



CISCO BORDERLESS NETWORKS

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GM
Borderless Networks

The Borderless Enterprise

Anyone

Employee, Partner,
Customer Communities



Person to Person,
Person to Device,
Device to Device

Anything



Borderless
Experience

Securely, Reliably and Seamlessly

Anywhere

Work,
Home, On the Go...



Always Works,
Instant Access,
Instant Response

Anytime



Major Trends Are Reshaping the Industry...

IT Consumerization

Video



Mobility



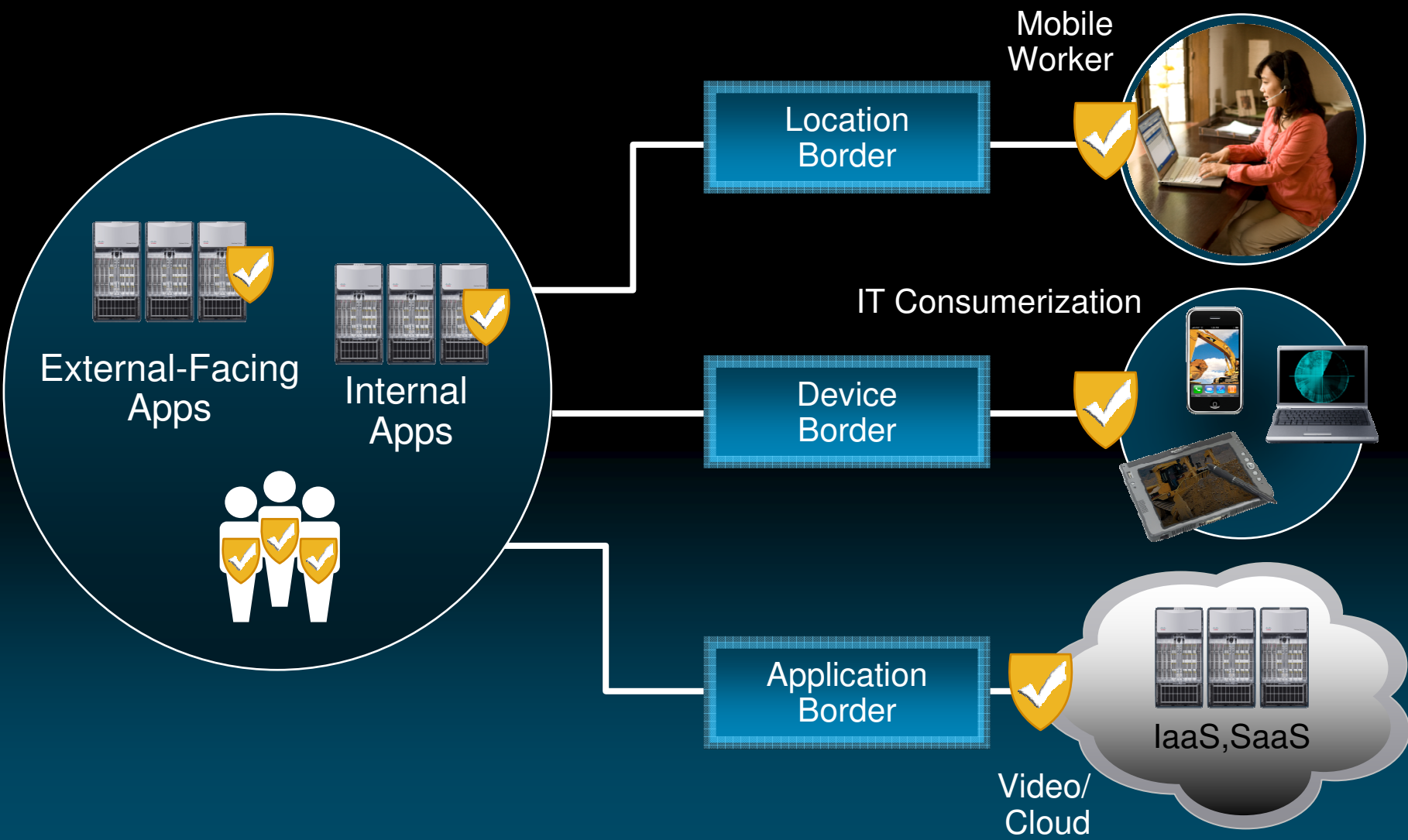
XaaS &
Cloud



Green

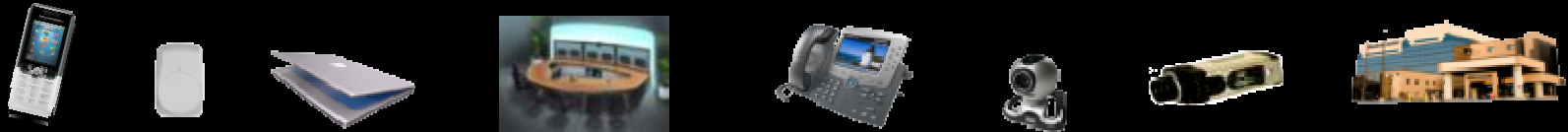


Changing Environment; Shifting Borders



Borderless Networks

Architecture for Agile Delivery of the Borderless Experience



