



Cisco 2011 Summit

Capturing the Next Wave:
Empowered for Business Success

Wired + Wireless – better together / Intelligent services for the borderless Enterprise

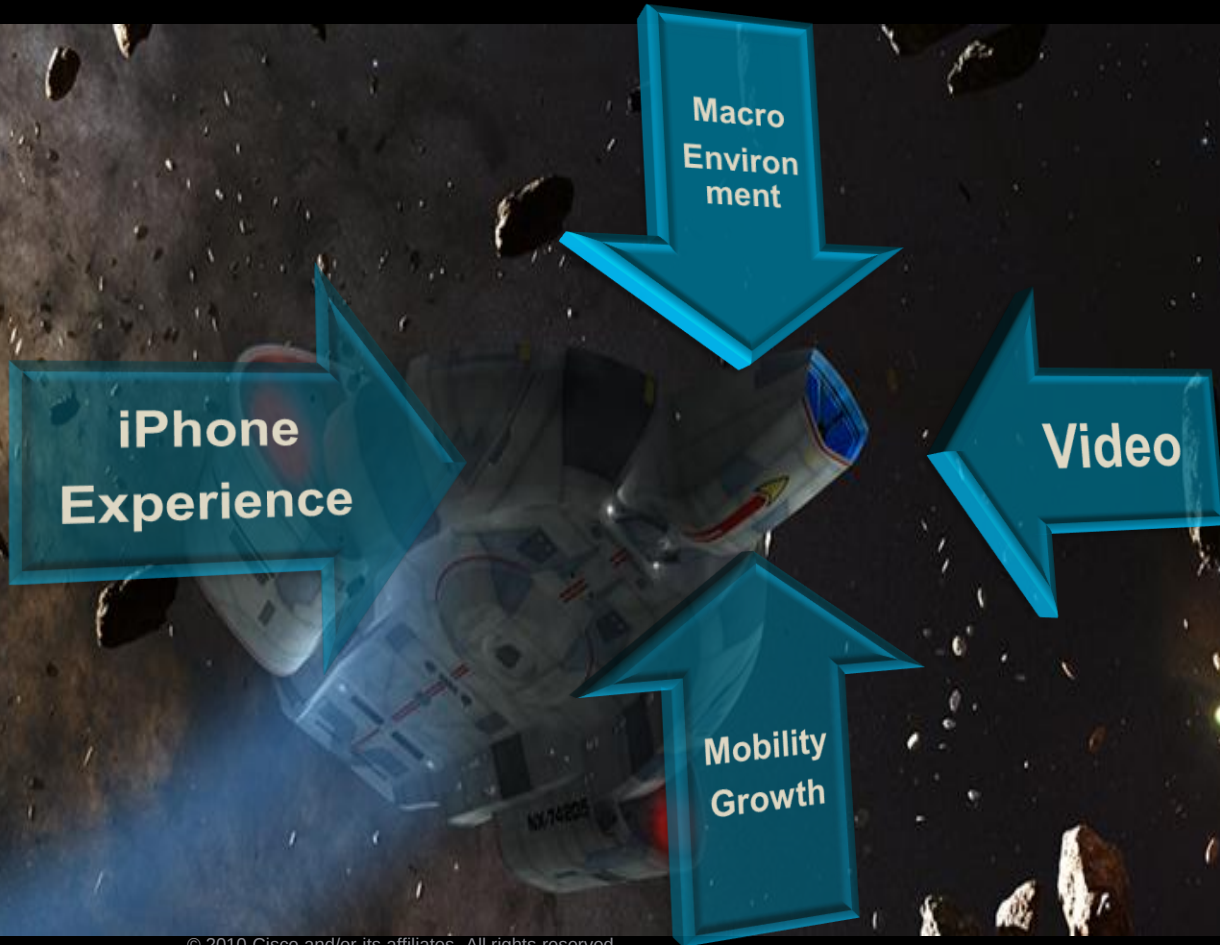
Chalan Aras, Ph.D.

