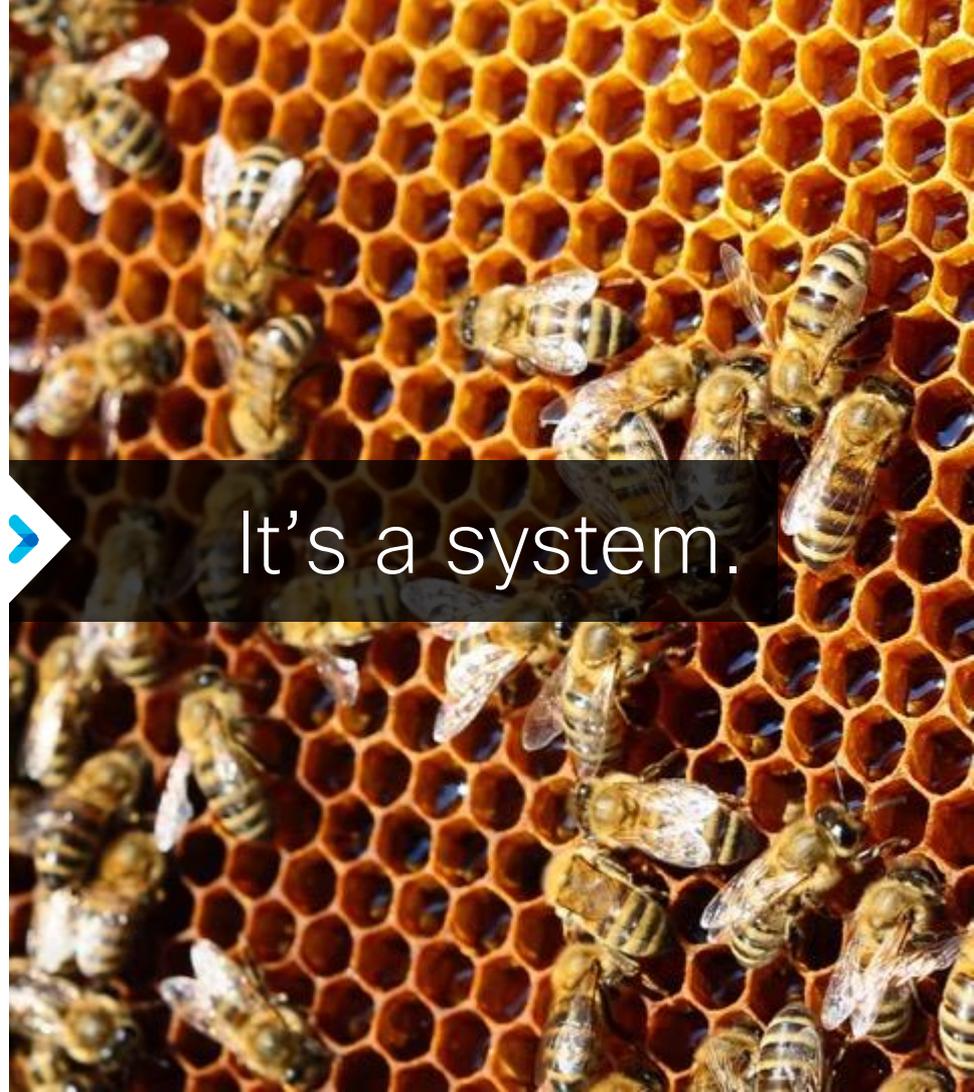




It's not a server.

Cisco UCS



It's a system.

# Cisco Unified Computing System Momentum

#1

Integrated Infrastructure  
(Cisco UCS, Nexus)

150+

World Record  
Performance Benchmark

59,000+

Customers

#1

Americas Revenue  
Market Share in x86 Blades

800 PB

Total Storage Deployed

>85%

of Fortune 500 Have  
Invested in UCS

#2

Global Revenue  
Market Share in x86 Blades

15x

Big Data Revenue  
Growth in 3 Years

1600+

HyperFlex Customers

Source: 1 IDC, 2016 Q3, Nov 2016, Vendor Revenue Share  
Source: As of Cisco Q2FY16 earnings results. Data Center Revenue is defined as Cisco UCS and Nexus 1000V

# Cisco UCS: Driving Better Business Outcomes

## Proven Value and Over 59,000+ Customers Worldwide

“Cisco’s server infrastructure helps us break down data center silos and establish a single compute platform that’s completely integrated with those of other vendors, making us immensely agile.”

