Den Sullivan

IT Director and CIO Emerging Markets
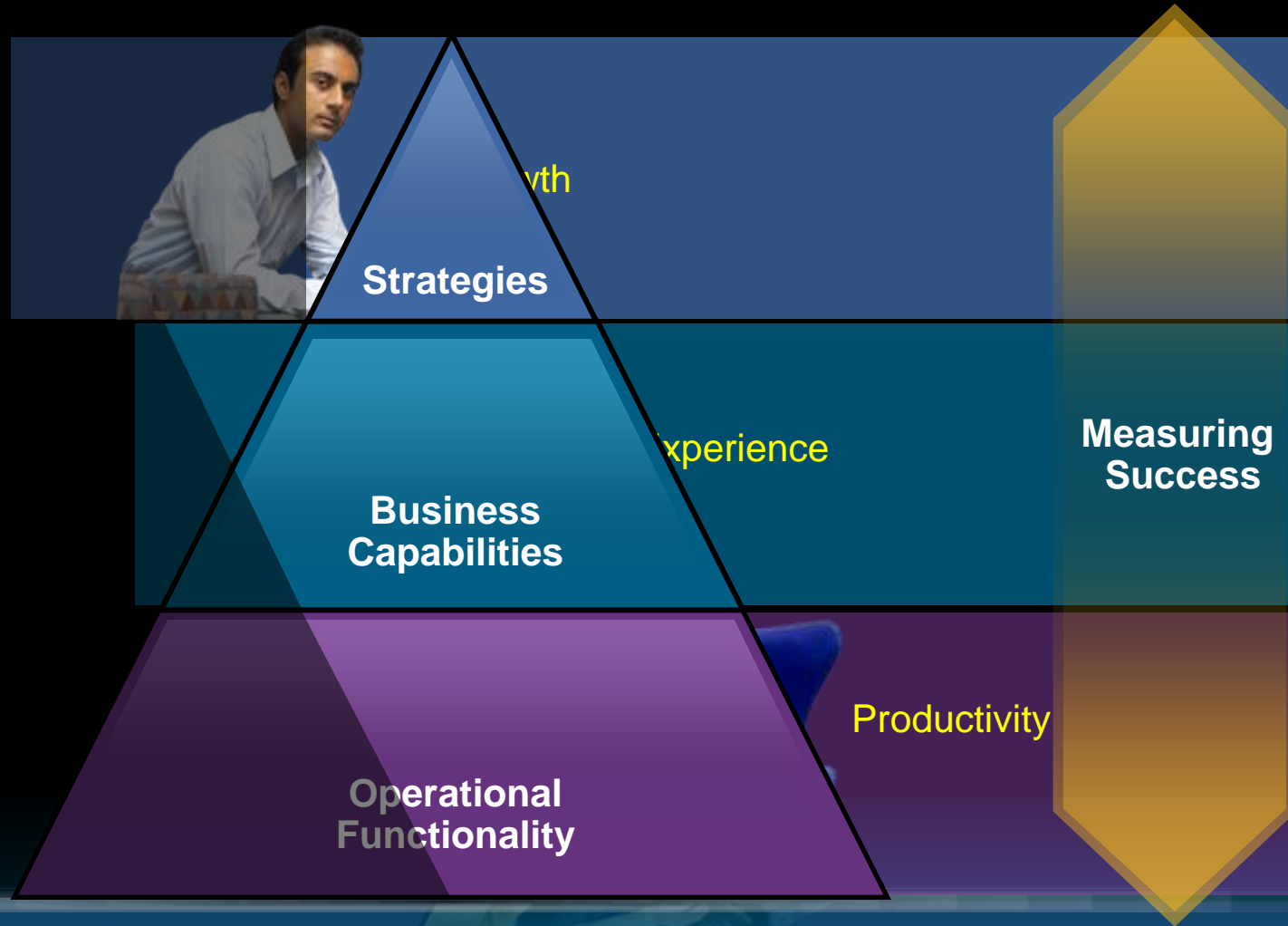
Differentiating IT: Strategic Levers