VP of Marketing, Wireless Networking

In this Session, we will cover:

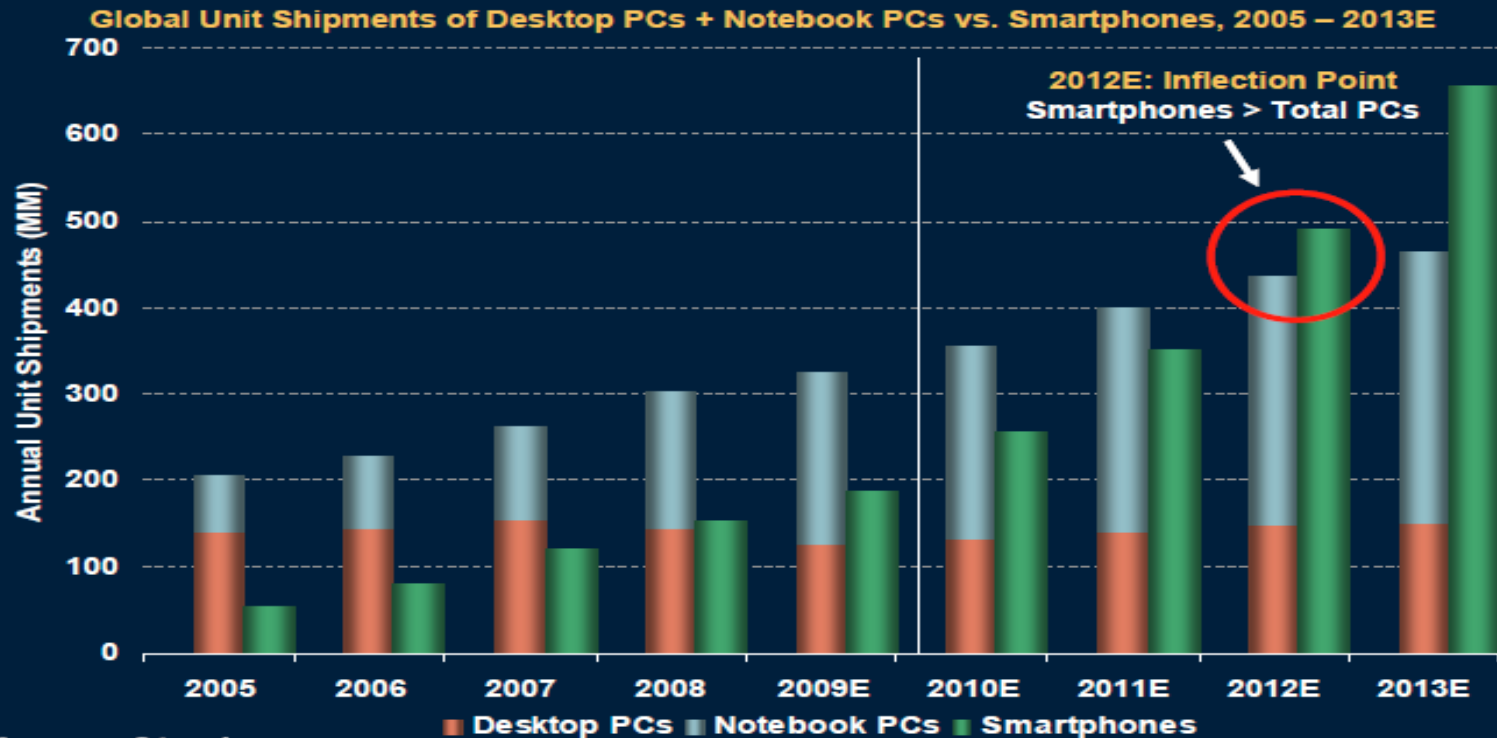
- The new Mobility Landscape
- Delivering Excellence for Mobility via Borderless Networks
- Intelligent Services through Wireless Networks

A time of Tectonic Shift...



