



The Cisco Smart Business Communications



Increasing IT and Business Impact

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Agenda

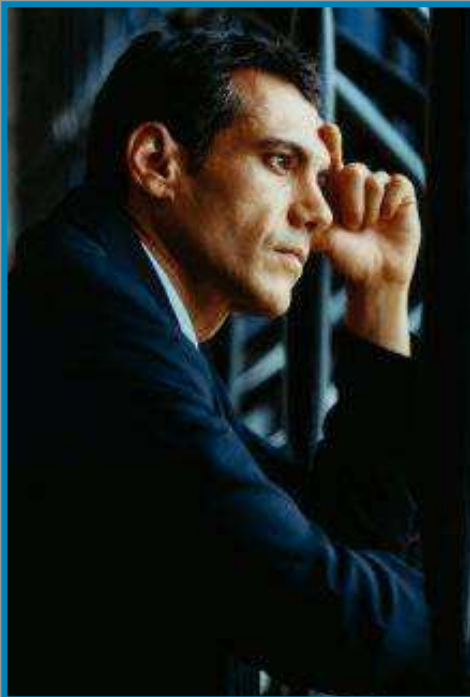
- **CIO Challenges and Priorities**
- **The Role of the Network within IT**
- **Cisco Leadership**
 - Cisco Smart Business Communications**

CIO Challenges and Priorities



CIO Challenges and Priorities

What Role Can IT Play?



How Can I Increase Revenues and Opportunity?



Transactions to Interactions

How Do I Improve Our Customer Relationships?



Integrated Customer Touch Points

How Can I Make Us More Agile and Resilient?



Programmable Infrastructure

How Do I Cut Costs and Make Us More Productive?



Reduce recurring costs



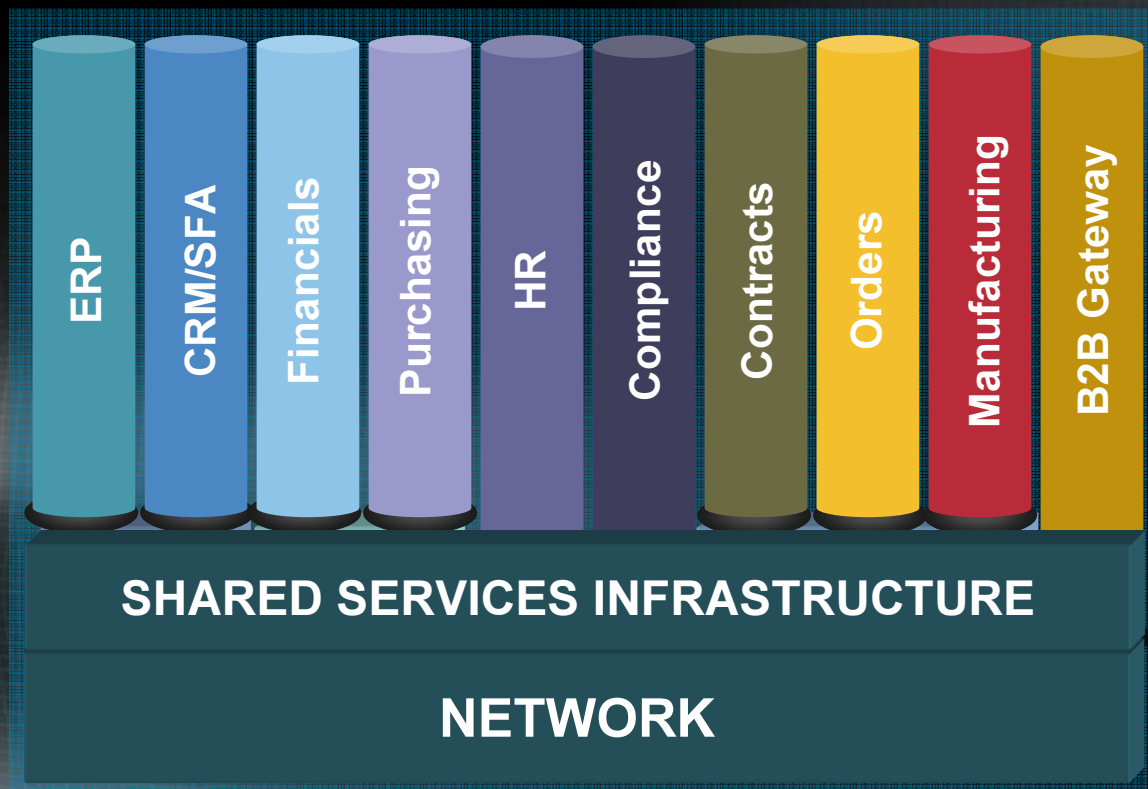
The Increasing Role of the Network within IT



The Expanding Role of the Network

The logical place to begin to build an extended shared services infrastructure.

