

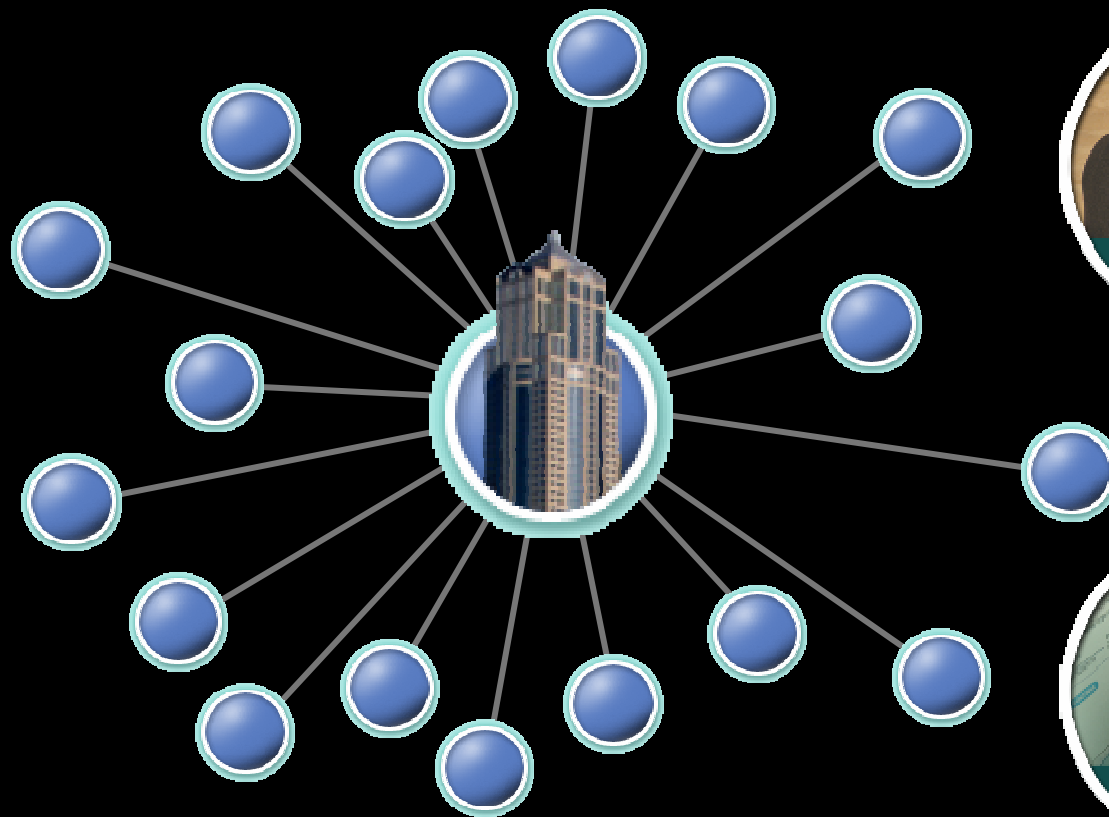


# Leverage the Human Network : Transform your Business



Arun Shetty  
Country Manager, Systems Engineering - Commercial  
Cisco India and SAARC

