

Romanian Partner Summit 2011

17th – 18th of February

Predeal, Romania



Cisco Architectural Advantage

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Borderless Networks AP Lead, EM East

17th – 18th of February

Predeal, Romania





1

Pure
Cost Cutting?

Cost Adjustment
and Smart
Positioning
for Future
Competitiveness

2

Position for
Breakaway
Advantage?

Economy

Macro Trends Driving the Business

Networking Industry

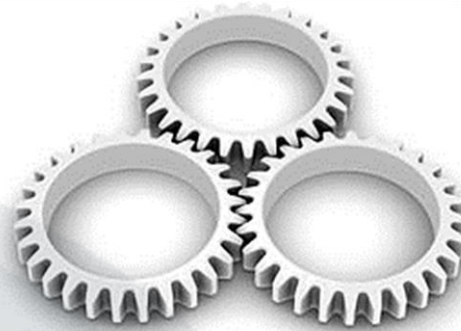
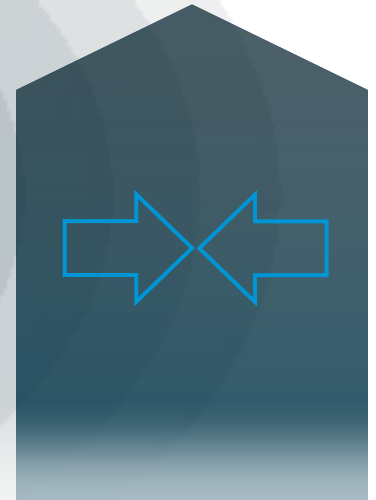
Return on
Investment