Ben Issa  
Head of IT Strategy, ING DIRECT Australia

12 Weeks  
to 10 Minutes

Reduced Provisioning Times



**Cisco UCS**

4x

Better Performance



**Converged  
Infrastructure**

400%

Faster Deployment



**Hyperconverged  
Infrastructure**

12.5x

Faster Queries



**Big Data**

Source: Cisco UCS Changing the Economics of the Datacenter, Customer Case Studies, Cisco UCS Performance Benchmarks

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# Too Many Parts, Moving Too Fast

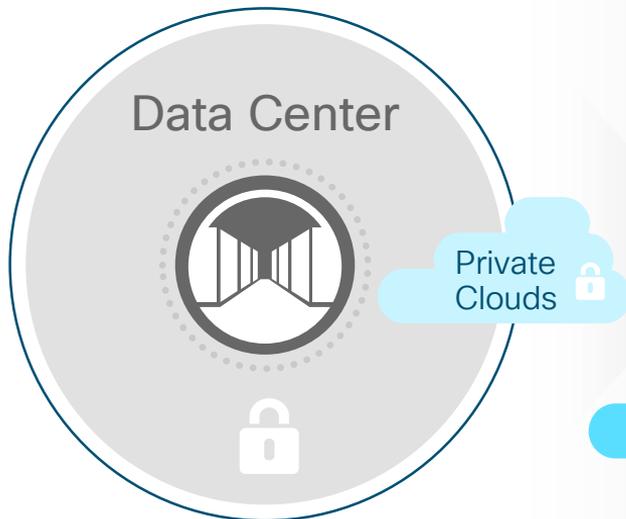
## Risk of Silos

### Edge



## Manual Processes

### Data Center



## Limited Visibility

### Multi Cloud



## Customer Needs

Seamless Data Center  
Extension to Edge and Clouds

Operational Simplicity  
and Automation

Dev Ops Friendly

# Any Workload. Any Scale. One System.



UCS Mini  
E-Series



**ROBO**

Fifth  
Generation UCS



**Component**

UCS Integrated  
Infrastructure Solutions



**Converged  
Infrastructure**

HyperFlex  
Systems



**Hyperconverged  
Infrastructure**

C-Series  
Rack Servers



**Data Intensive**

S-Series  
Storage Optimized



Edge



Core



Cloud

# Cisco's Intent Based Data Center

## Modern IT Infrastructure Must Be Constantly:



### Learning

Continuous infrastructure optimization driven by application analytics



### Adapting

Infrastructure as code:  
Capable of driving changes on a real-time basis as the environment or the app requires



### Protecting

Safeguards applications in multi-tenant environments with policy-based endpoint configuration



