



# Agenda and Objectives

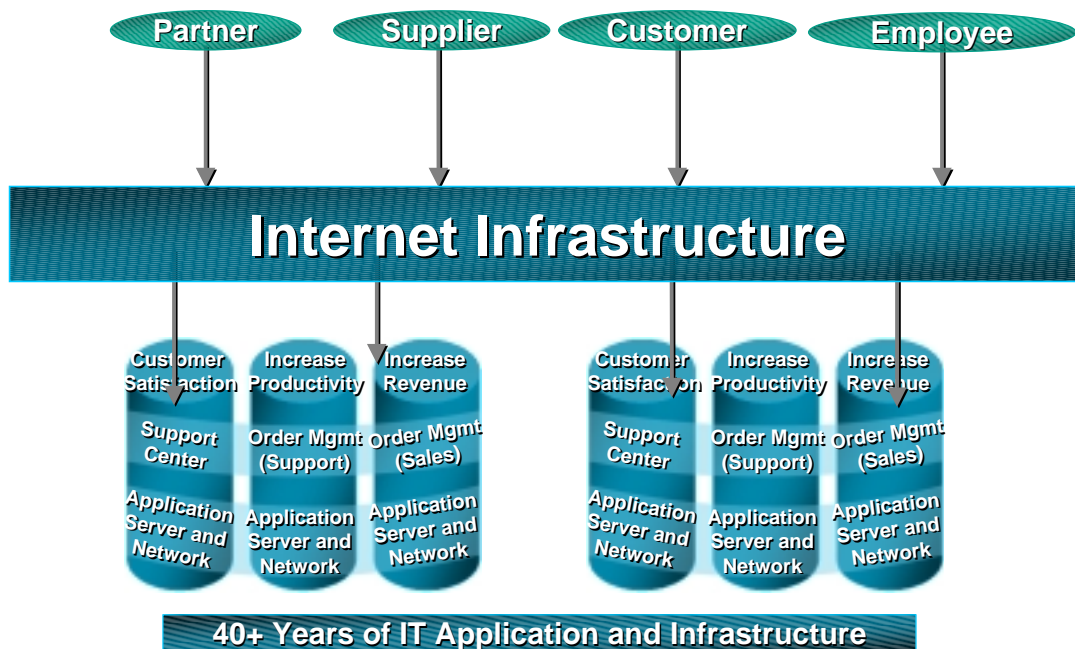
- **Review architecture framework required to support e-business**
  - What is the core business driver for building a Web Foundation**
  - What is the Web Foundation...how is it a framework for building an e-business infrastructure**
  - What are the four cornerstones of the Web Foundations...what is strategic and why**
  - How can this framework be used in your organization**

# Relationships Have Become the Currency of the New World

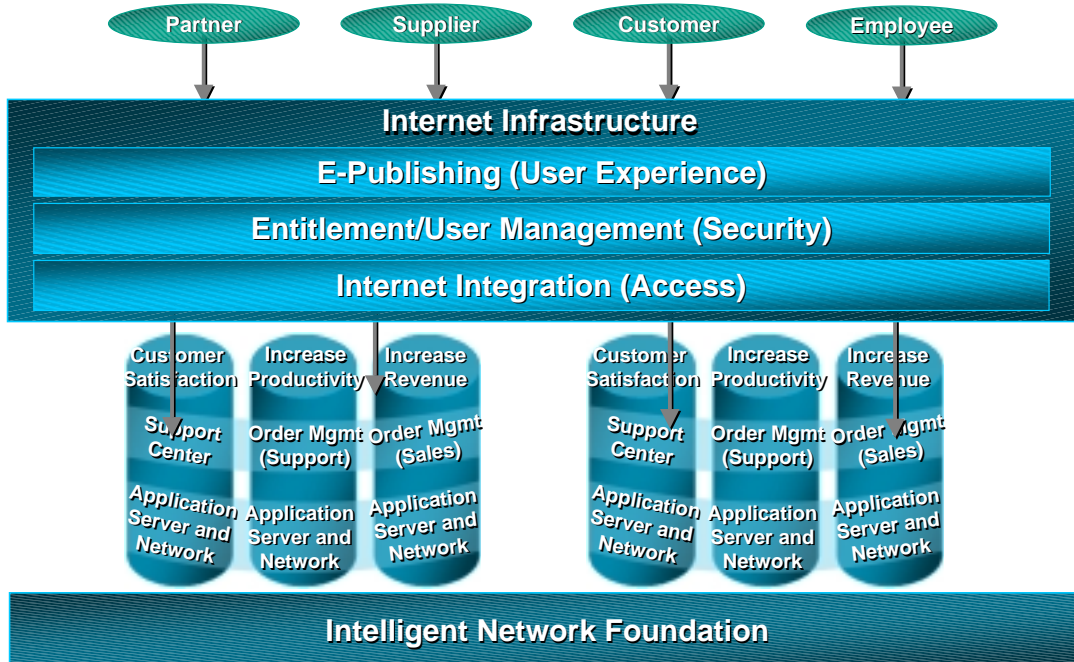
- **The Internet has enabled major shifts in business value**
- **Value is being driven by transforming business relationships**
- **Information is the key to providing rich relationships**
- **Understanding how to leverage IT to build rich relationships is the true key to success**

**Cisco and other companies have faced the same problems—Silo's (or jumbles) of infrastructure keeping businesses from deploying applications quickly**

