



Technology for a Changing World

Cisco Expo 2010

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CISCO

VISION

Changing the way
the World Lives,
Works, Plays &
Learns

Three Key Market Transitions

**Future
of Work**



**Future
of Computing**



Future of Connected Life

Driven by Video and Collaboration

Future of Work

**Inter-Company
Collaboration**

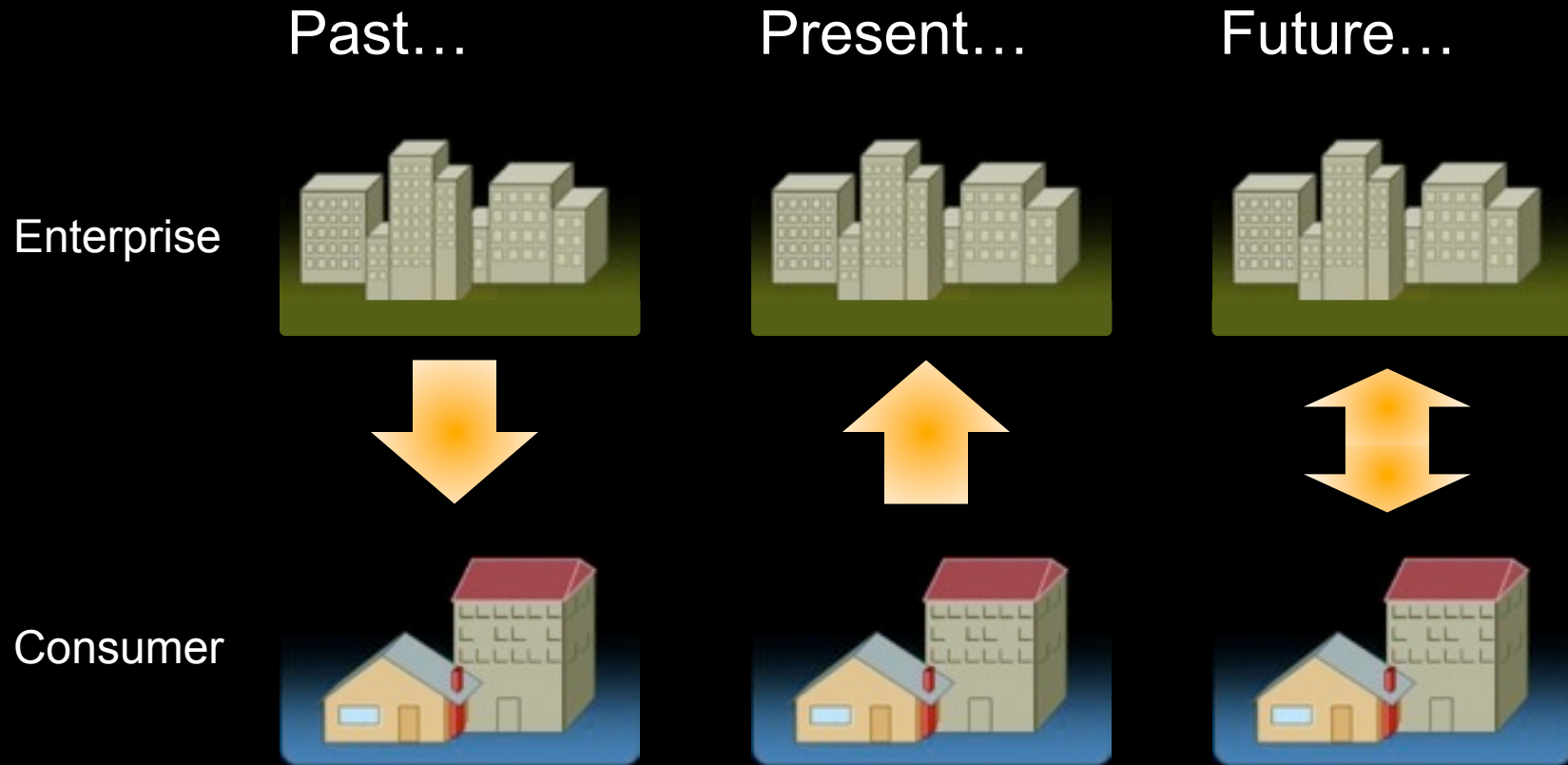
**Clusters
of Experts**

Millennials

**Mobile
Experience**



Innovation Flow between Consumer and Enterprise



Very Few Companies Understand Both of These Worlds

Future of Connected Life

**Internet
Mobility will
be Pervasive**

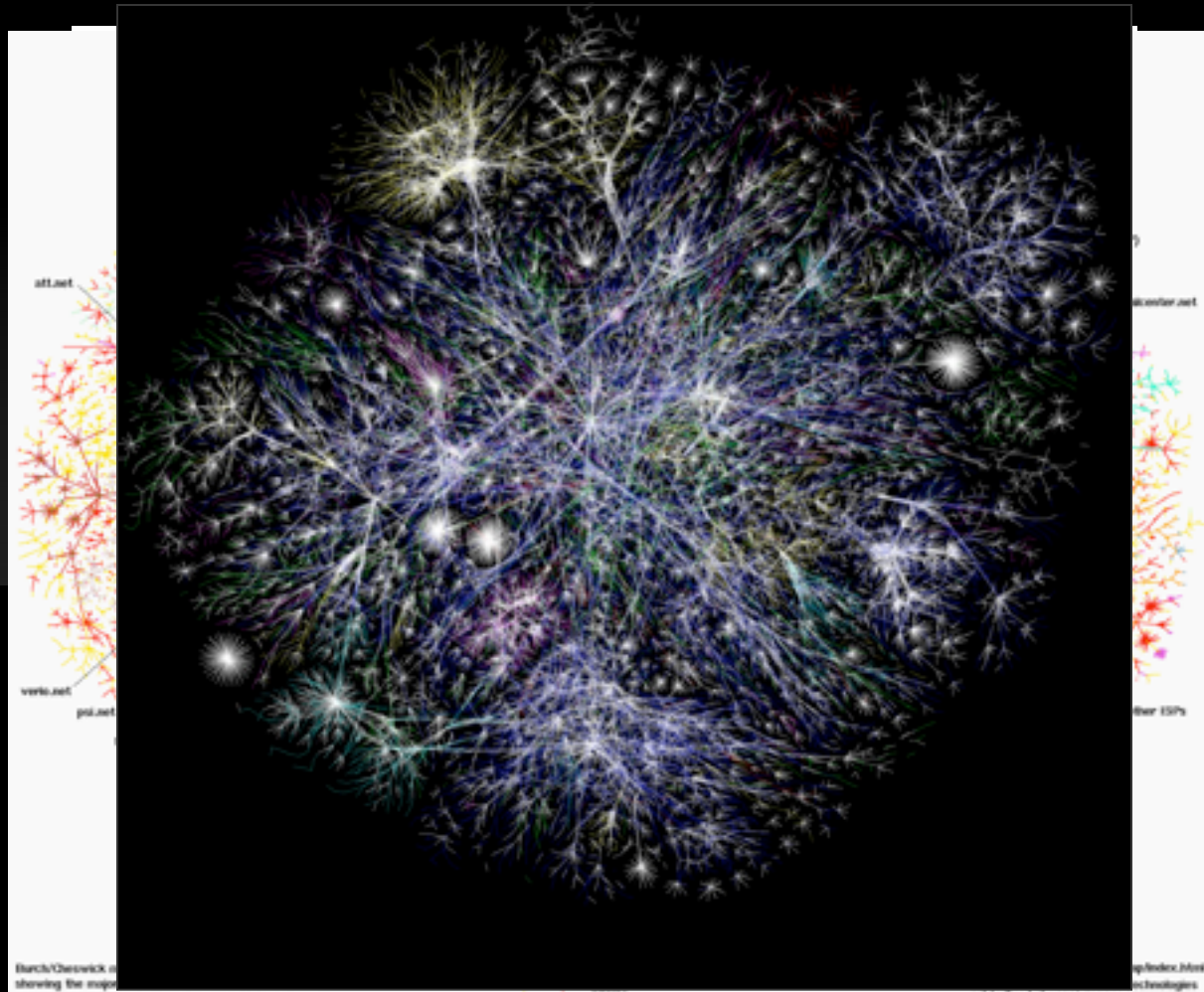
**Content
Sharing vs.
“Owning”**

Video

**Lifestyle
Optimization**



An Evolution of the Internet—2010



The Internet...

