



# Cisco Expo

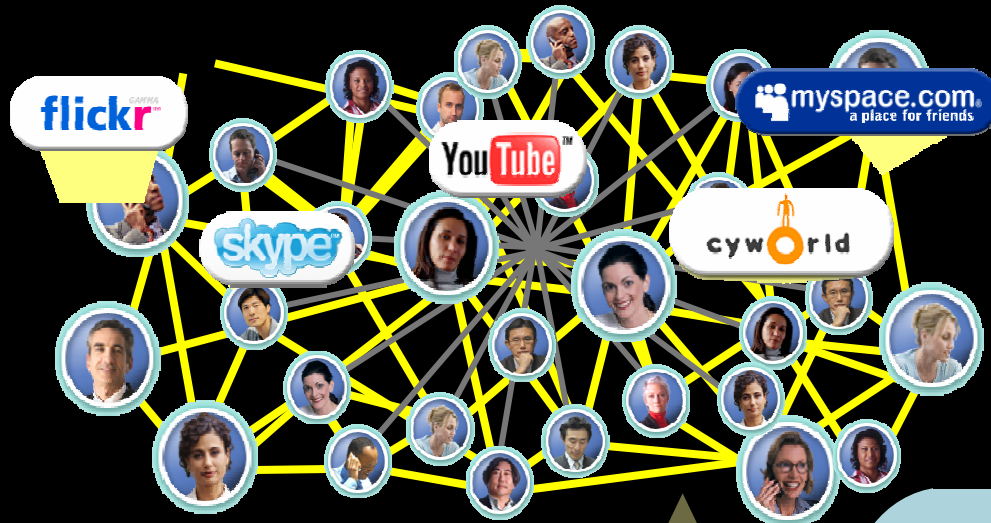
## Business Track

## Vejen til Smart Business

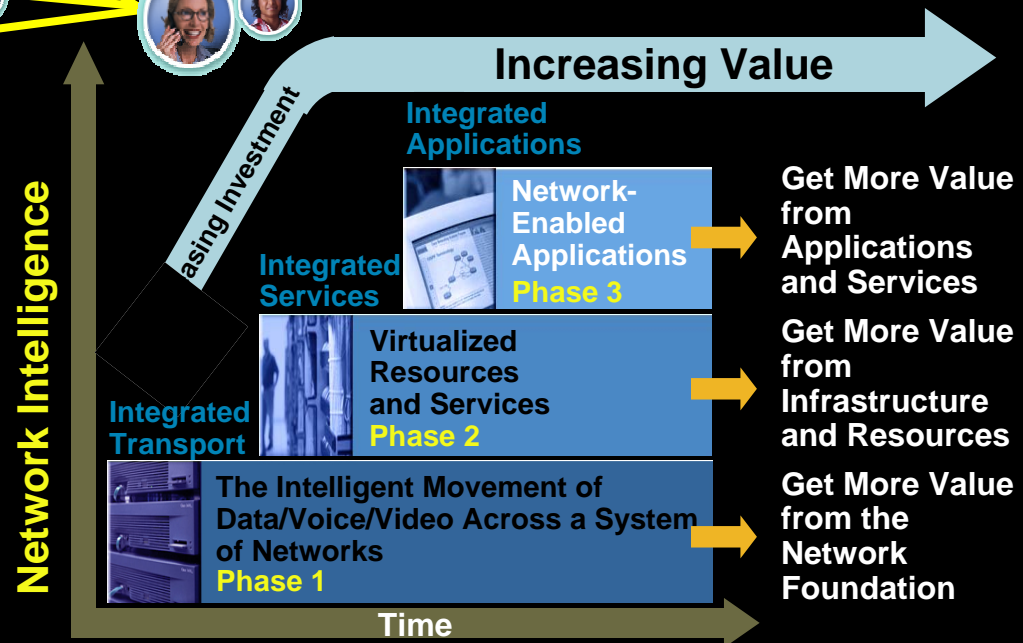


**Lasse Garby**  
**Markedsdirektør**  
**Cisco Systems Danmark**

# Vejen til Cisco Smart Business



## Network As The Platform

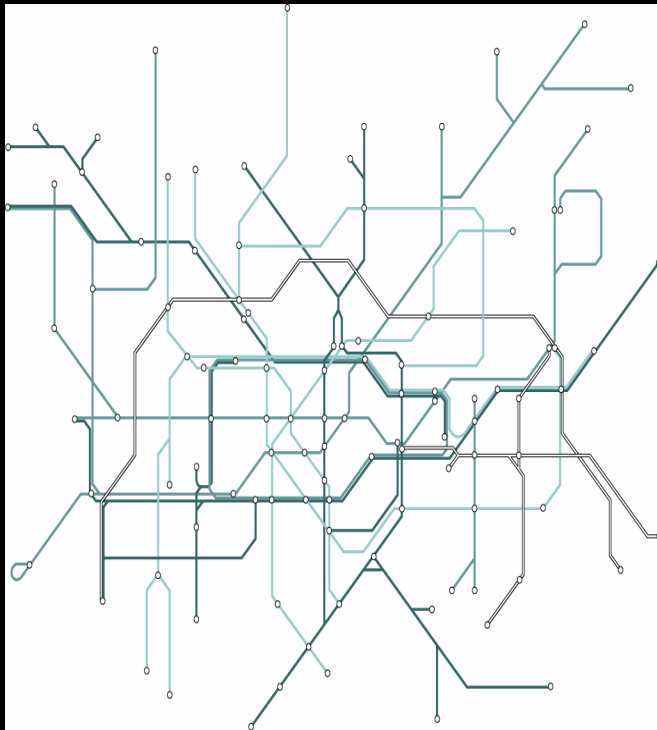


How?

