

Cisco IT Mobility Strategy

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Cisco IT Device Landscape

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Any Device Roadmap



Mobility is More Than Just BYOD

Cisco IT Mobility Strategy

Scaled Architecture



- Any Trusted Device
- Industry Standard Platforms
- Cisco AnyConnect and Device Mgmt.
- Pervasive Wireless and ISE

Flexible Liability



- BYOD-only Smartphones and Tablets
- Corporate Laptops
- Optional Corporate Mobile Service
- Strong Policy and Rules of Use

Service Providers



- Global relationships
- Pro-active cost optimization strategies
- Industry-first pricing models

Robust App Lifecycle



- User-Driven Progression
- Collaboration Apps
- Enterprise and LOB Selection
- Cisco eStore

Social Support



- Proactive Communications
- Self-Service Content
- One to Many Interactive Support
- Traditional One to One

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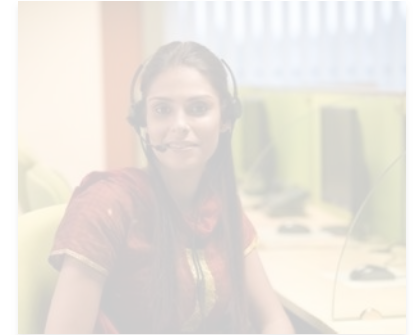
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Creating Consensus



Secured Devices



Trusted Devices



10 Minute
Timeout



4 Digit PIN



Local and Remote
Wipe



Encryption and
Management

Trusted Devices Standard

Architectural Principles

Device security posture assurance

User authentication and authorization

Secure storage of corporate data at rest



Execution Elements

Core Requirements

PIN or Password and Auto Lock

10 Minute Auto Lock

Remote and Local Wipe

Encryption

Anti-Malware

Minimum OS Version

Device Registration

Hardware/Software Inventory

Security Model for Remote Access

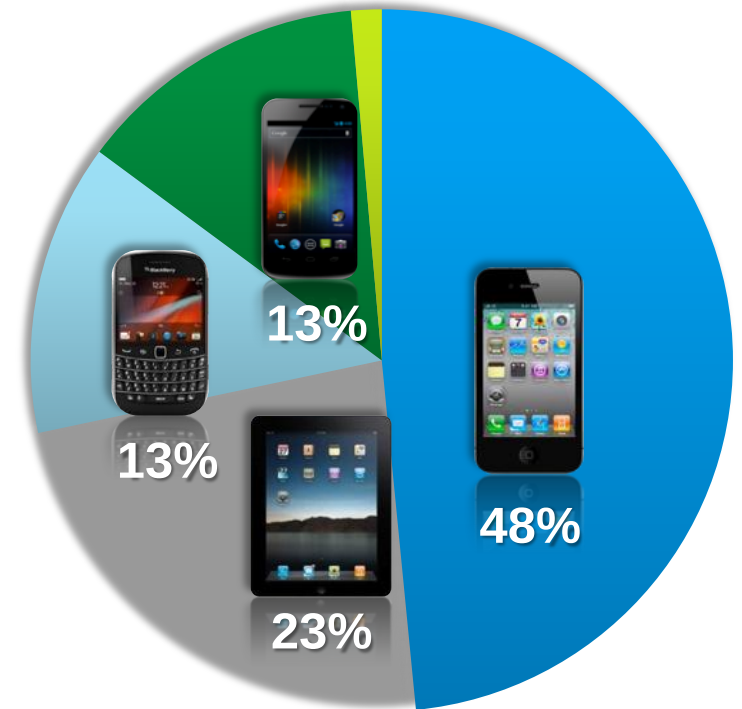


Mobile BYOD Landscape

Platform*	December 2010	December 2011	December 2012
iPhone	10,662	20,078	29,083
iPad	1,822	8,037	13,949
BlackBerry	15,188	12,617	8,071
Android	1,390	5,204	8,082
Others	3,835	2,594	844
Total	32,897	48,530	60,029