# The 1990's Internet Era

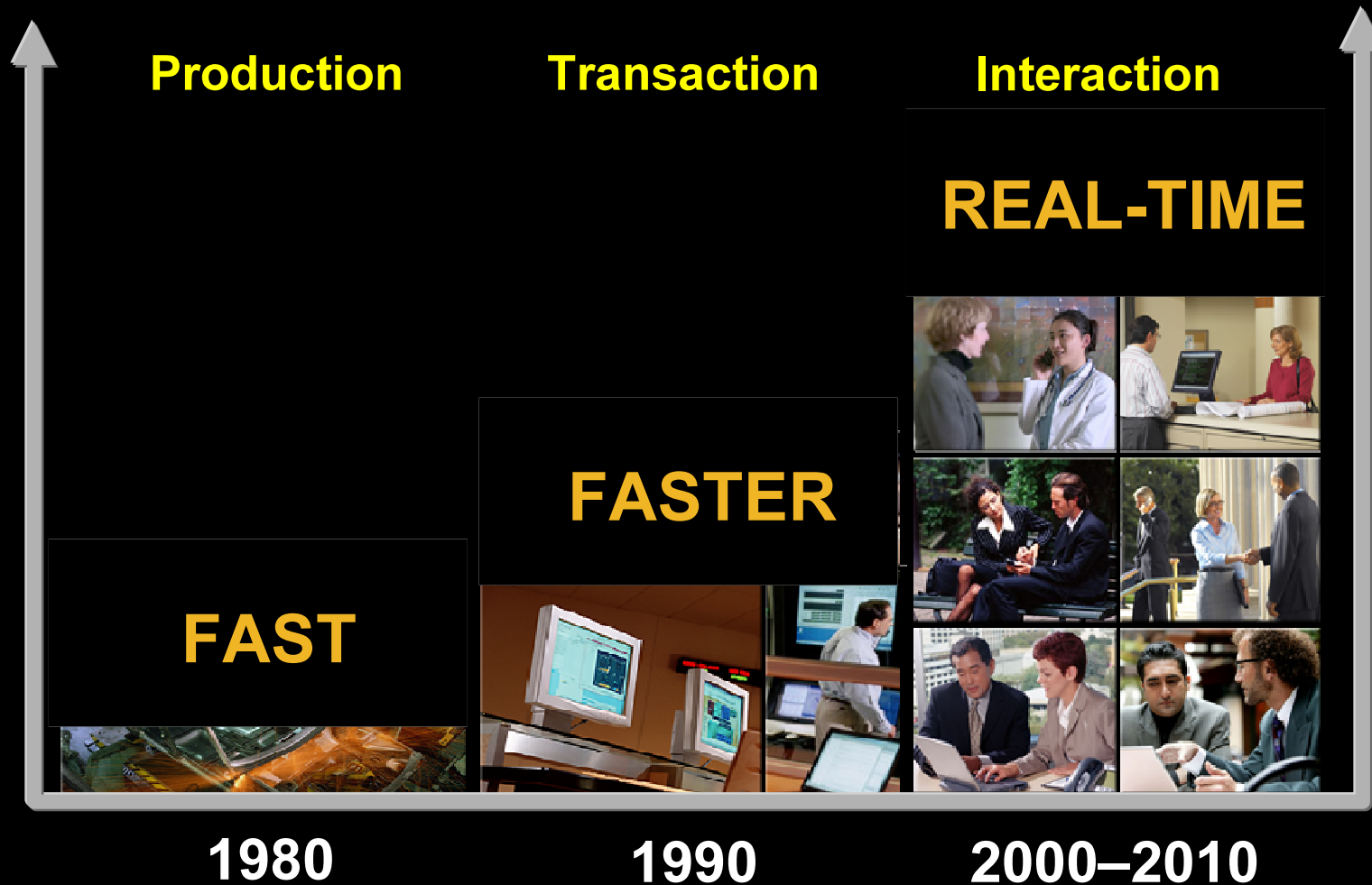


**Getting Connected**

**Web LAN/WAN**

**Power of the Physical Network**

# Three generations of network productivity



# An Exciting New Era in Networking

## Communications/Content/Commerce/Control



# Experience

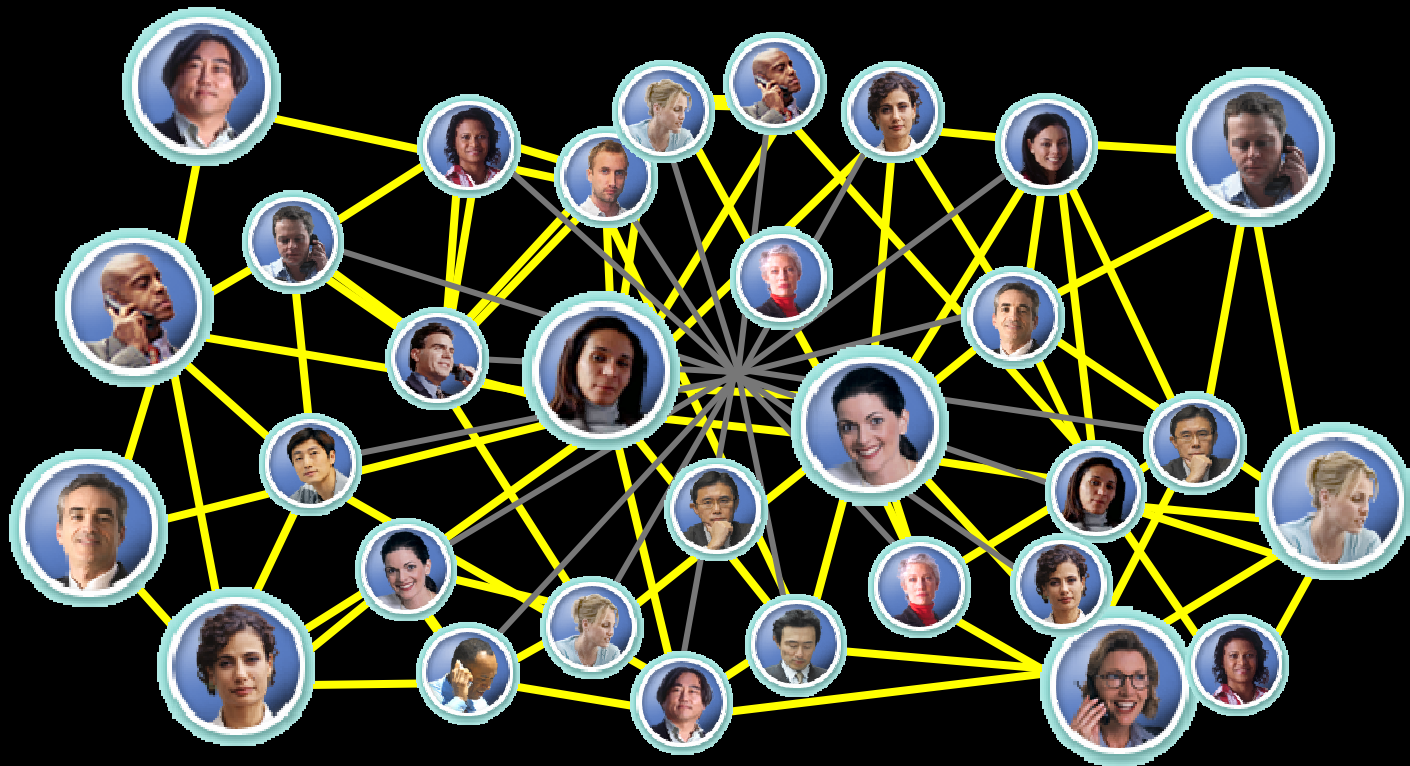


## Devices

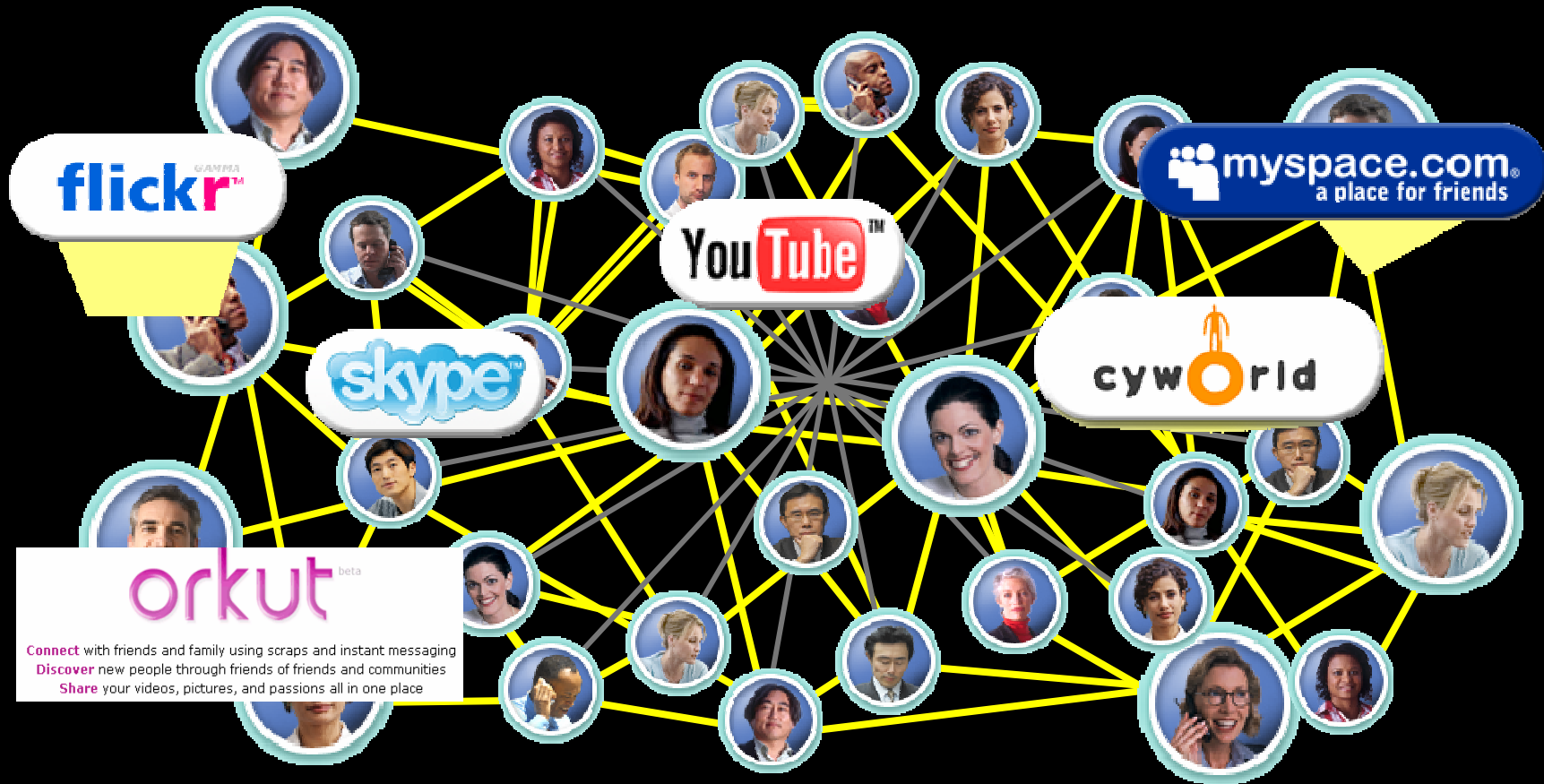
# Welcome to the Human Network

## The Internet Is Not a Network of Computers

... it is a network of people.



# The Human Network



Connecting People

Consumer/Data Center

