



Cisco Services for Application Velocity

Accelerate and Optimize Application Performance Any Time, Anywhere, on Any Device

At-A-Glance



Meet New Application Demands and Improve Business Agility

Today business and technology trends, including increased numbers of small offices, remote locations, mobile users, and device types, as well as the growth in rich media and new models such as cloud computing, are creating a demand for accelerated application performance over existing networks. Cisco® Application Velocity is the network service for application performance that introduces innovative technologies that help optimize user experience for any application, at any time, on any device.

Cisco Application Velocity helps IT professionals meet or exceed business service-level agreements, maximize user experience, optimize resource utilization, and increase reliability and user expectations through:

- **Visibility and control:** Large-scale network-integrated application classification and control, performance monitoring, analytics, and management
- **Acceleration and optimization:** Industry-leading WAN optimization and advanced application acceleration solutions, along with efficient content distribution
- **Network and application agility:** Support for cloud-based services and virtualized experience infrastructure through enhanced application survivability and network and endpoint reliability

Address Application Performance and Availability Challenges

Whether you need to meet user demand for more rich media, virtual desktop services, or an enterprise content distribution system, Cisco Services can help you assess and align your business needs, as well as plan, design, implement, and optimize your application infrastructure. We help you improve application performance, reduce risk, and increase business agility.

Cisco experts work collaboratively with your IT organization to help address the following questions:

- What is the right architecture for improving application performance?
- What are the branch, WAN, data center, and application interdependencies that could hinder my application velocity initiative if not addressed?
- What is the most cost-effective way to deliver the network performance and availability my business requires?
- What are the leading practices for deploying and optimizing application services over the WAN to my branch offices and mobile users?
- How can we extend virtualization to realize greater operational and cost efficiencies?



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Snapshot of Cisco Services for Application Velocity

Cisco Services combine networking expertise with leading practices and proven methodologies to help you address these questions, plan the right solution for your business, and realize your application velocity goals. Cisco Services provide smart, personalized services and transfer knowledge to your IT organization so your business can realize the full benefits of a Cisco Application Velocity solution more quickly. The following three services provide the foundation for a smooth transition to an agile application infrastructure (see Table 1):

- Cisco Data Center Architecture Assessment Service
- Cisco Application Dependency Mapping Service
- Cisco Wide Area Application Services Planning and Design Service

Benefits of Cisco Services for Application Velocity

Cisco Services help you to build the right infrastructure to accelerate and optimize application performance and help you to:

- Develop a long-term architectural blueprint
- Deliver the high bandwidth and performance requirements for video, collaboration, and other rich media
- Optimize the delivery of service-level agreements for regulatory and legal compliance
- Simplify and streamline application access for remote locations over your WAN
- Build a scalable, efficient, and resilient architecture with consolidation and virtualization for application acceleration and application and service survival
- Smooth the transition to a virtualized environment and the successful migration of business-critical applications
- Reduce data center, branch, services, and user costs

Why Cisco Services?

Realize the full business value of your network investments more quickly with smart, personalized services from Cisco and our partners. Backed by deep networking expertise and a broad ecosystem of partners, Cisco Services enable you to successfully plan, build, and run your network as a powerful business platform. Whether you are looking to quickly seize new opportunities to meet rising customer expectations, improve operational efficiency to lower costs, mitigate risk, or accelerate growth, we have a service that can help you.

Table 1. Cisco Services for Application Velocity

Service	Benefits
Data Center Architecture Assessment Service <ul style="list-style-type: none"> • Analyzes the data center, branch, applications, and security infrastructure • Provides recommendations and a long-term architecture blueprint to optimize application performance 	Recommendations and architecture blueprint help you: <ul style="list-style-type: none"> • Increase resource availability to deploy applications more quickly and enhance the return on your network investment • Evolve your data center and improve application performance across your WAN • Cost-effectively increase the efficiency, scalability, and agility of your infrastructure
Application Dependency Mapping Service <ul style="list-style-type: none"> • Provides current information about your applications, software, servers, network, and SAN • Maps application communication flows and infrastructure interdependencies 	Understanding application and data center interdependencies help you: <ul style="list-style-type: none"> • Meet service-level agreements by resolving application performance problems • Deliver better service by aligning your network infrastructure and your application environment • Increase profitability by identifying opportunities for resource consolidation • Improve application performance by identifying opportunities for virtualization
Wide Area Application Services Planning and Design Service <ul style="list-style-type: none"> • Assesses gaps in your current wide area application services infrastructure • Identifies how to best consolidate remote office infrastructure, optimize WAN use, and improve application responsiveness • Provides detailed plans to help you deploy Cisco WAAS and migrate branch office servers and data protection functions to the data center • Transfers knowledge to your IT team 	Expert advice and detailed plans help you: <ul style="list-style-type: none"> • Improve remote office access to applications over your WAN • Accelerate deployment of a WAAS solution for reduced risk and improved ROI • Improve application responsiveness across the WAN • Develop robust branch migration processes for branch servers and data protection functions • Develop robust branch migration processes for branch servers and data protection functions • Support your application migration and processes

For More Information

For more information, visit www.cisco.com/go/dcservices or contact your Cisco service account manager.

For more information about Cisco Application Velocity solutions, visit www.cisco.com/go/appvelocity