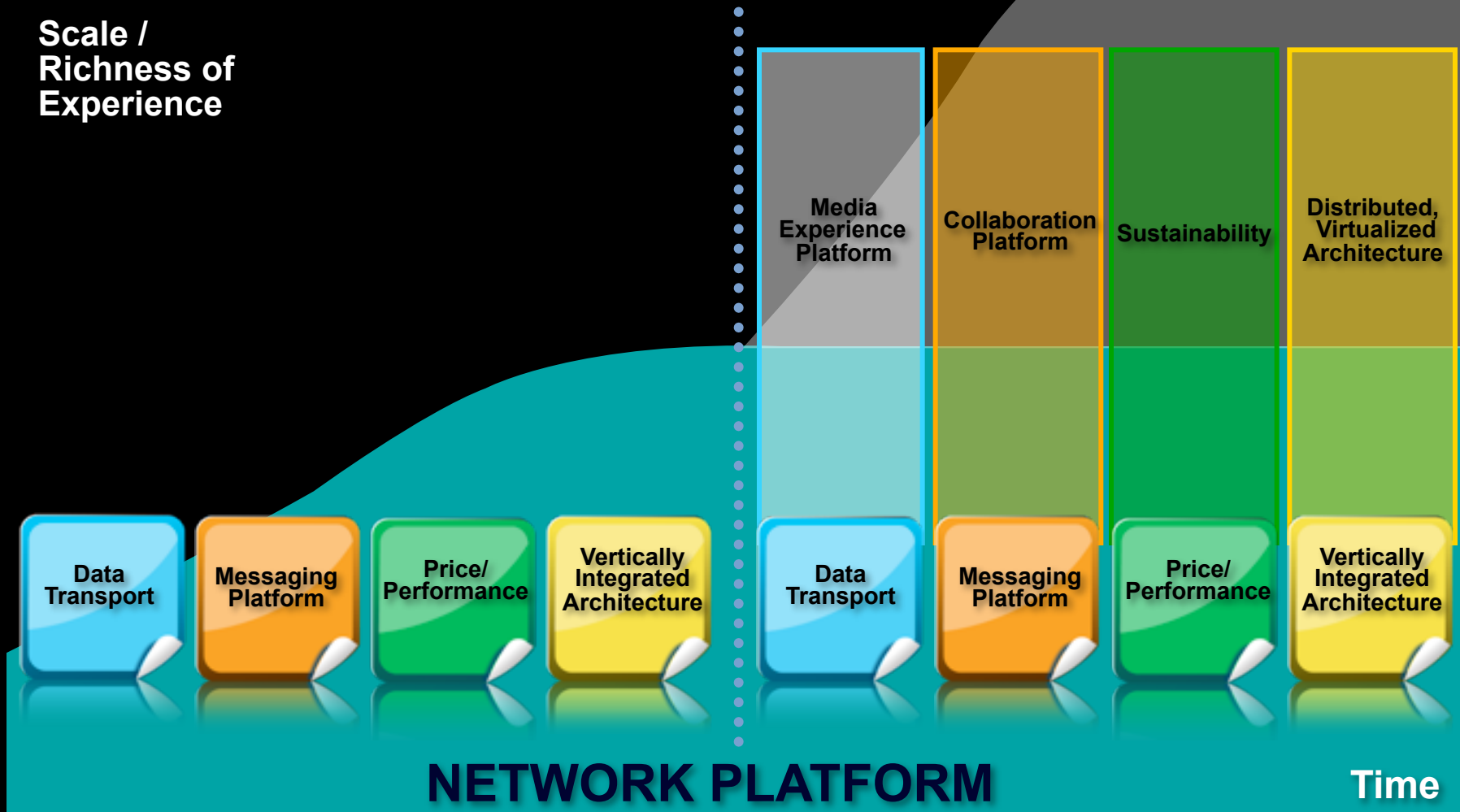
...has been a creativity platform



Open and free - innovation drives growth

Evolution of the Internet

Scale /
Richness of
Experience



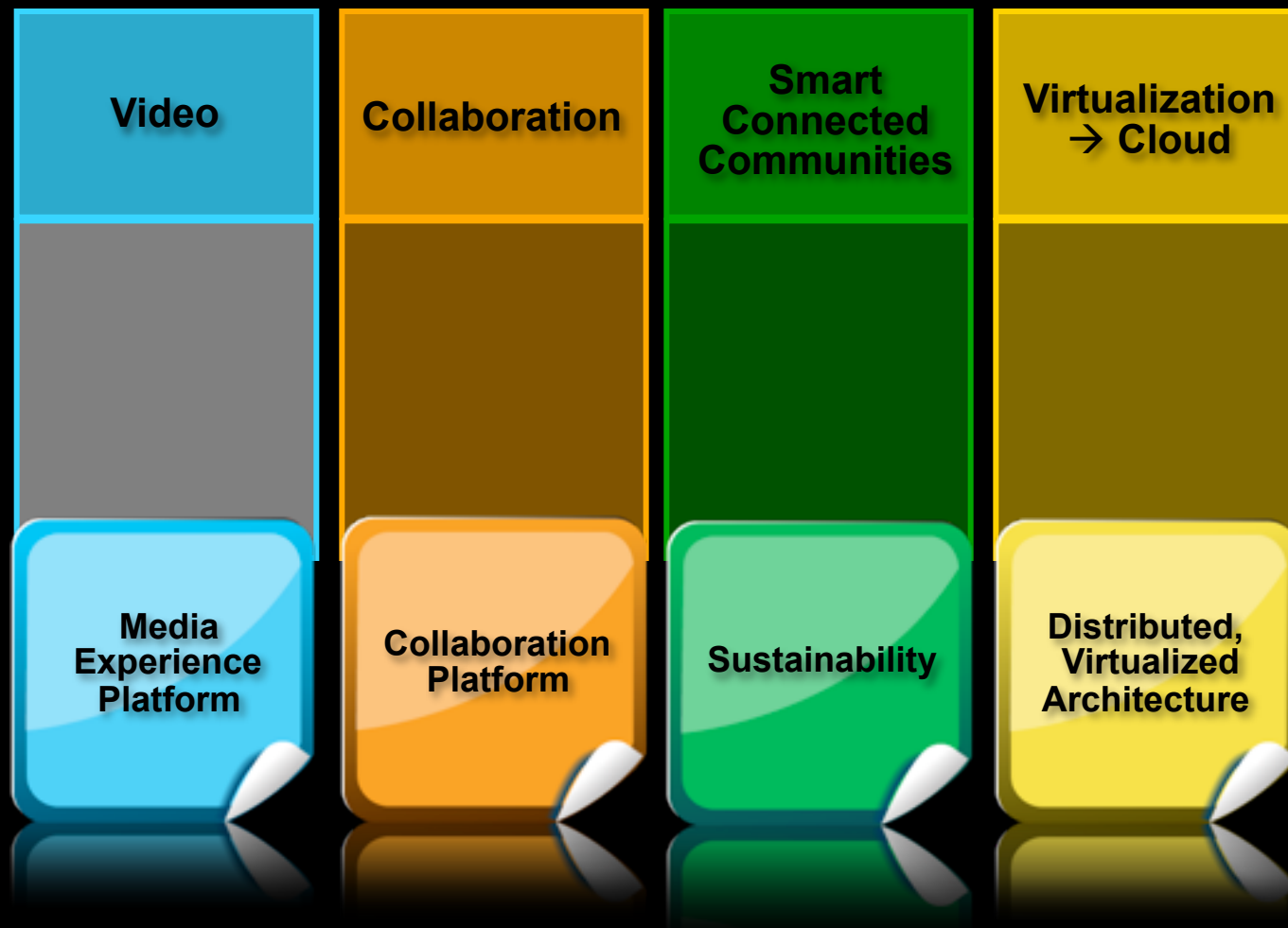
The First Internet

The Next Internet

Evolution of the Internet

**Cisco
Strategic
Focus**

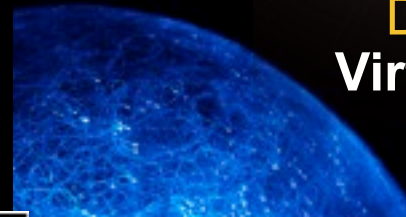
**The Next
Internet**



Future of Computing



