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Get Ready For Business in Real Time

Cisco Services

The IT world is moving to a new business model, where applications run in real time over highly evolved intelligent networks. To get there, your business needs an architectural approach to the network that aligns with your company's business goals.

Everywhere, companies like yours are making changes to stay competitive. The enterprise is going virtual, breaking down barriers between organizations and across geographies. Companies distribute operations as they globalize, outsource, and expand overseas. Work flows to where it can best be performed. In this new environment, real-time collaboration is more critical than ever.

The Human Network Calls for Real-Time Interaction

People cocreate, collaborate, and communicate within a human network where they are inextricably linked to family, friends, colleagues, customers, and partners. This new type of consumer looks beyond data to voice and video and expects connection anytime, from anywhere. Information must be accessible at any moment, and its delivery consistent and instantaneous.

To meet these expectations, companies personalize the customer experience and customize products and services. Atop the customer's product and transaction experience is the interaction experience—which depends on a company's immediate access to customer information.

In short, business today runs in real time. Is your network ready?

Welcome to a network where anything is possible.

Because when we're together, we're more powerful than we could ever be apart.

"Companies with higher than normal troubleshooting times typically devoted lower than normal time to planning. So it makes sense that as IT staff spends more time upfront planning the rollout, troubleshooting time should grow more slowly."

— Robin Gareiss,
"The Business Case for VoIP"
(Network World, May 2006)

The Network Is The Platform For Business Transformation

To get your business moving in real time, start with the network. A well-planned architectural approach enables you to align business and technology goals, and this alignment can help you achieve the organizational agility that is vital to your company's success. An intelligent network empowers your business to collect and share data, anytime, anywhere; act on information quickly and efficiently; and adapt to changing market conditions.

Real-Time Business Needs a Roadmap

A company that creates a cohesive strategy keeps its separate parts working as a whole toward overarching business goals. Yet many enterprises have grown their IT infrastructures in ways that isolate resources to support individual transactions. This approach results in silos of information and applications, hampering access to networked resources. Interaction requires the sort of information transparency generated by a strategically planned IT evolution.

Today's intelligent networks are built with strategic roadmaps steering them toward peak technical and business performance. To stay competitive, organizations need to migrate to resilient, flexible architectures that support expansion and adapt to changing marketplace requirements.

Building the Architecture for Real-Time Business

With an intelligent network as a platform for change, enterprises achieve new efficiencies. Integrate networked collaboration and business process applications, and productivity can grow. When companies virtualize crucial network functions and improve collaboration, they get more from their resources and can move and manage assets with greater flexibility.

The Cisco® Service-Oriented Network Architecture (SONA) framework makes an intelligent network possible by taking a converged architectural approach that outlines a clear, viable strategy to help businesses start moving in real time.

Using this approach, enterprises can evolve to an intelligent network that makes the most of resources, applications, and business processes and enables IT to add value to the organization's business. This converged IT architecture can transform the network into a platform for network service delivery—optimizing business applications, enhancing collaboration, and virtualizing resources. For more information about Cisco SONA, visit www.cisco.com/go/sona.

Cisco Services: Helping Your Business Attain Real-Time Agility

Whether you are evolving to the Cisco SONA framework or integrating new technologies, Cisco can equip you with a plan to evolve your network through services that help you to:

- Integrate advanced technologies such as voice and video into a secure, converged network

- Align IT investments closely with business strategy and goals

- Deploy new applications quickly and enable them to communicate and collaborate effectively

- Allocate more of the budget for network expansion by lowering operational expenses through virtualization of IT resources

- Move your environment from transactions to interactions

- Maintain network health and continually improve performance

Prepare, Plan: Aligning IT to Business

The Cisco lifecycle approach to services emphasizes early preparation and planning, and sound design—whether you are revamping your architecture or integrating new technologies.

Cisco and our partners can work with your CIO and IT organizations to explore your business opportunities and challenges, craft a solution architecture, and develop a strategy and architecture roadmap tied to your business goals.

Design, Implement: Making the Network Available, Reliable, Secure, and Scalable

A detailed design is essential to reducing risk, delays, and the total cost of network deployments. Cisco and our partners can work with you to develop a design aligned with business goals and technical requirements and plans for staging, configuring, testing, and validating network operations prior to migration or implementation. We help you identify and resolve potential problems so you can integrate devices and systems without compromising network availability or performance.
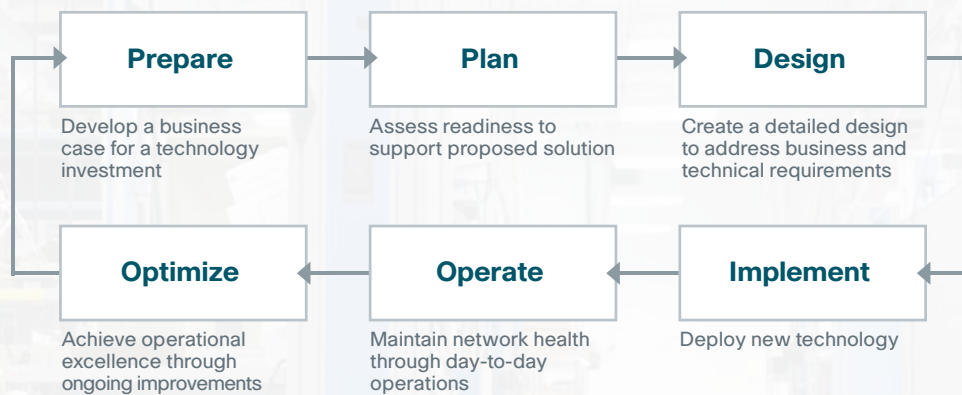
Operate, Optimize: Aligning Performance to Goals

A healthy network is vital to keeping your business running in real time. Whether your network is transporting data or controlling your entire communications system and the mobility of your workforce, you need immediate, secure access from anywhere at any time.

Maintaining the ongoing health of your network provides operational reliability to keep you connected to your customers, employees, and suppliers. Cisco Services and our partners can keep your network fit by expertly assisting you in monitoring your system, resolving problems, and managing changes.

Ongoing improvements to system performance and functionality help you meet the business and technical goals you set early in the solution lifecycle. Have business goals or technical requirements changed? Is a new capability or enhanced performance recommended? As your organization looks to optimize its network and prepares to adapt to changing needs, the lifecycle begins anew—continually evolving the network and improving results.

The Cisco Lifecycle Services Approach

Prepare

Develop a business case for a technology investment

Plan

Assess readiness to support proposed solution

Design

Create a detailed design to address business and technical requirements

Optimize

Achieve operational excellence through ongoing improvements

Operate

Maintain network health through day-to-day operations

Implement

Deploy new technology

Moving Forward at Every Phase

Cisco and our partners take a lifecycle approach to services that defines the requisite activities at each phase of the network or solution lifecycle. The Cisco Lifecycle Services approach is a collaborative delivery methodology that joins the forces of Cisco, our skilled network of partners, and our customers—to achieve outstanding results. Cisco Lifecycle Services are built to the standards of the Information Technology Infrastructure Library (ITIL)® and other standards-based frameworks.

www.cisco.com/go/services

Cisco Services.

Making Networks Work.
Better Together.

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