*Includes devices with corporate plans, personal plans, and wi-fi only

Smartphones and Tablets at Cisco



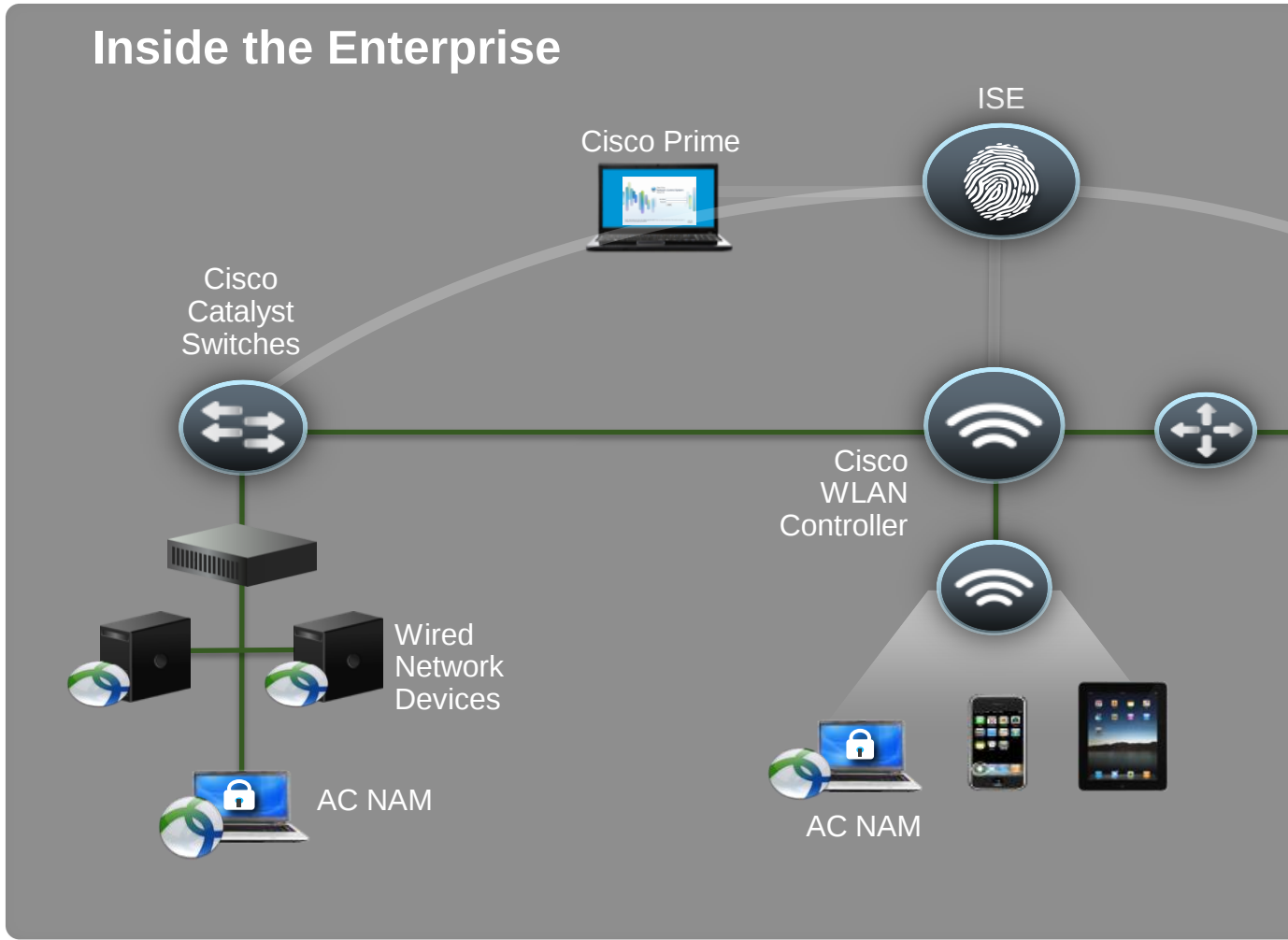
Cisco has **82% more devices today** versus two years ago.

