Legend:	Technical
	Business
	Techtorial/Lab

BORDERLESS NETWORKS

Session ID: BN-T01-I	**Title: Converged Access Introduction & Architecture**
Speaker: Dave Zacks	**Architecture: Borderless Networks**
Time Slot: 1:30 to 3:00	**Tech Level: Intermediate**
Target Audience: Network Managers/Engineers/Design Engineers/Systems Engineers	

Abstract:
Come to this session to learn what Converged Access is; components that make up the solution, and the benefits it provides. This session introduces the Converged Access solution and identifies how it can be applied to your network. You will be introduced to the terminology and platforms that make up the Cisco Converged Access system, learn how this solution operates with existing Wireless Infrastructure, and delve deeper into how this solution operates. Attendees will gain an understanding of the operation, understand how it fits into the broader Cisco wired and wireless portfolio from both a product and a design perspective, and recognize the relevant benefits for their own network environments. This session is targeted to Network Managers, Architects and Administrators.

Session ID: BN-B01-B	**Title: BYOD Transforming the Enterprise**
Speaker: Tom Wilburn	**Architecture: Borderless Networks**
Time Slot: 11:00 to 12:30	**Tech Level: Business Basic**
Target Audience: CXOs/SVPs/VPs/Network Managers	

Abstract:
The rules of the game in IT are changing rapidly and companies facing these market transitions are looking for ways to build an intelligent network platform that can help lines of business capture new business opportunities. Cisco Borderless Networks is the architecture that allows enterprise of any size, to leverage technology transitions through our portfolio of services-rich, secure, and efficient products and solutions. Customers are able to connect anyone, anywhere, anytime, and on any device – securely, reliably, and seamlessly.

Session ID: BN-T02-I	Title: Innovations in Switching
Speaker: Dave Jirku	Architecture: Borderless Networks
Time Slot: 11:00 to 12:30	Tech Level: Intermediate
Target Audience: Network Managers/Engineers/Design Engineers/Systems Engineers	

Abstract:
Come to this session to learn about Cisco's latest innovations in Ethernet switching. Covering Cisco's major Catalyst switching platforms, this session will provide you with an overview of Cisco's latest advancements in switching, and how these capabilities can be applied to solve problems in your network environments. Attendees at this session will learn how they can move their networks, and organizations, forward by leveraging the newest advancements in Cisco's switching portfolio. This session is targeted to Network Managers, Architects, and Administrators.

Session ID: BN-T03-I	Title: Deploying Next Generation Firewalling with ASA-CX
Speaker: Eric Kostlan	Architecture: Borderless Networks
Time Slot: 1:30 to 3:00	Tech Level: Intermediate
Target Audience: Network Managers/Engineers/Design Engineers/Systems Engineers	

Abstract:
This session will explain the technology and capabilities behind Cisco’s new context aware firewall: Cisco ASA-CX. We will introduce a new approach to firewall policy creation based on contextual attributes such as: user identity, device type and application usage. In the session we will demonstrate how to create and enforce policies that allows control over application behavior for both local and remote users. We will show the ASA-CX management platform named PRSM. Deployment and design considerations including use cases will be covered. Technologies discussed during this session will be firewall installation, firewall management, SSL decryption, identity based firewalling, web security and application visibility and control. The target audience are security administrators dealing with next generation firewalling.

Session ID: BN-T04-I	Title: Advanced Web Security Deployment
Speaker: Steve Gindi	Architecture: Borderless Networks
Time Slot: 3:30 to 5:00	Tech Level: Intermediate
Target Audience: Network Managers/Engineers/Design Engineers/Systems Engineers	

Abstract:
In a confusing web world of "Like" buttons, tweets, Instagram'ing, and files being stored in clouds like Dropbox, organizations are challenged with how to protect the network, while not hindering business. To make matters worse, vendors are confusing the deployment methods by introducing On Premise Web Security Gateways, Cloud Web Security Gateways and Next Generation Firewalls. Join Cisco for a presentation that discusses the feature functionality & differences to help ensure you make the most informed decision. Over the course of the presentation you will be updated on Web 2.0 and the effects of Social Networking, Application Visibility, Malware Scanning, Deployment options and the list goes on. The target audience is security administrators dealing with Web Security.

