



Only the  
**network**  
Innovation with Excellence



**Only the Network can do the Impossible**

# 1

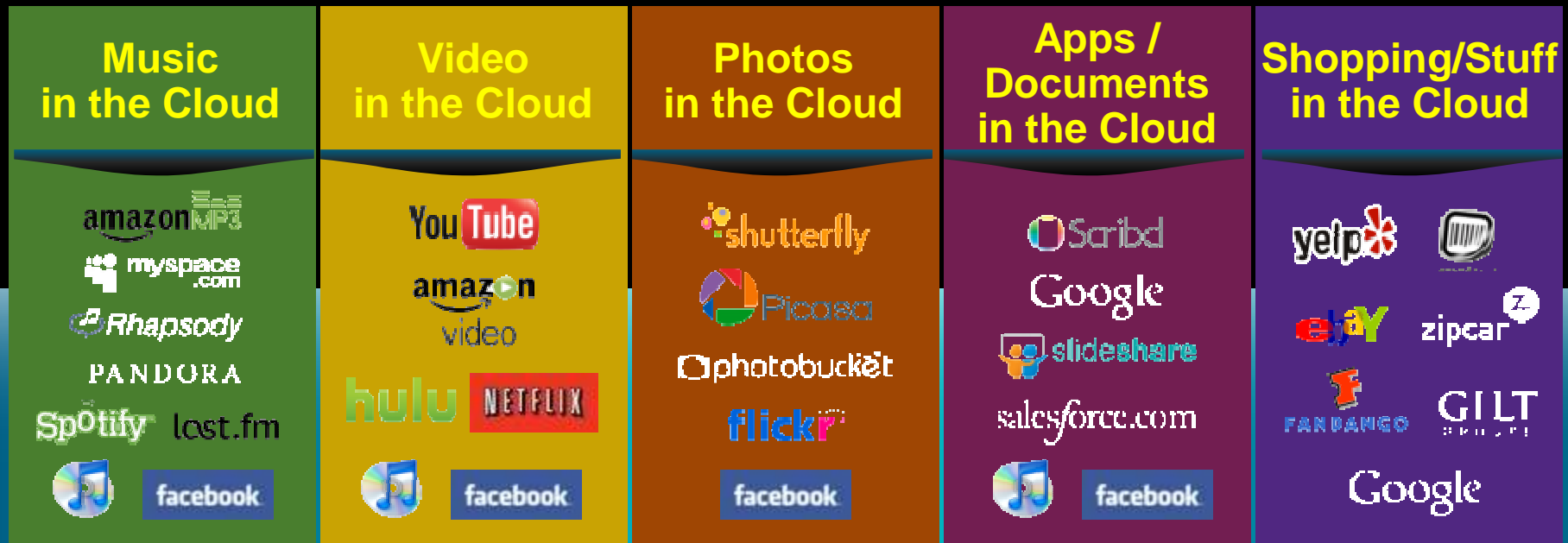


## Internet Will Transform Industries & Communities

The Internet is expanding  
from an information  
superhighway  
to a platform that is  
transforming industries

# Market Transition

## Consumers Expect to Get Their Stuff 24x7 from Palms of Their Hands



### User Generated Content

Facebook is the leading repository for user-generated photos / videos / comments / links to music / social games



### Professional Content

Leading repository TBD

# New Business Dynamics

## Global economic challenges

Industry consolidation, cost containment



## Demanding customers

Personalization, agile response to needs



## Competitive differentiation

Innovation, reduced time-to-market



## Globalisation

Supplier viability, new partnerships



## Employee Value Proposition

Morale, talent retention



# New Business Rules...

Changing the way we work, live, play and learn...



## Empowered User

- Grassroots innovation
- Personalization
- Consumer within

## Real-Time Information

- Virtual, secure, integrated
- Architecture of participation

## Borderless Enterprise

- Agile business
- Anytime, anywhere
- Work @ home
- Global talent

# Enterprise Imperatives

**Ecosystem Transformation**



**Operational Excellence**



**Innovation, Speed and Scale**



**Workforce Productivity**



**Differentiated Customer Experience**



# A World in Transition



Big cities getting bigger; **100** new cities with one million residents by **2025**

