnerships.



Cisco Systems Inc. connects people, process, data, and things with products that transport data, voice, and video within buildings, across campuses, and around the world. Cisco delivers business outcomes that help companies as they seek to make the most of the Internet of Everything (IoE) and connect the unconnected.

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With EMC, build an efficient information infrastructure that lets you store, protect, optimize, and leverage your information—from a single email to your production databases. Manage more data, more efficiently. You'll keep your information available and secure—and be ready for growth.



Microsoft Corporation helps people and businesses throughout the world realize their full potential by building best-in-class platforms and productivity services for a mobile-first, cloud-first world.