



Cisco 2011 Summit

Capturing the Next Wave:
Empowered for Business Success

Riding The Next Wave Of Success

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President Asia Pacific and Japan

Agenda

Market Dynamics

Architecture shifts...
'Network Platform'

Next Generation Enterprise



Global Market Dynamics

Embracing Urbanization...

- 500M Urbanised in Next 5 Years
- Big Cities Getting Bigger... 100 New 1M+ Cities by 2025
- Top 20 Megacities Use 75% of World's Energy
- Stimulus Package Spending on Urban Revitalisation Worldwide
- 3 Billion People Connected to the Internet in the Next Ten Years

Singapore



Moscow



New Delhi



Shanghai



Tokyo



San Francisco



New York

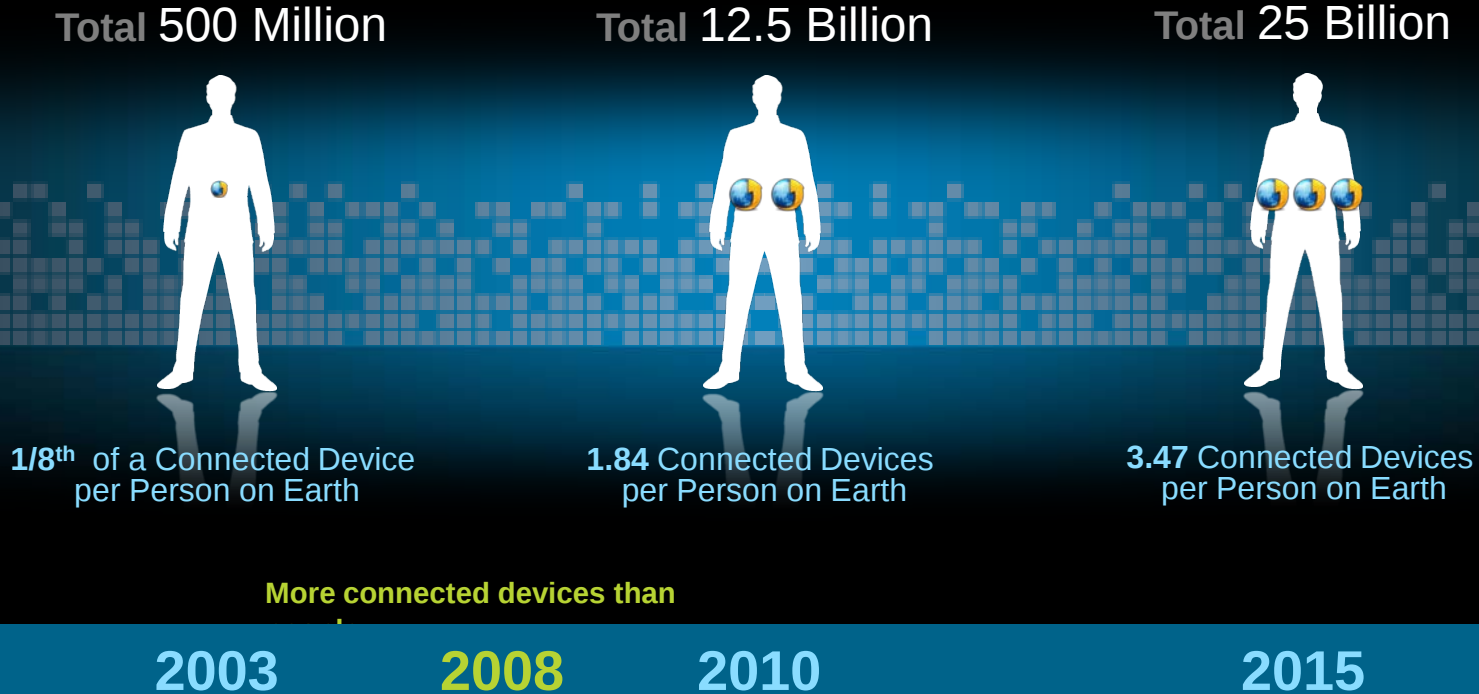


San Paulo



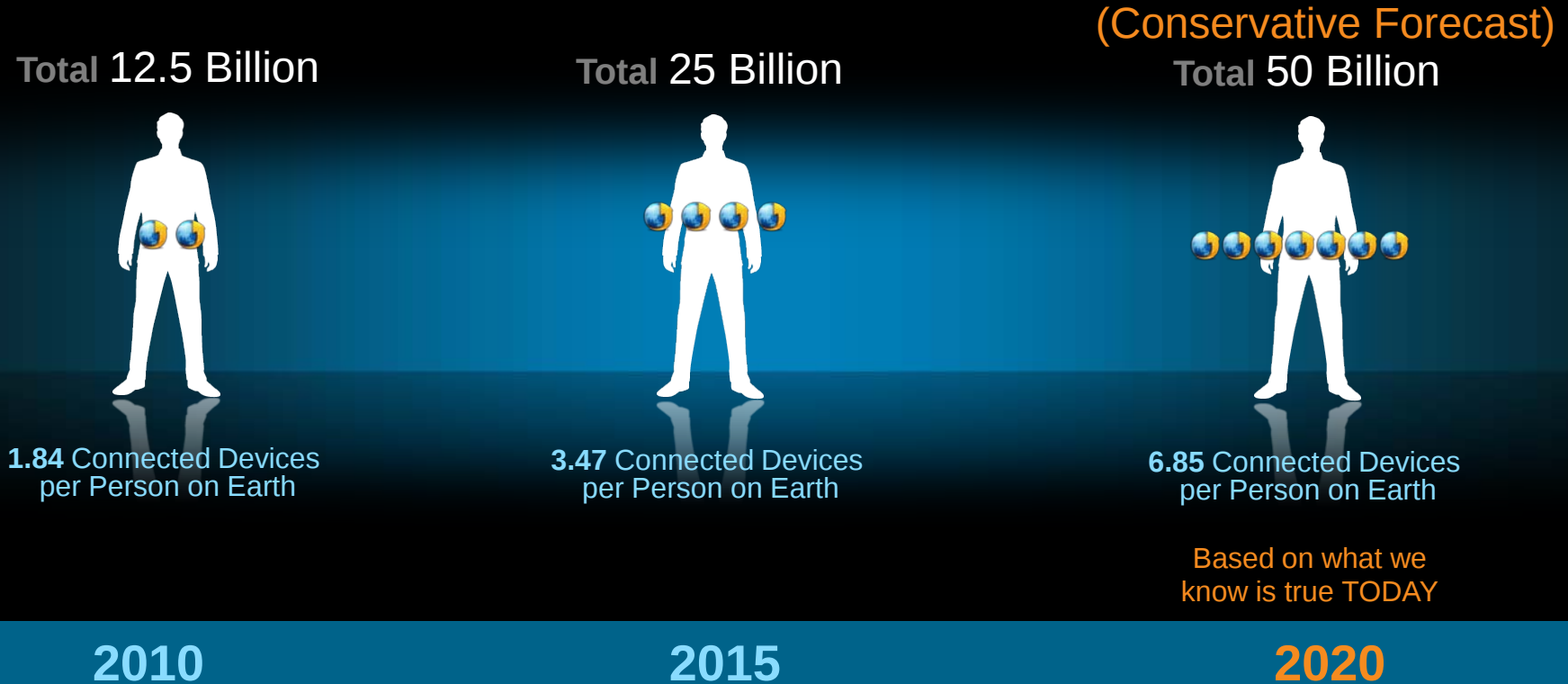
Market Transition

Creation of the Internet of Things (IoT)...



Market Transition

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Market Transition

Creation of the Internet of Things (IoT)...

(Aggressive Forecast)