Borderless End-Point/User Services

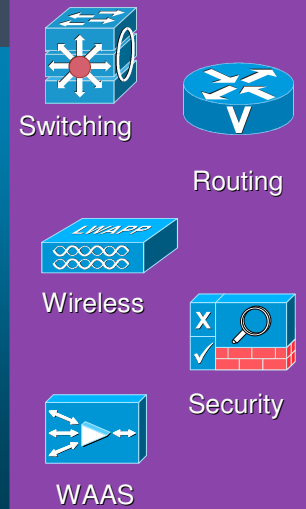


Securely, Reliably, Seamlessly: AnyConnect

Borderless Network Services



Infrastructure



Borderless Management and Policy



The Borderless Network Security Architecture

2 Borderless Data Center

Virtual Data Center Security
Service Chaining

Policy

Access Control Acceptable Use,
Malware, Data Security

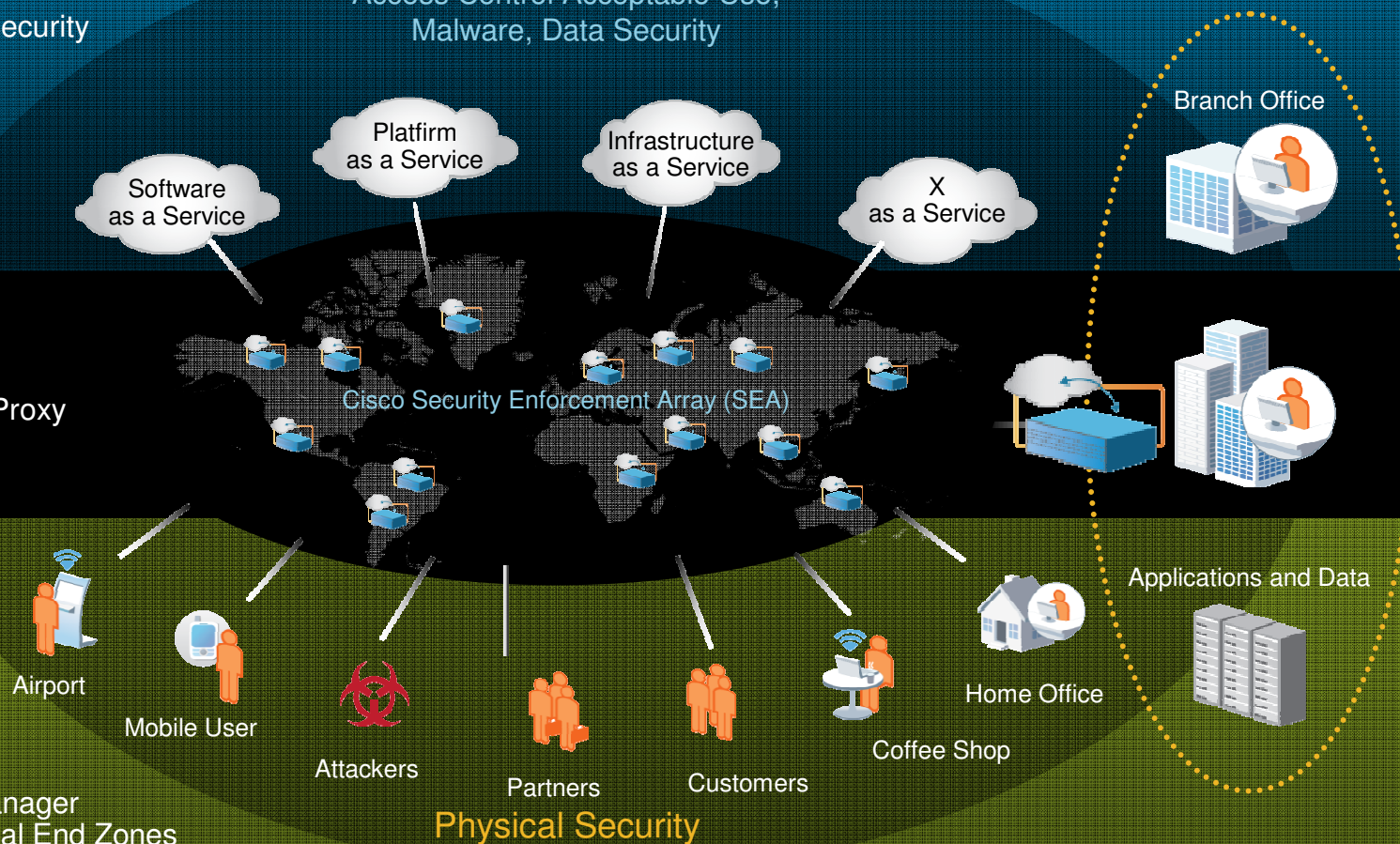
Corporate Border

1 Borderless Internet

Application, Identity, Proxy
Flexible Delivery

3 Borderless End Zones

Cisco Connection Manager
Business and Personal End Zones



Cisco CleanAir : ensuring access anywhere

Mobility
User
Services

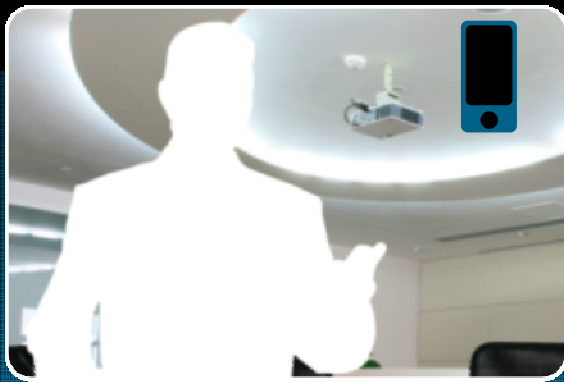
