

Experience Today the
Network of Tomorrow.

Cisco Expo
2009

Cisco Services:
Capitalize on your
network investment



Erich Ditzel

Welcome to the Human Network.



Uncertain Situation

Industry Consolidation

Globalization

Job Uncertainty

Stock Price

Employee Morale

New Partnerships

Productivity

Revenue Growth

Retaining Talent

Competitive Differentiation

Customer Loyalty

Cost Containment

Innovation

Supplier Viability

Time to Market

Innovation



Operational Excellence

Let's focus on what we can influence!

1. The challenges – very complex task to manage networks
2. Overview of our Services
3. Engagement Examples (Olympics)
4. Focus on Operational Excellence During Challenge Time
5. Benefit from Cisco Modular Service



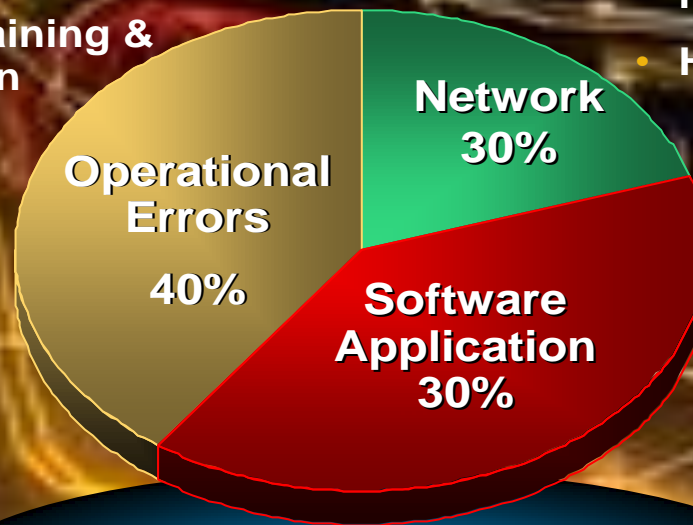
The Challenge – Very
Complex Task to Manage
Networks



Managing A Network - A Very Complex Task: Customer Challenges

- Change management
- Process inconsistency
- Inadequate training & documentation

- Environment
- Network links
- Hardware



- Application bugs (e.g. DNS)
- S/W Misconfiguration
- Operating System

Source: Gartner Group, CNET

Industry Best Practice ... Cisco Services

Does it make things easier?

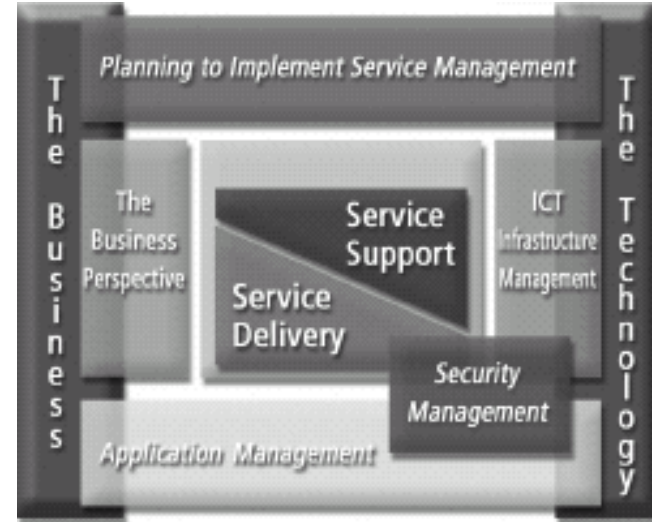
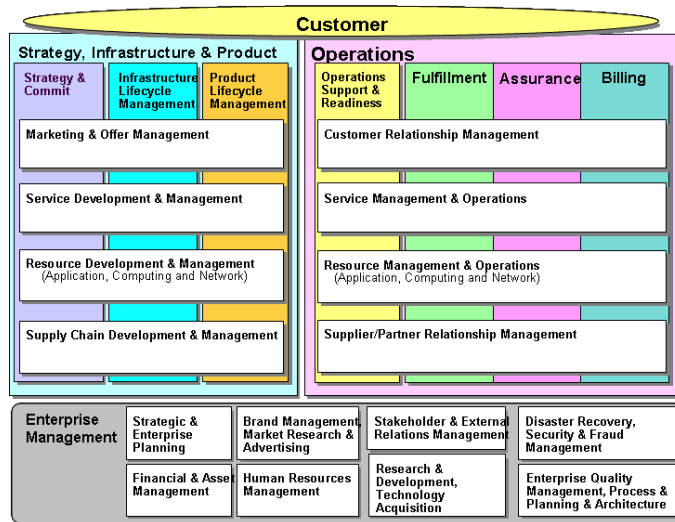
SP / ISP Business Model

