



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

Cisco Annual Partner Meeting
15-16 November, 2011

Cisco Leadership in Core

Petr Pavlu, SBDM, EMEAR Central Core BN Team

Talking Points

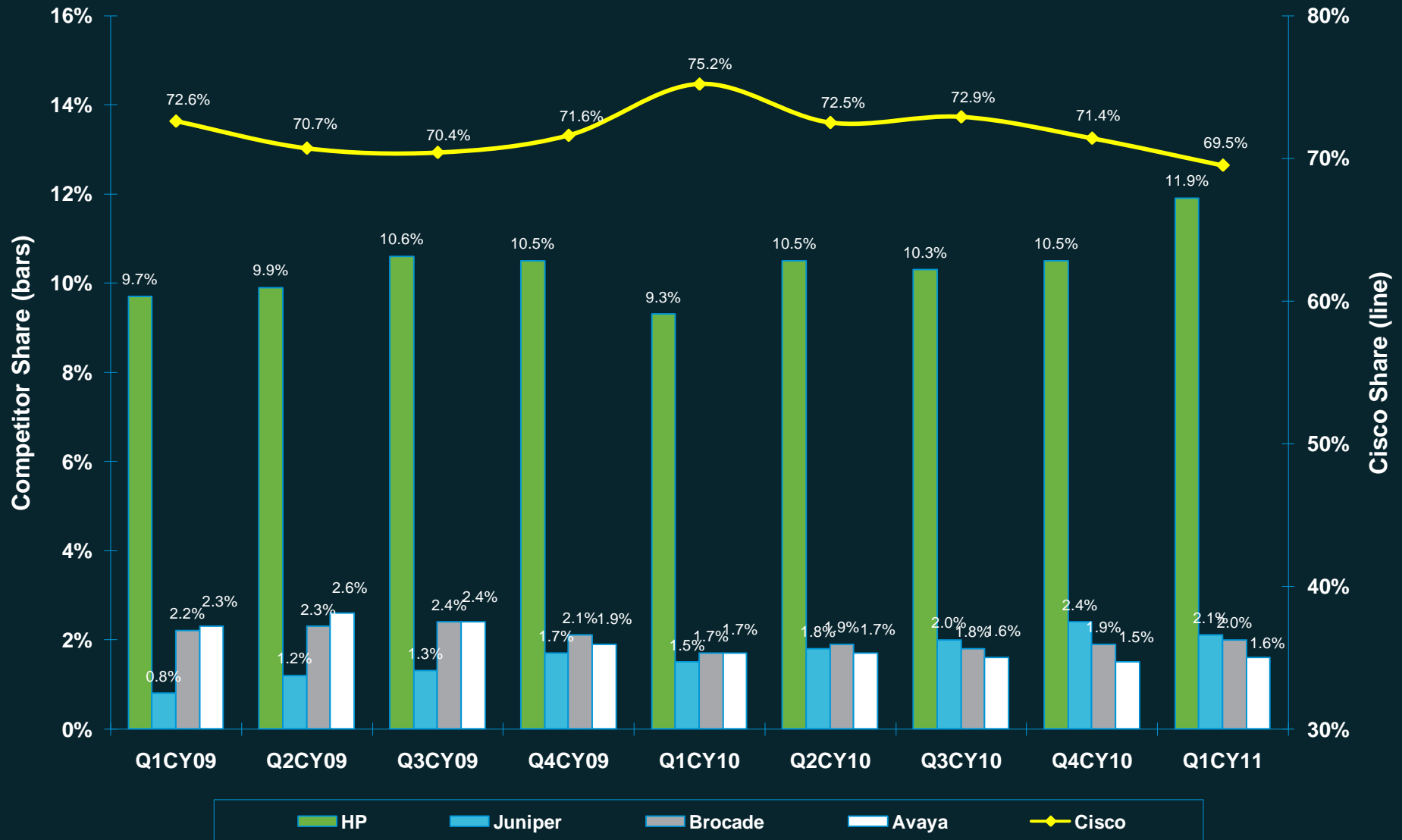
- What Does Core Networking Mean for Cisco?
- How Are We Going to Keep the Core Leadership?
- Tangible Examples Where Architecture Brings Benefits
- Why “Good Enough” Networks Are Not Good Enough?
- Where Is the Value of the Network?

Network Core: What Is It for Us?