## The Internet Provides the Opportunity to “Start Over”



# The Building Blocks of the Internet Infrastructure



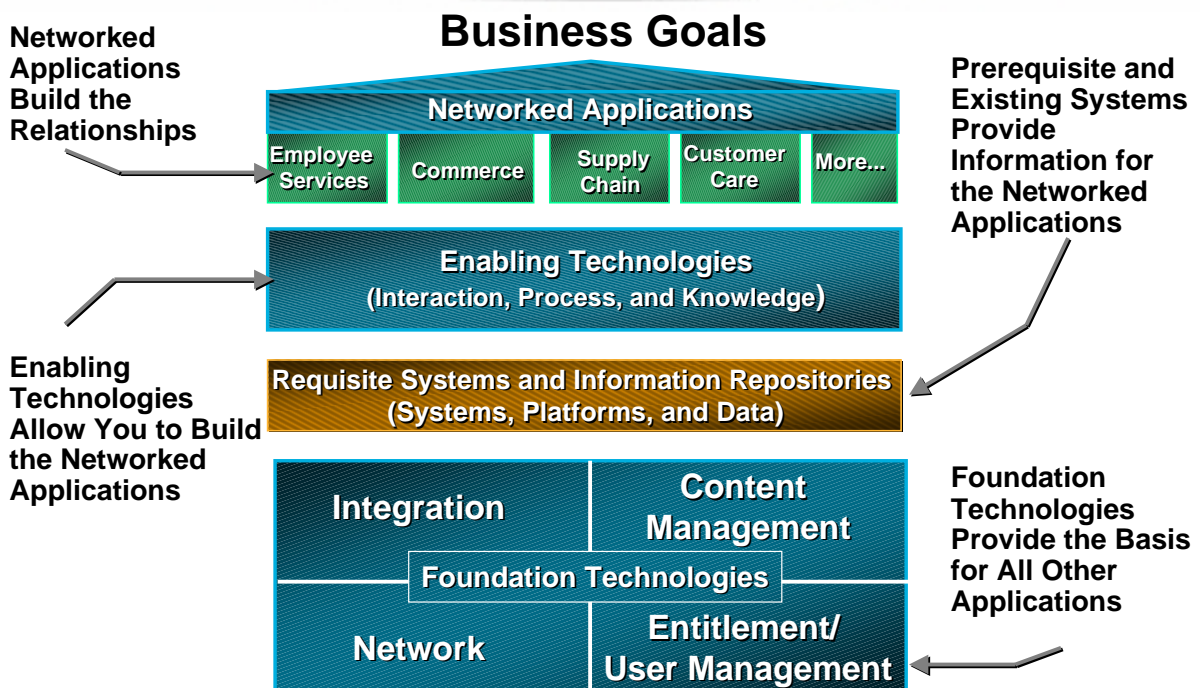
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# The Web Foundation Removes Barriers



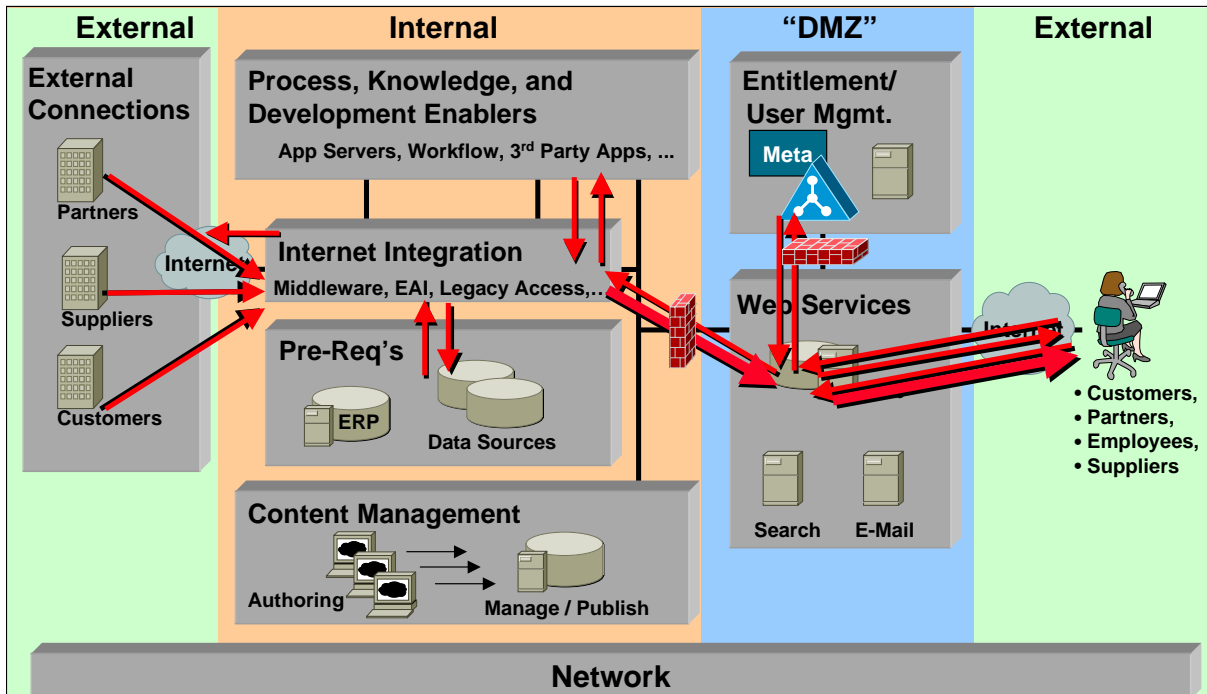
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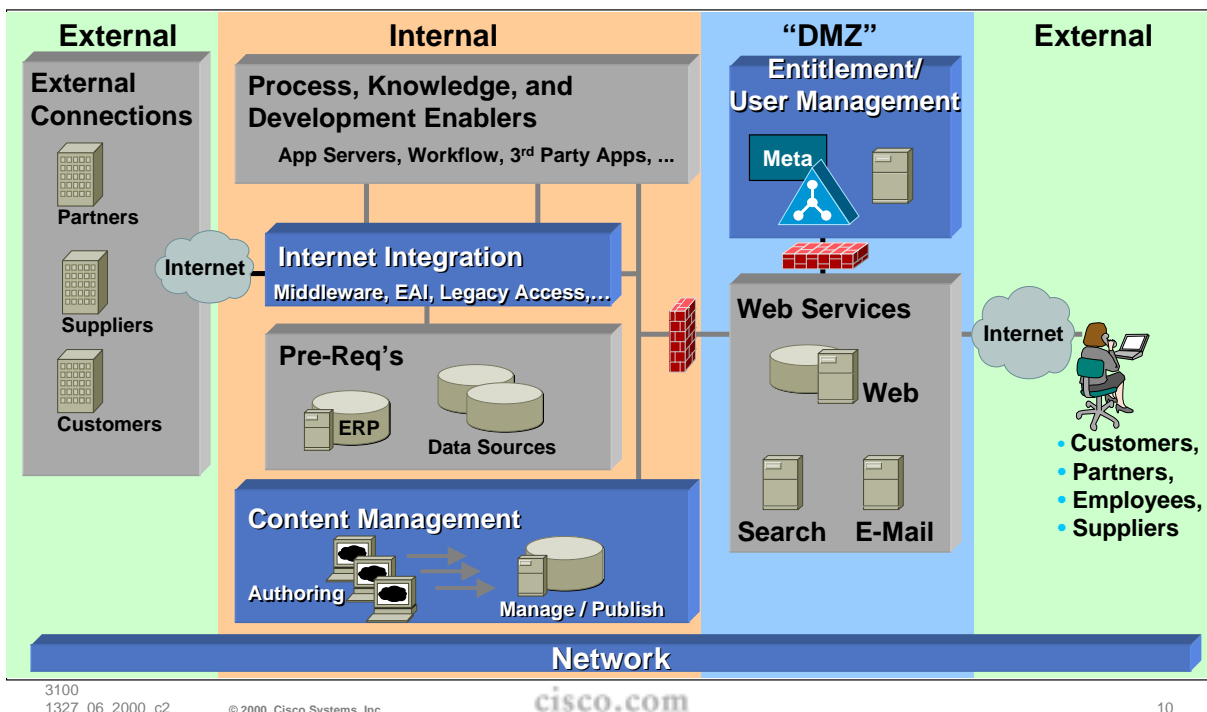
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# The Logical Architecture of the Web Foundation