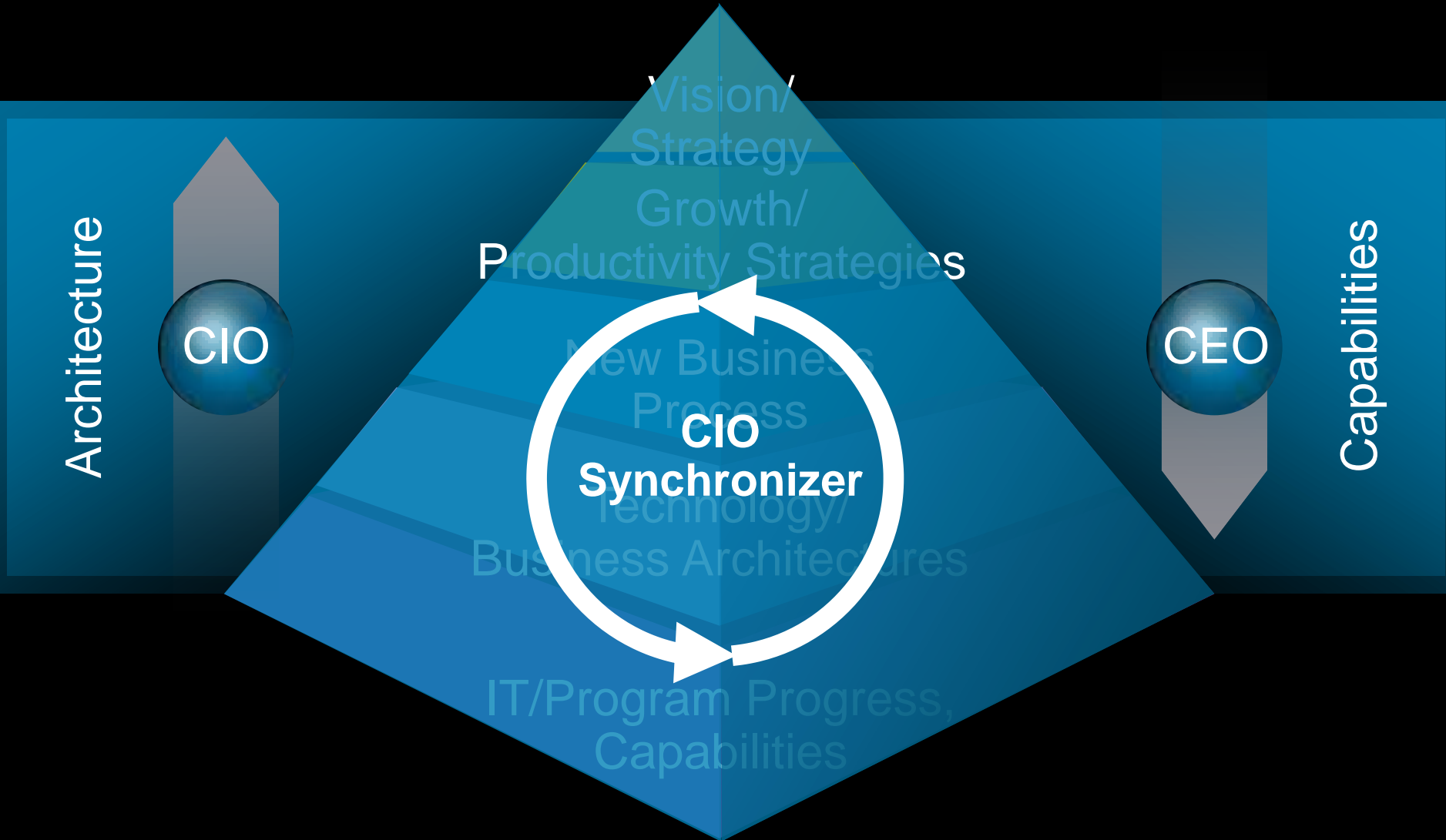Value Center

Architecture

Collaboration

Positioning the IT Organization to Execute for Value

Strategies

Business Capabilities

Operational Functionality

vth

xperience

Productivity

Measuring Success

CIOs Value Proposition: Communication

Architecture

Capabilities

CIO

CEO

Vision/
Strategy

Growth/
Productivity Strategies

New Business
Process

CIO
Synchronizer

Technology/
Business Architectures

IT/Program Progress,
Capabilities

4

Q: What Does the Business Really Want?

More. Faster.

Expectations of how users work has changed

- Blending of business environment and the personal environment

- High expectations of mobility

- Reshaping the way businesses think about access

- Expectation changing applications are entering Enterprise, can IT Support?