# Queen Elizabeth II Gives Christmas Greeting on Google's YouTube

## Queen Elizabeth II Gives Christmas Greeting on Google's YouTube

By Henry Meyer



Dec. 25 (Bloomberg) -- Queen Elizabeth II, using Google Inc.'s YouTube to deliver her Christmas greeting for the first time, called for more compassion for the world's disadvantaged.

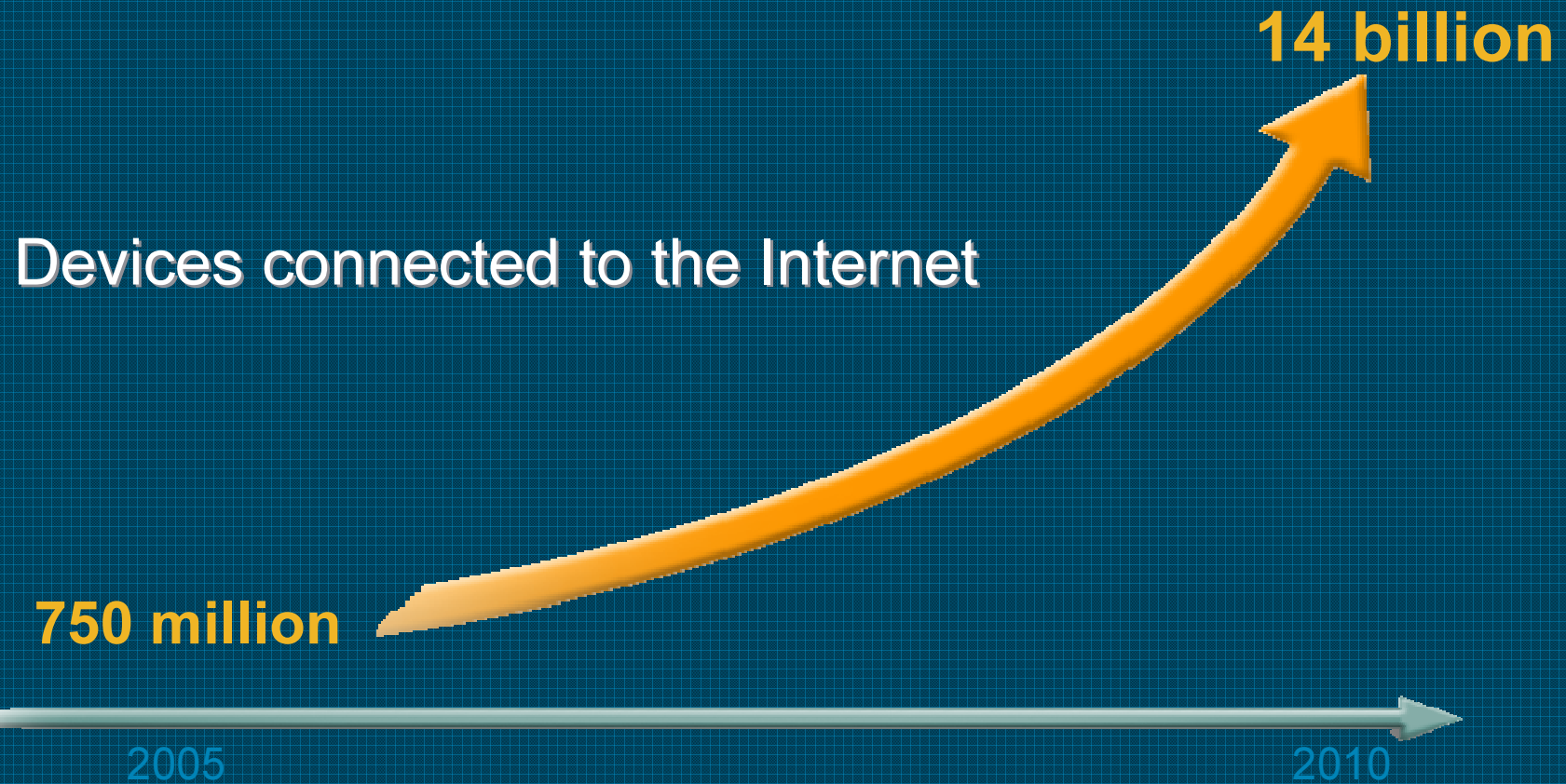
"All the great religious teachings of the world press home the message that everyone has a responsibility to care for the vulnerable," the British monarch said today. For those living

"on the edge of society," she said, "the modern world can seem a distant and hostile place."

