

# Cisco Expo 2012 Morocco

**Hassan Bahej**

Morocco General Manager





**Bienvenue au 3 ème Cisco Expo au Maroc !**





# Our Guest Speakers ...



**Howard Charney**  
SVP, Office of  
Chairman and CEO



**Duncan Mitchell**  
SVP, Emerging Theatre



# Our Experts Are Here For You ...



Hassan Bahej



Howard Charney



Duncan Mitchell



Anthony Vonsee



Serge Dupouy



Rabih Dabboussi



Danny Chami



Jean-Pierre Muzard



Gilles Chekroun



Hania Baramki



Jacques-Philippe Roederer

28 presentateurs  
20 Pays



Kevin Dunseath



Luc Billot



Luc Imbert



Moustafa Kattan



Nabil Badr



Olivier Desquesses



Philippe Perin



Apollinaire Moreno



Rene Raerber



Yves Torjman



Zakaria Ben Letaief



Pierre Guillemaud



Abderrahim Maroufi



Peter Gaspar



Abdelaziz Benettaib



Ayman Hamed



Maurizio Portolani

Service Provider Sponsor



Premium International Sponsor



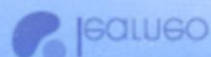
Gold Sponsor



Silver Sponsor



Standard Sponsor



Nos Sponsors...  
Merci

# 6 Keynote sessions ... 2 Roundtables ... 13 Business sessions ... 12 Technical sessions

08:30 - 09:30	<b>Registration and Refreshments</b>		
09:30 - 09:45	<b>Welcome &amp; Opening - Hassan Bahej &amp; Anthony Vonsee Cisco Africa</b>		
09:45 - 10:30	<b>Cisco Innovation - Duncan Mitchell Senior Vice President, Emerging Theatre</b>		
10:30 - 10:45	<b>Guest Speaker - Government Official</b>		
10:45 - 11:30	<b>Cisco Vision - Howard Charney Senior Vice President, Office of the Chairman and CEO</b>		
11:30 - 12:00	<b>Maroc Telecom session</b>		
12:00 - 12:30	<b>Official Opening &amp; Stand Visit</b>		
12:30 - 13:30	<b>Lunch Break &amp; Networking</b>		

	<b>Next Generation Enterprise</b>	<b>eGov. &amp; Public Sector</b>	<b>Next Generation Service</b>
	<b>Moderated by</b>		
	<b>Jacques Philippe Reed Auditorium</b>		
13:45 - 14:30	Unified Communication Yves Torjman	Borderless Network Nabil Badr	Next Gen DC Maurizio Portolani
14:30 - 15:15			
15:15 - 15:30	<b>Journey to the Cloud</b>		
	<b>Gilles Chekroun Auditorium</b>		
15:30 - 16:00	Cloud Computing and Service Tomorrow Gilles Chekroun		
15:30 - 16:15			
16:00 - 16:30	Built to scale: The Intel Xeon Pro Abdelaziz Benettaib		
16:15 - 17:30			
16:30 - 17:00	EMC sponsor session EMC speaker		

09:00 - 09:30	<b>Registration and Refreshments</b>			
09:30 - 10:15	Journey to the Cloud - <b>Rabih Dabboussi - Danny Chami</b>			
10:15 - 10:30	<b>Break &amp; Networking</b>			
	<b>Collaboration Salle B</b>	<b>Virtualization Auditorium</b>	<b>Borderless Networks Salle A</b>	<b>IP NGN Salle C</b>
10:30 - 11:30	Cisco Unified Communication Work Place of the future Abderrahim Maroufi	Cisco UCS server & Virtualization Gilles Chekroun	Next Gen Switching Nabil Badr	NG Transport Technology Moustafa Kattan
11:30 - 12:30	Cisco Collaboration & Business Video Apollinaire Moreno	Cloud Computing Orchestration, Provisioning & Self-Service Rene Raeber	Secure BYOD with ISE Zakaria Ben Letaief	SP WIFI Peter Gaspar
12:30 - 13:30	<b>Lunch Break &amp; Networking</b>			
13:30 - 14:30	Cisco Unified Contact Center Solutions Philippe Perrin	Nexus Unified Fabric for Datacenter Maurizio Portolani	The Next Generation Firewall using Cloud Security Ressources Luc Billot	Mobile Internet Peter Gaspar
	<b>Round Table Auditorium</b>		<b>Round Table Salle A</b>	
14:30 - 16:00	Round Table - <b>Apollinaire Moreno</b> Cisco Virtual Experience Infrastructure (VXI) Abderrahim Maroufi, Gilles Chekroun, Ayman Hamed, Rene Raeber, Luc Billot Auditorium		Round Table - Service Provider WIFI Peter Gaspar, Moustafa Kattan, Danny Chami Salle A	





# Visit the World of Solutions ... E-Education & E-Health in Action







# Collaboration in Action ...

Blood Hound, Virtual Receptionist, Virtual Caricaturist



# Let's Get Social !

Cisco Expo  
2011  
#CE11ZA



- samanthaperry RT @KathMcConnachie: Survey: 'what can't you live without?' 97% mobile phones, 84% internet, 43% petrol #CE11ZA 8 minutes ago · reply · retweet · favorite
- extremehkat RT @ITWeb: RT @KathMcConnachie: Sullivan: In 50 years, 90% of everything we know will have been discovered in the 10 years before #CE11ZA 8 minutes ago · reply · retweet · favorite
- basiparker Surprised how few people at Cisco Expo have Twitter accounts :-| #Cisco #Expo2011 #CE11ZA #FOMO 3 minutes ago · reply · retweet · favorite
- CiscoAfrica A Day Made of Glass... Made possible by Corning, <http://t.co/9W6Qw4k> #CE11ZA #Twitter #FOMO 2 minutes ago · reply · retweet · favorite
- s\_fadl There is nothing I love more than reading emails while shaving :) RT @CiscoAfrica: A Day Made of Glass [...] <http://t.co/9W6Qw4k> #CE11ZA 25 seconds ago · reply · retweet · favorite
- s\_fadl Connecting hospital & schools will truly drive transformation #CE11ZA #education #healthcare 10 minutes ago · reply · retweet · favorite
- reshaadsha \*@CiscoAfrica: Networking Academy @CiscoAfrica in South Africa: 127 instructors, 7757 students & 4944 CCA graduates, impressive #CE11ZA 10 minutes ago · reply · retweet · favorite
- merrystwberry RT @TGebelmann: RT @KathMcConnachie: Survey: 'what can't you live without?' 97% mobile phones, 84% internet, 43% petrol #CE11ZA 8 minutes ago · reply · retweet · favorite



