



Technology Solutions 2008



Agenda



The Market Transition to the Third Era of Information Technology



The Network as the Platform:
Enabling the Agile Enterprise



Cisco's Role in Transforming your
Business.

Multitude of Trends Creating Market Transitions

Macro

Interactions

Technology
Generation

Rise of Personal
Income

Over-burdened
Public Sector

Regulatory
Compliance

Business

Science of
Management

Distributed
Co-creation

Green
Priorities

Info-based
Business Models

Fast
Partnering

Competitive Landscape

Customer-
centric Pricing

Productization
of Services

Emerging
Markets

New Niche
Entrants

Agile Delivery
Models

Technology

Next-Gen
Technologies

Agile SOA

New Forms
of Data

Smart, Linked
Devices

Virtualized
Infrastructure

Web 2.0



Web 2.0 in Action

Second Life / Avatars

Web widgets

Broadcast

Virtual Demos

Social Networks

Blogs

Human Network Campaign

Edge Quest 3D Game



ASR1000

Banners

Articles

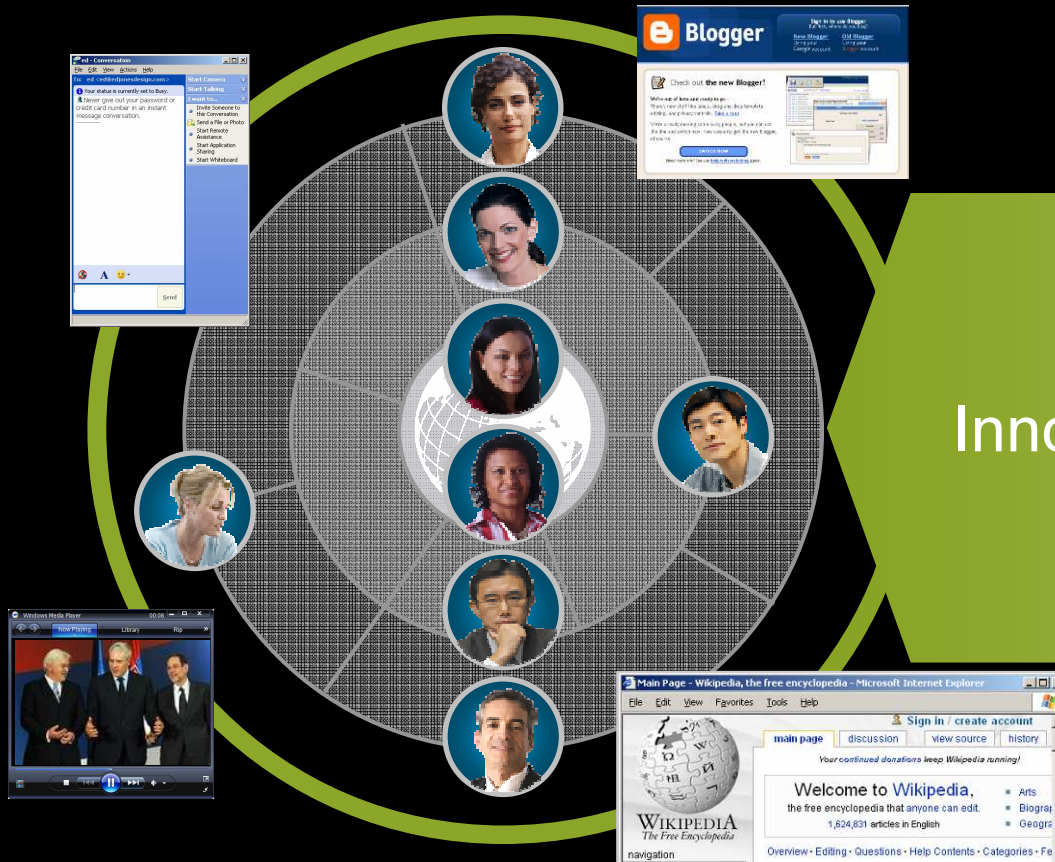
- Global Launch
- 7,000 registrant
- Over 100 countries

A New Generation of Empowered End Users

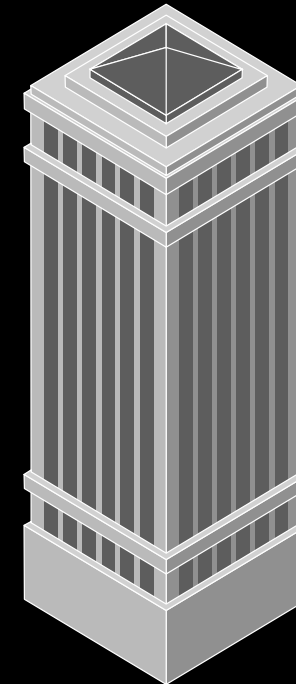
BusinessWeek online

The Power of Us

Mass collaboration on the Internet is shaking up business



Innovation



“The next generation of information workers will expect a highly visual, connected, contextual information workplace they can take anywhere.”

