

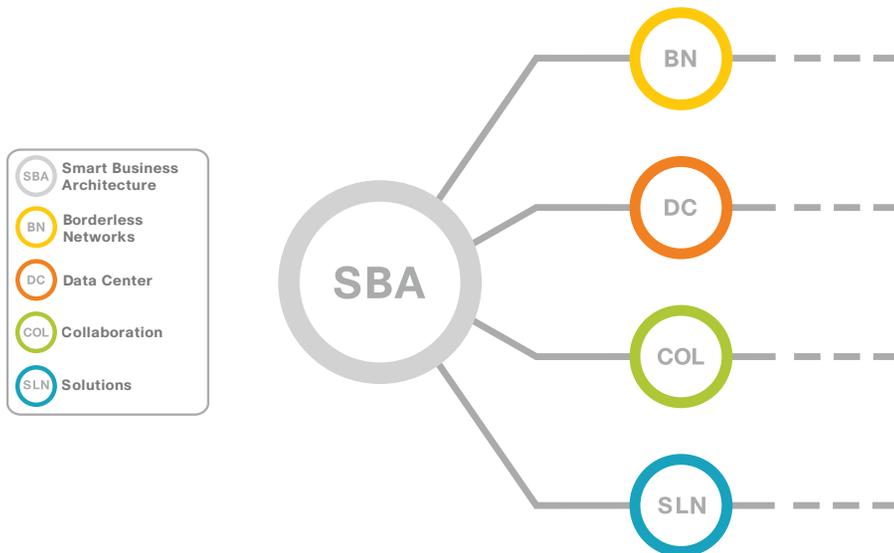


Smart Business Architecture: Prescriptive Guidance for Building a Network

Value, performance, and controlled scalability are not options: they're requirements. That's why focusing on the architecture, instead of point-products, is so important. Cisco Smart Business Architecture (SBA) shifts the view from short term and tactical to long term and strategic. It protects IT investments by making sure each spend is linked to a long-term strategic business need that scales.

But even more than that, it's a business process optimizer. Plus, it helps pave the way for you to support future services and voice, video, security and mobility solutions when you are ready.

Figure 1. The system map shows the four tracks of Cisco SBA



Simplifying Complexity, Speeding Deployment, Spurring Strategic Growth

Whichever Cisco architecture you need to meet your business needs—Borderless Networks, Data Center, or Collaboration—Cisco SBA helps make that architecture real.

A series of prescriptive, step-by-step guides, Cisco SBA is based on fully tested and validated solutions to help you purchase and deploy with confidence while realizing a lower TCO. Designed for modular implementation, Cisco SBA helps ensure your phased approach to building out your network is tied to a long-term strategic plan and won't result in wasted IT dollars and outdated equipment. As a result, customers can get further, faster. Cisco SBA's simplified approach to building a standards-based architecture enables business agility and a solid foundation for more advanced capability.

Ultimately, Cisco SBA enables a sustainable business advantage that includes the ability to deliver operational excellence, and innovation-driven growth.

Empowering Operational and Economic Benefits

- Lower cost of deployment: Preconfigured architecture cuts troubleshooting, reduces costly changes
- Protect IT investments and reduce risk from aging equipment: Modular approach is linked to a long-term strategic network design that scales with the business and supports future deployments
- Ensure products and solutions work together through a fully tested and validated system that is fully customizable



Why Cisco?

Cisco offers best-in-class technologies that are designed to work on their own and as part of a system. This end-to-end approach and the step-by-step guidance provided by Cisco SBA let you build a network architecture in a modular fashion, allowing you to take short-term tactical steps that are tied to a longer-term strategic plan.

Additional Resources

Cisco Smart Business Architecture: www.cisco.com/go/sba

Cisco SBA for China (IBA): www.cisco.com/go/cn/iba

Figure 2. The Borderless Networks line of Cisco SBA guides, a subset of the overall, cross-architectural Cisco SBA system

