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Case Study

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Banking System

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- - - ✓ - Bancassurance
 - ✓ - Cross Selling
 - ✓ Operational Excellence
 - **Customer Focus**
 - ✓ Transaction << Relationship
 - CRM
 - ✓ Merchant Branch
 - **Multi-channel delivery**
 - ✓ Branch, ATM
 - ✓ Internet/Tele Banking

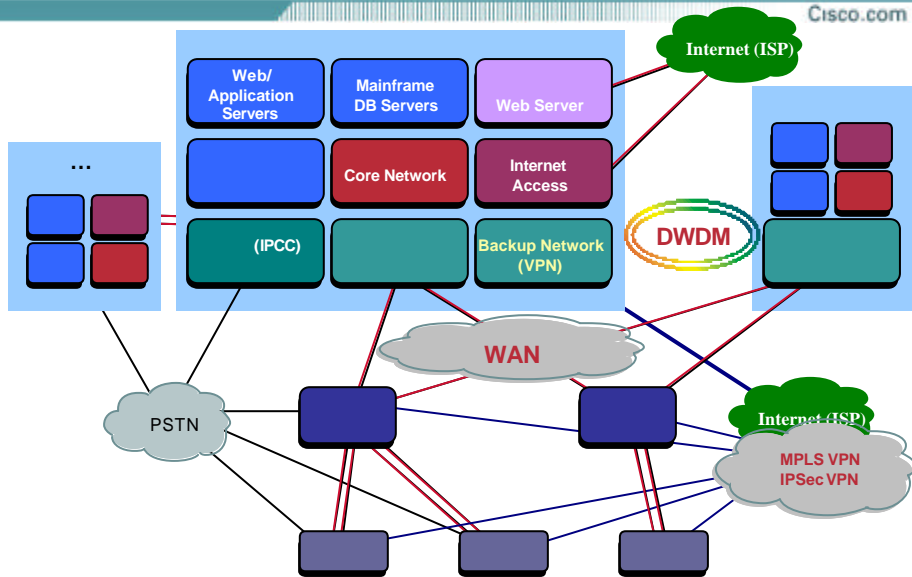
- **IT**
 - **IP Converged Network**
 - ✓ IP
 - ✓ Voice/Video/Data
 - ✓ /
 - **Web Technology**
 - ✓ Web
 - ✓ Web ATM / Kiosk
 - **Internet Technology**
 - ✓ Anytime, Anywhere
 - ✓ Service Access

Technology Enables Business !

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Banking

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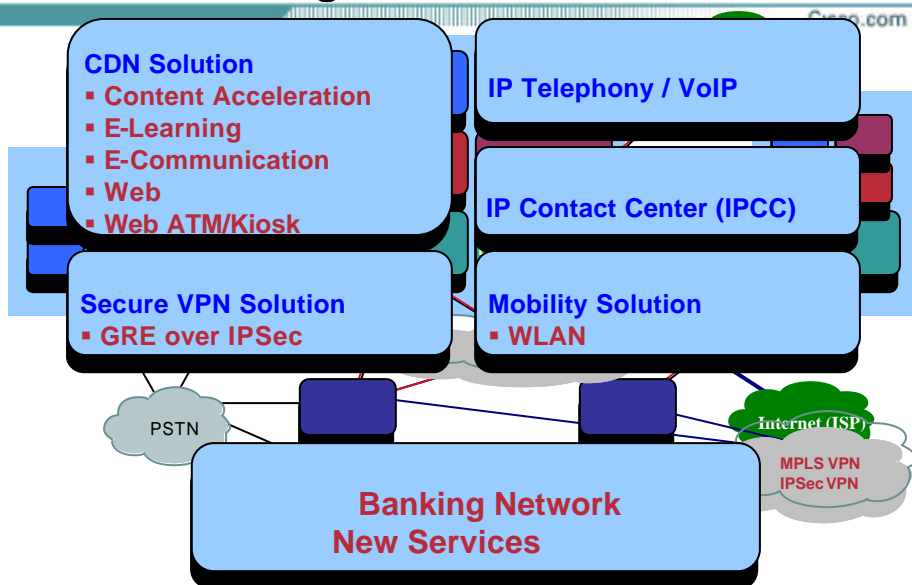