Transformation Underway

Smartphone > PC Shipments Within 2 Years, Global –
Implies Very Rapid Evolution of Internet Access



Market Transitions

Mobility

1.3 B new Mobile Devices in the Next Three Years

Transition to 802.11n

Wired + Wireless



Workplace Experience

Blurring the Borders:

Consumer ↔ Workforce
Employee ↔ Partner

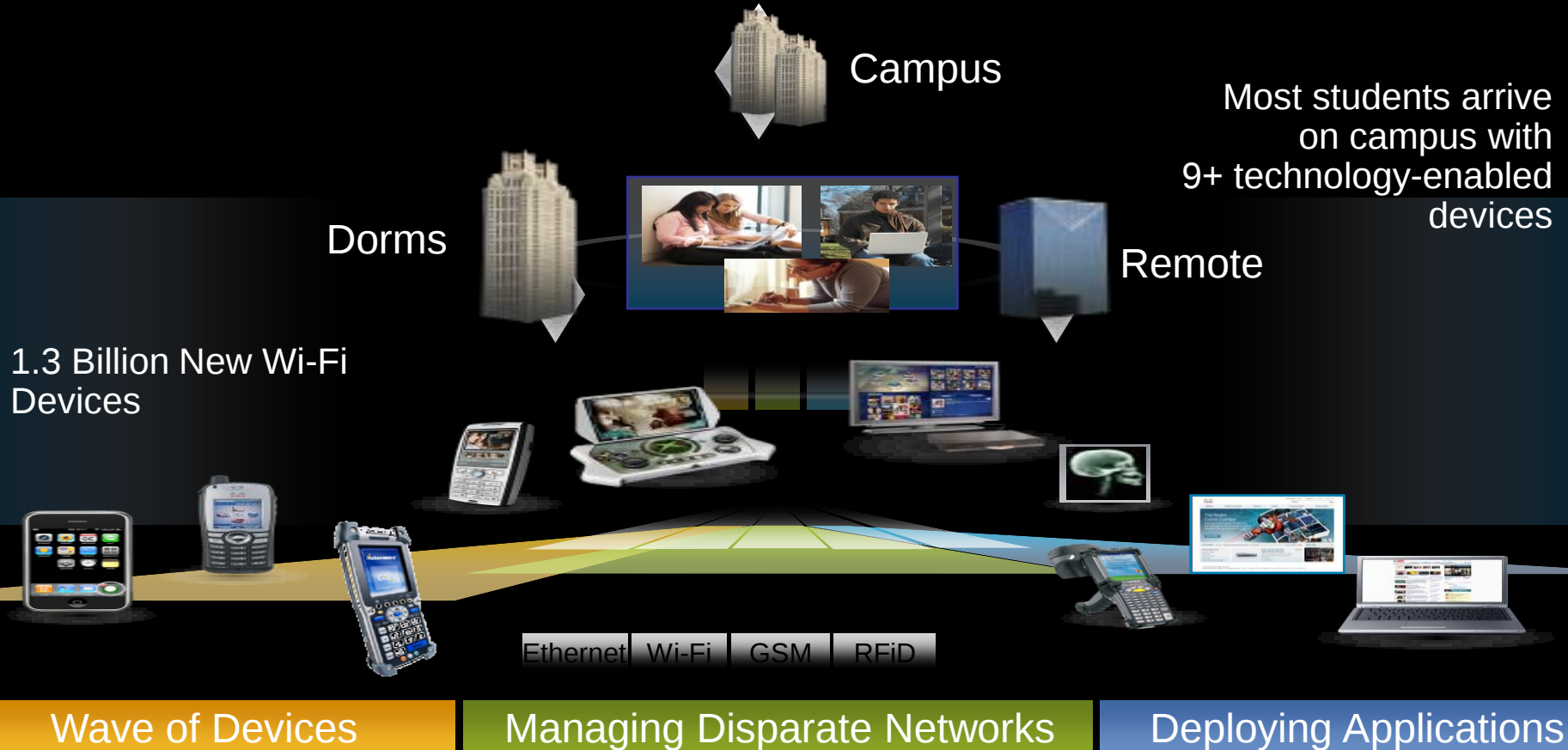


Video

50% of all Cisco Network Traffic Today Is Video



Higher Education Mobility Challenges



Retail Challenges

Applications, Control and Compliance

Single Number and Voicemail

Unified Communications

Inventory Management

Asset Tracking

PCI

HIPAA



Disparate Networks

Wireless LAN

Ethernet

Device Proliferation

Dual Mode Phones

Wired & Wireless IP Phones

Tablets, PCs

Ruggedized RFID Tags

80%+ of IT Resources: Reactive Client Management and Provisioning*

Pervasive Mobility in Enterprise



- Client Explosion
- Access Bandwidth Consumption
- Security Risk Migration
- Wired Mgt → Converged Mgt

Borderless Network Architecture

Architecture for Agile Delivery of the Borderless Experience



PROFESSIONAL SERVICES:
Realize the Value of Borderless Networks Faster

Cisco Motion

Open platform to deliver superior scale for wireless networks and support for integrated mobility services across networks and devices



Unified Wireless Network

Unified Network Transport

- Scalable, high performance wireless and wired networks
- 10,000's clients, 10,000 AP's, Distributed

Centralized Services Engine

- Service Enablement for apps that bring productivity, compliance and convenience
- Location & Context, WIPS, Clean Air

Simplified Device & Services Management

- Scaled Management platform with full device and client visibility
- 10,000's clients with comprehensive tracking

The Choice is Clear

Only Cisco Delivers True Business Mobility

Device

Client



- 90% of laptops Cisco compatible

Access

Access Points



- Indoor and Outdoor
- Modular, 802.11a/b/g/n

Control and Visibility

Wireless LAN Controllers and Management



- Centralized management
- Flexible, scalable (1000s of APs)
- Radio resource management