—Forrester

Crowdsourcing

Welcome to
the Human Network.



Software as a Service (SaaS)

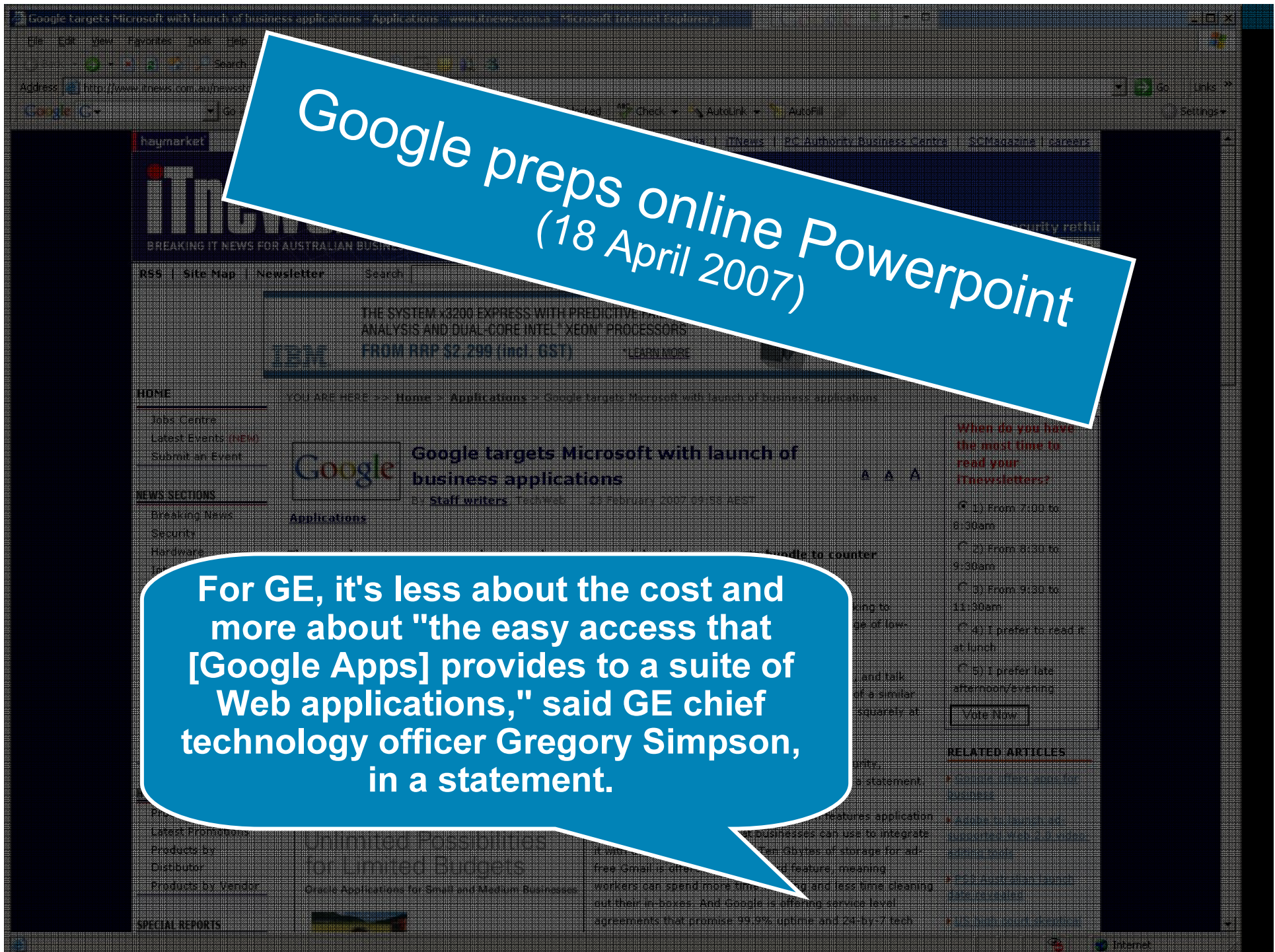
\$200 Billion Market
Transition



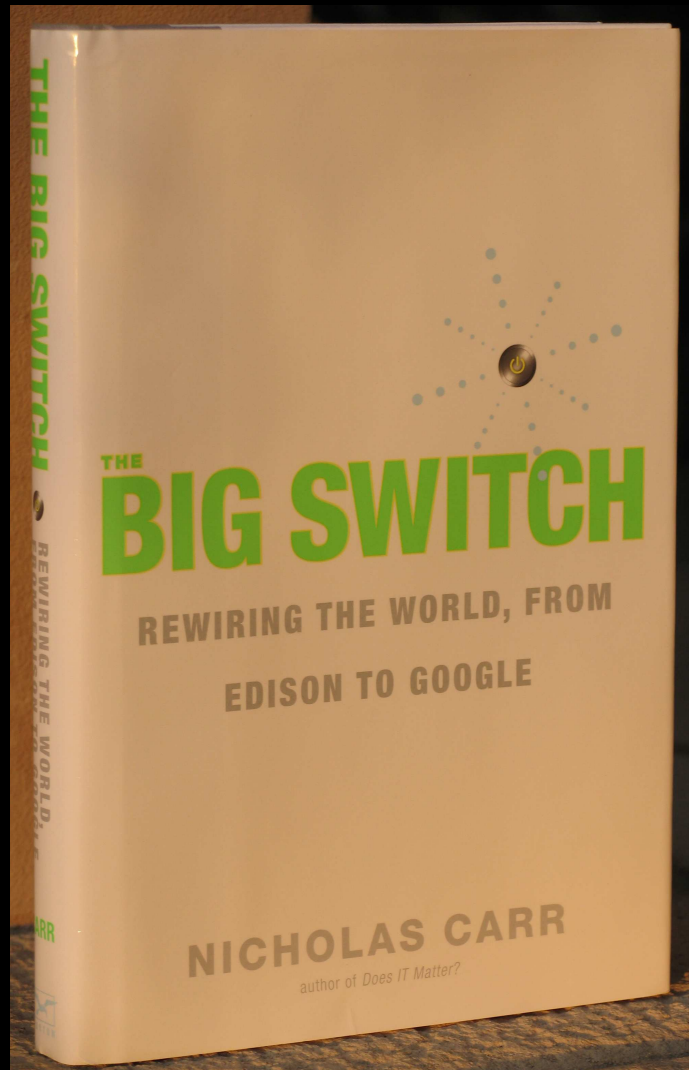
#1 in Collaboration Services

Google preps online Powerpoint (18 April 2007)

For GE, it's less about the cost and more about "the easy access that [Google Apps] provides to a suite of Web applications," said GE chief technology officer Gregory Simpson, in a statement.



“Do You Really Need that IT Dept?”



Elastic Compute Cloud (EC2)

