

An abstract visualization of a network, featuring a central bright blue cluster of nodes with numerous thin, glowing blue lines radiating outwards, creating a sense of dynamic connectivity and energy. The background is a dark blue gradient.

Winning In Transitions with Cisco Services

Steven Weeks
Vice President
Cisco Services Asia Pacific

The World Is at an Economic Inflection Point

- Global economy is stabilizing
 - recovery is gaining momentum
- Growth/jobs...top of mind
- Investments in Emerging Countries
 - trending up
- Window of opportunity
 - execute with the upturn



Public/Private Partnership Has Never Been More Critical or More Collaborative

- Investment, employment, and consumer spending are important for sustaining recovery
- Government stimulus is a driving force for recovery: broadband, healthcare, energy and education
- Examples in action:
 - Invest in National Technology/Energy infrastructure to sustain growth
 - Invest in Iskandar Project
 - Pan-regional Investments in Healthcare
 - Workforce Retraining



Social and Business Transformation



Technology Is the Economic Catalyst

Accelerates innovation and transformation

- Enables new ways to deliver services
- Allows for collaboration across social/corporate/geographic boundaries
- Increases productivity (do more with less)

Transform companies/cities/countries...individual lives



1770-1974

INDUSTRIAL AGE

1971-2001

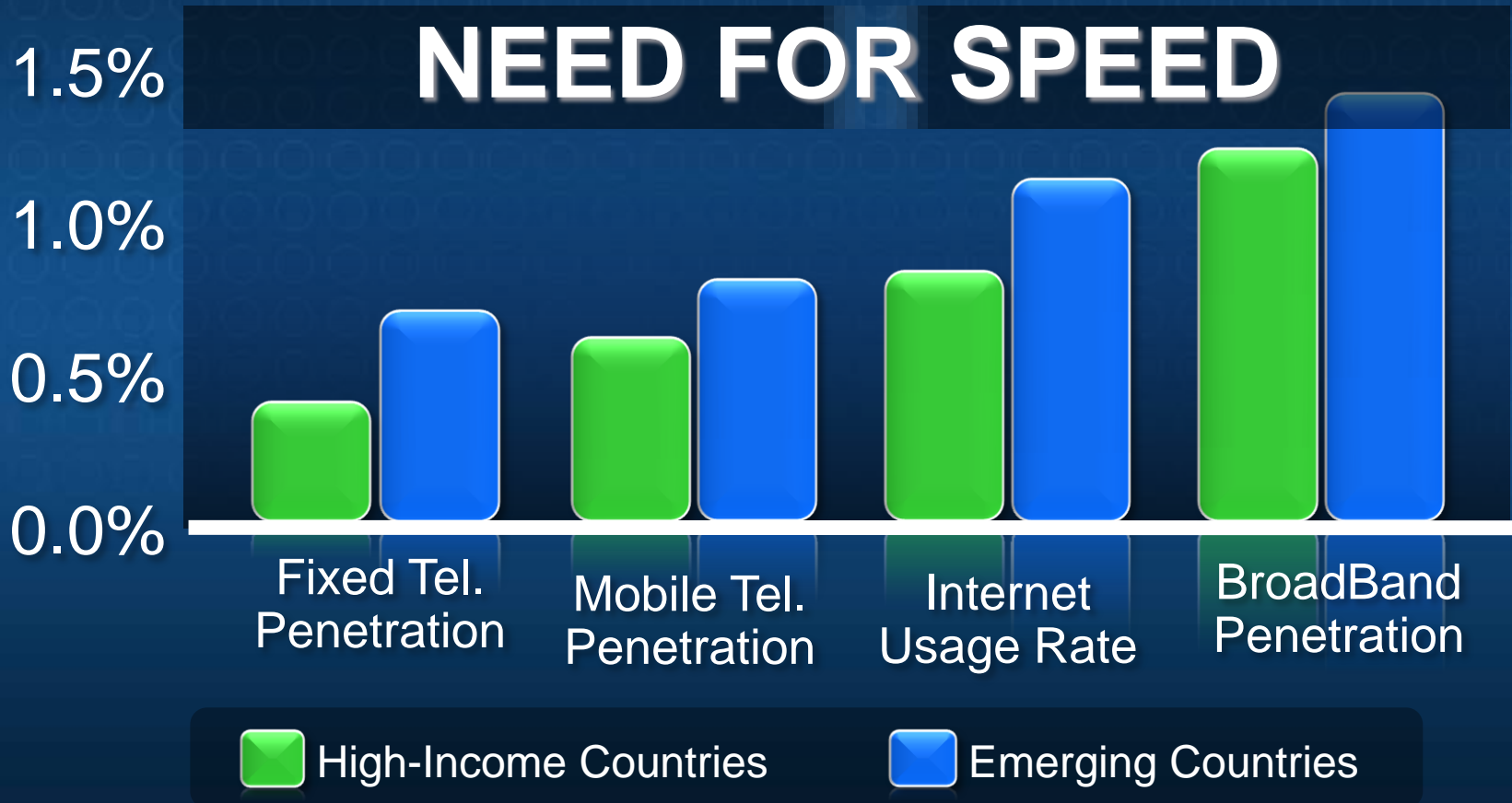
INFORMATION AGE

1997-

**NETWORKED
ECONOMY
AGE**

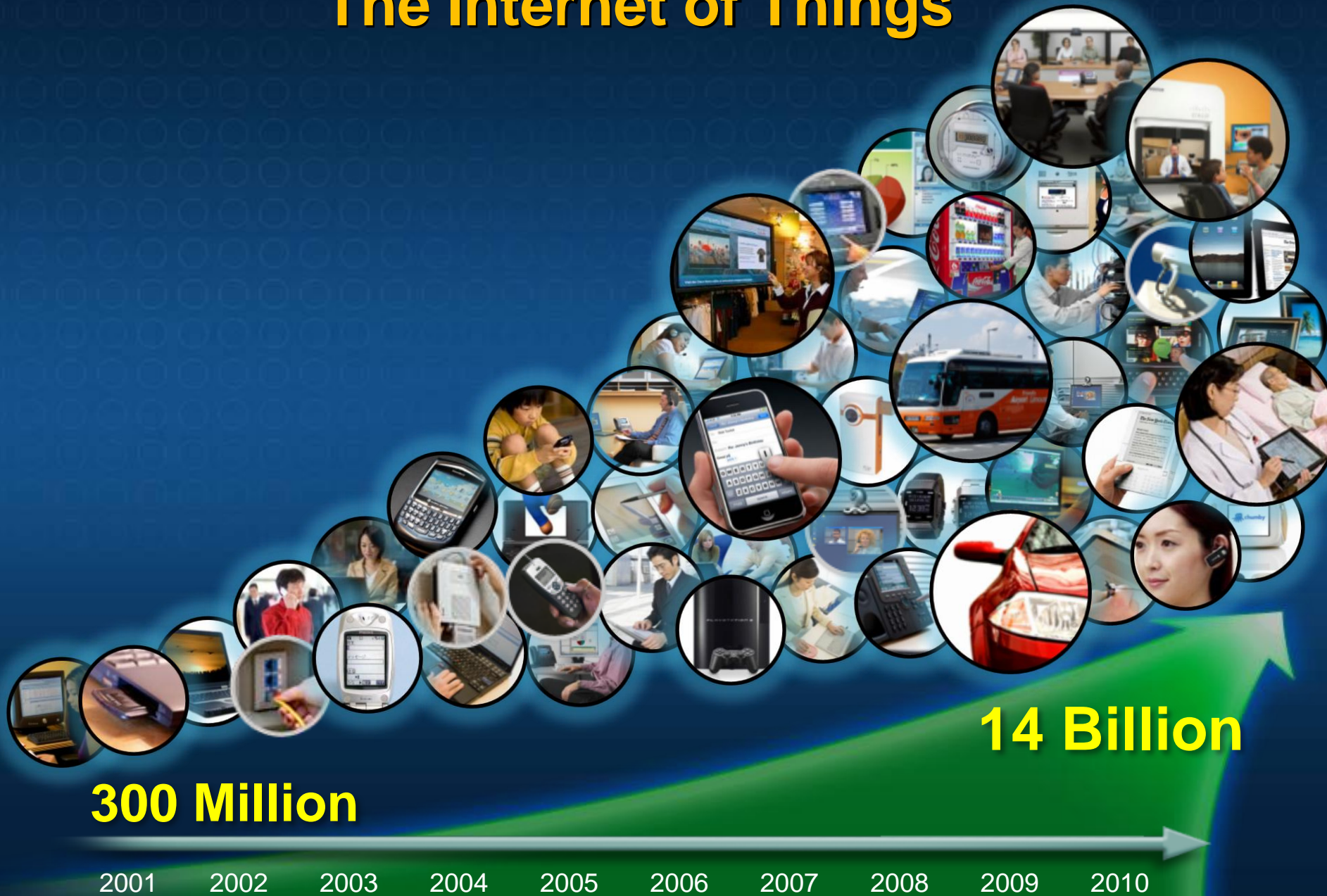
ICT Contributes to Growth

Incremental GDP growth as ICT penetration increases



Source: World Bank *ICT4D*, June 2009

The Internet of Things





Socialnomics?

Age of Networked Economies

COMMUNITIES

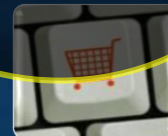
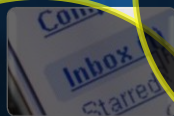
Real Estate
Physical Security
Transportation
Sports
Utilities (Energy)
Healthcare
Education
Government



CONSUMER

VIDEO

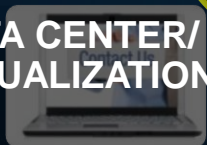
facebook



COLLABORATION

BUSINESS

DATA CENTER/
VIRTUALIZATION



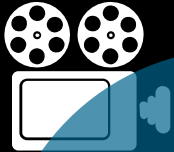
webex



THE NETWORK PLATFORM

1997 1999 2001 2003 2005 2007 2009 2013 2017

Smart + Connected Communities



Running a City on Networked Information



Helps Transform

city management

economic development

citizen quality of life

Smart + Connected Communities Worldwide

Proof Points



Amsterdam: Smart Working Centres



Seoul: Personal Travel Assistant

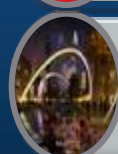


San Francisco: Urban EcoMap Connected Bus

Case Studies



Kuwait: Al Hamra Tower



Qatar: Gate Building



NYC: Yankee Stadium



Cisco on Cisco

New Development



South Korea: Songdo



India: Lavasa



China: Chengdu

Revitalization & Growth



Toronto



San Francisco



Barcelona



Colorado: Connected Communities Initiative



Holyoke



China: Chongqing

Philippines: Greenfield Development A home that thinks.



Customer Challenge

- Aspires to develop 1st “future-ready” residential property in Philippines
- Set to reinvent the face of urban landscape and redefine cosmopolitan living in the 21st century



Cisco Solution

- Cisco Services to provide Connected Real Estate solutions on intelligent home design expertise to meet tenants’ needs.
- Recommend Service Operating Model
- Develop Infrastructure Architecture
- Build business case for technology investments



"We are very happy with the Cisco Services engagement. Cisco is always there to provide us with guidance on the leading practices."

Arch. Christian dela Pena
Project Manager
Greenfield Development

Malaysia: Project Teliti Green “Greenfield” Datacenter



Customer Challenge

- To build a premium worldclass green datacenter in Kuala Lumpur .
- Certified to the Malaysian Green Business Index (GBI) highest standards
- Provide innovative , flexible and cost effective Cloud –based business solutions nationally, regionally and beyond



