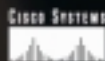




# The E-Learning Sales Opportunity

**Dominic Scott, Program Manager  
E-Learning Business Solutions, Asia-Pacific**



1

## Agenda

- Why is E-Learning important?
- Why is E-Learning important **to you?**
- E-Learning Solutions: Customer needs
- Pitching **Cisco's** E-Learning Solutions
- Cisco's New E-learning Partner Program



[www.cisco.com](http://www.cisco.com)

2

## Why is E-Learning Important?

**"An organization's ability to learn and translate that learning into action is the *ultimate competitive advantage*"**

**– Jack Welch, CEO, General Electric**

**"E-learning will emerge as the next big application, determining a company's *ability to survive and compete*"**

**– John Chambers, President & CEO, Cisco**

[www.cisco.com](http://www.cisco.com)

3

## E-Learning is Critical to E-Business Success



[www.cisco.com](http://www.cisco.com)

4

## What is E-Learning?

- Internet-enabling the entire learning process
- E-learning is...
  - E-communication
  - E-information
  - E-training
  - E-learning
- Knowledge Management



WWW.CISCO.COM

5

## Why is E-Learning important to you?

**“Within 2 years, the market for E-learning software and services in Asia-Pacific will exceed US\$2 billion”**



WWW.CISCO.COM

6

## Who is buying E-Learning Solutions in Asia Pacific?

### *Financial Institutions*

- Nikko Securities, HSBC

### *Manufacturing and IT*

- Samsung, Acer Group

### *Service Providers*

- KT, SingTel, Telstra

### *Training Institutes*

- Kim-Young Academy, Hess Language Institute

### *Universities*

- Seoul National University, NUS

### *Governments*

- Singapore MinDef, Guangdong

### *Media*

- Star TV, Times of India

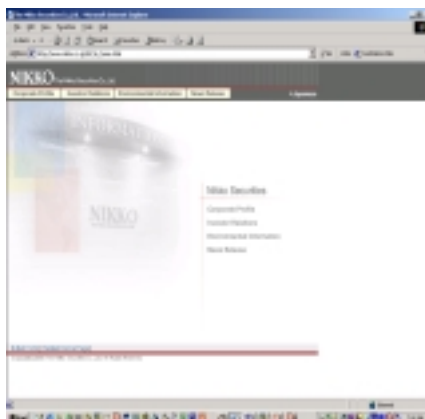
### *Property & Hotels*

- Starwood Hotels, Henderson Land

WWW.CISCO.COM

7

## Nikko Securities (Financial Services example)

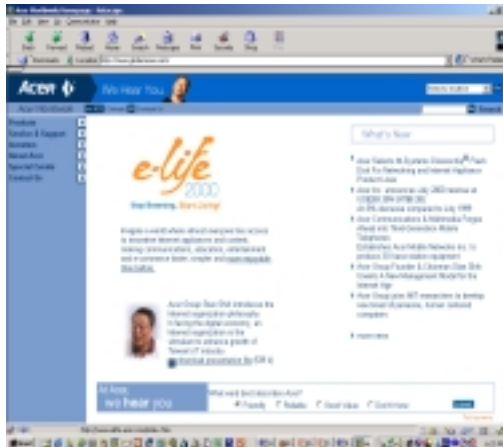


- Virtual Classroom to link 127 branch offices worldwide
- 1,000 sales staff with access to real-time virtual collaboration
- VoIP, live collaboration over low-bandwidth WAN links