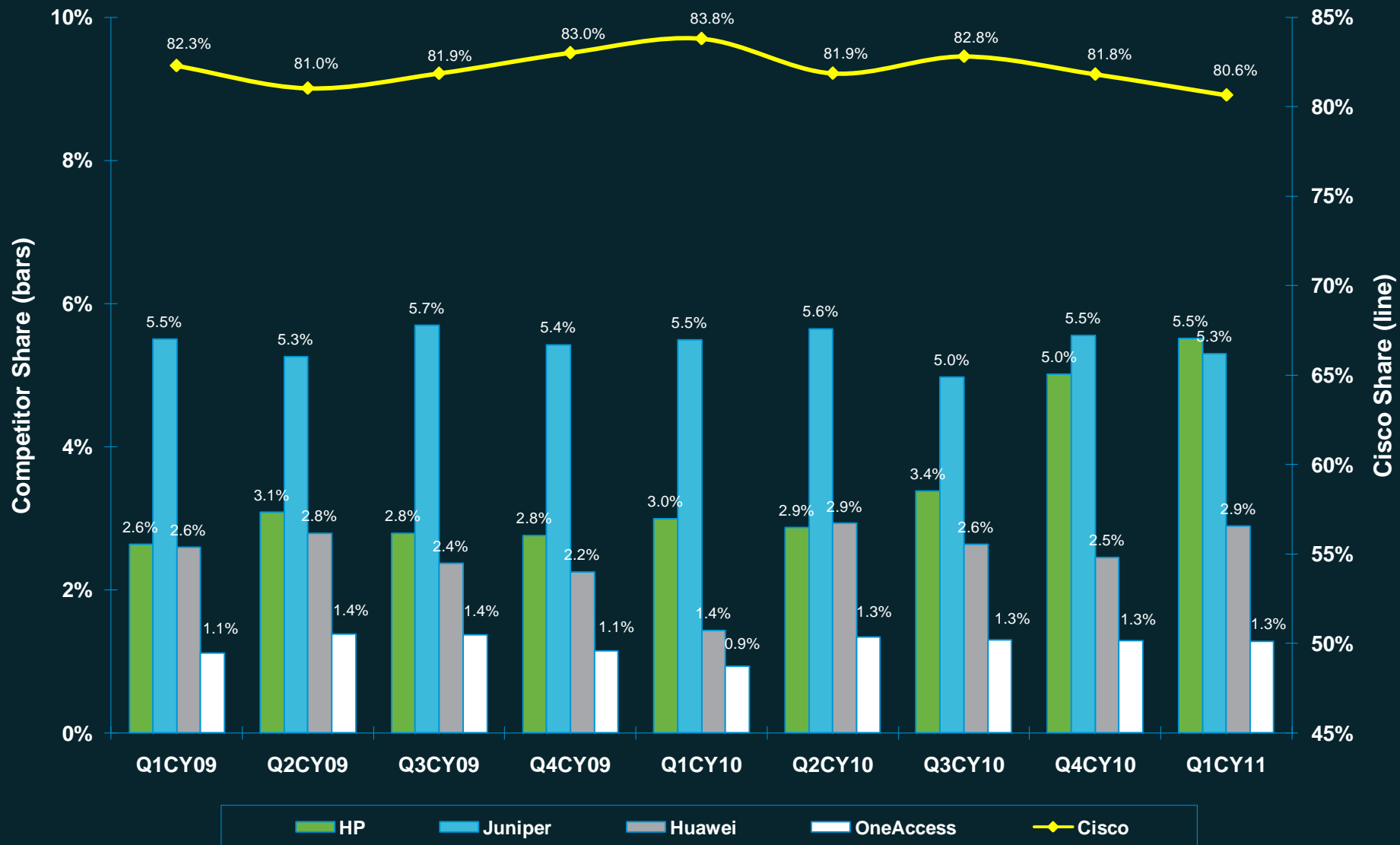


- Brand
- Quality
- Recognition
- Tradition
- Culture
- Leadership & Innovation

LAN Switching Revenue Share: Total L2+3 Managed



Total Enterprise Routing Revenue Share



Key Drivers of the Future Of Intelligent Networks



- 1** Leadership in the Core (Routing, Switching, Security, Mobility, Services)
- 2** Collaboration
- 3** Data Center/Virtualization/Cloud
- 4** Video
- 5** Architectures for Business Transformation

How Are We Going to Do That?



