

Extending Borderless Mobility and Collaboration to the Cloud—and Beyond

A New Era of Engagement

In a fast-paced business world, today's organizations face new challenges and changing user expectations. Businesses of all sizes have become more geographically dispersed, so organizations need to cost-effectively extend communications and collaboration across locations. Employees have become increasingly mobile, working from home, on the road, and at branch offices and customer sites.

By 2020, there will be 50 billion devices connected to the Internet. That translates to 6 devices per person.

Technology is fundamentally transforming business and the ways people work together and interact. Today, employees expect rich, immersive communications and nonstop access to the people, resources, and information they need to stay productive. This dynamic workforce is also connecting using a growing variety of devices, from smart phones and tablet computers to desktop and laptop PCs. According to a study by ABI Research, there will be 7 billion new wireless devices on the network by 2015.

A new era of both local and global engagement is bringing employees, partners, and customers together through the network. To stay competitive, organizations are enthusiastically embracing new

technologies such as cloud computing, managed services, and virtualization. According to a recent Cisco enterprise customer poll, 70 percent of those surveyed plan to deploy some form of cloud solution by 2012. These new IT models are enabling organizations to shift resources to more strategic projects, while controlling costs and promoting innovation and efficiency. In many cases, end users might not even be aware that they are using cloud technology or network services. They simply know that they can reach colleagues, customers, and information whenever and wherever they need to.

As employees connect to more people from more places, using more devices, the network



has become the common thread that brings everything together. It provides a consistent flow of intelligence end to end, while making sure of security, application performance, and a transparent user experience. And as new technologies emerge and businesses continue to deploy more demanding applications, the strategic role of the network will only continue to grow.

The Technology and Vision for Today's Challenges

To enable our customers to experience the full potential of today's era of engagement, Cisco offers advanced technology architectures. This strategic approach provides maximum flexibility and scalability, enabling the network to support changing business requirements and new services, while minimizing total cost of ownership.

The Cisco® [Borderless Networks Architecture](#) supports the agile delivery of services and applications securely to anyone, anywhere, any time, using any device. It utilizes advanced technologies for collaboration, mobility, security, policy control, and network management to enable business to take advantage of evolving IT innovations—including advanced virtualization capabilities.

By 2015, there will be 7.1 billion mobile-connected devices, including machine-to-machine modules, approximately the world's population for that year (7.2 billion). That is nearly one mobile device per person.

The [Cisco Collaboration Architecture](#) enables businesses to bring people and information together to shorten decision times and accelerate innovation. It eliminates the barriers of distance and time, enabled by technologies such as social

networking, web and videoconferencing, and telephony.

The [Cisco Data Center and Virtualization Architecture](#) enables business advantages for organizations to gain efficiencies across the data center and IT infrastructure. It enhances business agility through rapid service creation and management and uses innovative IT models and a powerful ecosystem to deliver cloud and virtualization technologies to minimize risk and enable an open, secure, controlled, transformative environment.

Cisco's [Service Provider IP Next-Generation Network](#) allows service providers around the world to create the foundation of the Internet. Cisco has played a vital role in developing the Internet and inherently understands the deep-rooted complexities of intercommunications. This insight has enabled Cisco to build the largest, most advanced networks of networks and has informed what we design, build, and implement. Our in-depth knowledge, shared with our partners, enables companies to solve their IT problems today and while designing for tomorrow.

As we relentlessly seek new ways to build on our technology leadership, Cisco is committed to build, buy, or partner to sustain continuous innovation, with an annual R&D investment of more than US\$5.2 billion and more than 20,000 engineers focused on developing new products and technologies. Unlike competitors, who employ "off-the-shelf" technology, Cisco utilizes an architectural approach based on advanced, custom silicon that delivers superior performance and interoperability while allowing innovation to remain paramount. Creating custom silicon enables the development and improvement of features that are demanded by our customers and delivered through our vast team of support and service engineers. These enhancements can enable customers to maintain their competitive

advantage. New technology capabilities are presented to the standards bodies for further development and endorsement prior to becoming official standards.

To gain visibility, knowledge, and experience related to new technologies and markets, Cisco also has an extensive history of creating growth through investments and investment partnerships. We pursue investment partnerships to combine the collective skills, market reach, and capabilities of Cisco with our global partners, so that we can better develop and deliver solutions to customers.

A Culture of Innovation and Commitment to Customers

Cisco supports and builds on its broad array of architecture-based solutions through a corporate culture that is committed to innovation and customer satisfaction.

Our focus on delivering a superior customer experience and forging a long-term relationship is at the heart of Cisco's corporate culture. Cisco has a long history of fostering satisfaction and has consistently ranked at the top of surveys by CIO Synergy Group and other industry organizations for quality, service, support, and innovation. In FY10, Cisco surveyed more than 100,000 customers and applied this feedback directly toward determining employee compensation packages.

Cisco underscores its customer commitment with a culture of innovation, focusing on helping customers apply technology to help realize their full business and IT potential. We recognize innovation internally through award payments and employee incentives for patent development and other advances.

To make our vision a reality, Cisco depends on our primary competitive advantage: more than 70,000 passionate, dedicated employees. Cisco promotes



an inclusive and diverse culture, with an emphasis on collaboration and relentless innovation. This provides a competitive edge by providing access to new ideas, promoting better decision making, and attuning the company to a variety of customers and cultures.

Cisco backs its technology solutions with world-class technical support, featuring 24x7x365 access to technical support engineers and a wealth of Cisco online resources and communities. Our award-winning support organization is renowned for its ability to address issues that might extend even beyond the network.

The Confidence of a Worldwide Market Leader

In an uncertain global economic environment, Cisco continues to build on market share leadership across all technology segments, retaining long-held leadership positions in technologies such as routing and switching. At the same time, Cisco is also actively extending the role of the network to new markets, such as smart grids, Smart+Connected Communities, virtual healthcare, education, media solutions, and sports and entertainment.

To extend its market leadership across geographies, Cisco depends on the reach of a global partner ecosystem. In an increasingly connected, interdependent world, Cisco's local partners, distributors, and resellers play a vital role as trusted advisors. As the public face of Cisco, partners

develop in-depth knowledge of customers' business, developing advanced technology solutions that align closely with their specific requirements.

Cisco underscores its commitment to helping build a thriving global community with the Cisco Networking Academy. This global education program teaches students how to design, build, troubleshoot, and secure computer networks, for increased access to career and economic opportunities in communities around the world. It is Cisco's largest corporate social responsibility program, with courses taught at more than 9000 academies in 165 countries. More than 900,000 students develop technology skills through the program each year.

Cisco commits an annual R&D investment of more than US \$5.2 billion on developing new products and technologies.

The pace of change is accelerating like never before, and today's business and technology challenges might seem daunting. However, market transitions can also present new opportunities to organizations with the agility and initiative to take advantage of them. With a scalable, flexible Cisco network in place, organizations can empower today's increasingly mobile workforce with nonstop access to the people and resources they need—now and in the future.



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