

Cisco Services

Cisco Expo 2011
Helsinki
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Messukeskus

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Country Lead

innovate *together* 

IT Services For Operational Excellence

Making Your Business Work Smarter

- Emergence Of Smart Services
- Service Assurance and Lifecycle Management - enabled by Smart
- Cisco Smart Services
 - Strategy
 - Concrete examples of Smart Services

Technology Transforms Business And Operating Models

Agriculture

Industry

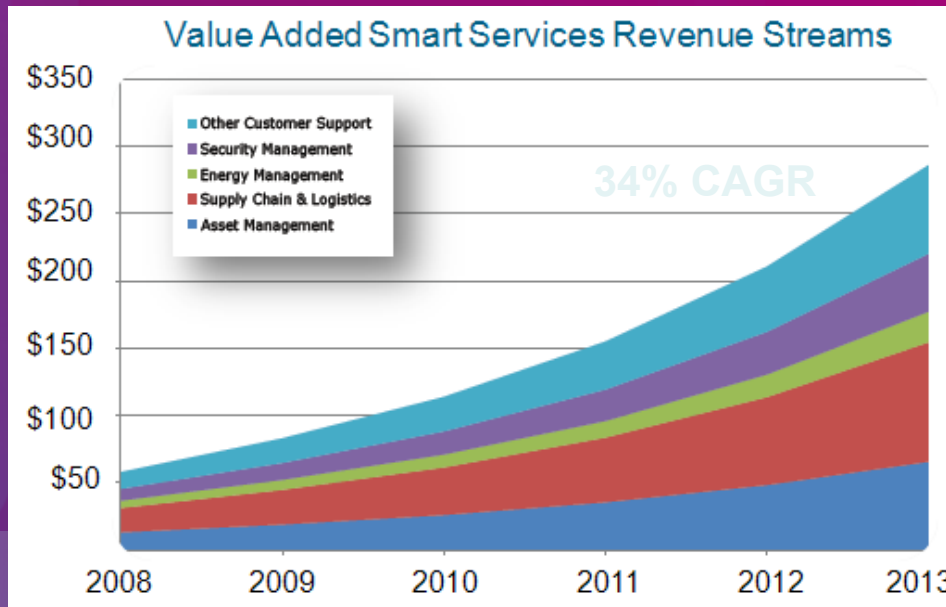
Transport

Energy

Information/Media

Health Care

Entertainment



Products

Smart Services

Emergence Of Smart Services

Smart =

Collaborative Service Interaction
Platform
Optimised Balance Sheet Results

Ecosystem *User Experience*

Advanced Analytics
Automated workflow

People To People
Rules **Networked** Events

Machine To Machine

Intelligent Assets
Real Time CMDB
Secure

Business Service Management
Platform

Impact

Cost - Speed - Quality - Risk



Source: Aberdeen "Emergence of Smart Services" report. Data shows impact on best in class companies - increase from last year