Regulation



Competitiveness



Forces Affecting the Business

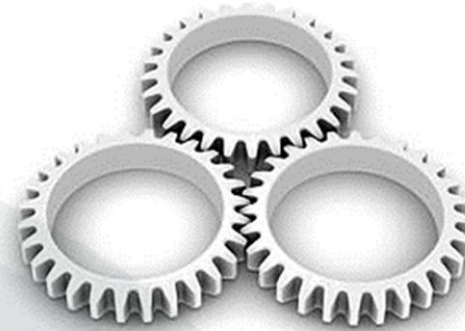
Borderless



Virtualization

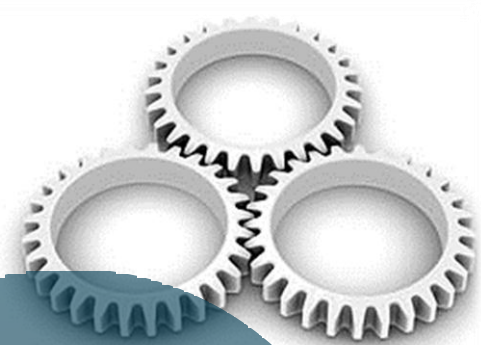


Consumerization



Technology Forces Affecting the Business

IT Challenges: Budget, Expertise and Silos



Servers
Storage
Networking

Devices
Location
Consistency

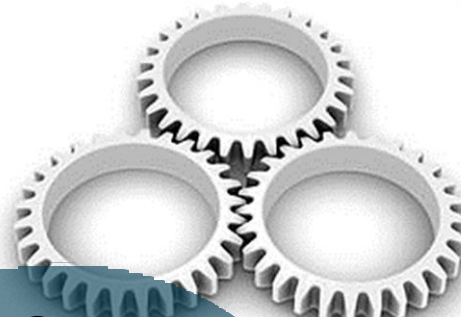
Applications
Voice
Video

Complexity
Resources
Disruptions

Routing
Switching
Security
Wireless
WAN

Integration
Process
Adoption

Cisco Solution: Holistic Architectures



**Data Center /
Virtualization**
Servers
Storage
DC Switching

Collaboration

Applications
Voice
Video

Routing
Switching
Application
Acceleration
Security
Wireless

**Borderless
Networks**

Business Benefits

