



# Increase Efficiency and Agility in Your Enterprise Architecture with Network-based Services

## Cisco SONA: A Framework for Cisco Core Services

### An Architectural Approach to Increase Business Agility

Enterprises are increasingly taking an architectural approach to accelerating their business processes and gaining greater efficiency from their technology resources. These architectures define the application framework, information and data storage, as well as the IT infrastructure.

This approach stems from a dramatic shift in the way businesses and organizations are interacting with their customers, partners, and employees. Globalization in all its aspects—delivery of products and services, sourcing of talent and suppliers, and competitive pressure—is forcing businesses to change the way they operate. Collaboration technologies are being adopted to accelerate business processes. Applications are evolving; once considered monolithic, applications and their data may now be composed from many different sources—both within and outside the business.

### Utilizing the Network as an Agility Asset

As IT organizations address the challenges of globalization and collaboration by deploying service-oriented architectures (SOAs), unified communications, video, web services, and virtualization, a Cisco® network can help accelerate, secure, and scale the infrastructure with reusable network-based services. The network constitutes a key element of any comprehensive technology architecture. No longer just for transport, the network can provide services that yield benefits such as reduced infrastructure complexity and cost, and increased business productivity and efficiency.

### A Framework for Reusable Network Services: Cisco SONA

The Cisco Service-Oriented Network Architecture (SONA) includes a broad portfolio of network-based services that applications can use to help achieve

desired business outcomes. These services offer reusable, robust, and unique capabilities that all applications can leverage.

#### What is Cisco Service-Oriented Network Architecture (SONA)?

*SONA is an open framework for network-based services used by enterprise applications to drive business results*

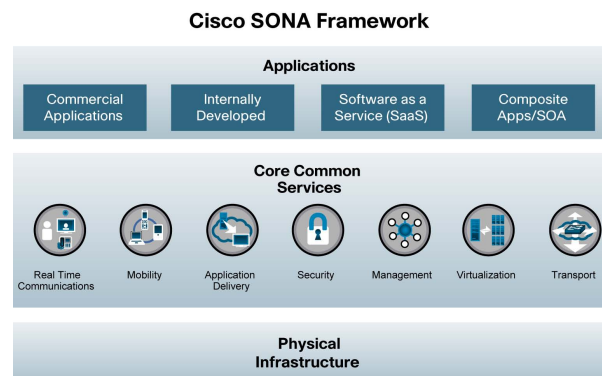
This framework includes three interconnected layers. Primary is the Core Common Services Layer, comprised of an extensive library of network-based service categories working together to create functionality that can be used by the Applications Layer, which contains all types of business applications used across the enterprise.

At the Physical Infrastructure Layer, Cisco designs, tests, and validates sets of modular, connected infrastructure elements organized by places in the network (PINs). These branch, campus, and data center reference solutions form a quick starting point for understanding how network-based services can be deployed with business applications in a variety of industries.

The Core Common Services layer is distinctive to Cisco in that no other vendor offers the breadth and depth of integrated services throughout an enterprise-class network. This layer comprises seven major core service groups, which deliver consistent and robust capabilities throughout the network:

- Real-Time Communication Services offer session and media management capabilities, contact center services, as well as presence functions.
- Mobility Services provide location information, as well as device dependent functionality.
- Application Delivery Services use application awareness to optimize performance.
- Security Services help protect the infrastructure, data, and application layers from constantly evolving threats, and also offer access-control and identity functions.
- Management Services offer configuration and reporting capabilities.
- Virtualization Services deliver abstraction between physical and functional elements in the infrastructure, allowing for more flexible and reliable service operations and management.
- Transport Services help with resource allocation and deliver on the overall QoS requirements of the application, as well as routing and topology functions.

Cisco Core Common Services are centered on two principles: application-focus and reusability. These services use a variety of open protocols (such as SIP and XML) and published APIs that allow IT developers as well as an innovative community of global development partners to improve reliability and performance and deliver new capabilities.





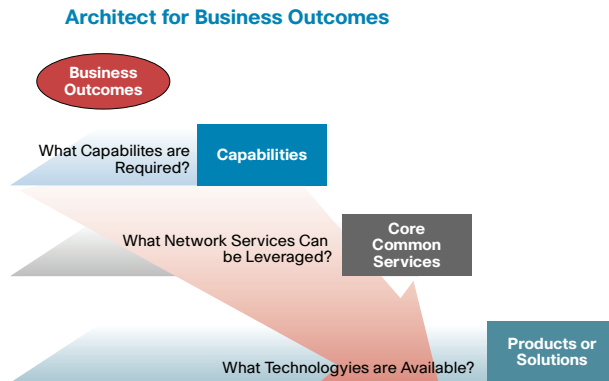
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### Benefits of Innovating with Cisco Core Common Services

Adopting an architectural approach provides a roadmap to best support business goals and objectives. It also results in a set of highly reusable assets.

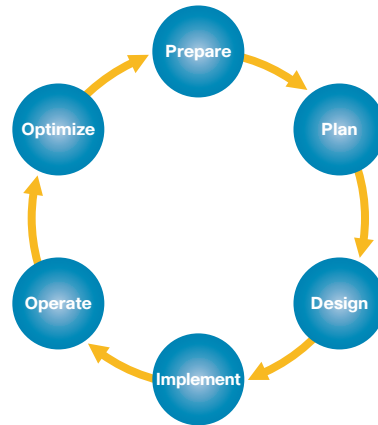
A top-down architectural approach begins with focusing on the desired business outcomes then identifying the business capabilities. The next step is to determine what core functional services are common among the business services and to build the foundation to support those services that drive new business capabilities.



Taking this approach allows your business to realize the full benefits of an intelligent network. The overriding principle for the Cisco SONA framework is that through making strategic investments in the network-as-a-platform you can drive dramatic business benefits for your enterprise.

*With Cisco Core Common Services, your business can use an architectural approach to transform its technology infrastructure to improve business agility; accelerate innovation through unique network-based capabilities; increase time to capability and reduce cost of ownership through service reutilization*

### Cisco Business Transformation Services



### Services and Support

Cisco and its partners can provide planning and design services, as well as optimization services to help you deploy an infrastructure utilizing Cisco Core Common Services principles. Cisco Services employ a holistic, end-to-end discipline aligned with industry best practices and standards to effectively deploy current and new technologies.

The Cisco Business Transformation Workshop Service (SONA Workshop) is a Cisco Services engagement with enterprise customers to discover and analyze a business problem or opportunity, and then to collaboratively map how the SONA framework can be used to develop an IT solution.

The Cisco Business Transformation Optimization Service consists of Architectural Assessment, Solution Validation, Application Development Consulting, Knowledge Management, as well as access to dedicated labs for customer proof-of-concept purposes. This service helps your business to build integrated solutions (prototyping) for mobility, voice, video, data, and business applications.

Cisco Business Transformation Workshops and Optimization Service have been conducted throughout the world across a variety of industries including financial services, manufacturing, government, retail, and transportation.

### Cisco Capital Financing Solutions

Cisco Capital<sup>SM</sup> specializes in providing innovative financing for Cisco products and services worldwide. Cisco Capital empowers businesses with flexible financing solutions to strategically acquire the technology needed to meet business demands today, and into the future. Flexible financing can free businesses from budget limitations while helping them lower the total cost of the technology solution and increase their profitability.

### For More Information

<http://www.cisco.com/go/sona/>

Please contact your local Cisco channel partner or Cisco office for more information.