

A young girl with blonde hair, wearing a pink top and blue jeans, is lying on a colorful blanket on a grassy field. She is smiling and has her arms behind her head. Next to her, a young boy with brown hair, wearing a red shirt, is also lying on the blanket, smiling. The blanket has various colors including pink, orange, and purple. The background is a lush green lawn.

Cisco Expo 2011

Collaboration and Virtualization
without Borders.

Changing the way we work, live, play and learn.

Business Ambivalent of Borders

Keith Mitchell

Managing Director, Emerging Markets – Enterprise

30th March 2011



Keith Mitchell

Managing Director
Emerging Markets, Enterprise

Former CIO



**Financial Services, Manufacturing
Retail, Transport and Media**

Evaluation

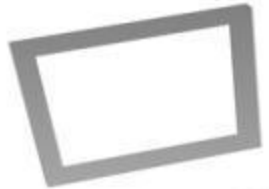


OUTSTANDING

Please complete your
evaluation forms



Excellent



Very Good



Average



Below Average

Este o placere sa fiu aici



Imagine Virtual Organisation



No Geographical boundaries

Collaborative

Connected

Imagine a virtual organisation

- High productivity
- Well informed
- 'Green'

CISCO

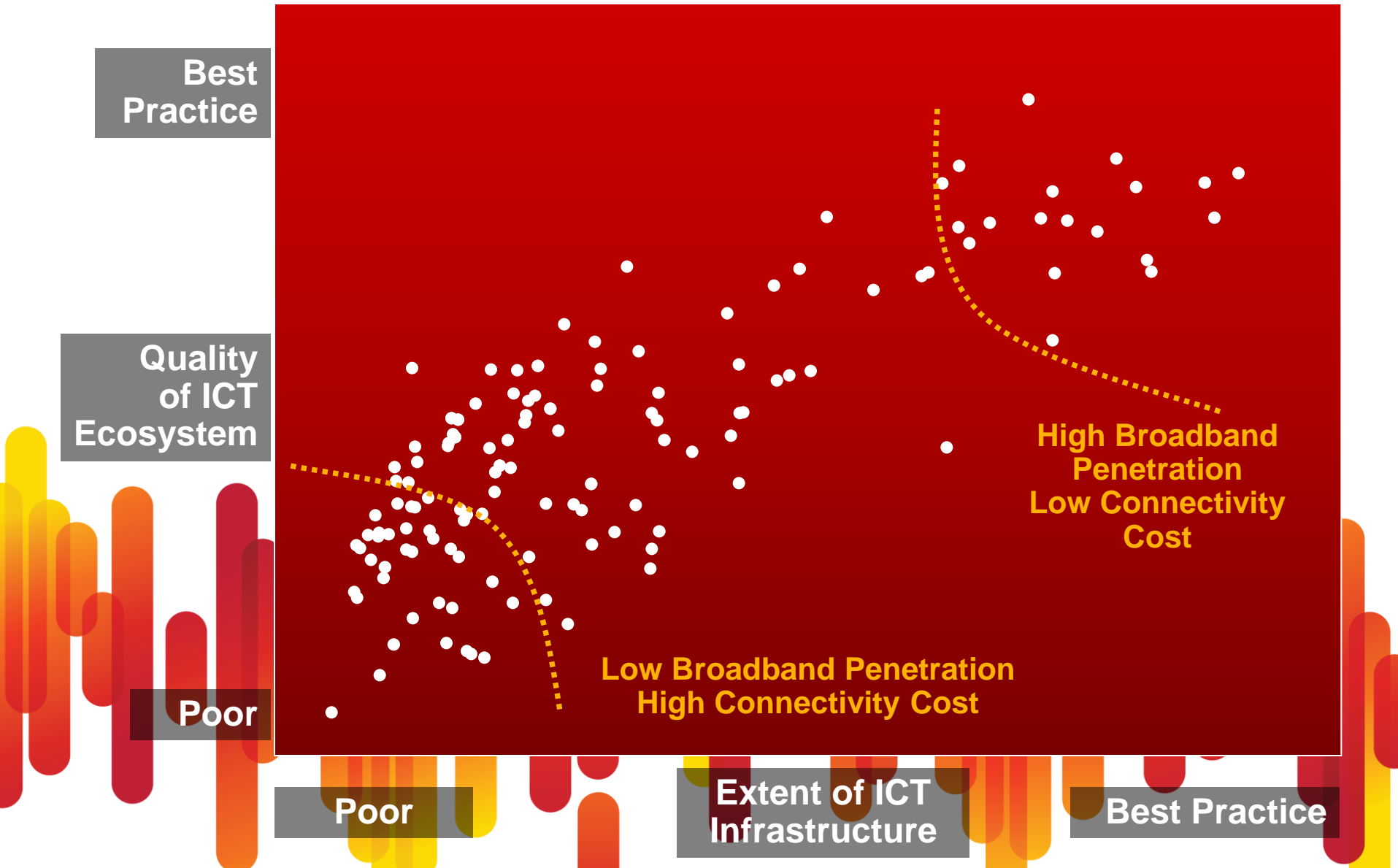
Reality check

Always listening
to and learning
from

you



Implication of Country Positions in the ICT Map



No limits on space or time



Differences exists..

Time zones

Languages

Connectivity



The business demands



Communicate across boundaries



Business and technology alignment

Competition
Cost-cutting **Optimisation**
Growth
Compliance Connectivity
Power
Legacy systems Investments
Social media
IT in silo