The Christmas message from the queen, 81, appeared on YouTube at the same time as it aired on British television, in an effort to reach the increasing number of people watching videos online.

"This is to encourage more people around the world, particularly the young generation, to access this broadcast," a spokeswoman at the monarch's London residence, Buckingham Palace, said by telephone on

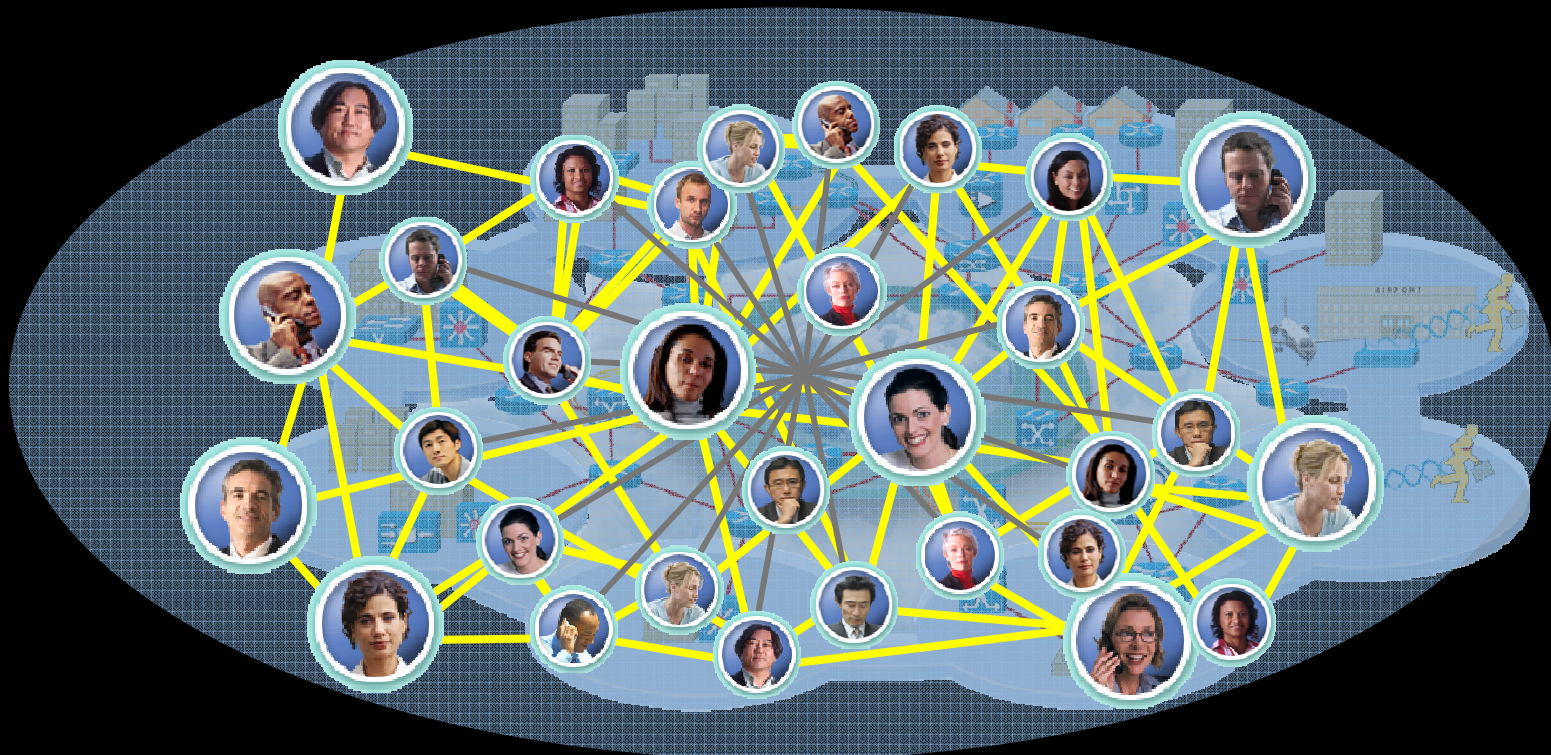
# In the Future Everything Will Be Connected



Source: Forrester Research,  
as cited in BusinessWeek.com, 2/20/05

# Cisco: The Convergence Innovator

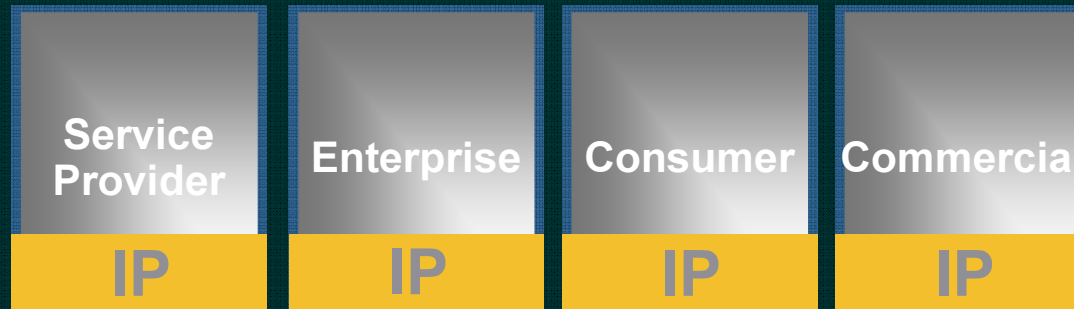
**The Internet Protocol—IP—  
Is the Technical Language Spoken**



