



CONTRAIL ENTERPRISE MULTICLOUD - MAKING HYPERSCALE INFRASTRUCTURE AVAILABLE TO EVERY ENTERPRISE

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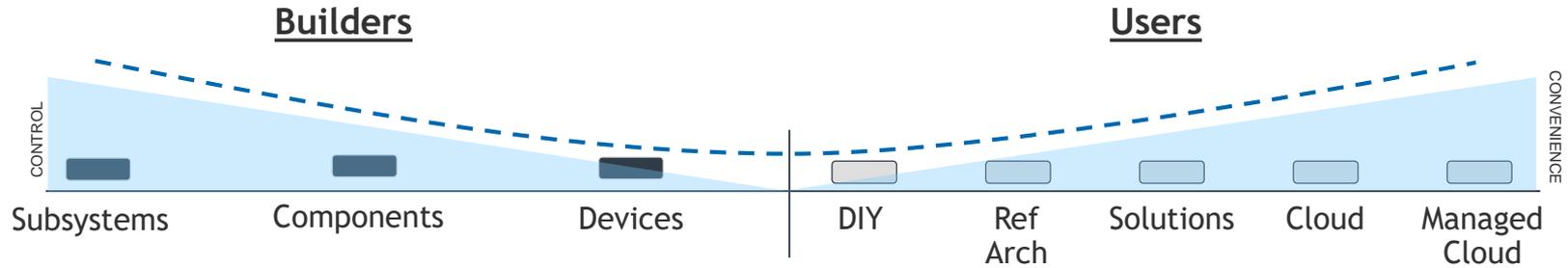
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BIFURCATION OF THE INFRASTRUCTURE MARKET



Builders will provide fit-for-purpose clouds where purpose might mean:

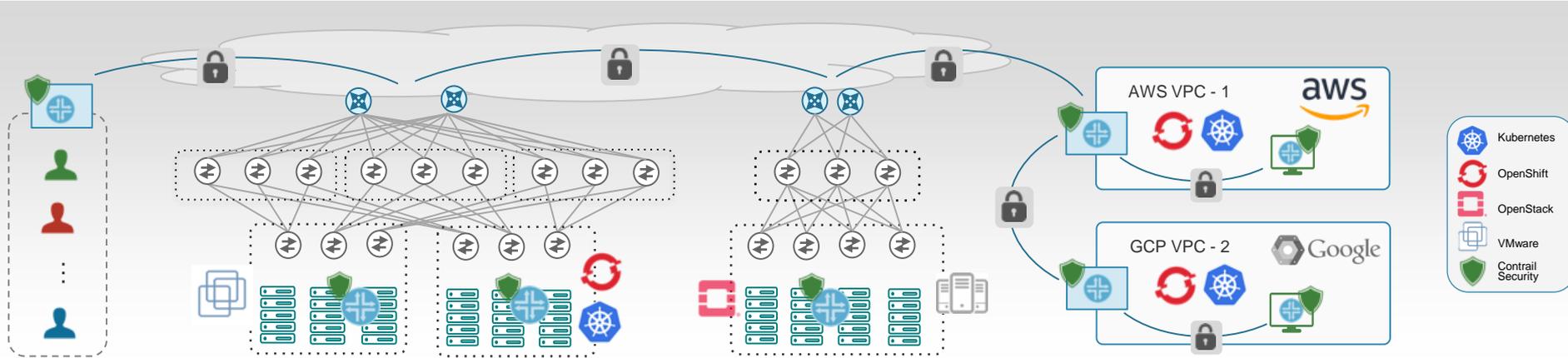
- Cost
- Application performance
- Security or compliance
- Customer control

Users will choose on price and convenience where convenience might mean:

- Reliability
- Mean time to deploy
- Mean time to insight
- Consistency of experience

Selling to builders is about fine-grained control. Selling to users is about making networking simpler.

A MULTICLOUD FUTURE



Cloud features

Supplier management

Data privacy

Proximity

Transition from private to public

FROM DISRUPTION,
COMES GREAT
OPPORTUNITY



EXPECTED IMPLICATIONS OF CLOUD

Architectures will change

- Legacy networks are too expensive and too complex
- A cheaper knockoff of the status quo serves only incrementalist buying patterns
- Infrastructure must become invisible to users, which requires unified policy and control
- Must be a rise of multicloud orchestration tools; value will accrue at the point of control

Multicloud is multi-vendor

- Proprietary solutions are non-starters
- Cisco faces a strategic crisis: opening up their architecture destroys their competitive moat, but building closed systems is counter to industry movement