Service and Performance

Wired Network Services



- Unified Security and Management services
- Mobile Unified Communications

Mobile Applications

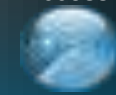
Mobility Services



Guest Access



Security



Spectrum Intelligence



Voice



Context-Aware

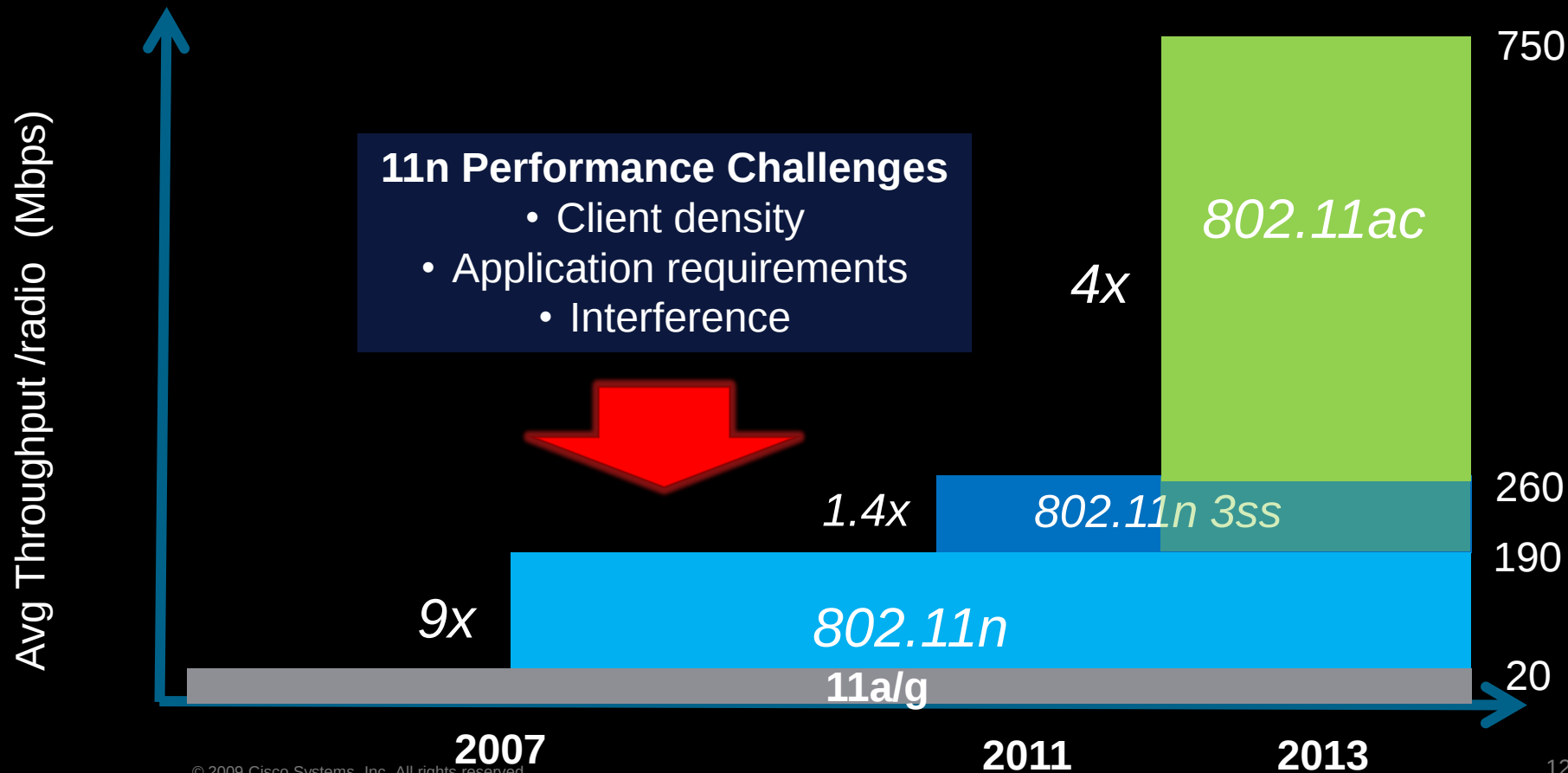


Mobile Intelligent Roaming

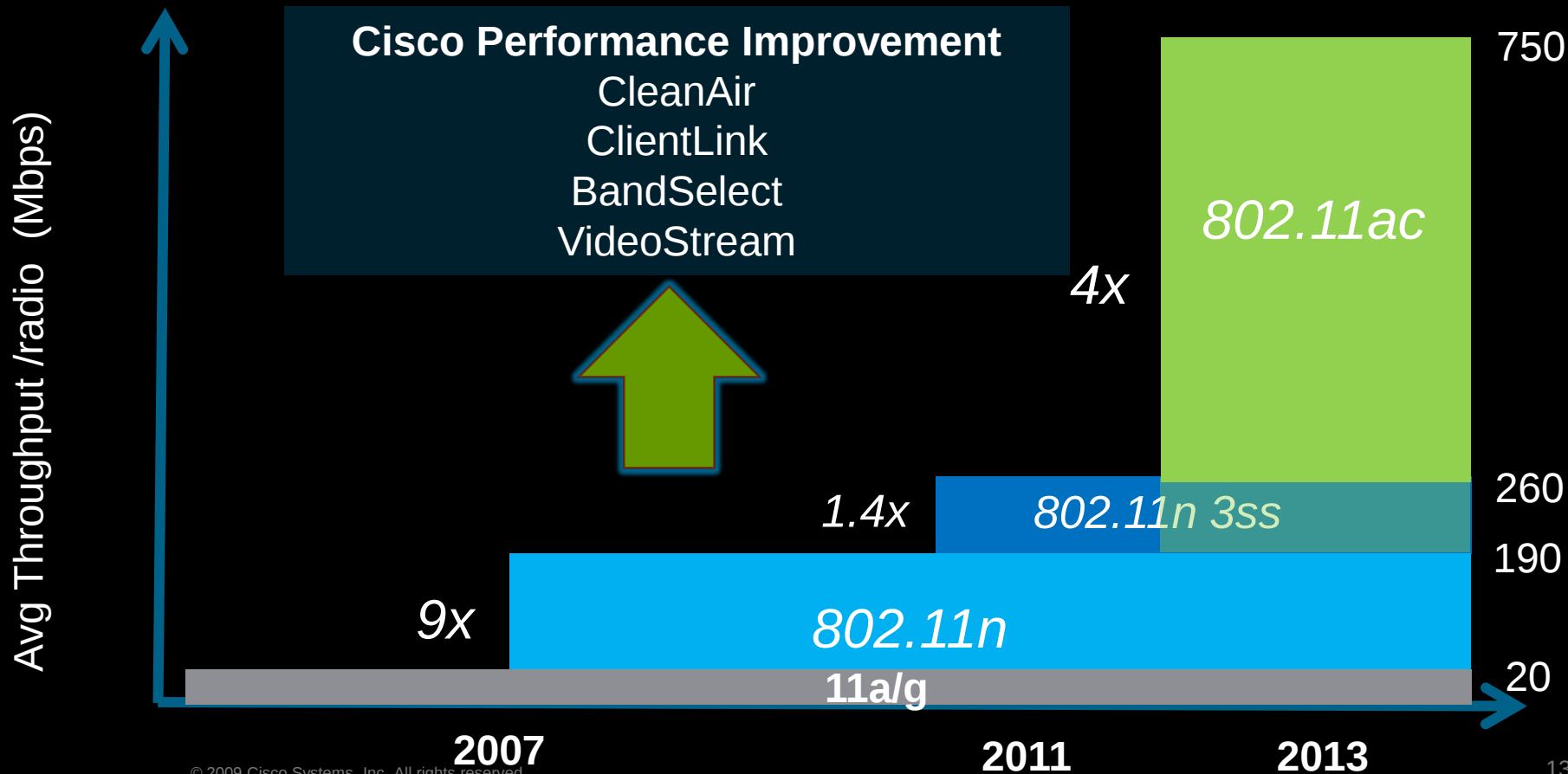
- Mobility Services Engine

Increase performance, scalability and ease of deployment of your 802.11n WLAN

Bandwidth for the Client Explosion



Bandwidth Delivered!



Cisco Aironet 802.11n Access Point Portfolio

Enterprise-Class Performance

Business Wireless



- Small to medium enterprises, branches
- Entry-level solution with opportunity to scale
- Enterprise-class 802.11n performance

Rich Media



- Medium to large enterprises
- Low TCO with flexible scalable architecture
- Enhanced 802.11n for high-performance

Mission-Critical



- Medium to large enterprises
- Low OpEx with built in interference avoidance
- Highest performance 802.11n with CleanAir technology for self-healing, self-optimizing wireless

Cisco Unified Wireless Network

Product Description

Wireless LAN Controllers



5508



2106

Catalyst 6500 Series Wireless Services Module (WiSM)



WiSM

Switch and Router Platforms



Integrated Services
Routers WLCM

Network Unification

Features

- Enterprise scalability and reliability
- Real-time RF Management
- Multi-layered security
- Mobility management
- Standalone and integrated options

Benefits

- Up to 2100 APs per Cat 6K chassis
- Cost-effective solution for main, branch, remote campus and SMB
- Ideal for data, voice, and video
- Wired and wireless integration