**By the Networks that enable the Human Network.**

# Cisco: The Convergence Innovator

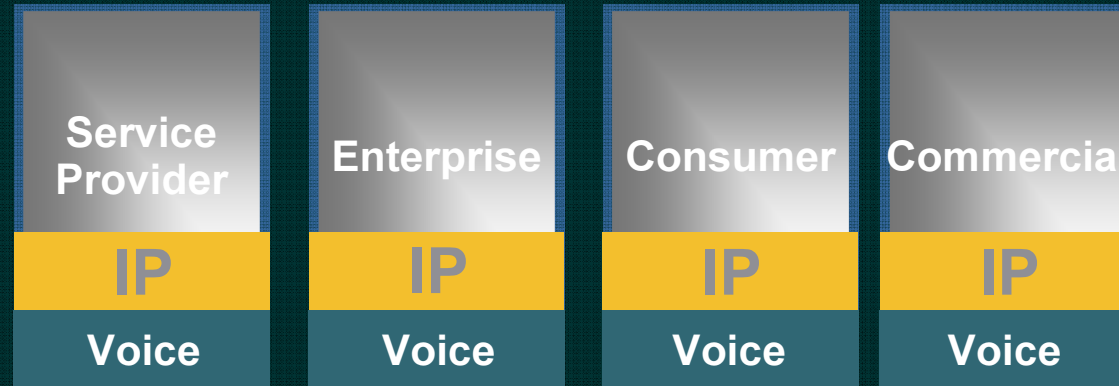
## Cisco's Innovation Began with IP



**And Multi-Protocol Routing in the Enterprise.  
With additional innovation from Cisco, IP became viable  
for service provider, commercial and consumer networks.**

# Cisco: The Convergence Innovator

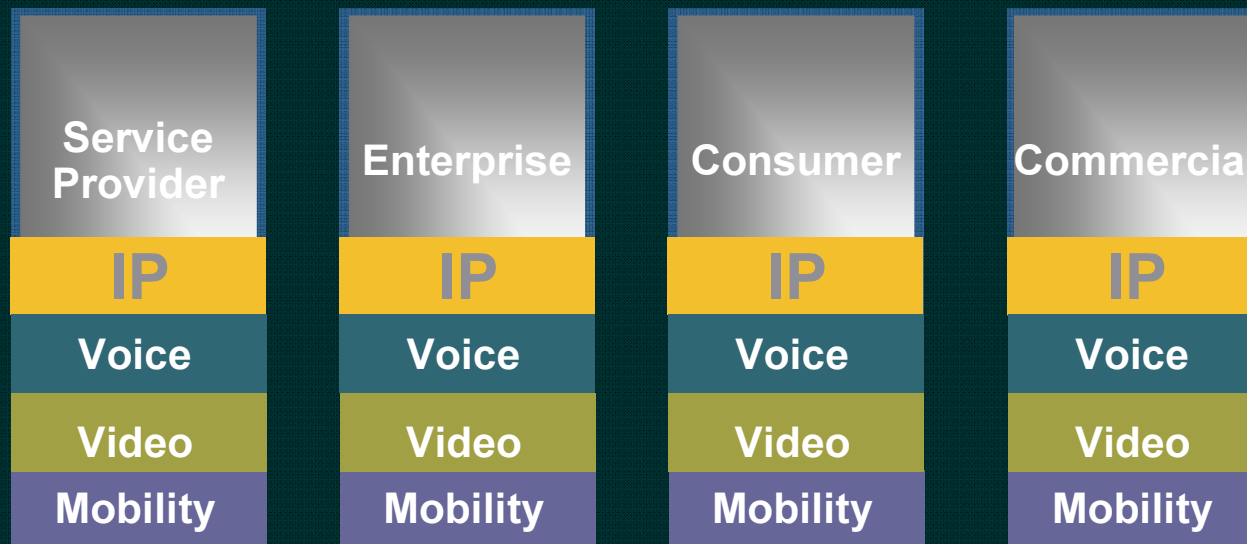
**In the Late 90's, Cisco Led the Creation of a New Industry,**



**IP Telephony or VoIP. It started first in the enterprise, and then expanded to commercial, SP and consumer markets.**

# Cisco: The Convergence Innovator

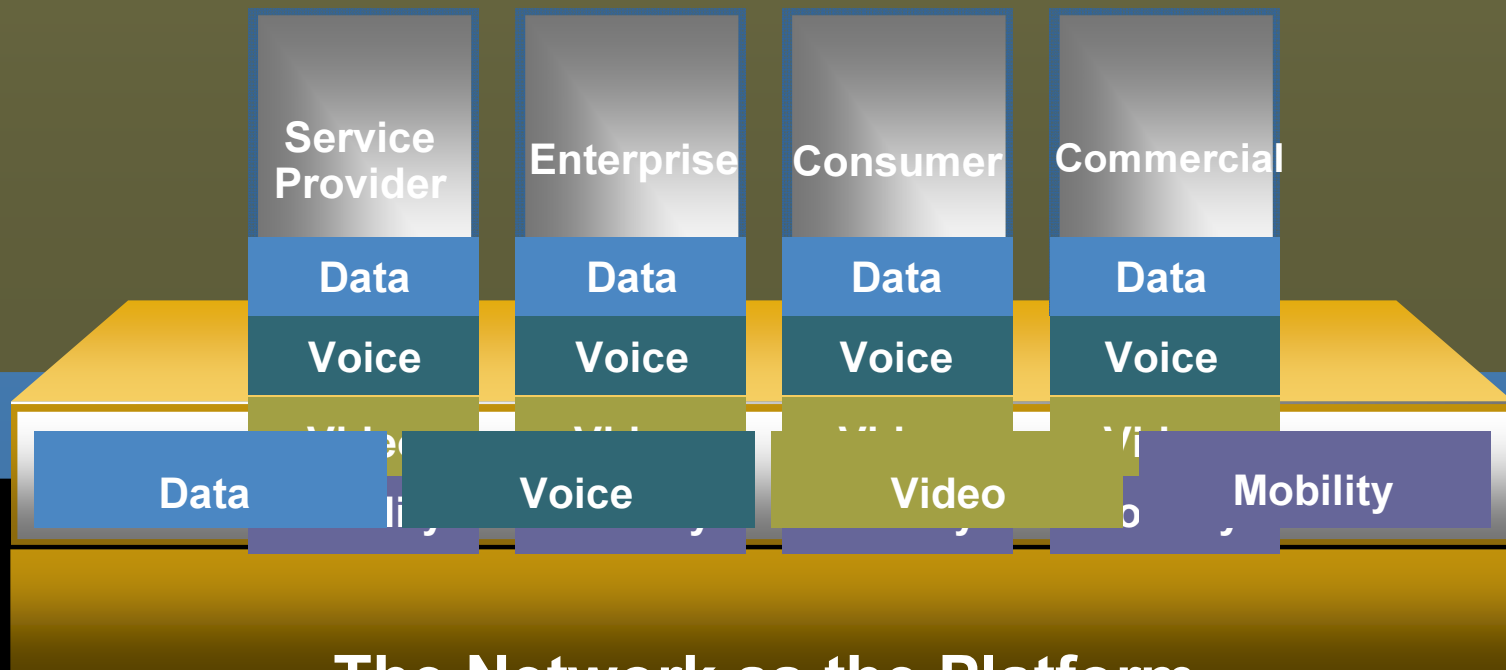
## Cisco's Innovation Now Includes the Quad Play Everywhere