Cisco Solution

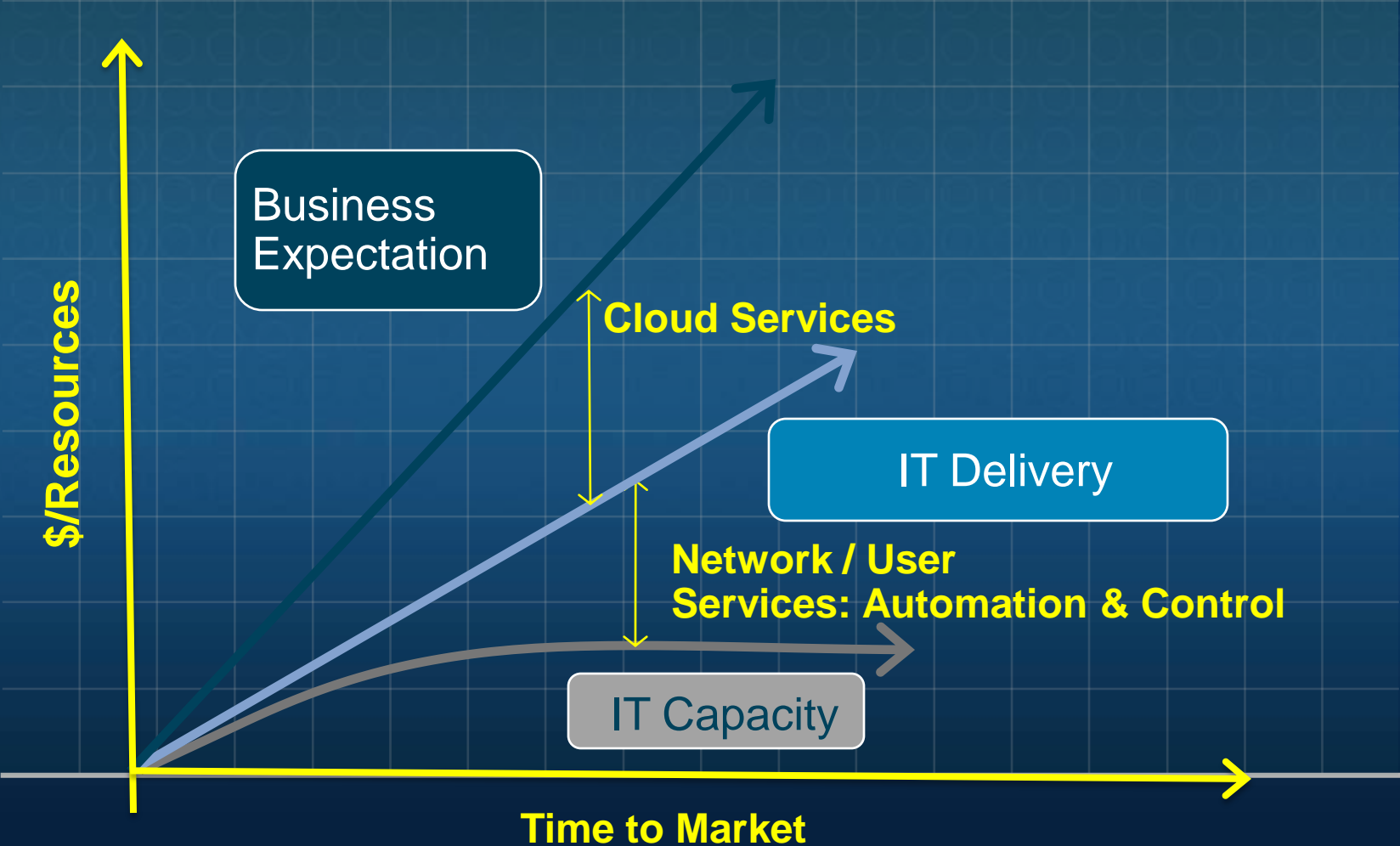
- Comprehensive E2E services based using Cisco Unified Compute platform to provide a high-performance , high availability virtualisation platform to support Teliti’s business vision
- Best of breed worldclass Datacenter partners offering industry leading solutions
- Business focused technology solutions to expand Teliti competitive Cloud-based service offerings across Malaysia, APAC & EMEA



“Teliti Datacentres is delighted to be partnering with Cisco to build what we hope will be the premium green data centre in Malaysia for decades to come. “The Richardson of the East” a as we like to call Project Teliti – we are confident Cisco’s people, partners & products will provide our customers with the best possible, environmentally friendly data centre solution & offerings to meet our customers current and future business and technology demands in Cloud Computing...”

Musa Mohd Lazim
CEO Teliti Datacentres

Why Services?