Mobile Collaboration
AnyConnect

CleanAir Technology
ClientLink
Context/Location
Client Troubleshooting

Motion
Network
Services

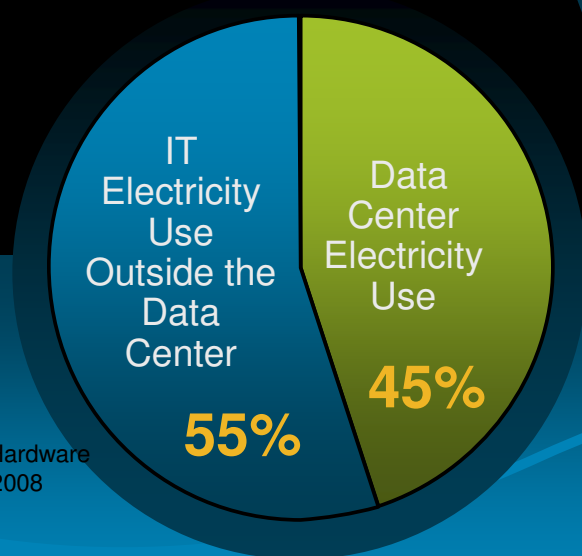
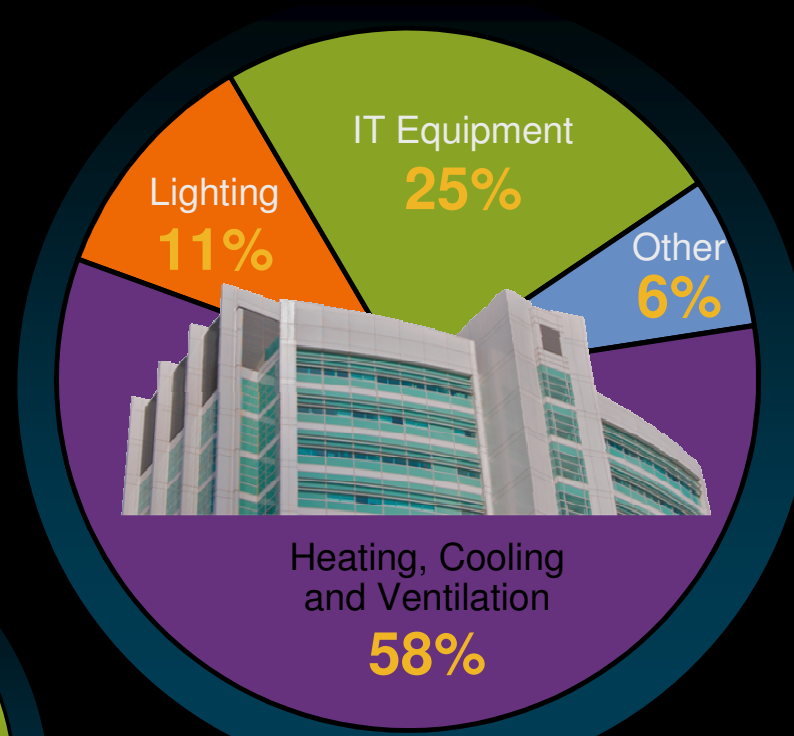
Borderless
Access

802.11n
Intelligent Switching
Remote Access/VPN



Energywise

- A typical commercial building's IT assets consume 25% of total power usage
- The majority of IT's power consumption occurs outside of the data center



Source: Forrester, Enterprise And SMB Hardware Survey, North America And Europe, Q3 2008

Source: UK Energy Efficiency Best Practice Program; Energy Consumption Guide 19: Energy Use in Offices

What is an Architectural Approach to Transforming Your Business?