Purchasing Models are changing



**It is all about generating
Profit, Not Ownership**

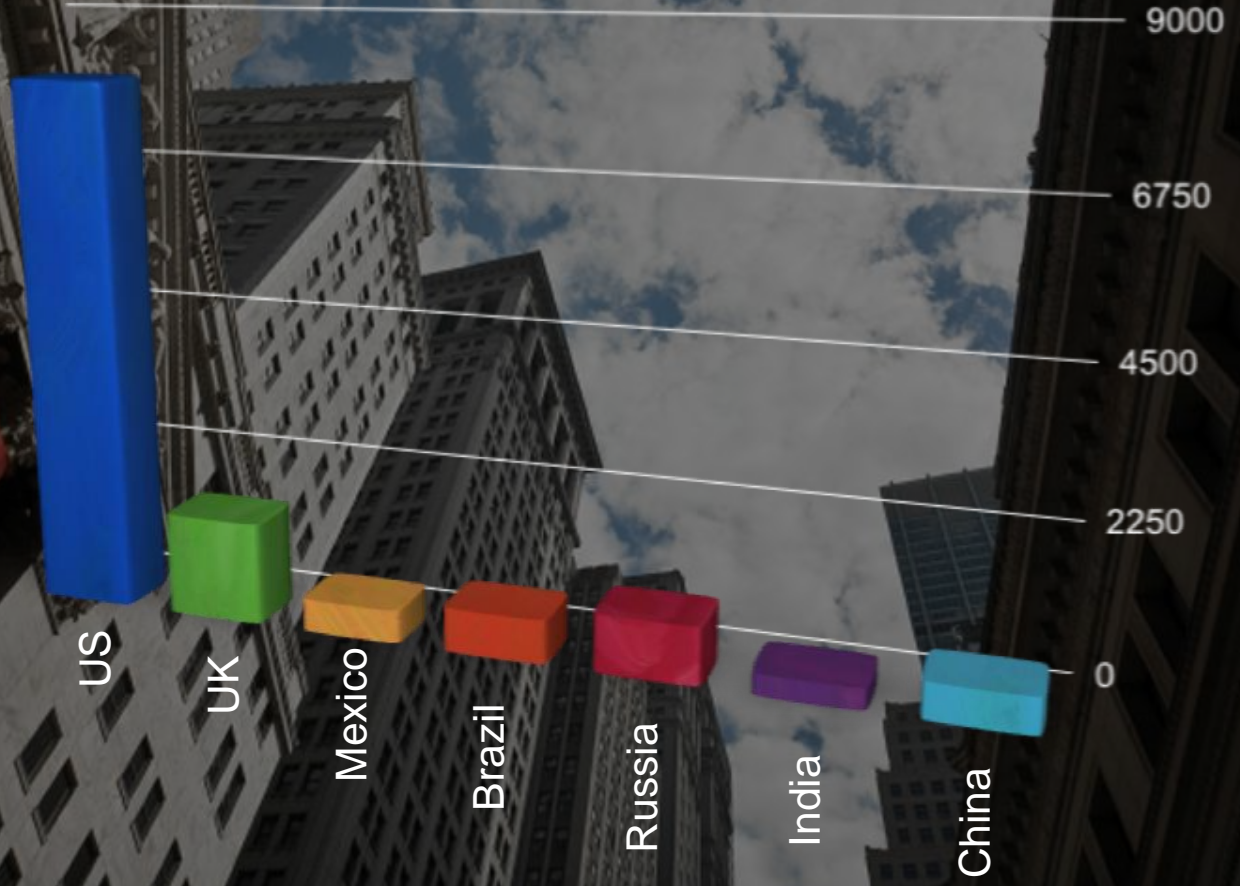