Channel will be up for grabs

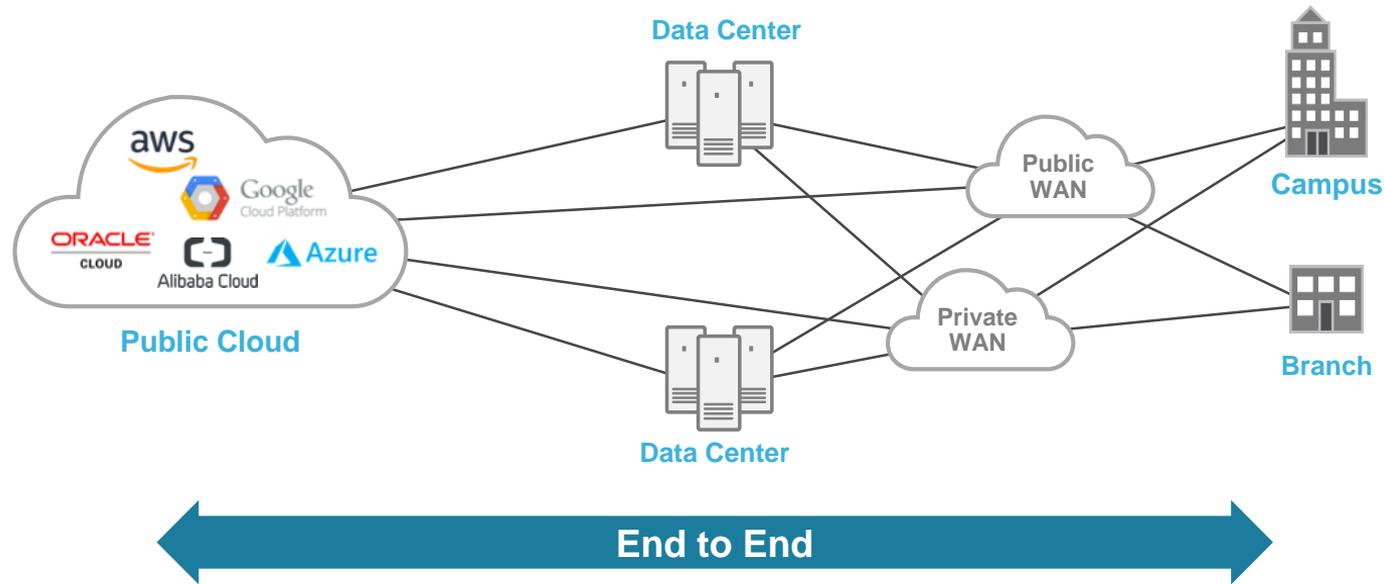
- Channel players with cloud and software expertise will rise up
- Emerging partner ecosystem around cloud properties will be important

More than products

- Technology transitions (like merchant silicon in the data center) can be product led
- Operational transitions (like multicloud) require a strong services play

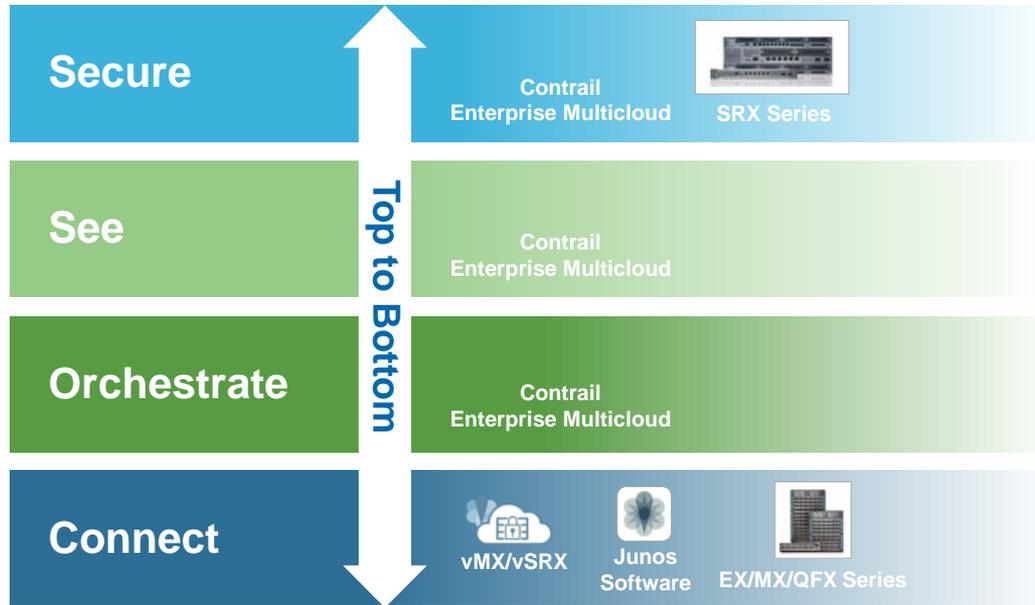
Incumbency will be shattered. And that hurts the incumbent and everyone basing their strategy on incumbent dynamics.

