



## SONA Fact Sheet

# Cisco Service-Oriented Network Architecture Fact Sheet

### Overview:

The Cisco Service-Oriented Network Architecture (SONA) framework outlines how enterprises can evolve their IT infrastructure into an Intelligent Information Network that accelerates applications, business processes and resources, and enables IT to have a greater impact on business. The architectural framework shows how integrated systems across a fully converged network allow flexibility, while standardization and virtualization of resources increases efficiency. It leverages the solutions, services and experience of Cisco and its partners.

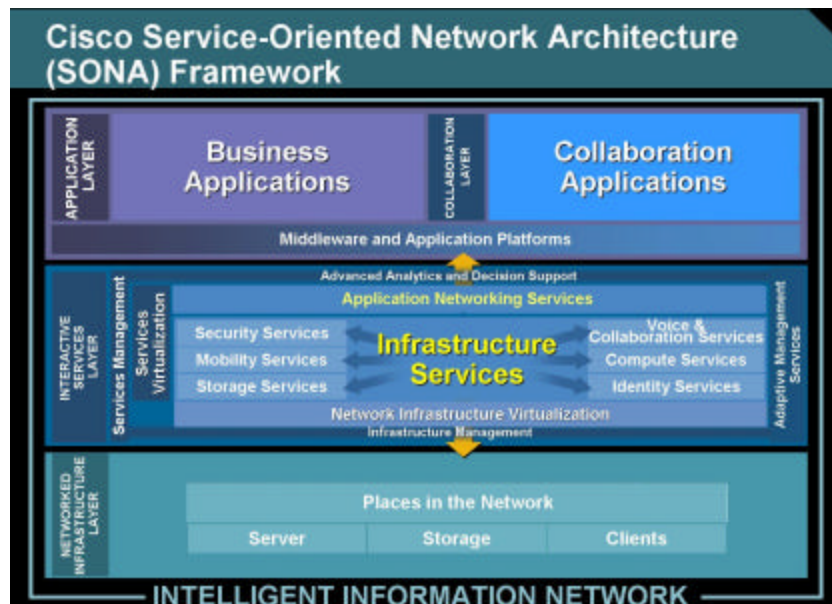
### Increasing the Impact of IT on Business

Business conditions have changed, creating new demands for IT departments to not only control costs but also to find ways to increase impact on the overall business. IT projects must directly enable the business to increase revenues and business opportunities, increase business resiliency and agility, improve customer relationships, and increase productivity and efficiency, while reducing costs. The key principle for most IT departments is to deliver technologies that provide the business the ability to react in real-time to new business opportunities, unforeseen market changes, and customer demands.

However, as IT budget dollars decrease, more of the overall IT budget goes to operational “lights-on” maintenance programs. For IT to significantly make an impact on the overall business, the organization must find new ways to lower maintenance and reallocate those dollars to new technologies. The key place to start in lowering operational costs is in the network.

### Cisco Service-Oriented Network Architecture

Cisco SONA enables enterprises to evolve their network into an Intelligent Information Network and achieve infrastructure-wide efficiencies. The framework shows how integrated systems across a fully converged network allow flexibility, while standardization and virtualization of resources increases efficiency.



### Three Layers of Cisco SONA

- The **Networked Infrastructure** layer, where all of the IT resources are interconnected across a converged network foundation.
- The **Interactive Services** layer, which enables efficient allocation of resources to applications and business processes delivered through the networked infrastructure.
- The **Applications** layer, which contains the business applications and collaborative applications that leverage efficiencies from the interactive services.

### Why the Network?

The network is unique in that it is the only common element that connects and enables all components of IT infrastructure. By making the network more capable, more intelligent, companies can improve their efficiency of everything touched by the network.



### Key products and services that support Cisco SONA:

More intelligent, integrated network with Cisco SONA is done in phases: convergence, standardization, virtualization and automation. Customers can use the Cisco SONA framework to develop an effective IT roadmap.

- Cisco offers many networking solutions that enable the enterprise to converge their networks. Based on the Cisco SONA framework, validated Cisco Enterprise Architectures provide complete design guidance for more fully integrated technologies and services across the entire enterprise – campus, branches, data center, WAN, MAN and teleworker locations.
- Cisco provides a broad range of interactive services, including security services, mobility services, storage services, voice and collaboration services, compute services, and identity services, that optimize the delivery of business and collaboration applications for more predictable and reliable performance while lowering operational costs.
- Cisco Application Networking Services deliver virtualized services between applications, users and other applications via a converged IP network. This provides new, flexible business solutions that can be created and controlled with maximum availability of resources while minimizing physical resource cost, with the network as the enabling medium.
- Cisco offers a robust portfolio of lifecycle services that provide a systematic, validated and proven approach to Cisco SONA that can be tailored to individual enterprise needs. Cisco's lifecycle services can help enterprises increase IT efficiency and utilization, and accelerate their time to market.