**Merci**

# **Le Maroc et le T.I.C**

## **Un rêve en train de se réaliser**

**Anthony Vonsee**

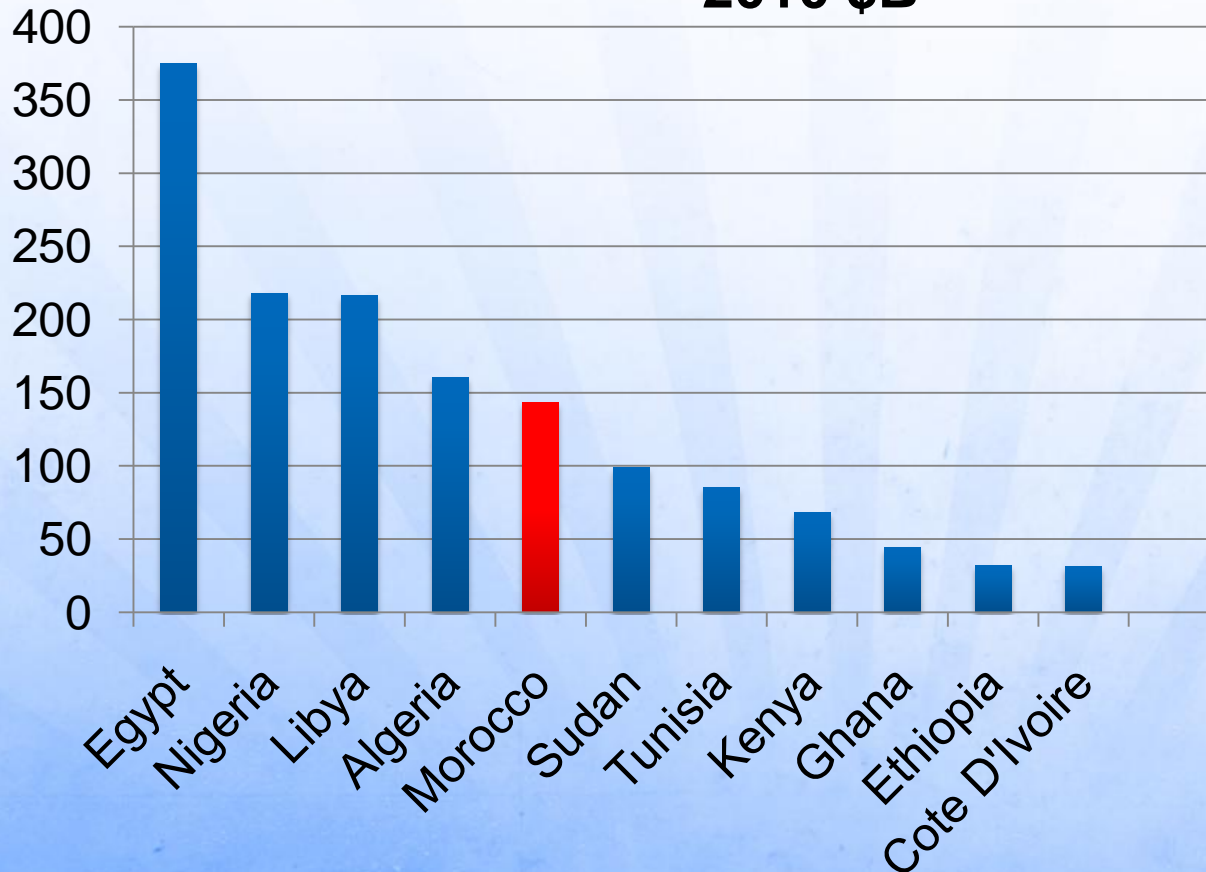
MD Africa



# Le Maroc parmi les grandes economies Africaines

GDP Africain: \$1.95 trillion dans 57 pays\*

2010 \$B



80% du GDP Africain s'est concentré dans les 11 grandes économies

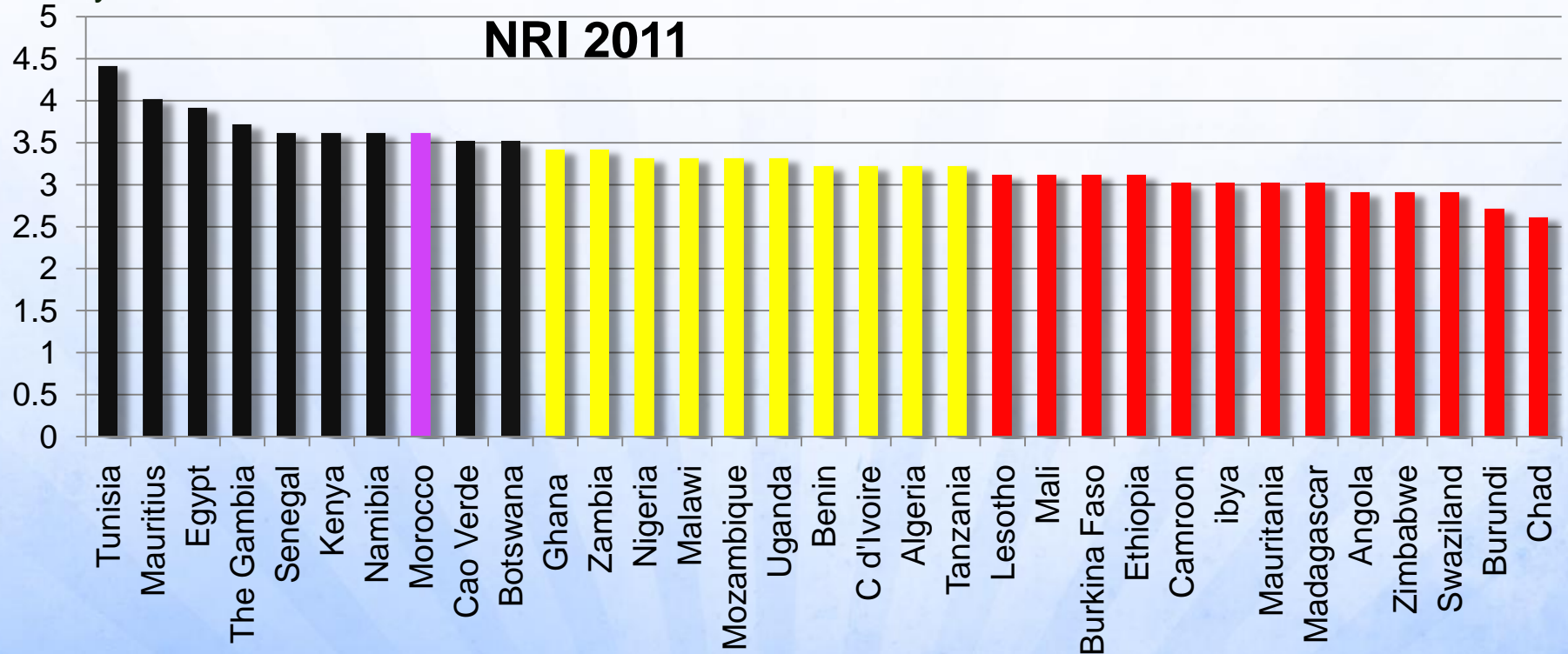
13 Pays ont des GDP supérieures a \$25 Billion