Video



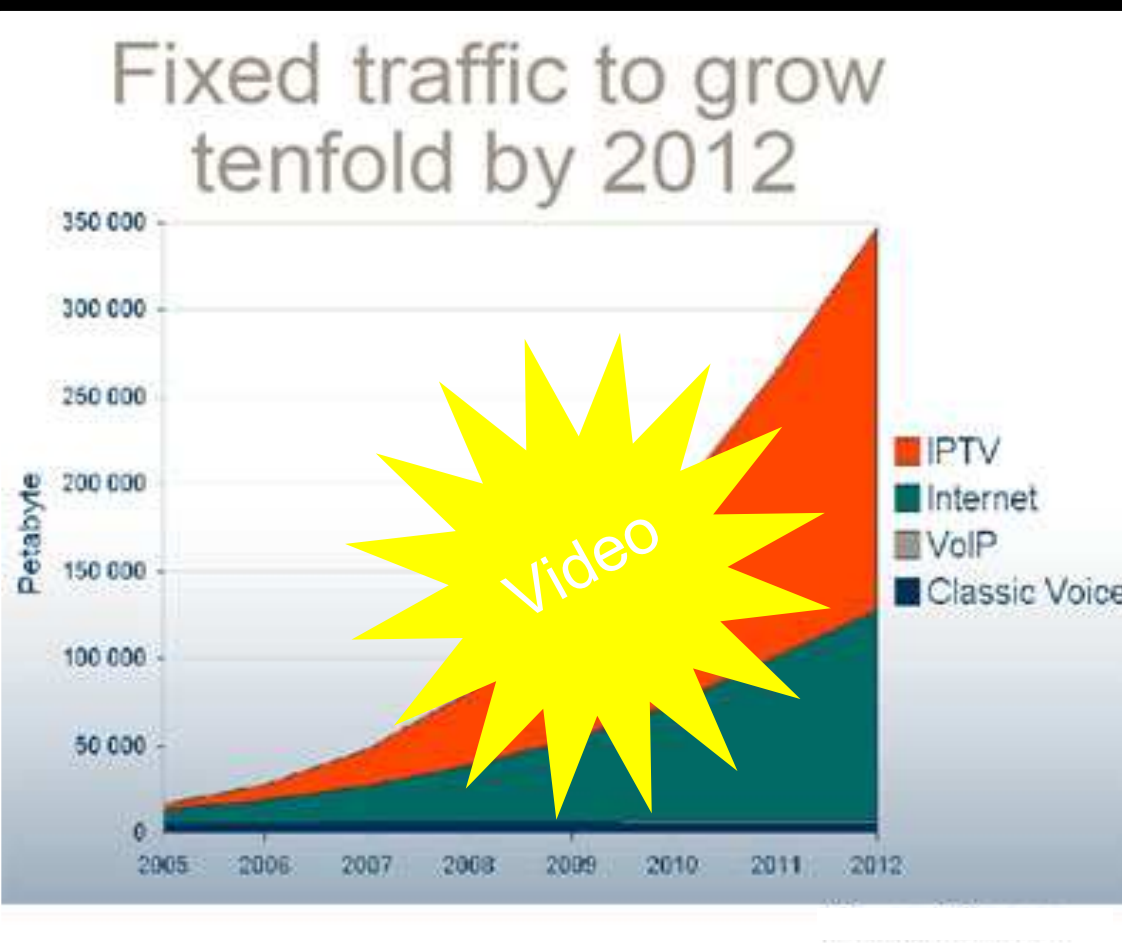
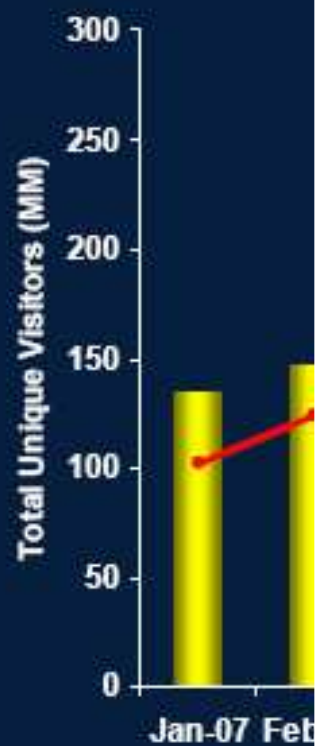
Network as the Platform for .. TelePresence



