



NETWORK BUZZ

Changing the way we Work, Live, Play and Learn

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The Buzz:



All Hands with Cisco leaders



Three senior leaders of Cisco – Charlie Giancarlo - EVP & Chief Development Officer, Randy Pond - EVP, Operations, Processes & Systems and Brian 'Skip' Schipper - SVP, Human Resources, visited

Bangalore in September. Keeping the tradition of interacting with all employees, they addressed an All Hands in Bangalore on September 19th, which was attended by over 2000 employees.

#showtech 2007

showcase of Innovation & Technology at Cisco

"It was a wonderful event. Very innovative, smart and enthusiastic teams. It was good to see Cisco innovation and effectiveness alive and well in India. Thank you for putting that together. I think that it is something that you should repeat every year!!"
- Charlie Giancarlo

engineers integrating Cisco technologies. The event included Tech Talks; Solution based demos; Cool Ideas contest and much more. The event, which was a result of team work, bought about a high sense of motivation and a feeling of togetherness among the engineers.

#showtech 2007, a showcase of Innovation and Technology at Cisco India was held on September 18th at the Cisco Globalisation Centre East campus. The Tech Show was inaugurated by Charlie Giancarlo, Cisco Chief Development Officer.

Few statistics of the event:

- More than 1400 members attended this event
- 500+ engineers registered and attended 28 different tech talks/ topics happening simultaneously
- Total of 36 cool Ideas submitted by the engineers
- Quiz/contests happening every hour

The whole show was an outstanding success starting with cross functional collaboration across various Technology & Functional groups, Partners and over 100+



Editorial: Changing the Way we Work

Aravind Sitaraman

MANAGING DIRECTOR, CDO INDIA

Those who notice will see a change in the way people are working. In the 80s, it was personal computing that changed how we worked. In the 90s, it was productivity enhancing applications and email. In the early 21st century, it was clear that emails ruled how we worked and how much we worked. However, this trend is about to change once again.

The switch from email as the foundation is prompted by many factors. The diversity of operating systems through which we interface with the network, the number of access technologies we use to access the network, and the complexity of devices we use to read email have made emails daunting for many to understand. The overwhelming number of emails that we get has made email daunting and laborious.

While the mechanism we use to communicate and collaborate continues to be clumsy, the market opportunity that it presents is compelling. Analysts say that the addressable market size is about US\$30 billion and that 450 million business phones are being used

today. However, communication and collaboration is not about selling phones or equipment but about providing a seamless, secure, and simple platform for people to conduct business.

Anticipating this shift, Cisco invested heavily over the past several years in standards-based Unified Communications (UC) which is a convergence platform of all forms of communication over the Internet Protocol. Through a slew of new technologies, UC masks the complexities behind devices, access technologies, and operating systems. Cisco's internally developed TelePresence and acquired WebEx technologies deliver a second generation of Web services anchored on video and instant collaboration drives employees to develop personal rapport and increase collaboration.

With 50,000 customers world-wide, Cisco ranks No.1 in Enterprise Voice, Web Conferencing, and Audio Conferencing, No.2 in Contact Center, and No.3 in Unified Messaging.

Cisco's Giving Back Culture

The culture of giving back is seen across Cisco—from the CEO to individual contributor and in locations around the globe.

At Cisco, we partner with non-profit and non-governmental agencies to improve access to basic human needs, education, and economic opportunities in under served communities around the world. The local Civic Council acts as the steering committee for such action. In India we partner with 9 organisations, the latest to join our list of partners is Akshayapatara. Some of our engagements include building of the Cisco Block at Shristi Special Academy for Autistic children. This is a stepping stone for Shristi to realize its

goal of providing individual, personalised intervention to every child at a nominal fee or free of charge.

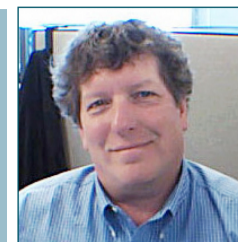
Our partnership with Children's Love castle Trust in their ePathasala endeavor has helped them provide school children in 50 Government schools access to quality education. Other organizations that Cisco works with in India include:

1. Samarthanam Trust for the Disabled
2. Bangalore Hospice Trust
3. SOS Children's Villages
4. Mitra Jyothi
5. Ashwini Charitable Trust
6. National Association for the Blind

Tech Talk:

Cisco/WebEx Connect –The Marriage of Unified Collaboration and Web 2.0 technologies enhance the Cisco Human Network

Steve Levine
Developer Community Manager
(stevlevi@cisco.com)



The Human (social & IP) Network

The human network is continually being built out. Everyone strives to better communicate with our co-workers, customers, partners, family and friends. At Cisco, we believe in the network and it is us. The global I.P. network, embodied as the Internet, facilitates this. Social networking & collaboration as a modern overlay to computer networking is becoming pervasive.

