



# Next-Generation Enterprise WAN

*Ultimate User Experience at Scale*

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# Branch Evolution Work force & Customer Expectations

- Users bring to the workplace what they are used to from home

- Low latency high bandwidth home and mobile internet connections



- Cloud based services



- Device agnostic service access – Laptop, Tablet, Smartphone, TV etc...



- Users expect...

- ..instant access to everyone they know and to all services....by our fingertips
- ..access to all services via any device
- ..instant response time for all services, web as well as rich media services
- ..access to all services from wherever they happen to be.
- ..the same user experience and response time as in the main office

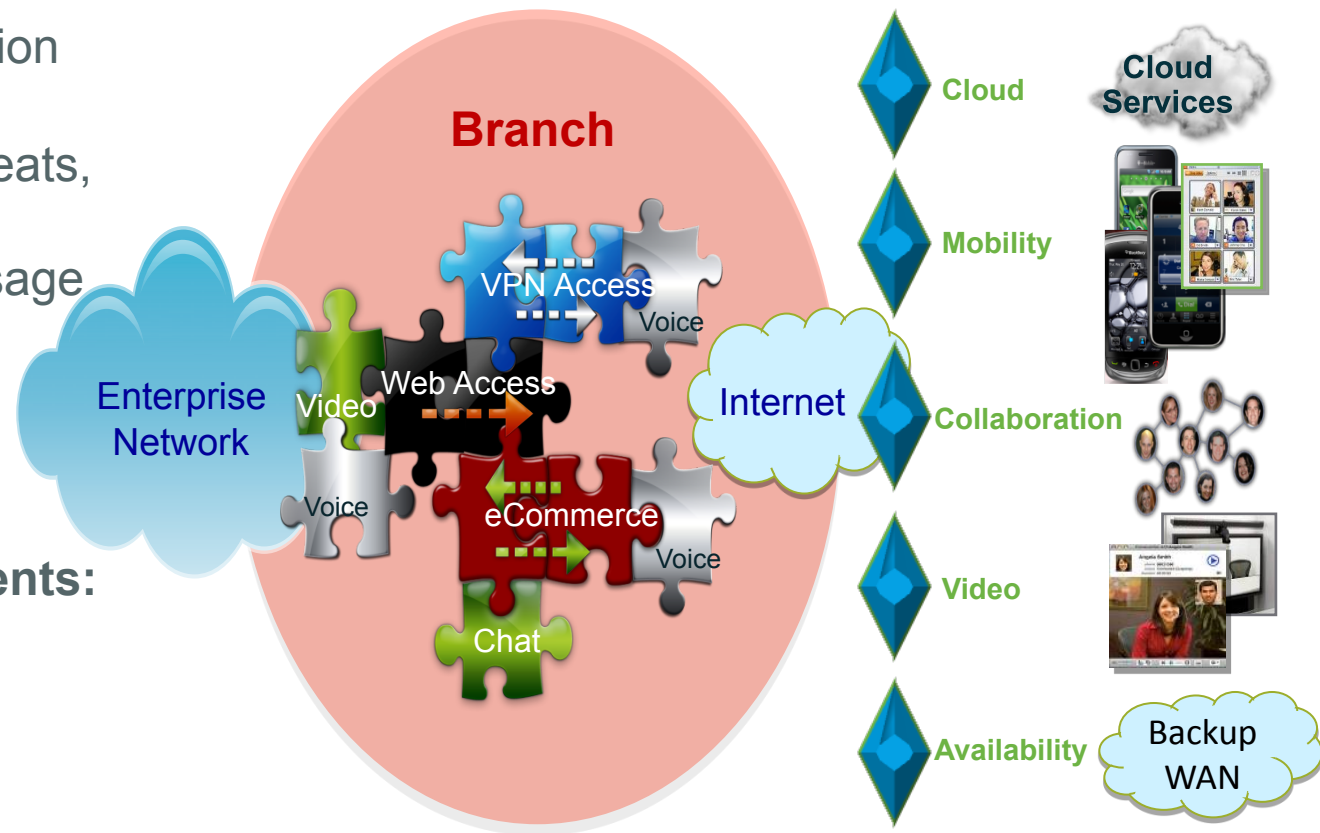
# Branch Evolution

## New Functions

- Cloud Edge/Access
- Mobility Gateways -- Integrated
- Video & Collaboration Experience
- Security – New threats, higher stakes
- Business critical usage