Borderless Network Architecture

Architecture for Agile Delivery of the Borderless Experience –
Secure, Reliable, Seamless



SMART SERVICES: PROFESSIONAL AND TECHNICAL
Realize the Value of Borderless Networks Faster



*I skate to where
the puck is going
to be, not where it
has been.*

Wayne Gretzky
born January 21, 1961
Brantford, Canada

Former Professional Ice Hockey
Player “The Great One”

The Value of Borderless Network Architecture Approach

Benefits based on savings in:

- Security
- Mobility
- Video Optimization
- Application Performance
- Energy Savings
- Management

- Enterprises deploying Borderless Network Architecture realize cost and benefits across multiple services
- Forrester study across 13 companies shows compelling 3-year adjusted costs and benefits:

| Risk-adjusted ROI | Payback period | Total benefits (PV) | Total costs (PV) | Net present value |
|-------------------|----------------|---------------------|------------------|-------------------|
| 163% | 12 months | \$5,737,156 | (\$2,184,032) | \$3,553,124 |

http://www.cisco.com/en/US/solutions/ns1015/bn_economic_impact.html



Borderless Network Architecture – Unified Access

Architecture for Agile Delivery of the Borderless Experience –
Secure, Reliable, Seamless



SMART SERVICES: PROFESSIONAL AND TECHNICAL
Realize the Value of Borderless Networks Faster

Unified Access

Managing one access network instead of three



Cisco Unified Network Management (Prime NCS)

Single pane of glass view and management of Wired+Wireless+Policy

BEFORE
Separated management

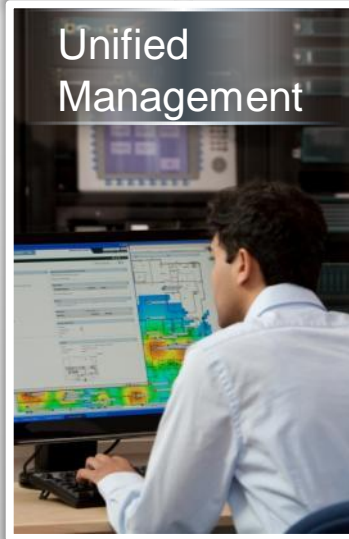
Wireless

Identity

Wired



Unified
Management



AFTER
Comprehensive user
and access visibility

Wireless

Wired

Policy



- ✗ **Siloed** Inefficient Operational Model
- ✗ **Repetitive** Manual correlation of data
- ✗ **Error Prone** Consumes time and resources

- ✓ **Simple** Improves IT efficiency
- ✓ **Unified** Single view of all user access data
- ✓ **Lower Opex** Less time and resources consumed

Cisco Prime NCS - Simplified Network Management

Cisco Unified Policy Management (ISE)

