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IoT, Cloud and Managed Services

Accelerating the vision to reality to profitability

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Cloud and Managed Services Program Lead

EMEAR Region

Global Cloud Trends

|	
Gartner	"By 2016, Gartner projects spending on public cloud services will more or less double again, to more than $200 billion."
nemertes RESEARCH	"Since 2007… use of managed/hosted has steadily increased from 27% of companies utilizing at least some outsourcing to 87% in 2011."
IDC *Analyze the Future*	"Cloud will be nearly 30% of all IT by 2020."
CISCO	"Global cloud traffic will grow 6-fold between 2012 and 2016."

Everything Is Becoming Connected

$14.4T

IoT Value at Stake

over the next decade
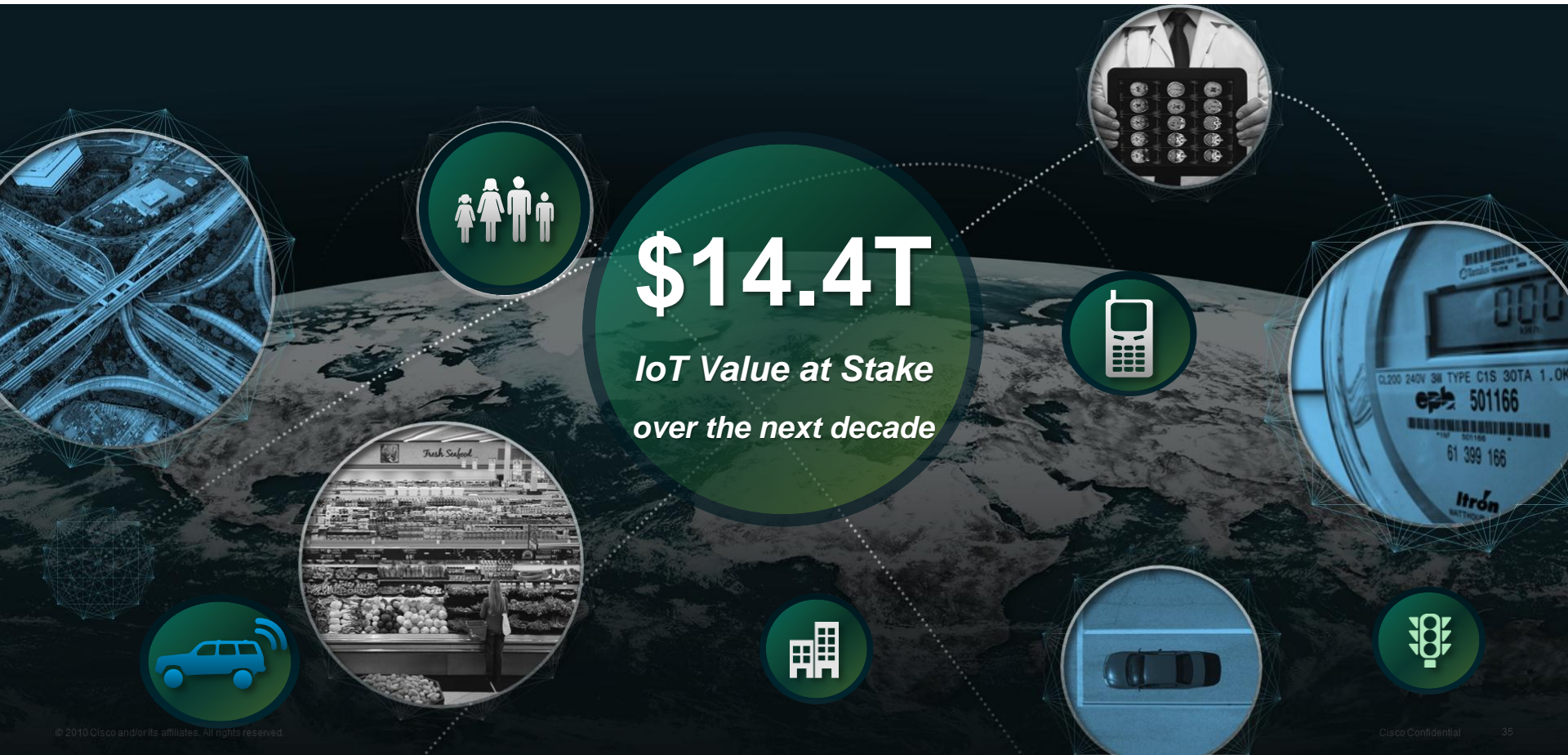
PROCESS MANUFACTURING: Remote operations, workforce optimization, analytics