**This Cloud has no
signs of dispersing**

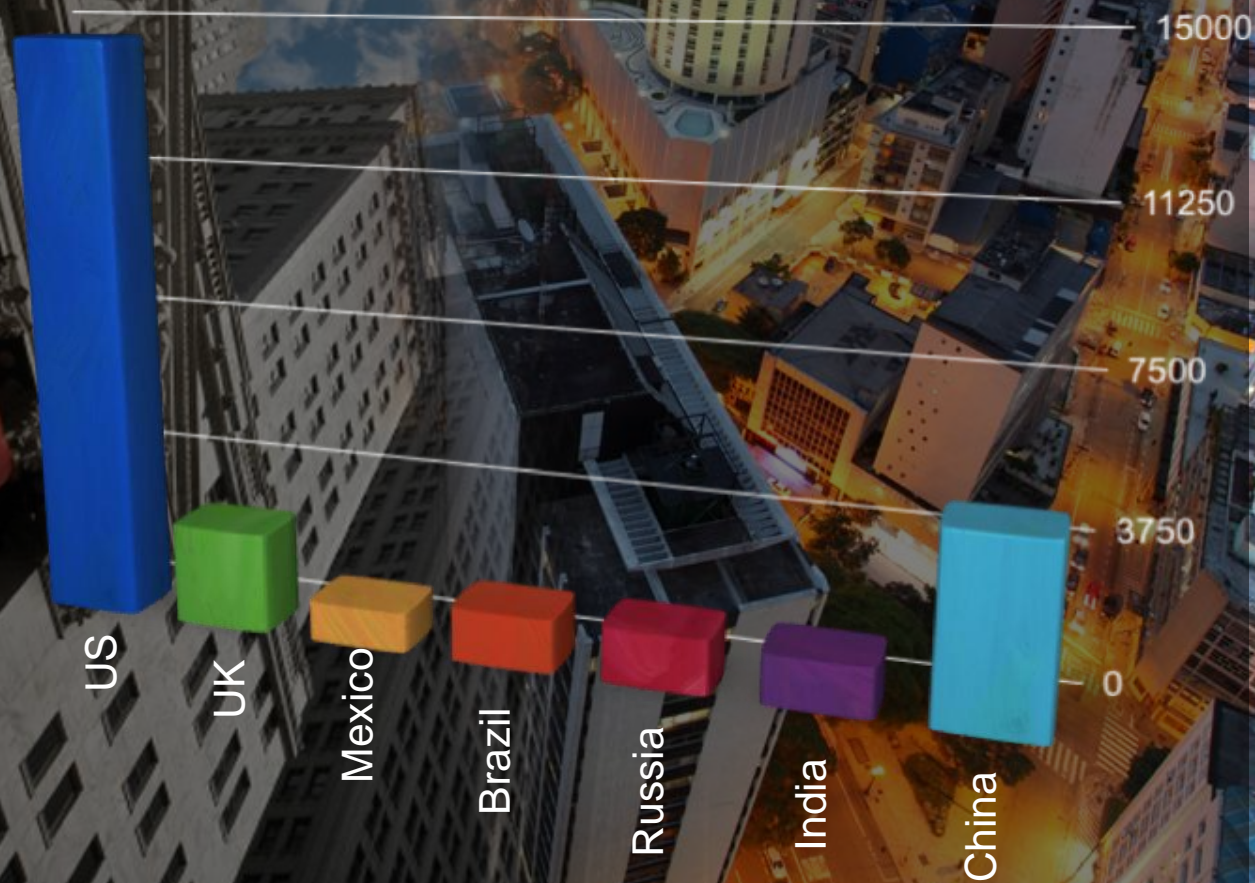
Money is moving

1990



Money is moving