Disruptor:
Virtualization



Web



Client Server



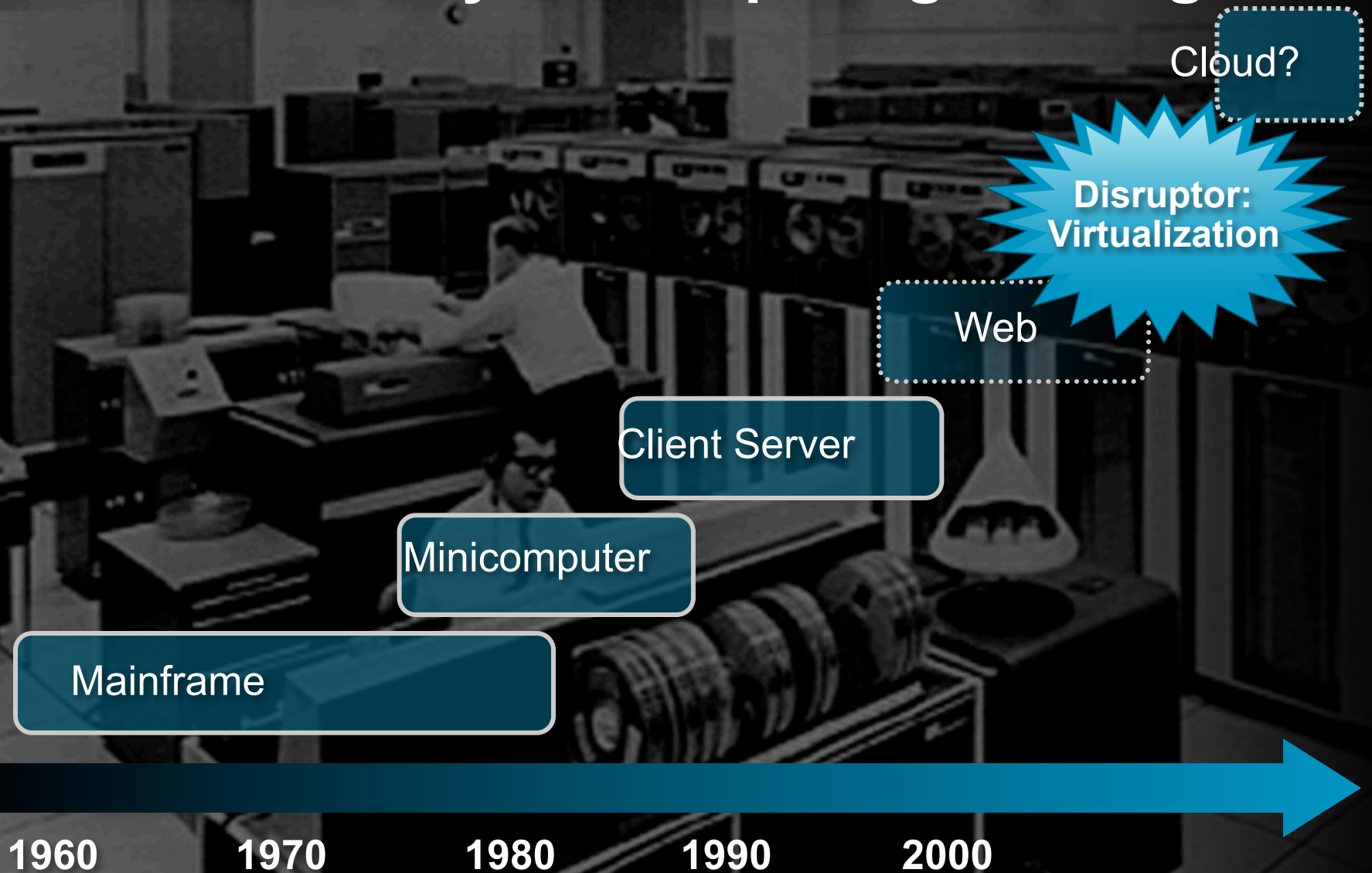
Minicomputer



Mainframe



A Brief History of Computing Paradigms



It is a Cloud Service when...

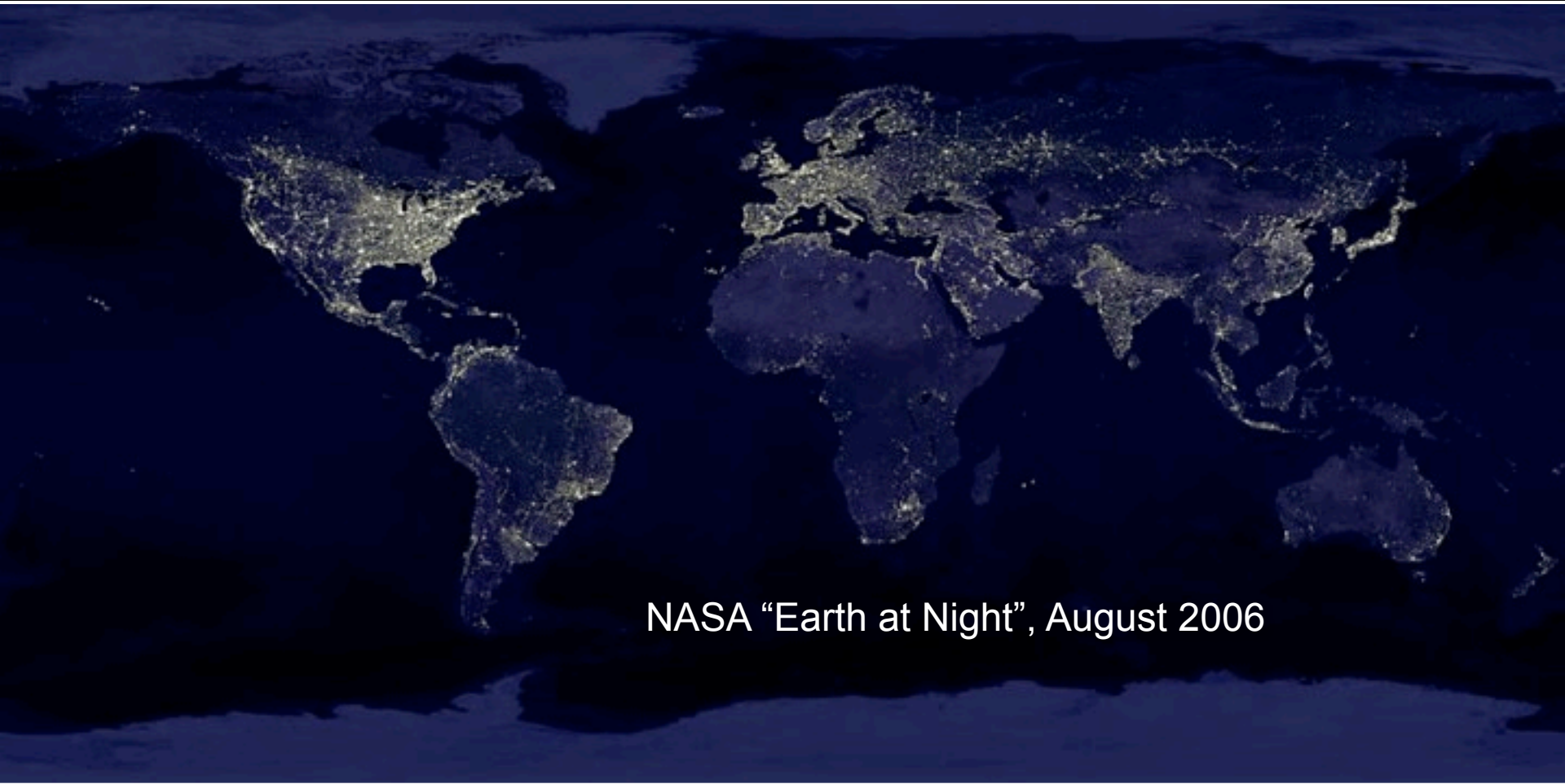


It is Auto/User provisioned

It creates an illusion of infinite resources
Scale up/down
Elasticity

It has a pay when you use model

Light and Power, and by Extension, Money, Throughout the World



