Cisco Big Data and Analytics

Data Is the Foundation of Digital Business

The world of data as we know it is changing. Businesses and their leaders are trying to figure out how to best use the massive amounts of data now being generated in their businesses.

Digital transformation is driving the marketplace. Big data is becoming increasingly pervasive across all industries, and data-driven companies are positioned to be successful disruptors.

The ability to unlock hidden value within your data is vital to being competitive in today's world. What you need is effective data management, data preparation, and analytics.

IT decision makers now require a big data–capable integrated infrastructure and analytics solution architecture that can quickly adapt to today's fast-paced landscape.

Using the scalable, cost-efficient, and powerful data and analytics offerings from Cisco helps position you to lead in the marketplace.

Digital disruption will displace **40%** of incumbent companies in the next 5 years.

- Digital Vortex, Cisco, June 2015

Big Data and Analytics Use Cases

Automotive
Auto sensors that report location and problems

High Technology and Industrial Manufacturing
Auto sensors that report location and problems

Oil and Gas
Drilling exploration sensor analysis

Communications
Location-based advertising

Life Sciences
Clinical trials and genomics

Retail
Consumer sentiment analysis and optimized marketing

Consumer Packaged Goods
Sentiment analysis of what's hot and problem analysis

Media and Entertainment
Analysis of viewers and advertising effectiveness

Utilities
Smart meter analysis for network capacity

Financial Services
Risk and portfolio analysis and new product development

Online Services and Social Media
People and career matching and website optimization

Travel and Transportation
Sensor analysis for optimal traffic flows and customer sentiment analysis

Education and Research
Experiment sensor analysis

Healthcare
Patient sensors, monitoring, electronic health records, and quality of care

Law Enforcement and Defense
Threat analysis, social media monitoring, and photo analysis

Cisco UCS Integrated Infrastructure for Big Data and Analytics

Deliver on the Promise of Big Data and Analytics

Data-driven business outcomes often go undiscovered when companies fail to invest in the proper infrastructure.

Cisco UCS® Integrated Infrastructure for Big Data and Analytics, based on Intel Xeon processors, employs powerful computing to deliver industry-leading performance. It offers the unified data management, data preparation, and analytics you need to identify the value in your data.

Take advantage of Cisco® Advanced Services to develop a comprehensive set of big data services and achieve specific goals with your data and analytics initiatives.

Cisco management tools such as Cisco UCS Manager and Cisco UCS Director Express enable simple configuration of big data Hadoop clusters that can adapt dynamically to changing workloads, resulting in lower operating expenses (OpEx) and increasing efficiency in your organization.

Cisco partners with leading independent software vendors (ISVs) to provide best-in-class data management, data preparation, and analytics.

Provide your business with an integrated infrastructure capable of harnessing the insights within your data to enhance productivity and prepare you for digital transformation before it occurs.

Reduce Time from Data to Insights to Value with Cisco

Managing diverse sets of data and technologies cohesively is one of the biggest challenges businesses face today.

The ability to prepare and correctly use your data is vital for success, and a common concern is determining the right strategy for your big data and analytics services. Data and analytics are solving today's business problems and delivering tomorrow's business insights.

Companies without solutions to aggregate data and provide impactful, self-service analytics will fail to provide the operational efficiency required by their customers.
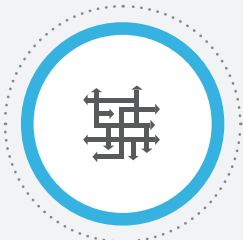
More than **85%** of all **Fortune 500** customers have invested in Cisco UCS

Number 1 Americas revenue market share in x86 blades[1]

50,000+ unique Cisco UCS customers[2]

3800+ Cisco UCS channel partners

100+ world-record performance benchmarks to-date[2]

[1] IDC Worldwide Quarterly Server Tracker, 2015 Q1, May 2015, Vendor Revenue Share

[2] As of Cisco Q3FY15 earnings results; "data center revenue" is defined as revenue from the Cisco Unified Computing System™ (Cisco UCS) platform and Cisco Nexus® 1000V Switches

Amplify Your Competitive Advantage

Data-driven enterprises outperform their industry peers by up to 6% and are as much as 26% more profitable.[3]

The powerful Cisco UCS interface supports integration into third-party tools and services.