Industry's first context-based Wired+Wireless+VPN policy management

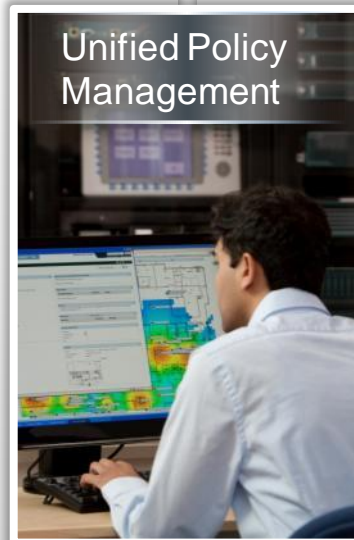


BEFORE
Separated policy management

AFTER
Context-based policy management
for employees and guests across network



Wired | VPN | Wireless

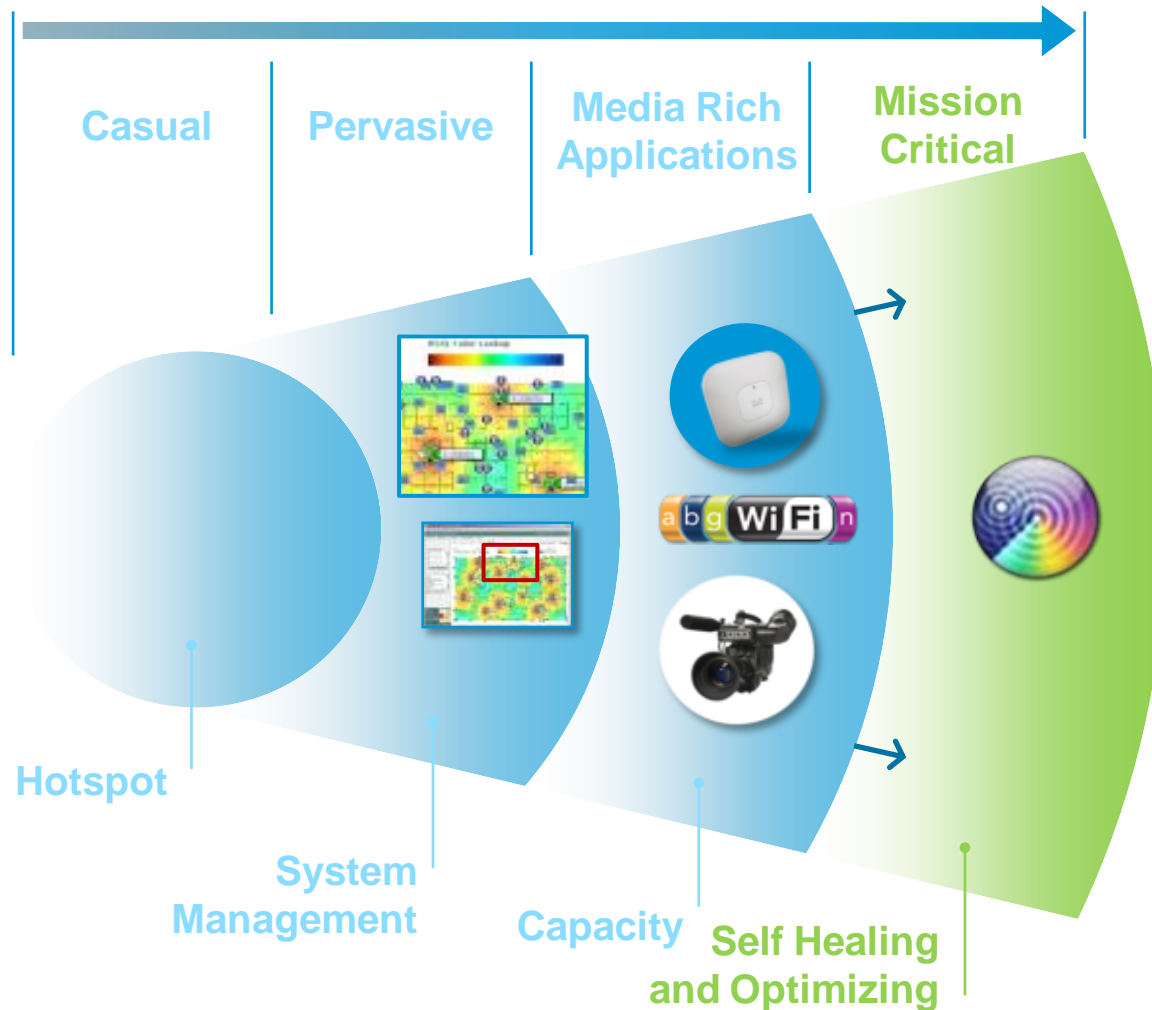


Simple | Unified | Automated

Cisco ISE - Simplified Policy Management

Enterprise Wireless Evolution

From best-effort to mission-critical – delivering a wired experience over wireless



Cisco's Mobility Solutions – Be Connected!