\*Includes Mayotte, Saint Helena & Reunion

\*South Sudan & Sudan are combined for Analysis purposes  
Cote d'Ivoire & Tanzania = +/- \$23B

# Le Maroc parmi les leaders les plus prêts pour le développement du T.I.C

33 Pays Africains inclus dans L'Indexe "Network Readiness"\* du World Economic Forum

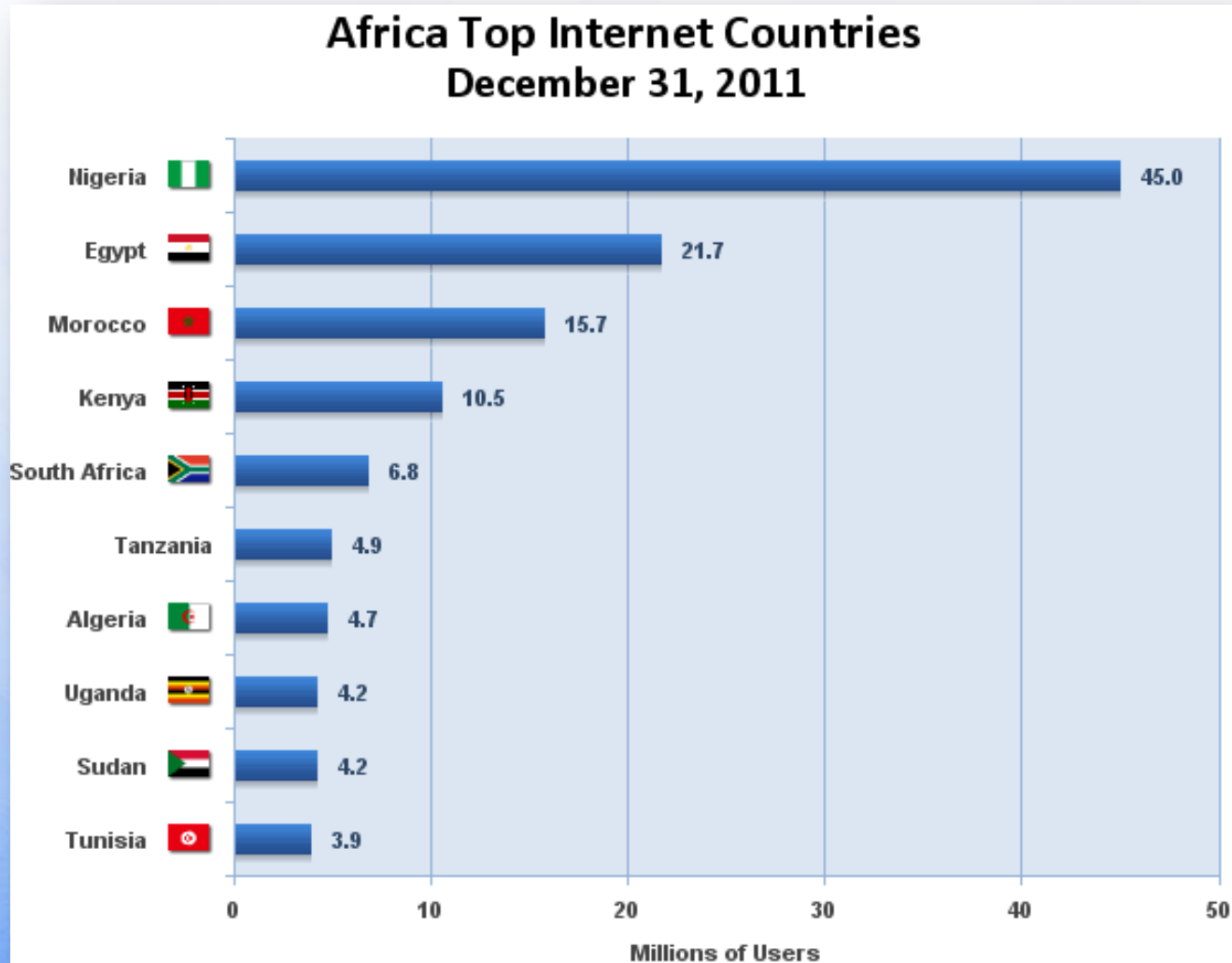


\*NRI :3 components:

- **Environment** (Marché, politique, regulation & infrastructure)
- **Readiness** des citoyens, Affaires et Gouvernement
- **Usage** du TIC

- Raisonables (Top 25%): 3.57 to 4.35
- Moyen
- Insuffisants (Bottom 25%): 2.59 a 3.04
- Pas d'information