TODAY'S INFRASTRUCTURE



- Extensions for common, shared application and resource **services**
- Siloed applications not designed for integration and **protocols**
- Extend Cisco's industry leadership in protocol design, integration, and **optimization**
- Multiple application platforms
- Extend the network's **capacity**, **shared**, **virtualization** **enabler** (*connected*)

Why the Network?

Intelligence Migration Is Part of a Natural Evolution



The Network

The Communications System of the Future

...everything will be connected by IP

People to people - SIP

People to machine - HTML

Machine to machine - XML



The network will be the secure, value-add platform for all communications

Cisco Leadership

The Network and Beyond



Routing, Switching, Advanced Technologies... Tightly Integrated

Networked
Home

Optical

Storage

Hosted
Communication



Security

IP
Telephony

Wireless

Digital
Video

Application
Networking
Services



Cisco's Networking Roots

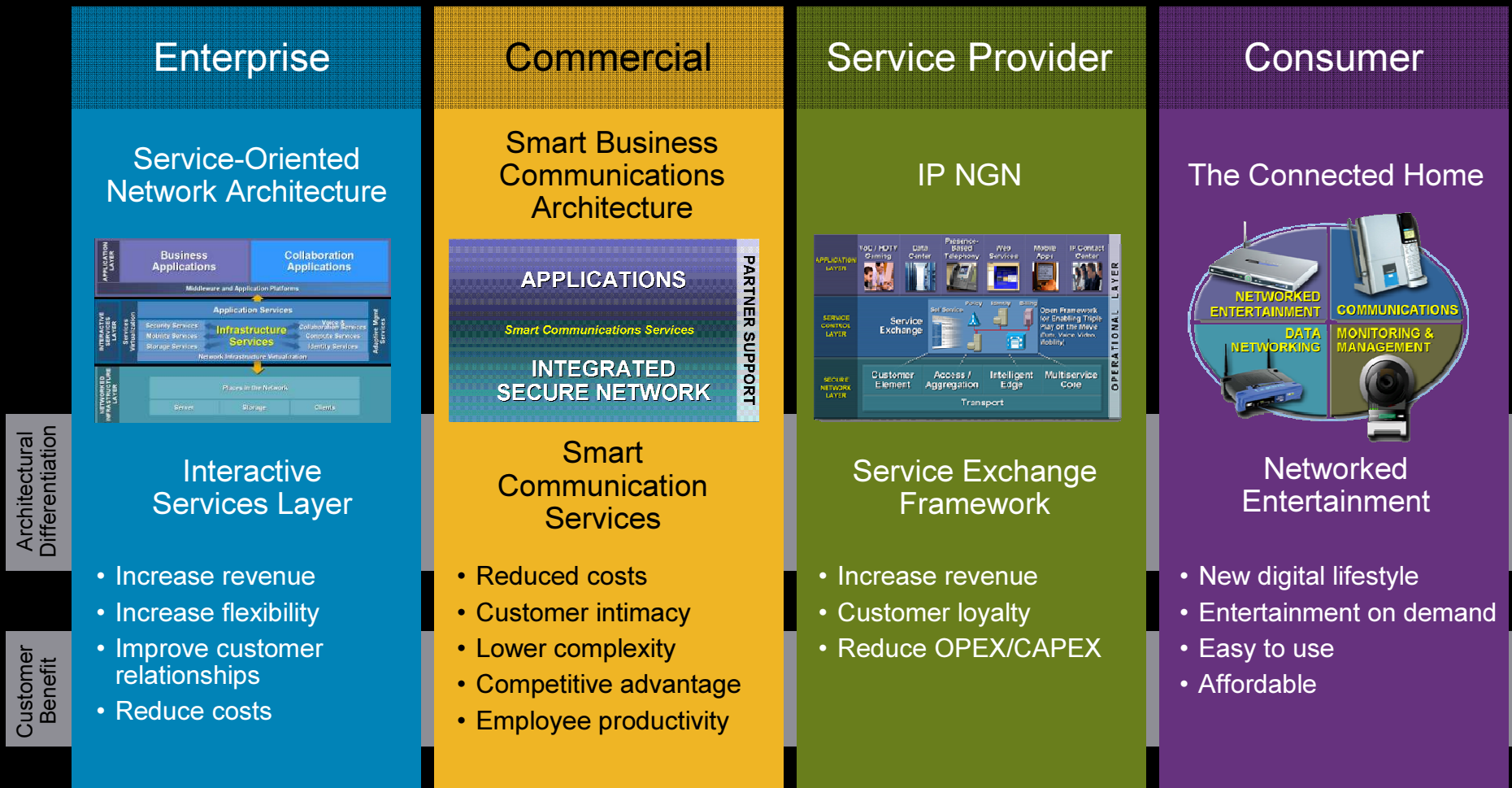
Switching

Routing

Software

Cisco Technology Vision: Customer Segment Architectures

Intelligent Information Network



Cisco Smart Business Communications

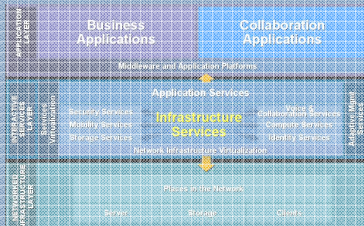


Cisco Technology Vision: Customer Segment Architectures

INTELLIGENT INFORMATION NETWORK

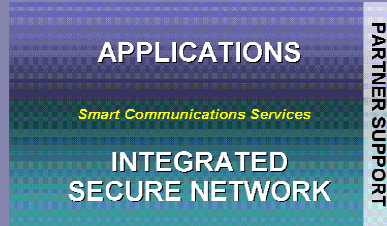
ENTERPRISE

Service-Oriented Network Architecture



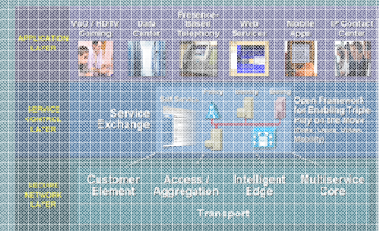
COMMERCIAL

Smart Business Communications Architecture



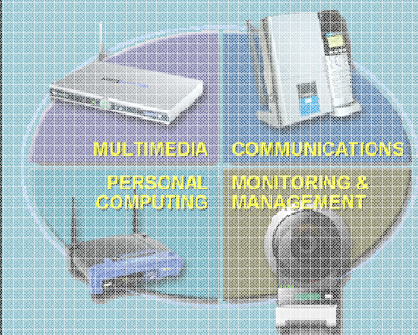
SERVICE PROVIDER

IP NGN



CONSUMER

The Connected Home