Work More
Efficiently

Work More
Effectively

Security

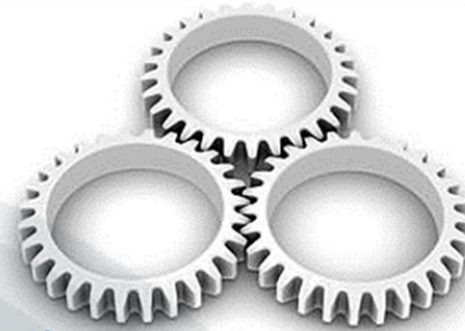
Policy

Data Center
or
Virtualization

Collaboration

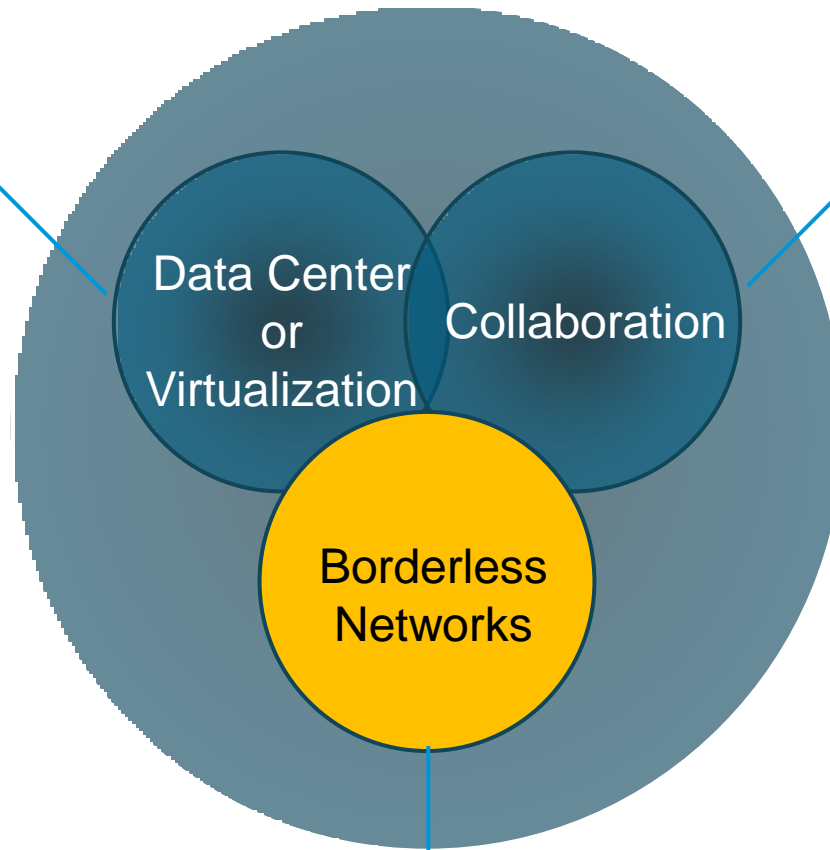
Borderless
Networks

More IT
Flexibility

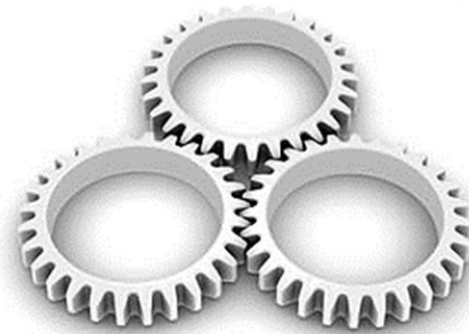


Business Benefits

Work More
Efficiently

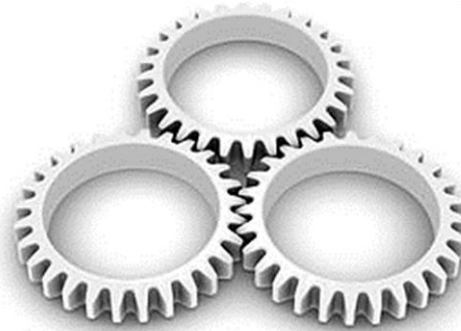


Work More
Effectively



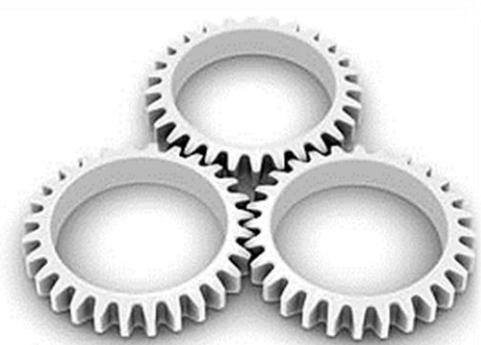
More IT
Flexibility

The Transformation: Borderless Experience



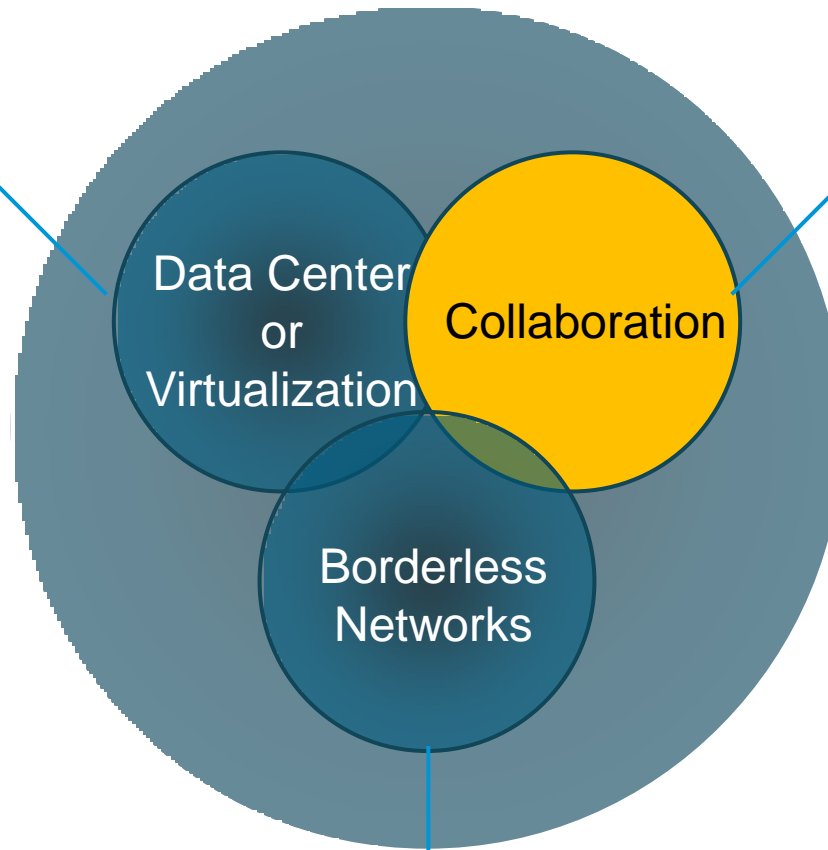
Securely, Reliably, Seamlessly

Business Benefits



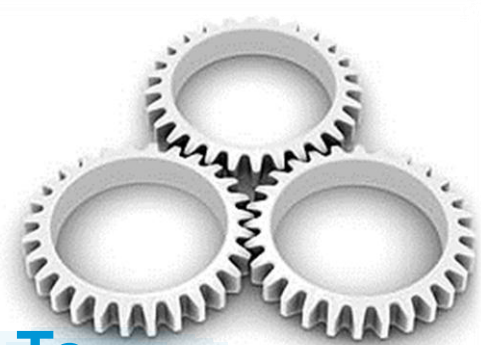
Work More
Efficiently

Work More
Effectively



More IT
Flexibility

Addressing Key Elements of Collaboration



From...

To...