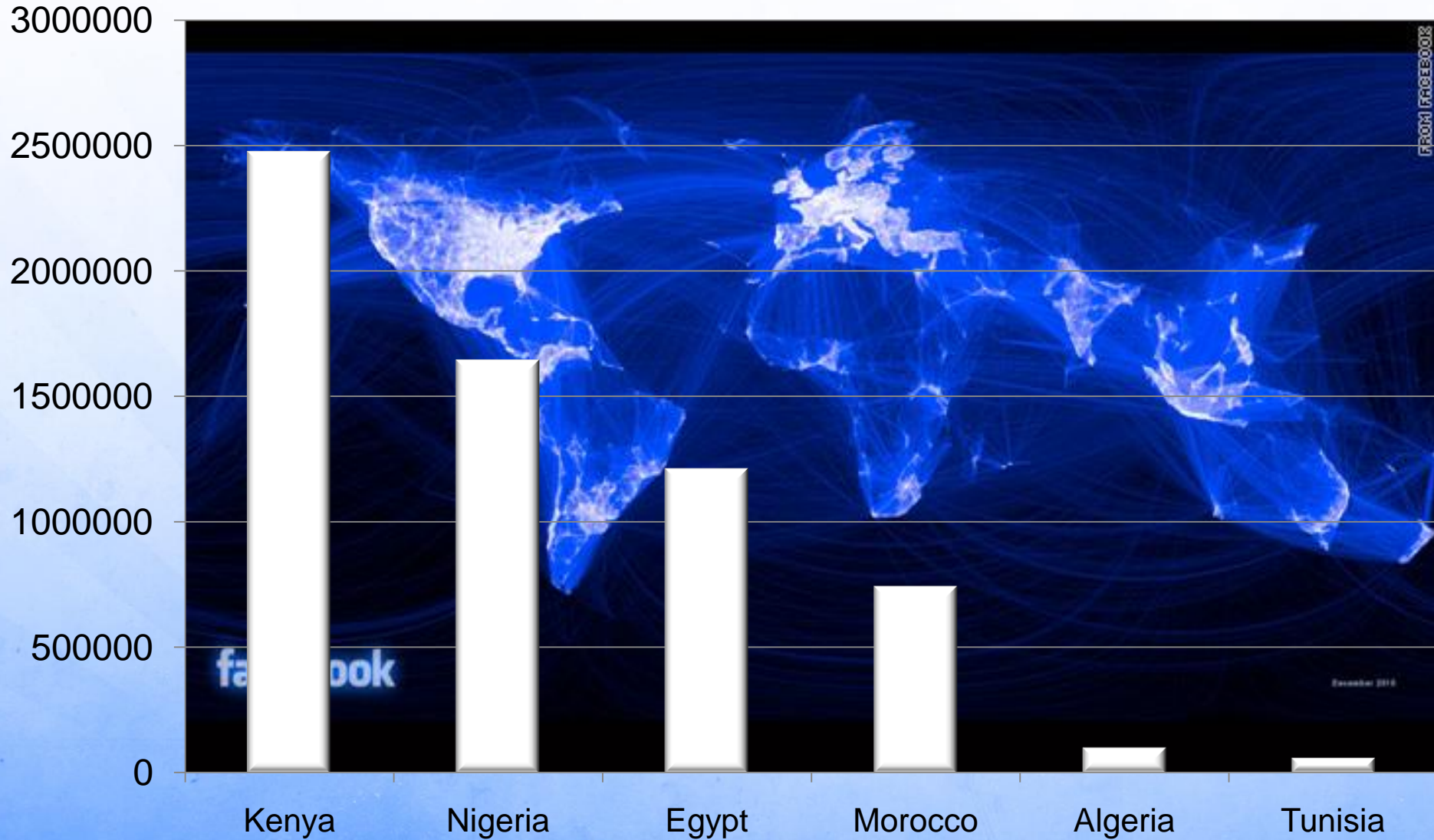
# Le Maroc parmi les leaders des utilisateurs Internet



Source: [www.internetworldstats.com/stats1.htm](http://www.internetworldstats.com/stats1.htm)  
Copyright © 2012, Miniwatts Marketing Group

# Les Quatre super puissances du Twitter et Facebook

Million des Tweets FY11





# Maroc et le TIC un rêve en train de se réaliser.

- **Pénétration Internet > 49 %**
- **Connecté par fibre optique sous marine**
- **88% (2010) -103% (2011) pénétration mobile 26 % Y/Y**
- **Marché dérégulé, très dynamique**
- **La jeunesse, plus de 1 million des utilisateurs Facebook 12.7 %**
- **Créer un environnement favorable pour Cloud Computing:**
  - **Borderless networking**
  - **Data Center**
  - **Video, Collaboration**
  - **Dispositifs mobiles (Smartphone, Ipad etc)**
  - **Education, Formation**



# Cisco Networking Academy: The World's Largest Classroom

On célèbre ...

**1 million** d'étudiants en  
formation cette année

**4 million** étudiants  
ayant participé au  
programme a ce jour

**10 mille** académies dans  
165 pays

**1 million** d'examens en  
ligne délivrés chaque  
mois

**100 million** d'examens  
en ligne délivrés a ce  
jour

**338 mille** fans sur  
Facebook



# Cisco Networking Academy



## ETUDIANTS

**8425**

En 2012

**24,000**

Depuis 2001

**99**

INSTRUCTEURS

**72**

ACADEMIES





# Enabling Entrepreneurship

## Content

- Business-Relevant, Media-Rich Material
- Training and Resources for Institute Team
- Marketing Materials



## Infrastructure

- Course Management System (Moodle)
- System-enabled Localization (planned)
- Institute Management System (Salesforce.com)
- Content Delivery Services (Cisco eTube)



## Vision and Leadership

- Dedicated Corporate and Regional Teams
- Community of Business Leaders
- Partnership with Government Leaders
- Partnership with Finance Organizations



# Cisco & AMIDEAST Partnership



Cisco Entrepreneur  
Institute

Casablanca

Rabat

Laayoune



MERCI BEAUCOUP !



