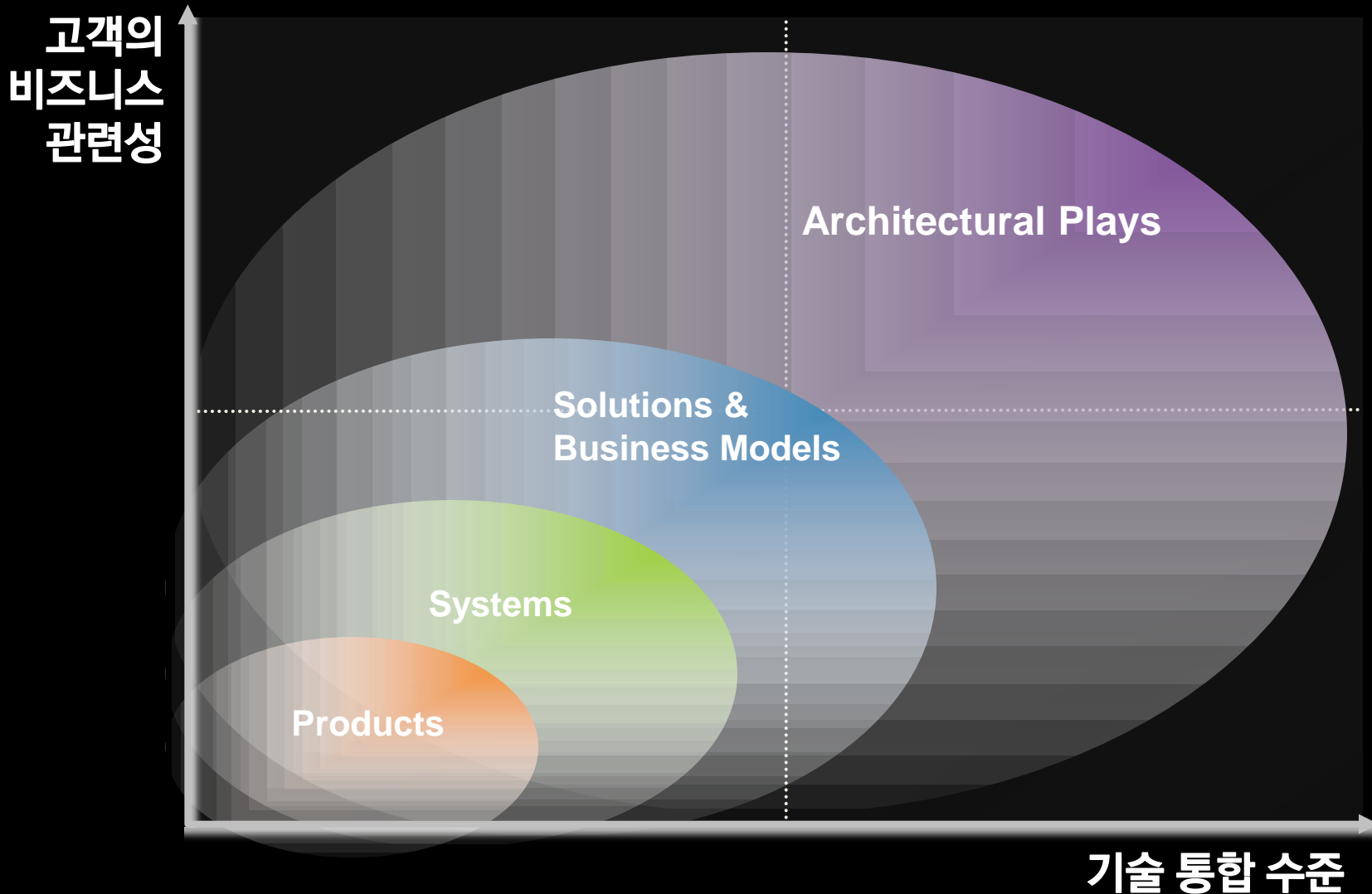




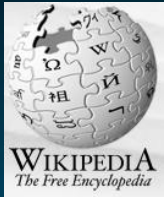
Architectural Play Overview & Green 3.0 Initiative

안병설 상무
Channels, Partner Enablement

Architectural Play의 도입 배경



What is an “Architecture” defined in Cisco?