WWW.CISCO.COM

8

## Taiwan's Acer Inc (Manufacturing example)

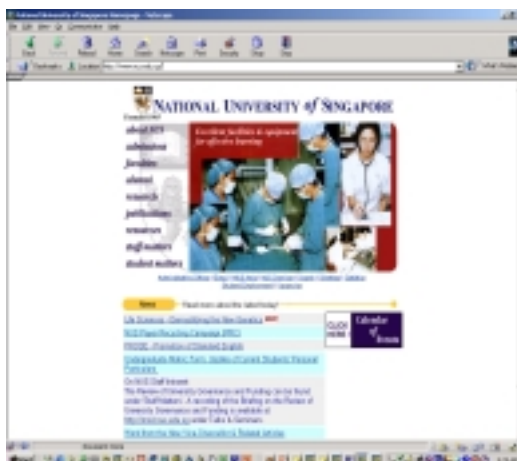


- Global IT manufacturer
- Developing comprehensive learning management system for its 30,000+ employees
- Working with educational and other institutions in Taiwan to deliver E-learning

WWW.CISCO.COM

9

## National University of Singapore (Education example)



- Virtual learning environment with classes broadcast across campus network
- Computer telephony from anywhere on the campus

WWW.CISCO.COM

10



## Australia's ComTech (Partner example)



- Systems integrator with offices around Australia
- E-learning portal
- IP/TV for live training
- Learning plan with tracking
- Training roadmaps

WWW.CISCO.COM

11

## Opportunities in Korea

- **Business**
  - new hire training
  - product/service training
  - regulatory training
  - certification
  - corporate announcements
- **Government/Education**
  - distance education
  - adult retraining
  - civil service training
  - business support
  - university multimedia

WWW.CISCO.COM

12

## What E-Learning can mean to You...

### Opportunities to sell...

- CDN
- Switching (Multicast, QoS)
- IPTV, IPVC
- AVVID (VoIP)
- Solutions to drive SP sales

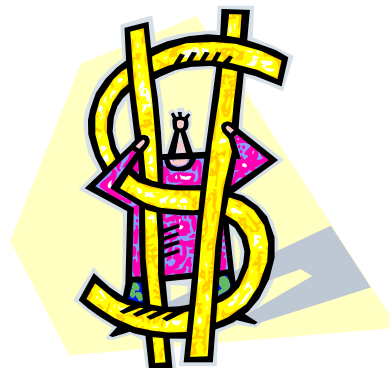


[www.cisco.com](http://www.cisco.com)

13

## What E-Learning can mean to You...

- Compete on Value  
- *not price!*
- High-margin, Value-added E-business Solution
- High bandwidth, network-intensive application



[www.cisco.com](http://www.cisco.com)

14

## E-Learning Solutions: What the Customer Needs

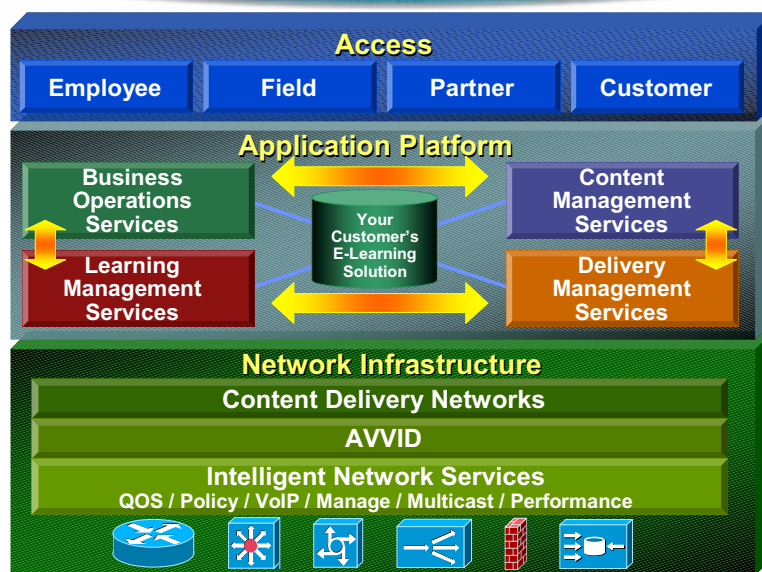
- Network, hardware Infrastructure
- Software applications
- Content
- Consulting services
- Integration partners