Enabling Network as a Powerful Business Platform

Networking Expertise

- Breadth and depth of expertise for complex multi-technology solutions
- Vast collection of best practices, methodologies, and tools

Collaboration Approach

- Unmatched scalability and coverage
- Complementary expertise

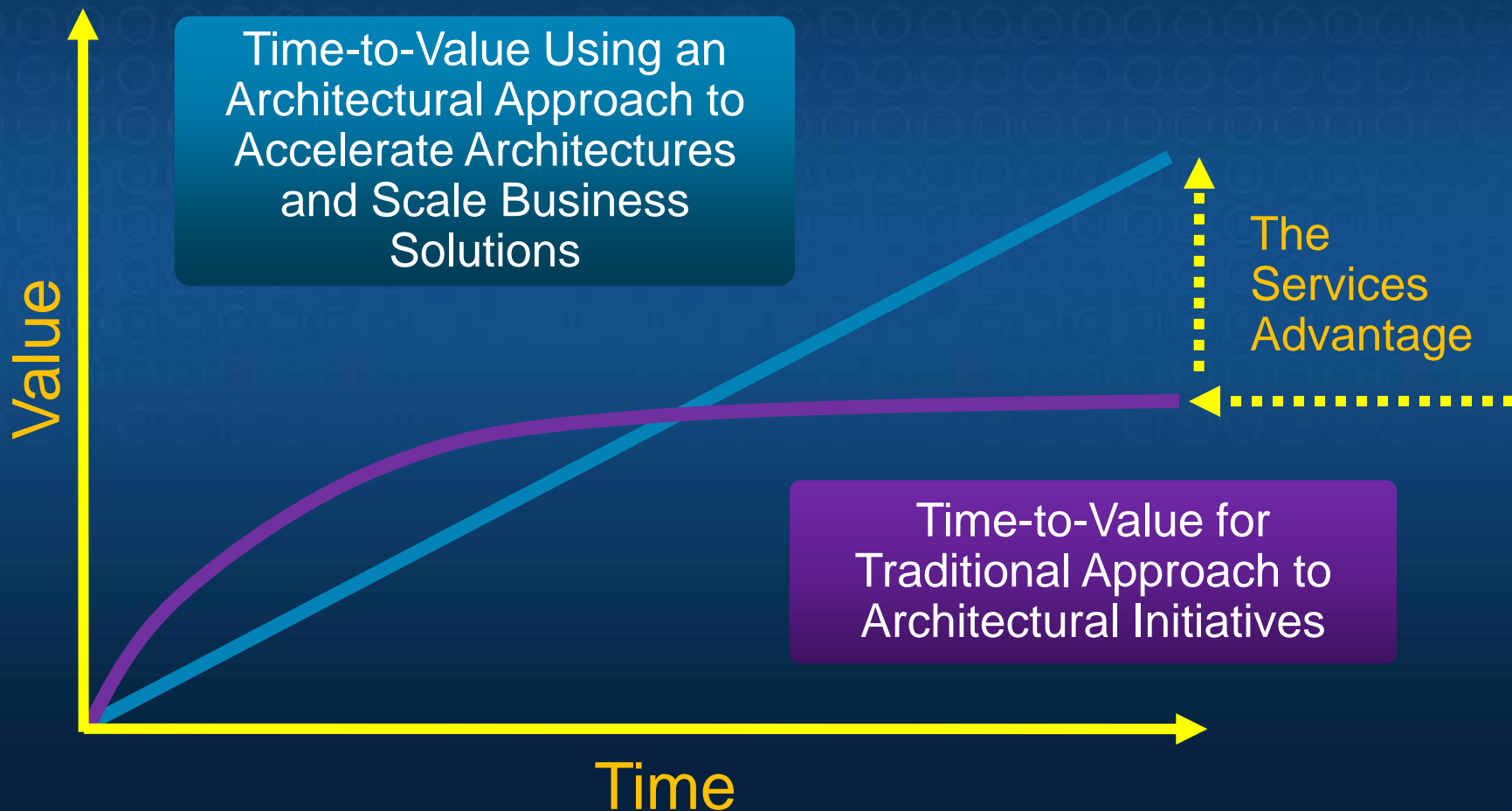
Intelligent, Personalized Services

- Applying Cisco intelligence for customer success
- Smart, proactive service capabilities

Innovative Solutions

- Network-centric solutions accelerate business results and time to value
- Helping architect long-term network strategies

Accelerate Time-to-Value Making Your Business Work Smarter.



In Summary...

Be Leaders

Transformational,
Not Incremental

Innovations

**Aligning to
Business
Architecture**

It's Time for
**Bold
Moves**

**Be Open to
New Ways of
Doing Business**

New business models
and ecosystems

Winning in Transitions
**Time to Market,
Mitigate Risks**



CISCO

TM