# The Four Cornerstones of the Web Foundation Architecture





# The Four Cornerstones

## Building the Foundation for the E-Business Platform

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## Entitlement and User Management: Scalable Security

- Internet is increasing the points of interaction
- Internet breaks down boundaries, expanding the complexity of security requirements
- User sets are expanding, requiring a shift in the management model
- The fragmented birth of internet initiatives typically yields multiple user profiles



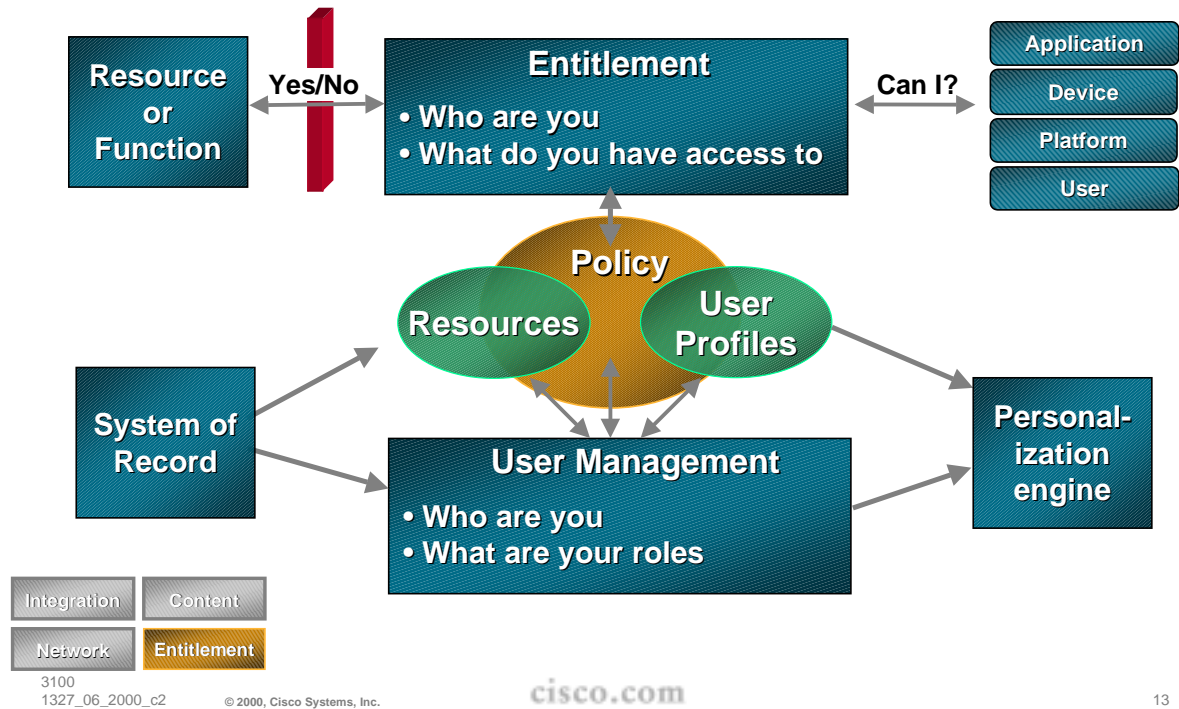
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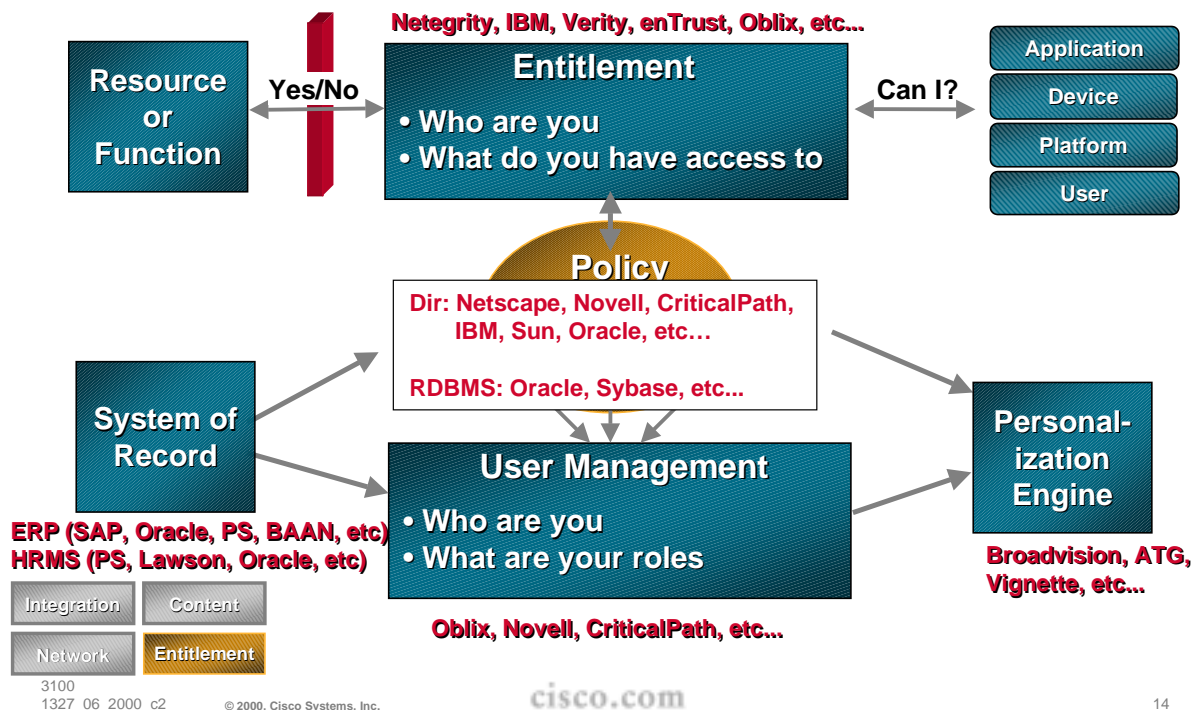
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# Web Foundation Framework: Entitlement/User Management