## Increasing requirements:

- Bandwidth
- Security
- Performance
- Availability



# The CIO Dilemma



# The Traditional Enterprise WAN



# Business Environment is Changing

## Cloud and Virtualization

**79%** of organizations adopted SaaS

## Bring Your Own Device (BYOD)

**90%** of orgs will enable business apps over personal devices - by 2014

## Video

**66%** of enterprises deploy business video in branches

## New Industry-Specific Applications

**25B** Connected IP Devices vs. **7.2B** Connected People by 2015

# Business Environment Is Changing: The Rise of the Individual

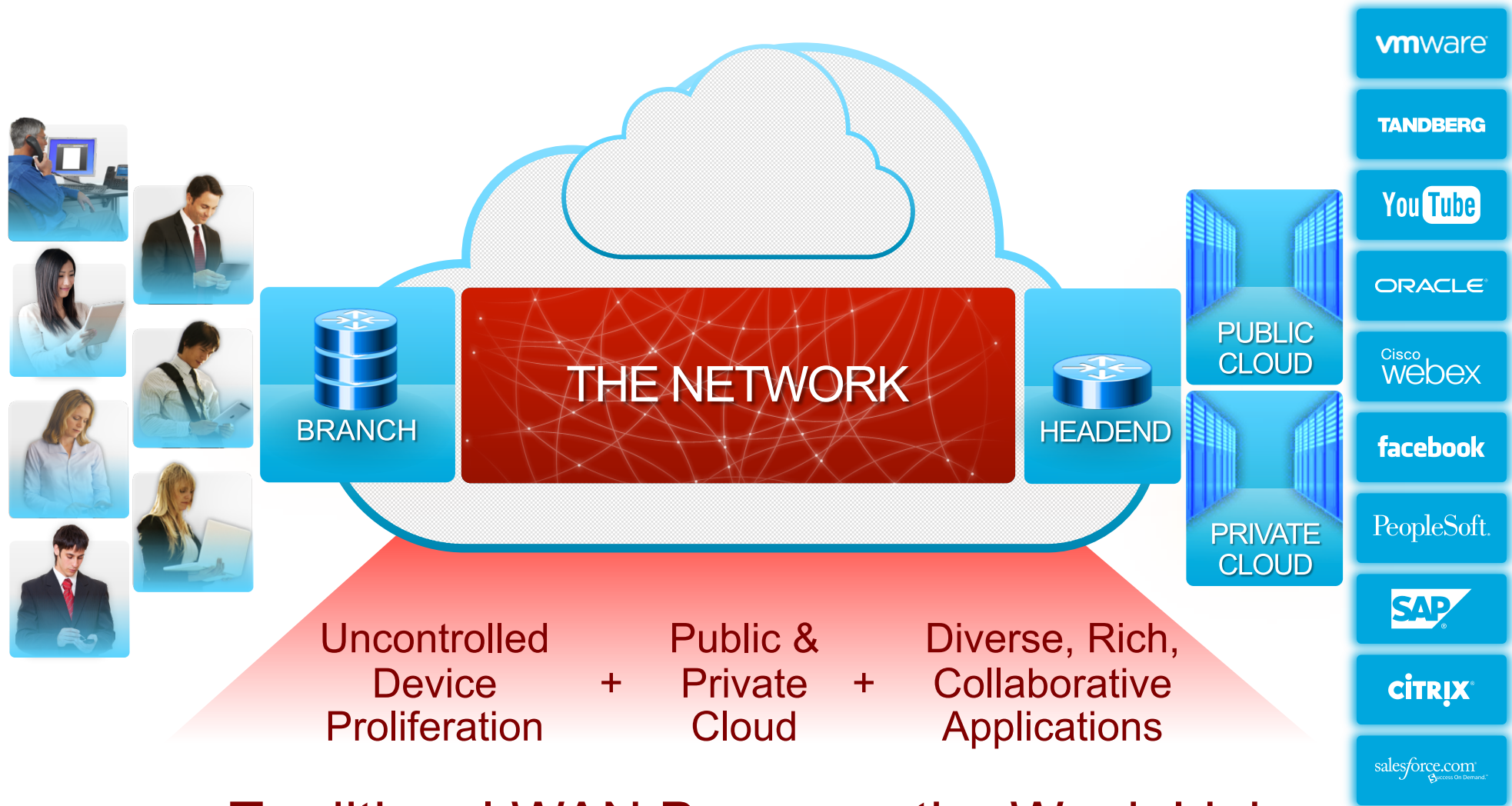
**CONSUMERIZATION**  
Bring Your Own Device