Customer Business Challenges



**Customer
Responsiveness**



Cost Containment



**Operational
Efficiency**



Security

Source: Global Cisco Focus Groups, April 2005

Cisco Smart Business Roadmap

Business Challenges



Technology Solutions



Smart Business Roadmap

Address Your Business Challenges with an IT Strategy

Cisco Smart Business Roadmap Starts with a Smart Business Assessment

Cisco Smart Business Assessment powered by CISCO SYSTEMS

Cost Containment

Operational Efficiency

- 1. Automated processes
- 2. Partner collaboration
- 3. Compliance
- 4. Remote access

Your summary

Customer Responsiveness

Security

Final report

Ready

All businesses can benefit from critically examining day-to-day business processes and systems, evaluating how well they support the business, and making improvements. By automating processes and providing faster access to information, businesses can reduce operating costs, and improve financial performance and employee productivity, as well as their overall ability to respond efficiently to an ever-changing business climate.

Operational Efficiency

Online self-service tool
www.cisco.com/go/smb

OPERATIONAL EFFICIENCY

Efficiency is needed to meet or beat in other words, processes considered efficient five years ago are probably less optimal today. These questions are designed to help identify areas of technology usage that could be used as a catalyst for finding slightly cost-effective alternatives toward these capabilities. From the information you can identify opportunities while also gauging where the resistance to change is strongest.