# Cisco Smart Business Roadmap.....



# Cisco Smart Business Roadmap



## What it is?

- A roadmap to help optimize business by prioritizing business challenges and then aligning a flexible network technology plan to these opportunities
- Corollary end user messaging

## What are the Benefits?

- Confidence in building the best solutions for today, and a plan to help see the way through to the future
- Allows businesses to implement technology solutions in line with the business vision
- Higher business performance

# Business Challenges



## Customer Responsiveness

- Enhanced customer service
- Flexible channel and delivery options

## Operational Efficiency

- Do more with less
- Improve business processes
- Access real-time business information

## Cost Containment

- Improved business models, lower cost structure
- Ease adoption of new applications and services without incurring costly upgrades

## Security

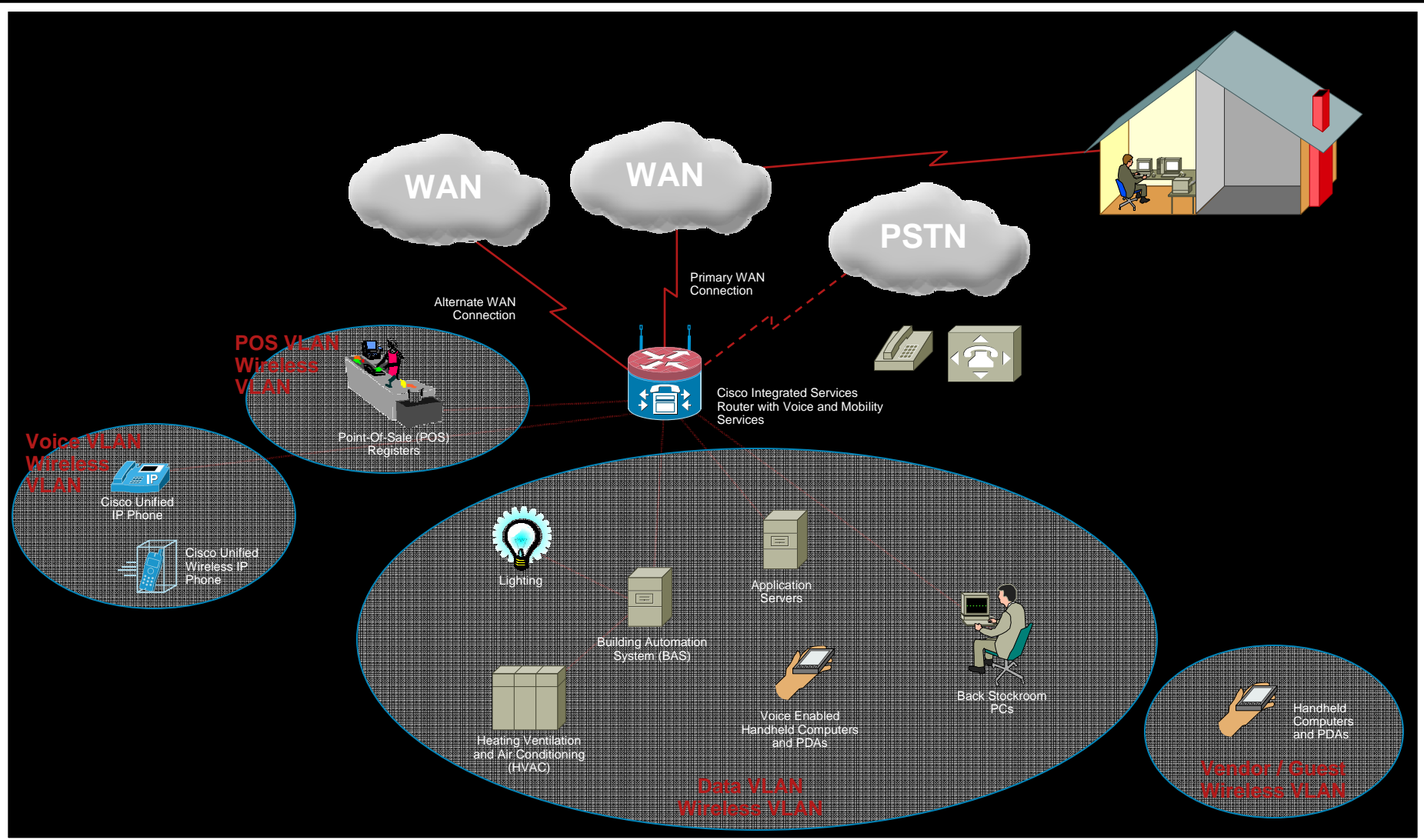