It's not where you work, it's how you work…

Engaging the Human Network

Enterprises Challenged to Keep Pace

Technology Designed for the Enterprise: Security, Reliability, Scalability, Availability

Technology Designed for the Consumer: Ubiquity, Speed, Flexibility, Web 2.0, User Experience

Enterprise

CIO's are caught in the middle

Employee

The Journey from Cost Center to Value Center

Faster

| Understand the Business | Cost Center | Give Them What They Want |

Cisco Collaboration Strategy:
The Best of Both Worlds

Technology Designed for the Enterprise: Security, Reliability, Scalability, Availability

Technology Designed for the Consumer: Ubiquity, Speed, Flexibility, Web 2.0, User Experience

Combine the best of premises-based and on-demand collaboration technologies to enable choice and productivity in unifying the new workspace
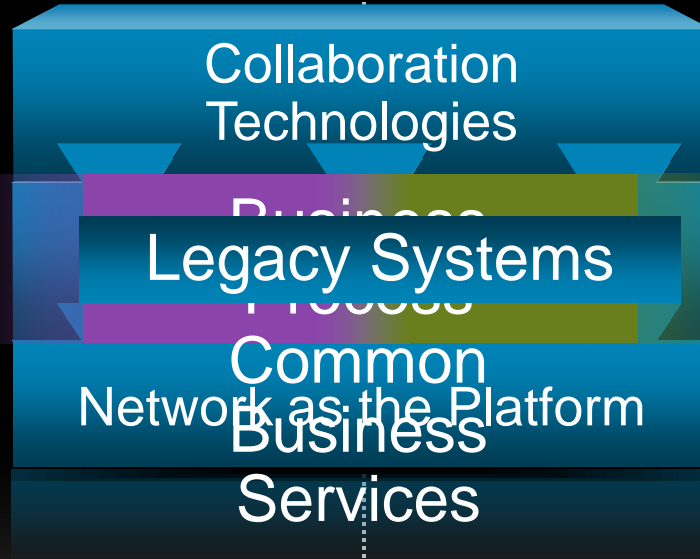
IT Enablement Architecture

Flexibility, Personalization

Governance, Standardization

Consumer

Globalization

Collaboration Technologies

Business

Legacy Systems

Process

Common Business Services

Network as the Platform

Security

Regulatory

Q: How Do You Get People to Use Technology to Achieve Business Results?

Enable Them to Do it the Way They Want

culture
employees

…are our competitive advantage

1/3 sales

1/3 engineering

1/6 service

1/6 other

66K	140	300+
employees	countries	offices

It's Critical That the Right People Get the Right Access, to the Right Information, at the Right Time