### Industry Support for SONA

Other IT application, platform and services companies recognize that a more intelligent, integrated and resilient network infrastructure enhances the effectiveness of their solutions which ride on top of the network, delivering faster and more reliable business results for joint customers

### Contacts for Cisco SONA:

**Media Contact:**  
Pamela Rupert  
Cisco Systems, Inc.  
408.527.9076  
parupert@cisco.com

**Industry Analyst Relations Contact:**  
Laura Irwin  
Cisco Systems, Inc.  
408 853-8876  
lirwin@cisco.com

**Investor Relations Contact:**  
Liz Lemon  
Cisco Systems, Inc.  
408 527-8452  
Lemon@cisco.com

For more information on Cisco SONA can be found on the website: [www.cisco.com/go/sona](http://www.cisco.com/go/sona).

## **Industry Support for the Cisco Service-Oriented Network Architecture**

---

Other IT application, platform and services companies recognize that a more intelligent, integrated and resilient network infrastructure enhances the effectiveness of their solutions which ride on top of the network, delivering faster and more reliable business results for joint customers.

### **Accenture**

"Accenture's mission is to help our clients become high performance businesses and governments. An essential part of that journey includes transforming the underlying IT into an enabler of value, rather than a cost. We see Cisco's SONA architecture as providing the flexibility and scalability required of an IT platform running high performance business processes and applications. Cisco's SONA architecture fits well into the IT Infrastructure Roadmap that we use to advise our clients."

-- Jamie Gylden, Head of Global Networking, Accenture

### **BearingPoint**

"Our customers seek efficient and agile ways to connect organizations and people to business applications, data and other information technology resources. A key to this is a standardized, service-oriented architecture designed to enable safe, virtualized and efficient access to all appropriate IT assets across the enterprise and beyond, that in turn can help customers increase returns on IT investments. With SONA, Cisco is developing the type of vision that can provide organizations with the necessary networking framework to successfully manage and reduce such complexity and better leverage their various technology assets."

-- Frederic Veron, Managing Director, BearingPoint, Inc.

### **Capgemini**

"The business value in the collision of communication with content and process has just started to become visible, and is exciting people and enterprises to realise new business capabilities from Collaboration. Service Oriented Architecture, or SOA, is seen as the way to deliver parts of this vision, but to deliver SOA, and more particularly the Capgemini vision of the Business Collaborative Experience, we need the network to be able to provide new capabilities, too. Cisco recognises this and its new SONA capability excites us at Capgemini by making available the technology to achieve our vision of delivering new business value for our clients. Capgemini and Cisco are currently working together to deliver this in a unified manner that will deliver both cost efficiency improvements as well as increased business effectiveness."

-- Andy Mulholland, Global Chief Technology Officer, Capgemini

### **EDS**

"EDS's direction is to help our clients succeed in today's rapidly changing environment with a flexible, efficient, and secure IT infrastructure. An intelligent network is a key enabler of our Agile Enterprise Platform vision. The Cisco Service-Oriented Network Architecture (SONA) provides a blueprint for Cisco and EDS to innovate in reducing costs, simplifying technology use, and accelerating business process transformation for our clients."

-- Larry Lozon, Vice President, Data Center Services, EDS

## EMC

"EMC's information lifecycle management solutions help customers implement an information infrastructure that provides the right service levels for their business. Cisco is a key partner as EMC delivers more capabilities to help customers manage, share and protect their information throughout its lifecycle. EMC and Cisco share a vision of the data center of the future that helps facilitate the convergence, virtualization and automation of information from the data center to the desktop and we are pleased to be working together with Cisco to make this a reality."

-- Howard Elias, Exec. Vice President, Corporate Marketing and Office of Technology, EMC

## Hewlett-Packard

"The Cisco Service-Oriented Network Architecture will provide a network foundation to help customers realize increased agility, simplification and greater business value, on their way to becoming an Adaptive Enterprise. As long standing strategic partners, HP and Cisco are collaborating to deliver solutions that will help customers more quickly respond to change."

-- Mark Potts, CTO, OpenView Business Unit, Hewlett-Packard

## IBM

"Cisco's Service-Oriented Network Architecture (SONA) provides a framework for customers to consider how intelligent networking can improve the business flexibility they are achieving with Service Oriented Architecture (SOA) implementations from IBM. IBM and Cisco lead the industry in creating innovative solutions to drive productivity and enable new business models across the Enterprise."

-- Sandra Carter, Vice President, WebSphere Marketing, Strategy and Channels  
IBM Software Group

## Microsoft

"Microsoft is excited to work with Cisco to provide customers with next generation networking solutions."

-- Bob Muglia, Senior Vice President, Server and Tools Business, Microsoft Corp.

## SAP

"As we deliver more services-oriented applications to our customers with agile business architectures, we see an increasing need for integrated intelligent delivery systems to ensure performance, security and resources throughout their enterprise. The SONA offering from Cisco complements the SAP NetWeaver composition platform and Enterprise Services Architecture."

-- Richard Yim, Vice President, Solution marketing for Platform Ecosystem, SAP Labs.

## Public and Analyst Relations Contacts for Cisco SONA:

### Media Contact:

Pamela Rupert  
Cisco Systems, Inc.  
408.527.9076  
parupert@cisco.com

### Investor Relations

Contact:  
Liz Lemon  
408 527-8452  
lemon@cisco.com

### Industry Analyst Relations

Contact:  
Laura Irwin  
Cisco Systems, Inc.  
408 853-8876  
[lirwin@cisco.com](mailto:lirwin@cisco.com)

More information on Cisco SONA can be found on the website: [www.cisco.com/go/sona](http://www.cisco.com/go/sona).