WebEx Collaboration

Towards this end, WebEx began a decade ago with the vision that knowledge-workers would prefer the convenience of sharing information on the web using their PC and browsers to link up. The founders foresaw a trend where much of the work getting done in SMB's and enterprises involved sharing software and content that originates on the computer desktop. Over this time period, WebEx added telephony, video and multimedia integration on multiple platforms. Accomplishing multi-party, rich-media conferences became as simple as booting up a PC and plugging in off-the-shelf peripherals for voice and video.

Scheduling, inviting and initiating these virtual team online gatherings became

even easier with Outlook integration and one-click meeting launch pads.

Unified Collaboration

At the same time, Cisco realized that in the near future, enterprises of all sizes would want to integrate their industrial strength communications, mobility and web business activities together, making it unremarkable as to the where and when to collaborate and get business done. This is called Unified Communications or UC for short.

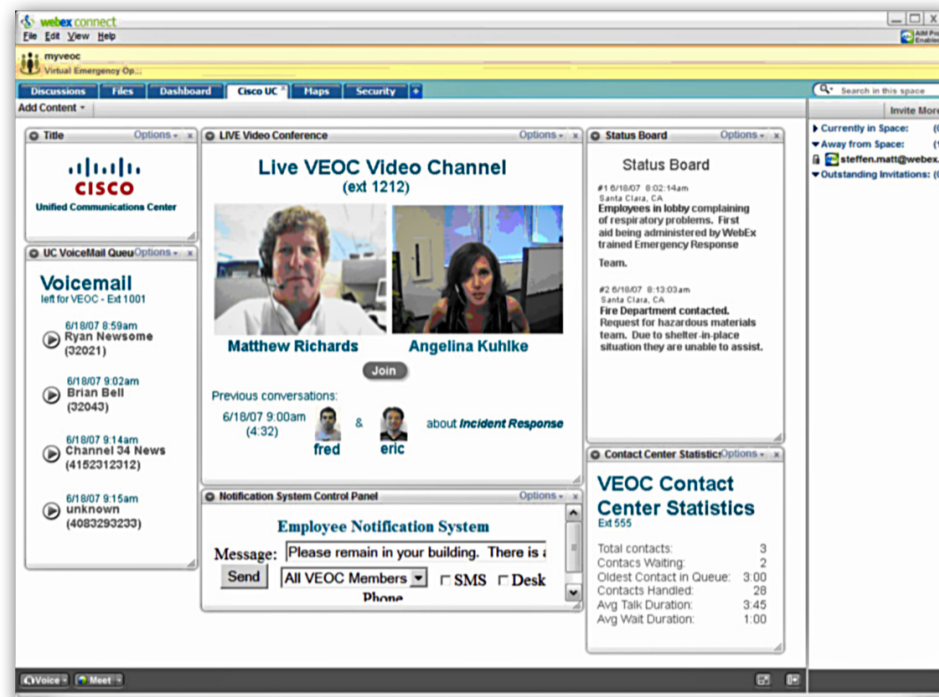
What are Collaborative Applications?

We can divide them into two classes:

Personal Productivity – Tools that handle data pertaining to schedules, IMs, discussions, file storage and sharing, emails, communities etc.

Business Process – Addressing data-intensive processes or tasks: Selling, marketing, service delivery, online training and support. Database interaction with people and processes or accomplish a higher-level business function.

A good example of personal productivity is a calendar application that allows you to organize groups meetings or



persistent chat where your team can peruse project chat over time.

Sales Engagement management is an example of a business process application. This is where the customer list from CRM,

online meetings and business intelligence all combine to allow a team of people, all stakeholders in a large sale to collaborate on closing the deal.

– to be continued in the next issue

Awesome Team: Cisco Development Organization (CDO)

Wireless Networking Business Unit (WNBU)

Cisco's vision is to change the way we work, live, play, and learn. Mobility is becoming central to that vision, and WNBU is uniquely well-positioned to innovate—in technology, solutions, and processes—in a way that delivers on those expectations and frees customers to leverage the power of the network wherever they are, truly enabling the Human Network.

WNBU India was set up in March 2005. Today with a strength of over 55 employees, the team spans across multiple areas like Development, QA, Escalation and Technical marketing. Following is the brief overview of activities of various teams.