Session ID: BN-T05-B	**Title: The Right Wireless Architecture for You**
Speaker: Francis Girard	**Architecture: Borderless Networks**
Time Slot: 1:30 to 3:00	**Tech Level: Basic**
Target Audience: Network Managers/Engineers/Design Engineers/Systems Engineers	

Abstract:
The explosion of mobile devices driven by the BYOD phenomena is placing a renewed focus and premium on proper WLAN design and deployment. Cisco offers the most extensive and flexible mobility solutions set on the market, from Autonomous Access Points to Converged Access, including FlexConnect and Cloud based solutions. This session will enable you to determine which WLAN architecture is right for your organization. Topics covered include unified and converged access, controller and controller-less architectures, physical and virtual controller deployments, centralized and distributed design, as well as on premise and cloud based control and management. This session is targeted to Wireless Network Managers, Architects and Administrators.

Session ID: BN-T06-I	**Title: Wireless Feature Update**
Speaker: Ian Procyk	**Architecture: Borderless Networks**
Time Slot: 3:30 to 5:00	**Tech Level: Intermediate**
Target Audience: Network Managers/Engineers/Design Engineers/Systems Engineers	

Abstract:
Embrace the BYOD wave and explore the untapped potential of your wireless controllers. In this session, you will learn how the features in controller code release 7.2 - 7.4, can help you scale up your wireless deployment and open the door to a world of new potential. Topics will include: Application Visibility and Control (AVC), Flex Connect, IPv6, Identity Services Engine integration and other configuration best practices. .This session is targeted to Wireless Network Managers, Architects and Administrators.

TECHTORIAL – BORDERLESS NETWORKS HANDS-ON LAB

Session ID: BN-T07-A	**Title: Techtorial: IPv6 – Hands** *2 x 90 minute hands-on sessions to be conducted back to back* *Maximum attendee is 30*
Speaker: Harold Ritter	**Architecture: Borderless Networks**
Time Slot: 1:30 to 5:00 (Ballroom)	**Tech Level: Advanced**
Target Audience: Network Managers/Network Engineers/Design Engineers/Systems Engineers	

Abstract:
The “Hands on Experience with IPv6 Routing and Services” Techtorial will provide attendees an opportunity to configure, troubleshoot, design and implement an IPv6 network using Ipv6 technologies and features such as: IPv6 addressing, IPv6 neighbour discovery, HSRPv6, static routing, OSPFv3, EIGRPv6 and BGPv6. You will be provided with a scenario made up of an IPv4 network where you will get the opportunity to configure and implement IPv6 based on the requirements on the network, i.e., where would you deploy dual stack, where it make sense to do funneling and how to deploy IPv6 routing protocols without impacting your existing Network infrastructure.

Pre-Requisites:
This is a hands-on class with multiple labs during the 3 hour session. Students must have a basic understanding of IPv4 or IPv6 Addressing and Routing Protocols; as well as familiarity with Cisco IOS is preferred.

As this is a hands-on lab, students should bring their laptop to take full advantage of the labs throughout the day sessions.

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DATA CENTER

Session ID: DC-T01-I	**Title: UCS System Architecture**
Speaker: Roger Andersson	**Architecture: Data Center**
Time Slot: 11:00 to 12:30	**Tech Level: Intermediate**
Target Audience: Network Managers/Engineers/Design Engineers/Systems Engineers	

Abstract:
This session will offer an Overview of the UCS System Architecture, including all of the technical innovations that serve as the foundation. Among the topics covered will be overviews on Unified Fabric, Service Profiles, Hardware Abstraction, Fabric Extension, Memory Expansion and the UCS Manager. Further insight will be offered into the XML-based API and the basic set of managed objects, including Pools, Policies and Templates. This session will focus squarely on UCS management architecture and essentials. The deeper you understand the central core of the UCS Manager and its model-driven architecture, the more you can take best advantage of all the UCS innovations. This technical Deep Dive and Live Demo session will explore multiple facets of the UCS Manager from multiple vantage points, exposing the model-driven management system that defines the UCS Manager. Architectural building blocks will be highlighted to offer a greater understanding/appreciation of the relational aspects of UCS elements and understand how they can be best leveraged to promote Data Centre/cloud operational efficiency and automation in both physical and virtual server environments.