WWW.CISCO.COM

15

## E-Learning Solutions: What the Customer Needs



16



## Pitching Cisco's E-Learning Solutions

World's leading  
"E-Learning Corporation"

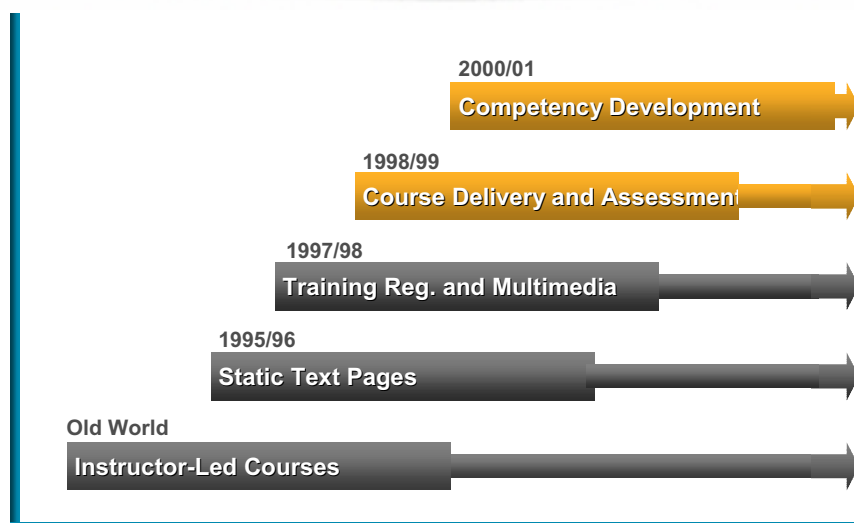
- Employees
- Partners
- Community
- Customers



WWW.CISCO.COM

17

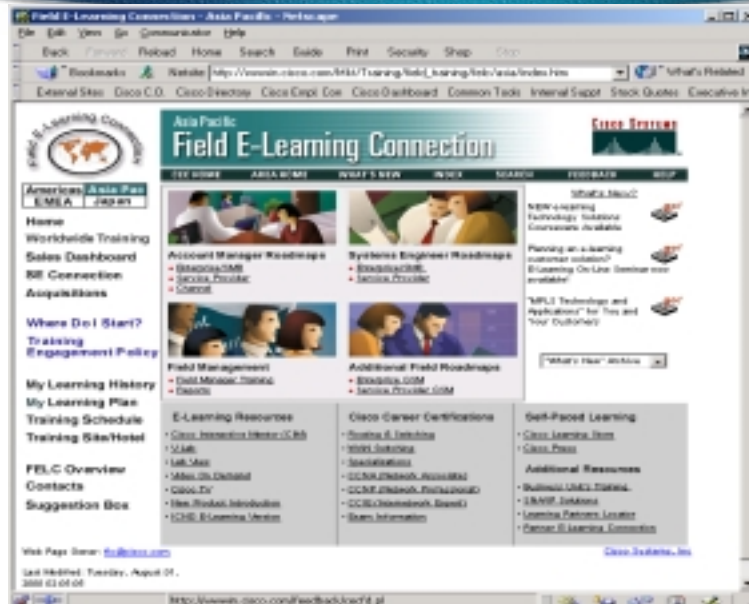
## Cisco's Phased Approach to E-learning



