



Fact Sheet

Cisco Australia and New Zealand: Big Picture Priorities for FY2010

- Transform the way our customers work, live, play and learn; drive the key business and social transitions.
- Drive into 30+ new market adjacencies; including Smart + Connected Communities and network-enabled health and education service outcomes.
- Grow our market position by excelling at both innovation and operational excellence.

Cisco Networkers World of Solutions: Focused on Architectural Strategies

- **Virtualisation**
 - **Cisco Unified Computing System:** See the simplicity, efficiency and manageability of this next generation data centre platform.
 - **Cisco Nexus Data Centre Series Switches :** Check out the high availability and high density 10G capabilities on the Nexus 7000, the Unified Fabric network consolidation features of the Nexus 5000 and the Nexus 1000V software switch that takes advantage of VMware vSphere to offer tight integration between server and network environments.
- **Collaboration**
 - **Cisco Unified Communications:** Cisco is extending its web conferencing and collaboration capabilities to the Apple iPhone 3G user experience, with Cisco WebEx Meeting Center and Cisco Unified MeetingPlace.
 - **Business Video:** Improved video collaboration and extended interoperability across applications and devices such as Cisco TelePresence, Cisco WebEx, Cisco Unified Video Advantage and Microsoft Office Communicator and IBM SameTime.
- **Borderless and Secure Networks**
 - **Network Security is Built In:** See Cisco Adaptive Security Appliances, Intrusion Protection Systems and security management products working as an integrated threat defense solution against network attacks. Cisco IronPort email and web security solutions enable a perimeter defense incorporating a secure web gateway combining traditional URL filtering, reputation filtering, malware filtering and data security on a single platform.
 - **WiMAX:** Experience the difference of a built-for-purpose broadband access radio network technology with our live demonstration of WiMAX.
 - **Cisco Digital Media Signage and Physical Security:** Experience the industry's first full high-definition IP Video Surveillance Camera and understand how Cisco Video Surveillance and Digital Media Signage can be integrated into Unified Communications.
 - **Cisco EnergyWise:** Cisco will vividly demonstrate how EnergyWise Technology for Cisco Catalyst switches measures, reports and reduces the energy consumption of IP phones, laptops and access points. Take the "Pedal Power" challenge and beat the clock in this innovative demonstration of electrical power generation and usage.



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Cisco Corporate Social Responsibility: The Right Thing to Do

- In Australia our single focus objective is putting the human network at the heart of indigenous education and community development in Cape York. In March 2009, Cisco launched a new education-grade IT network at Djarragun College in far North Queensland, to enable rich on-line opportunities including video based collaboration. Most recently, Cisco has:
 - Helped to establish a “Cybrary” which is a special place with access to limitless stores of on-line information for students to leverage as they learn and collaborate with peers – both in person and remotely.
 - Host a science class with a leading academic in Astronomy from Swinburne University as part of the Year of Astronomy “She’s an Astronomer” program.
 - At Cisco Networkers 2009, six students from Djarragun College will be doing work experience at the Brisbane Convention and Exhibition Centre. This is the third year of this program, and so far 13 students have taken part, one of which has gone on to undertake further studies in hospitality at a university in Sydney.
- This year, Cisco Networking Academy celebrated 10 years of public-private partnership in providing educational pathways to careers in information and communication (ICT) globally.
 - In the past decade, there have been over 75,000 Cisco Networking Academy graduates across Australia and New Zealand.
 - In 2009, there are more than 20,000 students participating in Cisco Networking Academies throughout Australia and New Zealand.
 - Over 700 qualified instructors teach the Cisco Networking Academy program in high Schools, TAFE's and universities in Australia and New Zealand.

Cisco’s Continued Commitment to a “Green” Networkers

- The Brisbane Convention Center has rolled out approximately 20 Cisco Digital Media Signs to provide conference attendees with up to date information and news.
- Making Networkers information available to delegates electronically onsite and post event.
- Offsetting carbon footprint by purchasing required carbon credits.
- Greener Merchandise (green USB, recycled caps, eco notebook).
- Distributing unused food to local charities via a food bank.
- Cisco Live & Networkers Virtual – Cisco Opening Keynote streamed live so extending reach to virtual attendees.

The Biggest Cisco TelePresence User on the Planet: Cisco

- Over the past three years, more than 333,000 meetings held globally using Cisco TelePresence have saved the company more than 136,000 metric tons of carbon emissions and US\$253 million in travel costs.
- Locally in Cisco Australia and New Zealand, use of Cisco TelePresence and other collaboration technology translated to a 22% reduction in discretionary expenses in FY09 while maintaining customer satisfaction.
- This was achieved through the increased utilisation of the ‘Network as a Platform for collaboration and decision making and customer intimacy, including video-based technologies such as Cisco TelePresence and WebEx at the desktop, but also through remote working capabilities and mobile applications.