Session ID: DC-T02-A	**Title: Mobility & Virtualization in the Data Center with LISP and OTV**
Speaker: Victor Moreno	**Architecture: Data Center**
Time Slot: 3:30 to 5:00	**Tech Level: Advanced**
Target Audience: Network Managers/Engineers/Design Engineers/Systems Engineers	

Abstract:
This session discusses how next generation technologies such as LISP and OTV solve the networking issues associated with VM mobility and multi-tenant segmentation in the data center. An overview of the technologies and their solutions for LAN extension, mobility and segmentation is provided. Deployment and integration guidelines for the optimal use of the technology combination are provided.

Session ID: DC-T03-I	Title: Cisco's Cloud Ready Infrastructure
Speaker: Tom Hogue	Architecture: Data Center
Time Slot: 1:30 to 3:00	Tech Level: Intermediate
Target Audience: Network Managers/Engineers/Design Engineers/Systems Engineers	

Abstract:
Cisco Virtualized Multi-tenant Data Center solution (VMDC) is an architectural approach to IT which delivers a Cloud Ready Infrastructure. The architecture encompasses multiple systems and functions defining a standard framework for an IT organization. Standardization allows the organization to achieve operational efficiencies, reduce risk and achieve cost reductions while offering a consistent platform for business.
This session will address the physical and logical construction of Cisco's VMDC system which provides a validated approach to both enterprise and service provider cloud deployments. Particular attention will be paid to the controlled consumption of cloud resources and isolation of workloads on a shared infrastructure consisting of the Cisco Nexus 7000, 5000 and UCS platforms. In addition, enhanced security providing isolation, visibility, access controls and policy enforcement using Cisco's ASA technologies, Virtual Security Gateway, and Prime NAM will be detailed.

Session ID: DC-T04-I	Title: Fabric Innovations for the World of Many Clouds
Speaker: Sandeep Shyamsukha	Architecture: Data Center
Time Slot: 3:30 to 5:00	Tech Level: Intermediate
Target Audience: Network Managers/Engineers/Design Engineers/Systems Engineers	

Abstract:
Cloud deployments are happening, driven by workload virtualization and changes in application architecture and usage.
During this session you will learn about new fabric and open networking innovations that provide a strong advantage for our customers. This 90 minute session will include:

- NEW 10/40GE Nexus 6000 series switches and pervasive Nexus 40GbE support on the Nexus family, including Nexus 5000 and Nexus 2000
- Nexus 7000 Network Analysis Module (NAM) for deep application visibility
- Industry-leading hybrid cloud technology Nexus 1000V InterCloud plus new innovations
- New solutions and updates to the Cisco Open Network Environment (ONE)

Session ID: DC-T05-I	Title: Deploying Applications in Today's Network Infrastructure
Speaker: Mark Dittmer	Architecture: Data Center
Time Slot: 3:30 to 5:00	Tech Level: Intermediate
Target Audience: Network Managers/Engineers/Design Engineers/Systems Engineers	

Abstract:
This session prepares networking engineers for the fundamentals of deploying application in today's server virtualization infrastructure. The objectives for this session are to share best practices, tips and tricks on how best to implement Cisco technology such as Cisco UCS and Cisco Nexus 1000v with any virtualization stack. During this session we will analyse and dissect two server virtualization use cases recently architected. These use cases consist of a multi-tenant private cloud and virtual desktop infrastructure for thousands of users. This session will show how to utilize the pod concept and replicate to scale any server virtualization project that will support any of today's enterprise applications. Additional topics covered during this session will focus on hardware configuration for maximizing performance, templates "updating or not", booting bare-metal or hypervisors, number of virtual interfaces, and looking at standard operating procedures (SOPs).

Session ID: DC-T06-I	Title: End-to-End Data Centre Virtualization
Speaker: Ronnie Scott	Architecture: Data Center
Time Slot: 1:30 to 3:00	Tech Level: Intermediate
Target Audience: Network Managers/Engineers/Design Engineers/Systems Engineers	