SECURE AND AUTOMATED MULTICLOUD



Multicloud is about managing resources as a single, cohesive infrastructure.

OPERATING AS MULTICLOUD



Software controls the multicloud-ready infrastructure.

ORCHESTRATION AND VISIBILITY



Contrail Enterprise Multicloud



Any Cloud

Private cloud data centers, public cloud and VMware private clouds



Any Workload

Bare metal servers, physical networking devices, public cloud instances, virtual machines, and containers



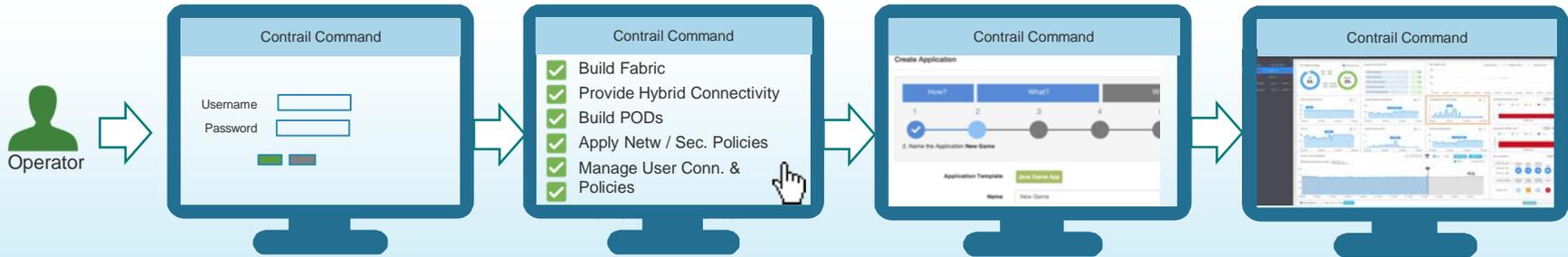
Any Deployment

Greenfield or brownfield, single- or multi-vendor

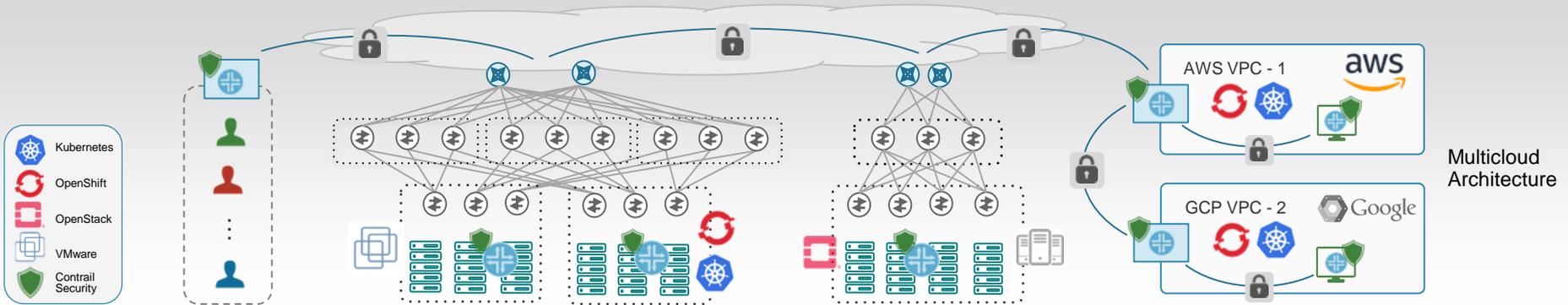
One platform for end to end policy and control with visibility.

Open alternative to ACI and NSX.

CONTRAIL ENTERPRISE MULTICLOUD



Shifting multi location complexity into one interface.