WWW.CISCO.COM

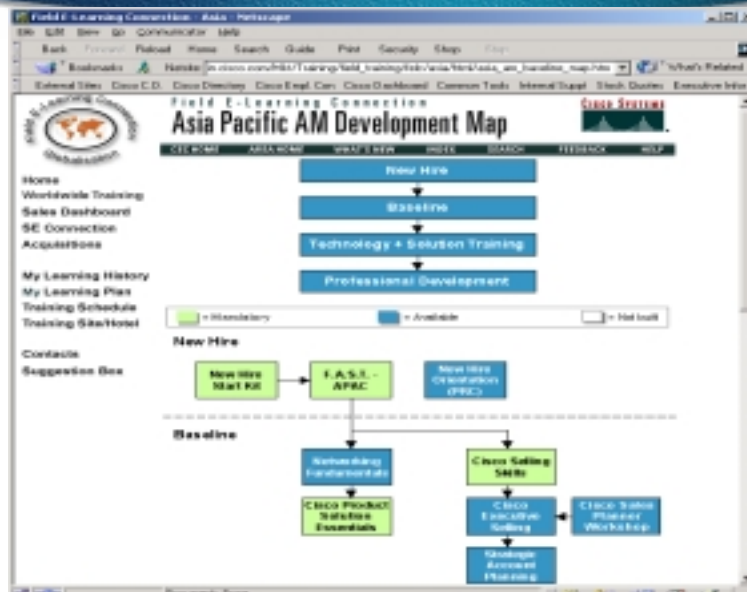
18

# E-Learning Portals



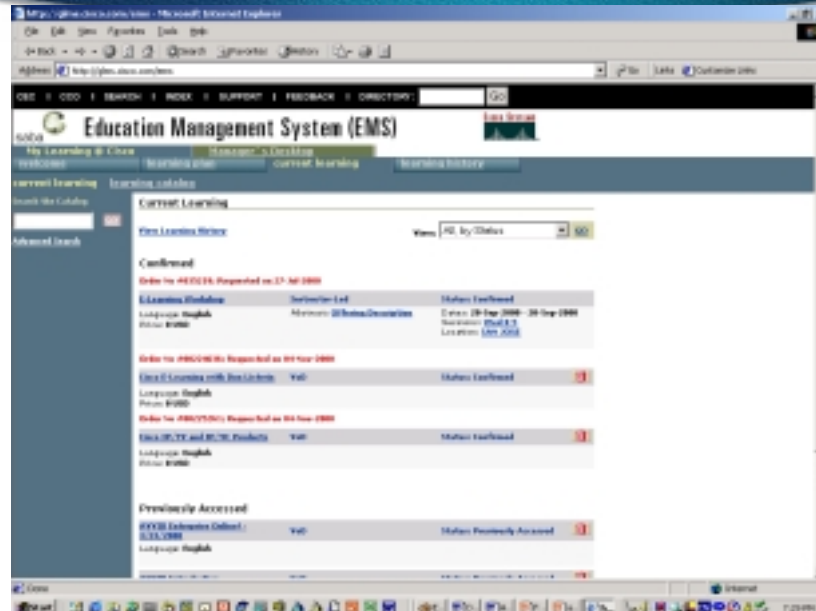
19

# Prescriptive Roadmaps



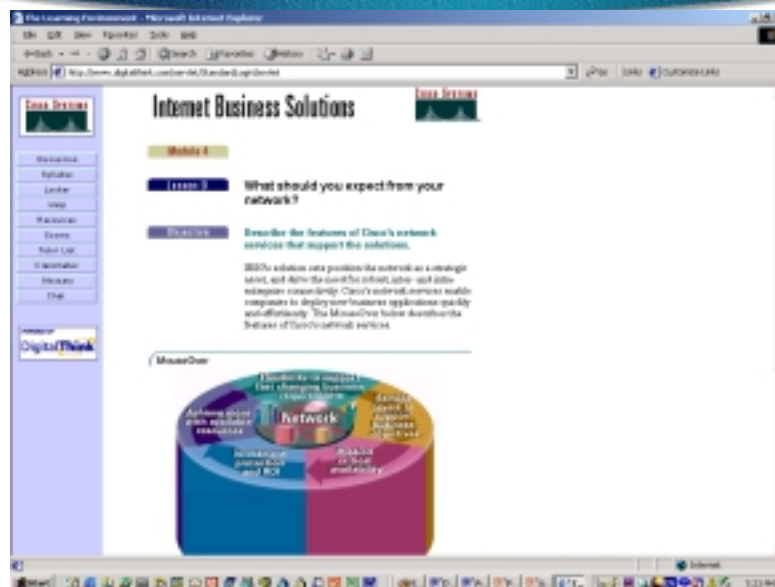
20

# Learning Management Systems



21

# Web-based Learning Modules



22

## The Rich-Media Challenge

- How do you make content *interesting*?
- How do you make it *interactive*?
- How do you avoid '*self-paced hell*'?
- How can you *manage costs* of creating or buying Web-based content?