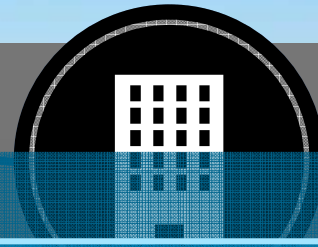
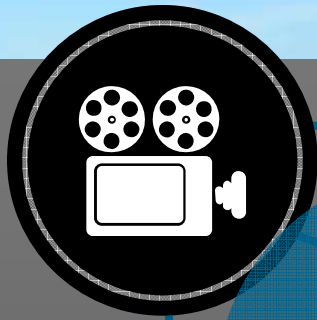
Village economies transitioning from agriculture-based to **industry**-based

**Trillions** of dollars in stimulus packages worldwide for **infrastructure**

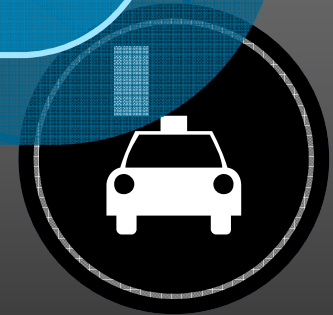
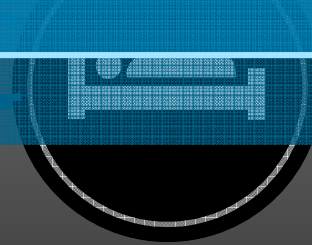
**50%** of world population urban by **2008**, **60%** by **2030**

**500M** people urbanized in the next **five** years

# Smart + Connected Communities



A community run on networked information providing integrated services



**Transforming**

Transportation | Real Estate | Safety and Security | Utilities | Learning | Health |  
Government | Sports and Entertainment

# Consumption and Business Models Will Change

Consumption models for IT, applications and services will change dramatically and will be hybrid – available both on-premises and from the cloud



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# New Applications

## New Services and ARPU models...

 Health+ Connect	\$10	 Virtual Concierge	\$15
 Government+ Connect	\$5	 Marketplace	\$10
 School+ Connect	\$15	 Call	\$5
 Trip Planner	\$10	 Home+ Connect	\$10

\$ per

Source: Example of Average Return Per User (ARPU), depends on service , geography and general pricing strategy



# New Business Models

## Everything as a Service



Managed  
CPE

Hosted  
Solutions

SaaS  
IaaS

Managed  
Capacity

Strategic  
Outsourcing

Build Operate  
Transfer

# Virtual Private Cloud

The winners will be those who build the Next Internet and the killer apps will be video and collaboration enabled by virtualization

# The **Next** Internet

Demand for **Immersive** Experience  
& Ubiquitous

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# Market Transitions

Internet of Things → Magnitudes bigger...