# Entitlement/User Mgmt Architecture and Players



# Entitlement\User Management Is a Strategic Component

- It provides the basic security that will enable you to expose information and functionality
- Personalization is impossible unless you understand who your users are
- Applications have much larger user sets, requiring new models for management
- Interapplication processes are more common, requiring seamless access



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# E-Publishing: The Vision for Transformation

- Transforming the usual single direction content flow into a closed-loop cycle
- Content Management is the core of this transformation



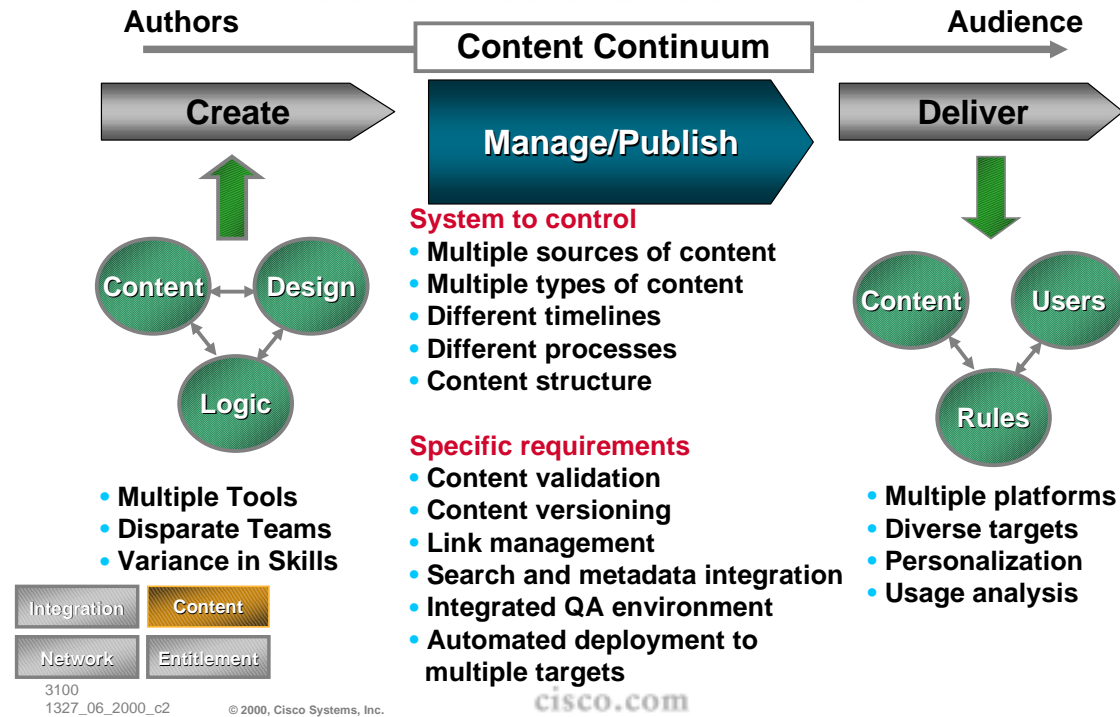
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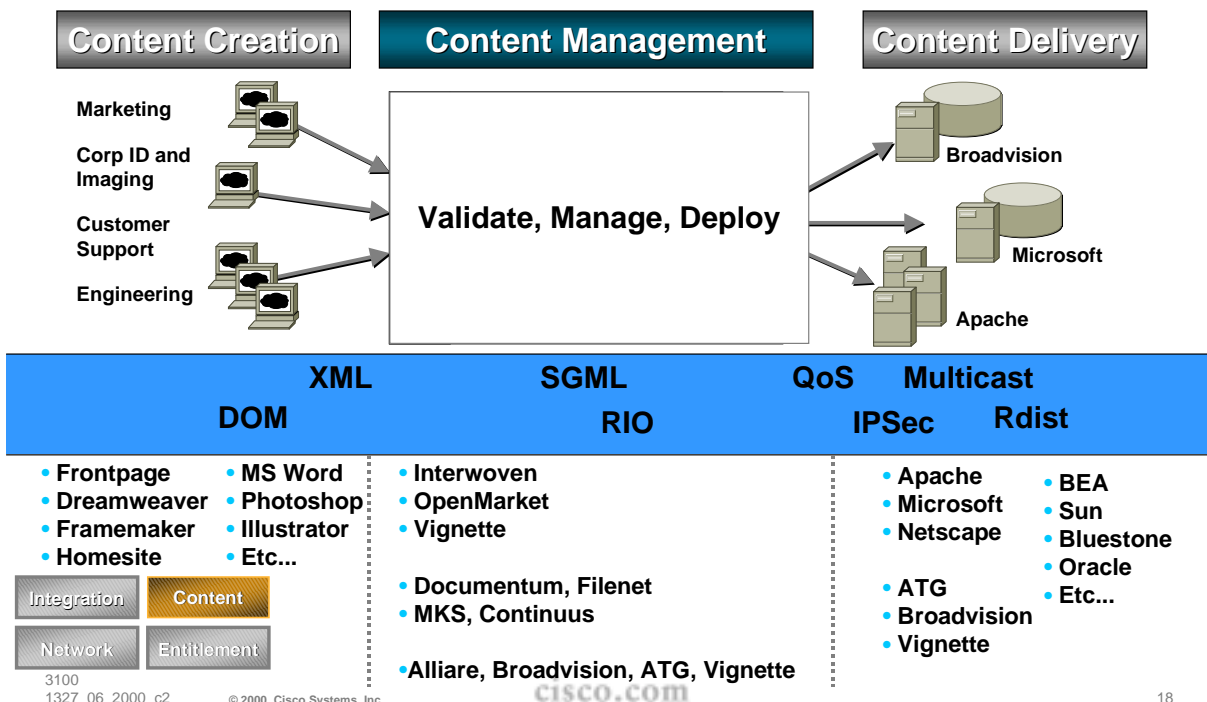
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# Web Foundation Framework: Content Management



# Content Management: Architecture and Players



# Content Management Is a Strategic Component

- It is the users first interaction with your information, the most portion of the user experience with the most impact
- Wide-scale user experience changes require all content to have a controlled structure
- Personalization is impossible unless you understand what your content is
- Control of the user experience and the resulting relationship requires control of the content