# Duncan Mitchell

Senior Vice President  
Emerging Theatre, Cisco





# Welcome to Cisco Expo and L'Amphitrite!

**innovation & ideas**  
**ICT in action**





# Change is a Constant

**Let's Thrive not just Survive  
in an Environment of Change**



# Our Commitment to Morocco



Building **Collaborative** and **Sustainable** Communities ...  
Accelerating the ICT Industry



# Technology and Talent

## A Catalyst for Change

- **100+ Employee and Partner Ecosystem**
- **24,000+ NetAcademy Students, 72 institutions**
- **Proud to Partner with Morocco since 2001**
- **Iconic Projects:**
  - **Tanger Med**
  - **Renault Morocco**
  - **Casashore (Casablanca)**
  - **Technopolis (Rabat)**
  - **Technopark (Casablanca)**
  - **Royal Mansour Marrakech**
  - **Amanjena Marrakech**

**Thank You for Your  
Partnerships and Friendships ...**



# Impact of the Internet



1 **NEW** DEFINITION IS ADDED ON **urban**...

1,600+ **READS ON Scribd.**

13,000+ **HOURS MUSIC STREAMING ON PANDORA**

12,000+ **NEW ADS POSTED ON craigslist**

370,000+ **MINUTES VOICE CALLS ON**

98,000+ **TWEETS**



skype™



320+ **NEW twitter ACCOUNTS**



100+ **NEW Linked in ACCOUNTS**

20,000+ **NEW POSTS ON tumblr.**

THE **LARGEST** SOCIAL READING PUBLISHING COMPANY

13,000+ **iPhone APPLICATIONS DOWNLOADED**



1 **associatedcontent** **NEW ARTICLE IS PUBLISHED**

THE **WORLD'S LARGEST** COMMUNITY CREATED CONTENT!!

**QUESTIONS ASKED ON THE INTERNET...**

100+

40+

Answers.com

YAHOO! ANSWERS



600+ **NEW VIDEOS**

25+ **HOURS TOTAL DURATION**

70+ **DOMAINS REGISTERED**

60+ **NEW BLOGS**

168 **MILLION EMAILS ARE SENT**

694,445 **SEARCH QUERIES**

1,700+ **Firefox DOWNLOADS**

695,000+ **facebook STATUS UPDATES**

50+ **WORDPRESS DOWNLOADS**



125+ **PLUGIN DOWNLOADS**

1,500+ **BLOG POSTS**

79,364 **WALL POSTS**

510,040 **COMMENTS**

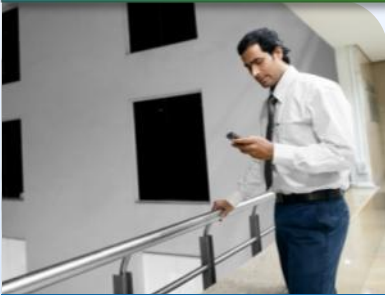


Google

Google Search

# “I Cannot Imagine A Life Without ...”

My Mobile Phone



97%

The Internet



84%

A Car



64%

My Current Partner



43%

Source: 2011 Cisco Connected World Technology Report  
College students and Professionals, aged <30 in 14 countries





By 2016, **data networks** will be carrying 130 exabytes ( $10^{18}$ ) of data **each year, equivalent to 33 Billion DVDs**



**Source: Cisco Visual Networking Index 2011**



The number of **mobile connected devices** will **exceed the world's population** in **2012**







In **2011**, mobile data traffic became **x8** the size of the **global internet** in 2000





By 2016, **60% of mobile users** (3M worldwide) will generate **1GB+** of mobile data traffic per month





**The Middle East and Africa will have the strongest mobile data traffic growth of any region at 104% CAGR ... followed by Asia Pac at 84% and CEE at 83%**

