Cisco UCS M5 Server Refresh

Sales accelerator

December 2020

Help your customers understand why they should refresh to the next-generation Cisco UCS M5 Servers.

The bridge to possible

Overview

The Cisco Unified Computing System™ (Cisco UCS®) is a system that is designed to eliminate the walls between computing silos and run any workload on any server. The system is designed as a flexible pool of computing, networking, and storage resources that can be allocated (and reallocated) to workloads on a just-in-time basis. This approach enhances an organization's ability to respond to changing business requirements, while allowing capacity to be managed on a strategic, organization wide basis.

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Benefits and capabilities

With Cisco UCS M5 servers, you can:

- Reduce Capital Expenditures (CapEx) and Operating Expenditures (OpEx) through server consolidation and reduced software licensing costs
- Improve application performance with faster processors and more memory
- Improve the end-user computing experience with faster GPUs while reducing the number of servers needed

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Enhancements with the M5 servers include:

- 2nd Gen Intel® Xeon® Scalable processors, Intel Xeon Scalable processors, or AMD EPYC™ processors
- Up to 6 TB of memory on 2-socket servers with support for Intel Optane™ DC persistent memory
- Support for two GPUs on the Cisco UCS B200 M5 Blade Server, four GPUs on the Cisco UCS B480 M5 Blade Server, and six GPUs on the Cisco UCS C480 M5 Rack Server
- Up to nine times more Non-Volatile Memory express (NVMe) drives
- Connectivity to the Cisco Intersight™, the industry's first cloud-based server management platform

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Market and industry trends

Today, as more users seek and create information in new ways, and as organizations strive for deeper intelligence, faster decisions, and sustainable solutions, the world demands new approaches to data center infrastructure. With innovations inspired by customers, Cisco shatters convention once again, delivering new systems and software that bring the power of unified computing to data-intensive analytics, applications at the edge, and the next generation of scale-out workloads.

Cisco leads the industry with a unified, application-centric approach to computing. Building on the architectural foundations, partnerships, and rapid customer adoption of Cisco UCS, Cisco now delivers the next wave of unified computing: It's not a server. It's a system.

Continuous changes in business and technology demand a systems-centric strategy in the data center.

- Mobility, big data, and the Internet of Things (IoT) are fundamentally changing application architectures and IT delivery models
- Systems-centric data center infrastructure is Cisco's strategy for delivering adaptability that IT organizations can use to create opportunities from change
- Cisco UCS is fundamentally systems centric, optimizing resources to meet the needs of each workload while simplifying operations as a unified system

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What buyers and influencers care about

Target buyer	What buyer cares about
Performance seeker	These buyers want to get the maximum performance from their servers, and they will quickly switch to the newest and fastest technology. The key to selling to them is demonstrating the increased performance of the M5 systems: · More and faster CPU cores · More and faster memory · More drive bays and increased performance of NVMe · More and faster-performing GPUs
The server accountant	These buyers have well-performing infrastructure that is refreshed as a standard financial process. They may be running servers as old as v2 if they purchased them late in the product lifecycle. These buyers care about: · Maintaining standard 3-year deprecation lifecycle, avoiding the risk of going beyond that due to increased failure rates · Reducing complexity by keeping things as they are · Reducing CapEx and OpEx where possible · Forward and backward compatibility of infrastructure and applications · Technology maturity
The server sweater	These buyers will run a server until it dies and spare parts are hard to get. They are reluctant to change and aren't normally good candidates for refreshes. If they are running the M1 or M2 generation of servers, there may be opportunities because these servers are past their end-of-support date.