Total 1 Trillion

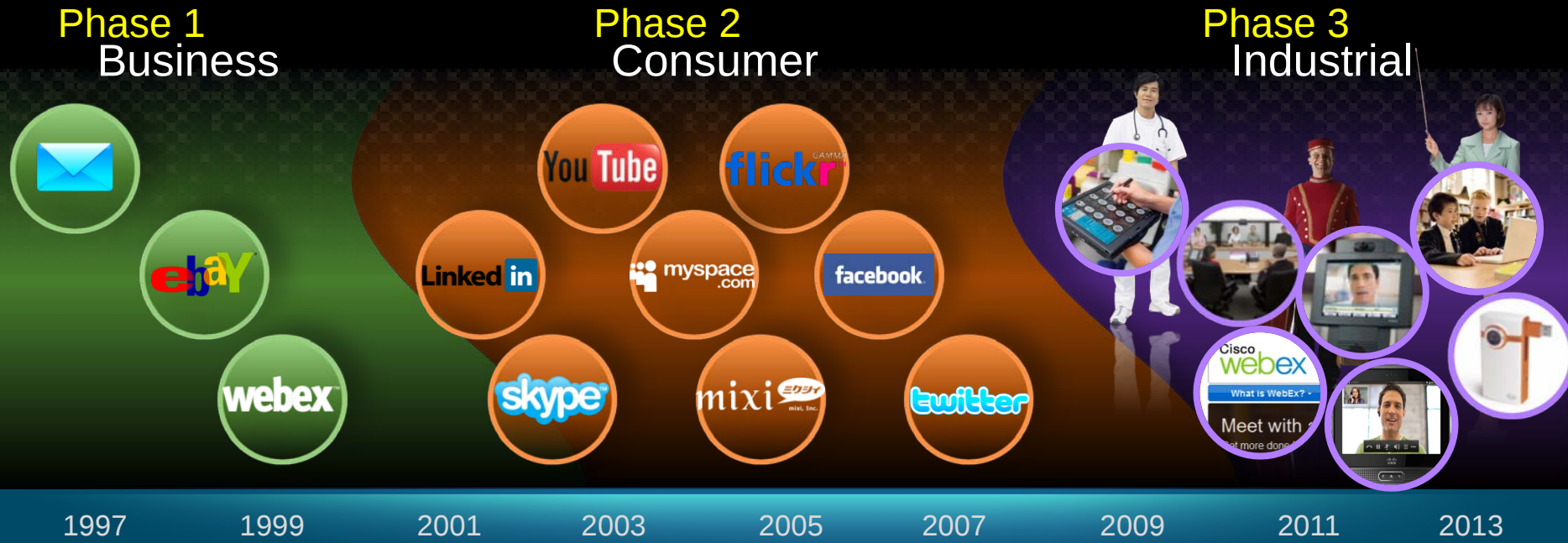


131.58 Connected Devices per Person on Earth
Based on potential for exponential
increase driven by unforeseen
technology advances

2025

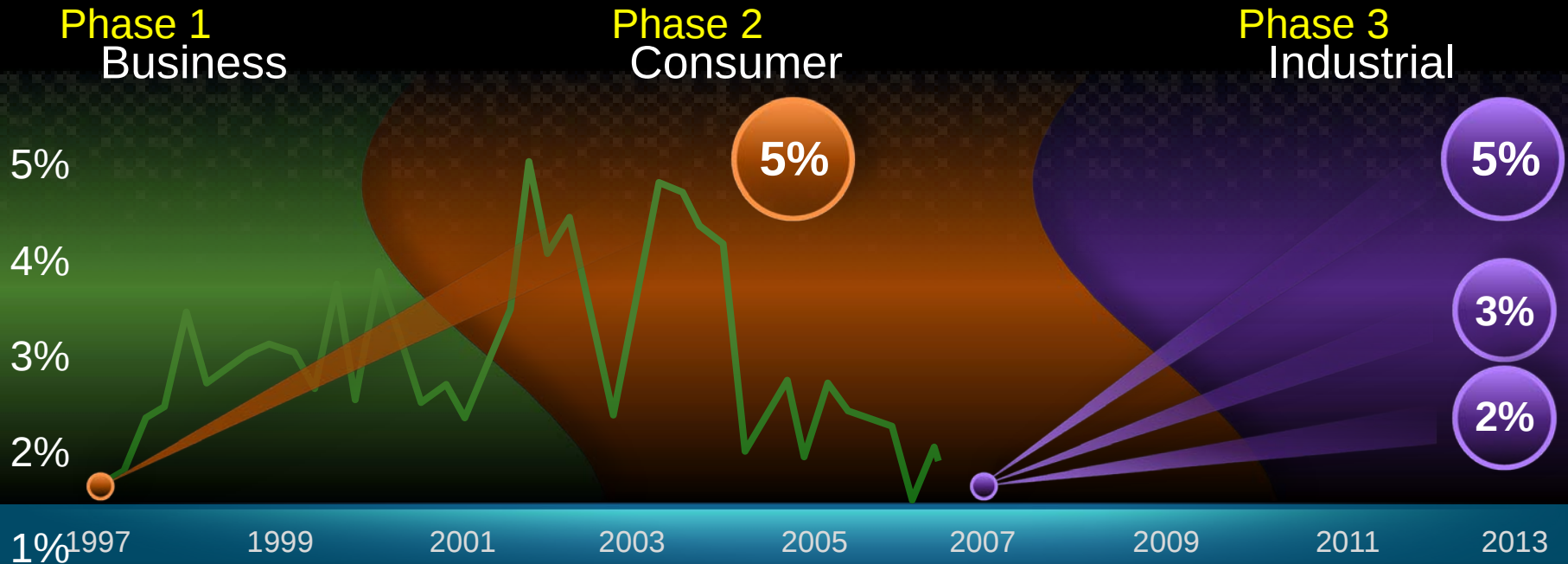
Market Transitions

The Industrial Internet or Internet of Things (IoT)...