Wireless

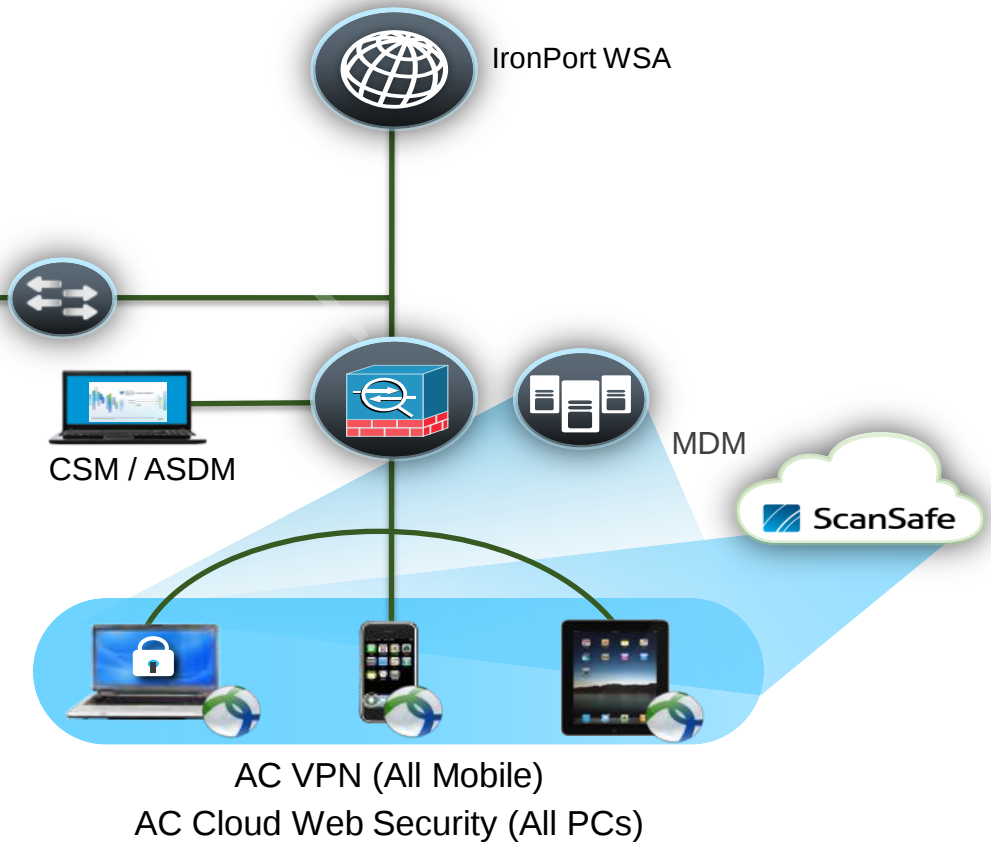
- Access for mobile
- Additional load on WiFi Infra
- Carrier cost reduction



Seamless Connectivity & Integrated Security



Outside the Enterprise



Cisco Identity Services Engine (ISE)

