

Cisco Borderless Mobility

Jerry Lucas

Mobility Product Sales Specialist

Tjie Seng Njauw

Mobility Consulting Sales Engineer

Market Transitions

Mobility

1.3 Billion new Networked Mobile Devices in the Next Three Years

Mobile Devices



IT Resources

Workplace Experience

Blurring the Borders:

Consumer ↔ Workforce
Employee ↔ Partner

Anyone, Anything,
Anywhere, Anytime

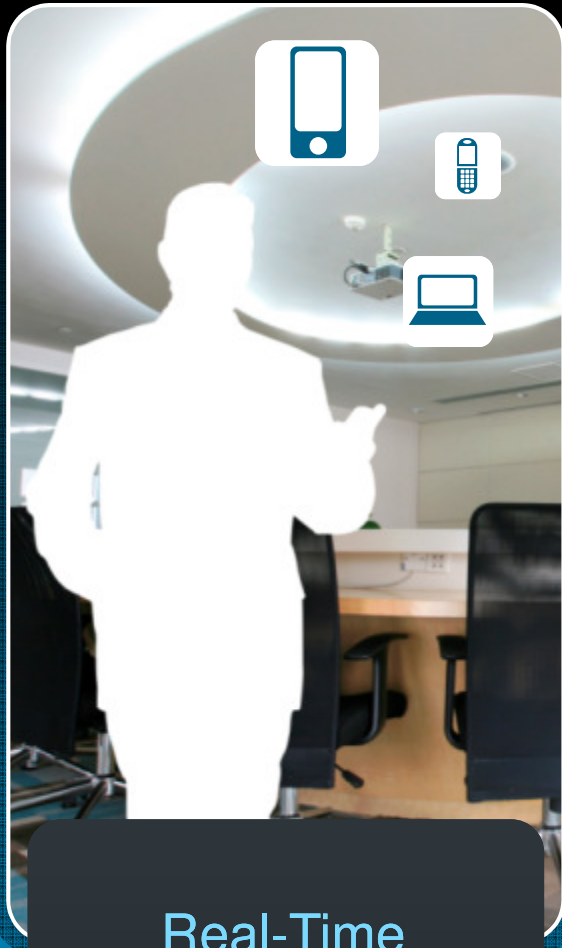


Video

50% of all Cisco Network Traffic Today Is Video



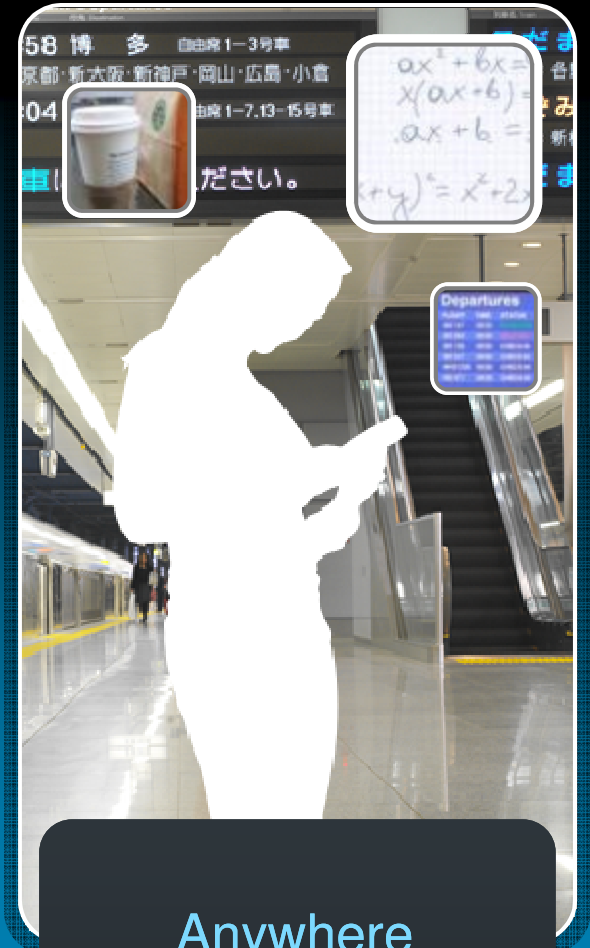
Future of Work: Work Is an Activity, Not a Place



Real-Time
Collaboration



Workforce
Flexibility



Anywhere
Productivity

Mobility as a Business Imperative

Done Wrong...



