



NEWS RELEASE

Cisco Expands Big Data Portfolio With Resale Agreements in Place With Leading Data Management Partners

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SAN JOSE, CA -- (Marketwired) -- 03/04/15 -- In the Internet of Everything (IoE), immense amounts of data are being generated daily from smartphones, sensors, video cameras and other connected devices. Extracting their value and transforming them into actionable business strategies is a daunting challenge for data deluged customers. To make it easier for customers to achieve business outcomes, Cisco (NASDAQ: CSCO) is today announcing it has established software resale agreements with Cloudera, Hortonworks[®] and MapR for their industry leading Apache[™] Hadoop[®] Data Management capabilities and innovation.

A broad ecosystem of partners has been critical to Cisco's success over the past 30 years. Data integration and management software partners Cloudera, Hortonworks and MapR will continue to play a critical role in customer success in the big data and analytics market. For customers and channel partners, the benefits from today's announcement are:

- **Simplified computing provisioning for Hadoop:** The previously announced [Cisco Unified Computing System[™] \(UCS\) Director Express for Big Data](#) is now generally available. It offers customers a single touch deployment and management tool for Cloudera, Hortonworks and MapR and helps provide centralized management and visibility across both hardware and software, drastically reducing complexity and improving response times, making Hadoop fast and easy to deploy and manage.
- **Agile, simple and pervasive data:** With the Cisco[®] Data Virtualization solution, customers can abstract, access and query data and deliver it into a Hadoop cluster for cost-effective processing and data management.
- **Streamlined consumption model:** As organizations realize the business value of extracting data and analytics, the increased scaling of their Hadoop cluster can be accelerated with an integrated hardware and software purchase. This will yield faster time to results while lowering the overall cost of storing data.

- **Expanding into the Big Data Imperative:** Channel partners have the opportunity to tap into the fast growing big data market opportunity while taking advantage of existing [Cisco data center channel promotions](#).

In combination with our recently launched [Cisco Connected Analytics for IoE](#) portfolio, today's announcement provides customers with a full stack of best-of-breed hardware, software and services to select from to embed powerful analytics capabilities from the data center core to the cloud and to the edge for the most actionable business insights.

"Achieving the business outcomes of big data requires an analytics-ready infrastructure that enables a broad range of joint solutions with ecosystem partners. That's why Cisco is excited to be working with Cloudera, Hortonworks and MapR and reselling their Hadoop-based data management solutions to customers," said Jim McHugh, vice president of Cisco Unified Computing System and Data Center Solutions Marketing.

The software resale agreements include marketing, sales and training worldwide for Cisco sales and support organizations. Available immediately, partners and customers can select Hadoop solutions from their partner of choice on the Cisco Global Price List (GPL).

Topics: IoE, [Big data](#), Cisco UCS

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Contact:

Linda Horiuchi
Cisco
+1 646-674-7310
lhoriuch@cisco.com

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