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What buyers and influencers care about

Target buyer	What buyer cares about
Director or vice president of IT infrastructure	Economics · Facility-level cost of computing · Optimizing capacity and human resources · IT modernization Application performance and availability · Meeting Service-Level Agreements (SLAs) · Infrastructure multitenancy and security · Business-continuance planning · Use of public cloud services Speed of operations · Organizational and operational model · Adapting to changing business needs · Reducing operating costs and service deployment
IT director or enterprise architect	Economics · Forward and backward compatibility of infrastructure and applications · Investment protection · Application licensing · Reference architectures and governance policy · Increasing system capabilities with declining budget · Avoiding lock-in Application performance and availability · Application performance and scaling · Standards and interoperability · Technology maturity · IT security and user compliance · Application or platform migration · Enterprise standards and ITIL

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Target buyer	What buyer cares about
Server architect or infrastructure manager	Speed of operations • Tight project delivery timelines • Application or platform migration • Rapid application scaling • Automation of development and operations processes Economics • System-level Total Cost of Ownership (TCO) • Density, power, and cooling • Server consolidation • LAN and SAN consolidation Application performance and availability • Virtualization performance • Product reliability • Ease of troubleshooting • Disaster-recovery planning Speed of operations • Operational simplicity • Task automation • Integration with existing tools and processes • End-to-end virtualization

Positioning statement

For...

customers looking to refresh their existing servers or buy new servers.

Who are...

seeking to save time, reduce cost, or simplify server management.

The...

Cisco UCS M5 server and integrated infrastructure portfolio offer industry-leading rather than proven solutions with seamless transitions.

That...

helps organizations.

- Reduce provisioning times by 83%
- Reduce ongoing administrative and management costs by 62%
- Reduce cabling by 78%
- Reduce power and cooling costs by 52%

Unlike...

competitors who offer complex systems that don't integrate with previous generations of servers or offer the full benefits of a unified architecture.

It...

helps enable customers to deliver IT and application services to business in a rapid, cost-effective, and secure way.

Use cases

- Virtual Desktop Infrastructure (VDI) projects: Do you have customers with VDI deployed or who are thinking about VDI? Are they joining the migration to Microsoft Windows 10? Whether a system is serving knowledge workers or users at remote workstations, a GPU is fast becoming mandatory. It will improve the user experience and increase user satisfaction.

- CPU-bound applications: Sometimes you just need more cores. 2nd Gen Intel Xeon Scalable processors and Intel Xeon Scalable processors offer up to 28 cores per socket, a 20 percent improvement over M4 servers. AMD EPYC processors have up to 32 cores per socket.

- Memory-bound applications: Some customers today are up against the memory limit of 1.5 TB in 2-socket servers. All Intel based M5 2-socket servers offer up to 6 TB of memory. Memory-bound customers should upgrade to take advantage of the increased memory capacity.

- SAP HANA: The #1 use case for Intel Optane DC persistent memory is SAP HANA in-memory databases.

- Server-consolidation projects: The improved CPU performance, increased GPU support, and greater memory capacity offered by the B200 M5 make it well suited for consolidating workloads from previous-generation Cisco UCS or competitive servers.

- Servers that can adapt to future technologies: Customers are always concerned that the server they buy today may be obsolete tomorrow. To help ensure that as newer technologies become mainstream, they can take advantage of them, Cisco UCS M5 servers have M.2 storage and NVMe support.

Elevator pitch

The Cisco UCS architecture is designed for IT innovation and business acceleration.

Cisco UCS enables IT by combining computing, networking, and storage resources with management and virtualization features to offer exceptional speed, simplicity, and scale. Cisco's unique architecture provides pools of policy-based, composable infrastructure that customers can optimize for traditional workloads, cloud-native applications, data analytics, and software development, all within a common operating environment with open APIs for automation.

Policy-based service profiles greatly simplify and improve deployment, provisioning, management, and security of very complex application workloads, such as SAP HANA, which typically integrate with myriad data stores, real-time transaction engines, diverse line-of-business functions, and many third-party operational and decision-support applications.

Cisco offers customers a complete set of plan-build-manage IT lifecycle services designed to accelerate migration to Cisco UCS architecture, reduce risk, and support uptime and performance. I'd like to schedule time with you to discuss your specific needs.