NASA “Earth at Night”, August 2006

IP Addresses Throughout the World Today

Internet Map
Chromatonic Density



ChrisHarrison.net

Cloud Service Models

Application

- SaaS

Cisco
webex

Microsoft
Office Live

salesforce.com
Success On Demand

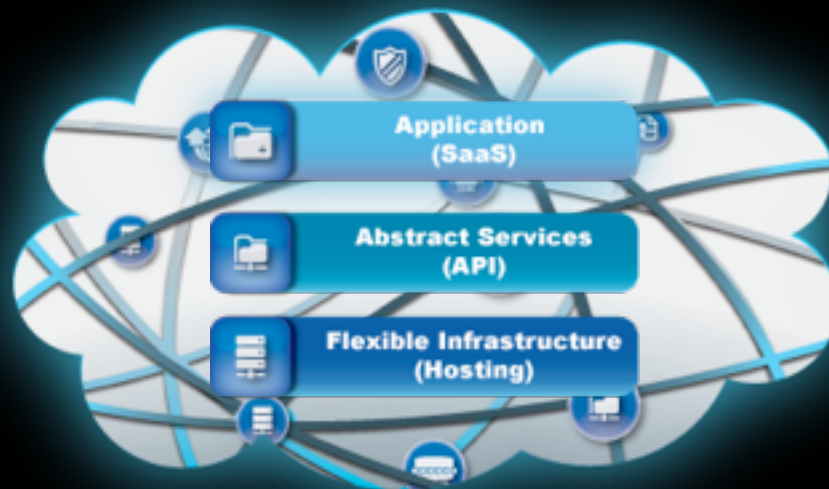
Abstract Services – PaaS

- Services and Platforms for New Applications (via new APIs)