- Loss of connectivity
- Inability to attract and retain the best employees
- Slow to respond to changing market dynamics
- Security risk

VS

Best Practices Deliver



- Access to information anywhere, anytime
- Real-time collaboration
- Improved work/life balance
- Secure mobility

Mobility as a Business Imperative



Best Practices Deliver



Access to information
anywhere, anytime

Real-time collaboration

Improved work/life
balance

Secure mobility



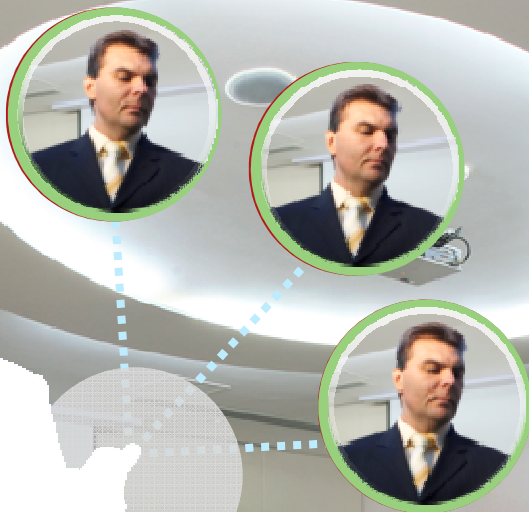
Secure end-to-end
to protect
information in any
environment

Reliable intelligent
networks that are
integrated for ease of
operations

Seamless delivery
of collaboration and
communication
applications

Real-Time Collaboration

Borderless
Mobility
Delivers



PRIORITIZATION

LOW

PRIORITIZATION

HIGH

SCALE



Real-time video distribution

- Medianet prioritizes video
- VideoStream enables scalable delivery to wireless devices

Workforce Flexibility

Borderless
Mobility
Delivers

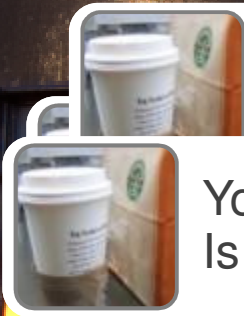


Mobile collaboration

- Unified Communications and WebEx to smart phone
- Corporate Wi-Fi in the home with OfficeExtend
- CleanAir mitigates interference

Anywhere Productivity

Borderless
Mobility
Delivers



Your Order
Placed

Your Order
Is Ready!

Two white speech bubbles are overlaid on the image. The top bubble contains an image of Starbucks coffee cups and the text "Your Order Placed". The bottom bubble contains the same image and the text "Your Order Is Ready!".

- Ubiquitous Wi-Fi access
- Secure connections with AnyConnect
- Context and location for personalized services