Gartner MQ Leader where it counts for Mobility - LAN, WLAN, & VPN

Best-of-Breed and Best-in-Class Mobility Technology

CleanAir

Improved Reliability

Proactive and automatic interference mitigation

ClientLink

Improved Performance

Better coverage for an improved user experience

VideoStream

Superior Video Quality

Reliable multicast, stream prioritization, resource reservation

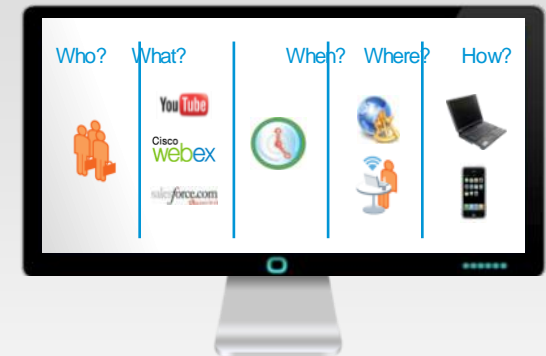
AnyConnect

Persistent VPN Connectivity

Broad OS support, context-aware VPN connectivity

Simplified Policy and Network Management

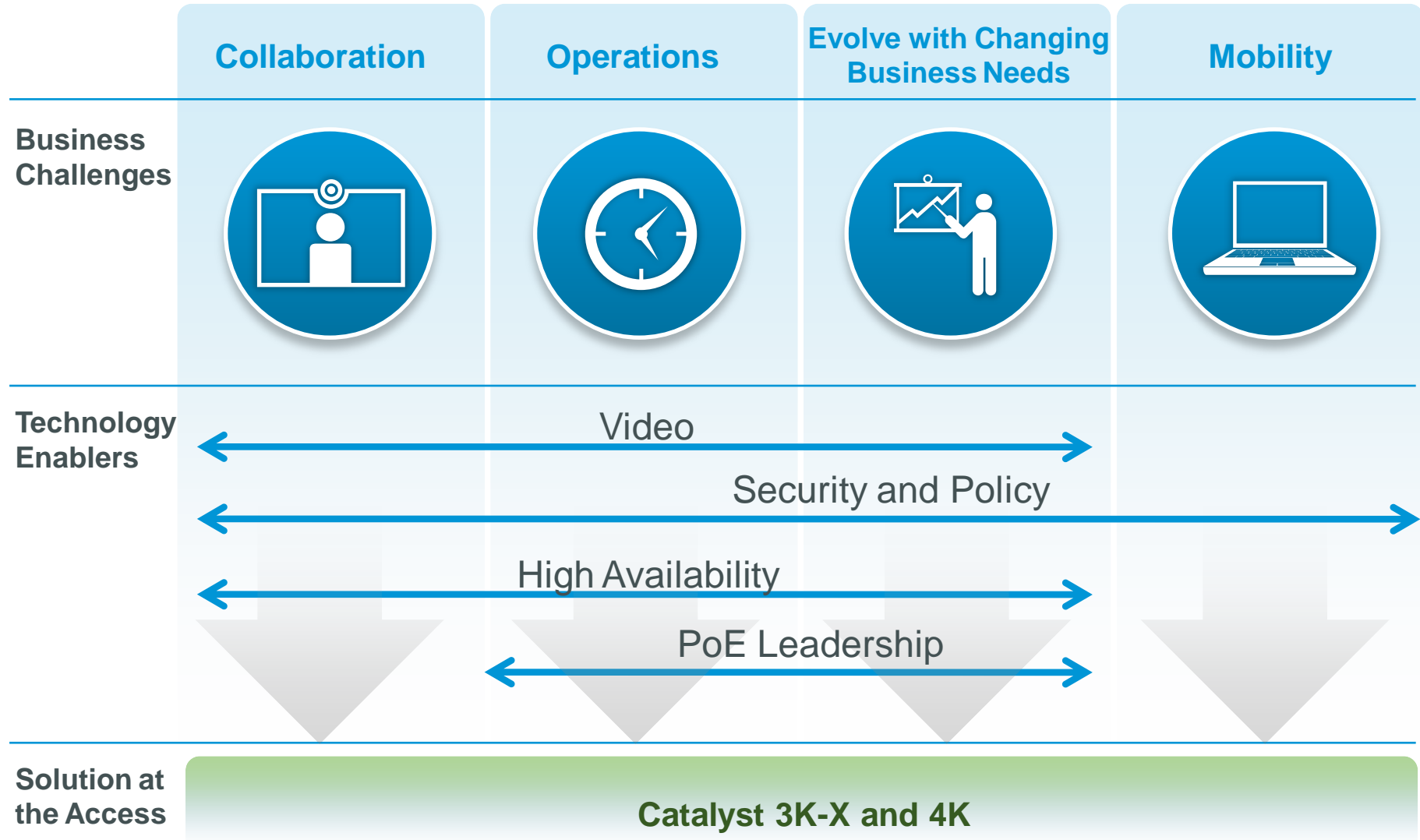
ISE



NCS



Wired Technologies To Address Business Challenges



Catalyst 3K-X, 4K are Best Suited to Support Next Generation Workspace

Traditional Workspace



Data



Voice

Next Generation Workspace



Any Device



HD Video



VDI



Catalyst 2960-S

- Competitive feature set at compelling prices
- Reduced TCO with Smart Operations



