



Ng Tock Hiong
Director, Systems Engineering

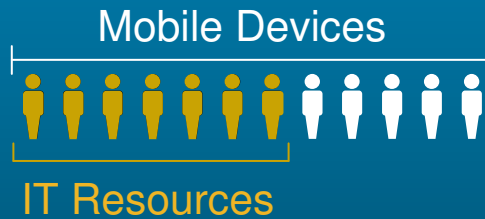
thng@cisco.com

Unleashing the Power ~~Of Borderless~~ Networks

Market Transitions

Mobility

- 1.3 Billion new networked mobile devices in next three years



Workplace Experience

- Blurring the borders:
Consumer ↔ Workforce;
Employee ↔ Partner

Anyone, Anything,
Anywhere,
Anytime



Video

- 60% of all Cisco network traffic today is video



The New Borderless Organization

Anyone Employee, Partner,
Customer Communities

Person to Person,
Person to Device,
Device to Device

Anything



Securely, Reliably and Seamlessly

Anywhere Work,
Home, On the Go...

Always Works,
Instant Access,
Instant Response **Anytime**

Borderless Networks

New Business Architecture Approach



- Accelerate growth by integrating innovations into the business process—bringing interactions faster to the customer.



- Harness technology as the agent of change to realize closer customer contact, enhance customer experience and customer loyalty.

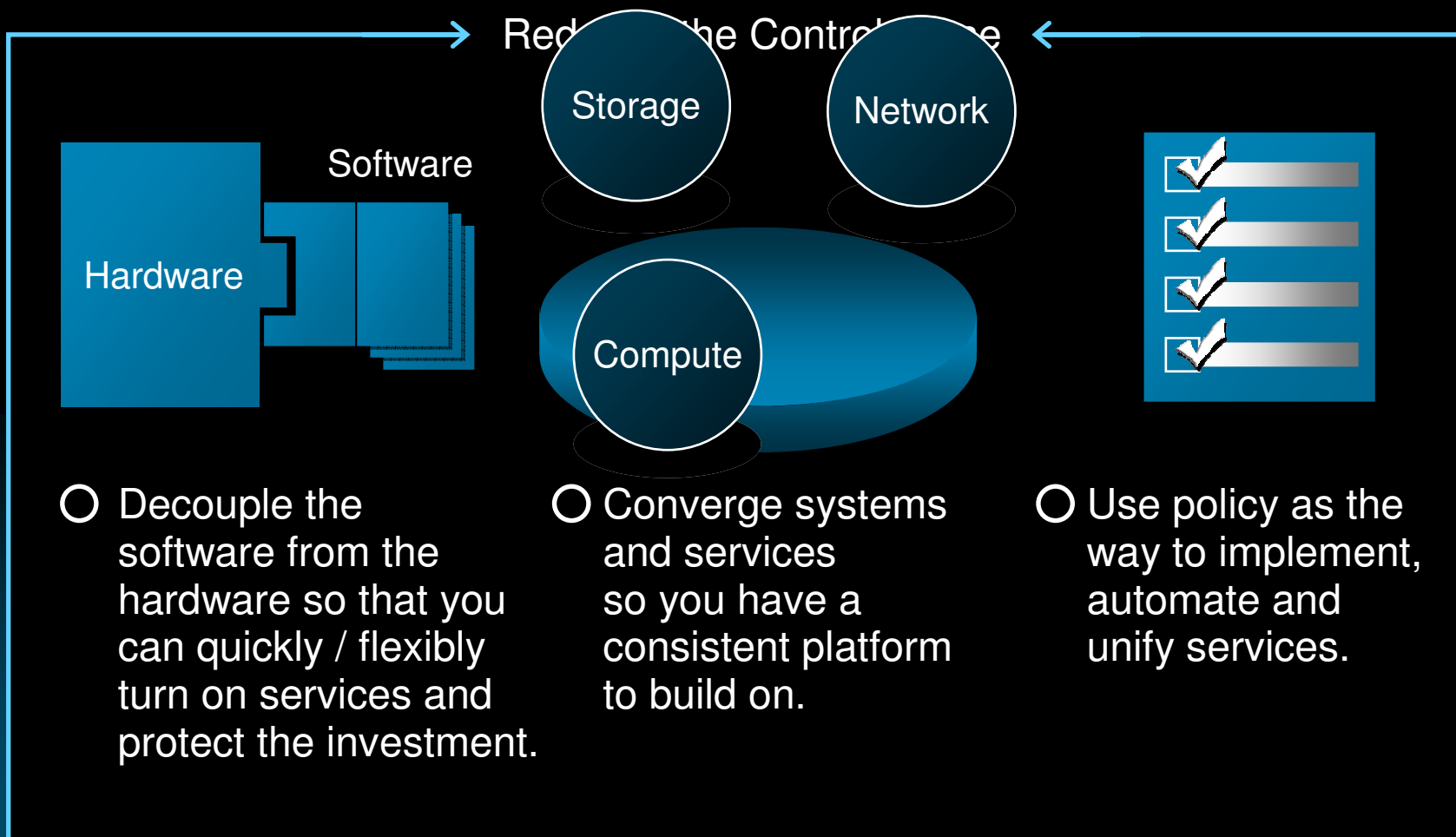


- Transform the workplace experience and increase productivity. Automate business processes to drive down costs.