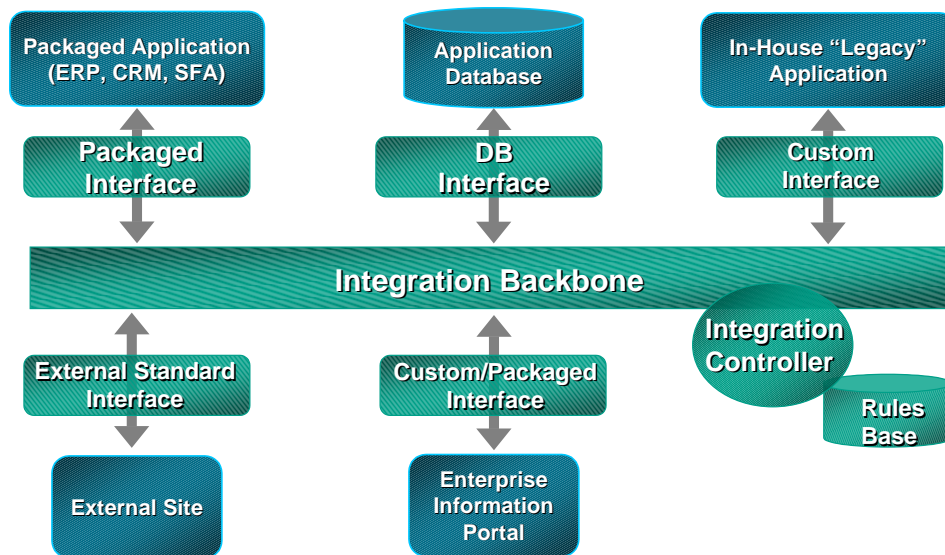
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# Web Foundation Framework: Internet Integration



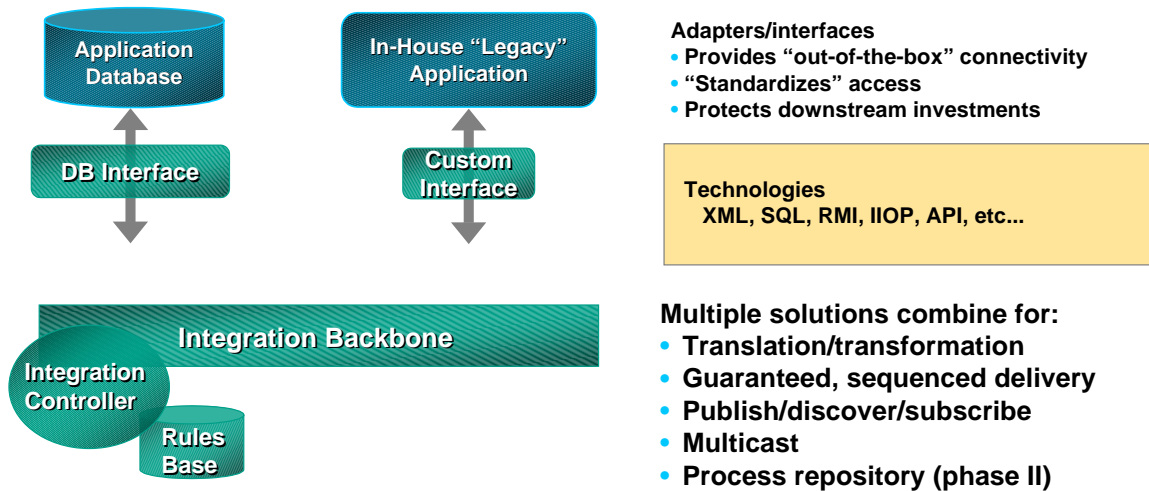
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# Web Foundation Solutions: Enterprise Integration



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## Providers:

- Tibco
- Neon
- Software technology
- Active software
- Vitra
- Crossworlds
- Extricity
- WebMethods
- Bowstreet
- Netfish
- Etc...

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# Enterprise Integration Is a Strategic Component

- Designed to create seamless view of enterprise
- Enables you to extend the boundaries of enterprise while hiding the complexities of your processes and systems
- Hides the complexity of data from other applications and developers
- Enables you to take part in emerging industry standards



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# Network Foundation

- **More than just the routers and switches**
  - Paths between routers require routing protocol
  - Hosts include servers and user stations
- **Infrastructure services for name, address, and reliability**
  - DNS, DHCP, HSRP
- **Internet scaling**
  - Cache, LocalDirector, Multicast, QoS
- **Security**
  - Firewall, intrusion detection, authentication

Integration	Content
Network	Entitlement

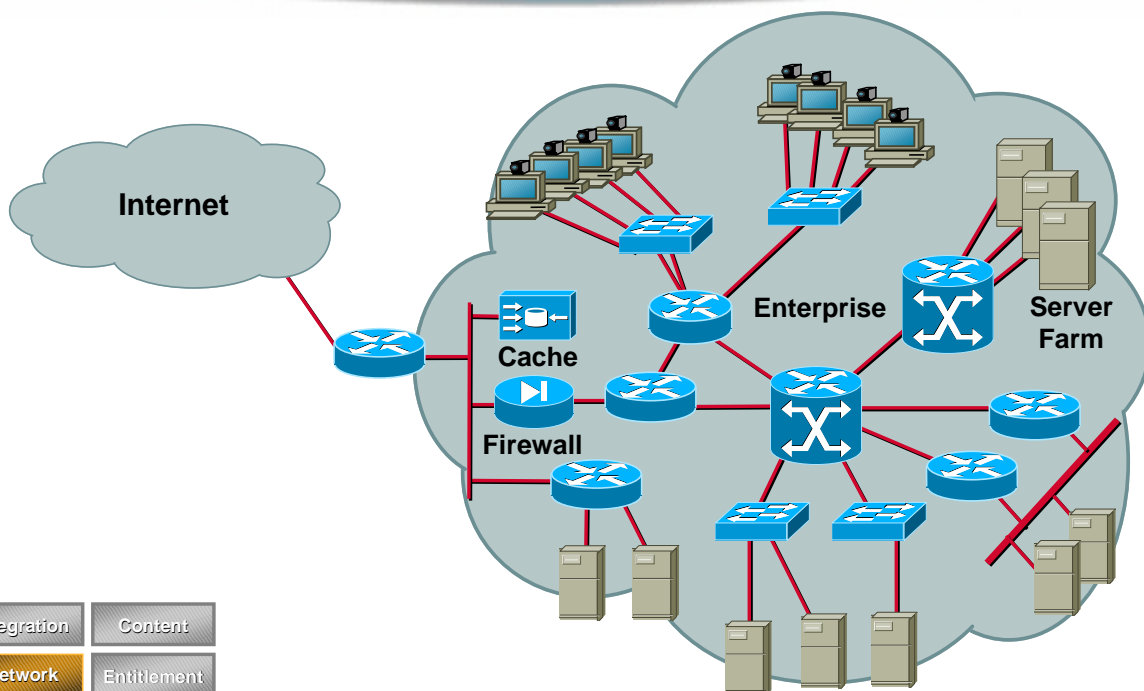
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# Network Foundation