WWW.CISCO.COM

23

## Broadcast Video

### *Cisco TV*

Convenient desktop  
viewing  
Rebroadcasts  
Present from any place  
Reach more learners at  
smaller costs  
Reduce travel and  
meeting expenses



WWW.CISCO.COM

24

## Cisco Internal Experience

- **Cisco IP/TV**

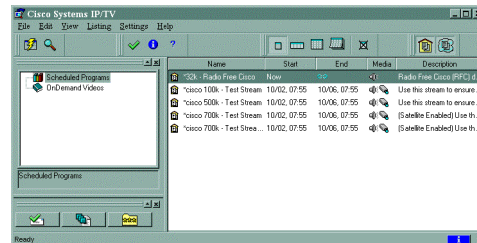
**Company-wide Usage**

**Company Meetings**

**Product Announcements and Updates**

**Learning Events**

**Marketing Seminars**

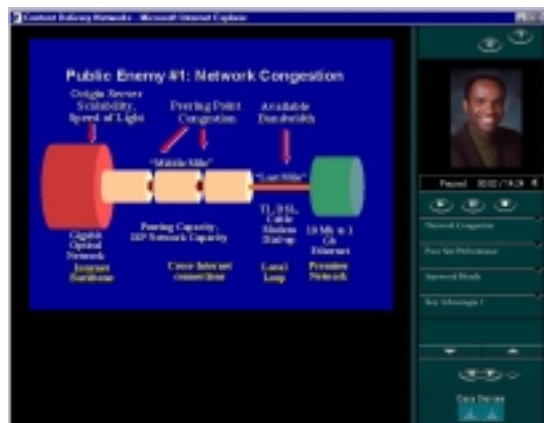


*Average 1.25  
Broadcasts/Day*

WWW.CISCO.COM

25

## Broadcast Video Case Study: Cisco SETV Product Training



**Broadcast live across  
North America, Europe**

**Satisfaction rating 4.2  
out of 5.0**

**Cost comparison:**

**\$16,000 for IPTV  
Vs  
\$75,000 for 11 live sites**

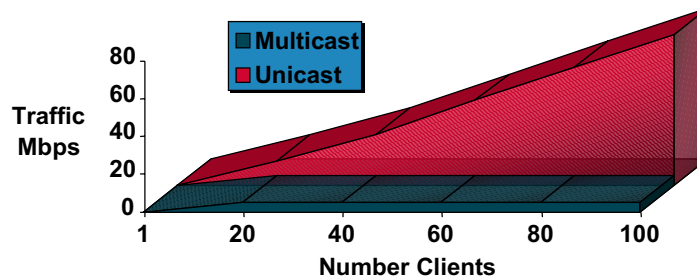
WWW.CISCO.COM

26



## Broadcast Video: IP Multicast

Example: Video Streaming  
All Clients Viewing the Same 800 kbps Video



- **Eases scalability**

Scales well as the number of participants and collaborations expand and greatly reduces the load on the sending server

WWW.CISCO.COM

27

## QoS – Quality of Service

- A traditional network is best-effort
- All traffic gets the same service, i.e., the forwarding behavior by a network device is FIFO
- **QoS prioritizes traffic into different service levels and provides preferential forwarding treatment to some traffic at the expense of lower priority traffic**
- **QoS = Preferential treatment**