Context-aware Identity and Authentication Services

WHO



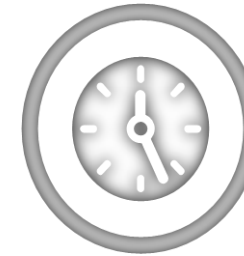
WHAT



WHERE



WHEN

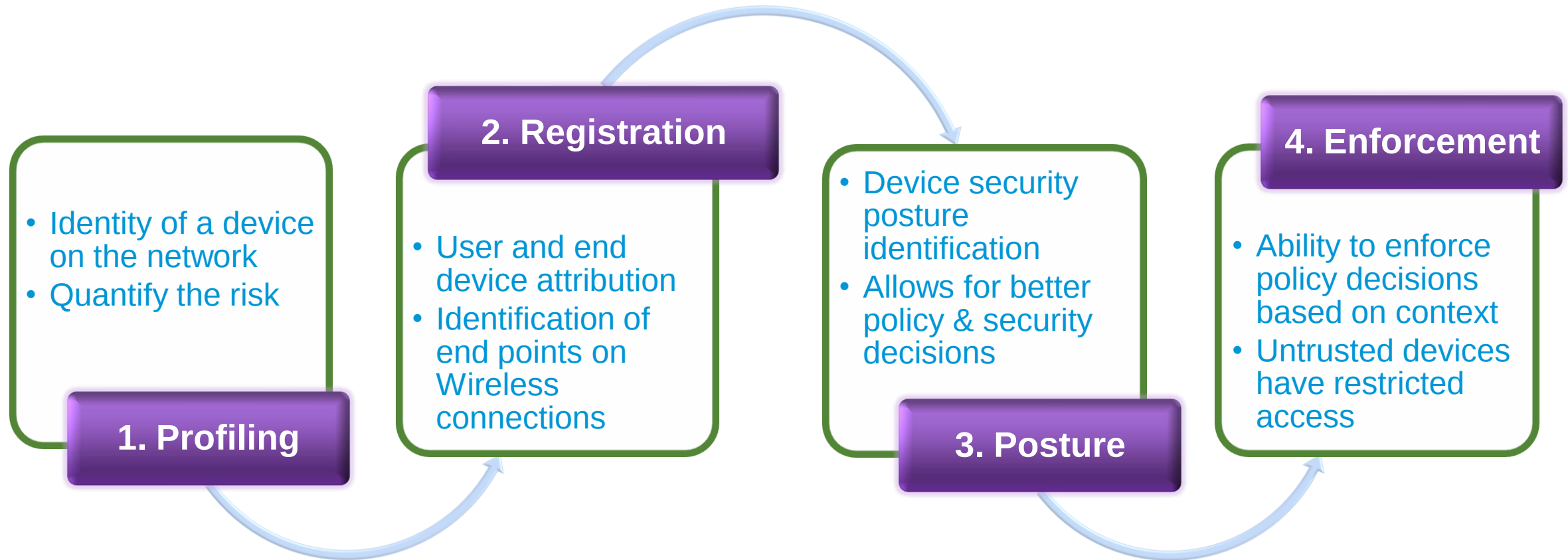


HOW



- Consistent Security Policy Enforcement Network-wide
- Supports Data Security, Access Control, and Compliance
- Automation & Self Registration

ISE Capability Phasing



Phasing based on availability of Capabilities

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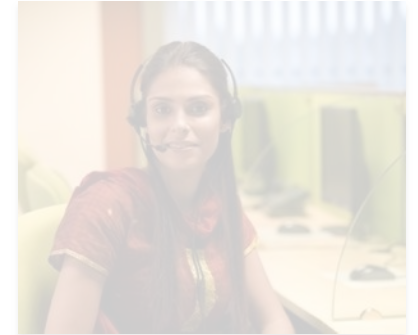
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A Unique Liability Model



Bring Your Own Device(s)



Corporate Paid Service

- Subsidized Devices
- SP Ordering Portal
- VP Approval



Personal Paid Service

- Employee Discounts
- Multiple Device Support
- Manager Approval



Rules of Use

Cisco Rules of Use

- 1) Allows Cisco to remotely wipe the device
- 2) Requires an acceptable password and 10 minute timeout
- 3) Requires users to immediately report a lost or stolen device.