Buyer conversations

Challenge 1	Challenge 2	Challenge 3
Your data center infrastructure is aging. You need to refresh your hardware and move to an industry-standard platform.	Managing today's massively complex infrastructure consumes most of your time.	Servers run applications; applications drive the business and user productivity. You need to help ensure that the server platform you invest in can be optimized for your application while allowing the application to scale, perform at its best, and move to different physical servers—or even the cloud—as needed.
How this affects you... According to analysis by Intel, servers more than four years old deliver 4 percent of the performance of newer servers but consume 65 percent of the energy. Rigid and aging infrastructure also leads to reduced application performance and inflexible business processes that can increase OpEx and reduce business profitability.	**How this affects you...** The simplest configurations cause a ripple effect across your entire modularized environment, costing you more—in dedicated people, time, and expertise—to fix interrelated elements that go awry down the line. Your workflows are likely slowed by manual configuration of servers, storage, and switches, which also exposes your system to human errors that result in additional trouble tickets.	**How this affects you...** The time to scope, procure, install, configure, and deliver a server for an application can take weeks. With IT currently competing with cloud providers, this amount of time is no longer acceptable. Additionally, for business-critical applications, you need to know that the application has been tested and validated against both the server and storage platforms.
What if you could...? Increase application performance while saving on energy consumption, leading to reduced OpEx and increased business profitability?	**What if you could...?** Automate the server deployment for efficiency, speed, and risk mitigation?	**What if you could...?** Have a pool of computing resources that can be dynamically allocated and that have been pre-validated with major storage partners and applications?

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Buyer conversations

Challenge 1	Challenge 2	Challenge 3
With Cisco, you can. Moving to Cisco UCS will provide:	**With Cisco, you can.** With Cisco UCS, hardware is automatically configured by application-centric policies, ushering in a new era of speed, consistency, and simplicity for data center operations. Also, Cisco UCS eliminates manual infrastructure assembly and repetitive systems management tasks with self-integrating components and application-specific service profiles.	**With Cisco, you can.** Using Cisco UCS as the core platform, Cisco delivers a set of integrated infrastructures, in conjunction with Pure Storage, IBM, NetApp, Dell EMC, and VCE, that are pre-validated for high availability, hypervisor scalability, security, and performance. With Cisco UCS Director automating the deployment of these application services, any application can be rapidly deployed on Cisco UCS infrastructure within minutes. This capability can decrease overall application deployment time by 90 percent and accelerate application performance by up to 30 percent.

Challenge 1 details:

- Reduced CapEx and OpEx (source: Changing the economics of the data center)
  - 83 percent reduction in provisioning times
  - 62 percent reduction in ongoing management costs
  - 52 percent reduction in power and cooling costs
  - 78 percent reduction in cabling
- Leading application performance: Cisco UCS has more than 151 world-record results on industry-standard application benchmarks
- Three-year TCO savings
  - Cisco UCS saves US$13,952 per rack server node over three years compared to HPE solutions
  - 20 percent savings with Cisco UCS

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Identifying and qualifying prospects

Look for organizations that want to:

- Replace older servers to reduce IT costs (related to power consumption, cooling, spares, and both planned and unplanned downtime)
- Gain better performance and optimize server utilization
- Improve productivity (faster performance and improved uptime)
- Attain better service for end users
- Update or migrate an application
- Achieve rapid application deployment
- Set up virtualization and cloud infrastructure to support new and emerging applications
- Automate IT processes to improve administrative scaling and SLA attainment
- Better manage growing company data requirements
- Consolidate their data centers
- Evolve for competitive differentiation
- Have a hybrid-cloud strategy in place and need to establish a platform to enable it

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Qualifiers and conversation starters

Refresh qualifiers

- Are your existing servers nearing three years old or older?
- Are you being forced by your current vendor to do a forklift upgrade?

Solution-oriented qualifiers and conversation starters

- How are you simplifying infrastructure deployment?
- How long does it take you to deploy an application in today's environment?
- How will you support new, emerging, and older (yet critical) applications on a common, simplified infrastructure?

Economics

- Do you have any plans to simplify your operations by automating the deployment of computing, networking, and storage resources on a common architecture?
- Do you have any plans to accelerate deployment of applications and IT services? Would you like to accelerate deployment of applications and IT services by up to 83 percent?
- Are you tired of being nickeled and dimed for management software licensing fees?
- Would you like to improve your carbon footprint and save money on power and cooling?
- Would you like to redirect your operations spending from keeping the lights on to providing value-added IT?