# Innovation Driving Pervasive Communications

## Behaviours

- Social
- Visual
- Collaborative



## Applications

- Mobile
- Portable
- Rich

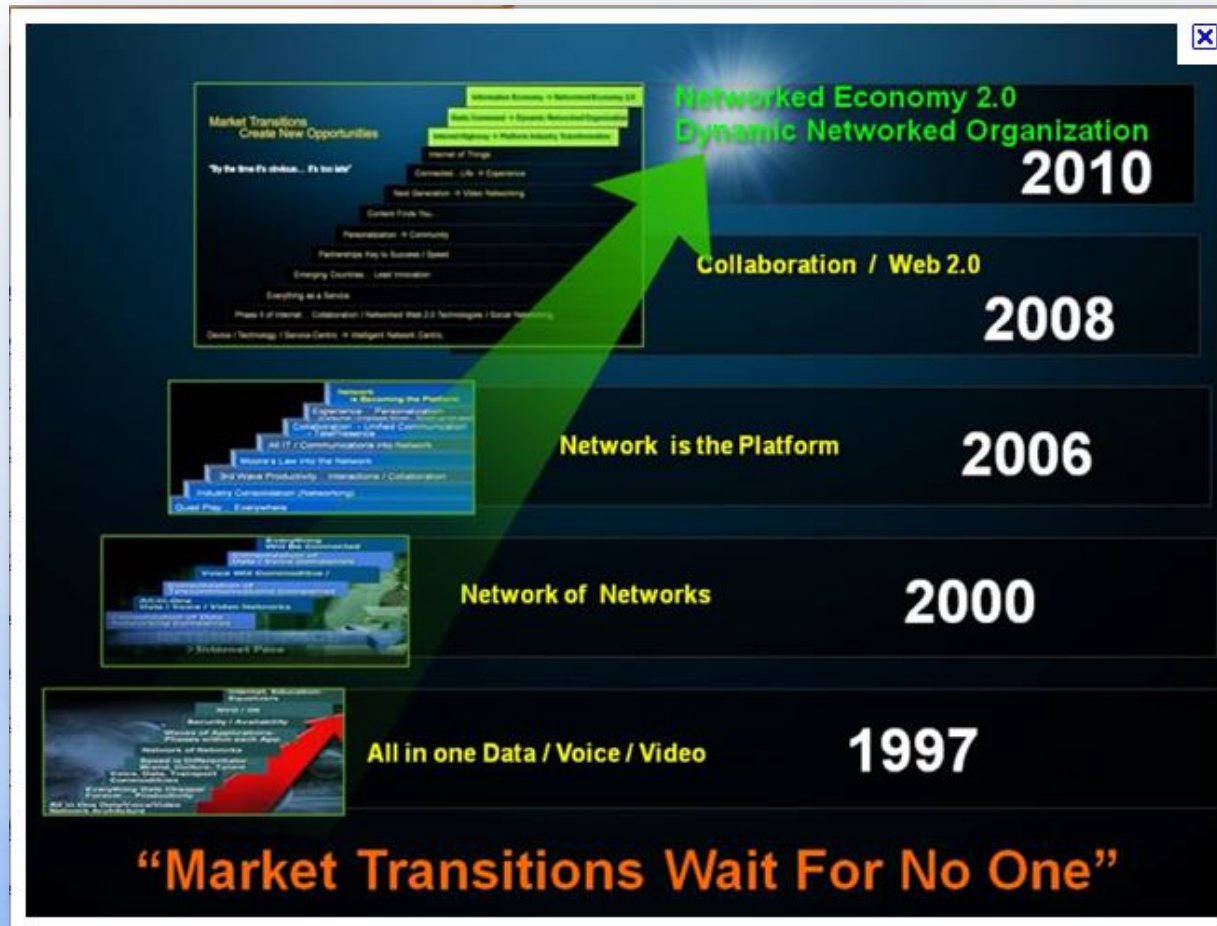


## Technology

- Network
- Radio
- Device

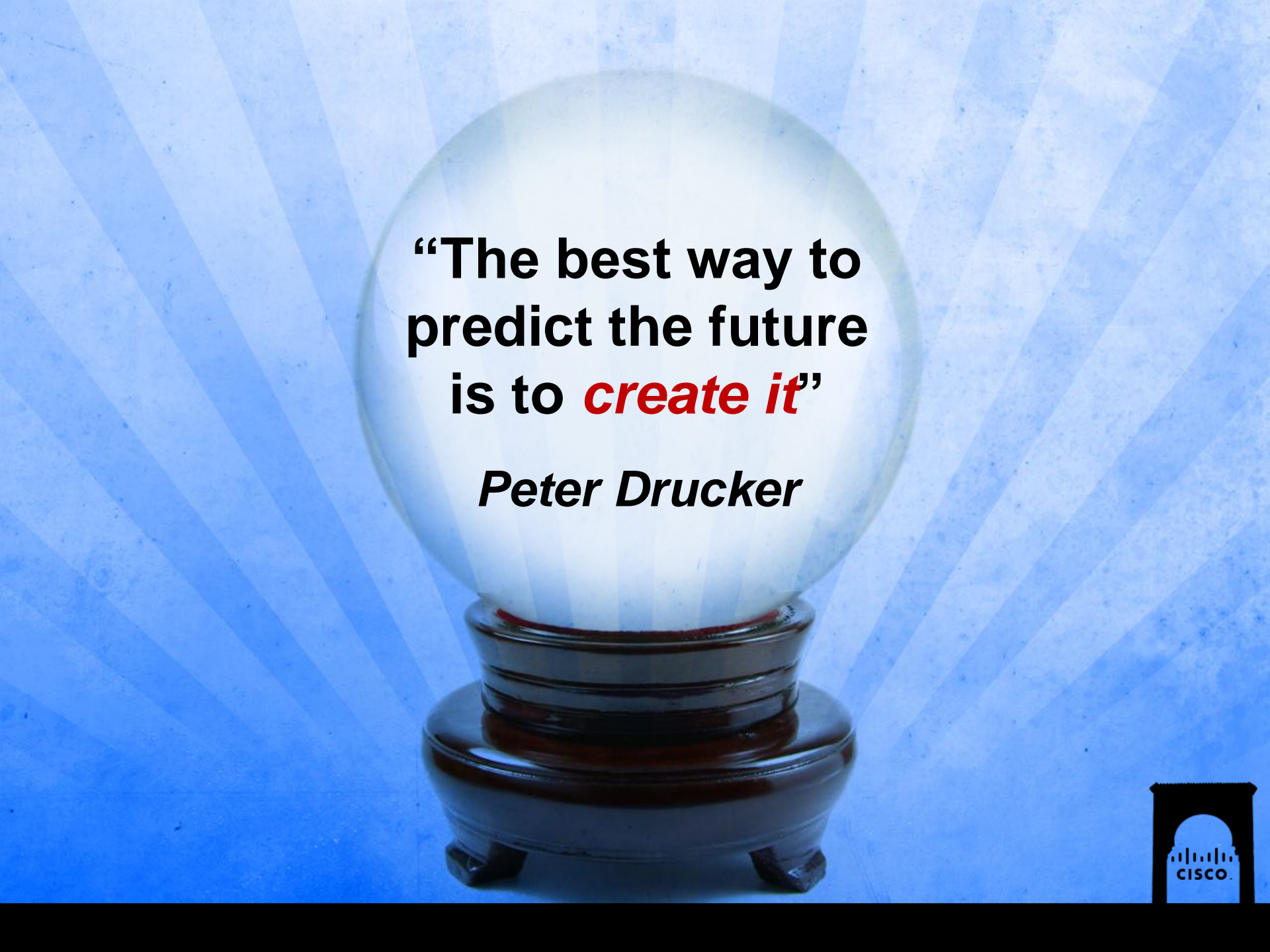


# Proven Track Record of Predicting the Future



IP Telephony ... Virtualization ... Video ...  
Unified Computing ... Mobility



A glowing crystal ball sits on a dark wooden stand. The background is a vibrant blue with diagonal lines radiating from behind the crystal ball, creating a sense of light and energy. The text is centered within the crystal ball's glow.