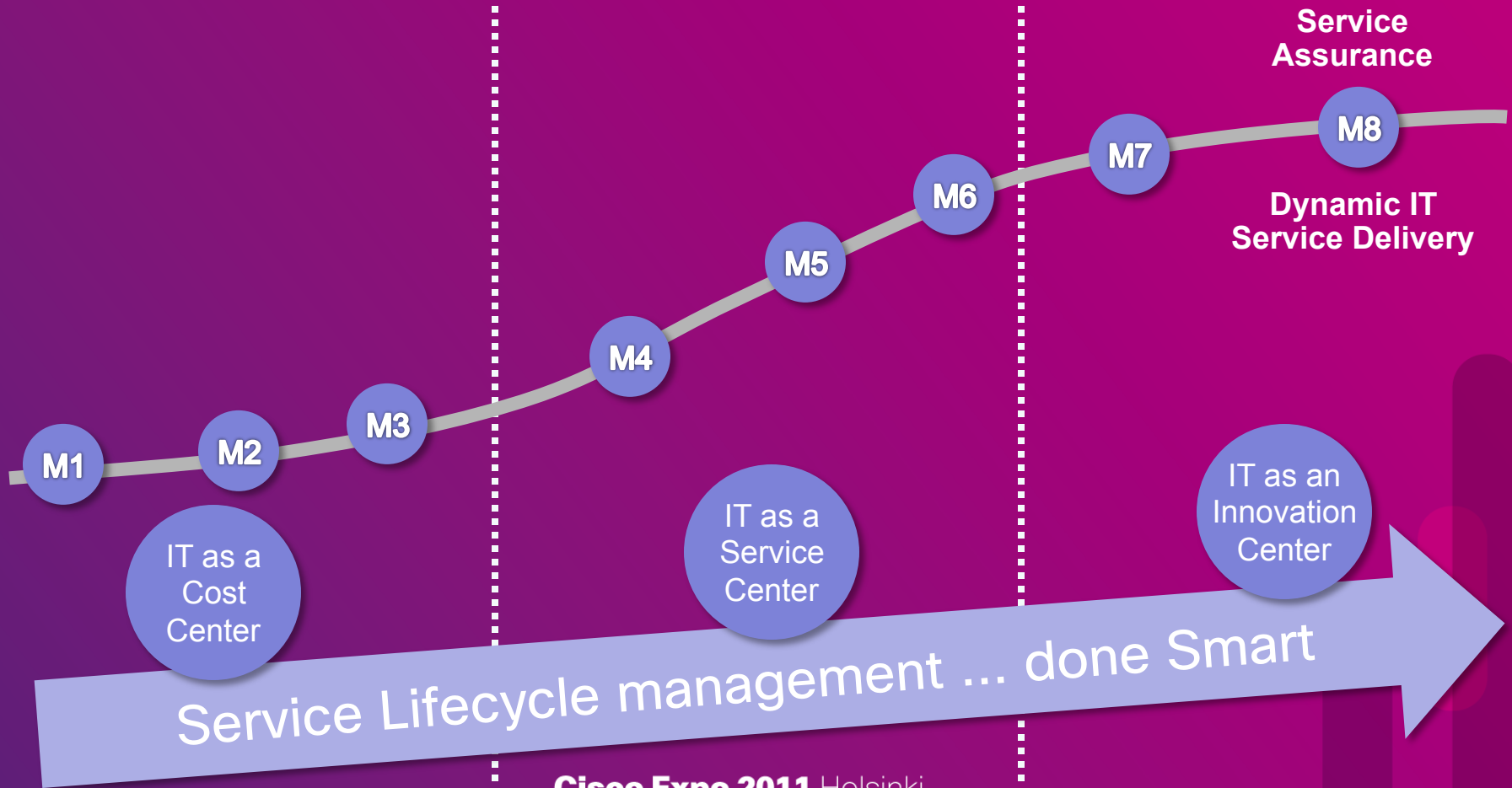
Where Am I Now, Where Do I Start?