amazon
web services S3

Google App Engine

Windows Azure



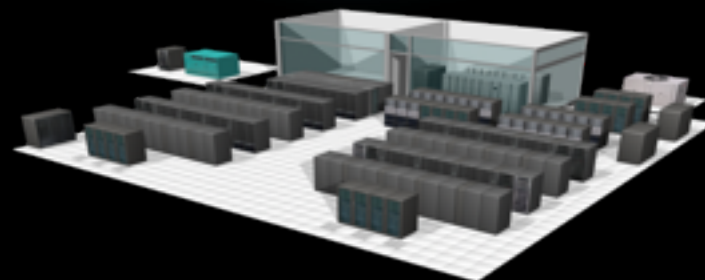
Flexible Infrastructure – IaaS

- “Virtual Private Data Center”
- Familiar DC Resources Delivered On-Demand

amazon.com EC2

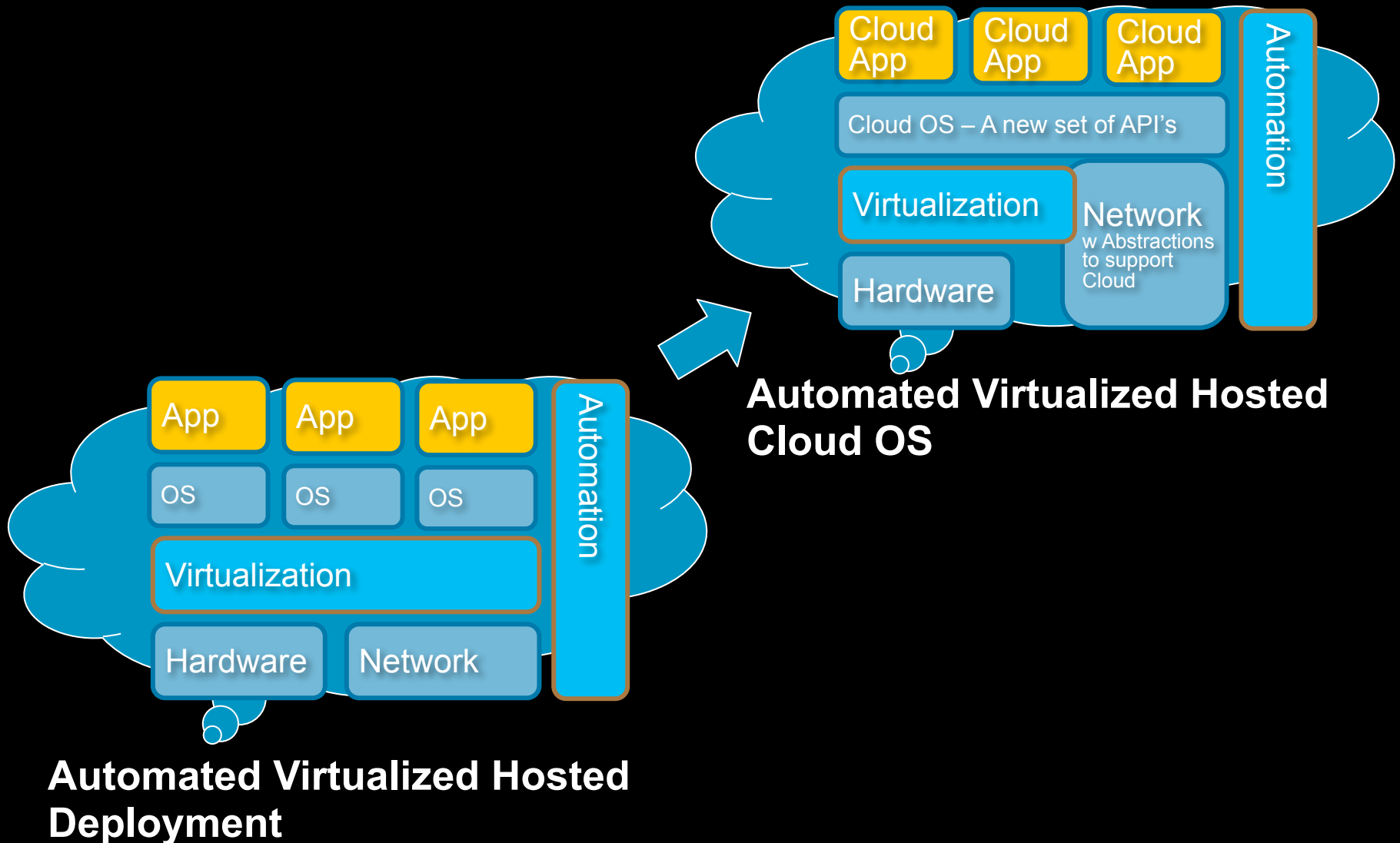
MOSSO
the hosting system

GOGRID beta
A Sun Microsystems Company



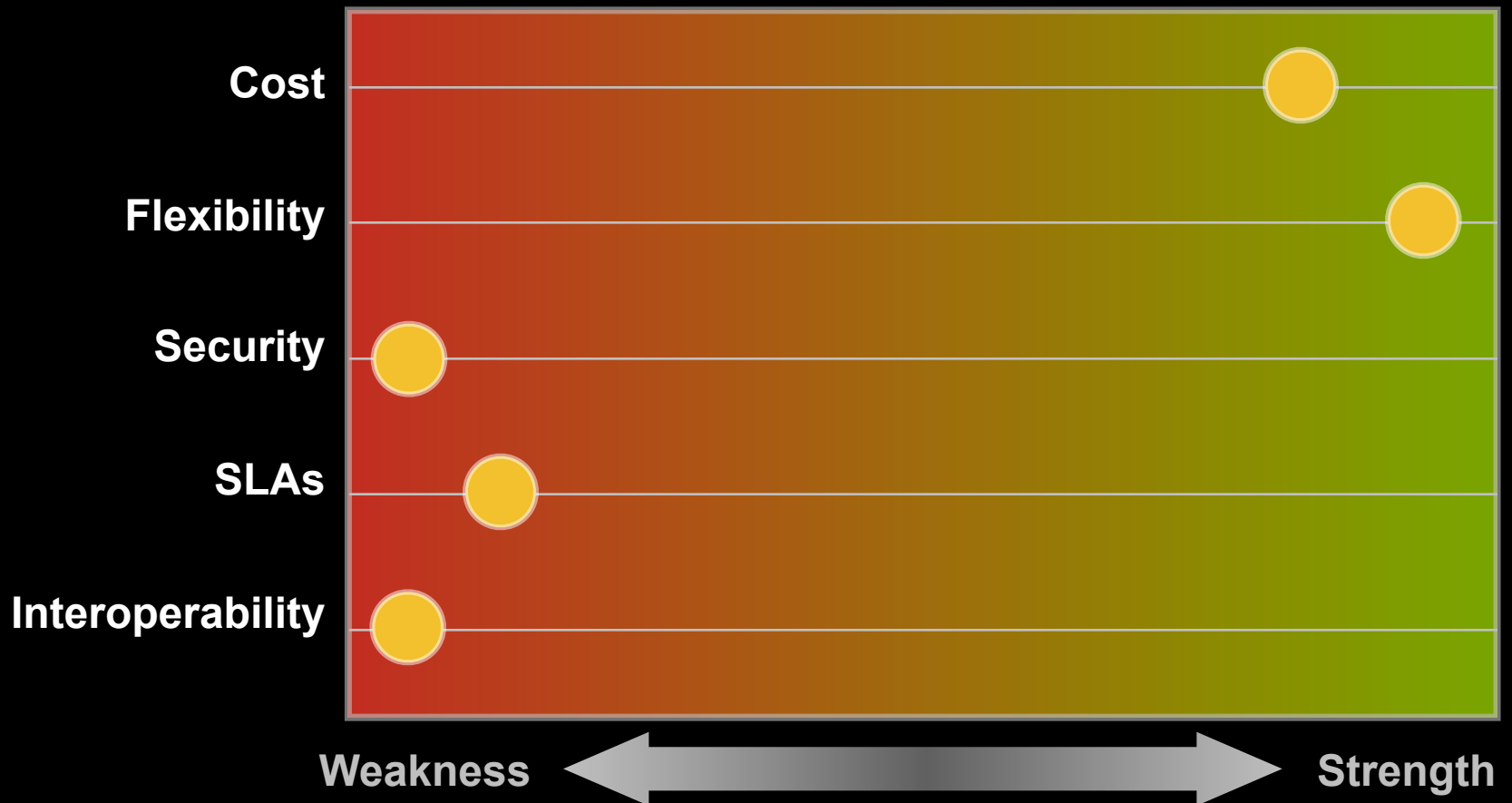
IT Foundation

Foundations for Cloud: Cloud OS



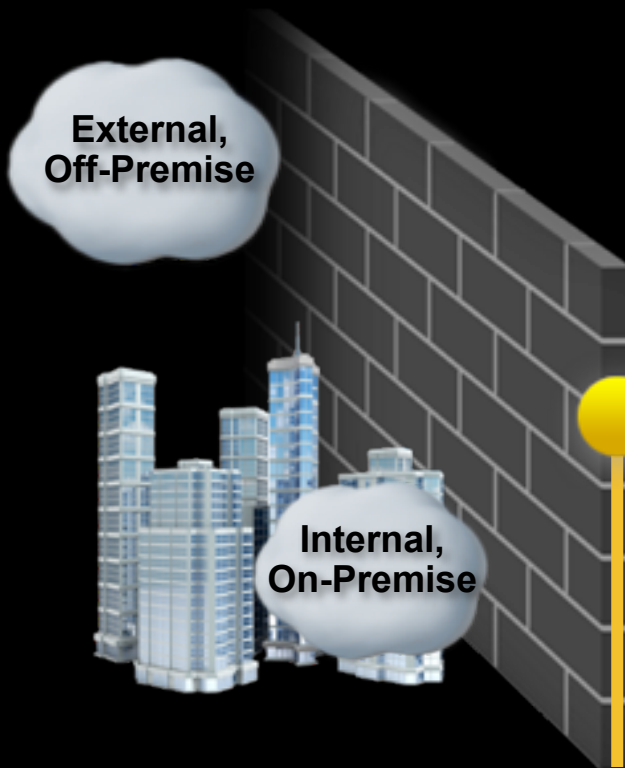
Today's Cloud Challenges

Input from Cisco Customers