**“The best way to  
predict the future  
is to *create it*”**

***Peter Drucker***



# Innovation is in Our DNA



## The Cisco Culture

- Driven by our customers and market transitions
- Diverse, empowered, and passionate people innovating and leading change
- Focused on solving our customers' greatest business needs
- Focused on innovation, simplicity, accountability, profit contribution, and operational excellence
- Requires the utmost integrity, respect, and open communications
- Values creativity, flexibility, and fun
- Inspired to be our best by working with the best—maximizing our potential
- Socially responsible, making a lasting impact in our communities and the world



# Holistic Benefits of Innovation

## Why Innovate?

- Innovation is critical for growth and the future success of the business
- **Innovation needs to be treated as if it is a business process like all others**
- Innovation is a key impact driver for employee engagement
- **Cisco must be and be known as an innovative organization**
- Original ideas are now one of the most valuable assets for organizations and nations

## Potential Gains

- Create new products, services and markets to increase revenue
- **Innovation becomes a way of doing business on a daily basis - a winning culture**
- Engaged employees are happy employees that are more easily retained
- **Improve customer confidence, talent retention and recruitment prospects**
- New ideas create opportunities for differentiation and competitive advantage





# Innovation is in Our DNA ...

8,000+ Patents Issued to Cisco Inventors, 3,000 in Pipeline

**\$5.8B INVESTED IN  
RESEARCH & DEVELOPMENT  
FY11, 13% OF REVENUE**



# Cisco I Prize ... Finding the Next Big Idea

- Demonstrates Cisco's commitment to **open innovation** ... a way to explore new and efficient ideas, processes and solutions
- An open global **competition for all entrepreneurs, students, inventors and innovators** ... anyone can contribute a new idea
- Objective is to find Cisco's next \$B business idea ... new **growth markets**
- Collaborate to innovate ... TP, webex, pulse technologies and ideation platform
- **156 countries** represented ... 80% of the world
- \$250k prize ... winning entries include energy management into **Cisco's smart grid initiative**

# The Russian Technology Innovation Agenda Driven by President Medvedev and John Chambers

- **June 2010, Cisco made a firm commitment to invest \$1B to drive entrepreneurship and sustainable innovation in Russia**
- **Focus areas include:**
  - Local manufacturing
  - Venture capital investments
  - I Prize (10,000 citizens, 2,318 ideas)
  - MOU with the Federal Grid Company of Russia for Smart Grid Solutions
  - MOU with Skolkovo Foundation
- **The vision for Skolkovo ... a world class innovation ecosystem, a place where talented people choose to live and work ... to foster entrepreneurial and innovation growth**



# Industry Leading Technology

1986

1989

1993

1995

1997

2004

**AGS**

**AGS+**

**7000**

**7500**

**GSR**

**CRS1**

10 Mbps  
1200 ppf

100 Mbps  
7000 ppf

155 Mbps  
30K ppf

622 Mbps  
220K ppf

2.5 Gbps  
400K ppf

10 Gbps  
80M ppf

**2010**

**CRS3**

100 Gbps  
240M ppf



# March 2004: Guinness World Records Recognizes the Cisco CRS-1 as the World's Highest Capacity Internet Router

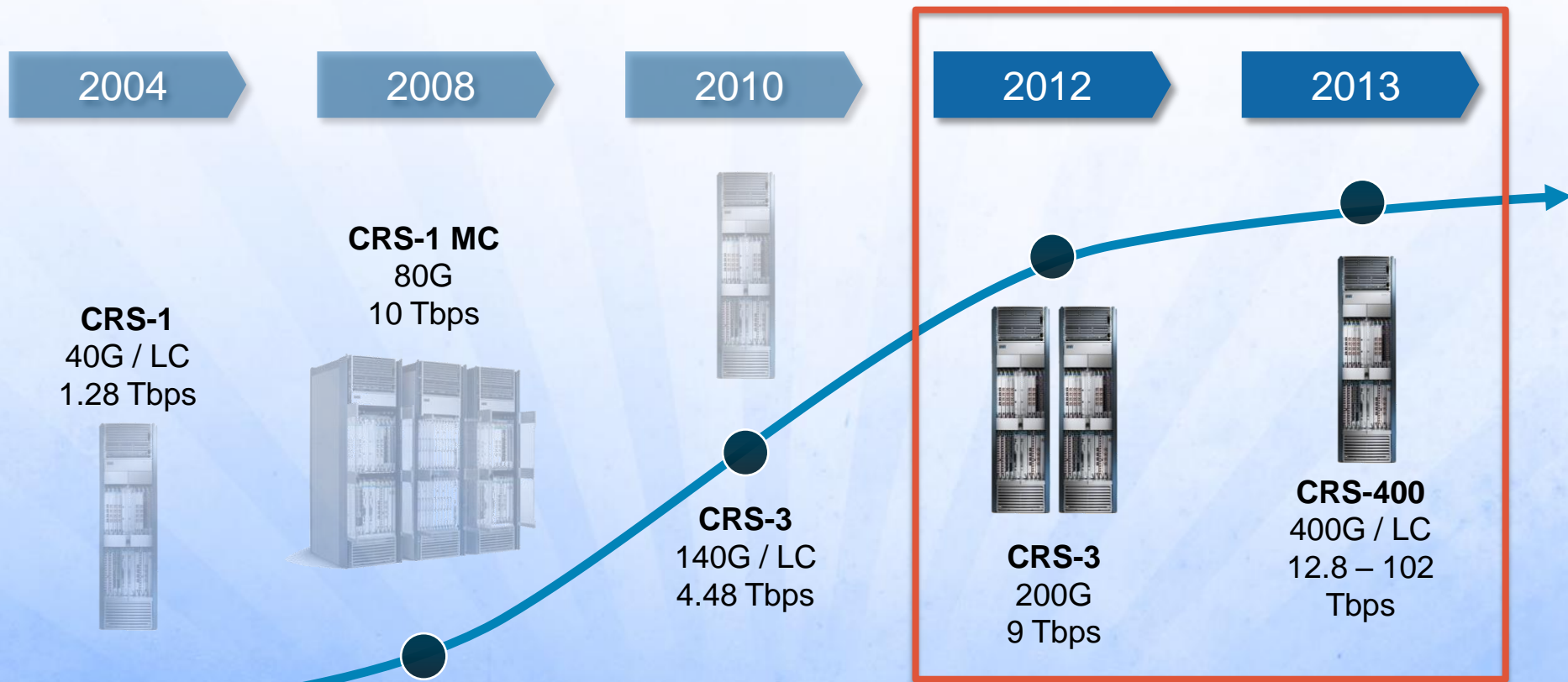


- **Approximately 12,415 people could download a 7.4 GB movie in one second**
- **The entire global population (6.4 billion) could have a simultaneous phone call using Voice-over-IP technology**