Development and QA:

WNBU won the Quality award in software for Wireless LAN Control. This is second in row with the earlier one being for AP1200 Quality Improvement. India team played

key roles in both awards. The team owns and leads CAPWAP, Passive RFID, Guest Access, Multicast, and Serviceability in Unified architecture. Team most recently introduced a number of Guest Access features, Multicast enhancements and binary to XML configuration in the current major release of WNBU. WNBU India team also owns and leads all of the Autonomous IOS, SMB software development releases. There is also participation and collaboration in newer initiatives with San Jose on MESH development with the team focusing on Indoor MESH and Forwarding plane features.

QA team in India handles all the WNBU regression activities and also leads the automation development and execution efforts.

Escalation:

Escalation Operation was started in May 2006. The team here is the single point of contact for all wireless cases coming out of APAC and Japan theaters. The team follows the Sun model and ensures customer is assisted always. The team also helps understand customer issues and provides feedback to the BU to

improve products, sw and also WNBU solution team.

Customer accounts, which were prevented from becoming CAP cases, are Hong Kong Intl. Airport, Zurich Airport and Samsung to name a few. Hong Kong Intl. Airport case was a challenging one, which was raised when 10 other Service requests were pending. The team did a good job in resolving all the issues.

Technical Marketing (TME):

TME team was setup in February 2007 and is actively engaged in supporting sales structure in India and APAC. Over the last 6 months, the team supported the sales in some of the major opportunities in APAC by helping them in Design, Solution tests and Product positioning.

Wireless Mesh POC was setup in the Cisco Diamond district campus, which was first of its kind in India when built. Over the last few months, number of Demos and solution tests were also held for customers and India Sales.



Face to face: Charles Giancarlo

EXECUTIVE VICE PRESIDENT AND CHIEF DEVELOPMENT OFFICER

A 14-year veteran of Cisco, Charles is responsible for the overall strategy and execution of Cisco technology development. Under his leadership, over 20,000 engineers are innovating in many different areas to advance communications and networking technology.



With Web 2.0 redefining technology evolution, how is Cisco engaging in 2.0 through the Human Network?

Web 2.0 technologies like tagging, blogging, RSS, Wikis are used by the Cisco Internal IT organization. This does not replace traditional communication like email but definitely there is a surge in using these tools and our experience leads us to believe in their enterprise potential. Moreover, Webex platform can bring these as services rather than products. Web 2.0 brings about enhanced collaboration and is the beginning of a revolution in this space. Cisco is looking at Tools for collaboration to enable a richer set of experiences in enterprises, SMB, SP, Consumer.

Is it logical to think that many of the new technological developments will be focused on the consumer side?

Yes, I think so, although I don't know that we'll become another Sony. I think sometimes

what we say about the consumer driving technology maybe gets taken a little too far. Because it's hard to distinguish now between an end user as a consumer or as a business end user, we are going to be much more involved in that end-user environment.

How is the quality of talent in India and what about attrition?

The Quality of talent is extremely high in India and we as an organization only look at the top layer for recruitment. Last year we hired over 1200 new employees and this just goes to say that there is no dearth of talent here. Our attrition rate is much lower than industry levels.

Telecom is booming in India. Will there be products from India for this market?

Large integrated economies like India define world standards. And India is a lab for emerging markets. However, if you limit yourself to creating local products,

scalability becomes a problem. For e.g. the Japanese telecom companies modified standards, however none of the local players there have gone global. And this would not be helpful in the tech industry. We need to have products in India for global markets and other similar markets.



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Innovation @ Cisco:

Cisco has filed over 200 patents from India. Some of the patents that have been issued to Cisco India employees for their innovations are as below:

Service selection gateway (SSG) supporting tariff changes for traffic volume

Inventor: Navneet Agarwal

A service selection gateway (SSG) which receives data indicating tariff switching points, and sends accounting records enabling accurate computation of traffic volumes in each switching duration is described. In one embodiment, a counter value indicating the traffic volume for each tariff duration is sent. In an alternative embodiment, at least one accounting record containing two counters is sent in each duration, with one counter indicating an aggregate count of traffic volume (e.g., since the subscriber started a session) and another counter containing a marginal (or incremental) value since a switching point. Such an accounting record can be sent at any time point in a tariff duration, and the traffic volume in each tariff duration can be computed accurately.

Distribution of data transfer load when transmitting layer-3 datagrams on a layer-2 network

Inventor: Sudhakar Shenoy

An edge router which associates multiple virtual circuits (e.g., PVCs) with an internet protocol (IP) route. The data transfer load on the IP route is distributed on the virtual circuits. As a result, high aggregate effective bandwidth can be provided between edge routers, potentially without having to use a correspondingly high bandwidth physical connections.

