

Cisco CIO Summit 2013

The Ritz-Carlton, Laguna Niguel – October 22-24 – Dana Point, California

TOMORROW STARTS HERE

Agenda as of October 2, 2013

(Subject to change)

Tuesday, October 22

- 8:00 a.m. Golf: Pelican Hill Golf Course
- 10:00 a.m. Registration Begins
- 3:30–4:30 p.m. Keynote and Demo: John Chambers, Chairman and CEO, Cisco
- 4:30–5:00 p.m. Break
- 5:00–6:00 p.m. Fireside Chat: The Honorable George W. Bush, 43rd President of the United States of America and Founder, George W. Bush Foundation
- 6:00–6:40 p.m. Evening Reception
- 6:45–8:15 p.m. Dinner
- 8:15–9:00 p.m. Coffee and Cordials

Wednesday, October 23

- 7:30–8:30 a.m. Breakfast
- 8:30–9:30 a.m. **Keynote: Rebecca Jacoby, Chief Information Officer and Senior Vice President, Cisco**
- 9:30–10:30 a.m. **The Economic Viewpoint: Laura D'Andrea Tyson, Professor of Business Administration and Economics, Haas School of Business, University of California, Berkeley**
- 10:30–11:00 a.m. Break

Harnessing the Power of Data	Embracing the Disruption Era	IT as a Service Organization	Who Will Stock the IT Talent Pool?
<p>The ability to intelligently and automatically search vast quantities of rich media to gain insights, search for patterns or events, or identify areas for more detailed analysis opens up a range of interesting new business opportunities. CIOs tend to think about analytics when referring to “big data.” But it is much, much more. Strategies must evolve to deal with increased data volume, unstructured data, velocity, variety, and complexity. How can you get the right data to the right place at the right time, and how does IT add value to get ahead of the data challenge?</p>	<p>Today, organizations must adapt and embrace disruptions in order to grab new opportunities. Market, customer, and technology disruptions are enabling companies to redefine themselves. In this session, we look at organizations that are prime examples of how to use the power of disruptive innovation to become more competitive and grow in this exciting time.</p>	<p>For a CIO, the five primary transitions happening in how the IT department serves the organization are:</p> <ul style="list-style-type: none"> • Infrastructure as a service • Applications as a service • Data as a service • Mobility as an experience • Communications/collaboration as an experience <p>These five trends will lead IT to increasingly become a service organization. They are not the only trends occurring, but they are going to create a fundamentally different model and experience for people. Will this also lead to a new way of measuring and accounting for IT services? Can IT ever become a true profit center?</p>	<p>Although college enrollments in computer science programs are showing some signs of bouncing back, the long-term outlook for IT talent remains troubling. Educational institutions are struggling to keep up with rapid changes in technology enabled by virtualization, mobility, and the Internet of Things. Top students are lured away by a raft of new dot-com startups. Even if you can find good people, you must constantly update their skills to keep pace with technology that is changing faster than ever. What skills will be most precious over the next five years, and how can IT organizations make sure that their people are prepared?</p>

Noon–1:30 p.m. **Lunch**

1:30–2:30 p.m. **Conquering Today’s Mobile Security Threats: Detect, Analyze, and Protect**

Today’s mobile landscape brings innovation that is almost unimaginable, and it can be difficult for technology to keep up with that speed of innovation. As organizations continue to migrate toward cloud-based models and further embrace mobility, the need to keep up with innovation while balancing the risk of today’s security threats is an enormous challenge. We have invited a security-threat expert to this session to show you some of today’s mobile threats and how you can detect, analyze, and protect your organization’s most important assets throughout your mobile infrastructure.

Speaker: Andrew Hoog, Computer Scientist; Author, *Mobile Hacker and Security Geek*; Cofounder, viaForensics

2:30–3:30 p.m. **Keynote: John Doerr, Partner, VC Firm, Kleiner Perkins Caufield Byers**

3:30 – 4:00 p.m. **Break**

4:00 – 5:15 p.m.

Innovation Ideation: What Can We Make Possible with the Internet of Everything? (Interactive Session)

We will put you to work in this very energized and thought-provoking session. What will happen when we wake up the world and start connecting the 99 percent of everything that is not connected to the Internet? What innovations can we create? What will the culture of innovation look like? How can you as a collective group of CIOs imagine what the outcome could be? What is the future effect of this immense amount of connectedness?