TRANSPORTATION + LOGISTICS: Preventive maintenance, fleet tracking, new customer experiences

DISCRETE MANUFACTURING: Uptime, better asset utilization, faster reaction times

UTILITIES: Grid modernization, automation and workforce optimization

IoT Drivers

GOVERNMENT/DEFENSE: Response to security threats, natural disasters, secure operations and safety

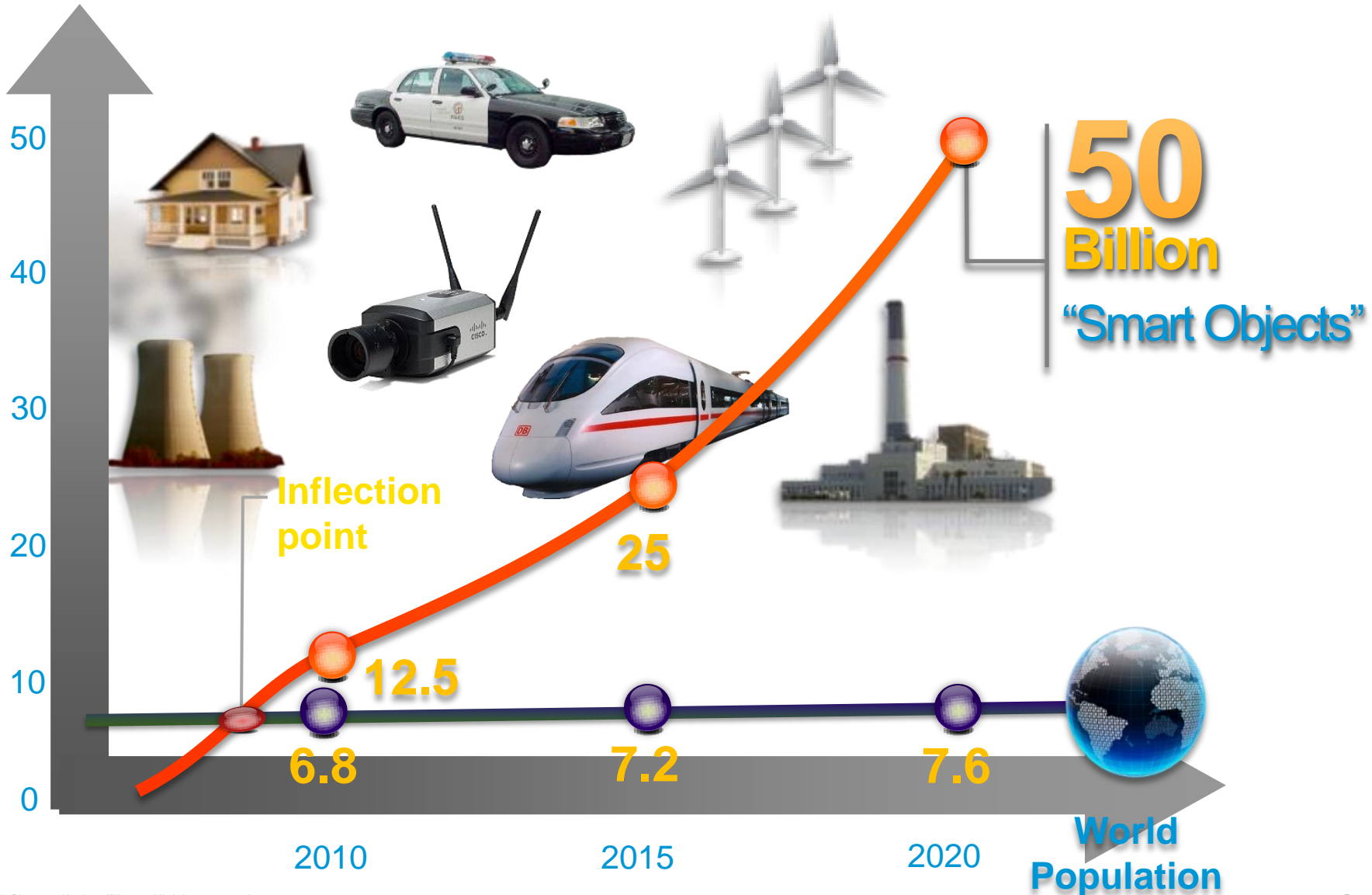**HEALTHCARE:** Patient monitoring, tracking equipment, remote health