Integration	Content
Network	Entitlement

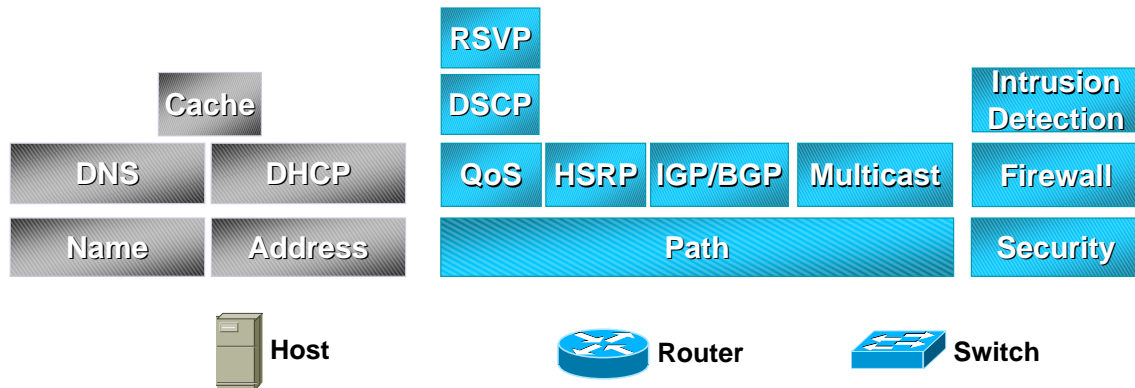
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# Network Foundation Components



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## Network Foundation Is a Strategic Component

- Provides the basis for networked applications
- Directly supports mission critical business functions
- Removes the barriers of time and geography
- Provides services to the applications and platforms to enable advanced applications to be deployed faster, with scalability, reliability and security built in

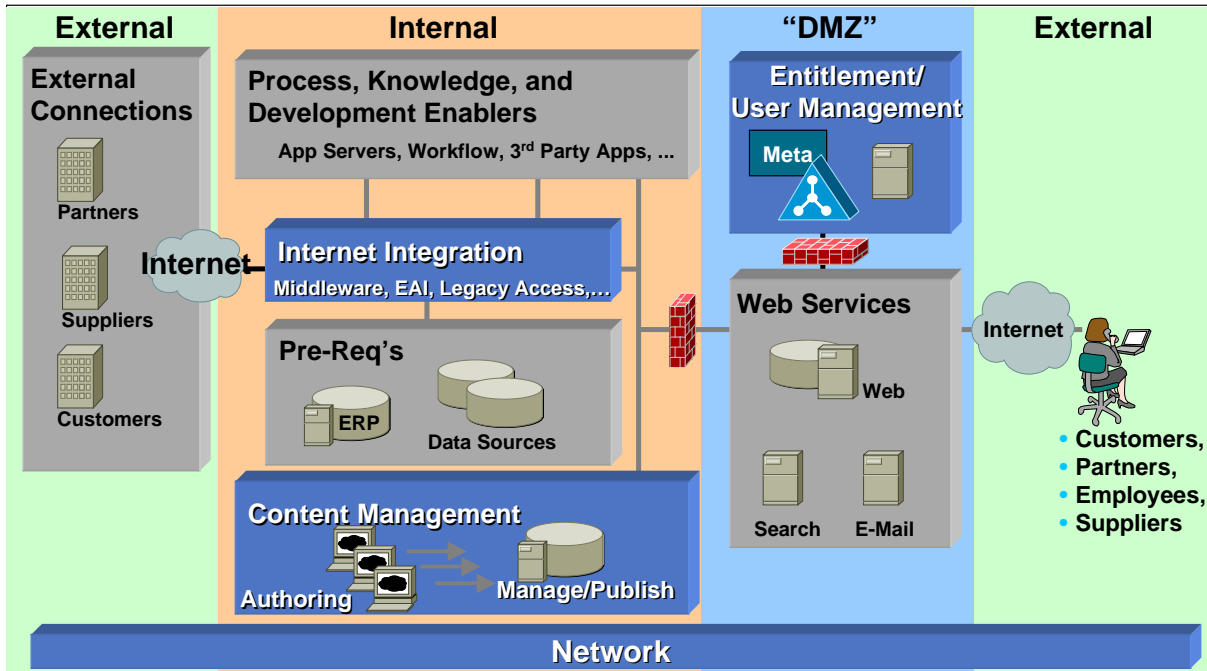
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# The Four Cornerstones of the Web Foundation Architecture



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## Building on the Cornerstones

### Using the Web Foundation in Your Organization

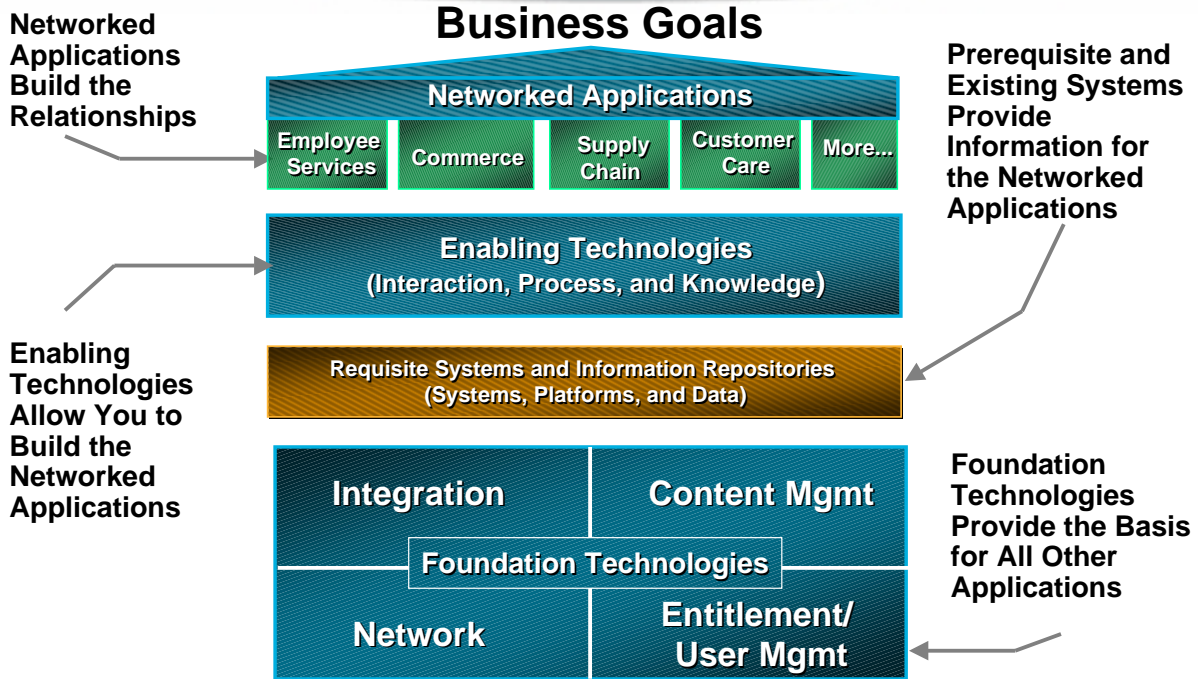
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# The Web Foundation