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Banking

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FSB :

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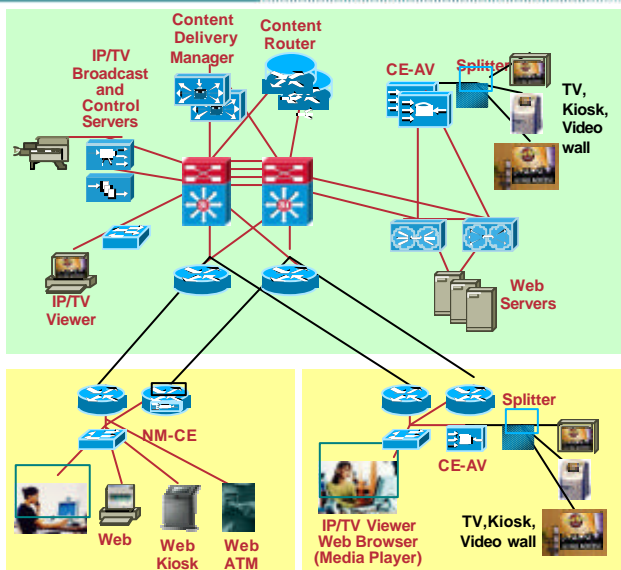
- **Content Networking**
 - Multimedia
 - ✓ E-Learning - (:)
 - ✓ E-Communication
 - **Web Branch**
 - ✓ Web Content Acceleration
 - ✓ , Web ATM, Web Kiosk
- **Secure VPN**
 - - ✓ ISDN
 - ✓ ,
 - **Traffic**
 - ✓ Split Tunneling
- - , **Data**
 - ✓ ,
 - **Key Phone**
 - ✓ IP Telephony

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Content Network

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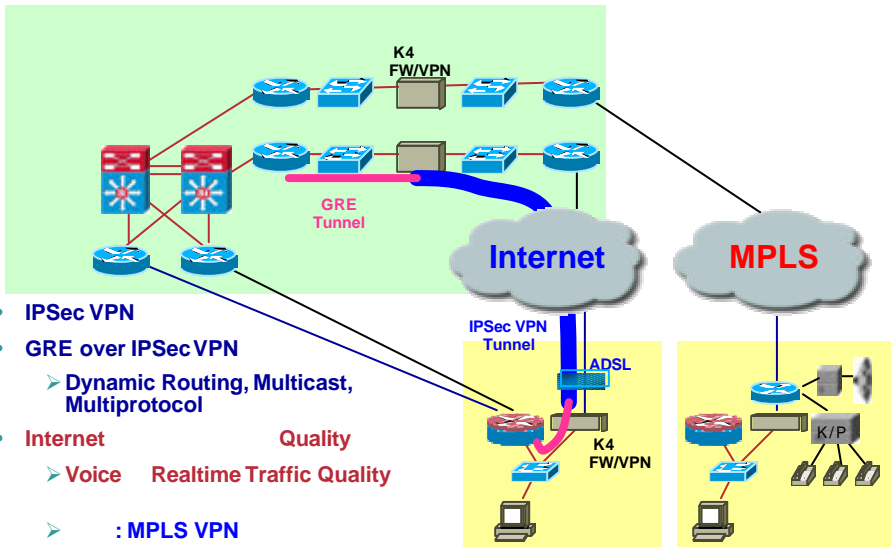
- **Web Branch**
 -
 - Web ATM
 - Web Kiosk
- **Live IP-TV**
 - Multicast
- **VoD**
 - E-Learning
 - E-Comm.
 -