RETAIL: B2C customer experiences, dynamic store management

FINANCE: New customer experiences and improved asset utilization

Internet of Things – "Industrialization of the Internet"

50 Billion
"Smart Objects"

Inflection point

25

12.5

6.8   7.2   7.6

2010   2015   2020

World Population

50
40
30
20
10
0

Source: Cisco IBSG white paper "The Internet of Things", April 2011.

IoT: Many Definitions

McKinsey&Company

Sensors and actuators embedded in physical objects—from roadways to pacemakers—are linked through wired and wireless networks.

accenture

Things connected to the internet, anytime, anywhere. Integrating sensors and devices into everyday objects that are connected to the internet over fixed and wireless networks.

SAP

Physical objects integrated into the information network and active participants in business processes.

verizon

Empowering people and businesses through technology.

at&t

Wireless connectivity to things.

ITU

Connection of everyday objects and devices to electronic networks.

Gartner

The Internet of Things is the network of physical objects accessed through the Internet that contain embedded technology to sense or interact with their internal states or the external environment.

New experiences, operating efficiencies, and business models …. enhanced value through improved utilization of these physical assets.

How Cisco enables this shift …

Operation Technology Is Moving…

From Multiple Wired & Wireless Networks… **From Proprietary Standards…** **From Limited connectivity…**

…to a Single, Converged Wired & Wireless Network

…to Open Standards

…Secure and Collaborative Operations

Cisco's Role

- Industries
- Energy
- B2C
- Smart Cities
- Connected Home
- Safety and Security