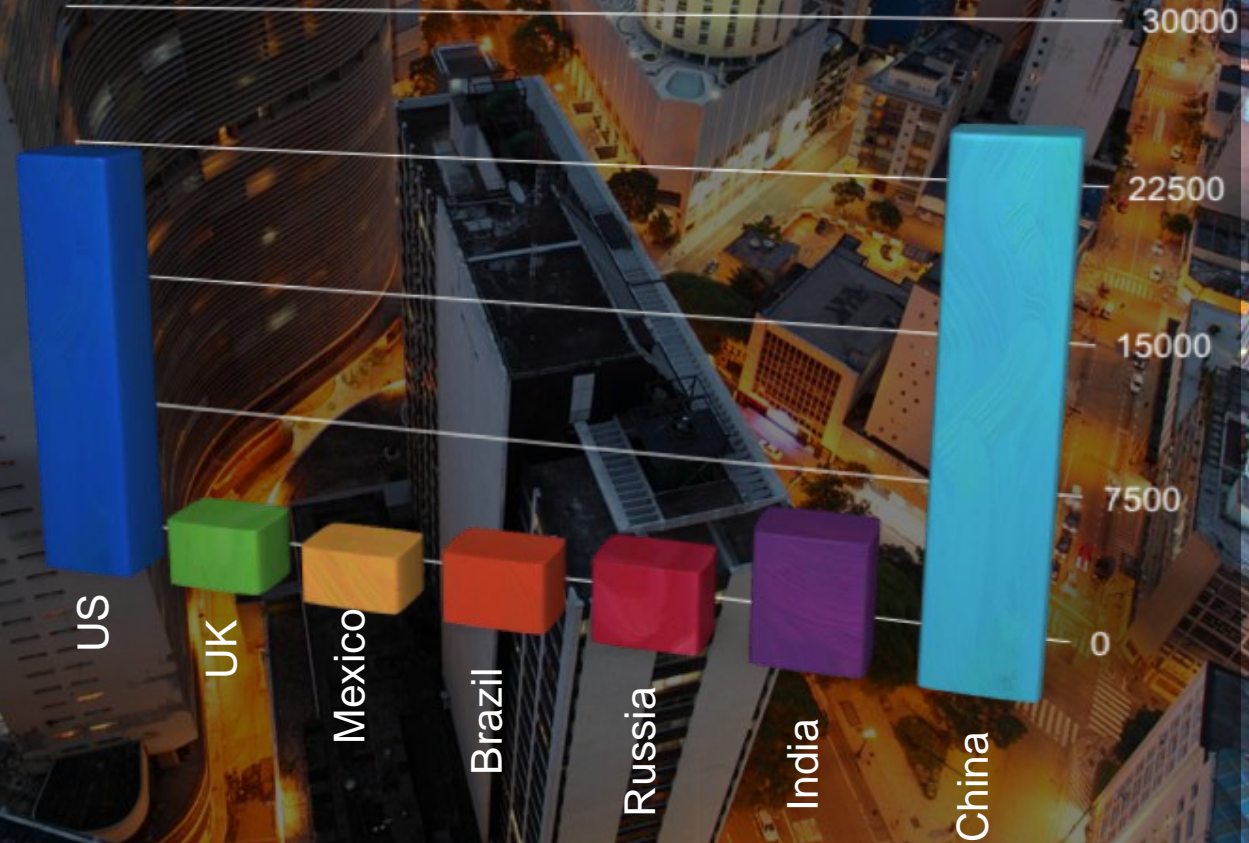
2010





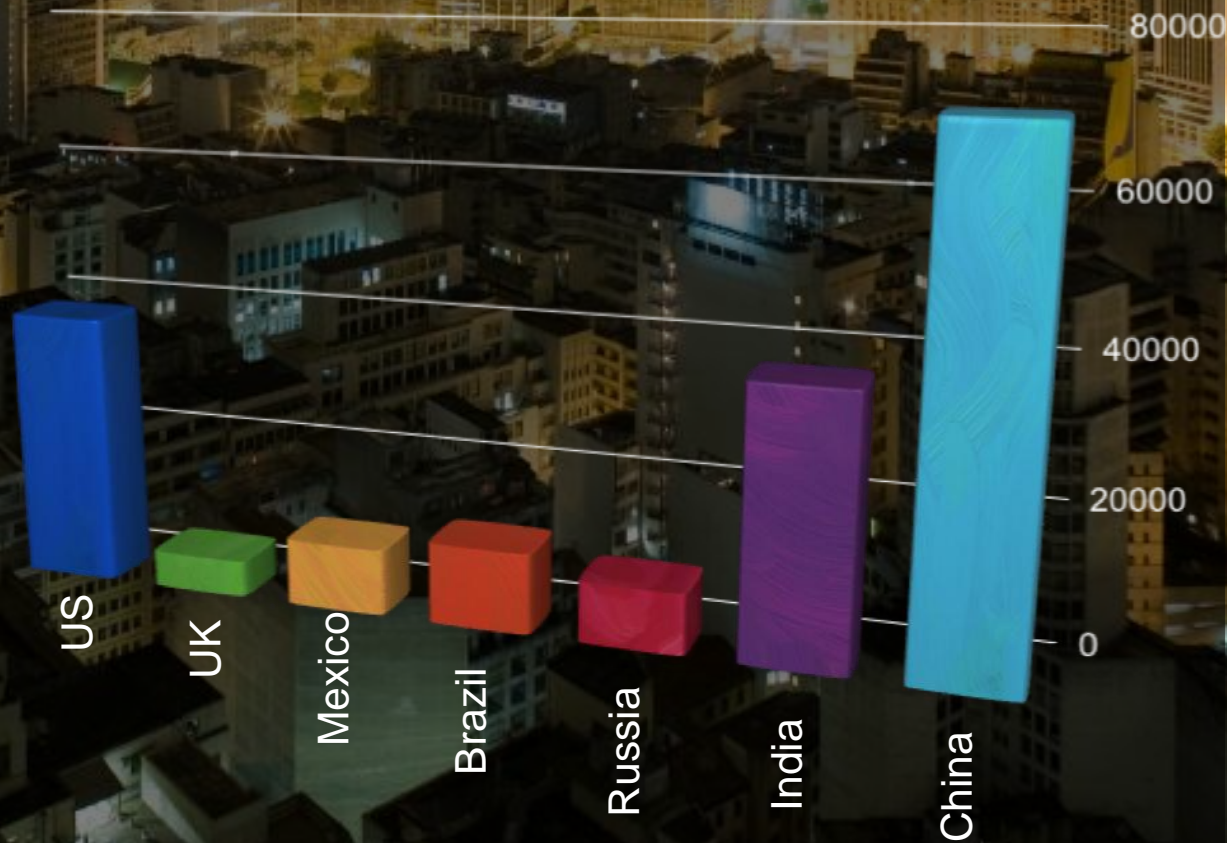
Money is moving

2030



Money is moving

2050



Customers are changing





From Transactions to Interactions

The world is not standing still



Social Media, a threat?





or an opportunity?