Borderless Network Architecture

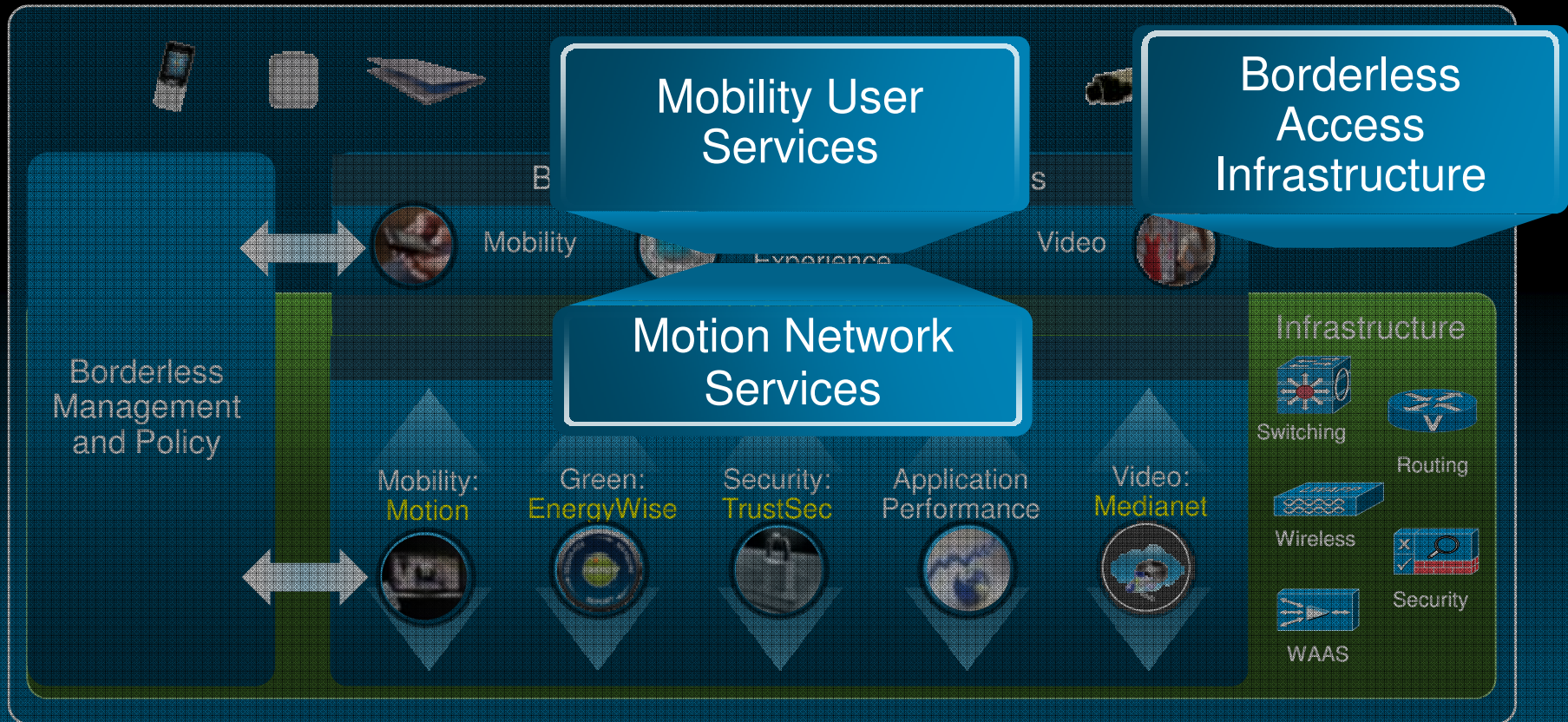
Enabling the Borderless Mobility Experience



PROFESSIONAL SERVICES:
Realize the value of Borderless Networks Faster

Borderless Network Architecture

Enabling the Borderless Mobility Experience



PROFESSIONAL SERVICES:
Realize the value of Borderless Networks Faster

Borderless Access Infrastructure

Borderless
Access

802.11n

Intelligent
Switching

Remote Access / VPN

Motion Network Services

CleanAir

Location/Context Aware



ClientLink
"More Bars Anywhere"