Industry Innovation: Business Processes and Operations
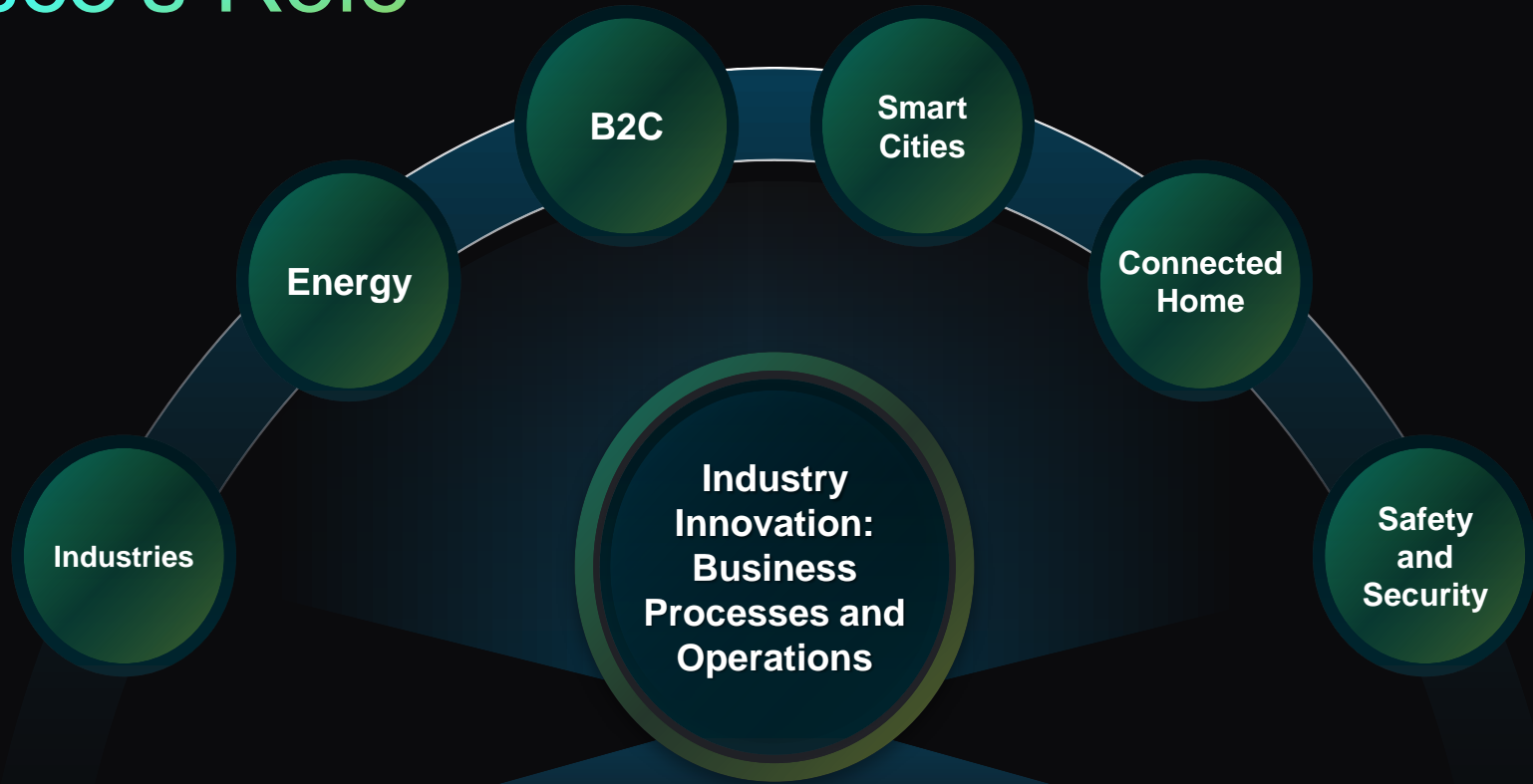
- Sensors and Devices
- Networks and Protocols
- Data Analytics
- Control Systems