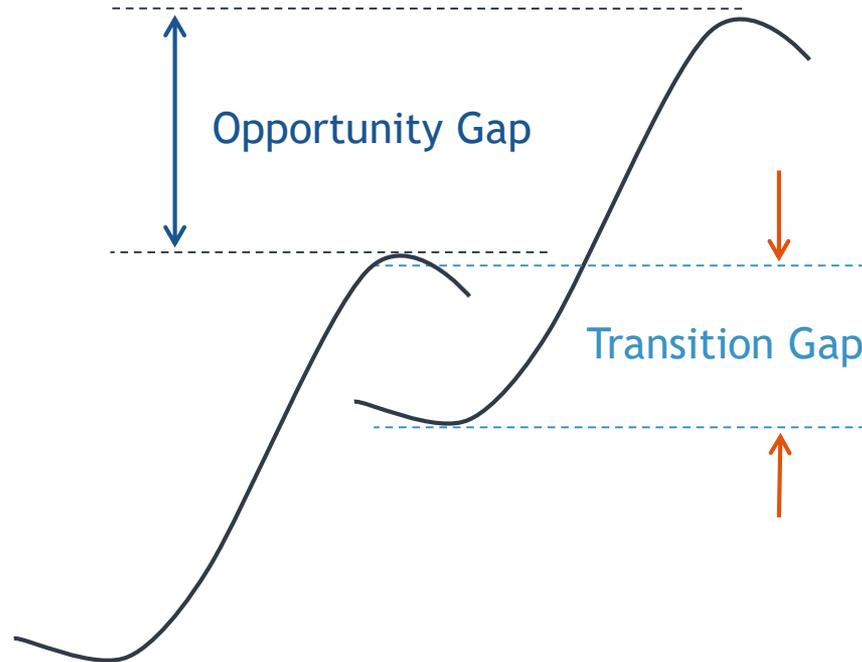
NAVIGATING TECHNOLOGY TRANSITIONS

Vendor marketing perspective

- New technology represents new opportunity
- The greater the promise, the more compelling the solution
- Unlocking value requires moving to future state

End-user perspective

- All transitions carry a procurement cost
- OpEx always goes up before it goes down as users support both old and new
- New solutions (esp. new technology) represent risk



Pique interest

with:

- New technology buzz
- Quantifiable benefits
- Market peer pressure

Close deals with:

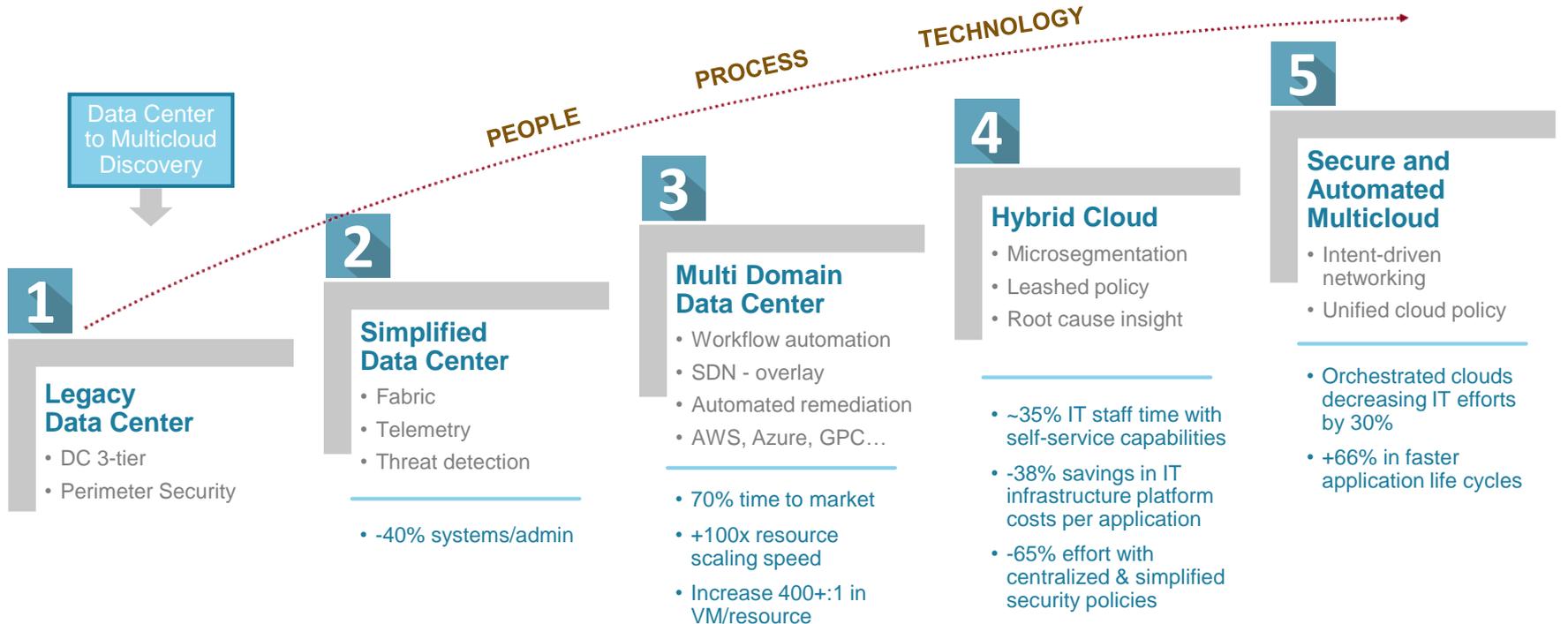
- Familiar interfaces
- Integration with existing tools
- Industry soak time

Incumbents sell 'here'. Challengers sell 'there'.

Real traction comes from people who sell 'getting from here to there'.

DATA CENTER TO MULTICLOUD

Five steps to the long-term vision



THANK YOU