eTOM

ITL

IT Operations Model

OSS / BSS



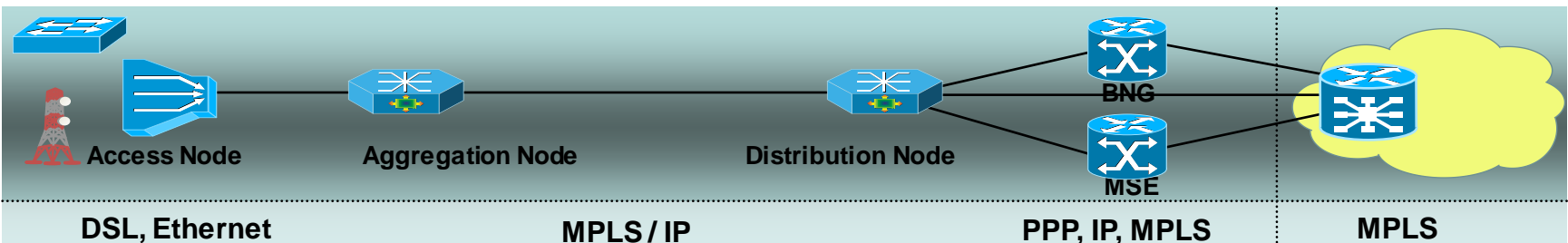
Service / Process driven

EMS / NMS



Ad-hoc driven

Network



State driven

DSL, Ethernet

MPLS / IP

PPP, IP, MPLS

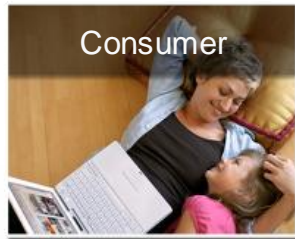
MPLS

2

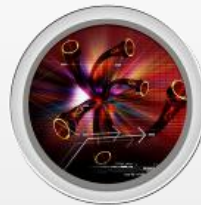
Cisco Services Overview



Cisco Services Portfolio



IP Next-Generation Network



Advanced Services

Technical Services

Operational Management Services

Prepare

Plan

Design

Implement

Operate

Optimize

Advanced Services Capabilities

Business and
Technology
Strategy
Alignment

Business
Value
Justification

Network
Architectural
Planning

Technology
Readiness
Assessments

Business
Solution
Architecture
Planning

Advanced
Technology
Strategy Support

Foundation
Technology
System Design

Advanced
Technology
Planning and
Design

Network
Migration
Planning
and Support

Advanced
Network
Security
Strategy

Ongoing
Network
Performance
Tuning

Networking
Staff and
Technology
Education

Operational
Readiness
Assessment

Network
Change Support

Software
Analysis and
Support

3

Engagement Examples



Cisco & Beijing Olympic 2008

Cisco was the networking vendor for Sydney, Athens.
For Beijing Olympic Games, Cisco provided the following Olympic networks:

- Olympic Gaming Network
- Olympic Admin Network
- Olympic Ticket Network
- Media VPN Network
- Instant Photo Network
- Media Wireless Network
- China Netcom Olympic VIP Network
- Olympic Websites