Connect More Closely with Your Customer, Partner, Workforce

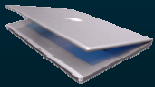
Borderless Networks

New Technical Architecture Approach



Architecting Borderless Networks

Collaboration



Data Center



Switching



Routing

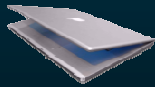


Security



Architecting Borderless Networks

Collaboration



Policy and Control

Medianet

Cisco® EnergyWise

Network Resiliency and Control

Borderless Network Services



Borderless
Mobility



Borderless
Performance



Borderless
Security

Borderless User Services

Borderless Connection Management

Data Center



Switching



Routing

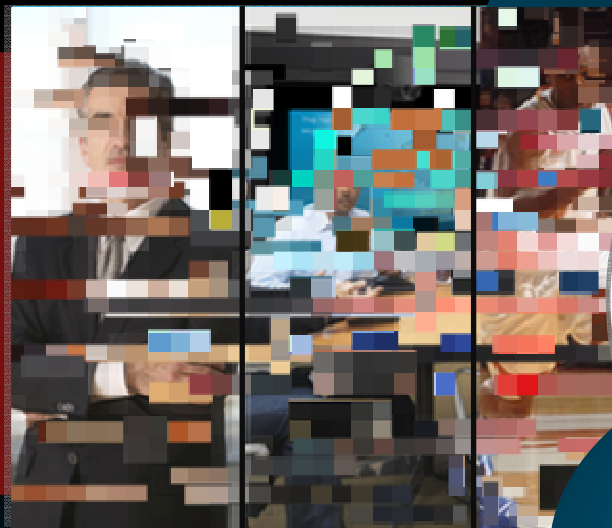


Security



Cisco Medianet: Transform Video Experiences

No Resource Reservation,
Degraded Video



CEO Meeting

M&A Negotiation

Sports Event

Context-Aware, Prioritized,
High Quality Video



Global Business,
WW Offices



CEO Meeting

M&A Negotiation

Sports Event

Can my Network Deliver Real-time Collaboration Experiences?

Cisco EnergyWise: Reducing Energy Costs

No Energy Management

County-Wide Office
Energy Management



Annual Energy Costs

\$770,000

County Offices

10,000 PCs

Managed Nightly Shutdown

\$280,000

Additional Energy Policies

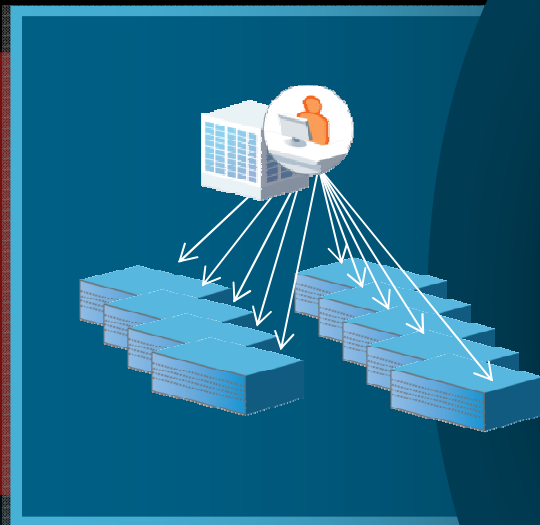
\$150,000

Total Savings \$430,000

Am I Using My Network to Reduce My Energy Costs?

Cisco TrustSec: Guest Access Made Easy

IT Devices Changed
Manually



“Guest” Access
Policy



Consulting
a Project

Do I Have a Consistent Access Policy Architecture
Across My Network for all Users and Devices?

Cisco TrustSec: Next-Generation Security

Clear Data and Video Streams in LAN

Encrypted, Tamper Proof Transactions



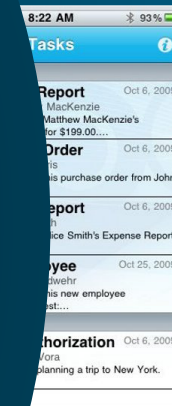
Malicious
Guest User

Is my Network Ready for Current and
Future Regulatory Requirements?

Cisco AnyConnect Secure Mobility

Unmanaged Devices, Data Loss, and Lapses in Security

Cloud Applications, Persistent Services, and Inflexible Security Policy



Acceptable Use



Access Control



Data Loss Prevention



Mobile Business Executive

Can Mobile Devices Access My Network
Transparently and Securely?