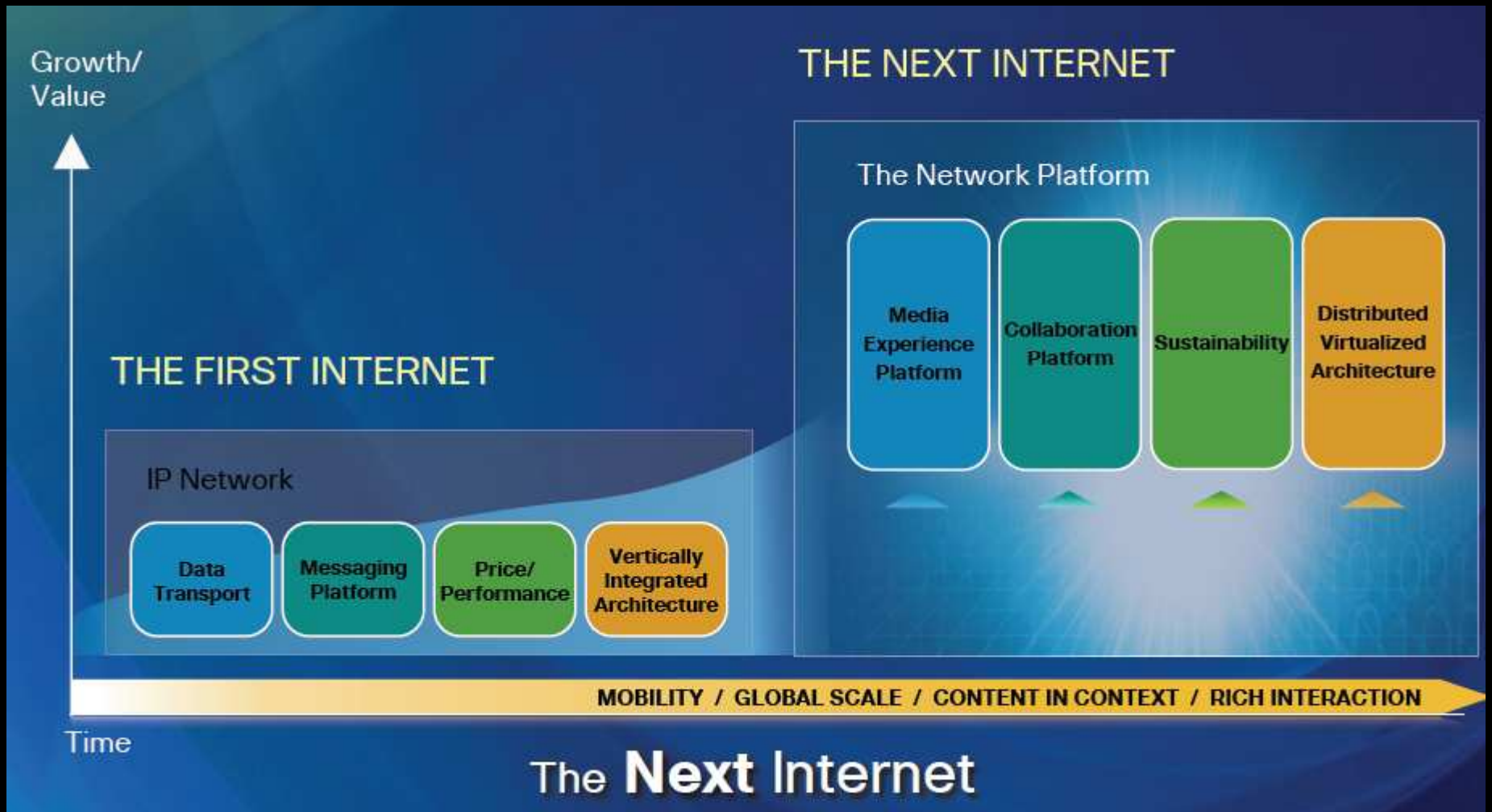
The Scale & Complexity  
Changes the Nature of the  
Internet



