Delivering the digital enterprise
The five stages of infrastructure evolution

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Human Centric Innovation in Action
Agenda

• BRCD Company details
• What does digital mean to you?
• 5 Steps to building your business-centric IT infrastructure
• Partnership BRCD and Fujitsu
Brocade Key Facts

Company Overview

- Founded in 1995
- Headquarters in San Jose, California
- 4,550 employees in 36 countries
- Customers in over 160 countries
- $2+ billion in annual revenue
- NASDAQ: BRCD
Brocade Key Facts

Data Center Networking Leadership

- Pioneer of Ethernet fabrics, with 3,000+ Ethernet fabrics deployed
- The #2 vendor in data center networking market share \(\text{(Source: IDC)}\)
- Approximately 70\% SAN switching market share \(\text{(Source: Dell’Oro)}\)
- 15,000+ IP networking customers worldwide
- Market leader in storage fabrics
Brocade Key Facts

Software Networking Leadership for the New IP

• The most widely adopted NFV solution: the Brocade vRouter, with more than 100 million production hours

• 1.3+million OpenFlow-enabled ports shipped in Brocade products, including Hybrid Port Mode to run OpenFlow and traditional routing on the same physical device

• The industry’s first truly open SDN controller based on the OpenDaylight source project

• Virtual visibility and analytics solutions for advanced insight into service provider networks

• Virtual application delivery controller for scaling, securing, and delivering applications in the cloud or data center

• Virtual Evolved Packet Core (vEPC) solution purpose-built for virtualization and the cloud, including MVNO, M2M, and enterprise mobile services
All CHANGE
What does DIGITAL mean to you?

Security, Regulation, Compliance
The cost of digital divergence

Ability to embrace digital will decide the winners and the losers for the next decade

“..the productivity problem isn’t a lack of global innovation. It’s a failure by many firms to adopt new technologies and best practices”.

(OECD 2015)

Companies with greater digital capabilities can convert sales at a rate 2.5 times greater than those without those capabilities

(McKinsey 2015)
It’s time to talk about the network

75% of CIOs say the network is an issue in achieving their organizations goals.

A quarter say it is a **significant** issue...
Transformation tipping point

Laggard
Reactive
IT Transformation

Differentiated
Service-Oriented

Business Transformation
Leader/
Innovator
Agile

IT Infrastructure:
Consolidation
Rationalisation
Virtualisation
IT / Staff
Budget
Growth in Demand

Transformation Tipping Point
Diminishing Returns
Agility Gap
Automation
Orchestration
The NewNetwork Accelerates Service Delivery, Data Access & Innovation

From
- Proprietary
- Hardware Devices
- Manual
- Silo’d Ops
- High Cost
- Slow Innovation

To
- Open
- Software-enabled
- Automated
- True Democracy
- Optimized Costs
- Fast Innovation

New Network Architecture
- Ecosystem Driven
- Innovation-Centric, Software Enabled

New Business Models
- Content and Data
- Agile Infrastructure

New Network
- On your terms
- Open with a purpose

Digital Business
- Cloud
- Personalization
- IoT

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Five Fundamentals you need from your network

- Zero downtime
- Automation & Analytics
- Availability & Performance
- Software-enabled
- Open for innovation
5 Steps
to building your business-centric IT infrastructure
Transformation Tipping Point
Build the network you need

A business-centric network for now and the future:

• Audit what you have
• Align with the business
• Plan with change in mind
• Fit for today, flexible for the future
Automated Network
Optimize for applications & cloud

An operationally aligned infrastructure to reduce risk and improve productivity & performance:

• Immediate application deployment
• Application performance acceleration & protection
• Controlled cloud connectivity
• A foundation for virtualization & software
Agile Infrastructure
Optimize for speed & efficiency

A virtualized data centre infrastructure:
• Increase operational efficiency
• Accelerate speed of change
• Cut cost
• A platform for innovation adoption
Intelligent Services
Optimize for opportunity & growth

An intelligent IT ecosystem:
• Make investments informed by insight
• Proactively deliver differentiated services
• Accelerate differentiation through innovation
• Flexibility & stability for sustained growth, reduced risk
Innovative Business
Always optimized with IT-as-a-Service

A software-enabled ecosystem:
• Be ready for the next big thing, whatever it may be
• Adapt with ease in real-time with elastic IT services
• IT as business, not business IT
• The right investment today, the right infrastructure for an uncertain tomorrow
Summary: Transformation in 5 Steps

1. Discovery
2. Optimisation
3. Virtualisation
4. Analytics
5. Orchestration

Network Tipping Point
Business is moving to the 3rd Platform

THIS is why Brocade Partnering with Fujitsu!!
Fujitsu & Brocade Partnership

OEM relationship
• All Fibre Channel products & most of the IP products (often sold via solutions or bundles)
• Fujitsu maintains 1st & 2nd levels of Support (uses Brocade as Level 3 escalation)
• Sold via Fujitsu Direct, Fujitsu Channel Partners, and Fujitsu Services

Reseller relationship
• All Brocade products can be sold via reseller relationship
• Fujitsu will sell Brocade Support with products under Reseller contract sales
• Sold via Fujitsu Direct, Fujitsu Channel Partners, and Fujitsu Services
• Started in 2010 to transact IP products not on OEM contract
Thank you

Any Questions???