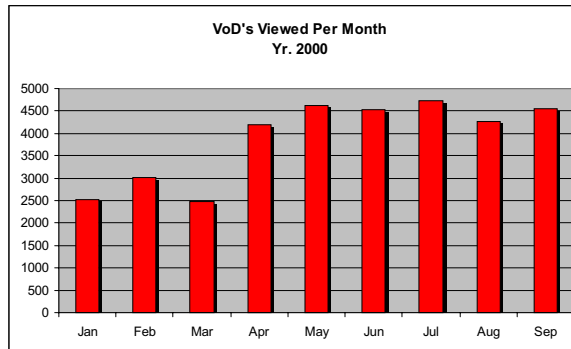
WWW.CISCO.COM

28



## Cisco Internal Experience

- **Worldwide Video on Demand Usage**
- **Appr. 350 new modules created per month with 7% month-month growth rate**



WWW.CISCO.COM

31

## Video-on-Demand Case Study: Cisco ISO 9001 Company Audit



**Company Wide  
in 5 weeks**

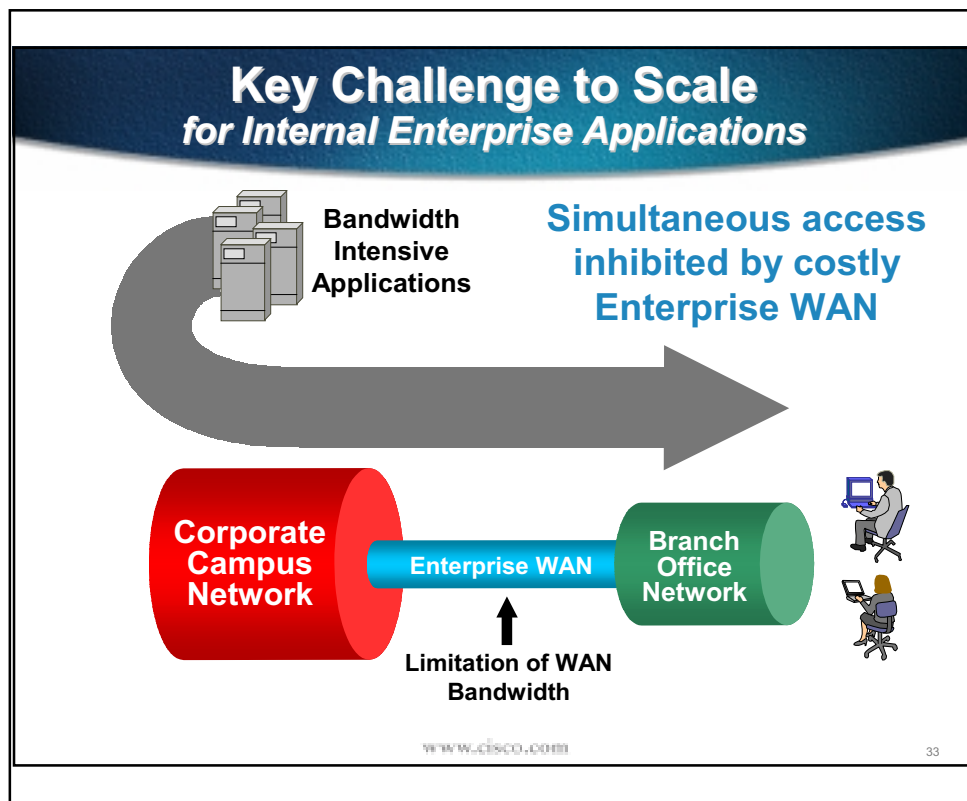
**Reduced costs from \$1.4 M  
to only \$16,000**