Abstract:
Virtualization has been an integral part of IT planning for effective resource optimization, management simplification and isolation on Data Centres. Because Virtualization touches multiple layers in the Data Centre, understanding the full scope of Virtualization technologies is required for effective planning, design and deployments. The effects are applicable to Classical Ethernet, Data Centre Bridging and SDN; Unified IO, Unified Fabric & Unified Computing; servers of multiple types & hypervisors; virtual machines, virtual switches, virtual service nodes, virtualized adapters, storage, cloud orchestration and transport environments which taken collectively require in-depth understanding for an end-to-end strategy.
This session approaches this by inviting you to a "journey" inside an end-to-end virtualized Data Centre infrastructure. This journey will take a "day in the life" approach starting from the Data Centre Core layer towards the storage on the back-end, being all the infrastructure in between fully virtualized. This session will discuss topics such as VDC, vPC+, VM-FEX, vPath, virtual services nodes (VSN), distributed virtual switching, NIV, virtual adapters, NPV, VSANs and many other "V" technologies associated with the packet flows on an end-to-end virtualized Data Centre. Considerations on how to achieve that and how these technologies interact are on the scope of this session as well. Please "Fasten your seat belts" and welcome to the End-to-End Data Centre Virtualization journey.

Session ID: DC-B02-B	**Title: The Evolving Data Centre - Past, Present and Future**
Speaker: Dan Hanson	**Architecture: Data Center**
Time Slot: 3:30 – 5:00	**Tech Level: Business Basic**
Target Audience: CXOs/SVPs/VPs/Network Managers	

Abstract:
The journey to Cloud is not linear. Realistically, most environments will have workloads that continue to run on both physical and virtualized infrastructures for some time. Join Cisco's Data Centre Experts, as they outline the key technologies transforming the Data Centre, enabling an intelligent infrastructure which will support physical, virtualized and cloud applications as part of Cisco's Unified Data Centre Architecture. In this session, they will discuss the key networking, compute and storage technologies that are transforming the Data Centre from disparate technology islands to integrated, cohesive resource pools, which can be provisioned and re-provisioned as quickly as end users need change. No matter where you are with virtualization, consolidation or defining a Cloud strategy, you can leverage these innovative technologies in a practical way, to transform your Data Centre to an architecture that is proven, innovative and ready for challenges that the future will present.

Session ID: DC-T07-I	**Title: Cloud Strategy Methodology**
Speaker: Mark Dittmer	**Architecture: Data Center**
Time Slot: 11:00 – 12:30	**Tech Level: Technical - Intermediate**
Target Audience: CXOs/SVPs/VPs/Network Managers	

Abstract:
The Cisco Cloud Strategy Service employs ROI tools and in-depth analysis of a customer's current architecture and technology choices to help customers determine the most appropriate cloud strategy and architectural options. We will describe how Cisco helps customers evaluate data center applications and dependencies, as well as management tools and operations management approaches involved in a cloud transition

Session ID: DC-T09-I	**Title: Data Center, Private cloud / IT transformation**
Speaker: Jim Robshaw	**Architecture: Data Center**
Time Slot: 1:30 – 3:00	**Tech Level: Intermediate**
Target Audience: CXOs/SVPs/VPs/Network Managers/ Engineers/Design Engineers/Systems Engineers	

Abstract:
"The private cloud is one of today's fastest growing data center solutions, and the significance of a secure architecture for business applications agnostic to the infrastructure is increasing.
Cisco IT is building the foundation for business resiliency; however, resiliency at every layer of the business environment requires a holistic approach to managing and orchestrating infrastructure, platform, and application resources within a data center and across multiple data centers.

Join us for discussion of Cisco's CITEIS – Cisco IT Elastic Infrastructure Services –project. Find out how Cisco has developed and deployed an agile, cost effective, flexible and secure private cloud solution. Gain insights for the planning and development of your own private cloud solution by hearing about benefits being derived, as well as the challenges overcome by engaging with one of the Key Cisco IT speakers on how Cisco deployed CITEIS

Session highlights include:
• Elastic Infrastructure as a Service
• IT Transformation into a Services Business

TECHTORIAL – DATA CENTRE HANDS-ON LAB

Session ID: DC-T08-A	**Title: Techtorial: SDN Hands-on Lab** **2 x 90 minute hands-on sessions to be conducted back-to-back** **Maximum 15 attendees**
Speaker: Azeem Suleman & Talha Hashmi	**Architecture: Data Center**
Time Slot: 1:30 – 5:00	**Tech Level: Advanced**
Target Audience: Network Managers/Network Engineers/Design Engineers/Systems Engineers	

Abstract:
Organizations want the network to evolve into business and application enablers – contributing to business agility, flexibility, simplifying operations and providing accelerated monetization / revenue generation opportunities. This session provides an in-depth study of Cisco ONE framework. Discusses the motivations for SDN and compares & contrasts different use cases. It provides technical details on select used cases by showing snippets on how to setup the environment for network programmability.