Application performance and availability

- Do you have any initiatives in place to decrease your server and storage provisioning time from weeks to minutes?
- Would you like to increase application performance by up to 89 percent while decreasing costs?
- Did you know that Cisco UCS blade and rack servers have garnered more than 151 world-record performance benchmarks?

Speed of operations

- What initiatives do you have in place to improve provisioning time and productivity?
- Do you have plans to unify servers, storage and network to increase your speed and drive simplicity?

Potential objections and responses

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Objection	Your response
I don't want to introduce another server vendor into my environment.	Cisco UCS architecture is simple to install and operate, and is designed to become a single platform for all x86-based computing. Cisco is already a trusted part of your environment. You are not introducing a new vendor, and Cisco UCS is designed to interoperate with your existing tools and processes.
Cisco has limited knowledge to deliver services and integrate new applications.	There are over 56,000 Cisco UCS customers, including 85% of the Fortune 500. They've invested in Cisco UCS because Cisco has proven that we have the knowledge to deliver infrastructure, services, and new applications. We have validated many of the core business applications with Cisco UCS and provide Cisco® validated designs to support design and implementation. Cisco Advanced Services has a number of services to help customers optimize their infrastructure, including service for application replatforming. For example, all eight of the largest systems integrators and service providers certified to deploy and host SAP HANA globally have chosen to do so on Cisco UCS.
Cisco UCS is proprietary and cannot be managed by standard system and network management tools.	Cisco UCS provides a flexible, comprehensive, standards-based set of management options, an open API, and deep integration with leading industry tools.

Potential objections and responses

Objection	Your response
Cisco has no server experience.	We have offered a full portfolio of Cisco UCS server products since 2009. There are over 56,000 Cisco UCS customers, including 85% of the Fortune 500. Cisco is one of the top three server vendors worldwide. The future of the data center is a cohesive, integrated, virtualized whole, and this is the innovation that Cisco uniquely brings to the server market.
Can Cisco provide the same level of services for servers that it does for networking?	Yes. Cisco and our channel partners provide a comprehensive range of services across the plan-build-manage IT lifecycle. Our experienced professionals combine their networking expertise with a deep knowledge of servers, storage, applications, and operations. In addition, the global award-winning Cisco Technical Assistance Center (TAC) offers comprehensive server expertise to provide continued support for your Cisco UCS converged infrastructure. Cisco Services engagements have resulted in measurable business gains for our customers, who have achieved benefits, such as 15 to 20% faster time to revenue, 30% lower infrastructure costs, 50% faster disaster recovery, and 90% reduction in deployment time.
I just need a cheap server which is "good enough".	Cisco invests heavily in R&D to offer a simplified architecture and superior management experience to any other server vendor on the market. This drives down total cost of ownership below the competition and is validated by the success of UCS over the last 9 years. Cisco also aims to price competitively in the market. Why compromise on quality and quality and cost savings?

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What to sell

Product name	Description
Cisco UCS B-Series Blade Servers, C-Series Rack Servers, and S-Series Storage Servers	Cisco UCS B-Series Blade Servers, C-Series Rack Servers, and S-Series Storage Servers, based on the industry-leading Intel Xeon and AMD EPYC processor families, are the computing building blocks for Cisco UCS. Cisco offers a full range of form factors to address a wide spectrum of application workloads while eliminating the management barriers commonly found between blades, racks, and storage. I/O acceleration technology, such as Virtual Interface Cards (VICs), SSD, NVMe, and GPUs, are available across the portfolio.
Cisco UCS 6400 and 6300 Series Fabric Interconnects	These fabric interconnects facilitate the system's 10/25 or 40- Gbps unified fabric with low-latency, lossless switching that supports IP, storage, and management traffic.
Cisco Intersight	Unify the global management of infrastructure by harnessing the power of the cloud and deliver management-as-a-service. Provide proactive recommendations through analytics and machine learning technology across the entire UCS installed base.
Cisco UCS Central Software	Simplify daily operations by globally managing and automating routine tasks and expediting problem resolution. Cisco UCS Central Software enables you to manage multiple Cisco UCS instances or domains across disparate locations and environments. Use it to support up to 10,000 Cisco UCS servers (blade and rack and Cisco Mini) and Cisco HyperFlex™ systems.