Cisco IoT Connectivity Platform

Sensors and Devices

- Location
- Identity
- Policy
- Aggregation

Networks and Protocols

- Scale
- Difficult networks
- Security
- Service Provider M2M

Data Analytics

- Data Aggregation
- Distributed Compute
- Video Analytics
- Data in Motion

Control Systems

- Determinism
- Safety
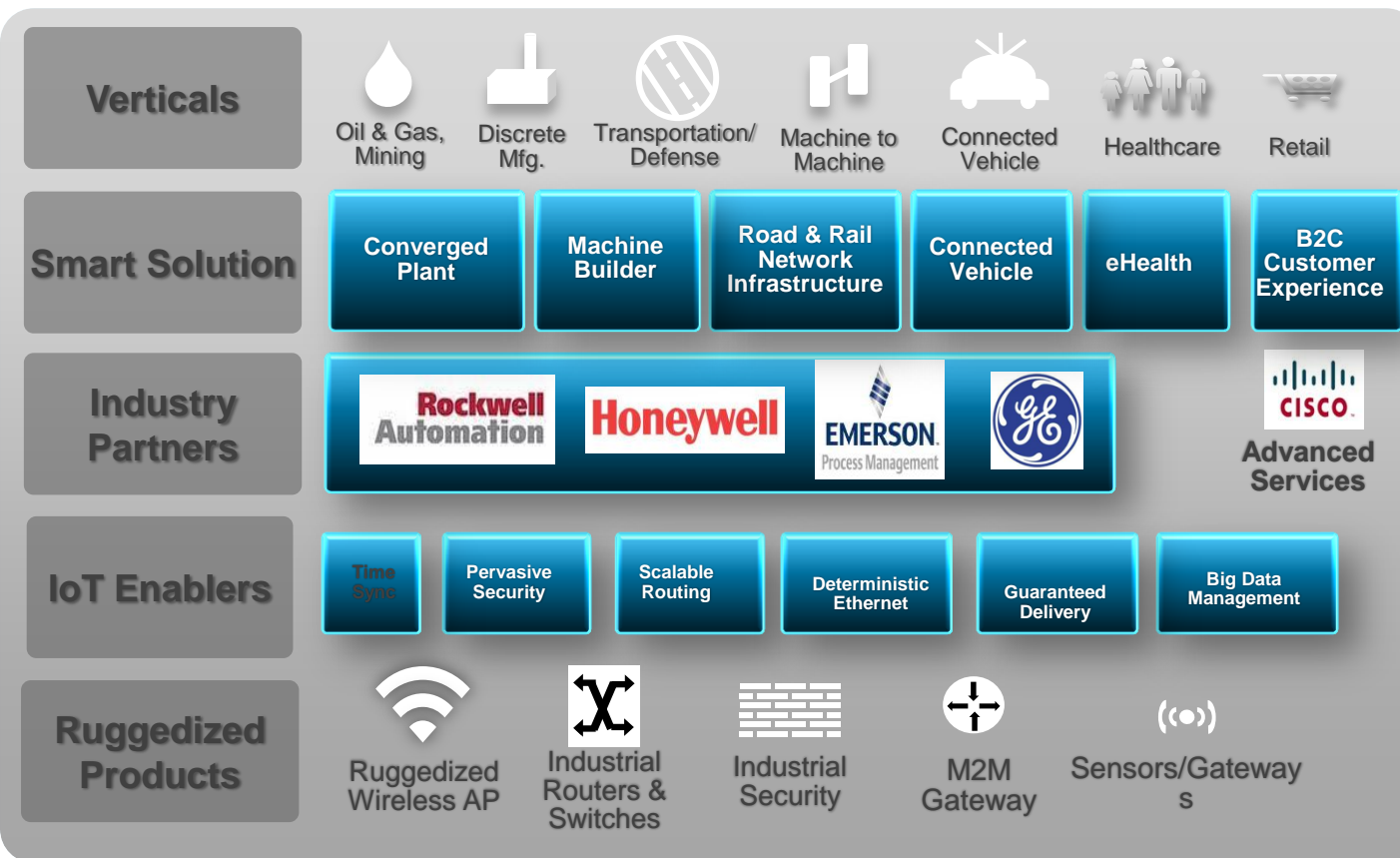- Latency
- Soft Machines

IoT Connectivity Platform

Cisco Architectures

Data Center

Intelligent Network

Cloud

Steps to Realize Cisco IoT Connectivity Platform

First Step: **Connectivity**	Second Step (Today): **Optimized for IoT**	Third Step: **Platform for IoT**	Fourth Step: **Enabling the Internet of Everything**
Ruggedized Infrastructure **M2M** **Sensor Enablement**	**New Protocols** **Distributed Compute**	**Multi-tenant Cloud Services**	

How Cisco Is Operationalizing IoT

Verticals	Oil & Gas, Mining	Discrete Mfg.	Transportation/ Defense	Machine to Machine	Connected Vehicle	Healthcare	Retail
Smart Solution	Converged Plant	Machine Builder	Road & Rail Network Infrastructure	Connected Vehicle	eHealth		B2C Customer Experience
Industry Partners	Rockwell Automation	Honeywell	EMERSON. Process Management	GE			CISCO Advanced Services
IoT Enablers	Time Sync	Pervasive Security	Scalable Routing	Deterministic Ethernet	Guaranteed Delivery	Big Data Management	
Ruggedized Products	Ruggedized Wireless AP	Industrial Routers & Switches	Industrial Security	M2M Gateway	Sensors/Gateways		