Pre-Requisites:
This is a hands-on class. The lab is based on a remotely-operated infrastructure. Attendees should bring the following:

- Bring your laptop / Notebook that is Wi-Fi enabled
- Telnet / SSH client (e.g., PuTTY)
- Browser (e.g., Firefox Preferred)
- Browser protocol handler configured to launch telnet client for ***telnet://*** URLs
- Virtual Network Computing (VNC) client (e.g., UltraVNC, Vinagre)
- Browser protocol handler configured to launch VNC client for ***vnc://*** URLs
- Text editor with syntax highlighting for Tcl, C, and Java (e.g., PSPad or gedit)
- Attendee's cisco.com credentials for full access to downloads and documentation while taking the lab is preferred
- Optional: Packet capture analyzer capable of importing .pcap files (e.g., Wireshark)

As this is a hands-on lab, students should bring their laptop to take full advantage of the labs throughout the day sessions.

CROSS ARCHITECTURES – DC & BN

Session ID: A-T01-A	**Title: Data Center Security**
Speaker: Mason Harris	**Architecture: Cross Arch: Data Center & BYOD**
Time Slot: 11:00 to 12:30	**Tech Level: Advanced**
Target Audience: Network Managers/Engineers/Design Engineers/Systems Engineers	

Abstract:
Over the last 5 years, Data Centers, your most important asset, have evolved massively. The pace of change continues to ramp with new Architectures, Virtualization, Fabrics and Clouds.

How do you evolve your data centers and ensure they are secure, and prove they are secure, for compliance and audit?
Using a practical and pragmatic approach, we will present and demonstrate with demos how Cisco can help you tackle your security challenges, leveraging the intelligent network infrastructure and the broadest security portfolio in the industry (ASA5585, ASA SM, ASA 1000v, VSG and TrustSec with ISE). We will show throughout the day how a holistic architectural approach is the only effective way to solve your current security challenges, and more importantly get ready for tomorrow's Data Center revolution without compromising your security.

The audience should include Network security officers, security and DC engineers, security and DC architects. It is assumed that the audience has a basic understanding of network security and datacenter designs.

Session ID: A-T02-I	**Title: Deploy & Manage BYOD and VDI Services**
Speaker: Satoshi Takano	**Architecture: Cross Arch: COLLAB & BN (BYOD)**
Time Slot: 3:30 to 5:00	**Tech Level: Intermediate**
Target Audience: Network Managers/Engineers/Design Engineers/Systems Engineers	

Abstract:
This session combines two key workplace trends: Bring Your Own Device (BYOD) and Virtual Desktop Infrastructure (VDI). The concept behind these technologies is covered and attendees are provided with practical experience in various aspects of deploying and managing them. The BYOD practical content will include on-boarding of new devices, policy enforcement and management. The VXI practical content will involve monitoring and performance management of VDI. This will require using complimentary technologies like QoS, Application Visibility and Control and Medianet. The session will also include a look ahead towards a converged wired and wireless infrastructure and what changes that would introduce.

This session is aimed at Network Operators, Engineers, Architects and Technical Managers.

SERVICE PROVIDER

Session ID: SP-T01-I	**Title: Advanced Topics and Future Directions in MPLS**
Speaker: Matt Gillies	**Architecture: Service Provider**
Time Slot: 11:00 to 12:30	**Tech Level: Intermediate**
Target Audience: Service Providers/Network Engineers/Design Engineers/Systems Engineers	

Abstract:
This session presents the most recent extensions to the MPLS architecture. The material has a special focus on standardization and forward-looking directions for the evolution of the technology. The session begins with an overview of the activities in the most relevant IETF working groups. It then covers the latest technical developments in Unified MPLS, Transport Profile and Layer-2 VPNs (E-VPN/PPB-EVPN). This session is directed at network architects.
Attendees must have architectural or deployment level experience in MPLS. Attendance to intermediate MPLS sessions (or previous knowledge) is considered a prerequisite.