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Product name	Description
Integrated infrastructure	We have partnered with major storage partners in the industry to integrate Cisco UCS, Cisco UCS Director, and Cisco Nexus® switching with their storage systems to deliver validated infrastructure for any application. FlashStack with Pure Storage, VersaStack with IBM, FlexPod with NetApp, and VxBlock with Dell EMC are reference architectures validated through the Cisco Validated Designs process. These integrated infrastructures reduce deployment time and risk and demonstrate major design points for the optimization of the infrastructure to support hypervisors, management, and applications.
Cisco UCS Mini	Cisco UCS Mini is optimized for branch and remote offices, point-of-sale locations, and smaller IT environments. It is an excellent solution for customers who need fewer servers but still want the comprehensive management capabilities provided by Cisco UCS Manager.
Cisco Data Protection Solutions	Business continuity takes on a whole new meaning when data is the lifeblood of your business. Preserving your data and ensuring its integrity and availability across lines of business, whether applications are virtualized or bare metal, are priorities. It's time to rethink data storage. Unstored. And ready.

What to sell

Service name	Description
Cisco Smart Net Total Care™ for Cisco UCS	For support of the entire Cisco UCS deployment, we offer Cisco Smart Net Total Care for Cisco UCS. This service provides expert software and hardware support to help sustain the performance and high availability of the unified computing environment. Access to the Cisco TAC is provided around the clock, from anywhere in the world.
	For systems that include Cisco UCS Manager, the support service includes downloads of Cisco UCS Manager upgrades. Cisco Smart Net Total Care for Cisco UCS includes flexible hardware replacement options, including replacement in as little as 2 hours. Customers also have access to Cisco's extensive online technical resources to help maintain optimal efficiency and uptime of the unified computing environment. For more information, see https://www.cisco.com/c/en/us/services/technical/smart-net-total-care.html?stickynav=1.
Cisco Smart Net Total Care for Cisco UCS Onsite Troubleshooting Service	This offer is an enhancement to traditional Cisco Smart Net Total Care service. It provides onsite troubleshooting expertise to aid in the diagnosis and isolation of hardware issues in the Cisco UCS environment. It is delivered by a Cisco Certified field engineers in collaboration with remote TAC engineers and Virtual Internetworking Support Engineers (VISEs).
Cisco Solution Support for Cisco UCS	Cisco Solution Support includes both Cisco product support and solution-level support, resolving complex issues in multivendor environments, on average, 43% more quickly than product support alone. Solution Support is a critical element in data center administration to help rapidly resolve any issue encountered while maintaining performance, reliability, and return on investment.
	This service centralizes support across your multivendor Cisco environment for both our products and solution partner products you've deployed in your ecosystem. Whether there is an issue with a Cisco or solution partner product, just call us. Our experts are the primary point of contact and own the case from first call to resolution. For more information, see https://www.cisco.com/c/en/us/services/technical/solution-support.html?stickynav=1.

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Service name	Description
Cisco Partner Support Service for Cisco UCS	Cisco Partner Support Service (PSS) is a Cisco Collaborative Services service offering that is designed to allow partners to deliver their own branded support and managed services to enterprise customers. PSS provides partners with access to Cisco's support infrastructure and assets to help them: · Expand their service portfolios to support the most complex network environments · Lower delivery costs · Deliver services that increase customer loyalty PSS options enable eligible Cisco partners to develop and consistently deliver high-value technical support that capitalizes on Cisco's intellectual assets. It helps partners achieve higher profit margins and expand their practices. PSS is available to all Cisco PSS partners. The two PSS for Cisco UCS support options are: · PSS for Cisco UCS · PSS for Cisco UCS hardware only PSS for Cisco UCS provides hardware and software support, including triage support for third-party software, backed by Cisco technical resources and level-3 support.
Cisco UCS Architecture Assessment	We develop optimal Cisco UCS deployment scenarios based on your requirements and challenges.