Architecture is the art and science of designing and constructing buildings – Wikipedia

건물 디자인 및 건축을 위한 기술과 과학



**Not a product, or simply packaging.
A truly integrated portfolio of; 1)**

단순한 제품 또는 패키징이 아닌 진정한 의미의 토털 포트폴리오

- Products & Services
- Technology
- Business solutions
- Partnerships
- Routes-to-market

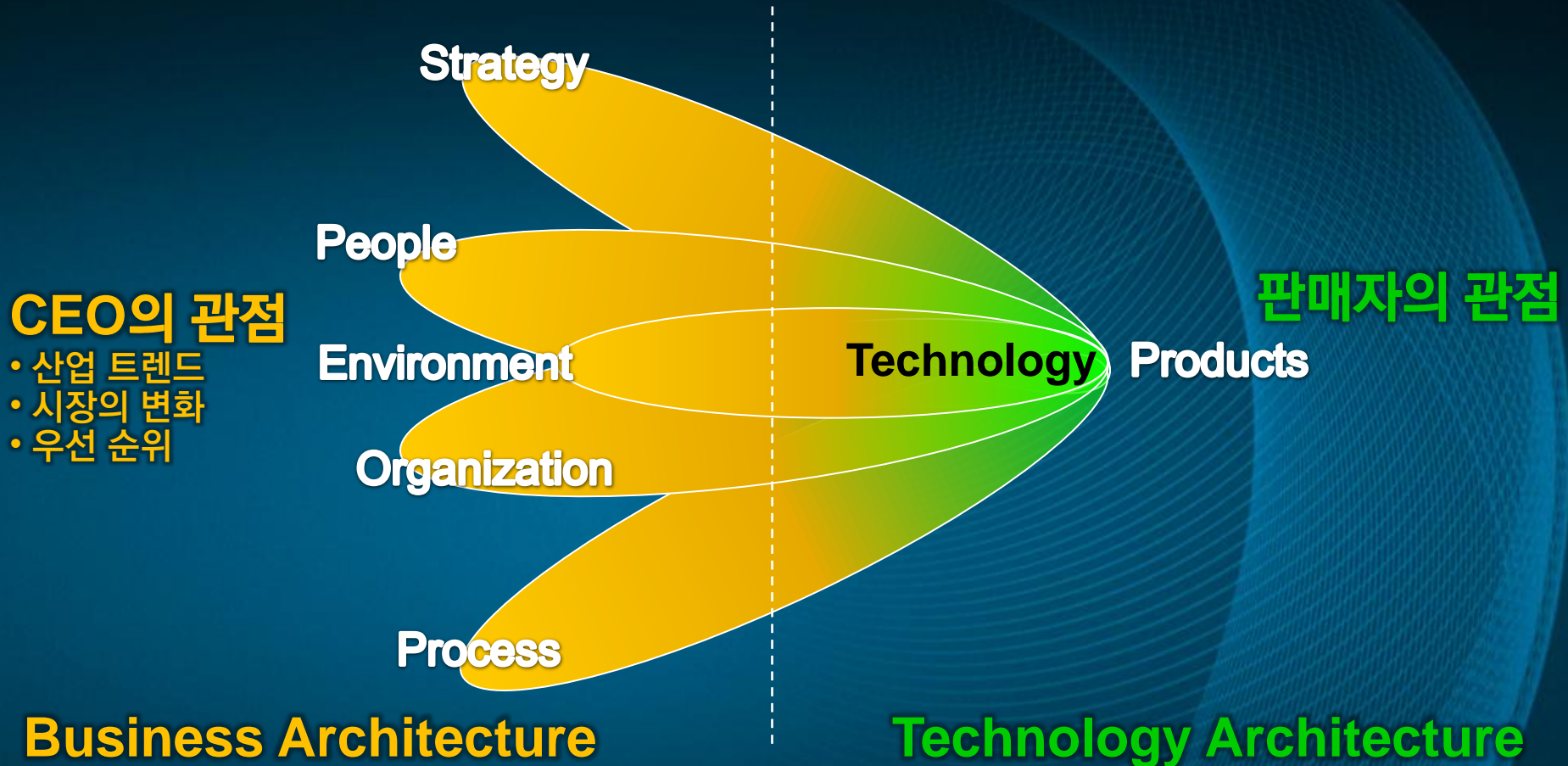


**각 시장 및 기술 부문마다 구체적인
Architectural Play가 정의 됨**

- Borderless Network
- Collaboration
- Virtualization
- S+CC
- Small Business
- Consumer

**Architectural
Play for....**

Architectural Play의 목적

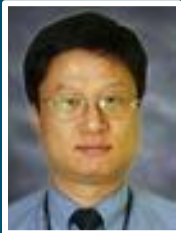


**Technology Architecture 뿐 아니라 Business Architecture의 관점에서
고객의 비즈니스를 혁신(Transform)할 수 있는 영업 접근 방식**

3 Major Architectural Plays : Green 3.0



Green 3.0 Lead
김중원 부사장



Virtualization
김인성 상무



Collaboration
최지희 상무



S+CC
박승남 상무



Virtualization



Collaboration



**Smart
Connected
Communities**



CISCO