### Cisco C-Series



# Fabric Centric Design



## High Performance

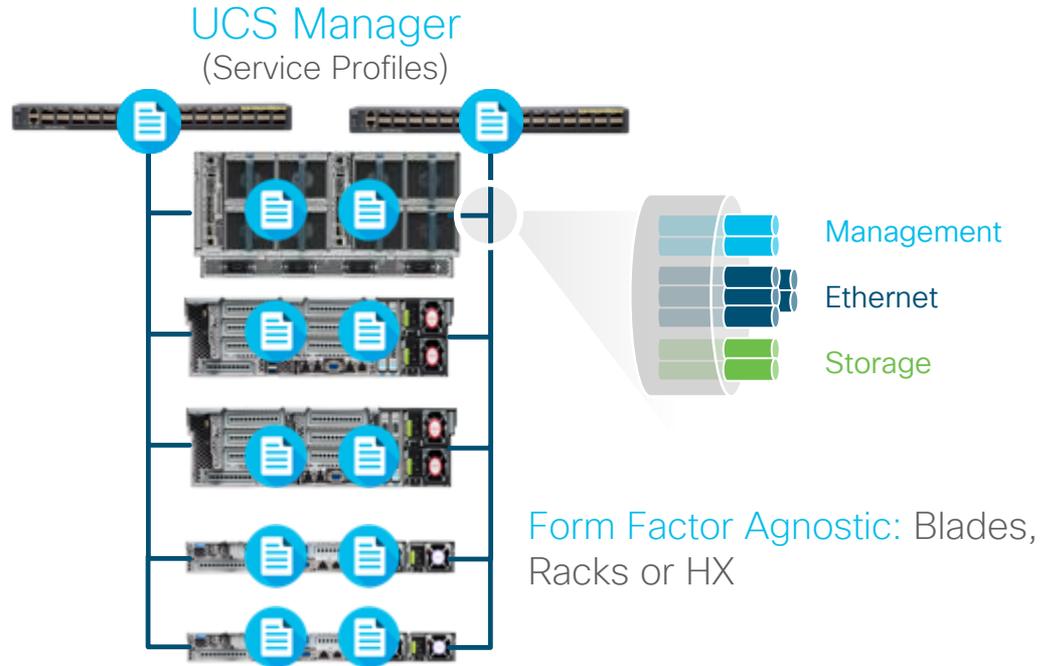
40 GB/s Ethernet; 320 GB/s per Chassis

## Unified Fabric

Single Cable for Network, Storage, and Management Traffic

## Easy to Scale

Single Point of Management:  
Add Cables for Bandwidth vs. Fabric Type



# Cisco UCS M5 Portfolio

Performance Optimized for Bare Metal, Virtualized, and Cloud Applications

## Cloud Scale



### S3260

Ideal Capacity-Optimized  
Platform for Large Object Storage  
at Scale

*(Purley Skylake refresh targeting  
Q4'CY17)*

## Enterprise Performance



### C240 M5

56 Cores – 20% more cores per socket  
100% more memory  
80% more NVMe drives



### C220 M5

56 Cores – 20% more cores per socket  
100% more memory  
80% more NVMe drives



### B200 M5

100% more memory  
55% more storage – 20.5TB  
Double the GPU support

## Intensive/Mission Critical



### C480 M5

Triple the number of GPUs  
63% more drive bays  
94% more NVMe support



### B480 M5

Quadruple the number of GPUs  
80% more storage – 39TB  
20% better memory bandwidth

# UCS Mini

New architectural entry point  
for Unified Computing

## UCS in an All-in-One package:

- Compute
- Networking
- UCS Management
- Unified Computing in 6U
- Chassis-Integrated Fabric Interconnects
- Standard UCS Blades / Fans / Power Supplies



Connect up to 7 C-Series rack  
servers for expanded capacity

# HyperFlex

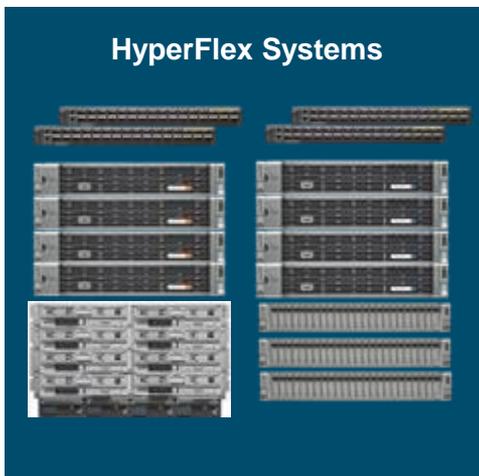
## Hyperconverged Simplicity from Data Center to the Edge

### COMMON HX MANAGEMENT

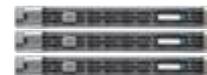
#### HyperFlex Edge



#### HyperFlex Systems



#### HyperFlex Edge



SMB Operations

Limited IT

Minimal Application  
Growth

Branches

Core Data Centers

SMB

# Cisco UCS Management Innovation

## 3 key areas of UCS innovation for management

1. Software Object Model: Hardware is not configured directly
2. API is foundational: everything is programmatic
3. Virtual Interface Card (VIC): NIC is programmable