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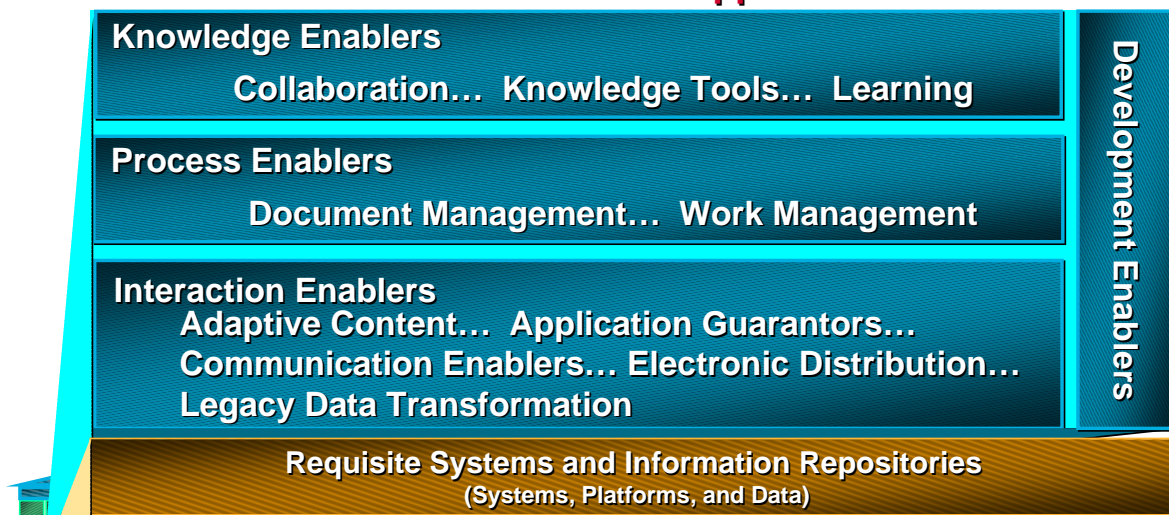
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# Enabling Technologies

**The Set of Tools and Technologies that Facilitate the Creation of Networked Applications**



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# Foundation Technologies: The Four Cornerstones

## Internet Integration

Access to your Existing Infrastructure

## Content Management

Structure, Process, and Control

## Network Foundation

Connectivity, Reliability, and Intelligence

## Entitlement and User Management

Identity, Integrity, and Scalable Management

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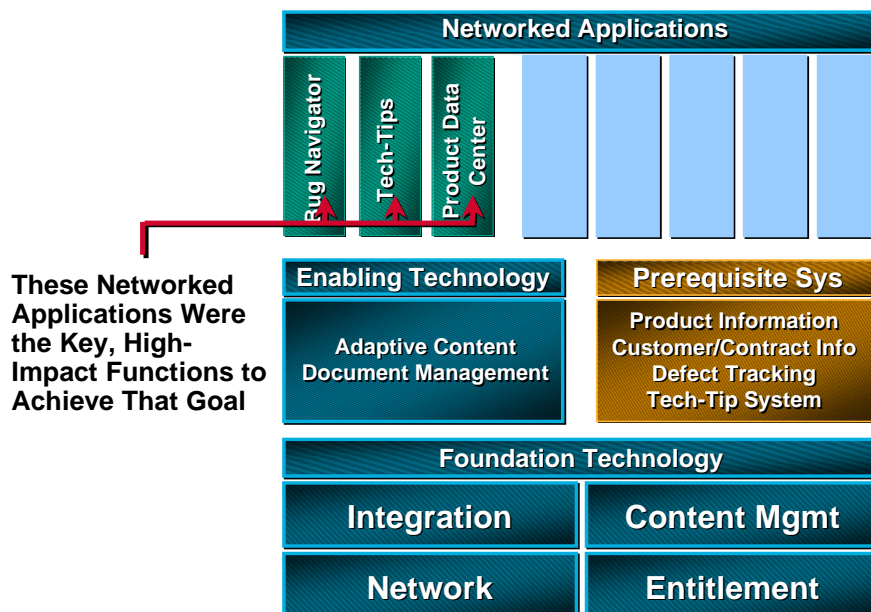
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## An IBS Example for Customer Service



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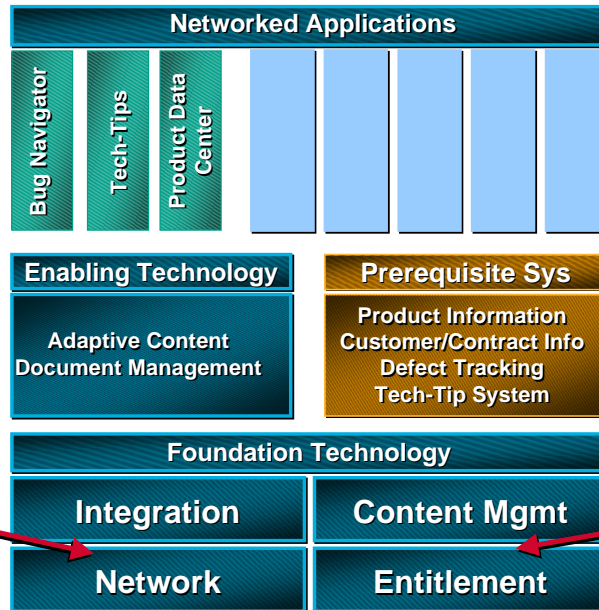
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# Cisco Connection Online

## An IBS Example for Customer Service

- **Integration:** Most data store in Oracle databases, so integration was based on SQL\*plus
- **Network:** Provided Web Services for external use, and browser access for employees



- **Content Mgmt:** Stored the content in file system with restore capabilities
- **Entitlement:** Used firewalls (router based) and Access Control Lists (ACL) for security. Stored the user info in a centralized directory (database)