Client Troubleshooting

802.11n

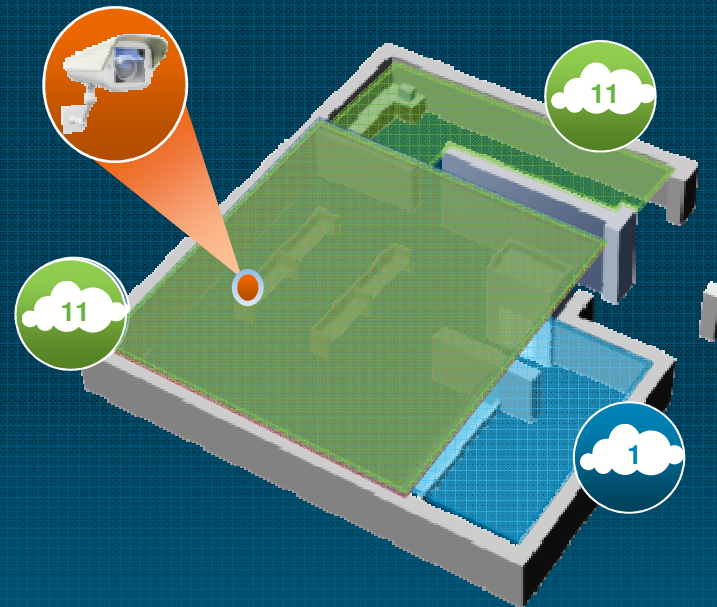
Intelligent
Switching

Remote Access / VPN

Motion Network Services

CleanAir Technology

- Interference is detected and located on Channel 6
- Radio resource management determines the next best channel
- Channel is changed to optimize performance



Solution description

- Spectrum intelligence in radio chipset
- Detects, classifies, locates and mitigates RF interference

Features/ Benefits

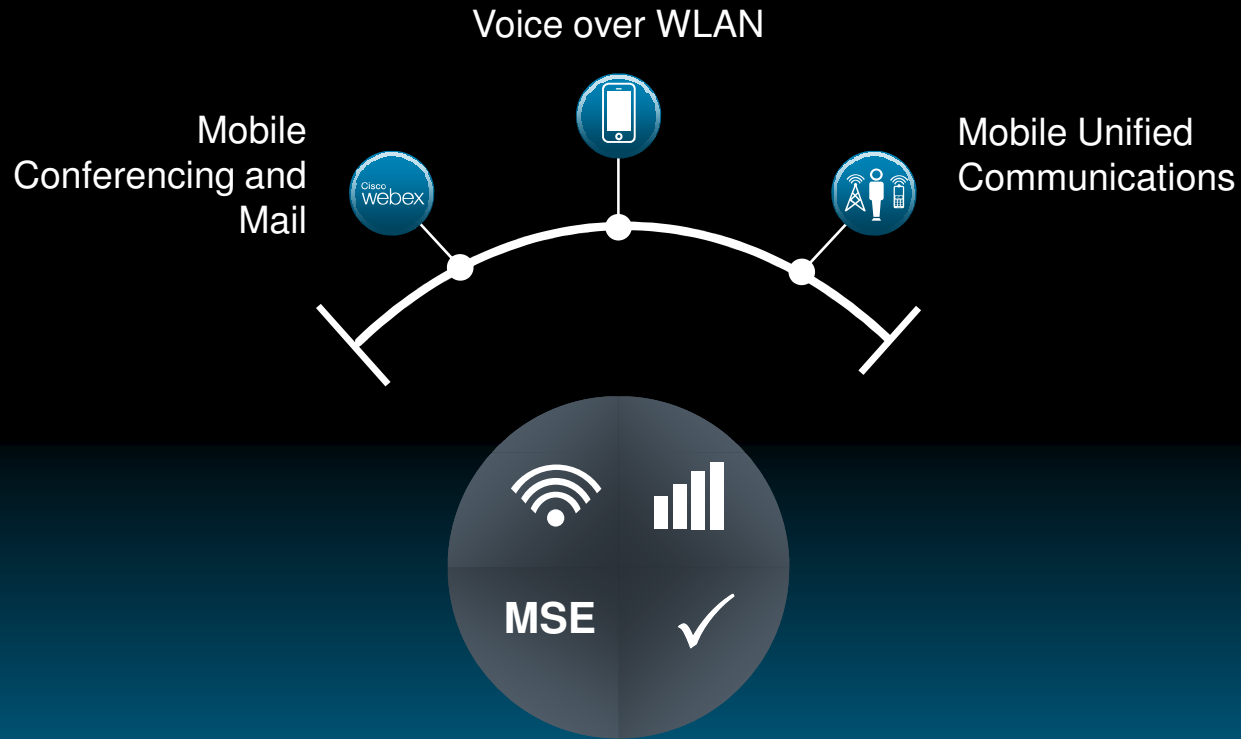
- Self-heals & optimizes wireless performance
- Interference troubleshooting
- Spectrum security & policy enforcement