Market Transitions

...delivers new opportunities to increase productivity



It's happening again...

...Industrial Internet



Business Driver

Urbanization

Technology Driver

IPv6, Sensors,
Green

Architecture Driver

Virtualization
Collaboration
Borderless Network
IP NGN

Agenda

Market Dynamics

Architecture shifts...
'Network Platform'

Next Generation Enterprise



The 'Next' Platform → Network Centric

From Mainframe/Client-Server to Cloud

Mainframe

High Cost Hardware
Lack in Flexibility

Database Business Logic



Terminals

Client Server

Complexity and High Cost in
Server Maintenance

Database Server

Application Server



Embedded
Security

Cost-efficient High
Performance
Servers

Broadband

Parallel
Processing

Multi-core
Chips

Virtualization

Cloud Computing

- Everything as a Service
- Business and Personal Applications On-Demand

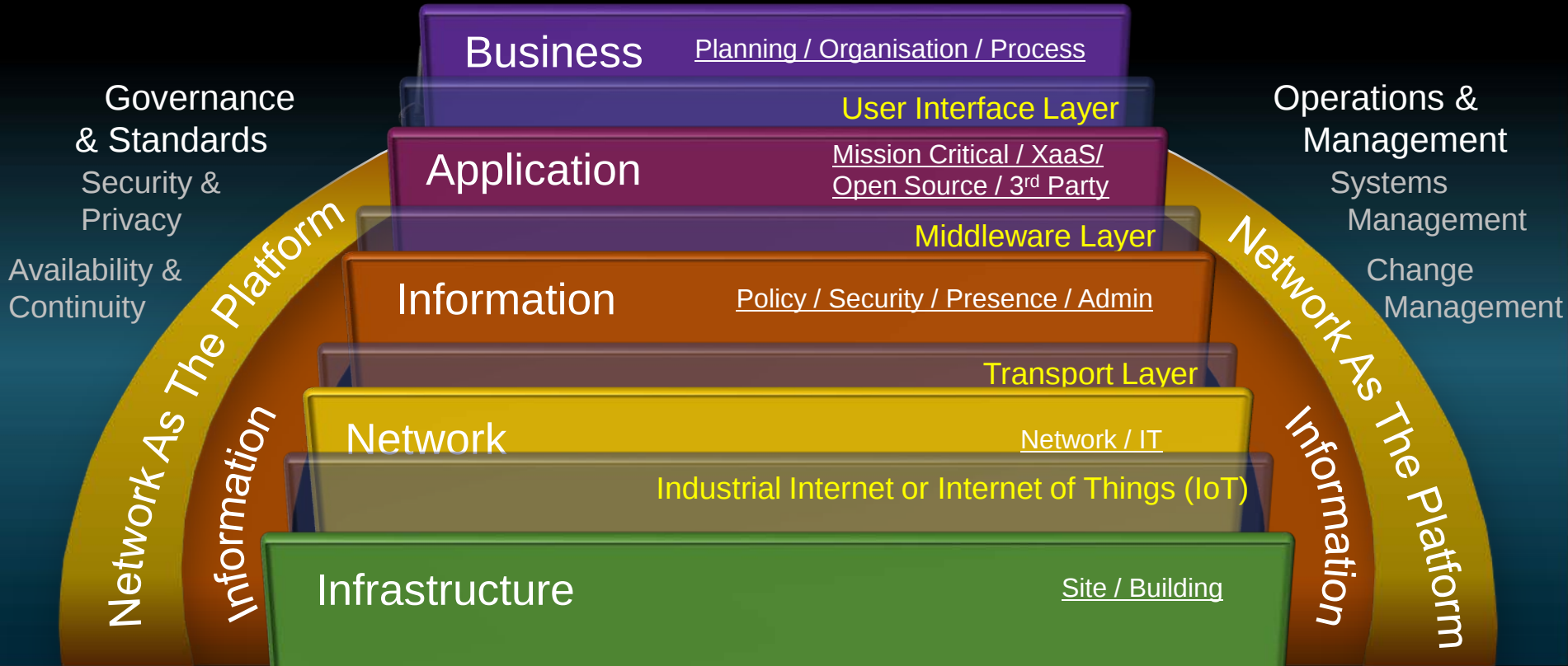
Multi-Core
Network Grid

Internet
Broadband



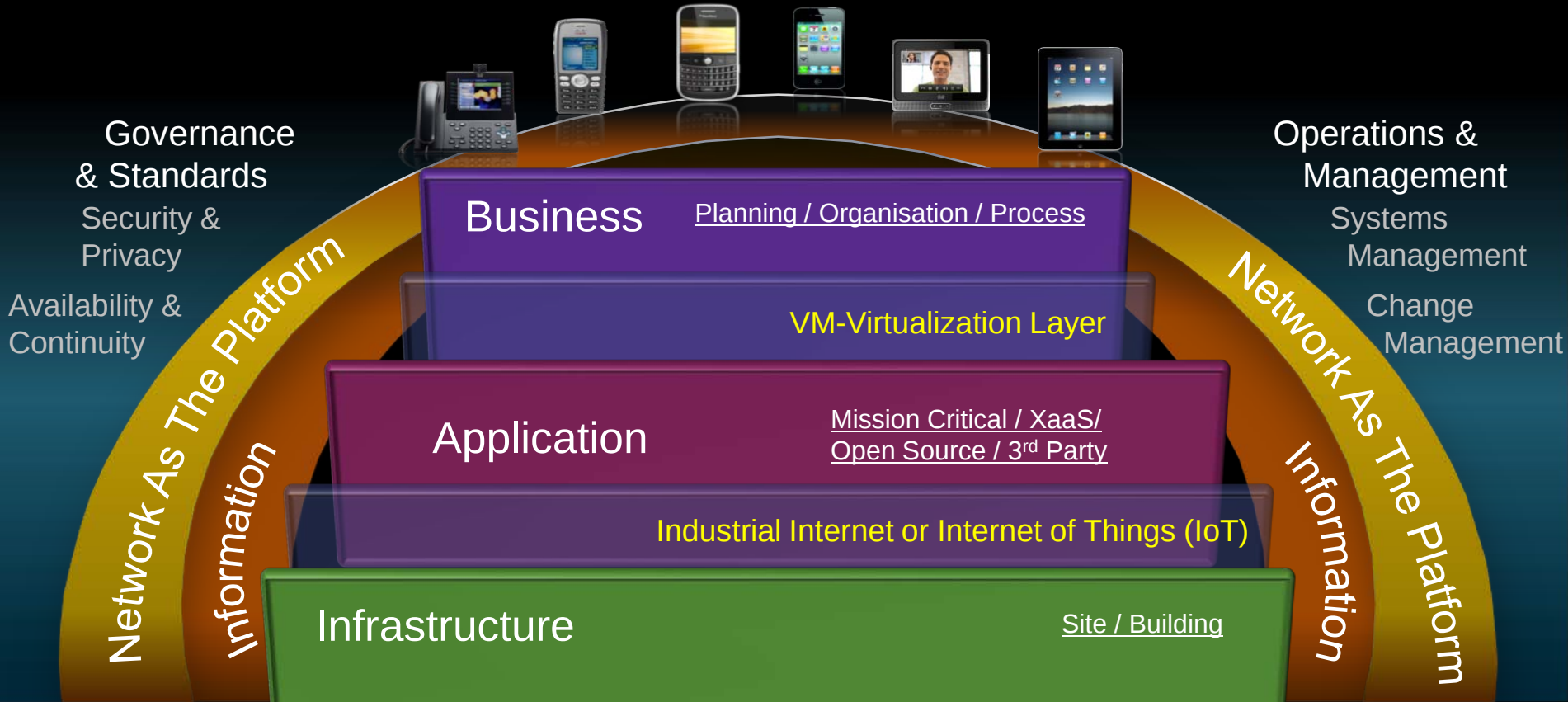
Fundamental Architecture Change

The Network becomes the Platform



Fundamental Architecture Change

The Network becomes the Platform



Traditional Disconnected Systems

'Many Players' – Inefficient & Costly Models



Compute



Siloed
Applications



Proprietary
Voice & Video



etc...