Session ID: SP-T04-I	**Title: The Future of Video**
Speaker: Justin Caple	**Architecture: Service Provider**
Time Slot: 3:30 to 5:00	**Tech Level: Intermediate**
Target Audience: Service Providers/CXOs/SVPs/VPs Network Managers/Engineers/Design Engineers/Systems Engineers	

Abstract:
Within the next five years, advances in display technology will make science fiction reality with screens that are unobtrusive, frameless, ambient and ultra-high definition. There no longer needs to be a 'black-hole' in the corner of the room, but screens will instead seamlessly blend into the home environment. Organic LED technology needs no edges at all, and it will be possible to create tiled surfaces of almost any shape using low-cost standard parts. The concept of 'immersion', readily expressed in a simple control, really does give viewers the opportunity to enjoy programs according to their wishes at that moment, with content whose size, position, and level of interactivity adaptively matches the current needs of each audience.
Key to the principle is a simple architecture which is readily extensible throughout the home and an engine which reacts to user input and metadata within a multiplicity of content items and streams. Our work has received enthusiastic press and industry attention as they share our excitement about TV's potential future.

Session ID: SP-T07-I	**Title: WiFi - Mobile BNG Offload Deployments**
Speaker: Derek Linegar	**Architecture: Service Provider**
Time Slot: 3:30 to 5:00	**Tech Level: Intermediate**
Target Audience: Service Providers/Network Engineers/Design Engineers/Systems Engineers	

Abstract:
More than a decade ago, Cisco introduced wireless solutions that addressed challenges associated with address mobility, seamless authentication and comprehensive backend accounting. In the last few years, the industry has transformed to offer an immense range of Smart Devices. This unprecedented growth in mobile traffic demands a change to scale to the new reality of any-to-any connectivity.
This is a technical deep dive session on BNG Deployments and Mobile Offload techniques

Session ID: SP-T05-I	Title: Mobile Transport Evolution with Unified MPLS
Speaker: Chris Lewis	Architecture: Service Provider
Time Slot: 11:00 to 12:30	Tech Level: Intermediate
Target Audience: Service Providers/CXOs/SVPs/VPs Network Managers/Engineers/Design Engineers/Systems Engineers	

Abstract:
Mobile Service Providers are seeing unprecedented challenges in relation to their Transport architectures with the 3GPP evolution towards IP based NodeBs, LTE (Long Term Evolution) and LTE-Advanced. This presentation will initially discuss the network migration trends and factors that are changing how mobile networks are evolving. A description is provided on Unified MPLS and the current issues that need to be fixed and how this architecture addresses this. A more detailed analysis will then examine the options available for transporting GSM/2G, UMTS/3G traffic and IP/Ethernet Node B deployments and some of factors that need consideration like scalability, resiliency and security. Finally, there is a detailed description of the LTE/LTE-A evolution and the feature requirements made on the transport network. There will be detailed analysis of different LTE models and also some technical enhancements and proposals considered for the implementation of LTE in a Unified MPLS environment.

Session ID: SP-T06-B	Title: Software Defined Networks (SDN) for Service Providers: A Practical Approach
Speaker: Matt Gillies	Architecture: Service Provider
Time Slot: 3:30 to 5:00	Tech Level: Basic
Target Audience: Service Providers/CXOs/SVPs/VPs Network Managers/Engineers/Design Engineers/Systems Engineers	

Abstract:
Content providers, mobile device vendors, application developers, consumers, and enterprise business are collectively driving operators to continually reinvent themselves. Consumer and business users are increasingly more mobile, and distributed as are the cloud-based services, applications, and content they wish to consume. Operators need to support a diverse customer base, distribute content and applications across multiple geographies, while offering secure, reliable, and consistent experiences to their users on any device at any location. Software Defined Networks (SDN) has emerged as a potential solution to this broad new set of customer and user challenges. This session will provide a discussion of the key technologies and involved to employ SDN to enhance the operator network infrastructure and application environment to enable agile new business models.

Session ID: SP-T08-I	**Title: Cisco Prime for IP NGN**
Speaker: Dan Jerome	**Architecture: Service Provider**
Time Slot: 1:30 to 3:00	**Tech Level: Intermediate**
Target Audience: Service Providers/CXOs/SVPs/VPs Network Managers/Engineers/Design Engineers/Systems Engineers	

Abstract:
Cisco Prime for IP Next-Generation Networks (IP NGN) drastically simplifies the design, provisioning, and management of carrier-grade networks. This comprehensive solution centralizes and automates service design, fulfillment, assurance, and performance analysis to help you lower costs while meeting high customer expectations.