**Quality teams reduced their  
training time by 80%**

**7 minor non-conformities -  
ranking #2 among 500 other  
companies**

WWW.CISCO.COM

32

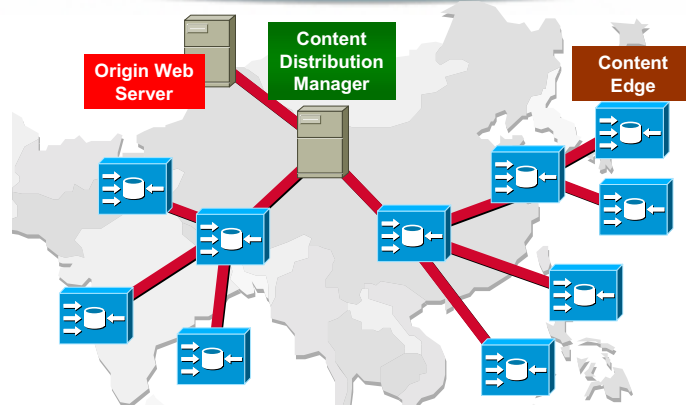


## Video-on-Demand: CDN – Content Delivery Networking

- **Control Content *Centrally*, but Distribute Content *Locally***
  - Smart Edge Devices at Remote Sites
  - Automatic Media Distribution
  - Transparently Route User Requests to Best Source
- **Stream Any Media: Live or On-Demand**
  - Over the Internet, Behind Firewalls
  - Any Bit Rate, Any Format

www.cisco.com 34

## Content Distribution

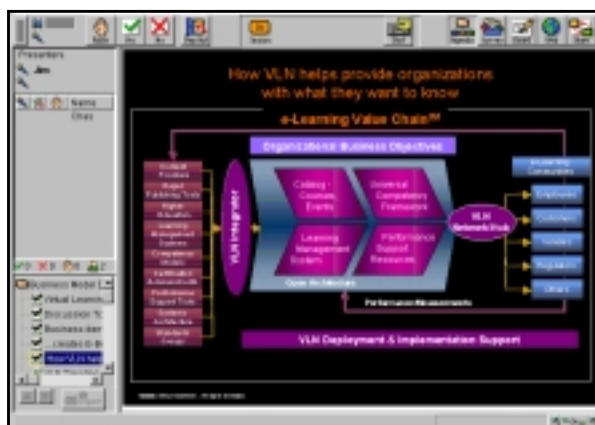


- Content is copied from origin server to the Content Manager and replicated to Content Edge
- Bandwidth used during content distribution can be limited
- Distribution can be scheduled during non-peak hours of the day

WWW.CISCO.COM

35

## Real-Time Collaboration and Virtual Classrooms



*Bring the classroom to the students*

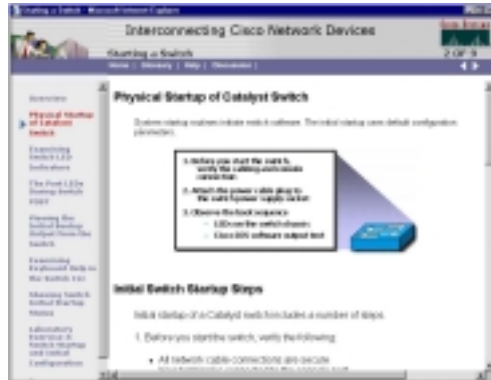
Live Interactive  
Work Groups  
Application Sharing  
Questions and Answers  
Chat  
Reports

WWW.CISCO.COM

36



## Virtual Classroom Case Study: ICND Teacher Training



- Used Virtual Classroom to train Cisco Training Partners in Asia-Pacific on new ICND course

- Offered in Chinese and English, recorded for future use

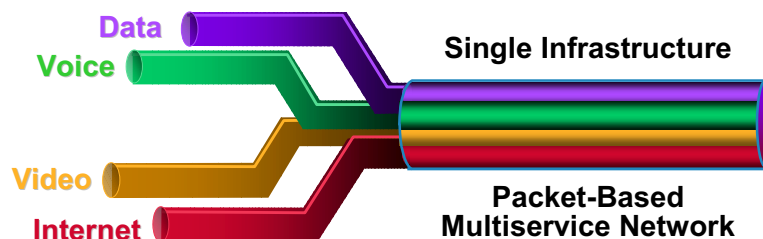
- 100% audience satisfaction

- 90% of attendees now delivering new course

WWW.CISCO.COM

37

## On-Line Collaboration: Integrated Multi-service Network



- Integration of data, voice, and video services into a single packet-based infrastructure using IP