End to End Architectures

'Only Cisco' – Integrated & Efficient Architectures



Infrastructure
as a Service



Virtual Desktop
Services



Unified
Communications

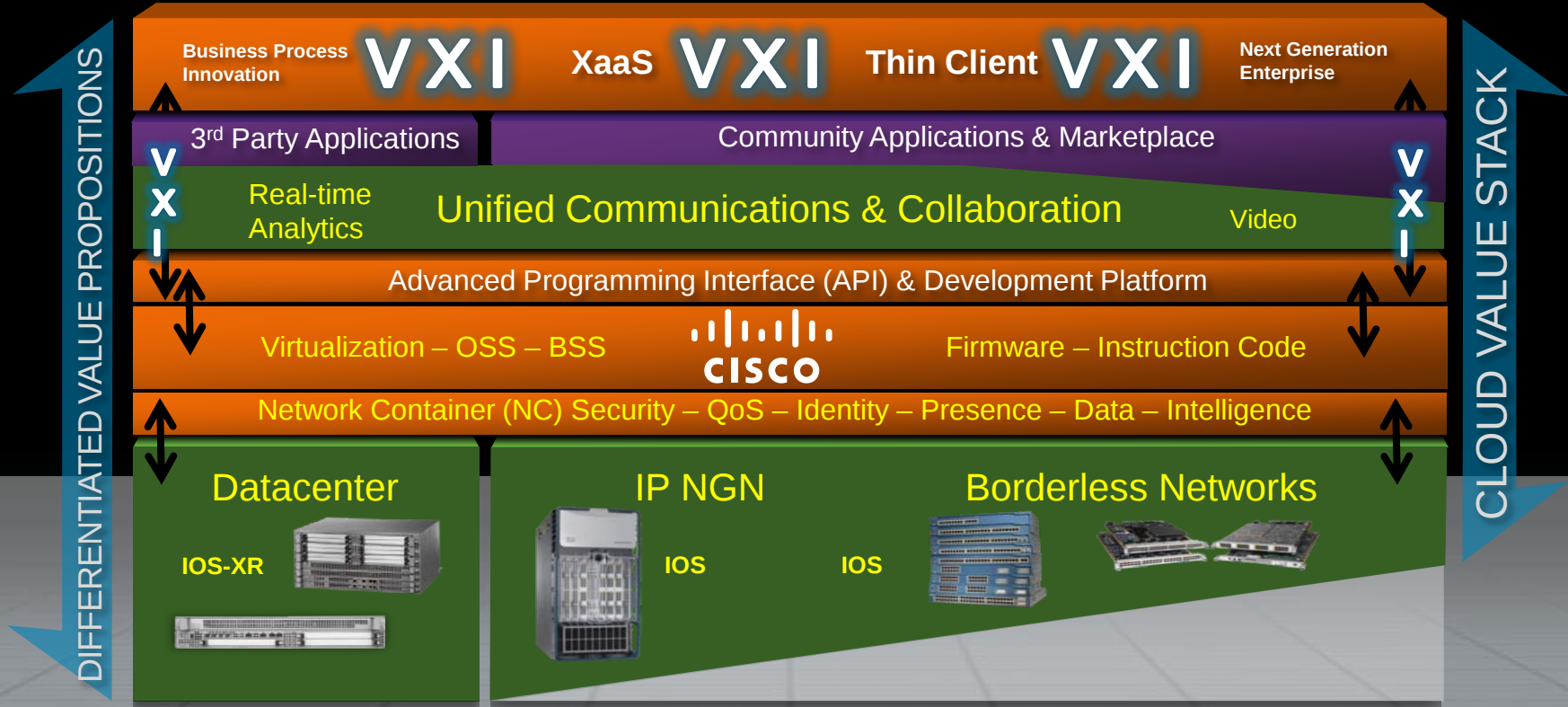
etc...

Infrastructure abstractions

VCE Unified Fabric Virtualization TelePresence Productivity
Cost Reductions VDI Video Green Competitive Advantage