Service Assurance Roadmap

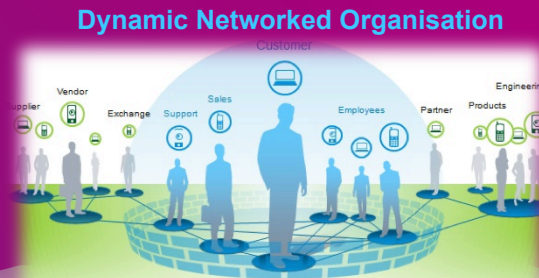
Foundation

Quality

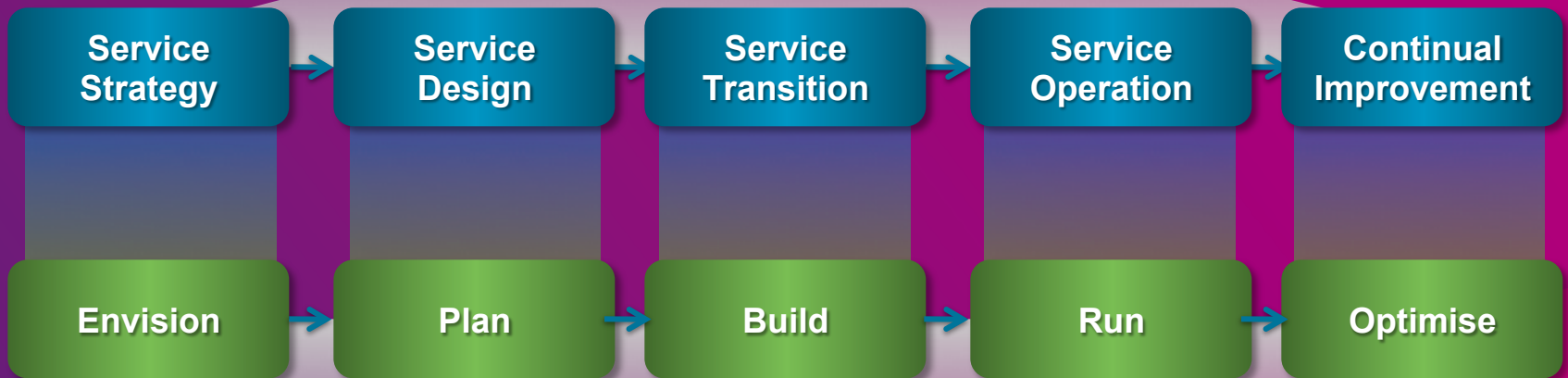
Excellence



Enable Dynamic IT Service Delivery With Cisco Smart Services



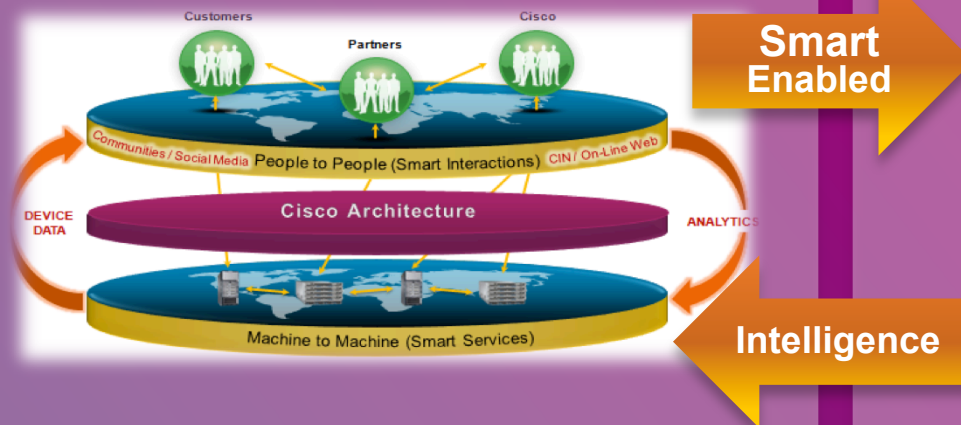
Service Lifecycle Management



Cisco Smart Services

Intellectual Capital Differentiates Cisco Smart Services

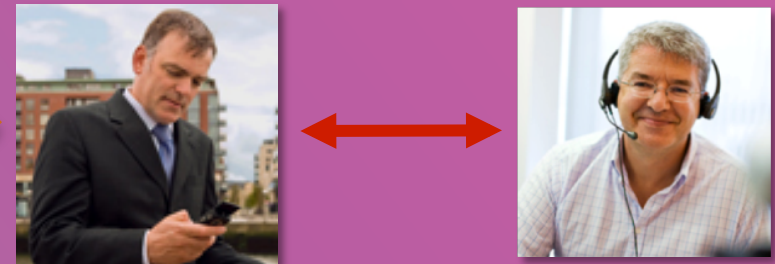
Smart Services Platform



Proactive Experience Delivered by Cisco and Partners

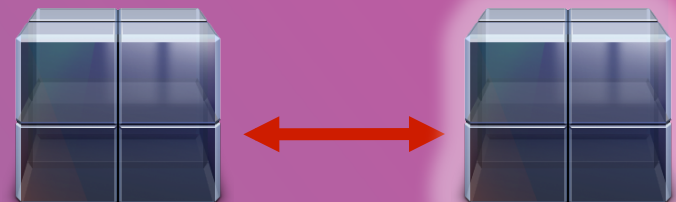
Smart Interactions

Enhanced plan, build, run services and social media collaboration



Machine-to-machine

Automated, real-time network and application visibility and issue resolution



Smart Services Impact

- Reduce the cost of business technology
- Increase network availability and agility; meet increasing demands on networks
- Adopt innovative technologies more quickly and effectively
- Enhance quality of services
- Cisco is investing in accelerating customer & partner success.
- Risk mitigation, cost reduction, innovation

Cisco Smart Services in Practice.

innovate together

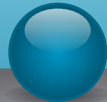


SMARTnet with Smart Call Home Enabled

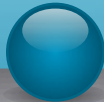
Before



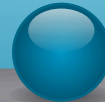
45 min



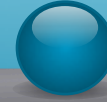
3.75 hrs



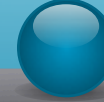
12 hrs



25 hours



29 Hours

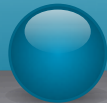


Minor hardware failure – undetected, Customer's Ops team discovers IP multicast configuration problem

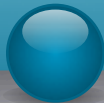
After



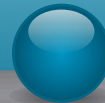
12 min



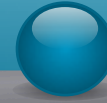
42 min



1.2 hrs



5.5 hours



Minor hardware failure – detected by Smart Call Home and Service Request automatically generated

“Cisco Smart Call Home allowed me to fix a network problem in less than an hour and this was on a problem that would have typically taken one of my staff two days to troubleshoot.”

Mike Dedecker
Network Administrator, Warner Pacific

Smart Services in practice:

Smart Analytics - The Business of Insight

Competitive Advantage

Advanced Analytics

What's the best that can happen?

Optimization

What will happen next?

Predictive Modeling

What if these trends continue?

Forecasting

Why is this happening?

Statistical Analysis

Alerts

What actions are needed?

Query Drilldown

Where exactly is the problem?

Foundational Business Intelligence

Ad ho reports

How many, how often, where?

Std. Reports

What happened?

Q & A

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