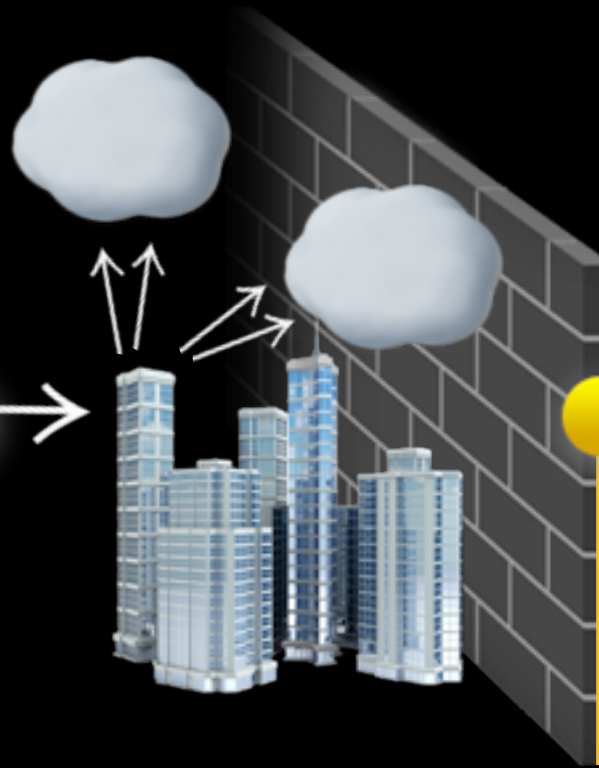


Cloud Adoption Phases

Stand-alone Clouds



Private Clouds



Inter-Cloud



Key Challenges:

- Security
- SLAs
- Interoperability

Key Challenges:

- Federation
- Portability
- Market

Cisco Cloud Strategy



Deliver infrastructure to Enterprises to build their own “Private Clouds”

Enable Service Providers to deliver Infrastructure-as-a-Service (Virtual Private Cloud Services)

Deliver “Cloud Services” to customers (WebEx, IronPort, PostPath)