Product/Technology

- 3500 Series APs
- Controller & WCS
- Mobility Services Engine

Mobility User Services

Mobile Collaboration



802.11n

Intelligent
Switching

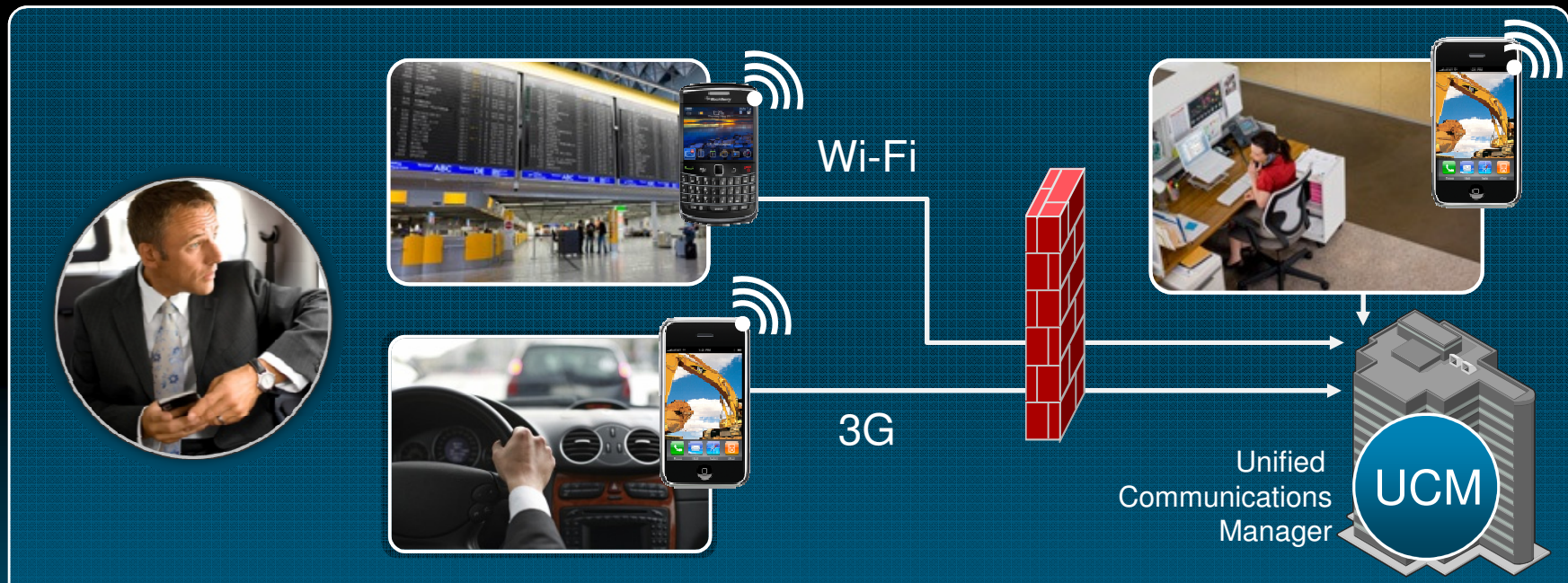
Remote Access / VPN

Open Architecture

Open Partnerships

Mobility User Services

Mobile Collaboration – Voice over Wi-Fi



Solution description

- Office communications on smart phone
- UC over Wi-Fi and 3G
- Access WebEx meeting and mail content

Features/ Benefits

- Cost savings, productivity & reach
- Wi-Fi to 3G handoff
- Dial via Office and Single Number Reach

Product/Technology elements

- CCX and Unified Wireless Network
- UC Manager
- Nokia, Apple, RIM Dual-Mode Phones

Mobility User Services

WebEx Meeting Center on BlackBerry and iPad



Solution Description

- Cisco WebEx Meeting Center client on BlackBerry smart phone and iPad
- Integrated audio and web conferencing
- Requires Wi-Fi or 3G when available