All users must accept rules of use when signing up for service

There is no IT jargon – the rules are simple for end-users to understand

Cisco has a trade off between employee trust and IT control

Policy Implementation



Corporate Policies

- Device Purchase
- Account Liability



Specific Directives

- Theater/Location
- Function/BU



Approvals

- Vice President for Corporate Liabile
- Manager for Individual Liabile

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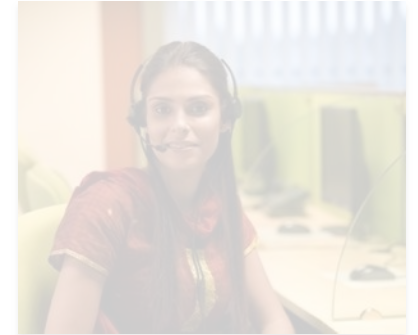
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Service Provider Landscape



Geography

- 137 Providers
- 80 Countries



Business Drivers

- Negotiating Leverage
- Expense Reduction
- Supplier Choice



User Demand

- Latest Devices
- Choice of Coverage
- Easy Cost Management
- Unlimited or High Data Caps

Data Utilization Trends

BlackBerry



50 MB
per
month

3G iOS/Android



450 MB
per
month

LTE Android



1300 MB
per
month

Service Provider Strategy

Devices

Employee purchased via SP ordering portal
Subsidized prices (built into rate plans)
12-24 month contracts
Employee paid warranties

Data Plans

User based plans
Personal Hotspot included
Unlimited wherever possible (Dom/Int'l)
Pooled where capped

Voice Plans

Pooled where advantageous
Roaming discounts included in all plans



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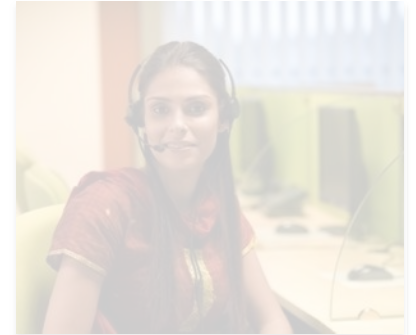
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User-Driven Demand Progression

- I want an **iPhone** with email, calendar, and contacts.

Jan 2010



- I want **WebEx Meeting Center** and **Jabber IM** on my iPhone.

Jan 2011



- I want **AnyConnect** and **Enterprise Apps** on my iPhone and iPad .

Jan 2012



- I want **Enterprise Apps** and **Data** on **any device**, **natively**.

Jan 2013



Cisco IT App Selection



The Cisco eStore



Cisco eStore



Cisco Cloud
Portal



Cisco Process
Orchestrator



Desktop Apps

WebEx Social Apps

Mobile Apps



Virtual HW

Desktop HW

Mobile HW

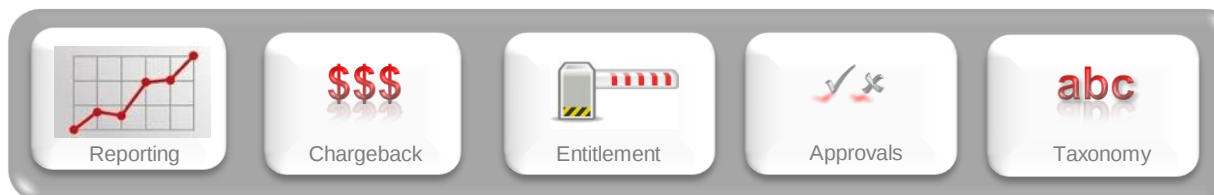
Access to Storefront from
all OS & Device Types

Pervasive Security
(versions, enforcement,
trusted devices)