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Service name	Description
Cisco UCS Preproduction Pilot	We help you install Cisco UCS, migrate servers, deploy applications, develop and run a test plan, and implement use cases. We also provide a best-practices implementation methodology and mentor you on Cisco UCS architecture, design, features, and capabilities specific to your environment.
Cisco UCS Accelerated Deployment	We provide planning, design, and implementation services for a standard Cisco UCS configuration.
Business-Critical Services	You can choose to have us provide a Cisco UCS architecture assessment, configuration and performance audit, disaster-recovery review, leading-practices audit, application dependency mapping, on-site consulting support, health check, operational enhancement assessment, system integration support, SAP HANA heath check, and application workshop.

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Solution specific refresh and sales accelerators

Name	Description	For more information
AI/ML/Big Data	DC solutions are based on applications and data covering the most business-critical solutions for your customers. The Data Center solutions Playbook will give you the help needed to uncover huge data center opportunities that your team close new business.	Data Center Solutions Playbook https://salesconnect.cisco.com/open.html?c=1c29bbde-d622-4d52-8991-b8cf09e1d86a
Azure Stack		
Cisco Intersight		
CWOM – Cisco Workload Optimization Manager		
Data Protection: Cohesity, Commvault, Veeam		
FlashStack		
FlexPod		
Microsoft SQL		
Oracle		
SAP		
Software Defined Object Storage		
VDI		
Virtualization (VSI)		

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Name	Description	For more information
Data Center Refresh to the Future	Incentives to refresh UCS installed base	www.cisco.com/content/r/salesconnect/saleshubs/products-and-services/data-center/overview/dc-refresh.html
Account Breakaway	Best programmatic pricing for partner for net new account acquisition	www.cisco.com/go/ab
Value Incentive Program (VIP)	Back-end rebates	www.cisco.com/go/vip
Not for Resale (NFR) and Special NFR	NFR offers and special heavily pre-discounted NFR demo SKU to enhance partner demo capability	www.cisco.com/go/incentives
Hunting (Opportunity Incentive Program [OIP]) and Teaming (Teaming Incentive Program [TIP])	Aggressive pricing and deal protection for partner-hunted opportunities and opportunities teaming with Cisco	www.cisco.com/go/oip
Migration Incentive Program (MIP)	Incremental partner discount when partner drives technology migration from competitor's technology or older Cisco products: for example, migration from HPE server to Cisco UCS server	www.cisco.com/go/incentives
Cisco SmartPlay and Bundles Offers	Prediscounted bundles, with incremental discounts with OIP, TIP, HPE Competitive, and Account Breakaway deals	www.cisco.com/go/cisco-smartplay

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Company name	Summary
Geographic Solutions	According to Helvey Johnson, director of operations at Geographic Solutions, the Cisco UCS servers were three times faster to deploy than the company's legacy servers.
	"Cisco UCS service profiles made a big job much easier," he says. "We set them up once and will use them over and over as we scale the environment."
ČEPS	"We needed to refresh our data center infrastructure not only to increase our capacity, but also to simplify our operations and make it easier to deploy VMs."
University of Wisconsin–Madison	"We ran several different benchmarks, including compute and communication timeframes," says Venkataraman. "The Cisco UCS C480 ML Server did the best job of balancing compute and communication, which is important because communication typically creates a bottleneck in the process."
All Cisco data center case studies	https://www.cisco.com/c/en/us/solutions/data-center-virtualization/dc_case_studies.html

Customer quotes

"We've also reduced IT costs by 60 percent, freeing up capital to fund new projects and drive revenue."

José Izquierdo, Manager of IT planning and operations, GIS
Manufacturer builds foundation for growth

"With easier management, we can expand services without reducing quality or increasing headcount."

David Newaj, Assistant director for San Joaquin County, California
Excellent service in the cloud

"Cisco UCS is much more flexible compared to other servers that we've worked with. With centralized management, we can adjust configurations and move data across virtual servers to create more efficiencies in our environment."