TelePresence



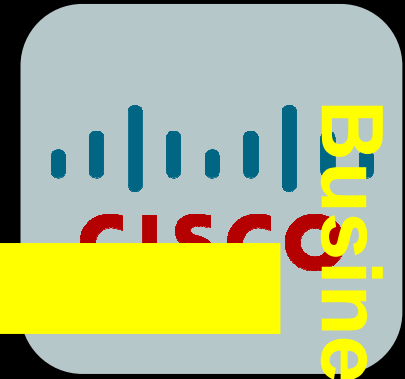
Video



Mobile

Mobile+Internet

Consumer

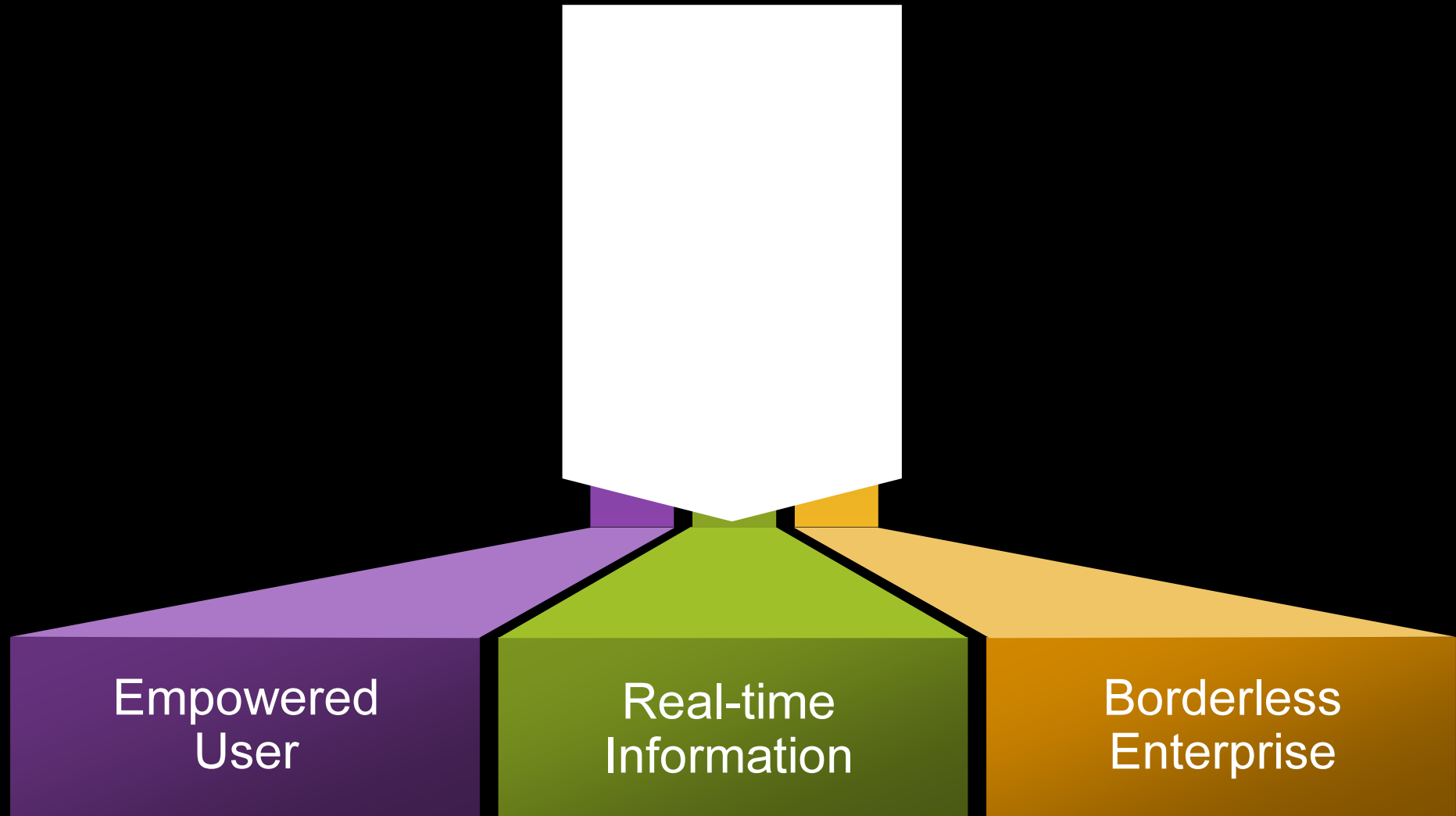


Business

Web 2.0

Internet

Trends Align to Three Major Themes



Implications for IT Organisations



Empowered User

- Grassroots innovation
- Personalization
- Consumer within



Real-time Information

- Virtual, secure, integrated
- Architecture of participation



Borderless Enterprise

- Agile business
- Anytime, anywhere
- Work @ home
- Global talent

CEO Priorities



Empowered User

- Top line, bottom line growth, innovative thinking
- New business models... vertical to horizontal
- Globalization... markets, talent



Real-time Information

- Process change... transactions to interactions
- Partnerships... revenue growth, competitiveness
- IT as a strategic business enabler



Borderless Enterprise

CIO Priorities



Empowered User



Real-time Information



Borderless Enterprise

- IT as a strategic business enabler
- Global scalability
- Escalating user expectations
- IT service quality, availability, green
- Compliance and security
- Strategic vendor partnerships

IT Organization Challenges

- Multiple networks for different applications
- Disparate silo systems
- Costly and lengthy custom development
- Increasing systems integration efforts
- Outdated technology
- Statically allocated capital resources



Consequences

- Rapidly increasing complexity
- Tactical IT deployment: IT as a cost center
 - 70% of IT budget for maintenance, 30% for growth
- Lack of IT responsiveness to rapidly changing business needs

The Third Era of IT

	Transformational	Sustaining	Transformational
Network			Human Network
Technology			Web 2.0
Motivator			Experience