Service selection gateway (SSG) allowing access of same services to a group of hosts

Inventor: Amit Phadnis

A service selection gateway (SSG) which enables a service provider to conveniently provide access of the same services to a group of hosts. The service provider may specify the specific services each group of hosts is permitted to access, and the SSG forwards packets from the hosts only to the corresponding specified services. In an embodiment implemented substantially in the form of software, the access information (specifying the server addresses which can be accessed from each group of hosts) is stored in the form of data structures in which the same copy of access information is shared by many (all) hosts in the corresponding group.



Experience:

'Experience' is a column where we share with you thoughts of various Cisco employees about Life @ Cisco. In this issue we profile Sanjay Malpani Manager Engineering, WNBU

I joined Airespace as Country Manager on Dec. 16th, 2004. In March 2005, Airespace was acquired by Cisco. This was the beginning of a very interesting journey for me. Before working at Cisco, the biggest company that I had ever worked for had fewer employees when compared to the number of Directors present at Cisco :-).

Cisco is very good at assimilating acquired companies, their technology and customers. It is also a very employees' focused organization. Most of the folks who were working at Airespace as employee or contractor were soon integrated as Cisco employees.

It took us about a year to find our footing at Cisco. Just around that time, two major changes happened; Alan Hase joined the

Wireless Networking Business Unit (WNBU) as VP Engineering and Sri Hosakote, VP Engineering started CDO leadership council, which helped me understand the organization better.

WNBU India team grew from mid twenties to fifty plus engineers within a year. This growth was accompanied by end-to-end responsibility of several products, technology and functional areas. The team is responsible for driving Guest Access, Autonomous Solution, Client trouble shooting, configuration, regression and many other initiatives. In the last one year, we have worked closely with the tech centre to evaluate passive RFID solution.

I have always enjoyed interacting with customers. It is important to work on product and technology that solves real

customer problems. I worked along with the Sales team at India to close the Kerala State Wide Area Network project. This has great potential to be replicated across India. Along with this we have created many alpha networks at India. We have also deployed an outdoor alpha at an apartment complex - Diamond District in Bangalore.

I have been involved in multiple cross functional initiatives at Cisco India, like university council, CDO day etc. This provides excellent opportunity to work with many passionate and committed folks across the organization.

I would like to thank the team for making life at Cisco great fun!



Sanjay Malpani
Manager Engineering, WNBU

It is important to work on product and technology that solves real customer problems.

News@Cisco



John Chambers Receives First-Ever Clinton Global Citizen Award

The first-ever Clinton Global Citizen Awards event was held on Sept. 27th at New York's famed Carnegie Hall. Former President Bill Clinton bestowed an inaugural Clinton Global Citizen Award on John Chambers and three other individuals who have demonstrated remarkable and innovative solutions to global challenges. John was awarded the "private sector" award.

Cisco Named to List of 100 Best Companies for Working Moms

Celebrating corporate America's family-friendly leaders, Working Mother magazine named Cisco one of its 2007 Working Mother 100 Best Companies. This highly regarded list recognizes U.S. companies that conceive and implement effective programs and benefits that demonstrate the compatibility of family-friendly policies and financial success.

Cisco Completes the Acquisition of Cognio

Cisco® has completed the acquisition of Cognio, Inc., the market leader in wireless spectrum analysis and management for

wireless networks. Cognio's industry-leading spectrum technology enhances performance, reliability and security of wireless networks by detecting, classifying, locating and mitigating sources of radio frequency (RF) interference. The acquisition provides Cisco with complementary and differentiating technology, intellectual property and a core team to expand Cisco's leadership in unified wireless networking.

Girls Take To The Hard Work Behind The Network Hardware - The Indian Express

Wires, computers, connections — it has always been a man's world, right from telephone linemen to those who lay out Internet networks. No longer. Girls at the Shaheed Rajguru College of Applied Sciences for Women, Delhi University, are proving that when it comes to connecting computers and running networks — even for large corporations — they're second to none.

"Creating a computer network is not just connecting wires. That's just 20 per cent of the work," says Amita Kapoor, co-ordinator of a Cisco and Unifem supported course that's attracting many in the college. "There

are more important issues, like making sure the network works and is secure. These can be done even from home."

With help from Cisco and Unifem, the college is able to keep the fee at Rs 7,000 instead of Rs 20,000 the course would cost a student. The 80-odd students who completed the course have already found jobs or are pursuing higher studies. "I don't understand the fuss about physical work. It's easy," says Richa, a third-year student who's doing the certificate course. "Everyone, from a cybercafe owner to an IT firm, needs people to ensure their networks and the Internet connection work properly. And we are ready for them



Read more about Cisco India at <http://www.cisco.com/web/IN/about/>