**And only Cisco has converged data, voice, video and mobility across all market segments.**

# Cisco: The Convergence Innovator

Whether as a Consumer or an End User,  
One Uniform Experience...



**The Network as the Platform**

# What is Required? Intelligence Migrating into the Network

## APPLICATIONS

Firewall

SBC

Call IDg

Email

ERP

Voice  
VPN  
Mail

WAAS

Anti  
Encryption  
SPAM

Patch  
Backup  
Updates

Reputation

Mobile  
Multicast  
Email

NCMB

Wireless  
AV  
Mgmt

## OS AND MIDDLEWARE

Message Management

Load Balancing

Web Virtualization

Call  
Control

VOICE  
APPS

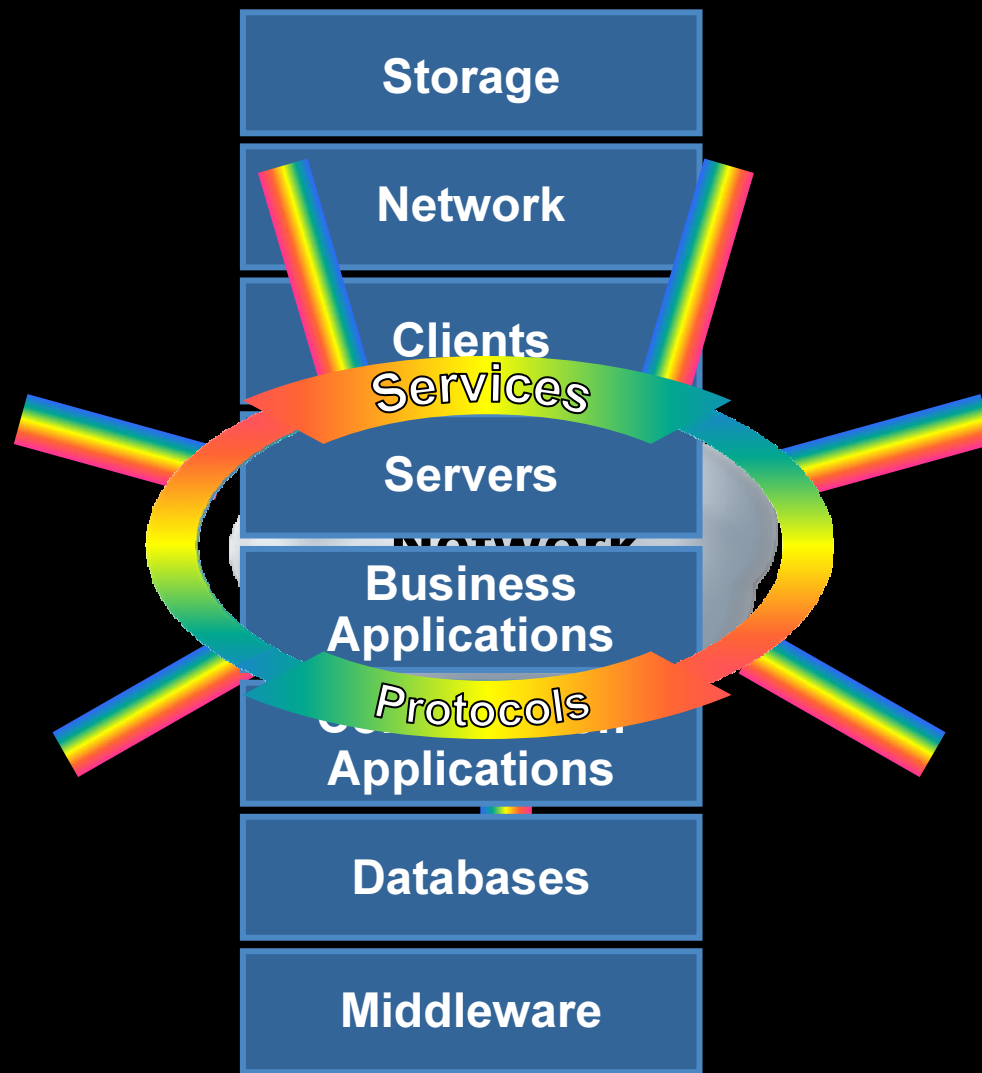