Features/Benefits

- View shared content and participant list
- Improves mobile productivity
- Ease of use with quality experience

Product/Technology

- RIM Dual Mode devices* or iPad
- WebEx software WBS27 SP 12
- CCX and Unified Wireless Network

Secure Borderless Mobility Experience



End-to-end Security

Cisco AnyConnect for anywhere identity enforcement

Cisco TrustSec for guest access

Cisco Adaptive wIPS for wireless security

802.11n

Intelligent Switching

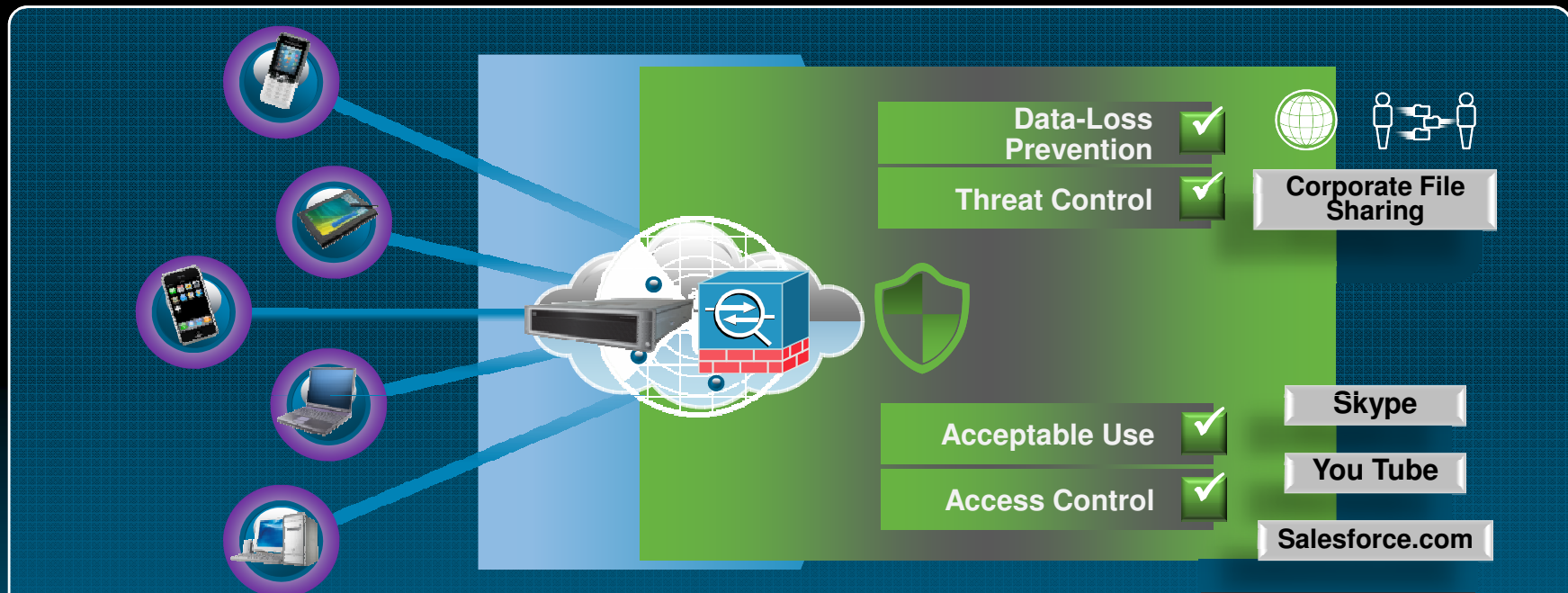
Remote Access / VPN

Open Architecture

Open Partnerships

Mobility User Services

AnyConnect Secure Mobility



Solution description

- Seamless VPN for remote access