300 Million

14 Billion

# The Next Internet



# Cisco's Strategy

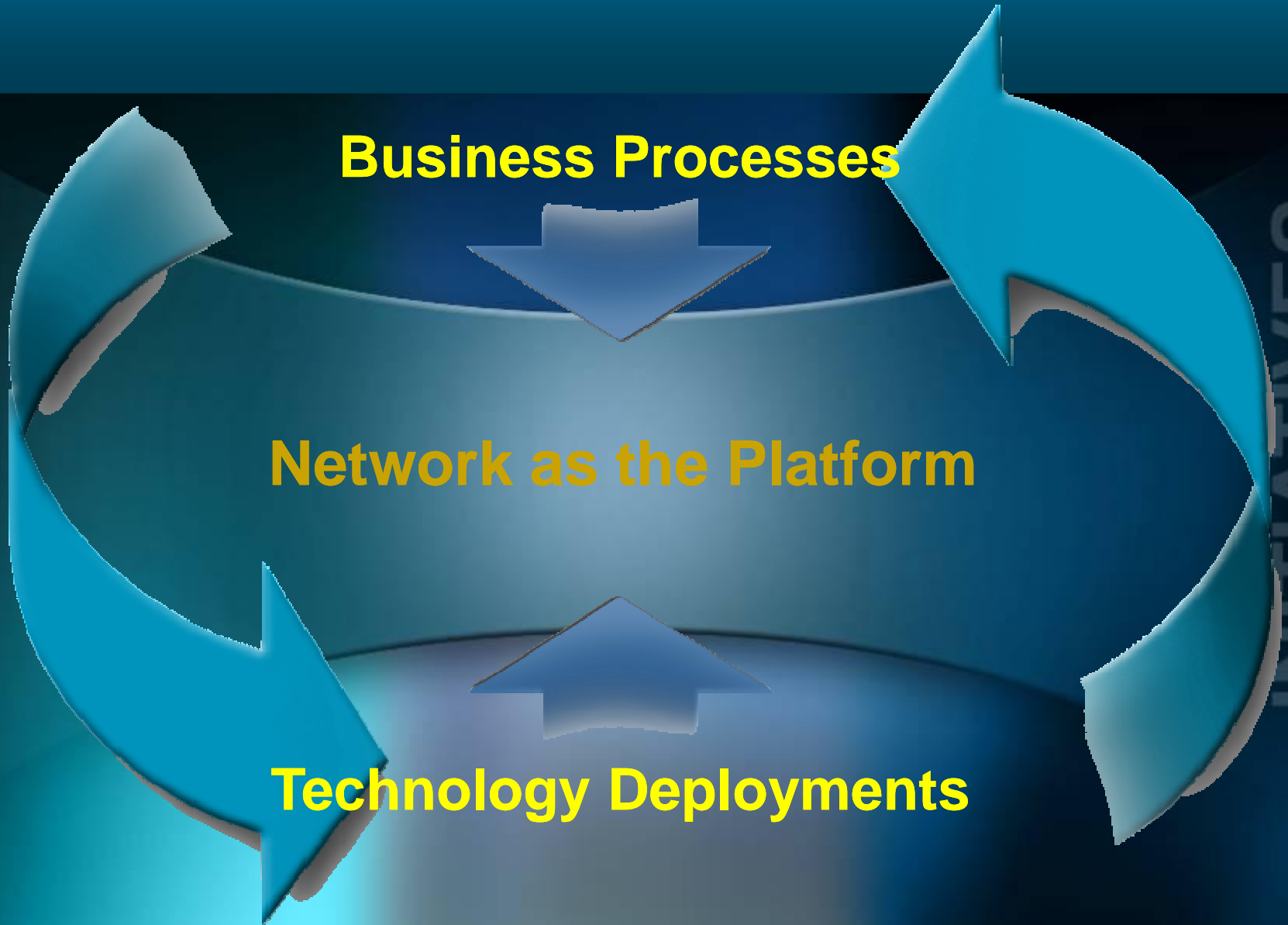
**Business Processes**

**Network as the Platform**

**Technology Deployments**

GOALS

INITIATIVES



# Cisco Technology Strategy

## Connected Architectures



VIDEO



COLLABORATION



VIRTUALIZATION /  
DATA CENTRE



End-Points



On-Premises  
Network



Off-Premises  
Network



Cloud

# Building the Next-Gen Network

# Joint Execution through Partners

## Focused, Strategic and Long-lasting



### Strategic Ecosystem

Systems, Solutions & Architectures

Industry Solutions, Technical Competence & Unique Value Propositions

Solves the Impossible

Drives Innovation

Allows Scalability

Delivers Flexibility





# Transforming the Nation

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## Cisco Malaysia

# Cisco Malaysia

**A strong contributor to APAC theater**

**Q3FY10 APAC Year-on-Year Revenue Growth 41%**

**Our competitive advantage**

## **Employees**

- Dedicated team  
– sales,  
engineering &  
services
- Staff strength  
grew 10-20%

## **Customers**

- Customers  
across industries
- Long-term  
relationships &  
satisfaction

## **Partners**

- New generation  
ecosystem  
partners that  
support a unified  
mission

# Malaysia – A Strategic Growth Market

“ *Malaysia IT spending is expected to grow to US\$4.5 billion in 2010 from US\$4.2bn in 2009. The market has strong growth fundamentals and a high-tech-focused national development plan.”*

*-- Malaysia Information Technology Report Q2 2010,  
Business Monitor International, Apr 2010*

# Transformational Technologies

*Transformation driven technologies  
to meet business and consumer needs*



# Smart + Connected Communities

- Changing the way cities, towns & villages are designed, built and managed
- Using the network as the platform to unites information sharing and collaboration tools
- Create a services platform that addresses the challenges of massive urbanization & environmental concerns

## MRCB LAND



Turning KL Sentral into a sustainable, high-tech built environment. Expected to increase service 30-40% revenues.

## SIME DARBY IDEA HOUSE



Showcase the concept of a connected life with Cisco's next-generation technologies.

# Enabling High-value Service Delivery

- A wide range of solutions for service providers including network infrastructure, video & content delivery, mobile internet, data center virtualization and managed services
- Allow service providers to provide high-value service delivery and rapid customer response

## YTL COMMUNICATIONS



First to roll-out Cisco Unified Computing in Malaysia to cope with the demands of running such a vast network for a 4G mobile internet provider

## YTL-E



Build and integrate YTL-E's WiMAX core network

## MANDARIN ORIENTAL



Listening to customers by installing Wireless-N technology – 1<sup>st</sup> in the local hospitality industry

# Connected Learning

- Transform the learning environment
- Create a learning society that accelerates economic growth, and strengthens social well-being