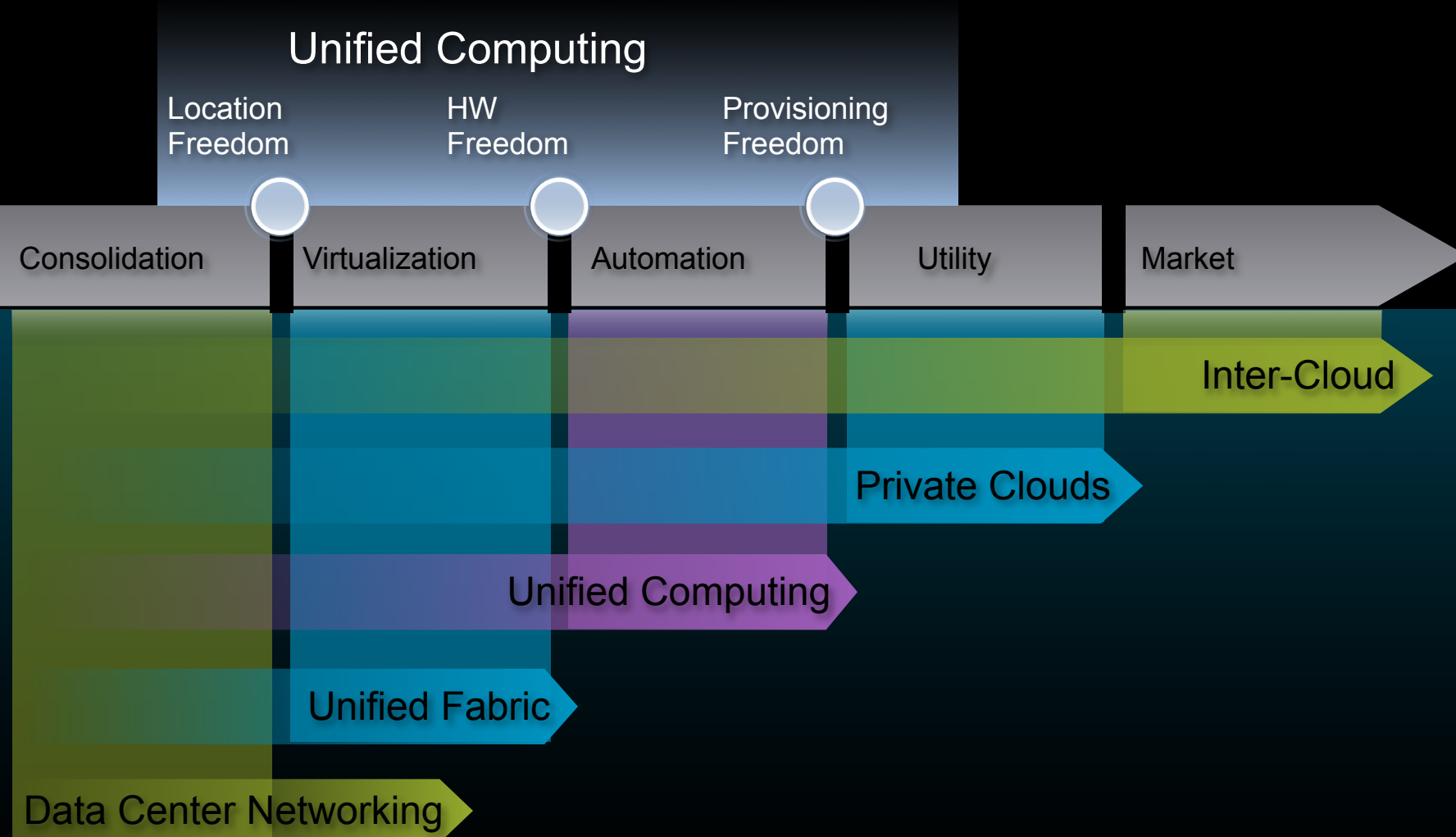
Reality Today ?

Enterprise IT solutions remain costly to analyze and design, procure, customize, integrate, inter-operate, scale, and maintain

- The current architecture of IT today increases procurement, management costs, and complexity.
- IT is now moving towards a service-based consumption model (private cloud).
- The need for a new IT model has never been more clear, but navigating the path to that model has never been more complicated.
- The realities of outdated technologies, rampant incremental approaches, **inherent limitations in today's vendor landscape, and the absence of a compelling end-state architecture** are impeding customer adoption.

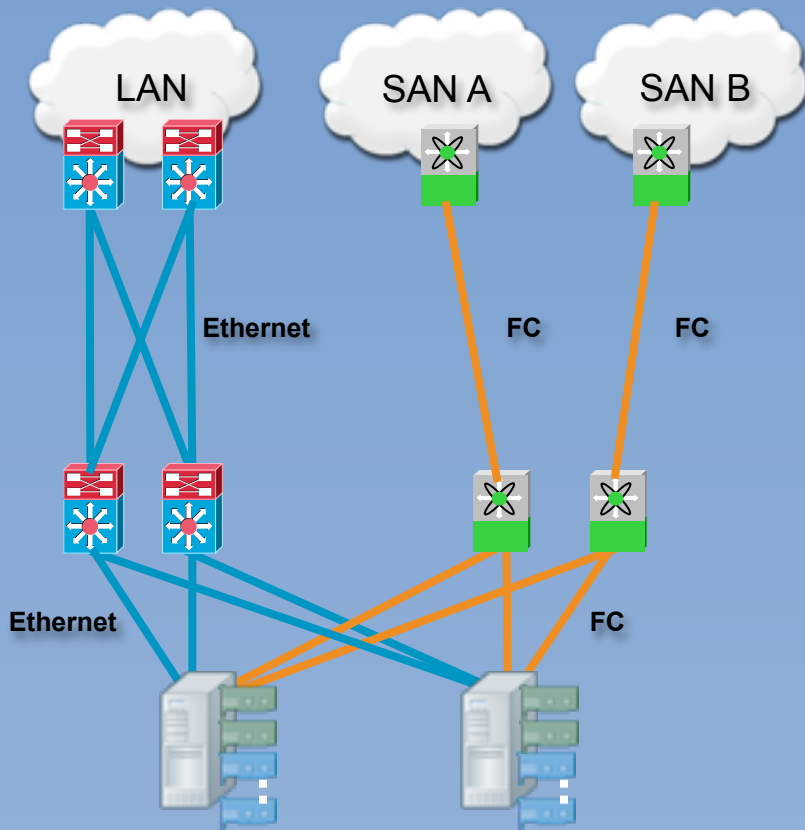
Data Center 3.0 Evolution Path

Virtualization has created a market transition. "Servers" are becoming fluid objects in the network. The data center must evolve to continue to scale. Cisco is offering a fresh alternative to traditional ad-hoc add-on approaches for virtualized data centers.