Personalized, User Friendly
Catalog for all IT Services

Integrated with Enterprise
Service Management

Automated and Seamless
Service Provisioning



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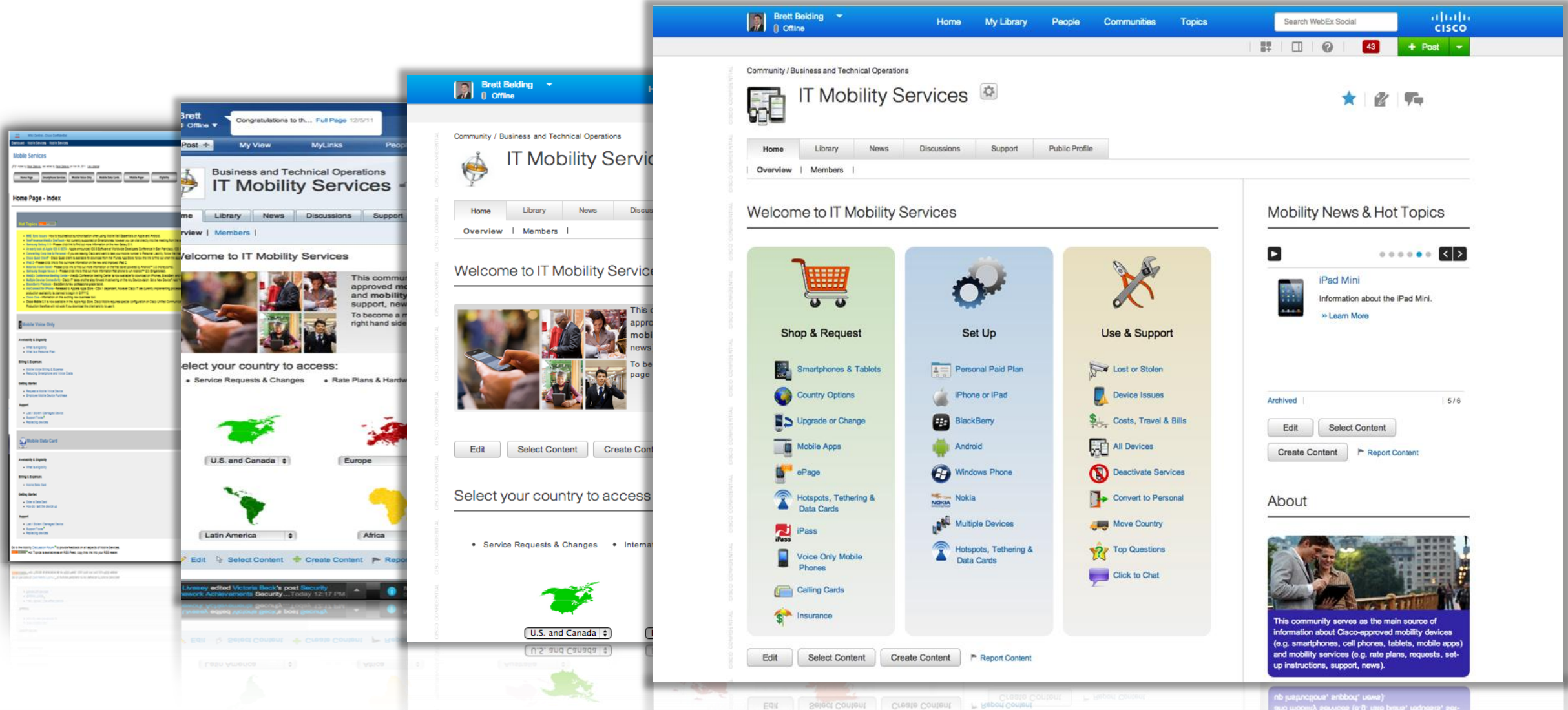


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Right Solution for the Right Situation



Self Support Evolution



Consumerized Communications

Collect intelligence from service providers, blogs, Twitter, and other sources

Build a multimedia comms plan, including video, digital signage, social content, and email

Participate in launch events and execute comms plan immediately following the announcement

Communicate any issues broadly and succinctly; set expectations frequently

Manage escalations consistently; people are very passionate and emotional



Making it Happen: Tangible Results



Mobility Cost Savings Breakdown



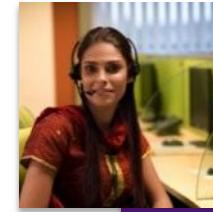
Devices

- **Eliminated \$500K/year device spend** by mandating BYOD smartphones and tablets
- **Prevented \$850K/year** in device upgrade spend
- Enabled employees to **work their way** with **multiple devices**.