In Summary

Borderless Networks

Architecture for Agile Delivery of the Borderless Experience



Borderless End-Point/User Services



Mobility



Workplace Experience

Video



AnyConnect

Borderless Network Services

Video:
Medianet



Green:
EnergyWise



Security:
TrustSec



Performance



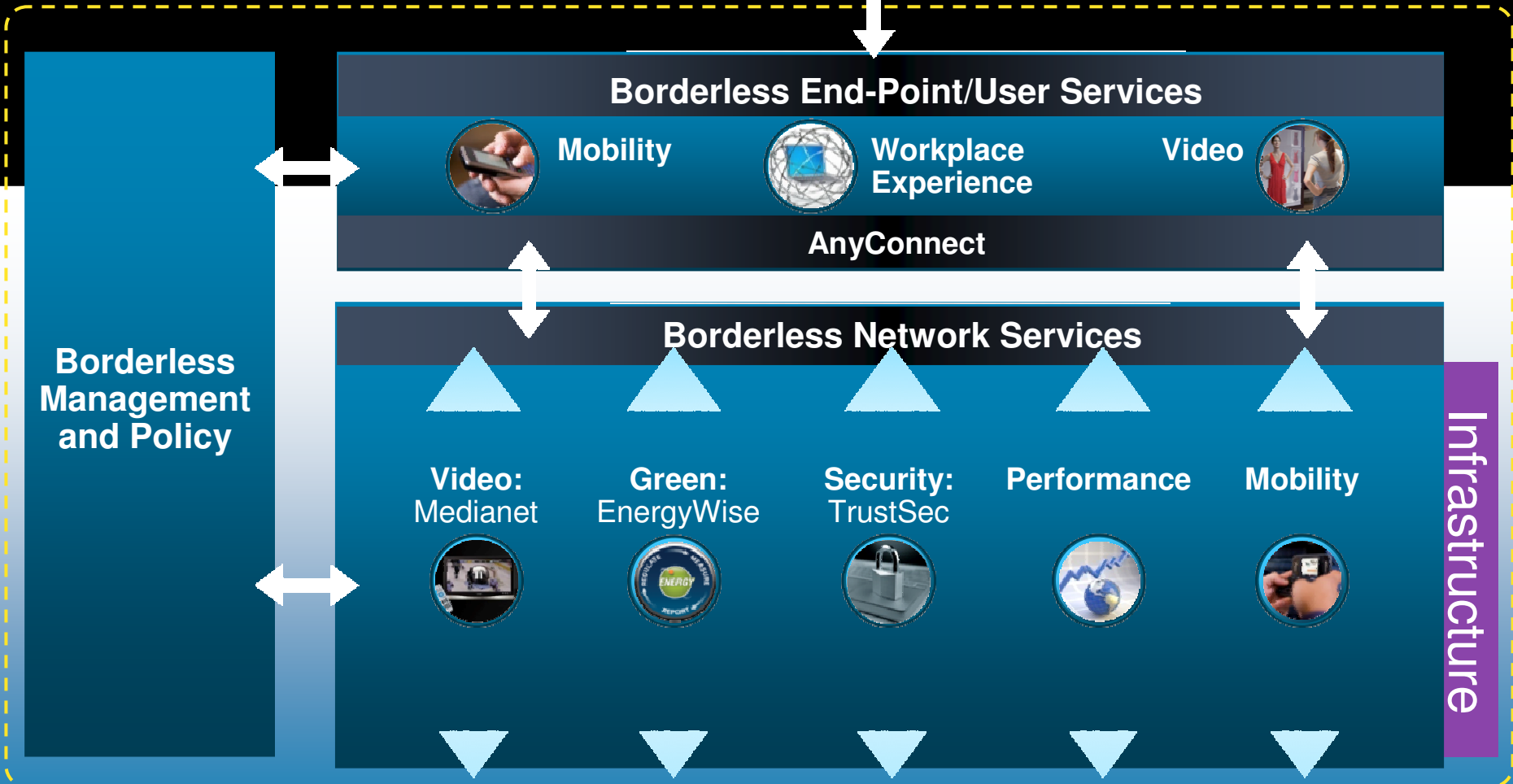
Mobility



Borderless Management and Policy



Infrastructure



Architectural Thought Leadership Advantage

Creating a new collaborating experience to dramatically increase productivity in today's complex work environment

COLLABORATION

Creating a borderless experience by building integrated systems which lowers total cost of ownership

BORDERLESS NETWORKS

Enabling application availability while allowing businesses to be green, save money, and better utilize existing investments

VIRTUALIZATION



End-Points



On-Premise Network



Off-Premise Network



Data Center

Cisco Borderless Networks

Accelerated Business Growth

- Technology innovation
- Architectural leadership
- Borderless Professional Services

Industry-Leading TCO

- End-to-end energy efficiency
- Proven investment protection
- Ease of operations
- Flexible pricing

Trusted Access

- Seamless wired-wireless experience
- Trusted security and identity
- Extended security for the Borderless Enterprise



Go Borderless



1

The Borderless Organization needs a Borderless Network Architecture

2

Cisco is uniquely equipped to deliver that architecture with “broad and deep” network innovation

3

The Platform for Your Business Innovations

Critical Questions to 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?**