Primarily single source

Largely asynchronous

Inside my organization

Static and predefined networks

You find information, people

Inside the firewall, walled off

Information

People

Communities

Context

Security

**Multiple sources, multiple devices,
multiple applications**

**Non-real time and real time,
interactive**

**Dispersed teams,
outside my organization**

Dynamic teams

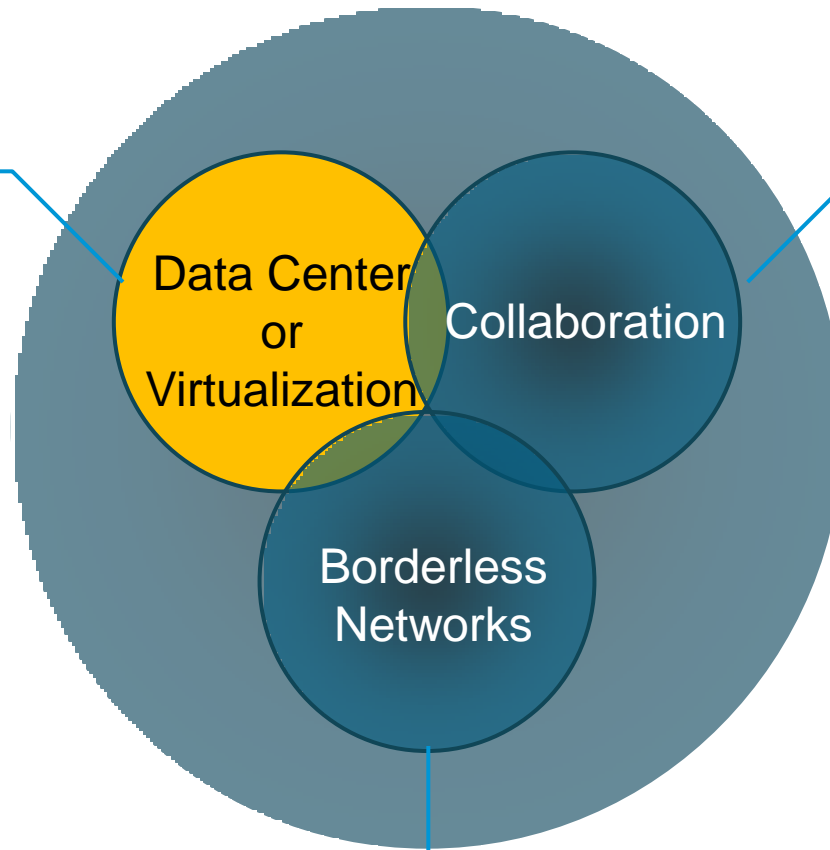
**Right time, right people, right
resource**