Speakers: Thornton May, Futurist, Educator, and Author; Alison Lewis, CEO, Agent of Presence, and Fashion Technologist

5:15–6:15 p.m.

Break

6:15–7:00 p.m.

Reception

7:00–8:30 p.m.

Dinner

8:30–9:00 p.m.

Coffee and Cordials

8:00–9:00 a.m. Breakfast

9:00–10:00 a.m. **Breakout Sessions**

How Space Fosters Innovation	Creating a Customer-Centric Organization	Managing Commercial (IT) Transactions in Today's Evolving Business Models	Future-Proofing IT
<p>It is not about where you work; it is about how you work. And today's CIOs must supercharge their organization and empower employees to be productive by providing the right workspace. It is not just handing out the technology of choice that fosters innovation; it is about how people and devices interact in a workspace. In this session you will see some cutting-edge trends that help you create the most innovative place to work.</p>	<p>What role does the CIO play in creating superior customer experiences? Most CIOs understand how important customer service is to attaining customers and ultimately bringing profitability to their organizations. But many do not have a formal customer experience strategy in place. Turning an organization into a customer in entity can be daunting, but those that connect people, process, data, and things will deliver amazing customer experiences. Which internal business partners do you bring in? How do you change the corporate culture? What IT systems do you use? And what are the best models and processes to follow?</p>	<p>New consumption models are the predominant force behind today's business models. We know this is changing the way companies buy IT and traditional IT commercial arrangements (procurement processes). How your business wants to consume technologies changes the selling and buying experience, the consumption experience, and the service experience. You need to look at how these new commercial arrangements mitigate risk while maximizing financial and operational performance. It used to be that decisions about licensing agreements and buying or purchasing were the dilemmas. Today, the CIO deals with fixed costs, depreciation over time, and "buy by the drink" models. What is possible in these new commercial arrangements? If you get it right, you can:</p> <ul style="list-style-type: none"> • Promote recurring revenues instead of project-based initial payment • Focus on business outcomes instead of technology • Find the right sources of capital to support this business model evolution 	<p>As the networked connections between people, process, data, and things (the Internet of Everything) exponentially increases, the opportunity for private industry sits at US\$14.4 trillion, and what can be made possible is infinite. To implement this well means the future of IT will be very different. It will require a new model for IT: a new unified IT that brings infrastructure together, increases visibility across systems, and converges technologies to realize the potential of the Internet of Everything.</p> <p>Learn how IT will capture that potential and address:</p> <ul style="list-style-type: none"> • The complexity brought on by silos and the demands of existing systems • An infrastructure that must evolve to support business demands for innovation and agility • Increased vulnerability to security threat

10:00–10:10 a.m. Transition Break

10:10–11:10 a.m. **Breakout Sessions**

Popular breakout session repeated in order for CIOs to gain as many insights as possible from the sessions while at CIO Summit.

Embracing the Disruption Era	Creating a Customer-Centric Organization	IT as a Service Organization
<p>Today, organizations must adapt and embrace disruptions in order to grab new opportunities. Market, customer, and technology disruptions are enabling companies to redefine themselves. In this session, we look at organizations that are prime examples of how to use the power of disruptive innovation to become more competitive and grow in this exciting time.</p>	<p>What role does the CIO play in creating superior customer experiences? Most CIOs understand how important customer service is to attaining customers and ultimately bringing profitability to their organizations. But many do not have a formal customer experience strategy in place. Turning an organization into a customer centric entity can be daunting, but those that connect people, process, data, and things will deliver amazing customer experiences. Which internal business partners do you bring in? How do you change the corporate culture? What IT systems do you use? And what are the best models and processes to follow?</p>	<p>For a CIO, the five primary transitions happening in how the IT department serves the organization are:</p> <ul style="list-style-type: none"> • Infrastructure as a service • Applications as a service • Data as a service • Mobility as an experience • Communications/collaboration as an experience <p>These five trends will lead IT to increasingly become a service organization. They are not the only trends occurring, but they are going to create a fundamentally different model and experience for people. Will this also lead to a new way of measuring and accounting for IT services? Can IT ever become a true profit center?</p>

11:10-11:30 a.m. Break

11:30–12:15 p.m. **Tomorrow Starts Here**
John Chambers and Rebecca Jacoby wrap up Cisco CIO Summit with important takeaways and actionable next steps. They have invited CIOs from the floor to join in this active discussion.

12:15 p.m. Lunch