WWW.CISCO.COM

38

## Extending Cisco's E-Learning

- **Partner E-Learning Connection**  
Cisco partners and resellers
- **Cisco Networking Academies**  
Education and public sector
- **E-Learning on Cisco.com**  
Cisco customers and public



WWW.CISCO.COM

39

## Partner E-Learning Connection



*Launched in  
March 2000*

*Will reach 200,000  
partners worldwide*



0

# Cisco Networking Academy

**LAB 9-1: Router Setup**

**World's fastest-growing IT education program**

- 110+ countries
- 6,000+ schools
- 160,000+ students

www.cisco.com

41

## What Cisco Offers our Customers

**Architecture**

Product Technology Leadership  
Intelligent Network Services  
End-to-End Solutions

+

**Expertise**

Market Leader Experience  
Internet Solutions Best Practices  
World Class Service/Support

+

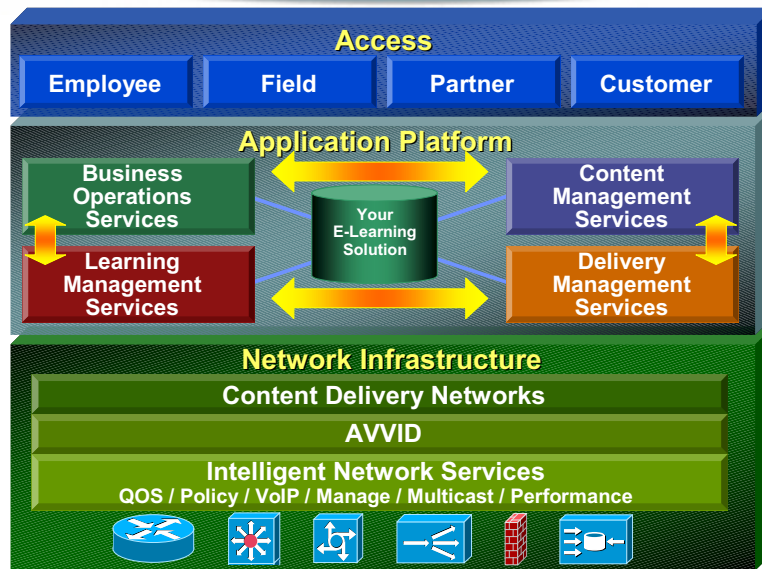
**Ecosystem**

Open Systems  
Partnerships

www.cisco.com

42

## Cisco E-Learning Solutions Architecture



43

## Cisco's New E-Learning Partner Program

### "Cisco IQ Solution Partner for E-Learning"

- Solution Development
- Sales Tools
- Marketing and PR
- Account Planning



www.cisco.com

44

## Objectives for Cisco Field

- Be able to **evangelize** E-learning, especially the Cisco approach, to your customers
- **Understand requirements** needed for complete E-learning business solutions
- **Identify and work with key partners** who can prime, project manage or lead on a complete E-learning solution

WWW.CISCO.COM

45

## Results from Earlier Workshops...

- **Com Tech (Australia)** conducting Four-city Customer Roadshow with Cisco – already identified 30-40 prospects
- **PCCW (Hong Kong)** signed up software partners, built complete solution and have co-marketed with Cisco
- **Acer Enrich (Taiwan)** building pilot case study with Cisco, planning “E-Learning for Manufacturing” CXO seminar
- **Frontline (Singapore)** have created full E-learning solution with partners and are pursuing major accounts with Cisco
- **Multipolar (Indonesia)** have identified key opportunities with Cisco and are developing sales and marketing plans
- **Qware (China)** identified local partners, working on huge E-learning education opportunity in Western China

WWW.CISCO.COM

46



## E-Learning = Business for You Are You Ready?



[www.cisco.com](http://www.cisco.com)

47