SERVICE PROVIDER – CO-PRESENTATIONS PLATINUM SPONSORS

Session ID: SP-T02-B	**Title: Cloud Collaboration Services Delivered with HCS**
Speaker: Chris Johnson (Cisco) & Thabang Mashologu (Allstream)	**Architecture: Service Provider Co-Present with Allstream**
Time Slot: 11:00 to 12:30	**Tech Level: Basic**
Target Audience: CXOs/SVPs/VPs/Network Managers	

Abstract:
Cloud computing and cloud services are enabling new opportunities for service providers to deliver greater value to their customers, increase revenue, and offer a differentiated solution for collaboration. The Cisco Hosted Collaboration Solution (HCS) is the end-to-end system that allows SPs to create subscription-based, "as-a-service" offers of the Cisco Collaboration solution. The HCS now in its fourth year of existence has already enjoyed tremendous success and momentum is strong. In this session, attendees will learn how to offer their customers these critical collaboration applications using dedicated virtualized applications hosted in a shared infrastructure in the SPs data center. The session provides latest developments and details of the HCS architecture including optimized data center design, security and redundancy considerations, aggregation layer and provisioning, and assurance tools in the management layer.
Allstream Inc., the first SP in Canada offering HCS, will co-present a case study on the new Cloud-based consumption models for UC+C available for customers.

This is a session aimed at Service Providers, System Integrators, and Customers who are interested in the Cisco Collaboration as a service.

Session ID: SP-T03-B	**Title: TELUS Power Cloud Services with Next Generation Data Center**
Speaker: Dawid Brink (Cisco) & Walter Miron (TELUS)	**Architecture: Service Provider**
Time Slot: 1:30 to 3:00	**Tech Level: Basic**
Target Audience: CXOs/SVPs/VPs/Network Managers	

Abstract:

Dawid Brink, Cisco Service Provider Systems Egineer and Walter Miron, Sr. Director, TELUS Technology Strategy, will present TELUS' new Tier III design-certified centres, the first TELUS Internet data centre built to LEED (Leadership in Energy and Environmental Design) Gold standards. Its 1.15 Power Usage Effectiveness (PUE) rating puts TELUS at the forefront of the industry. In addition, the new facility was constructed with a unique modular design, allowing TELUS to rapidly increase the space and power capacity for technical equipment and to tailor its service offerings based on the latest technology.

These new facilities are 80 per cent more energy-efficient than traditional data centres, ranking TELUS among the top-performing centres in North America, providing TELUS clients with maximum reliability and security. TELUS wants to contribute to Canada's competitiveness by offering world-class managed cloud-based solutions that will enable businesses to focus on their core activities, while providing business agility, helping to align IT with business strategy, and providing significant cost savings.

TELUS selected Cisco as their preferred DC networking partner for these facilities.

COLLABORATION

Session ID: CL-B03-B	**Title: The New IT – Empowering Your Next Generation Workforce**
Speaker: Sheila Jordan	**Architecture: Collaboration**
Time Slot: 1:30 to 3:00	**Tech Level: Business Basic**
Target Audience: CXOs/SVPs/VPs/Network Managers	

Abstract:

Modern organizations are all about improving employee productivity and efficiency through effective collaboration and communication. Cisco IT defines collaboration as five pillars – social, video, mobile, business apps/enterprise store and content. Cisco's Senior Vice President of Communication and Collaboration IT, Sheila Jordan, will explore these five pillars and how they are driving collaboration in companies today. She will also address what collaboration is, why it's important, the value and benefits to companies and how it can successfully be deployed. Find out how you can transform your organization and empower your next generation workforce.