**Inclusive,
selective, fluid**



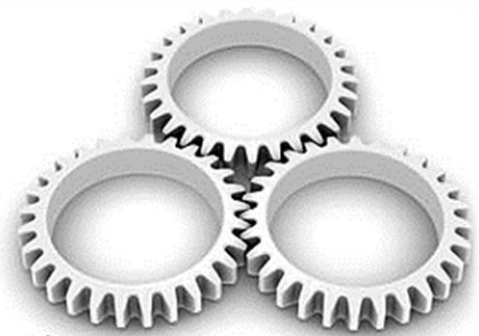
Business Benefits

Work More
Efficiently



Work More
Effectively

More IT
Flexibility



Accelerating Market Transition in Data Centers

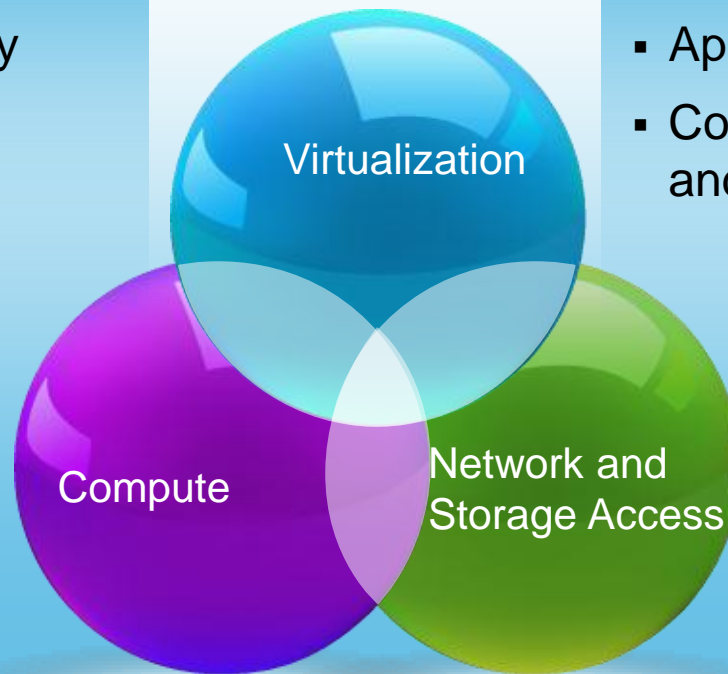


Transformation

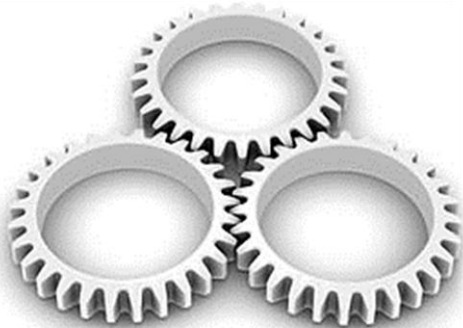
- Technology advances
- Energy efficiency
- Economic efficiency
- Dynamic business environment

Challenges

- Scalability
- Management integration
- Application migration
- Coherent policies and security