Bob Milner, Director of the data center and core networking group, BCI
Service provider delivers reliable managed services with Cisco UCS

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Competitors

	HPE	Dell	Lenovo
Offer	• C7000 BL and Synergy SY blade servers • DL rack servers • Tower servers and a variety of boutique form factors	• PowerEdge MX, M1000e, and FX blades • PowerEdge Rack servers • Tower servers and a variety of boutique form factors	• ThinkSystem blade and rack servers
Go-to-Market (GTM) offer and pricing	• HPE pricing is moderately lower than Cisco's, depending on the component. Cisco attempts to price around HPE • According to Gartner, the typical discount is 45% but ranges from 5 to 45% • HPE compete worldwide in all market segments	• Prices are significantly lower than those of all other tier 1 vendors. Dell competes primarily with a price play • According to Gartner, the typical discount is 55% but ranges from 10 to 63% • Although Dell competes in the enterprise space, it is more focused on midmarket and small and midsize business (SMB) sales	• Prices are typically higher than Dell's but less than HPE's • According to Gartner, the typical discount is 35% but ranges from 5 to 42% • Many major U.S. companies will not consider Lenovo because it is Chinese owned. Still, Lenovo competes in smaller, midmarket U.S. businesses and in the rest of the world
Strengths	• Breadth of product portfolio • Large sales force • Marketing	• Price • Logistics	

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	HPE	Dell	Lenovo
Weaknesses	Complexity of synergy. Forklift upgrade · Lack of management unity in platform management	· Lack of management unity in platform management	Perception of Chinese brand
Strategy	· Leads with innovation and management story · Focuses on breadth of options, end-to-end infrastructure from a single vendor, and leading customer support · Is a value-based server provider that is reducing prices to counter a business in decline · Is not reducing prices to Dell or Lenovo levels but will do so to preserve losing market share in most markets	· A volume-based server provider to business customers focused on price and supply chain efficiency · Sacrifices internal innovation in favor of strategic partnerships that drive volume rack server deals · With the acquisition of EMC and VMware, will also focus on full-stack solutions that are claimed to be optimized for Dell servers · Market-share strategy	· Invests in software partnerships to drive server sales and uses the legacy IBM customer base to prop up the business · Due to a rapid decline in the server business since moving from IBM to Lenovo, now employs a low-cost strategy to compete with Dell · Market-share strategy required to stay relevant
How we win	· Unified management for rack, blade, dense storage, and Cisco HyperFlex systems · Simplicity of cabling and management · Long-term vision of Cisco Intersight platform	Change the conversation from price to manageability, ease of use, and quality	Change the conversation from price to manageability, ease of use, and quality

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Partner resources

Partners can increase footprint and accelerate revenue within existing Cisco UCS accounts and have opportunities to land new accounts. The M5 server family can be used to open the discussion of cloud-managed servers and the delivery of hybrid clouds using software such as Cisco Workload Optimization Manager, Cisco UCS Director, and Cisco CloudCenter™. All three of these products will have significant services engagements associated with them.

The M5 generation of UCS blade and rack servers create server refresh opportunities triggered by TCO savings (improved computing density and power efficiency) and increased application performance (speed-seekers).

Distribution partners

Cisco has the best distributors in the industry to help recruit, enable and grow our two-tier partner base. The global distributors are Comstor, Ingram Micro, and Tech Data.

These partners offer joint benefits:

- They offer numerous programs, capabilities, and services that help partners scale and succeed.
- Their reach extends to thousands of partners serving the SMB, commercial, and midmarket spaces.

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Partner programs, plays, incentives, and promotions

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Partner programs, plays, incentives, and promotions

Name and description	URL for more information
Cisco UCS Advanced TCO/ROI Tool: Creates a customized TCO analysis for your customer	https://cs.co/ServerTCO
Cisco UCS Refresh Tool: creates a Cisco to Cisco TCO analysis for your customer. As few as five inputs are needed	
Cisco SalesConnect	https://salesconnect.cisco.com/open.html?h=PAGE-569
Data Center Partner Training	https://communities.cisco.com/community/partner/datacenter/partnertraining
Value Incentive Program (VIP)	https://www.cisco.com/c/en/us/partners/sell-integrate-consult/incentives/value-incentive-program-vip.html
Account Breakaway	https://www.cisco.com/c/en/us/partners/sell-integrate-consult/promotions/new-account-breakaway-promotion-ucs-nexus.html
Cisco SmartPlay: Provides the best pricing for Cisco UCS products and solutions	https://www.cisco.com/c/en/us/partners/sell-integrate-consult/promotions/smartplays.html
	https://apps.cisco.com/ccw/cpc/content/ucsPromotionDetails/ucsPromotions