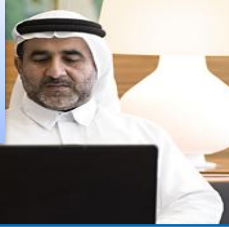
# CRS Family – Investing in the Future

## 10X Capacity Gains over 10 Years




# Faster Networks Enable Life Changing Networks

**5**  
Mbps




**68%** of all broadband connections by 2015

**10**  
Mbps



**40%** of all broadband connections by 2015

**100**  
Mbps



**3%** of all broadband connections by 2015




**HD movie download**




**41 minutes**

**HD movie download**



**20 minutes**

**HD movie download**



**2 minutes**

Education  
Healthcare  
Public Safety  
and Security...  
Connecting with  
Friends &  
Families

Source: Cisco Visual Networking Index (VNI) Global IP Traffic Forecast, 2010–2015



# Amplify the Enterprise: The 2012 CIO Agenda

## Top 10 Business Priorities

1. Increasing enterprise growth
2. Attracting and retaining new customers
3. Reducing enterprise costs
4. **Creating new products & services (innovation)**
5. Delivering operational results
6. Improving efficiency
7. Improving profitability (margins)
8. Attracting and retaining the workforce
9. Improving marketing and sales effectiveness
10. Expanding into new markets and geographies

## Top 10 Technology Priorities

1. Analytics and business intelligence
2. Mobile technologies
3. Cloud computing (SaaS, IaaS, PaaS)
4. Collaboration technologies (workflow)
5. Virtualization
6. Legacy Modernization
7. IT Management
8. CRM
9. ERP applications
10. **Security**

Source: Gartner 2012





# Addressing CIO Strategic Imperatives

Clean  
Air



Mobility

Low  
Latency  
Switching



Competitive  
Advantage

Integrated  
Services  
Module



User  
Experience

IPoDWDM



Reliability &  
Opex

Identity  
Services  
Engine



Security

# The Young Worker & The College Student

**Will violate IT policies to get the job done**

**If forced to choose, would pick internet access over having a car**

**Allows other people to use their devices, even strangers**



**Believes that IT is ultimately responsible for security, not them**

**Would hesitate to work at a company that banned access to social media**

**Owns multiple devices**

**Wants to choose devices to bring to work**

# Unified Computing System (UCS)

- We launched the Cisco Unified Computing System (UCS) ... the world's 1st converged datacentre platform
- In just over 2 years ... 10,000 customers worldwide ... adopted by nearly half of all Fortune 500 customers ... 51 world breaking application performance benchmark results
- IDC Quarterly Server Tracker CQ3'2011 ... UCS ranks 3rd in WW x86 blade server market share (12.1%) and 2nd in United States (19.4%)
- Canalys announced in December 2011 Cisco was 1<sup>st</sup> in the datacentre infrastructure market

# 2012 Action Items for Enterprise Security

- **Prepare for the inevitability of bring your own device (BYOD)**
- **Re-evaluate your acceptable use policy and business code of conduct**
- **Determine what data must be protected**
- **Assess your user education practices**
- **Know where your data is and understand how (and if) it is being secured**
- **Monitor the dynamic risk landscape and keep users informed**
- **Use egress monitoring**
- **Create an incident response plan**
- **Implement security measures to help compensate for lack of control over social networks**
- **Assess the totality of your network**

Source: Cisco 2011 Annual Security Report



Innovation Changed My Working Day...

# Cisco Telepresence

1 day ... 8 priority countries ...

EMEAR HQ ... Corporate HQ ...

Round Trip 48, 118 miles or 77,406 kms



# Thoughts Feed on Other Thoughts ...

## Cisco Patterns of Collaboration

### **INNOVATION**

New Ideas

### **PROBLEM SOLVING**

Resolution Options

### **RELATIONSHIP BUILDING & NETWORKING**

Partnership, Trust,  
Personal Networks

### **EXECUTION AND COMMUNICATION**

Decisions,  
Project Deliverables

Source: Cisco Collaboration Practice Work Practice Study, July 2011  
200+ meetings, 180+hrs of video, home visits and relationship mapping





**90%** of Cisco Intranet Traffic is **Video**





**Predicting  
The Future  
by  
*Creating* It**





# Cisco and London 2012 ...

## The *most connected* Olympics ever



- The **official network infrastructure** provider to the London 2012 and Olympic and Paralympic Games
- A **shared vision** with London 2012 ... changing the way we work, live, play and learn
- Helping to carry all **voice, data and video** traffic ... around the world ... switching, wireless, routing, IP telephony and security
- 200,000 hours or **23.5 years of testing** will be carried out on the IT systems before the games start to simulate every possible scenario
- Building a brilliant **future...regeneration, learning, skills development** in host boroughs



**205**

National Olympic Committees

**1,000**

wireless access points

**94**

locations

**16,500**

telephones

**5,000**

Olympic family members

**10.8M**

tickets to spectators

**27,000**

media

**70,000**

volunteers

**4,000,000,000**

broadcast audience

**6,000**

LOCOG employees

**2,220**

switches

**21,800**

athletes & team officials

**80,000**

pc connections

**14,000**

cable TV sockets

**19**

live sites

**10,000,000**

people connecting to [www.mylondon2012.com](http://www.mylondon2012.com)



**19**

live sites


**10,000,000**

people connecting to [www.mylondon2012.com](http://www.mylondon2012.com)

**4,000,000,000**

global broadcast audience





**“YOU CAN POSTPONE A  
ROCKET LAUNCH, BUT  
WE HAVE NEVER  
POSTPONED AN  
OLYMPICS BECAUSE  
THE ICT IS NOT  
WORKING”**

Jean-Benoit Gauthier, Director of Technology,  
*- International Olympic Committee*





To the International **Olympic** Committee,  
*Legacy* is as **Important** as the **Games** Itself ...





# **Building a Bright Future for the People of Morocco**





**Our Journey Together**

**PROUD TO PARTNER  
WITH MOROCCO**





**CISCO** <sup>TM</sup>