TDM  
Voice  
Systems

QoS

TDM  
SYSTEMS

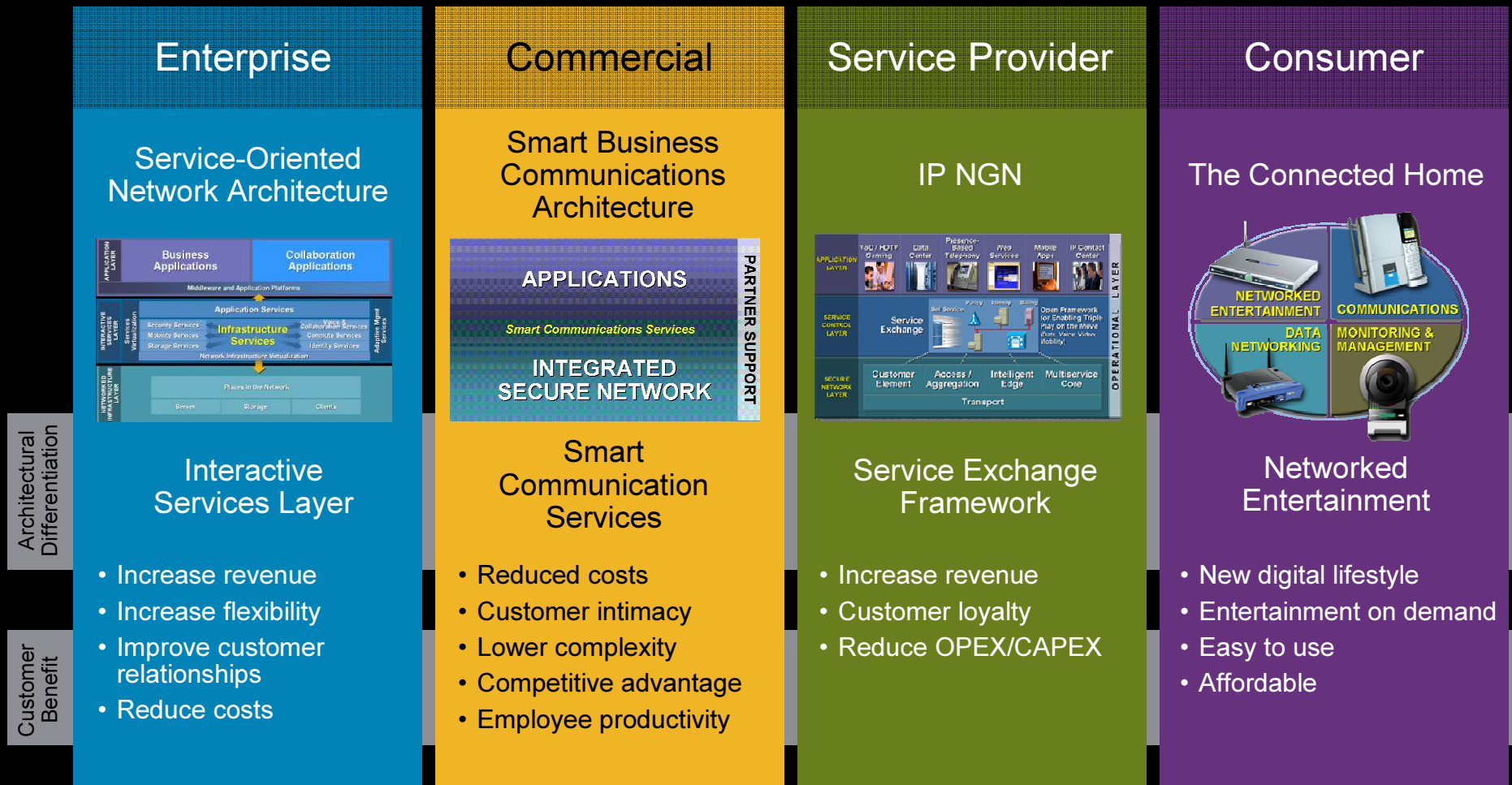
IP NETWORK

# What role does the network play?



# Cisco Technology Strategy: Customer Segment Architectures

## Intelligent Information Network



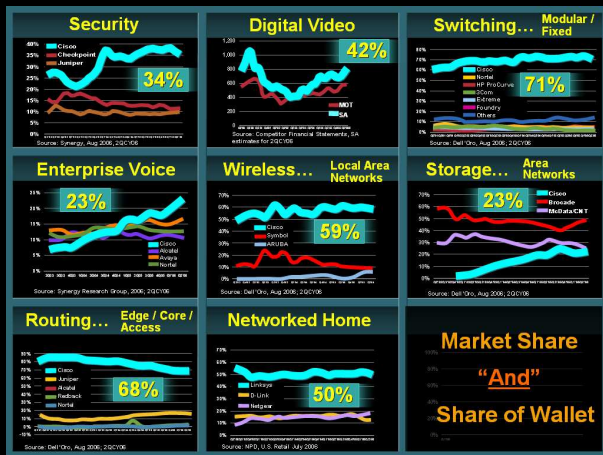
# Why Cisco?

## The Quad Play Everywhere Requires

**1) An Active Participation In All Customer Segments**



# Why Cisco?



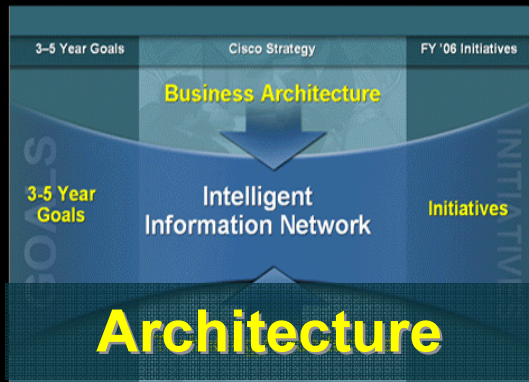
The Quad Play Everywhere Requires

## Products



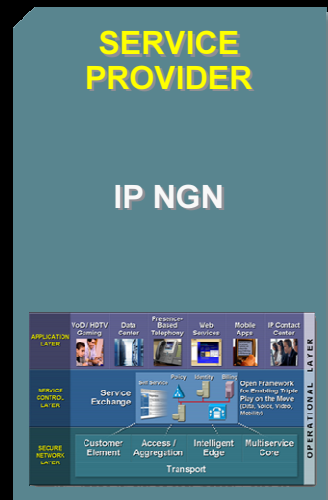
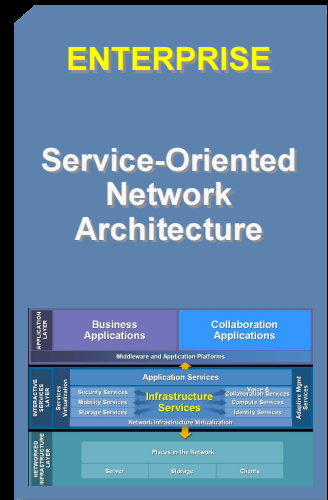
2) End-to-End Product Solutions