Session ID: CL-B04-B	Title: Cisco Pervasive Conferencing where Voice, Video and Web Meet
Speaker: Andrew Bell	Architecture: Collaboration
Time Slot: 11:00 to 12:30	Tech Level: Business Basic
Target Audience: CXOs/SVPs/VPs/Network Managers/ Engineers/Design Engineers/Systems Engineers	

Abstract:

TelePresence is now WebEX enabled. With the expansion of virtual teams, and the increased number of mobile road warriors it can be nearly impossible to get everyone on your team together in a room at the same time. Communication technologies such as TelePresence and WebEX can help but what happens when you need to join these tools together to accommodate a last minute change in plans. Let us introduce you to Cisco Pervasive Conferencing. Pervasive Conferencing is an industry leading standards-based approach that brings together the three most common communication tools used in the business workplace today; voice, video and web collaboration. Join us as we explore how this integrated meeting experience can help you and your organization to increase meeting productivity, enhance attendee experiences and ultimately get your meeting minutes back!
2013 Collaboration Product Showcase feature: ***Cisco Pervasive Conferencing (WebEX Onetouch)*

Session ID: CL-T02-I	Title: Deploying WebEx Between Cloud and On-Prem for Canadian Customers
Speaker: Joseph Bassaly	Architecture: Collaboration
Time Slot: 1:30 to 3:00	Tech Level: Intermediate
Target Audience: Network Managers/Network Engineers/Design Engineers/Systems Engineers	

Abstract:

This introduces the Cisco WebEx Meeting Server (CWMS) which is the on premise version of WebEx and its benefits to a small, medium and large organization. The session provides in-depth how to design a WebEx Meeting Server and how to integrate it with the rest of the Cisco unified communications stack. The session also describes the various cloud SAAS propositions that are available today for Canadian customers and when a customer would choose between these options. In this session the customer will be introduced to the technology, the user case and the user experience of each of the deployment models.
The goal of this session is to provide the various options to design a WebEx conferring solution between the WebEx on premise solution and the cloud offering.

Session ID: CL-T03-I	Title: An Oversight or a New Customer Phenomenon, Getting the Most Out of Your Contact Center
Speaker: Frank Kicenko	Architecture: Collaboration
Time Slot: 11:00 to 12:30	Tech Level: Intermediate
Target Audience: Network Managers/Network Engineers/Design Engineers/Systems Engineers	

Abstract:

As corporations consistently seek to maximize customer loyalty, secure predictable revenue, gain a competitive advantage and ensure customer satisfaction, more than often the words 'Contact Center' are never spoken. Much of the budget is allocated to the corporate marketing groups as they unveil flashy new websites, packaging and literature targeted for new and existing customers. More often than not, the Contact Center which is a critical portal to these customers is neglected with respect to revenue generation and customer loyalty. This session will aim to increase technical awareness and understanding through design best practices and adoption guidelines for driving a more rich, intimate customer experience through the contact center.

Session ID: CL-T04-I	Title: Architecting Impactful Visual Collaboration
Speaker: Rob Bouchard	Architecture: Collaboration
Time Slot: 1:30 to 3:00	Tech Level: Intermediate
Target Audience: Network Managers/Network Engineers/Design Engineers/Systems Engineers	

Abstract:
Impactful visual communication is a crucial component to the success of any transformational Collaboration Architecture; as all forms of visual collaboration continue to assert themselves outside of the boardroom and become mobile, we need to migrate towards more extensible Collaboration architectures that can anticipate and accommodate this unprecedented level of growth. As such, to address the requirements of a scalable, functional, and accessible solution, this session focuses on the extensibility of Cisco's Unified Collaboration Call Control Architecture, comprised of Unified Collaboration Manager and Video Communication Server, as well as the scalability and flexibility of providing a consolidated conferencing solution for all connecting endpoints.

Session ID: CL-T05-I	Title: Best Practices for Migrating Previous Versions of Cisco Unified Communications
Speaker: Johnny Jagroo	Architecture: Collaboration
Time Slot: 3:30 to 5:00	Tech Level: Intermediate
Target Audience: Network Managers/Network Engineers/Design Engineers/Systems Engineers	

Abstract:
Attendees that are using previous releases of Cisco Unified Communications Manager (4.X, 5.X, 6.X, 7.X and 8.0) will need to understand the changes in the newest version of Cisco Unified Communications Manager (CUCM) 9.x and how it impacts them from an upgrade perspective. This session will provide an in-depth view of considerations, planning and recommendations for a successful migration of Windows and appliance versions of CUCM to version 9.x. The session will cover licensing especially the new licensing model introduce with 9.x, supported upgrade methods, upgrade strategy. This session addresses the migration with the following concepts:

1. UC 9 Licensing Overview
2. UCL and CUWL
3. ELM
4. Upgrade to CUCM 9.1
5. Migration from older version (MCS)
6. License Migration using ELM