Greater IT agility means faster response time to meet business needs.

Accelerate processing time. The Cisco UCS platform provided 12.5 times better processing performance at Quantium by reducing processing time by 92 percent.[4]

Reduce Time from Data to Insights to Value with Cisco Continued

The ability to make sense of data is invaluable in today's competitive market. Businesses are struggling to control costs while maintaining instant access to all their data.

Use Cisco UCS Integrated Infrastructure for Big Data and Analytics to help ensure that you are prepared to successfully identify, capture, prepare, and analyze all types of data in a cost-effective way.

With a connected, scalable, and secure infrastructure supporting your data needs, you can focus on your business logic instead of the infrastructure.

As the amount of data and the number of data sources increase, businesses need to prioritize data and develop new analytics strategies to take advantage of the new opportunities.

Cisco's ISV partner ecosystem, in combination with Cisco UCS Integrated Infrastructure for Big Data and Analytics, can provide powerful solutions for your specific big data and analytics needs. With automation capabilities, easy-to-use applications, and self-service analytics, Cisco enables companies to achieve real business impact within their company and in the marketplace.

Companies that can extract insight from their data will continue to improve, learn more about their business, and better serve their customer base.

[3] MIT Sloan Center for Digital Business

[4] Map-R Quantium Cisco Case Study, 2015

Discover New Opportunities

"We've expanded the range of problems that we can solve, enabling our clients to grow their business by interacting with each of their customers as individuals with specific wants and needs."

— Alex Shaw
Head of Technology Operations, Quantium

Innovate and Adapt to Prepare for the Future

Digital disruption has the potential to reshape an entire market faster than ever before. With the capability to scale and easily support 6000 servers, Cisco UCS Integrated Infrastructure for Big Data and Analytics is ready to handle this new era of change. Cisco can be your trusted partner in your journey to unlock value from your big data by providing visionary solutions capable of managing, processing, and growing your data.

Use Cisco's vast partner ecosystem to develop your big data and analytics services. Deliver pretested and prevalidated data management solutions on Hadoop platforms (Cloudera, Hortonworks, IBM, and MapR), providing a lower-cost and scalable storage platform for capturing and analyzing all types of data. Work with analytics ISVs (SAS and Splunk), who deliver solutions with Cisco UCS Integrated Infrastructure for Big Data and Analytics to help customers gain insight from their data.

By partnering with innovative companies aligned with Cisco UCS Integrated Infrastructure for Big Data and Analytics, Cisco creates an intelligent and agile environment for big data. With unique innovations, Cisco has consistently proved best in performance with multiple world records[5], offering customers reduced total cost of ownership (TCO) and world-record performance.

[5] http://www.tpc.org/tpcx-hs/results/tpcxhs_perf_results.asp

Business Value Snapshot

IDC White Paper | The Business Value of Cisco UCS Integrated Infrastructure for Big Data and Analytics

Business Value Summary for Cisco UCS Integrated Infrastructure for Big Data and Analytics

3 Year ROI
366%

3 Year Business Benefit Per Organization
$11.35M

Payback Period
4.9 MONTHS

Key Performance Indicators with Cisco UCS Integrated Infrastructure for Big Data

Lower Operational Cost*
32%

Faster Time to Market*
56%

Data Scientist and Data Analyst Productivity Gain
26%

Business Value Benefits – Average Annual Benefits per Cisco UCS Server

Business Productivity
$29,654

IT Staff Productivity
$3,861

IT Infrastructure Cost Reduction
$123

For additional information, contact your Cisco sales representative or visit www.cisco.com/go/bigdata.

Cisco UCS® with Intel® Xeon® processors

intel XEON inside™