**CLOUD & VIRTUALIZATION**  
Access to Anything, Anywhere

**RICH COLLABORATION**  
Rich Video & Social Media



# The Result: We are at an Inflection Point

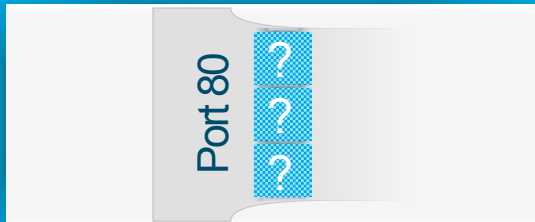


## Traditional WAN Becomes the Weak Link

# Challenges with Traditional Enterprise WAN

## BLIND

L2/L3 Based Networking

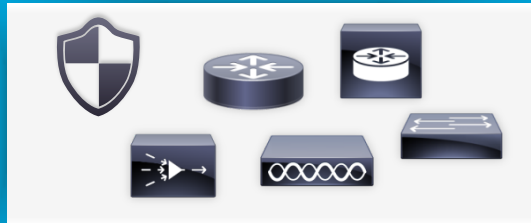


80% of new software offerings will be cloud based by 2014

1. Not app or context aware
2. Poor performance
3. Can't secure

## UNINTEGRATED

Islands of Devices



Average branch has 7 devices/services deployed

1. Complex deployment
2. Conflicting interactions
3. Expensive

## COMPLEX

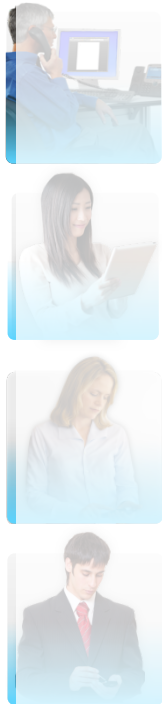
Management as Afterthought



Average user issue takes over 12 hours to resolve

1. Requires deep expertise
2. Slows time-to-resolution
3. Doesn't scale

# The Next Generation Enterprise WAN



**THE NETWORK**

-  Context & Application Aware
-  Security Built-In
-  Performance Optimized
-  Services On-Demand
-  Simplified Management



# The Solution—Next Generation WAN



## High Application Performance

Meets user quality expectation, scalable, reliable, application-aware



## Pervasive Security

Consistent threat defense, pervasive encryption, policy driven



## Simplified Management

Granular video and application monitoring, simplified and unified management

# NG Enterprise WAN Architecture

Any Device

Any Application



**NG Enterprise WAN Capabilities**

- Simplified Management
- Services On-Demand
- Performance Optimized
- Security Built-In

Context Aware | Application Aware

**NG Software Operating Environment**

- Multi-Core Powered
- Virtualization Enabled
- Modular Architecture
- Service Consistency

**NG Form Factors**

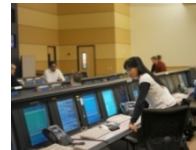
- Router Platforms
- Physical Appliances
- Virtualized Software



# New Products & Services in FY12

## Video/UC Experience

- Medianet for ASR/ISR
- ISR Video Conferencing



## Simplified Mgmt

- Cisco Prime for ASR, ISR

## Cloud

- Scansafe for ISR
- Cloud VPN



**Deliver the NG WAN:  
Transition from  
Connectivity to  
User Experience**

## Platforms

- Lean Router (NG 8xx)
- M2M Router
- Integrated 3G/4G LTE



## Security

- TrustSec
- ScanSafe for ISR
- FlexVPN



## User Experience

- VDI for Citrix & RDP
- AVC/DPI
- WAAS Express NG



# Call to Action

## Is Your Enterprise WAN Ready for Cloud/Video/VDI/?

Does your application performance meet user expectations? Are you optimizing bandwidth usage?

Can your network deliver high-quality video experience for any video application?

Can you secure your applications in the branch? Cloud? On any device?

Can you support more applications and users without re-architecting your network? Will you be able to in the future?

Can your network deliver the same experience on Virtual Desktops and traditional ones?

Do you have visibility into your network? Can you troubleshoot it effectively?



# Opportunity for the Future

**User Experience**

- User SLA's Delivered
- Rich Communication
- To Any Device or Location

**Compelling Economics**

- Optimized IT Resource Utilization
- Leverage Existing Staff
- Usage Based Cost

**Simplification**

- Unified Management
- Integrated Solutions
- Improved IT Operations