1. We need to provide our employees with anytime, anywhere remote and mobile access to valuable accounts information. (Examples: high resolution, portable, orders and paperwork are processed online, etc.)

2. We could use network applications to improve our relationships with our partners and suppliers. (Examples: reduced paperwork, PO approval visibility, streamlined ordering)

3. Networked applications could ensure efficiencies in meeting compliance and regulatory requirements. (Examples: SOX, HIPAA, ISO-9000, etc.)

4. Automated business processes would enable us to reduce errors, time, and costs. (Examples: paperwork, PO approval, supply ordering)

5. Scoring for Operational Efficiency Category

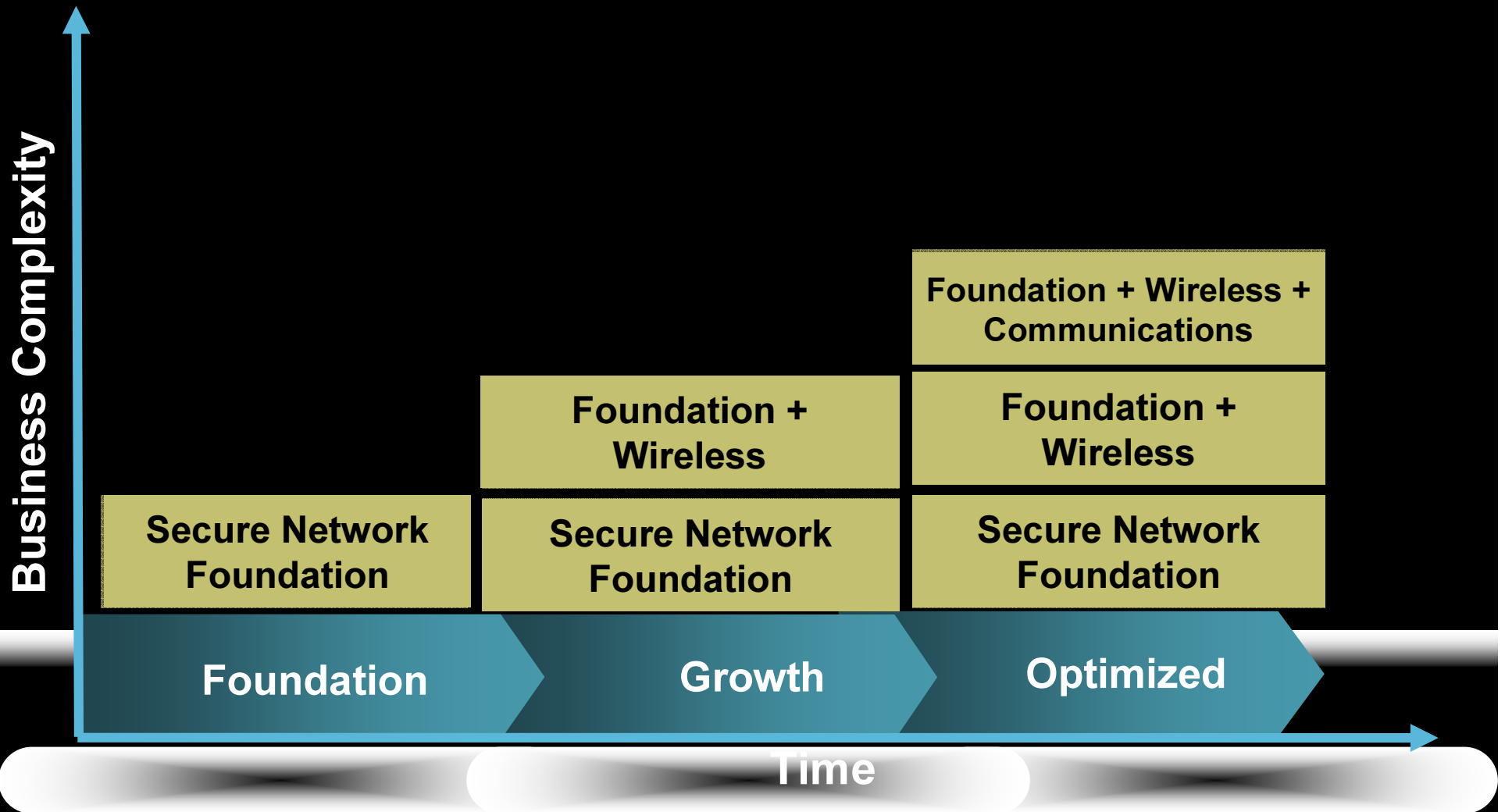
Operational Efficiency Total	Implementation Total
Number of Questions / 8	Number of Questions / 8
Operational Efficiency Score	Implementation Stage Score

How important is each of the categories for you?