Catalyst 3K-X



Catalyst 4K

Security

Video

PoE
Leadership

HA

Lower TCO

ENABLING THE BORDERLESS EXPERIENCE

Benefits

Borderless Network Architecture – Unified Access

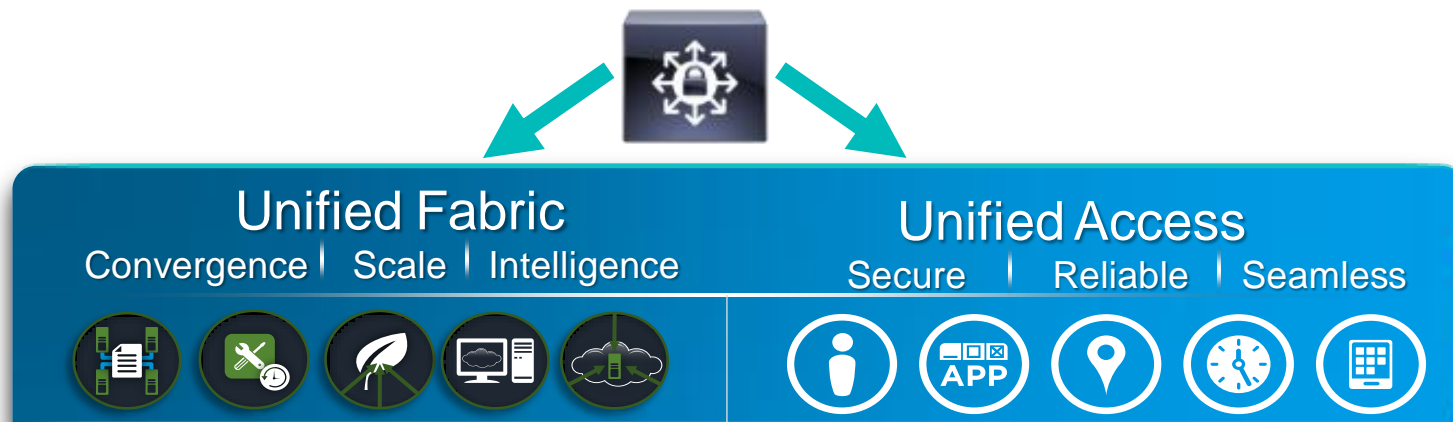
Architecture for Agile Delivery of the Borderless Experience –
Secure, Reliable, Seamless



SMART SERVICES: PROFESSIONAL AND TECHNICAL
Realize the Value of Borderless Networks Faster