Cisco's Three-Pronged Approach to IoT

"Customer-In" Approach

- Understand key business pain points
- Maximize relevance to LOB leaders and CXOs

Products/Technologies

- Best-in-class ruggedized products
- Smart solutions for verticals
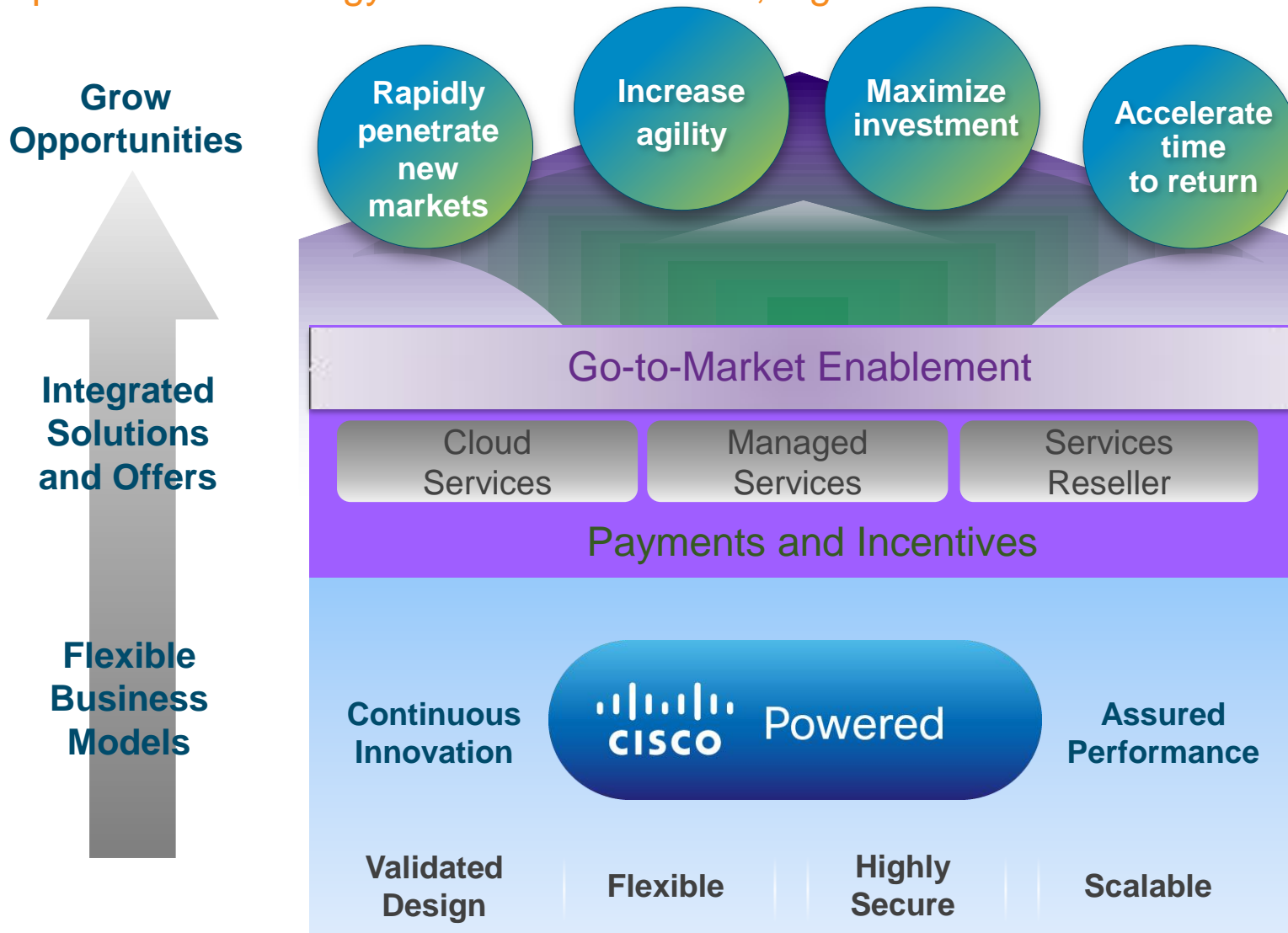- IoT architectures