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Secure VPN

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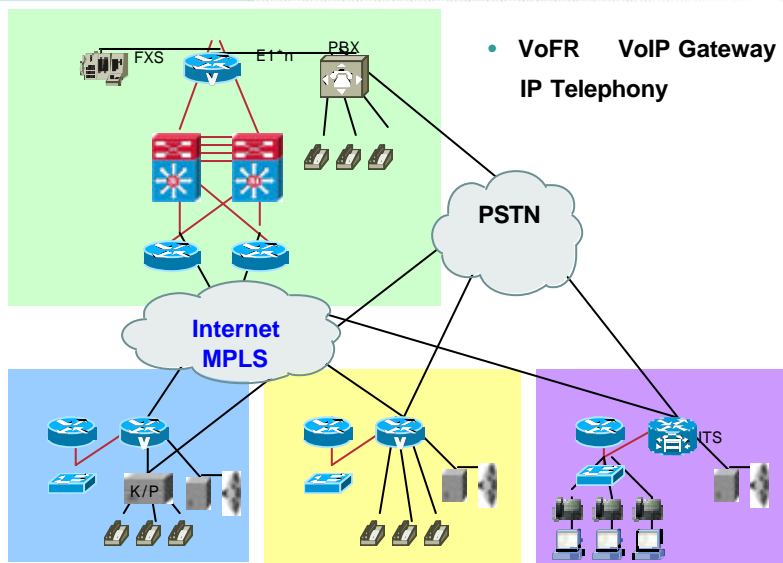
- IPsec VPN
- GRE over IPsec VPN
 - Dynamic Routing, Multicast, Multiprotocol
- Internet
 - Voice Realtime Traffic Quality
 - : MPLS VPN

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VoIP

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- VoFR VoIP Gateway
- IP Telephony

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1 : UBS Paine Webber Inc.

E-Communication & Content Caching Solution

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- **UBS Paine Webber Inc.**

- **Financial Services Firm**
- **Location : Weehawken, NJ**
- **Founded in 1879**
- **425 Branches**
- **Full Financial services**
 - ✓ **Financial Advice**
 - ✓ **Institutional Services**

<http://www.ubspainewebber.com>



1 : UBS Paine Webber Inc.

E-Communication & Content Caching Solution

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- - **High Bandwidth Usage**
 - ✓ **Bandwidth-Intensive New Application**
 - **Internet Access Intranet Performance**
 - ✓ **Broker Analyst 가 Access Download**
 - Bandwidth-Intensive Streaming media Retail Branch**
 - ✓ **delivery**
 - **Content Push Content Retrieval**
 - Productivity**
 - ✓ **Video On Demand (VOD), PDF, PPT Files**
 - ✓ **Audio Files (Conference Call, CEO)**
 - **Traders Financial Audio-based Information**
 - ✓ **Expensive Analog Hoot & Hooler Audio streaming System**

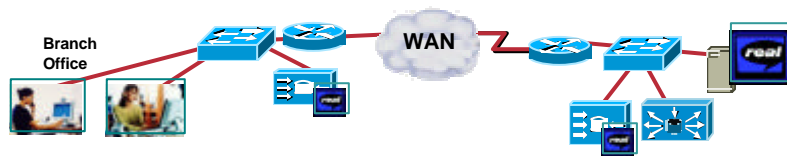
1 : UBS Paine Webber Inc.

E-Communication & Content Caching Solution

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- - CDM
 - 425 content Engine(CE-507)
- - High Bandwidth Usage
 - Internet Intranet Access Performance
 - Broker Trader Productivity
 - VOD E-Learning Application



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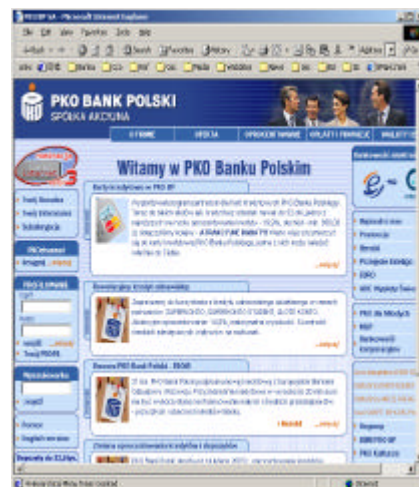
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2 : PKO Bank Polski(BP)

E-Learning Solution

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- PKO Bank Polski (BP)
 - Poland 가
 - Retail Bank
 - Warsaw, Poland
 - 13 , 1300
 - ~ 1000 ATM Machines
 - Retail Bank
 - e-PKO
 - e-Banking Service
 - <http://www.pkobp.pl>



