



CISCO BORDERLESS NETWORKS

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Enabling the Borderless Organization

Driving Innovation in Your Organization

Agenda

Why Borderless Networks?

Cisco's Architectural
Approach

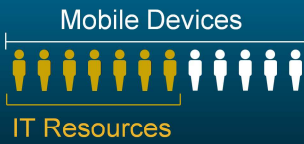
Delivering Business Value



Market Transitions

Mobility

- 1.3 Billion new networked mobile devices in next three years



Workplace Experience

- Blurring the borders:
Consumer ↔ Workforce;
Employee ↔ Partner

Anyone, Anything,
Anywhere,
Anytime

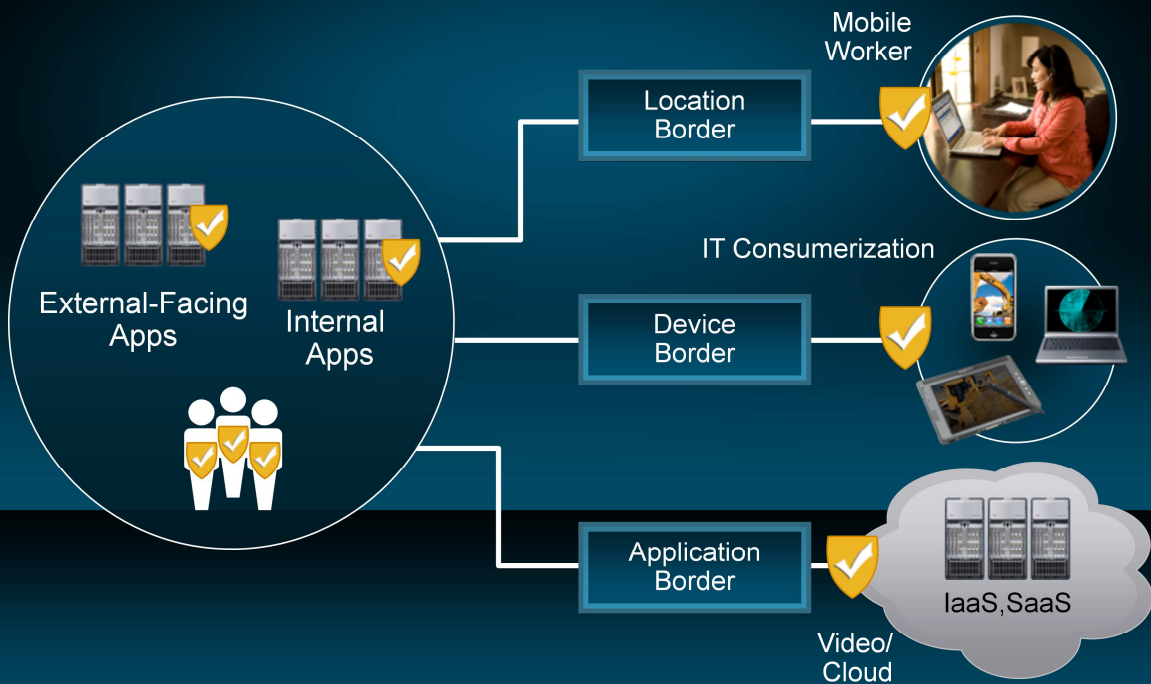


Video

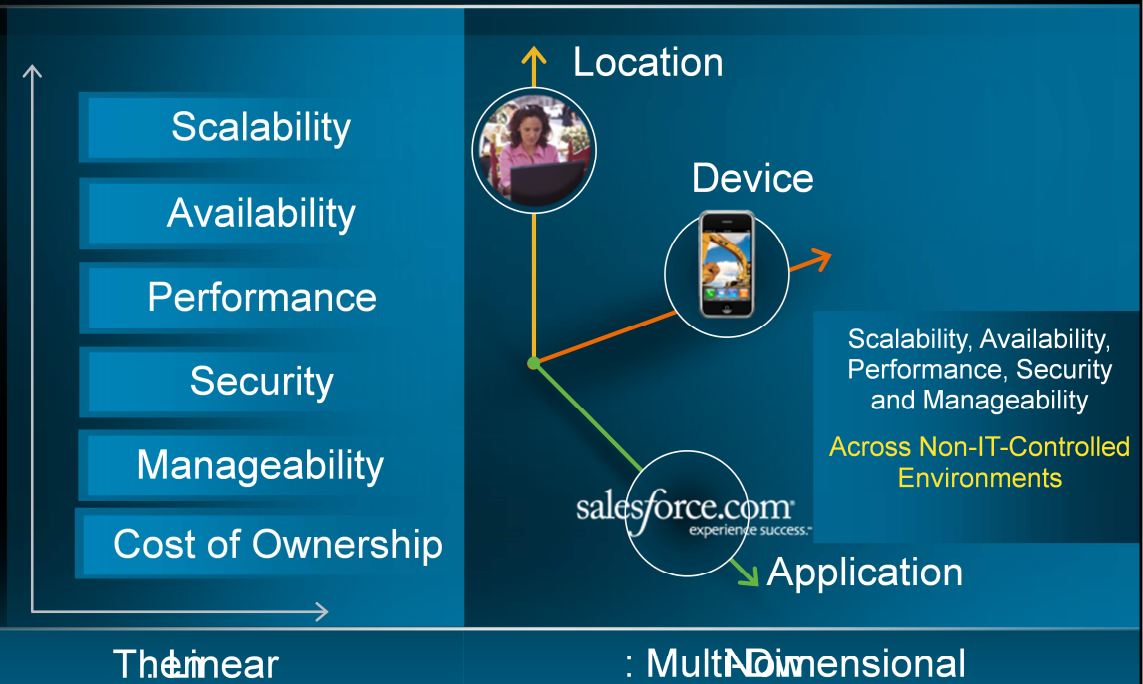
- 65% of all Cisco network traffic today is video