# Why Cisco?



The Quad Play Everywhere Requires

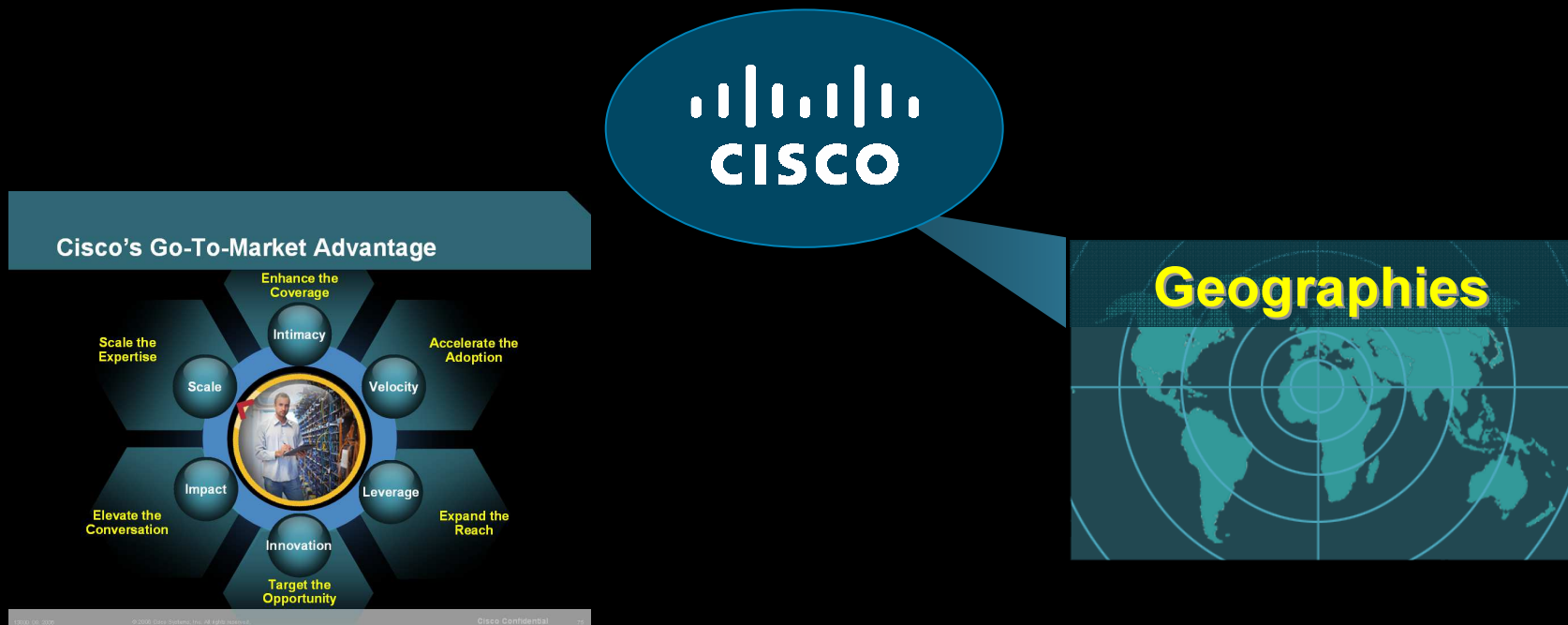
3) Architectures Based on Network Intelligence



# Why Cisco?

## The Quad Play Everywhere Requires

### 4) A Go-to-Market Presence around the World



# Our Customers Enable Life's Experiences

## Enterprise



## Service Providers



## Commercial

## Consumer

# The Network Changes how People, Companies, Countries Experience Life

## Work



## Live



## Learn

## Play

# Cisco—The Technology Innovator

- \$4 billion R&D investment annually
- 17,000 engineers working in more than 10 major labs worldwide
- #1 in most markets in which we compete
- Over 100 companies acquired
- More than 2,300 patents issued to Cisco inventors in last 10 years

## MAJOR INNOVATIONS

- Multi-Protocol Routing and Switching
- Voice over IP
- WiFi wireless
- Largest contributor to IETF, IEEE

### Development



### Acquisitions



# Cisco TelePresence

## Redefining How People Communicate



# Cisco TelePresence

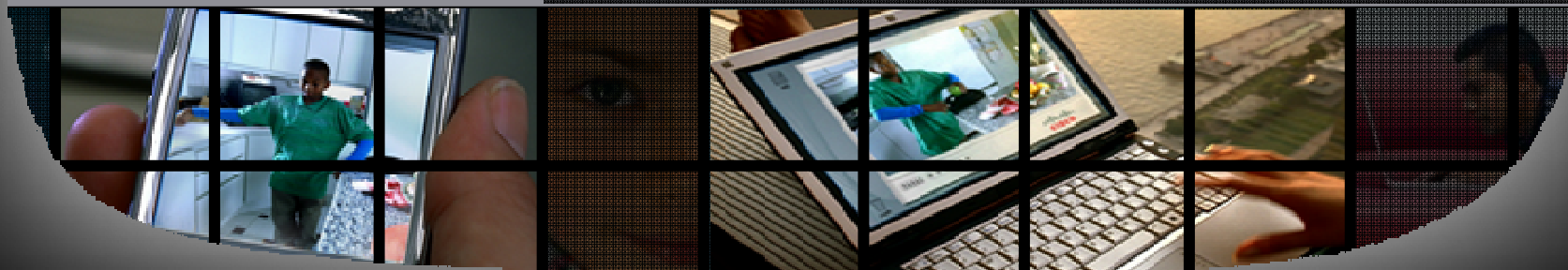
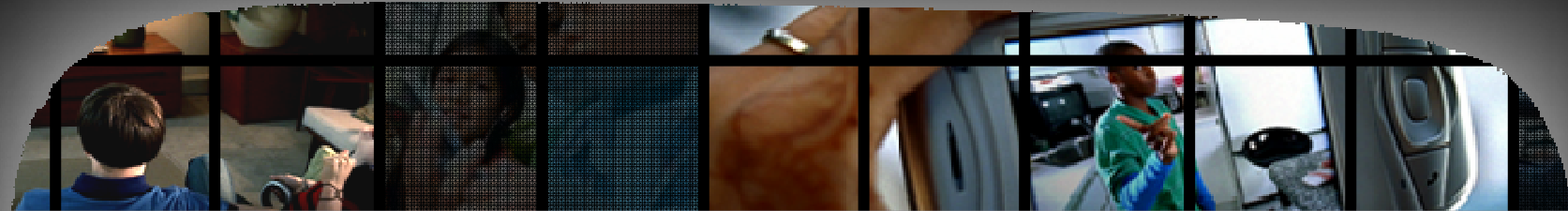
## Redefining How People Communicate

# Summary



**The Human Network**  
Relies on  
**The Network as the Platform**  
to Deliver  
**The Quad Play Everywhere**  
that Enables  
**Life's Experiences**  
from





# On behalf of Cisco ...



