



May 8-10, 2017 | Carlsbad, California

Global Customer Advisory Board

Agenda

Enterprise Agenda: Monday, May 8, 2017

12:00 – 6:30 p.m.

Registration and Hospitality Lounge
Grand Ballroom Foyer (Lobby Level)

6:30 – 10:00 p.m.

Enterprise and Service Provider Welcome Reception and Dinner
Palm Courtyard (Courtyard Level)

Enterprise Agenda: Tuesday, May 9, 2017

7:00 – 7:45 a.m.	Breakfast – Aviara Courtyard	
8:00 – 8:30 a.m.	GCAB Kickoff Chris Dediccoat	
8:30 – 9:30 a.m.	Cisco's Technology Strategy Chuck Robbins	
9:30 – 9:45 a.m.	Break	
9:45 – 11:00 a.m.	The Evolution of Networking for IoT, Security, and Cloud David Goeckeler, Joe Cozzolino, Sachin Gupta, TK Keanini, JP Vasseur	
11:00 – 12:00 p.m.	The Role of Automation in Your Security Strategy David Ulevitch	
12:00 – 1:00 p.m.	Lunch Vivace Restaurant	
1:15 – 2:15 p.m.	The Evolution of Quality Rebecca Jacoby	Making the Power of the Network Easier to Consume with Automation and Analytics Scott Harrell
2:30 – 3:30 p.m.	Accelerating Innovation Through Cisco's Growth Strategy Janey Hoe	Applying Meraki Simplicity at Scale for More Nimble IT Operations Todd Nightingale
3:45 – 4:45 p.m.	Effective Security in a World of Data Sovereignty John Stewart and Michelle Dennedy	Redefining the Customer Experience with AppDynamics Rowan Trollope and David Wadhvani
5:30 p.m.	Enterprise and Service Provider Dinner Miramar Marine Corps Air Station	

Enterprise Agenda: Wednesday, May 10, 2017

7:15 – 8:15 a.m.	Breakfast – Aviara Courtyard	
8:30 – 9:30 a.m.	People Collaborating To Do Their Best Work Rowan Trollope	
9:45 – 10:30 a.m.	Advanced Services: Navigating Digital Transformation with Services Bryan Palma	Next Generation Data Center Roland Acra
10:45 – 11:30 a.m.	Power of Teams: Accelerating Performance in Teams Through Intelligence Ashley Goodall, Guillermo Diaz, and John Manville	Next Generation Data Center Part 2 Roland Acra
11:30 – 12:30 p.m.	Lunch – Palm Courtyard	
12:45 – 1:45 p.m.	Accelerating the Secure Digital Business to Ensure Insightful Business Decisions Guillermo Diaz and John Manville	Cisco's Strategy for a Multicloud World Kip Compton and Bryan Palma
2:00 – 3:00 p.m.	Transforming our Software Business to Deliver Greater Customer Value Mark Hill and Ryan Mac Ban	Managing Your Data in the World of IoT Jahangir Mohammed
3:15 – 4:00 p.m.	GCAB Enterprise Review: Cisco and Customer Participants	
4:00 – 4:30 p.m.	GCAB Enterprise Wrap Up: Cisco Participants	
4:00 – 5:00 p.m.	Survey Completion and Reception	

A scenic view of a golf course with a pond, a wooden bridge, and lush greenery. The Cisco logo, consisting of seven vertical bars of varying heights, is positioned above the word "CISCO" in a white, sans-serif font. The background shows a well-maintained golf course with rolling hills, trees, and a clear blue sky.

CISCO