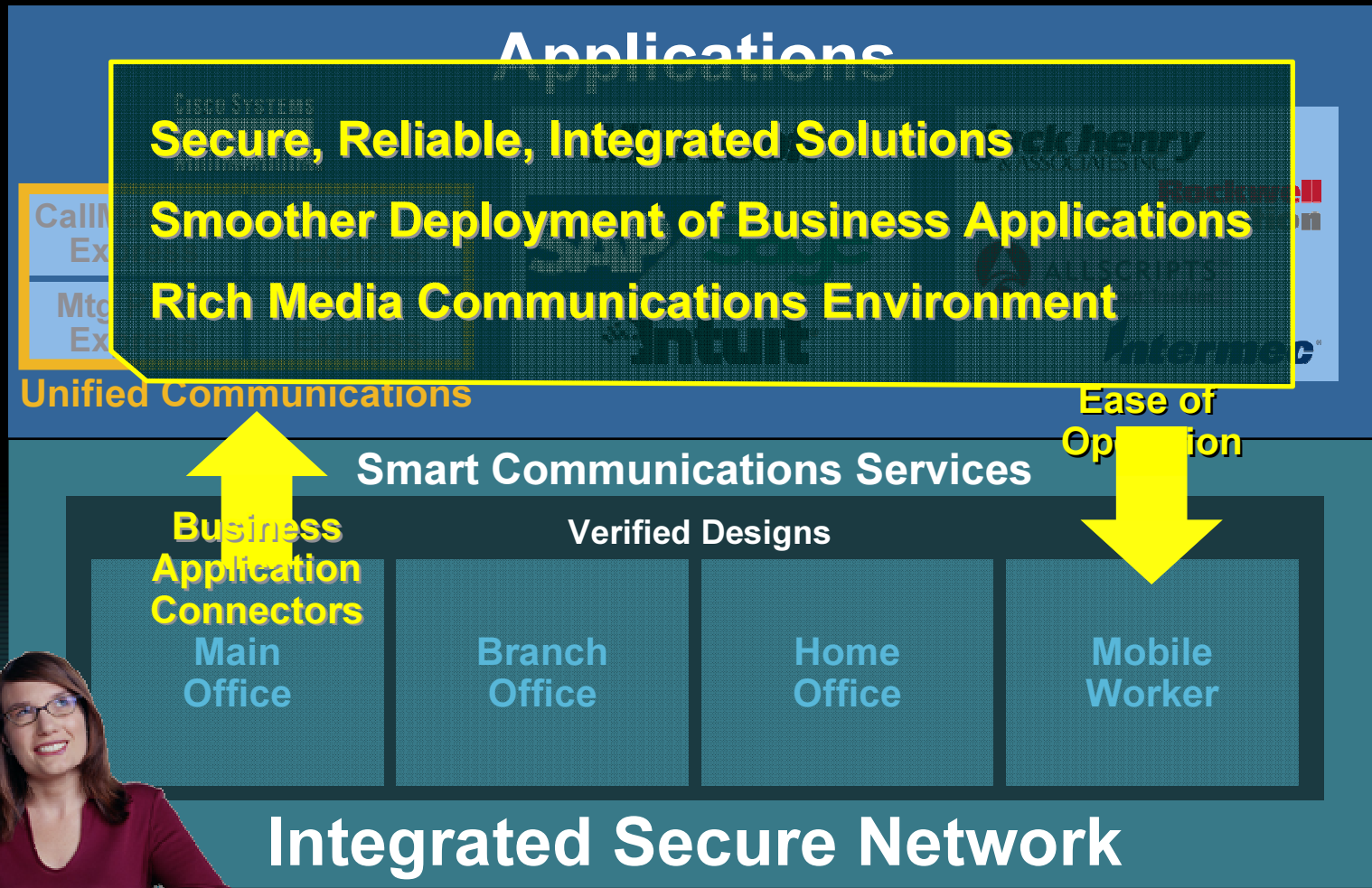
Work directly with
your Cisco partner

Cisco Smart Business Roadmap

Phase Evolution Examples for IT Capabilities