The Network is the Platform: **Enabling the Agile Enterprise**



An IT Strategy to Meet These Challenges

Flexibility,
Personalization



Consumer

Globalization

Application &
Collaboration Tools
Common Business
Processes & Services

Governance,
Standardization



Security

Regulatory

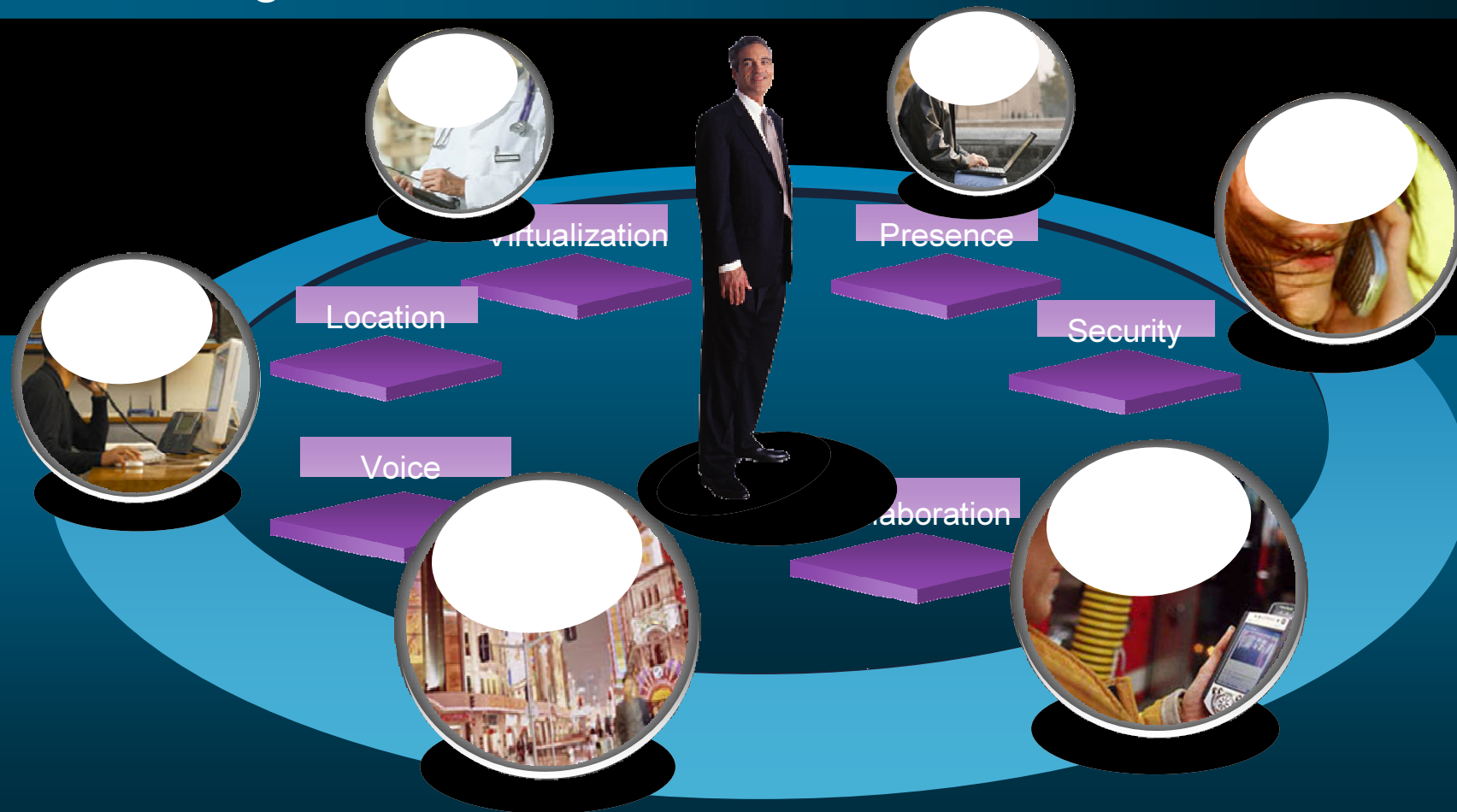
The Single Common Element

The network is the only common element that connects and enables all people, locations, devices, applications, partners



The Value of the Network

The network plays **a more expansive role** in solving business challenges



Cisco's Role in Transforming your Business





Vision

Anywhere, Any
Device, Anytime

Innovation

Collaboration, Visual
Networking

Architecture

NETWORK AS THE PLATFORM

.. for Business and Innovation