An Architectural Approach Is About:

- ① Understanding where you want to go with your business
 - ② Identifying the business solutions that will help you get there
 - ③ Making sure the architecture is in place to support the solutions, and can scale to future opportunities
 - ④ Scaling business solutions to meet the needs of your business
 - ⑤ Improving operational efficiency and reducing complexity through a common management platform and multisystem integration
-

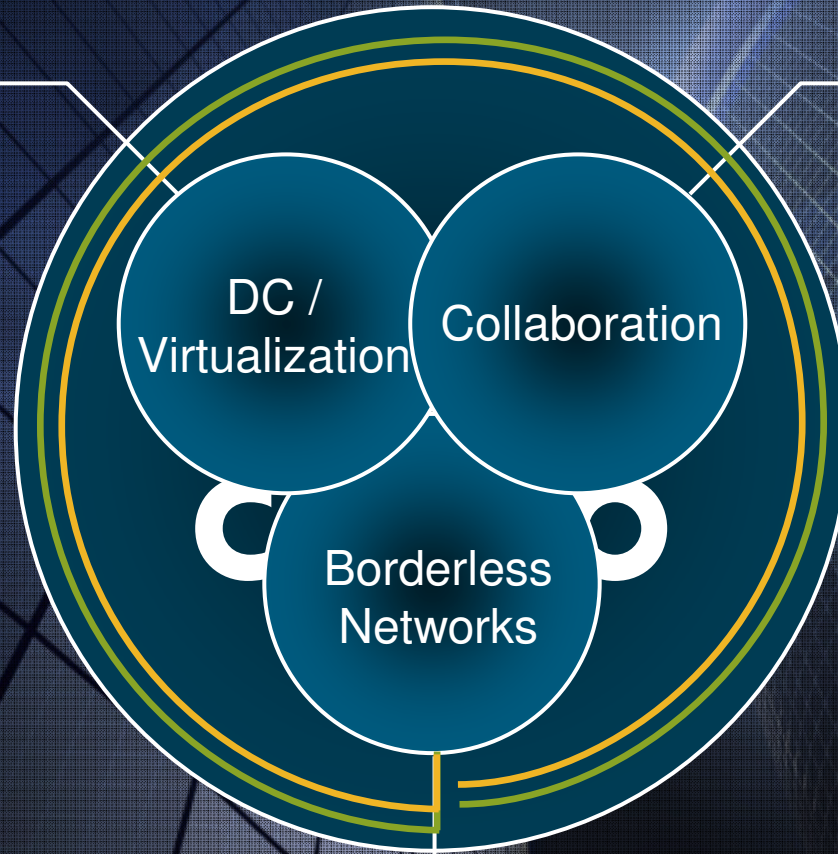
Cisco Architectures

Work more
efficiently

Work more
effectively

Security

Policy



More IT
flexibility

One Cisco

Critical Questions Customers Consider

- 1 Do I Have a Consistent Access Policy Architecture Across My Network for all Users and Devices?
- 2 Can Mobile Devices Access My Network Transparently and Securely?
- 3 Can My Network Deliver Real Time Collaboration Experiences?
- 4 Can My Network Deliver Protection From the Premise to the Cloud?
- 5 Can My Network Optimize Performance of Applications Anytime, Anywhere?
- 6 Am I Using My Network to Reduce My Energy Costs?
- 7 Is My Network Ready for Current and Future Regulatory Requirements?
- 8 **Where am I now? Where do I start?**





CISCO

Borderless Networks Architecture

Architecture innovation

Next-Generation IT Architecture

- Connects anyone, anywhere, using any device, to any resource -- securely, reliably, seamlessly
- Enables you to increase customer intimacy, productivity, and agility across Many Business Models
- Delivers a workspace experience beyond conventional device, application, and performance borders
- Opens up new business models by bringing interactions closer to their customers
- Optimizes resource use and increases productivity with any device, anywhere, any time
- Reduces costs and improves operational efficiency

Delivers the New Workplace Experience