- Data security
- Regulatory compliance

# Customizing Smart Business Roadmap

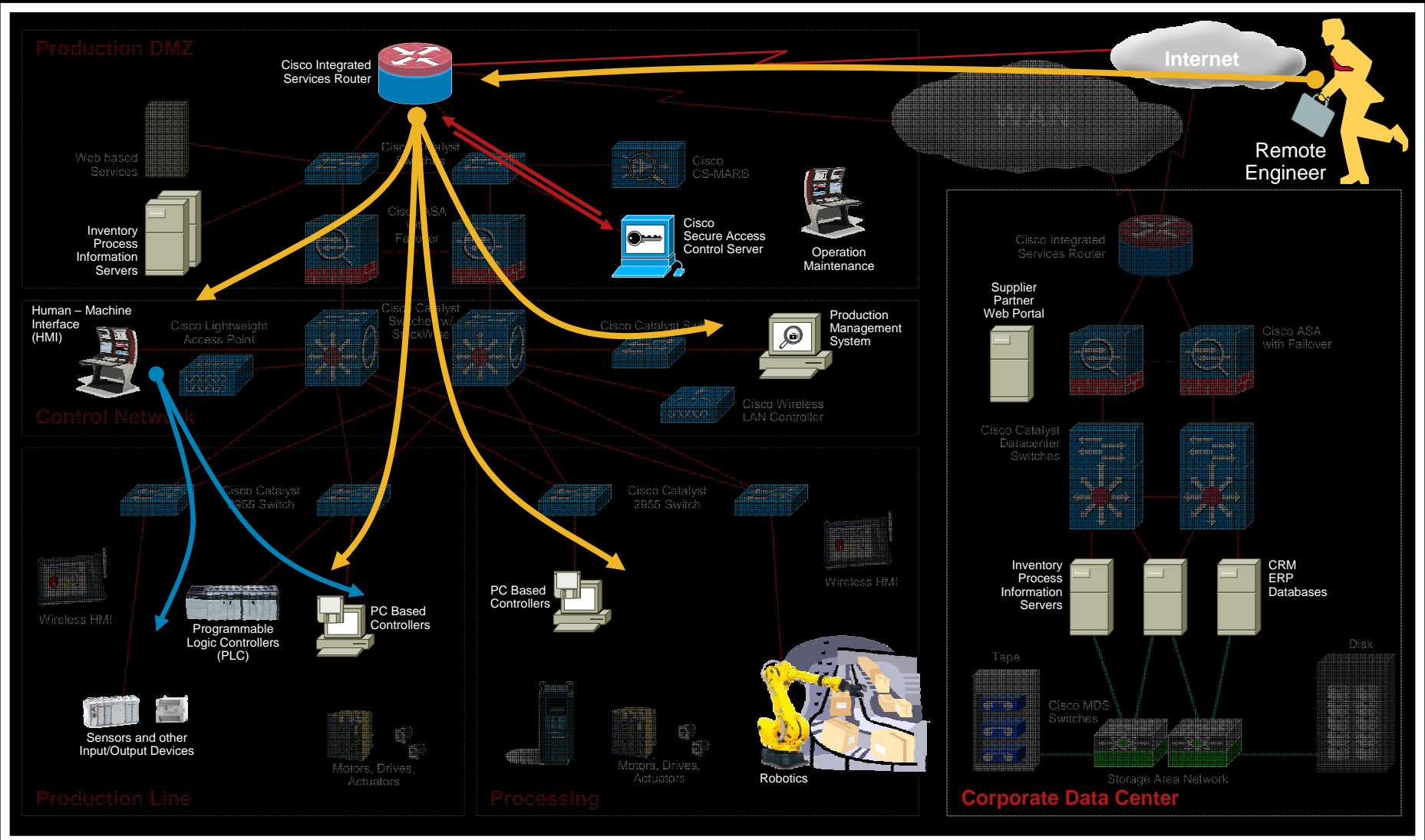


- Based on Business Challenges
- Based on Industry Vertical
- Where is the company in its life cycle
  - Foundation
  - Growth
  - Optimization
- Customizing a Network Architecture

# Retail Store (Growth)



# Manufacturing Company (Optimized)



# Program

- 11.15-11.30**      **Velkomst og Vejen til Smart Business**  
/Lasse Garby, Markedsdirektør, Cisco Systems
- 11.30-12.15**      **Cisco Digital Media System**  
/Marius Holmsen, System Engineer, Cisco Systems
- 12.15-12.45**      **Få øje på fremtiden - forretningsudvikling, innovation  
og nye teknologiske muligheder.**  
/Peter Dreyer, InnovationLab
- 13.30-14.00**      **Best Practise - GN Store Nord**  
/Jan Cilius, IT-Direktør, GN Store Nord
- 14.00-15.00**      **Improve Business Communication**  
/Tim Stone, Sales Business Development Manager, Cisco Systems