Service Provider Spend

- **Reduced gross annual SP spend** by 30% by revalidating company paid service
- **Avoided 75% growth** in annual SP spend by allowing employees to connect devices with employee-paid service
- Enabled **15,000 additional users** at marginal per user cost

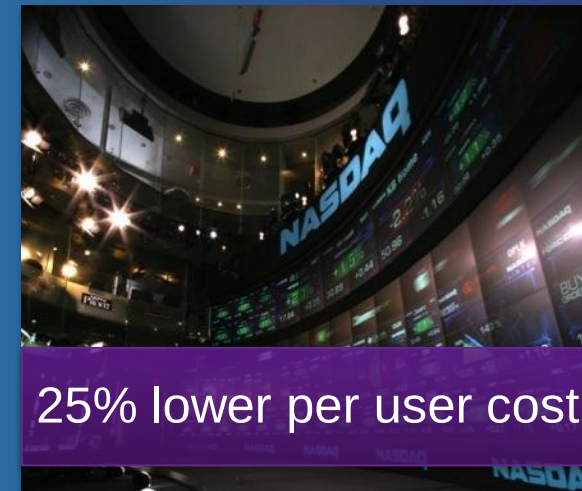
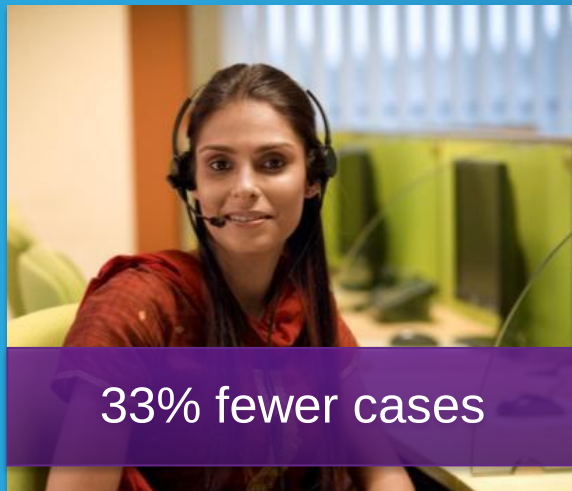
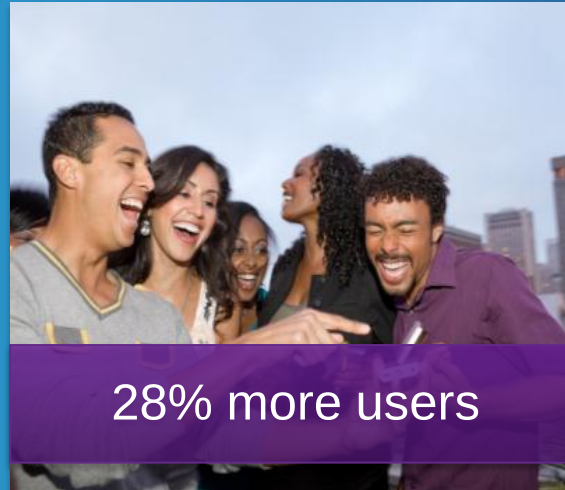


Support Cases

- **Lowered gross case load 25%** over two years due to rolling out Social Support on WebEx Social
- **Lowered per user case load 40%** over two years
- **Lowered per device case load 56%** over two years

Mobility Service Metrics

*2 year comparison



Conclusions

1. Position IT as an enabler not a barrier
2. Think beyond technology solutions
3. Find the right balance between security and client experience
4. Target high value use cases
5. Test first before a wide scale deployment



Thank you.

