



It's Time to Build Again.  
**With Cisco Business Architectures**

Cisco Annual Partner Meeting  
15-16 November, 2011

# WELCOME

# ARCHITECTURES

**BEST PRODUCTS**

**AND SOLUTIONS**

# Winchester House



## THE PROJECT

- 38 years of building (1884-1922)
- 147 builders
- 0 architects
- No architectural blueprint
- Virtually unlimited finance

## THE STATE-OF-THE-ART

- Forced-air heating
- Water indoor toilets and plumbing
- Hot shower
- Hydraulic elevators

## THE SCALE

- 160 rooms, 40 bedrooms, 2 ballrooms
- 47 fireplaces, 950 doors, 17 chimneys
- 3 elevators

## THE WASTE

- 65 doors to blank walls
- 13 staircases abandoned
- 24 skylights in floors
- Many windows facing walls

**DIFFERENTIATION**

**ARCHITECTURES**

**BEST PRODUCTS**

**AND SOLUTIONS**



Depth of Expertise

# Specialization Portfolio

Architecture

Technology

IP NGN

February 2012

Collaboration

April 2011

Data Center

Borderless Networks

Data Center Networking  
Infrastructure

Data Center  
Storage Networking

Unified  
Communications

Wireless LAN

Security

Routing &  
Switching

Unified  
Communications

Security

Small Business

Unified  
Communications

Foundation

Entry

Express

Advanced

Master

# Cloud Partner Program



## One Program: Three Tracks

**Cloud  
Builder**

**Resell Cloud  
Infrastructure**

**Build Clouds for  
Providers**

**Build Private Clouds  
for End Users**

**Cloud  
Provider**

### **Public Cloud**

**Build, Own, Operate,  
and support multiple  
end customers**

### **Private Cloud**

**Build, Own Operate –  
dedicated hosted for a  
single customer**

**Cloud  
Services  
Reseller**

**Resell, Aggregate or  
White Label  
Cloud Providers  
Services**

**DIFFERENTIATION**

**PROFITABILITY**

**ARCHITECTURES**

**BEST PRODUCTS**

**AND SOLUTIONS**

OIP

TIP

Big Bet

PSPP

TMP

VIP

TAP MDF

AIP

SIP

VIP Express



**PARTNER LED**

**DIFFERENTIATION**

**PROFITABILITY**

**ARCHITECTURES**

**BEST PRODUCTS**

**AND SOLUTIONS**

# Event's architecture – Day 1

- 11.00 – 12.30      Arrival / Check-in & Registration
- 12.30 – 13.45      Lunch
- 14.00 – 14.15      Welcome – Dragos Josanu
- 14.15 – 15.00      Keynote – Peter Hajdu
- 15.00 – 15.45      Cisco Romania Overview – Cristian Popescu
- 15.45 – 16.15      Coffee Break
- 16.15 – 17.00      Data Center & Virtualization – Calin Poenaru
- 17.00 – 17.45      Collaboration & Video – Igor Sikorski
- 17.45 – 18.30      Cocktails and networking
- 19.30 – 24.00      Dinner and theme party

# Event's architecture – Day 2

- 08.00 – 09.00 Breakfast
- 09.30 – 10.15 Cisco Partner Led – Milena Doumanova
- 10.15 – 10.45 Coffee break
- 10.45 – 11.30 Leadership in Core – Petr Pavlu
- 11.30 – 12.15 Cisco Capital – John Salmon
- 12.15 – 12.45 Closing & Awards – Dragos Josanu
- 13.00 – 14.00 Lunch & Departure

Thank you.



# Cisco Partner Program Strategy