Cisco Catalyst 6500 Series in the Enterprise Next-Generation Network

In the past, Cisco® Catalyst 6500 Series was everywhere



**Today, Cisco Catalyst 6500 Series
is the strategic services platform**

Data Center

Campus



Cisco Nexus® Unified Fabric

Cisco Catalyst 6500 Series
Data Center Services Node



Cisco Catalyst 6500 Series Borderless
Services Node for Core and Distribution

Cisco Nexus Family: Performance and
Density in Campus Core



Cisco Commitment to Switching Services Is Our Core Differentiation

Cisco Borderless Networks: Enterprise Switching Portfolio

Core



Cisco Nexus® 7000



Cisco Catalyst® 6500

Distribution



Cisco Catalyst 6500



Cisco Catalyst 4500

Access



Cisco Catalyst 4500



Cisco Catalyst 3750
and 3560



Cisco
Catalyst 6500



Cisco Catalyst
2960

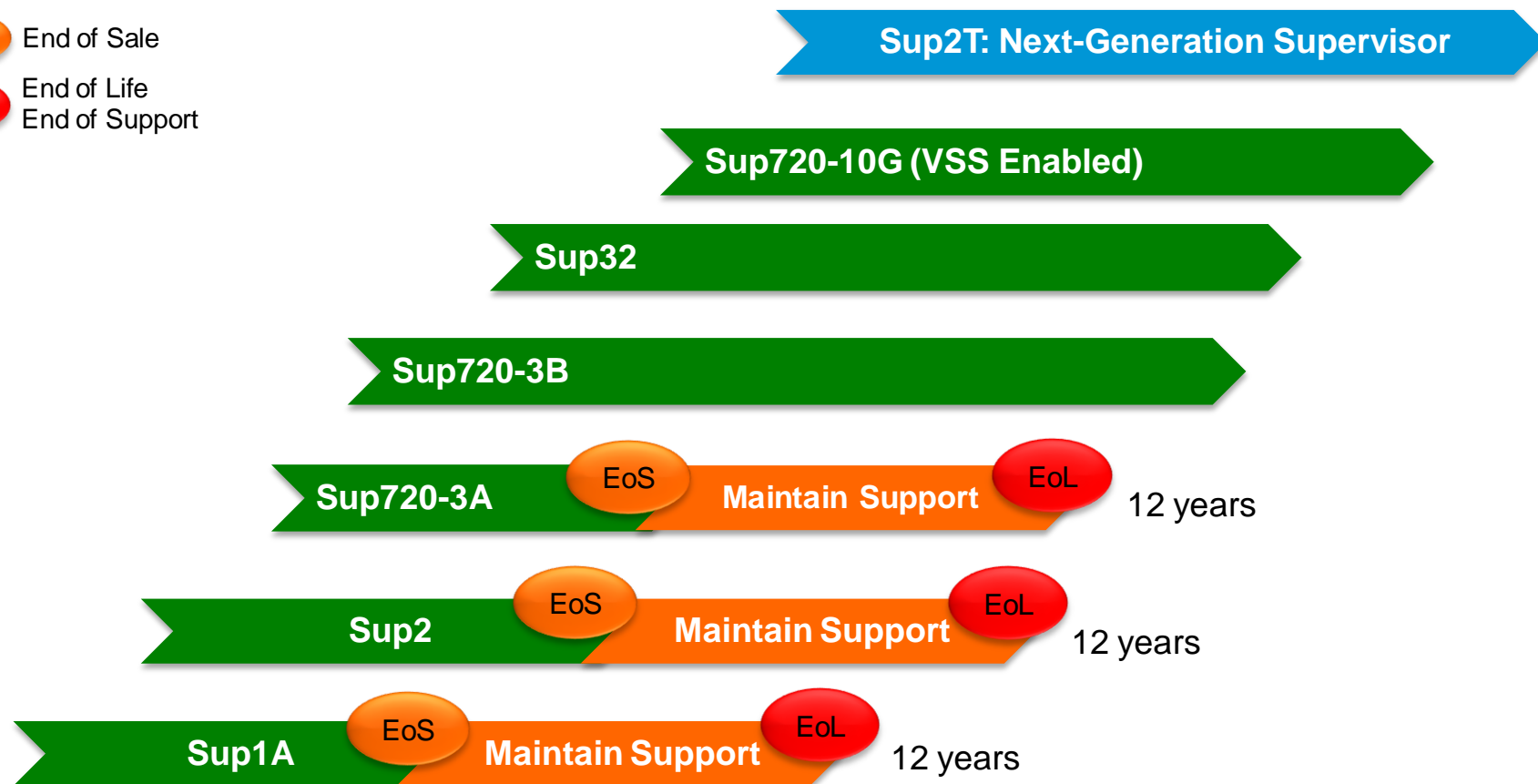
Lead Platforms

Alternative Platforms

Cisco Catalyst 6000 Supervisor Lifecycle to 2020+

Supervisor 2T FCS June 2011

EoS End of Sale
EoL End of Life
End of Support



Borderless Network Architecture – Unified Access

Architecture for Agile Delivery of the Borderless Experience –
Secure, Reliable, Seamless



SMART SERVICES: PROFESSIONAL AND TECHNICAL
Realize the Value of Borderless Networks Faster