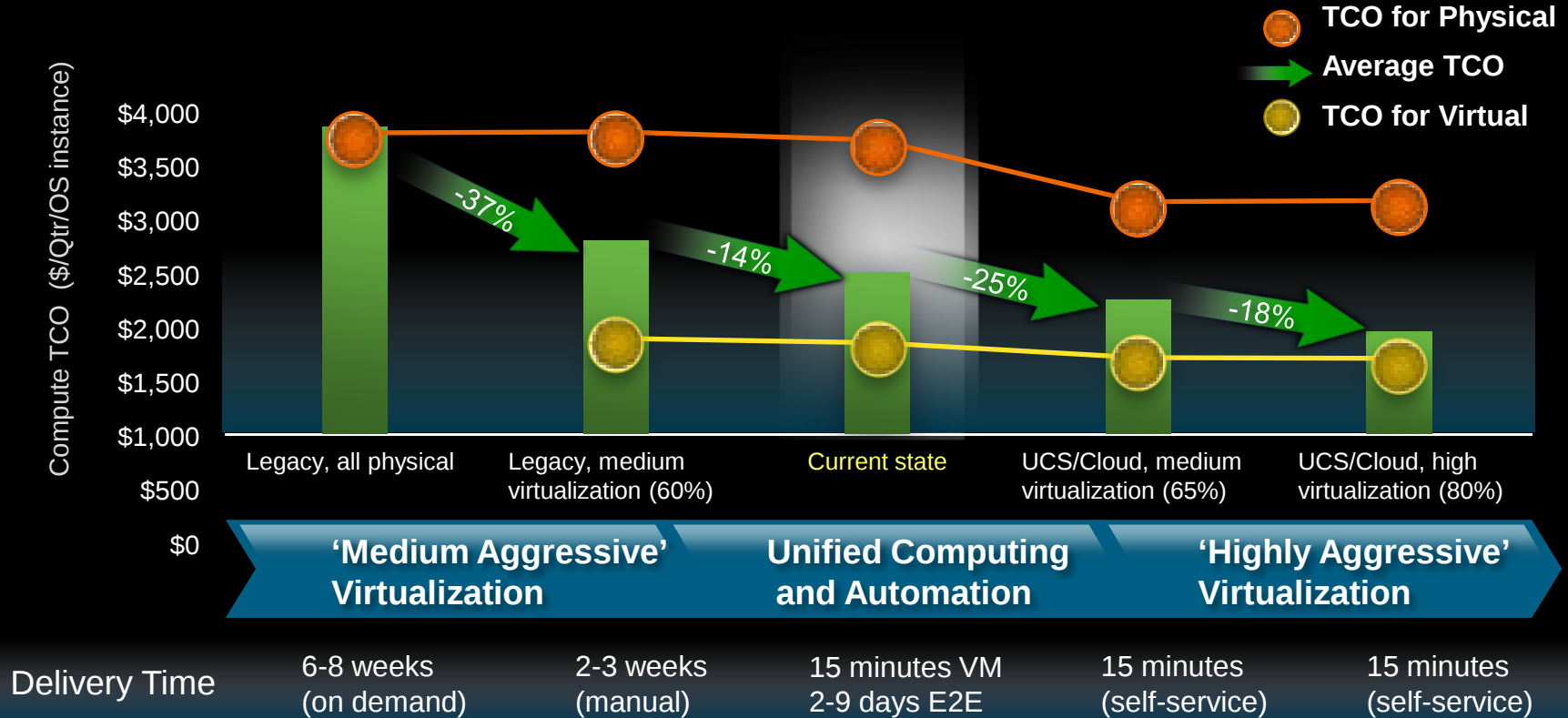
The Network is the Platform

New 'Value Stack' → Next ICT Architecture



Potential architecture Impact

Cisco on Cisco



Agenda

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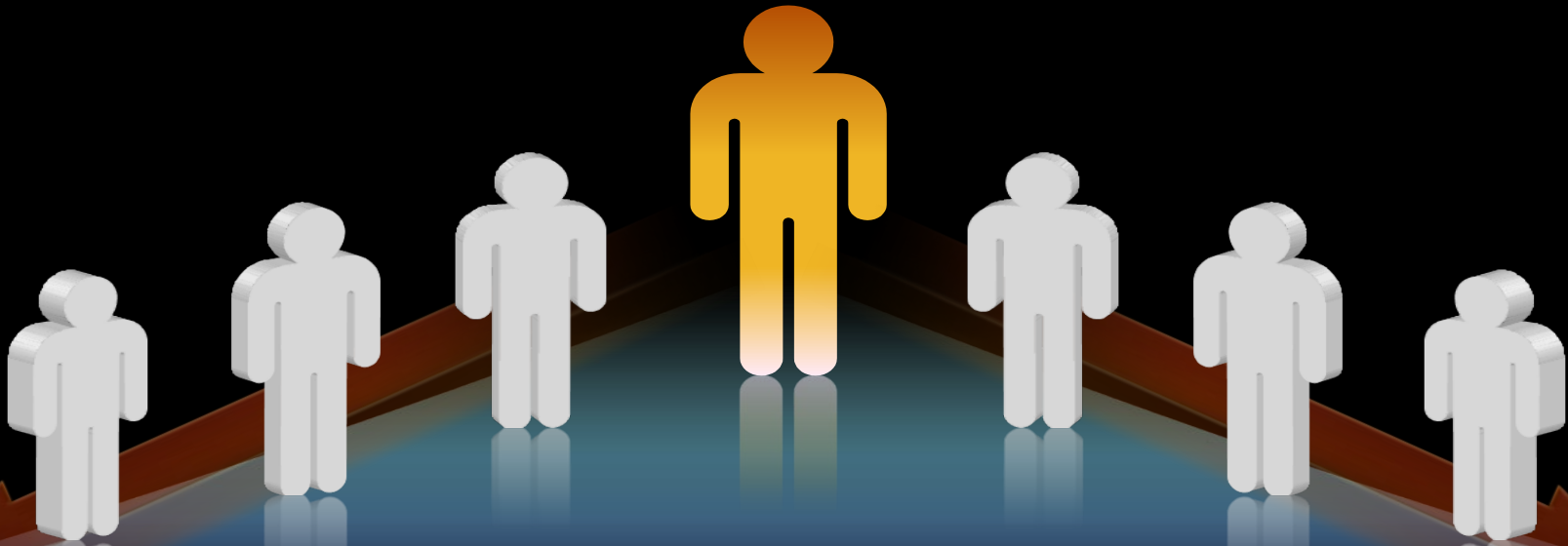
Next Generation Enterprise