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Sales and technical resources	Link
Why refresh your Cisco UCS servers? (BDM presentation)	https://salesconnect.cisco.com/open.html?c=d6b703e2-28f9-4b6e-aaa1-084cb7aa6d50
Cisco UCS M5 Business Decision Maker (BDM) presentation	https://salesconnect.cisco.com/open.html?c=451f8e95-c0cd-4488-91b4-4d5e2cb1cb25
Cisco UCS BDM presentation	https://salesconnect.cisco.com/open.html?c=8cd466b3-f2e5-4c53-84c0-260fc3c18422
Changing the Economics of the Data Center (presentation)	https://salesconnect.cisco.com/open.html?c=6b748b82-3992-4b45-a80f-a2ee8cc689b4
Cisco UCS Advanced TCO and ROI Tool: Creates a customized TCO analysis for your customer	https://cs.co/ServerTCO
Cisco SmartPlay: Provides the best pricing for Cisco UCS products and solutions	https://www.cisco.com/c/en/us/partners/sell-integrate-consult/promotions/smartplays.html
Account Breakaway: Rewards partners for finding, developing, and selling a targeted technology in new accounts or in accounts that have not bought in a specific time period, from 1 to 3 years	https://www.cisco.com/c/en/us/partners/sell-integrate-consult/promotions/new-account-breakaway-promotion-ucs-nexus.html
Complete list of service available for Cisco UCS	https://www.cisco.com/en/US/products/ps10312/serv_group_home.html
Cisco Data Center Sales Academy	https://salesconnect.cisco.com/open.html?h=PAGE-11516
Intel Processor Advisor: Offers guidance for CPU transition. AMD EPYC Processor Selector Tool	http://xeonprocessoradvisor.exaltsolutions.com https://www.amd.com/en/processors/epyc-cpu-selector

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Resource	Link
Cisco.com	www.cisco.com/go/ucs
Cisco UCS performance benchmarks: Provides proof points for Cisco UCS system performance	https://www.cisco.com/c/en/us/products/servers-unified-computing/industry_benchmarks.html
Changing the economics of the data center (presentation)	https://salesconnect.cisco.com/open.html?c=6b748b82-3992-4b45-a80f-a2ee8cc689b4
All Cisco data center case studies	https://www.cisco.com/c/en/us/solutions/cloud-computing/case-studies.html
Cisco UCS white papers and technical documents	https://www.cisco.com/c/en/us/products/servers-unified-computing/ucs_white_paper.html
Microsoft applications for Cisco UCS	https://www.cisco.com/c/en/us/solutions/data-center-virtualization/microsoft-applications-on-cisco-ucs/index.html#~sales_resources
SAP applications for Cisco UCS	https://www.cisco.com/c/en/us/solutions/data-center-virtualization/data-center-solutions-sap/index.html
Big data applications for Cisco UCS	https://www.cisco.com/c/en/us/solutions/data-center-virtualization/big-data/index.html
Oracle applications for Cisco UCS	https://www.cisco.com/c/en/us/solutions/data-center-virtualization/oracle-applications-on-cisco-ucs/index.html
Desktop virtualization	https://www.cisco.com/c/en/us/solutions/data-center-virtualization/desktop-virtualization/index.html

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Resource	Link
FlashStack: An integrated infrastructure solution by Cisco and pure storage	https://www.flashstack.com/
FlexPod: An integrated infrastructure solution developed by Cisco and NetApp	https://www.cisco.com/c/en/us/solutions/data-center-virtualization/flexpod/index.html
VersaStack: An integrated infrastructure solution developed by Cisco and IBM Storwize storage	https://www.cisco.com/c/en/us/solutions/data-center-virtualization/versastack-solution-cisco-ibm/index.html#~resources
VxBlock: Integrates computing, network, and storage technologies from Cisco, EMC, and VMware	https://www.cisco.com/c/en/us/solutions/data-center-virtualization/vblock-systems/index.html

Contacts

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Cisco Technical Marketing Engineer (TME) mailer	ask-ucs-tme@cisco.com