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2 : PKO Bank Polski(BP)

E-Learning Solution

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- - - ✓
 - Poland National Distribution Channel
 - 가 Activity .
 - ✓ Common Privatization Program
 - ✓ Pensioners Compensation Program
 - e-Learning Content Marketing Tool
 - Transparent Caching Software

2 : PKO Bank Polski(BP)

E-Learning Solution

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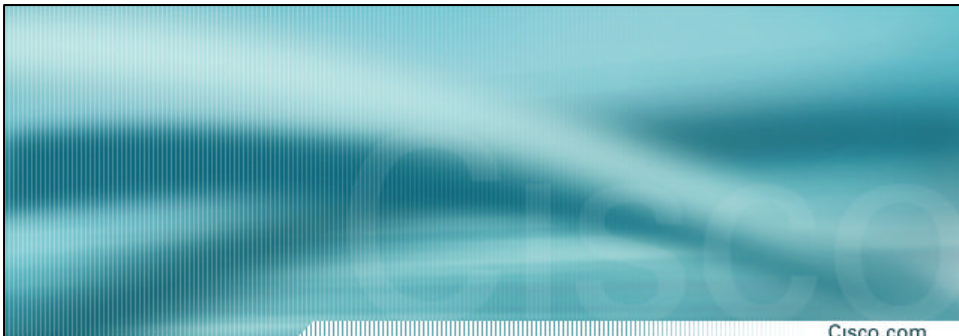
- - Cisco ECDN
 - ✓ CDM (Content Delivery Manager)
 - ✓ CR (Content Router)
 - ✓ CE-AV (Content Engine)
 - ✓ CSS (Content Smart Switch)
 - MCX – Cisco e-learning echo partner
 - ✓ EduSystem (Learning Management System)
 - E-Learning Content Embedded RealServer HTTP RTSP
End User .

2 : PKO Bank Polski(BP)

E-Learning Solution

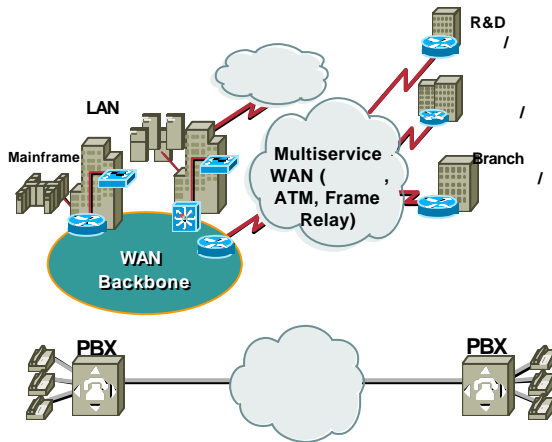
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- - **Training Cost**
 -
 -
 - **Transparent Cache**
 - **Marketing Tool**
 - **ROI : Not Yet**
- Internet/Intranet Performance**