- Industry-leading web security

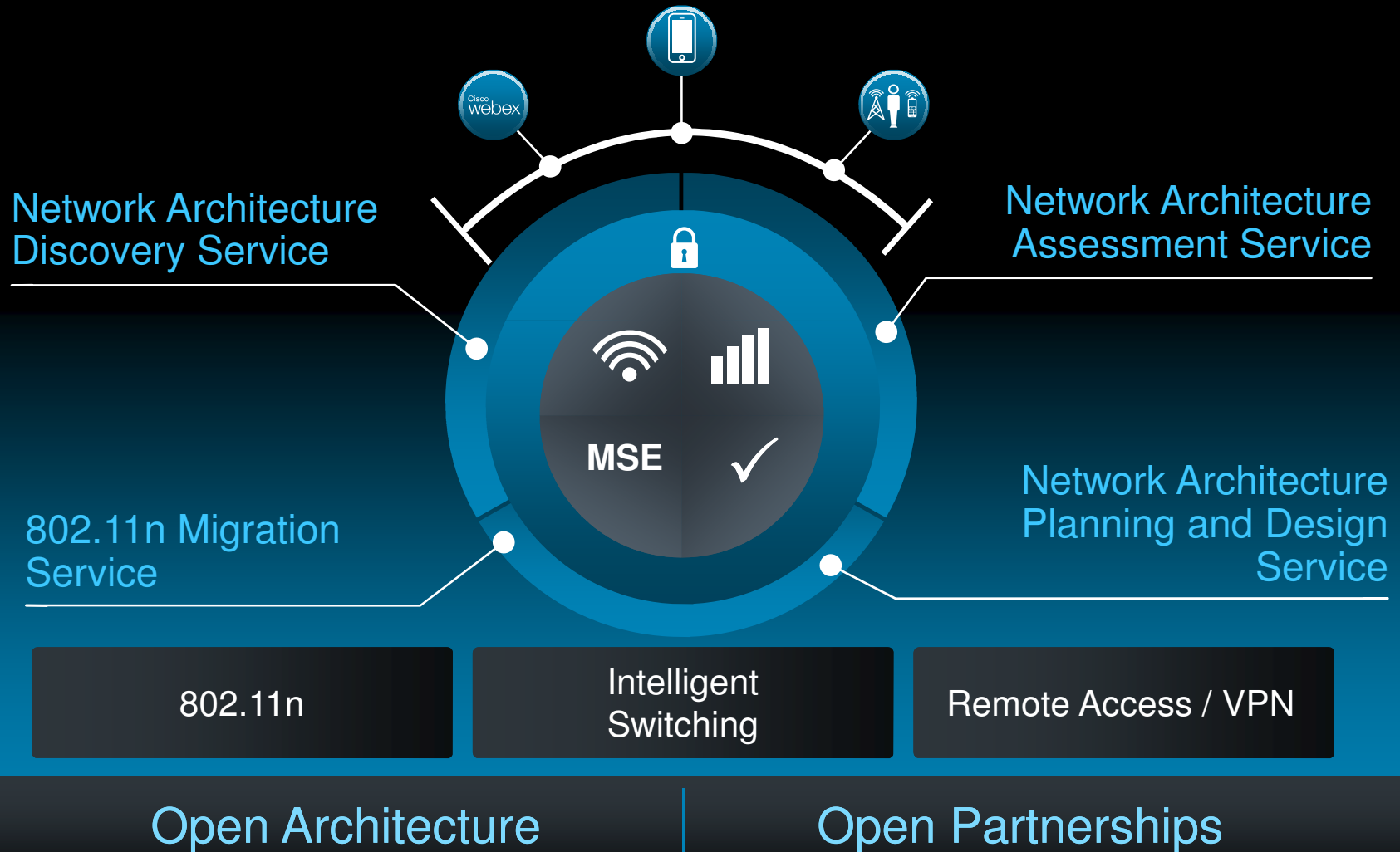
Features/ Benefits

- Policy enforcement
- Always-on connectivity
- Security for managed & unmanaged mobile devices

Product/Technology elements

- Cisco AnyConnect Secure Mobility Client 2.5
- Cisco Web Security Appliance 7.0
- Cisco ASA 8.3

Borderless Networks Professional Services Enable the Architecture



Borderless Mobility Success

DAIMLER

Context-Aware

- Vehicle tracking system allowed reallocation of two service professionals

1

 Loughborough
University

AnyConnect Secure Mobility

- "...improve our employees' productivity by enabling them to work anywhere at any time, without sacrificing our security policies."