Mobility Services Engine

Consumer Apps

Adding Location
To Presence



CUP

Wired Location



Network
Services

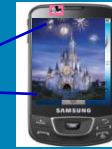


Asset Tracking

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AMNH Explorer
App



Enhanced Guest
Services



Augmented Reality

Location Services

Asset
Visibility



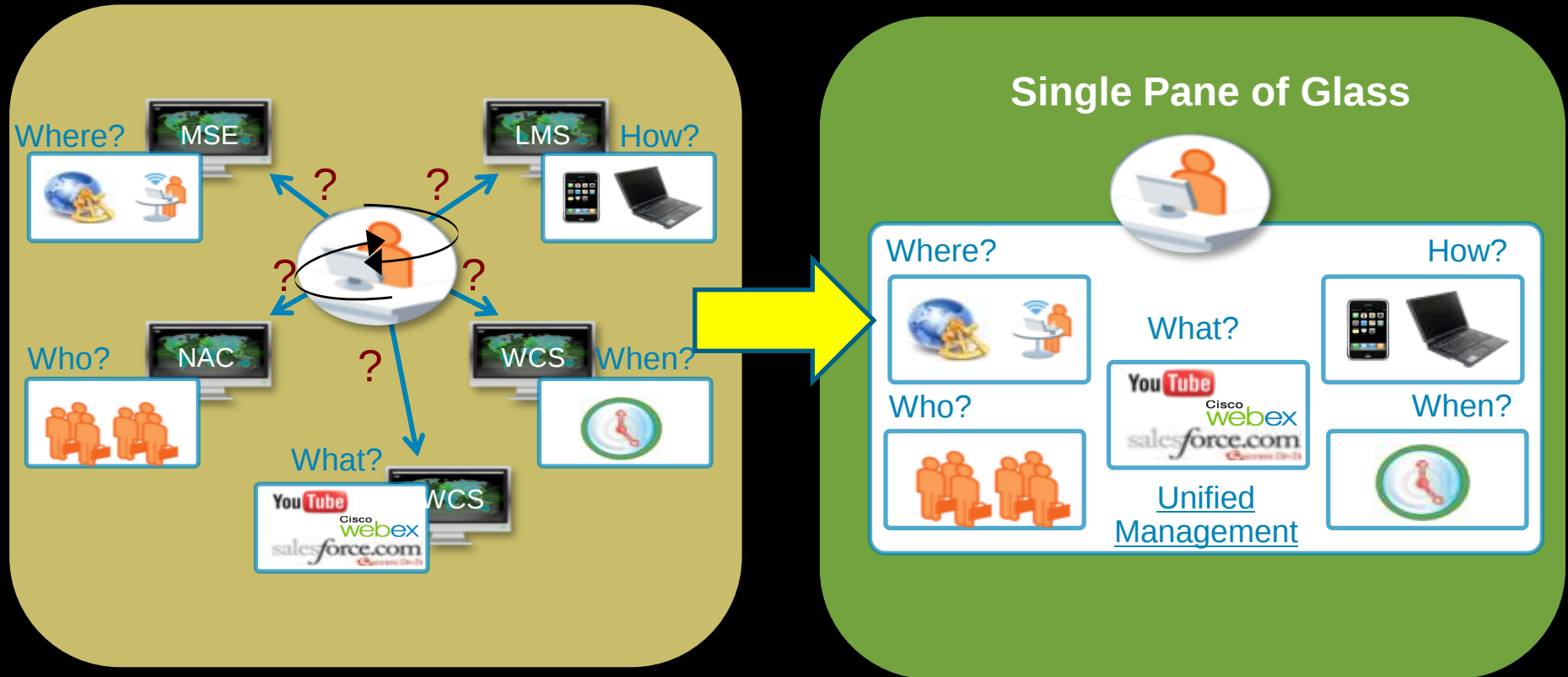
Network Visibility
Rogues / Interferers



NW Visibility –
Location assisted



Unified User and Access Management



Applications for Wireless in Higher Education

Clemson University and Purdue University



- Instant Replay of Game
- Game Statistics and Information
- Ordering Refreshments and Souvenirs
- Restroom Locators

Mobile Services Available at Sporting Events

Mobility Applications in Retail



Location for in-store guidance



Integrated scanner for real-time price check



Provide information at the point of choice



Product level advertising opportunity

Summary

- Mobility Landscape bringing new challenges
- Borderless Network Architectures enable any place, any time business
- Wireless Networks deliver Intelligent Services to bring unprecedented productivity



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