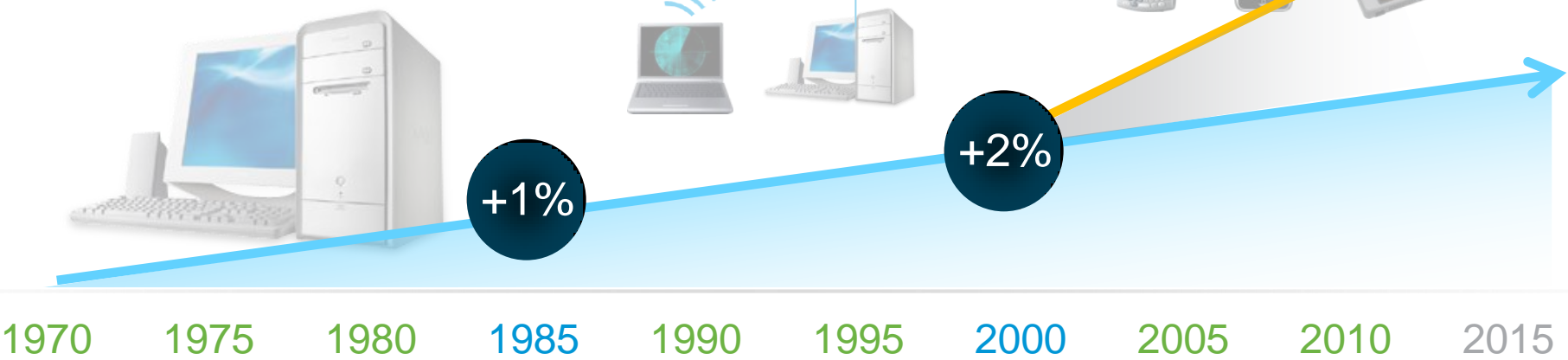
Enhancing Productivity



Everywhere Productivity

Workgroup Productivity

Personal Productivity

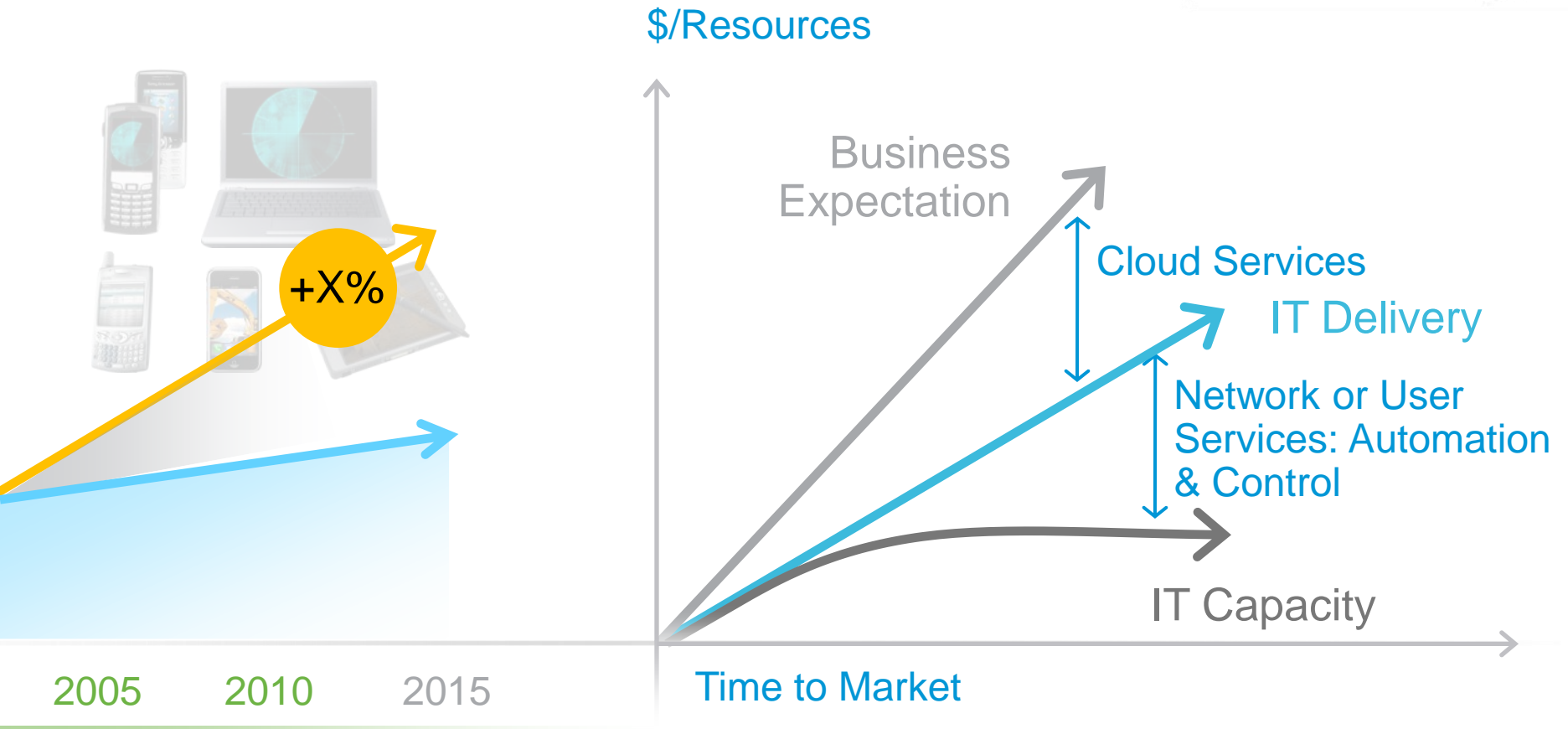
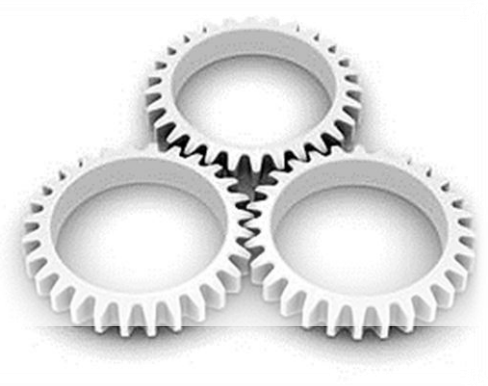