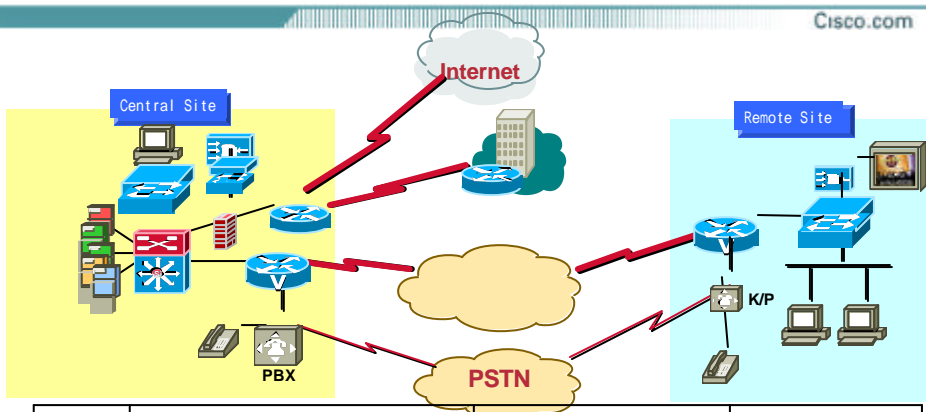
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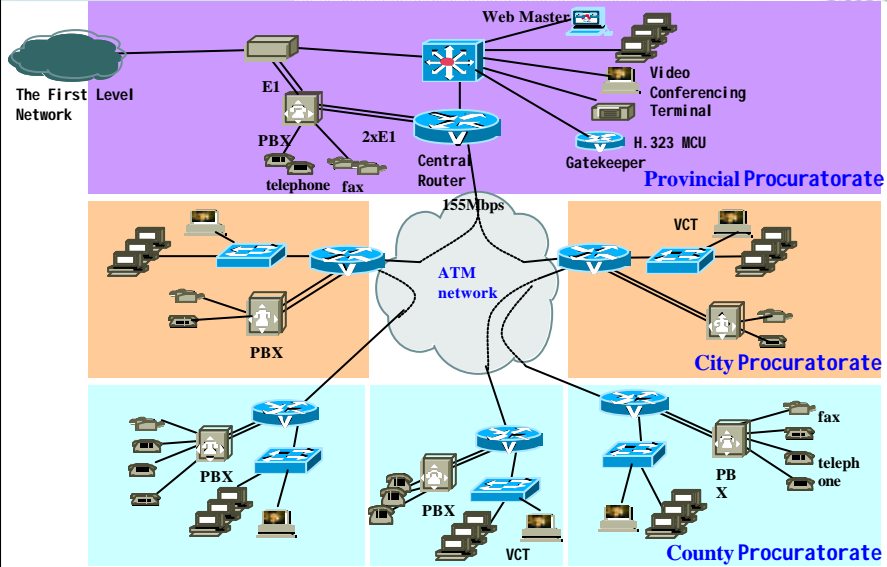
: J VoIP Service



			가
14 (15~20 user)	<ul style="list-style-type: none"> 56Kbps VoIP Hub 14 	<ul style="list-style-type: none"> C2600 C4224 Gatekeeper 	<ul style="list-style-type: none"> IPT VOD, E-Learning Wireless LAN

VoIP & Video Conferencing

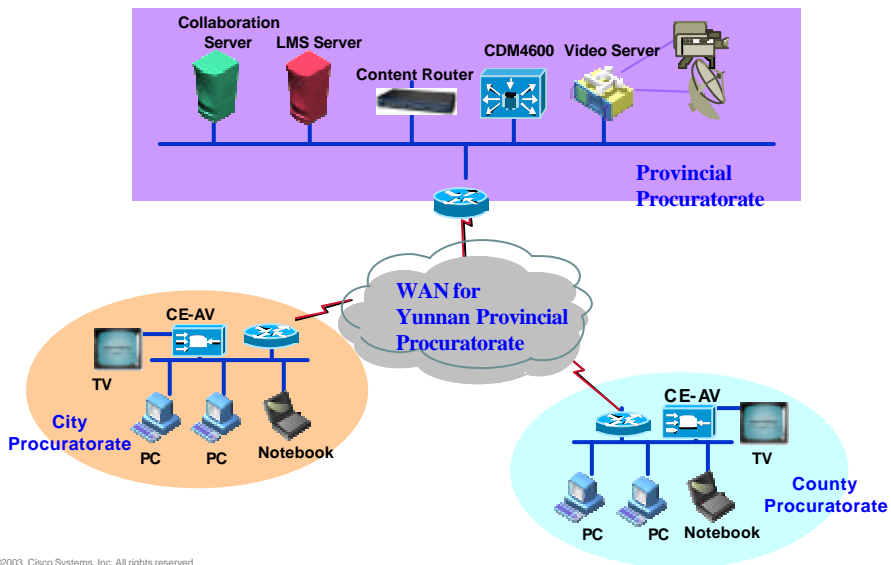
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E-Comm. & Transparent Caching