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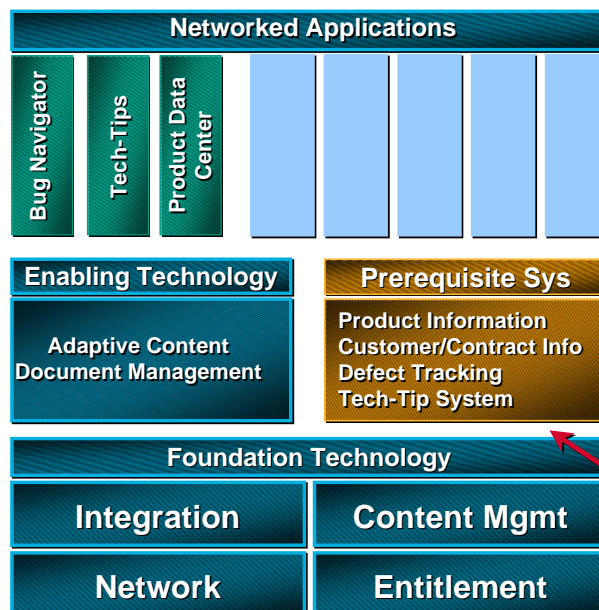
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## An IBS Example for Customer Service



- Used existing systems
- product documentation
- engineering defect tracking system
- customer information (for security)
- Built new systems
- Technical Tips

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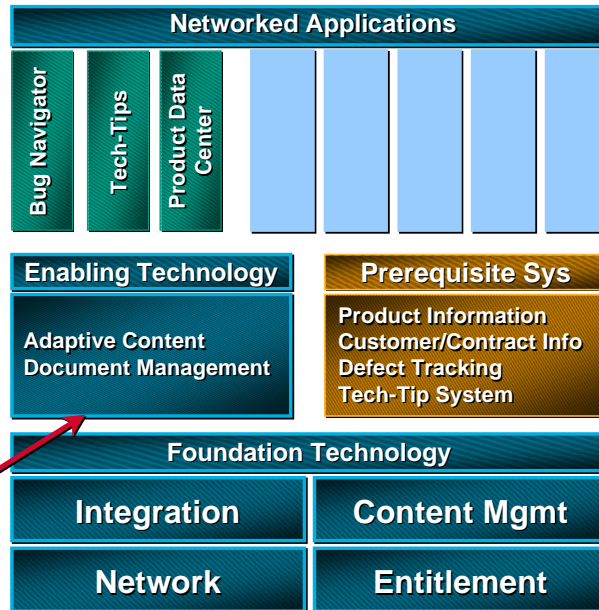
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# Cisco Connection Online

## An IBS Example for Customer Service

Adaptive Content to show different tools to different levels of users:  
Customers  
Partners  
Employees

Document Mgmt to insure accuracy and post content automatically



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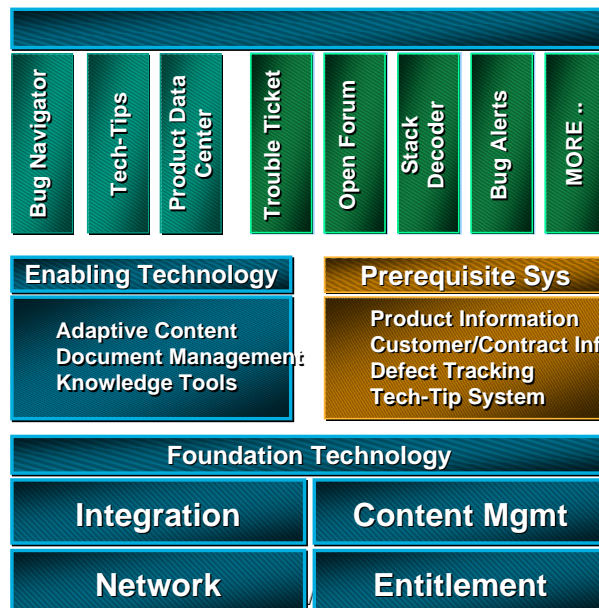
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# Cisco Connection Online

## IBS Result: Customer Satisfaction Increased by 25%

Enabling Technologies Have Been Added and Improved

Foundation Technologies Have Become Robust



Iterations Have Created a Broad Suite of Applications

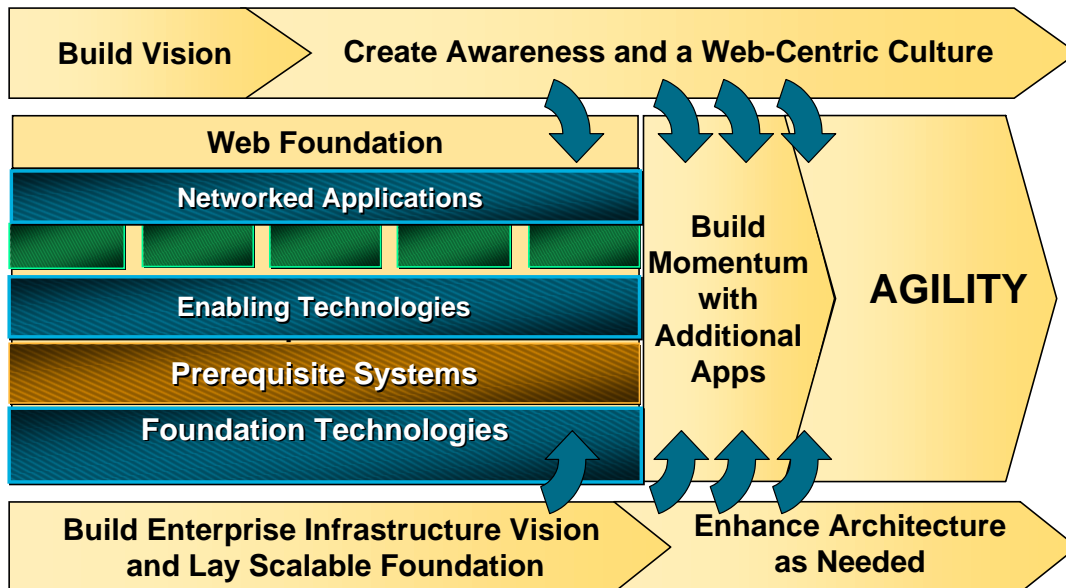
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# The Roadmap to an Agile Organization



## Summary

- Relationships are the currency of the New World
- Rich user experience with information is the key to those relationships
- A Web Foundation allows an organization to quickly and reliably deploy the applications that provide that experience
- **Building the four cornerstones of the Web Foundation today will enable agility and provide the organization the platform for future success**



# **Business Transformations, New IT Architectures**

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# **Please Complete Your Evaluation Form**

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