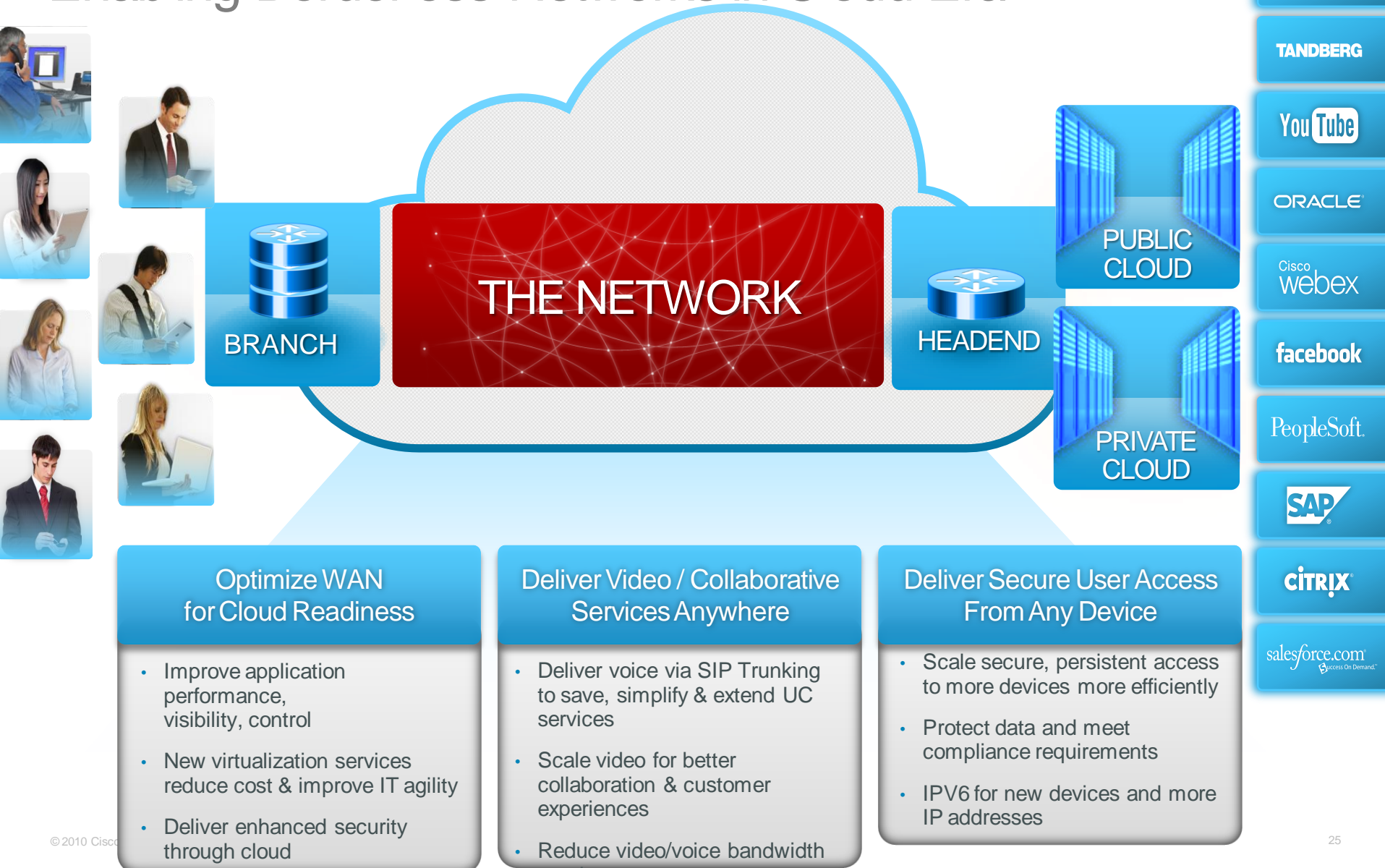
The Traditional Enterprise WAN Met CIO Priorities



Architected to Meet Capacity

Next Generation Enterprise WAN

Enabling Borderless Networks in Cloud Era



A “Good Enough” Network

OR

An Enterprise Next Generation Network

Single Purpose

Unified (Wired/Wireless, Building and Energy Control)

Security as a Bolt On

Integrated Security from Premise to the Cloud

Application and Endpoint Ignorant

Application Intelligence with Optimization, Endpoint Intelligence, Location & Policy

Basic QoS

Media Aware Control to Support Voice/Video Integration

Standards Based

Standards + Innovations Driving Standards

Support through Basic Warranty

Warranty + Intelligent Services with Integrated Management

Acquisition Cost

Investment Protection & ROI

Market Transformations

Changing How Networks are Architected



Video



Collaboration



Data Center
Virtualization



Cloud

Enabled and Driven by:



Proliferation of Devices /
Applications



Everything is Mobile



Security Everywhere

Driving Business Innovation and Profitability

Is Your Network Ready?

Going Beyond Good Enough

Next Generation Network Requirements

✓ Video Enabled

Medianet enabled routing and switching infrastructure and endpoints

✓ Secure

SecureX – Policy driven (ISE) Context Aware security from premise to the cloud

✓ Resilient

Network Resiliency features supported by 20 years of R&D with pre-integrated designs enhanced by Smart Services

✓ Mobile

Advanced wireless infrastructure with VideoStream and AnyConnect to support the broadest array of endpoint devices

✓ Business Value

Cisco Webex, Telepresence, Energywise, Virtual Office deliver optimal ROI , new business models

Where Is The Value

Cisco's true value is not just in
what we make.

It's in what we make possible.

CISCO IS THE NETWORK.

And the network is the platform
on which innovation is built

Thank you.



Resources

- Cisco Borderless Network Architecture
www.cisco.com/go/borderless
- Borderless Networks Total Economic Impact Whitepaper by Forrester
http://www.cisco.com/en/US/solutions/collateral/ns1015/bn_TElstudy.pdf
- When „Good Enough“ Is Not Good Enough
<http://www.slideshare.net/CiscoSystems/good-enough-7723035>