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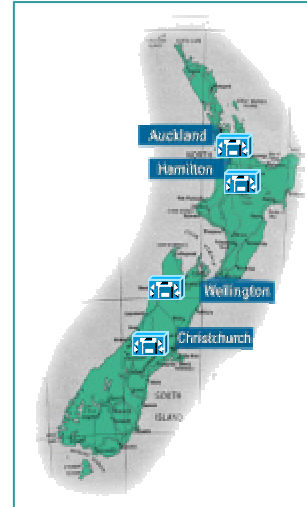
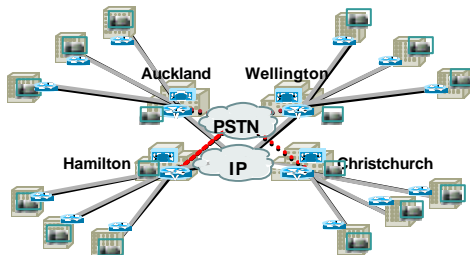


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IP Telephony

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- 10 CallManager(MCS-7835) servers replace 130 PBX's
- 8,500 IP Phones
- 20 Voice Mail servers for 8000 people
- Call processing only at 4 major hub sites
 - Auckland, Wellington, Hamilton, Christchurch
- Centralized call processing and administration



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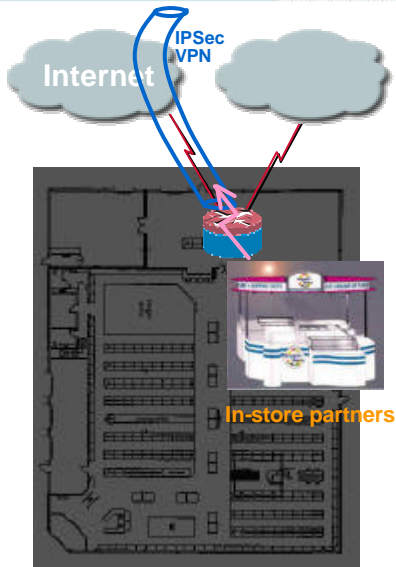
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- **Employee**
 - Training / Retention
- - Loyalty/Promotional Program
- - Understanding Features
- **Logistics**
 - What's on hand, what's on order?
- - Ensuring efficiency
- - Surveillance System for operations control and security
- **Communication**
 - Policies/Procedures, Programs, Motivation

- **Store Connectivity**
 - POS, CRM,
- **Wireless Services**
 - Real-time Update (Bar-code Application)
 - ✓ POS data, inventory tracking, and price labelling
- **Communication & Learning**
 - deliver Knowledge between HQ, regional and store employees
- **Store Monitoring**
 - IP video surveillance for operations control and security
- **Video Advertising**
 - Branding and cross selling opportunities

: Store Connectivity

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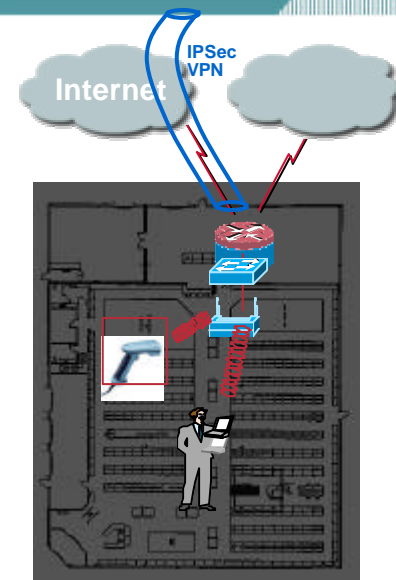
- **Broadband Internet** 가
- **Routing** Dynamic
- **Firewall/IDS/Hardware Encryption**
- **E-Learning, Video** Full Service 가
- **In-Store Partners**
-

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: Wireless Service

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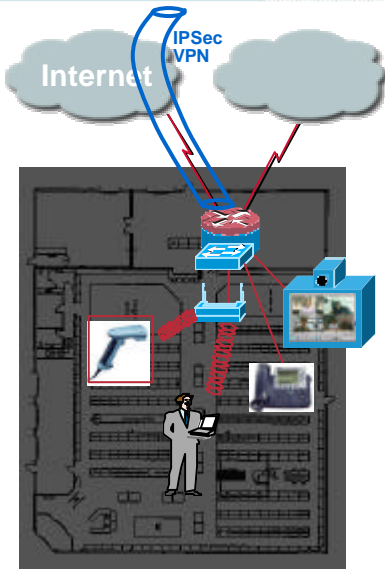
- / (In-)
- **Store Partner,** (In-)
- **Relocation**
- **Voice** **PDA**