Strategic Partnerships

- Traditional industrial and transportation partners
- SW and service partners with vertical expertise
- Service providers

Enabling Customers and Partners…

Cloud and Managed Services Program

Comprehensive strategy to enable innovative, high-value services

Grow Opportunities

Rapidly penetrate new markets

Increase agility

Maximize investment

Accelerate time to return

Integrated Solutions and Offers

Go-to-Market Enablement

Cloud Services	Managed Services	Services Reseller

Payments and Incentives

Flexible Business Models

Continuous Innovation

CISCO Powered

Assured Performance

Validated Design   Flexible   Highly Secure   Scalable

The Cisco Powered Advantage
Increase differentiation and build customer loyalty

CISCO Powered

- Highly secure, scalable, and validated services
- Faster time-to-value
- Assured performance
- Continuous innovation

Helping customers connect with confidence and solve their business needs

Cisco Powered Cloud and Managed Services defined

CISCO Powered

A Cisco Powered service offer must include:

1. Service Provisioning
2. Change Management
3. Proactive Monitoring
4. Remote troubleshooting capabilities from Networks Operations Center (NOC) or Data Center (DC)
5. Minimum 1- year SLA with the end-user customer
6. Must meet the additional audit requirements
7. Retain or Transfer Product title ownership

The Cloud and Managed Services standard for assured performance, reliability, innovation, and trust in a crowded and competitive marketplace

Partner Promotion

Partner Locator

Cloud and Managed Services
- Select All
- Cloud and Managed Services Master
- Cloud and Managed Services Advanced
- Cloud and Managed Services Express

Services Reseller
- Cloud Services Reseller
- Managed Services Reseller

Cisco Powered Services
- Cisco Powered Cloud Services – Cloud Provider
  - Infrastructure As A Service (IaaS)
  - Hosted Collaboration Services (HCS)
  - Hosted Collaboration Solution for Contact Center (HCS for CC)
- Cisco Powered Managed Services
  - MPLS VPN
  - Metro Ethernet (ME)
  - Internet Service
  - IP Trunking
  - TelePresence Network Connection (TPNC)
  - DataCenter Interconnect
  - Unified Threat Management (UTM)
  - Payment Card Industry – Data Security Standard (PCI-DSS)
  - Business Communications
  - Unified Contact Center
  - Business Video
  - First Mile Wireless (FMW)
  - Application Performance Management (APM)

www.cisco.com/go/partnerlocator

Cloud Partner Marketplace

http://marketplace.cisco.com/cloud

Cisco Services Partner Program
How we market together

Cloud and Managed Services Program

Leading go-to-market benefits

Financial rewards

Build more profitable, competitive services

Best-in-class brand recognition

Innovative Cisco Powered services

Industry Recognition and Awards

Five Awards

- Enterprise Networking Infrastructure
- Network Security Appliance
- SMB Networking Hardware
- Unified Communications
  – Ninth consecutive win in category
- Midrange Servers
  – First year entered, beat HP and IBM

Summary

- Everything Is Becoming Connected

- Understand the role of IT in enabling your company to benefit from this shift

- Consider internal cultural changes which may be required

- Maximize your firm's security and privacy capabilities

- Consider organizational structures that will best support the journey towards IoT & IoE

- Taken as a whole, Cisco provides the industry's best combination of technical innovation, financial rewards, and go-to-market support in the cloud and managed services space.

Questions?

Thank you.