## UNIVERSITI PENDIDIKAN SULTAN IDRIS



Connects 20 buildings and enabling network access for more than 15,000 students and 2,000 staff members of the campus.  
Also used to complement its e-learning faculty



## Talent Development

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18,000 ICT employees skilled in networking & security  
Demand is expected to increase by 14% annually over the next 3 years  
64% prefer to hire Cisco certified engineers



## Cisco Networking Academy

- Comprehensive learning program
- Courses and certifications
- NetRiders local & regional skills competition

## Public-private Partnerships

- MDeC
- Public universities

## Industrial Training Program

- SME specific – CiTP
- Global exposure – AIESEC



If it can be connected to the Internet, it is **green**

## Green & Sustainability

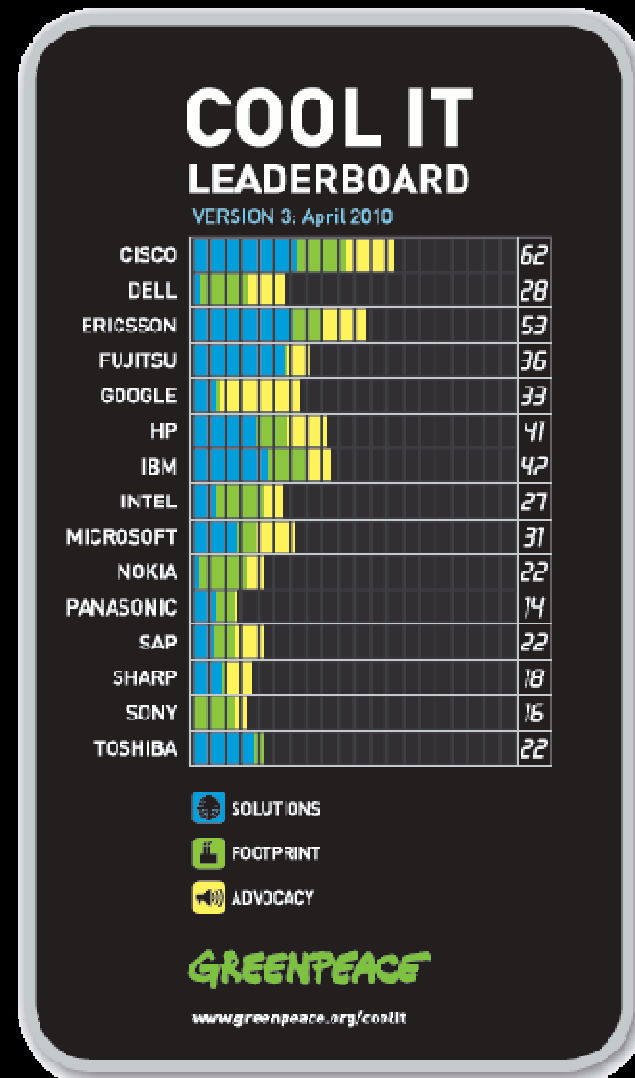
## Green & Sustainability

### Work, Live, Play & Learn in More Sustainable Ways

- ✓ Operate in an environmentally-responsible manner
- ✓ Create energy-efficient products
- ✓ Provide solutions to customers
- ✓ Inspire our employees

#### Cisco Solutions for Achieving Environmental Sustainability

- Cisco Smart Grid Solutions
- Networked Sustainability
- Energy-Efficient Data Centers
- Efficient Work Practices
- Smart Buildings and Workspaces



# Cisco & Teliti Green Data Centre



- 120,000 sq. ft. – located in Malaysia
- Commitment to lower country's GHG
- Setting the pace for sustainability
- Enable adoption of transformational technologies



Announcing a joint-initiative to build in Malaysia  
**Asia's Largest Green Data Centre**



# Cisco Summit Malaysia 2010

Knowledge Is Power ● Transform Your Business

# Learn More at Cisco Summit



**Knowledge Tracks**



**CXO Green Roundtable**

**SMB Tracks**



**Technology Showcase**



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F R O S T



S U L L I V A N

# The Network as the Platform

“With the proliferation of video and collaborative Web 2.0 technologies, the network continues to evolve from the plumbing of the Internet—providing connectivity—to the platform that will change the way we work, live, play and learn.

-- *John Chambers, Cisco's Chairman & CEO*



Solves the Impossible

Drives Innovation

Allows Scalability

Delivers Flexibility