Cisco Olympic Support Resources

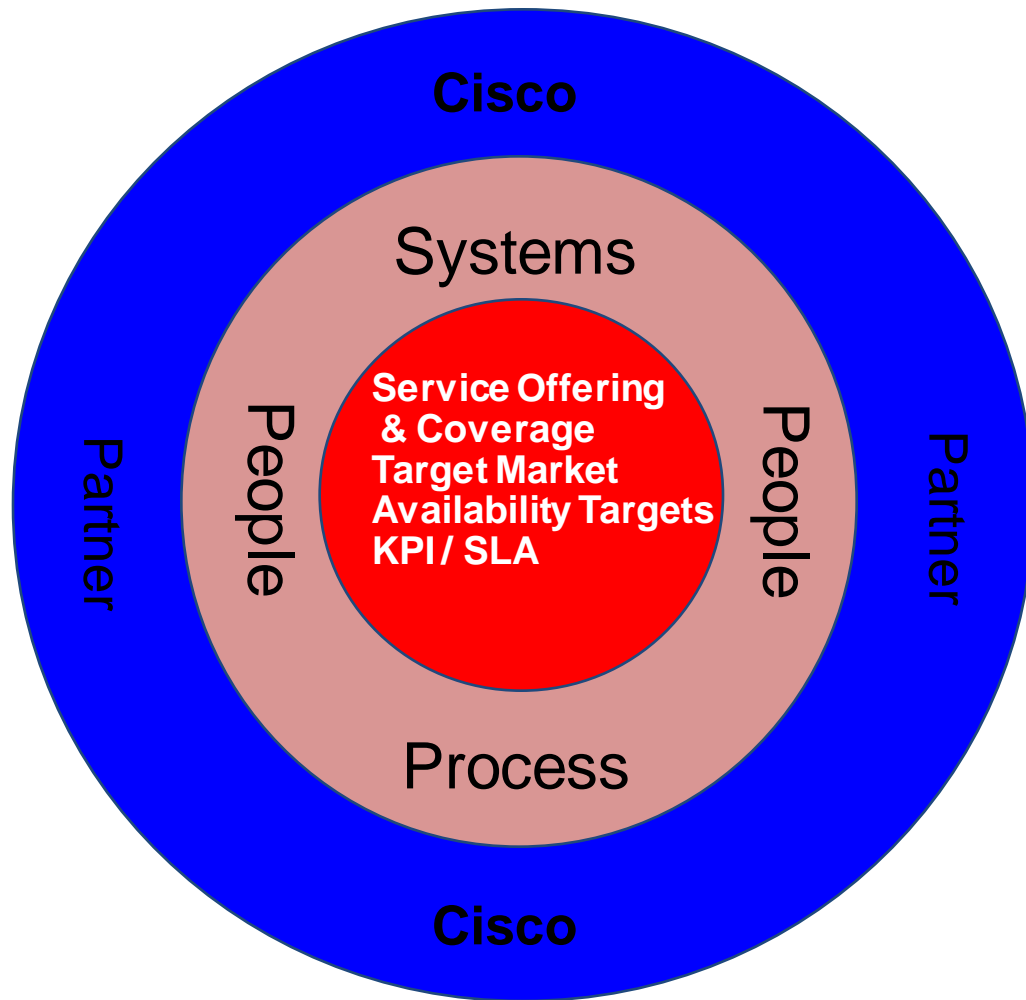
- IT Room Technical Support SME and Engineers > 100
- Dedicated Customer Response Team > 200
- Incident Management Team > 100
- Equipment Spares > 3000
- Team & Process Built-Up > 6 Months
- On-site Support Shifts > 1430 Man-day for 20 major sites

4

Focus on operational
excellence during
challenge times



Define your Support Strategy & Goals



My Roles & Responsibilities

- ❖ Criteria: What we need to provide, what's my strength and core competencies
- ❑ Support Strategy: Full visibility of all required elements

Vendor & Partners

- ❖ Criteria: What need vendors and partners to deliver and what is there core competencies
- ❑ Support Strategy: Provide complementary services

My Lessons learned after 27 years in business , having experienced 4 global crises

- Know your Risks and be prepared
- Focus on Value
- Manage your Resources
- Manage your Cash Flow
- Optimize your business



5 How can you benefit
from Cisco's modular services
approach?



Quantifying The Operational Implications

OM cost before Optimization	\$2.3 M
Total Cost of Downtime	\$750k (> 200 cases availability 99.73%)
Total annual cost	> \$3 M
Investment in Cisco Optimization Services	\$350k
Total Cost of Down time	\$420k (<100 cases availability 99.98)
OM Cost	\$1.9 M
Total annual cost	< \$1.7 M

Higher Customer Satisfaction
Drive More & Secure Business Revenue

Growth of Installed base > 15%

Secure

High Available

Manageable

Design

Optimize

Continuous Improvement

Smooth Operation

Key takeaways

1

Know the Risks & Values – focus on what you can influence

2

Optimization Services will drive best practices in Operations, will skill-up your resources or supplement them where applicable

3

Our portfolio is the foundation for IP networks today... and extends to Secure, Flexible, Virtualized network infrastructure

4

Our Service Portfolio to help customers throughout lifecycle – Scalable & Transparent

How to engage



Align with Cisco to understand what makes you successful, what causes you problems ...

Contact our local Cisco Services team . . .

saudi-services@cisco.com

Lead The Experience

Q&A