- Communications
- Access
- Security

Viewing the World as Our Campus

Employees
- In the office
- At home
- On the road

- Global customers
- Global partners
- Global channels

Cisco Run Its Business on Cisco Infrastructure

275 Content Engines

1300 Voice and Remote Gateways

3165 Switches

2895 Routers

6000+ Access Points

125+ MDS 9000 Multilayer Directors

93,000 IP Telephones

66,000 Cisco Security Agents

32,000 IP Communicator / Softphones

Cisco on Cisco
Telepresence

Increased and improved customer interactions

5% reduction in travel, saved over $240M

Reduced overall carbon emissions by 10%

Accelerated employee productivity and executive access

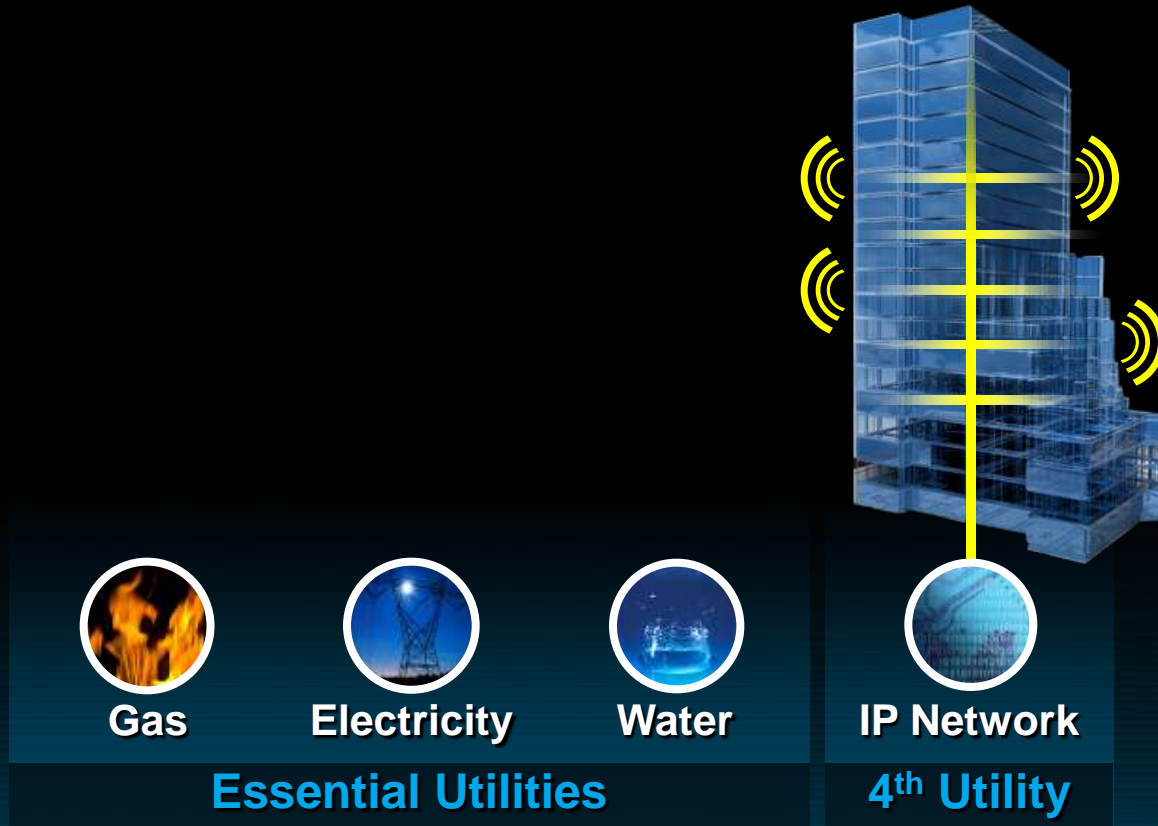# Cisco Company Meeting

Cisco on Cisco
Unified Communications

IPCC: Reduced operating
costs by $1.8M/mo

IP Communications:
Saved $28.5M* in leasing costs

Unity Voice Messaging:
86% reduction in VM systems

Mobility: 90 minutes/day
per employee productivity increase

The 4th Utility

Gas Electricity Water IP Network

Essential Utilities **4th Utility**

Reduce Cost and Complexity by Replacing Disparate Networks with One Simplified, Flexible, and Scalable IP Network
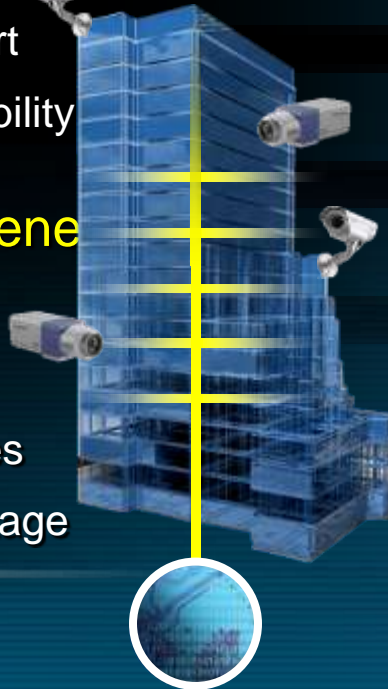
Raising Building Performance and Value

Benefits:

Building Performance

- Safety and security
- Environmental sustainability
  - Occupant comfort
- Organizational flexibility

Real Estate Effectivene

- Reduced costs
- Energy savings
- Managed services
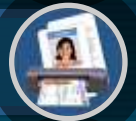- Competitive advantage

Lighting

Elevator

24 / 7 Monitor

HVAC

Fire

Video Surveillance

Door Access

Energy

Services and Technologies

SMARTControl
Environmental Controls

Cisco on Cisco
Data Center

TCO reduced from
$0.12 to $0.01 per MB

Increased server
utilization by 14:1

Significant reduction in Storage
Provisioning times

Cost avoidance
of $70M+

Next Generation Cisco-on-Cisco Transformations

Communication and Collaboration - WebEx

Virtualisation in the Data Center

Service Oriented Architecture –
ACE SML Gateway

Cisco uses Cisco Services

SmartNet	Remote Operation Services (ROS)	Network Optimization Services (NOS)
• Uniform, global approach supported by Service Level Agreements, metrics and reports • Each Cisco Division (CDO, Linksys, Scientific Atlanta, WebEx) will have the same Foundation services • Technical support • Repair and / or replacement of defective equipment	• Monitoring and management "Out Tasked" to Cisco Remote Operation Services • IT Staff focused on core competencies, personal and professional growth • 4,000+ devices managed as of Q1 FY08, including Cisco's TelePresence sites	• Planning and Design services to assist with new technologies • Efficiencies used for Software update management • Tools to automate certain tasks and functions • Industry knowledge

welcome to
the human network.

CISCO