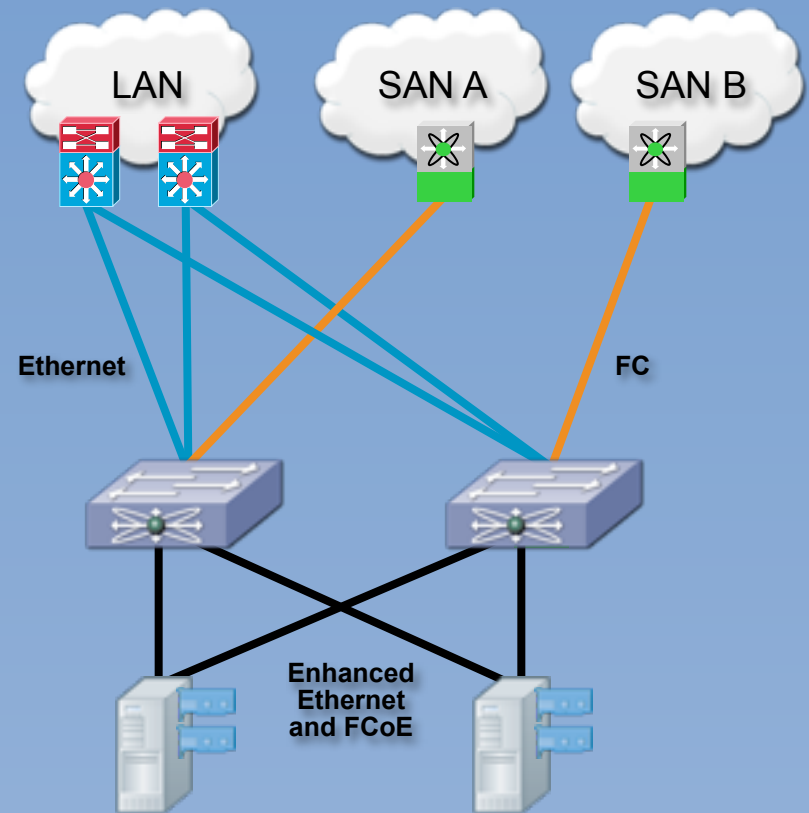


I/O Consolidation

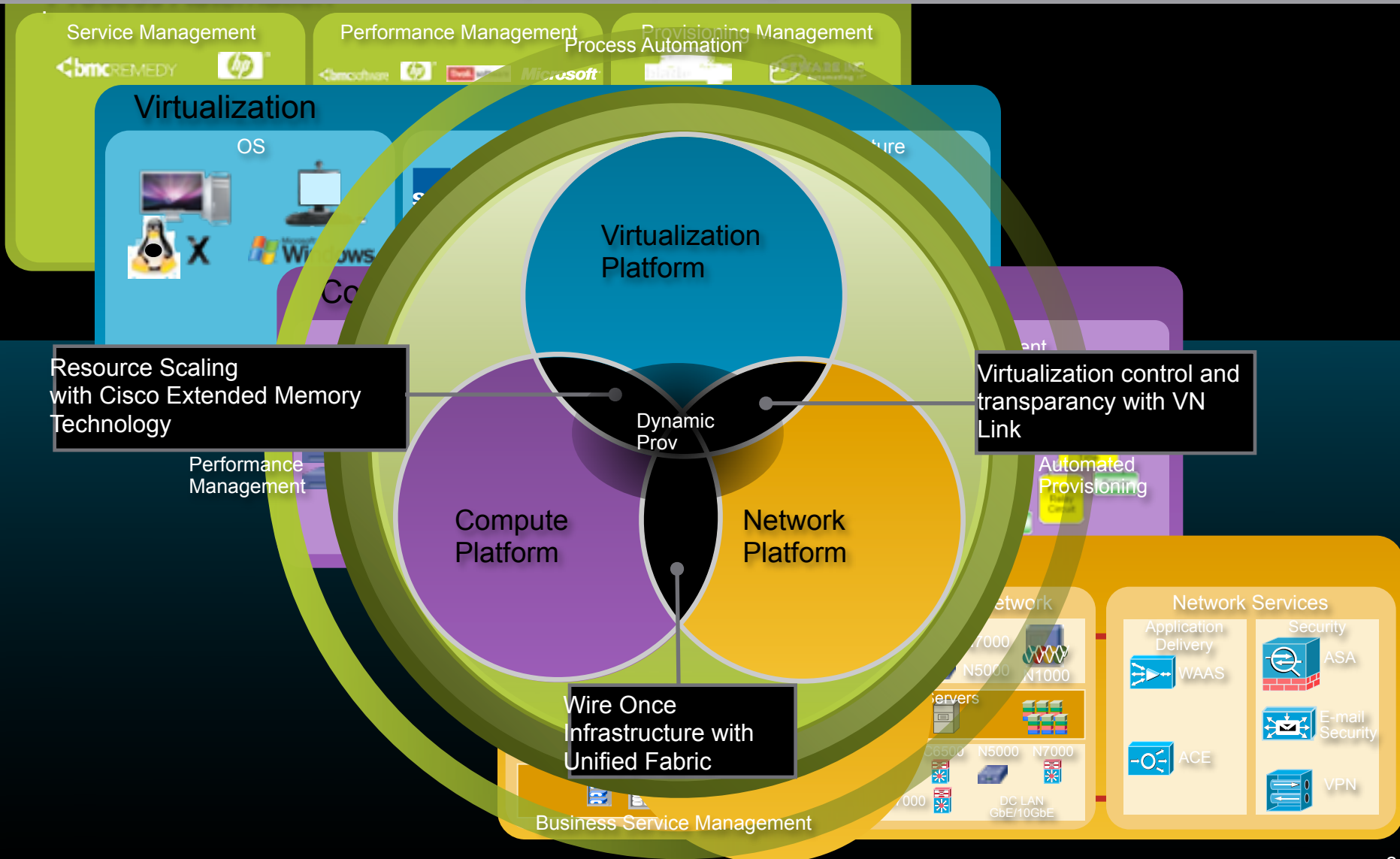
Today



Unified Fabric



Fully integrated system that brings together the network fabric, compute resources, and virtualization software to simplify setup, improve business metrics, and enable just-in-time provisioning for business transactions



Registration for Cisco Networkers

28-31. March 2010. Bahrain





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