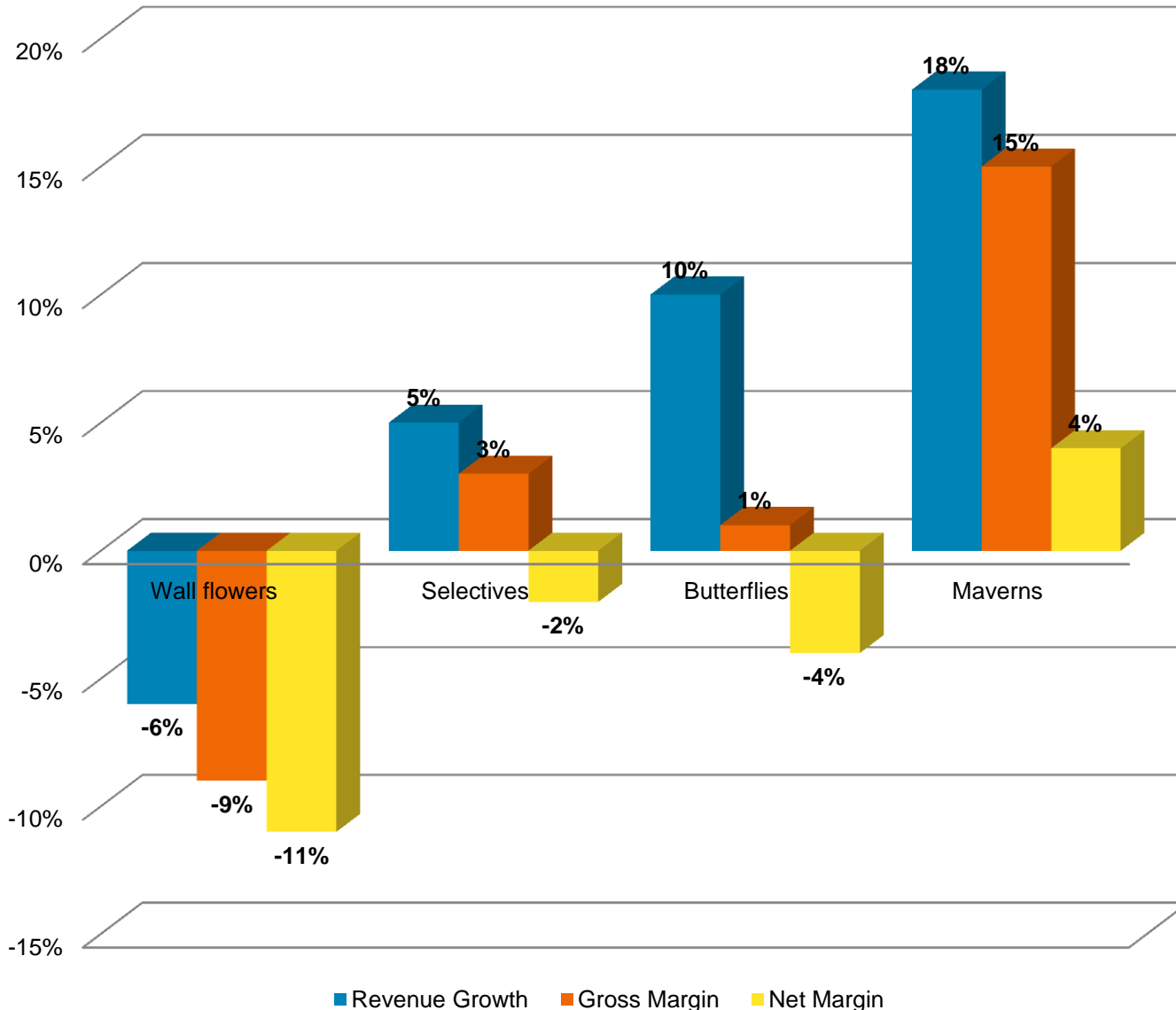
The impact of the individual



The impact of the individual



Business Value of Social Media?



Rank	Companies
1	Starbucks
2	Dell
3	eBay
4	Google
5	Microsoft
6	Thomson Reuters
7	Nike
8	Amazon
9	SAP
10	Yahoo! & Intel
12	Blackberry
13	Cisco
14	Accenture
15	Oracle
16	Pepsi
17	MTV
18	Sony
19	Disney
20	Adidas

The Next Generation Using this technology



.... and they are Collaborating





Markets are changing



Enterprise Architecture is changing



car wash

1 2

3 4

EK09 YKN

E300 BND

Closing The Deal in Three Hours



Delivering a Consistent Experience Anywhere, Any Content, on Any Device



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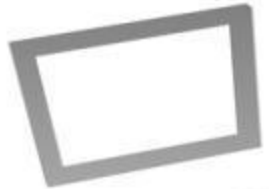


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