Changing Environment; Shifting Borders



Same Challenges, Increasing Complexity



The New Borderless Organization

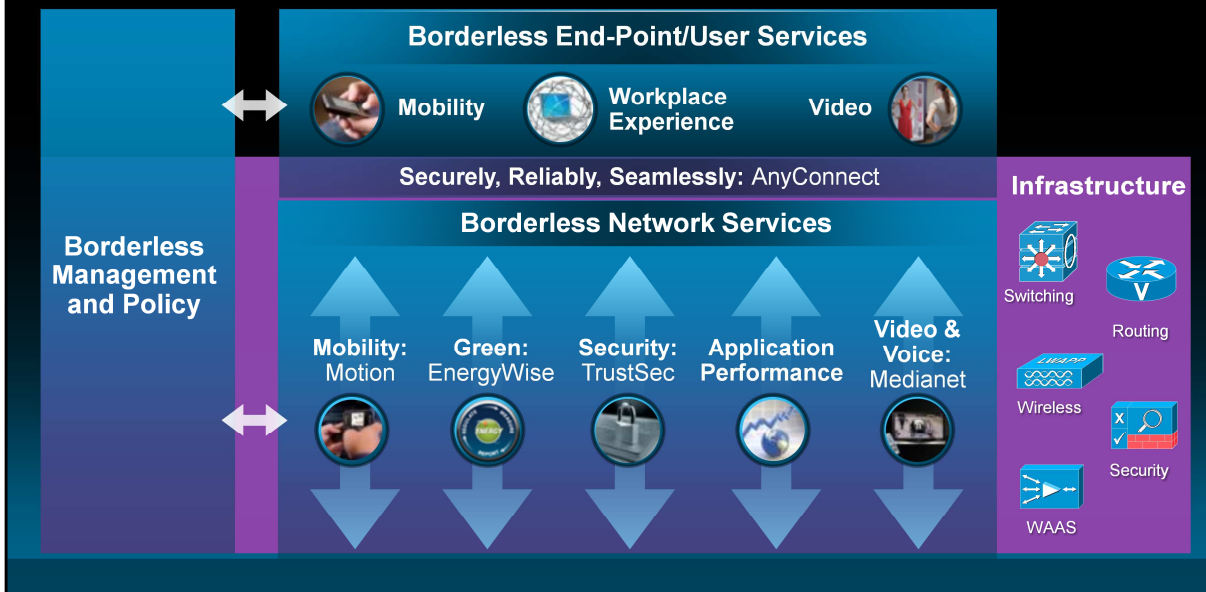
Borderless Experience



Securely, Reliably, Seamlessly

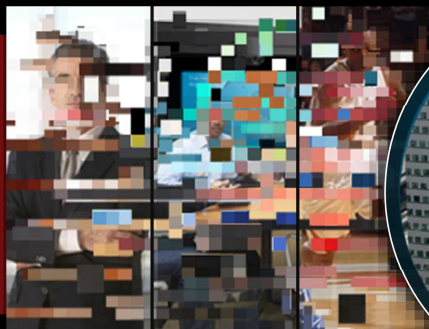
Borderless Networks

Architecture for Agile Delivery of the Borderless Experience



Cisco Medianet: Transform Video Experiences

No Resource Reservation,
Degraded Video



CEO Meeting

M&A Negotiation

Sports Event

Context-Aware, Prioritized,
High Quality Video



CEO Meeting

M&A Negotiation

Sports Event



Global Business,
WW Offices

Can My Network Deliver Real-Time Collaboration Experiences?

Cisco EnergyWise: Reducing Energy Costs

No Energy Management



Annual Energy Costs
\$770,000

County-Wide Office
Energy Management



County Offices
10,000 PCs

Managed Nightly Shutdown
\$280,000

Additional Energy Policies
\$150,000

Total Savings \$430,000

Am I Using My Network to Reduce My Energy Costs?

Critical Questions to Consider

- 1 Do I Have a Consistent Access Policy Architecture Across My Network for all Users and Devices?
- 2 Can Mobile Devices Access My Network Transparently and Securely?
- 3 Can My Network Deliver Real Time Collaboration Experiences?
- 4 Can My Network Deliver Protection From the Premise to the Cloud?
- 5 Can My Network Optimize Performance of Applications Anytime, Anywhere?
- 6 Am I Using My Network to Reduce My Energy Costs?
- 7 Is My Network Ready for Current and Future Regulatory Requirements?
- 8 **Where Am I Now? Where Do I Start?**



Borderless Network Innovations

Services to Help Accelerate the Transformation



Enable the Architecture

Network Architecture Services

Enable Business Solutions

TrustSec Services
Cisco EnergyWise Services

Enable a Smart Network

Network Optimization Service

Enhanced Limited Lifetime Warranty

Next-day-ship hardware replacement on Catalyst 3750-X, 3560-X, 2960-S
90 Days TAC support included with product purchase
Lifetime software upgrades on base image

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In Conclusion



1

The Borderless Organization needs a Borderless Network Architecture

2

Cisco is uniquely equipped to deliver that architecture with “broad and deep” network innovation

3

The platform for your business innovations