Evolving Organizational Blueprint

From rigid silos...

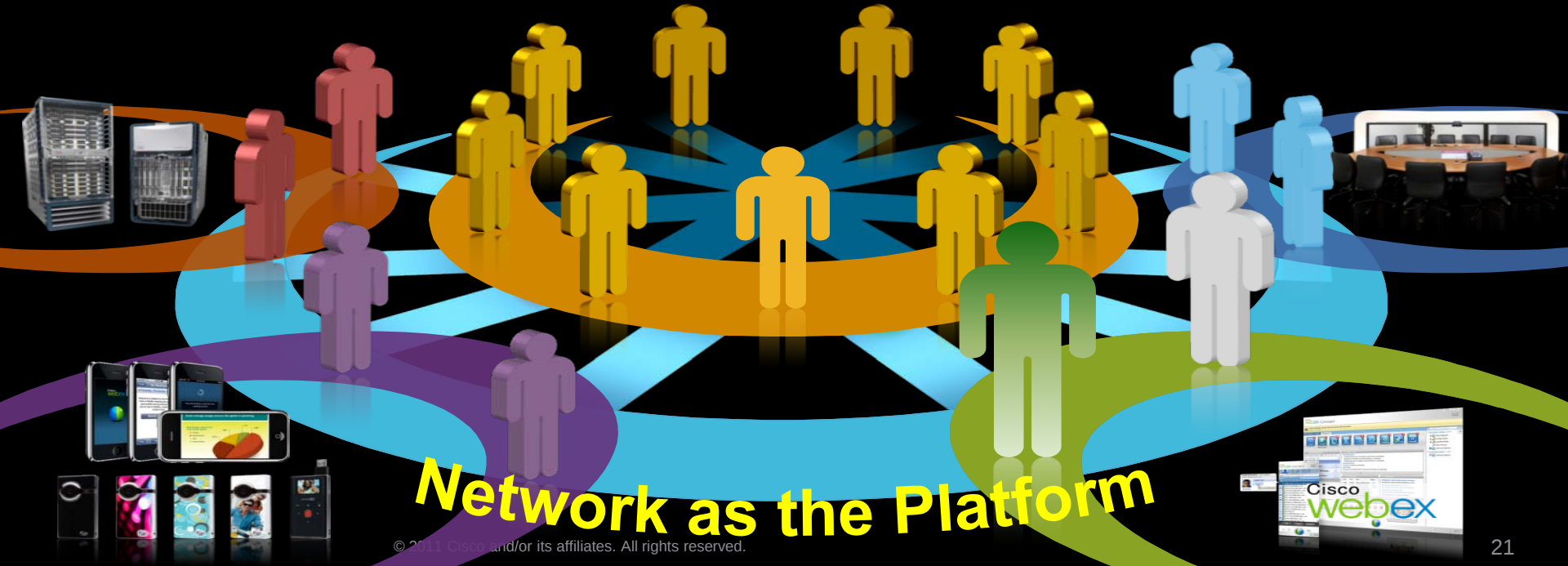
Command and Control



Evolving Organizational Blueprint

...to self-forming innovative teams

Dynamic Network Organisation



Systems of Engagement for B2B

Next Generation Enterprise

The Revolution

Scale collaborative capabilities through systems of engagement

Spotlight falls on the middle of the enterprise organization

Not about getting more efficiency from the bottom

Not about getting better strategic views at the top

Path Forward

Invest in the productivity of knowledge workers and relationship managers

Cisco Quad



Global presence detection

On-demand conferencing

Telepresence everywhere

Mobile access to everything

Global search

Community content management

With more revolutionary applications to come...

Dynamic Networked Organisation

Next Generation Enterprise



Communities ↔ Information ↔ Knowledge ↔ People
Driving Productivity, Growth and Innovation

Thank You.