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: Voice/Video Service

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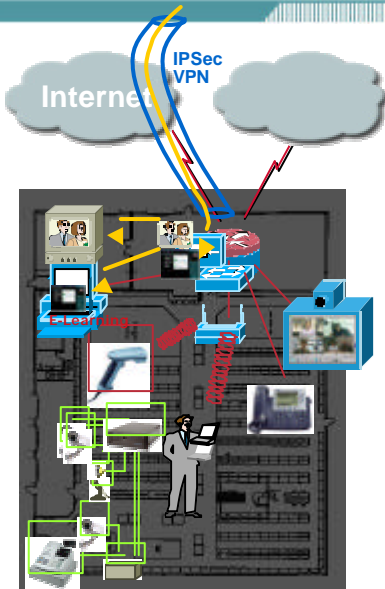
- Data/Voice
- Voice IP PBX Voice
- Video conference /
- IP Phone VoiceMail Voice Conference, Directory

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: Contents Network Service

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- Internet/Intranet Content Caching 가
- E-Learning /
- Monitor ,
- , , VoD
- IP Video Surveillance

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: Ramayana Wireless Service

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- **Business Goals**

- Reduce re-location time for POS terminals as fashion group adjusts store floor layouts daily
- Avoid system downtime between stores and central MIS control for stock keeping and replenishment

- **Solution**

- Use Cisco Aironet 340 – NCR 7448 WLAN POS solution

- **Result**

- Reduction in re-location time for POS terminals from one day to 1 or 2 hours allowing for more frequent and effective layout changes



- <http://www.ramayana.co.id>

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: McDonald's E-Learning

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- **Business Goals**

-
-

- **Solution**

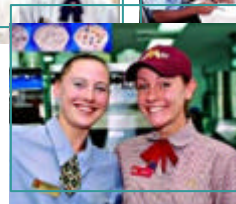
- Digital Think Partner World-wide E-learning System

- **Results**

- 40-60%
- 2 가
- 가
- 가
- 가



DigitalThink



- <http://www.mcdonalds.com>

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: WAL*MART

Video Advertising

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WAL*MART

- **Business Goals**
 - WAL*MART
- **Solution**
 - TV
- **Results**
 -
- <http://www.walmart.com>



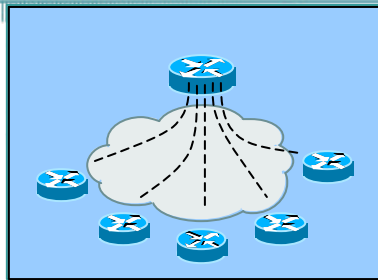
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: S

Secure Connectivity (VPN Router)

- **Business Goals**
 - Expansion into new cities -
 - Image **More Bandwidth** POS System -
 - Implementation of e-business strategy
- **Solution**
 - Increase remote access bandwidth with high availability and security
 - Replace Frame Relay access with **VPN + SAFE blueprint** to deliver availability, reliability, and scalability
- **Result**
 - 16
 - Application
 - Infra
 - ✓ VoIP/e-Learning
- <http://www.ciokorea.com/020601/c46.htm>



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: S

Secure Connectivity (VPN Router)

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VPN

	Head Office ? Branch Office (46) : \ 201,776,000 /	VPN	Head Office ? Branch Office ADSL - Branch Office ADSL 1 : : \ 68,000 / 46 , : \ 37,536,000 /
		VPN Hardware	Head Office : Cisco 7204VXR (2) Branch Office : Cisco 1720 (46) : \ 189,250,000

~~201,776,000~~

) - 37,536,000

) = +164,240,000

CISCO SYSTEMS



EMPOWERING THE
INTERNET GENERATION