2

 Portland State
UNIVERSITY

CleanAir Technology

- Lower operational costs of wireless troubleshooting
- Mission critical wireless network for students and staff

3

THE FUTURE OF BUSINESS IS MOBILE



Borderless Mobility enables the
anytime, anywhere experience

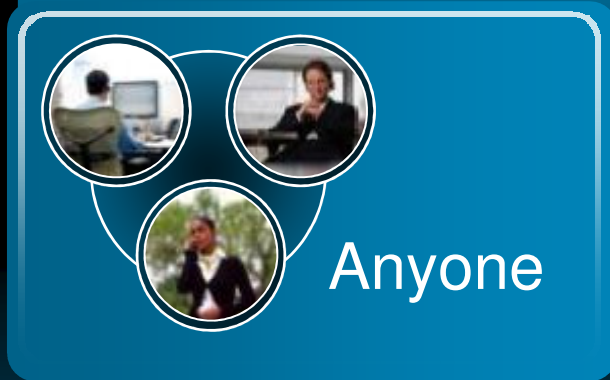




CISCO

The New Borderless Organization

Borderless Experience



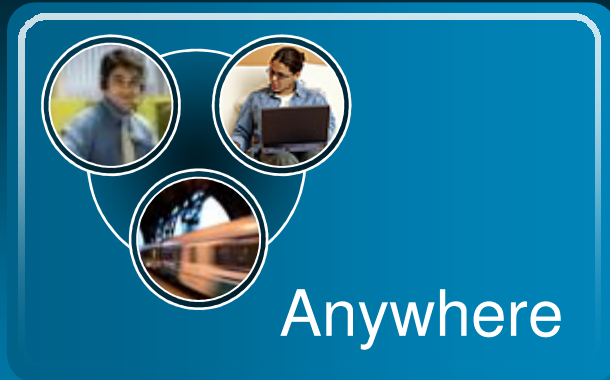
Anyone

This block features three circular icons: a person at a computer, a person on a phone, and a person in a meeting. The word "Anyone" is written in white text to the right of the icons.



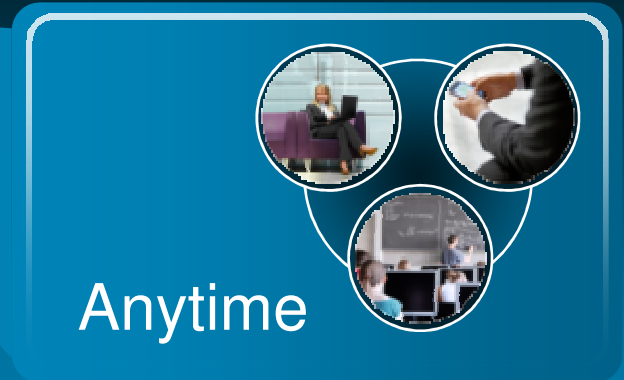
Anything

This block features four circular icons: a person at a computer, a laptop, a mobile phone, and a person on a phone. The word "Anything" is written in white text to the left of the icons.



Anywhere

This block features three circular icons: a person on a phone, a person at a laptop, and a person in a meeting. The word "Anywhere" is written in white text to the right of the icons.



Anytime

This block features three circular icons: a person on a phone, a person at a laptop, and a person in a meeting. The word "Anytime" is written in white text to the left of the icons.

Securely, Reliably, Seamlessly

Key Market Transitions Driving the Mobile Workplace

Decentralized
Computing Power

>1B
new mobile
devices



Faster, More
Intelligent Networks

802.11n and
10 Gig



Social Media
and Web 2.0

Consumer Apps
now for Business



Technology to Deliver the Experience

Mobility
User
Services

Mobile Collaboration
AnyConnect

Motion
Network
Services

Borderless
Access

802.11n
Intelligent Switching
Remote Access

CleanAir Technology
ClientLink
Context/Location
Client Troubleshooting