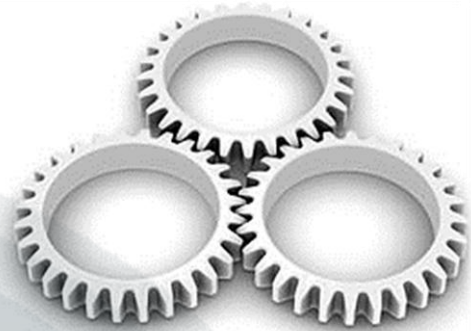
Non-Networked PC

Intranet

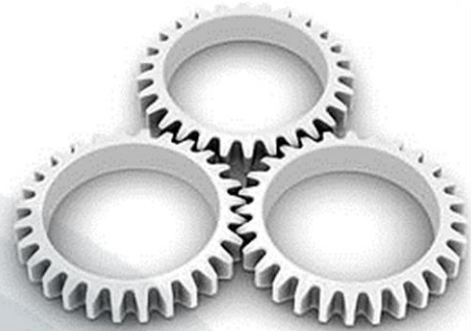
Borderless

Addressing IT Challenges





Employees



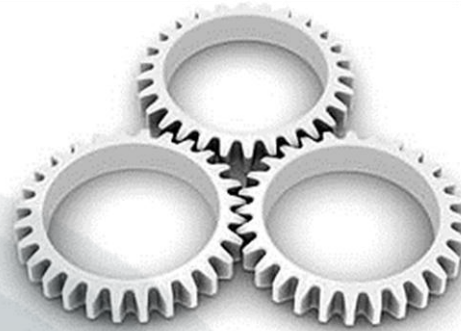
All
Connection
Types

All
Platforms

All Devices

All Places

Data Center



35,000
Square
Feet

Server and
Storage
Virtualization

MPLS

IPv6

Collaboration



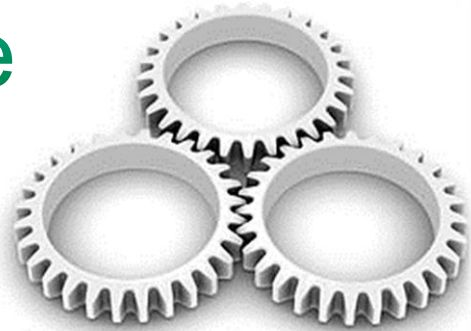
2+ Million
Cisco
WebEx™
Meetings
per year

Nearly 1000 Cisco
TelePresence™
Devices (200+
cities, 50+
countries)

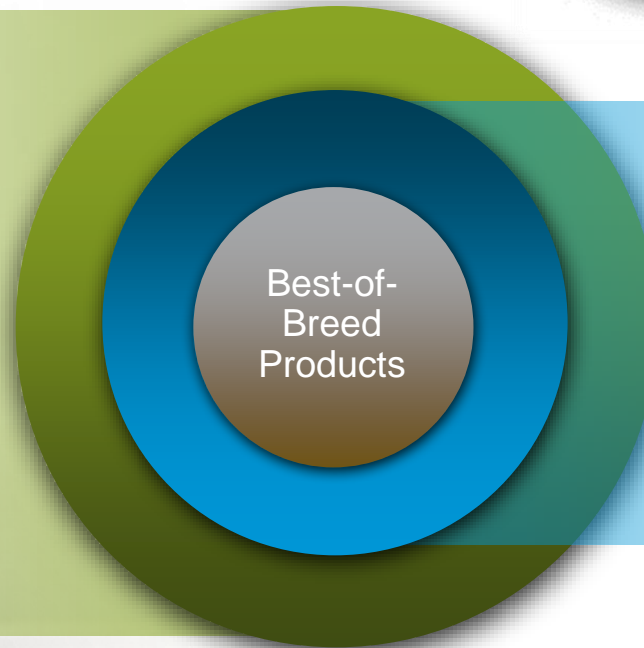
2500-3000 Cisco
TelePresence
Meetings per
Week

\$150 – 200
Million
Savings in
Travel Costs

Customer And Partner Value in the Architectural Approach



Solutions =
Systems +
Services



Integrated
and Tested
Systems

What Does an Architectural Approach Mean?

- Holistic Architectural Vision
- Open to the advantages of models
- Significant R&D Investment for System Level
- Maximize the source and product quality, guides Testing and Integration
- any development, any architectures
- Clear Roadmap to Borderless Networks,
- Reduce costs—operational efficiency
- Collaboration and Virtualization

Thank you.