Smart Business Communications Architecture

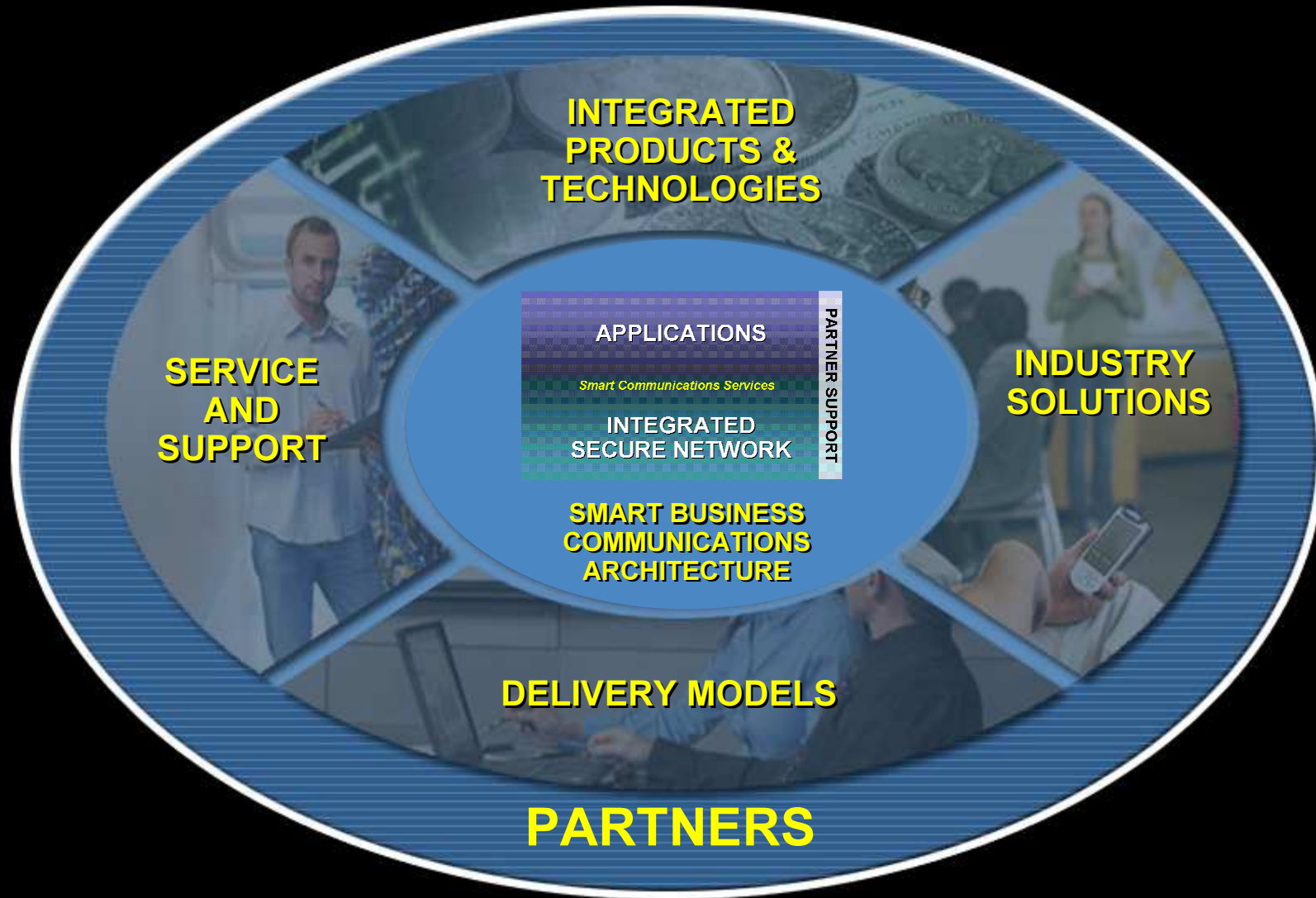


Partner Support

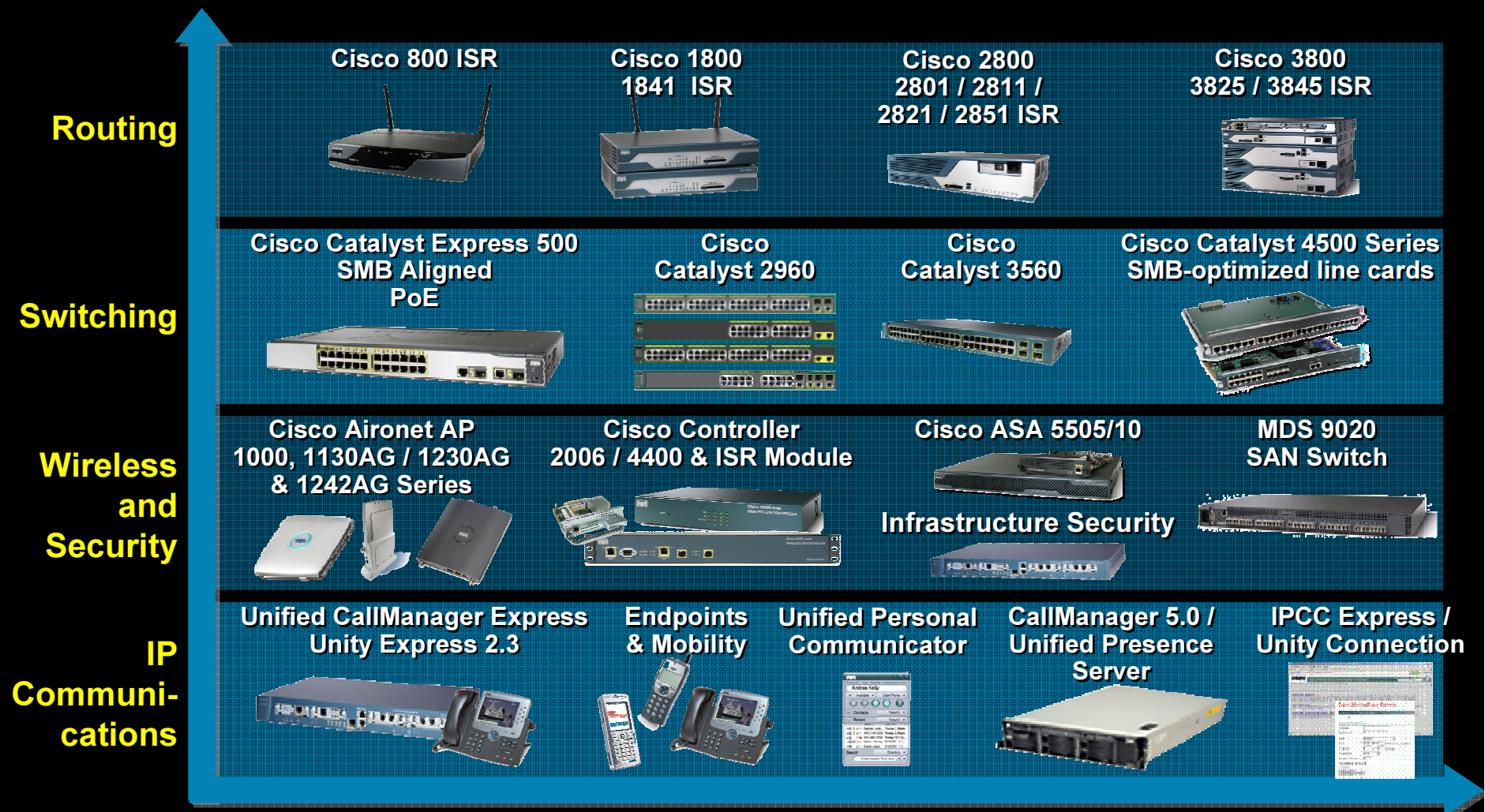


Cisco Smart Business Communications

Complete and locally supported solutions



Commercial Product Portfolio



Cisco Smart Business Communications A Customer Transformation in the Making...



