



Harnessing the Power of Participation

Partner Update

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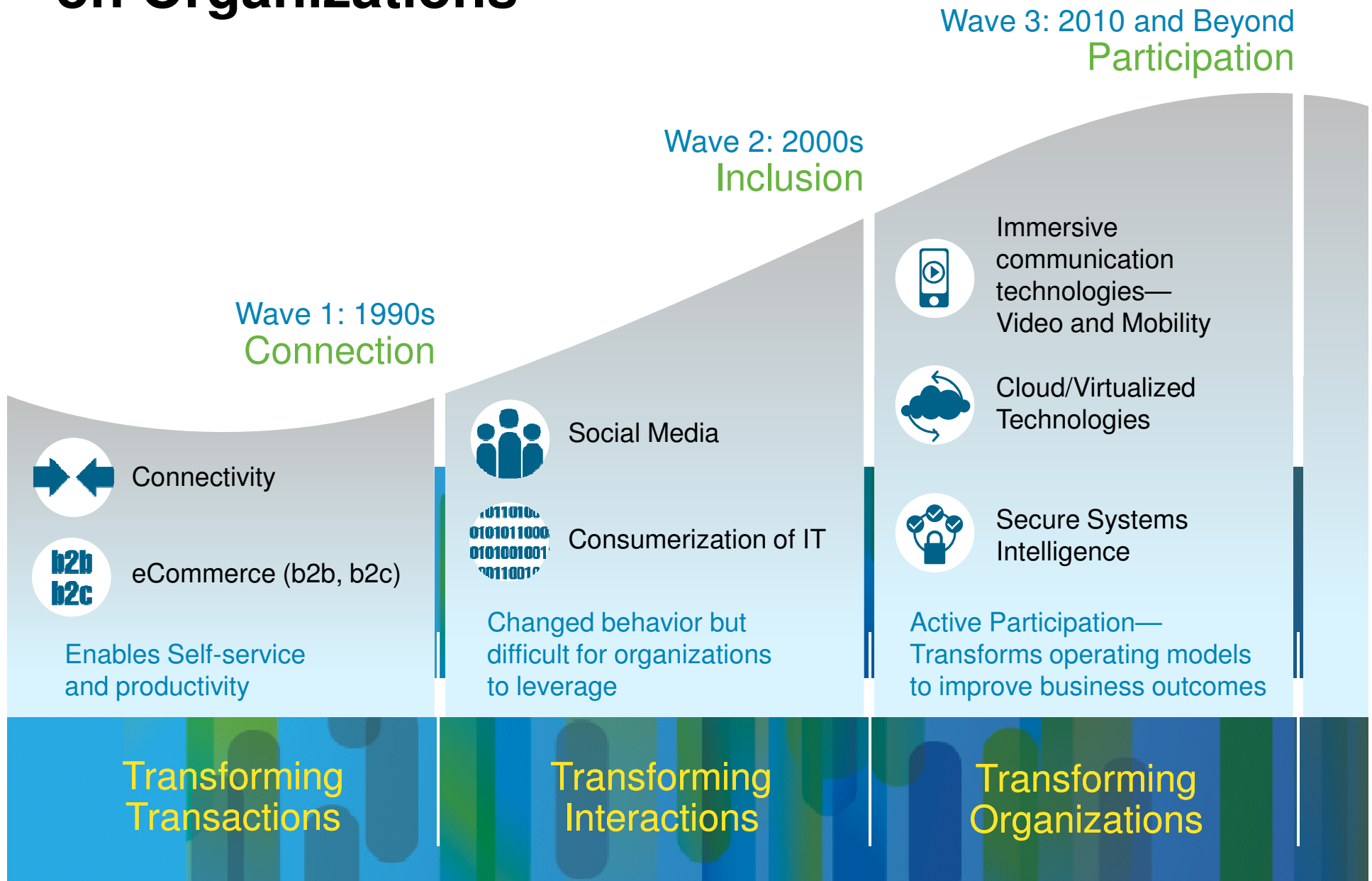
October 2010

Agenda

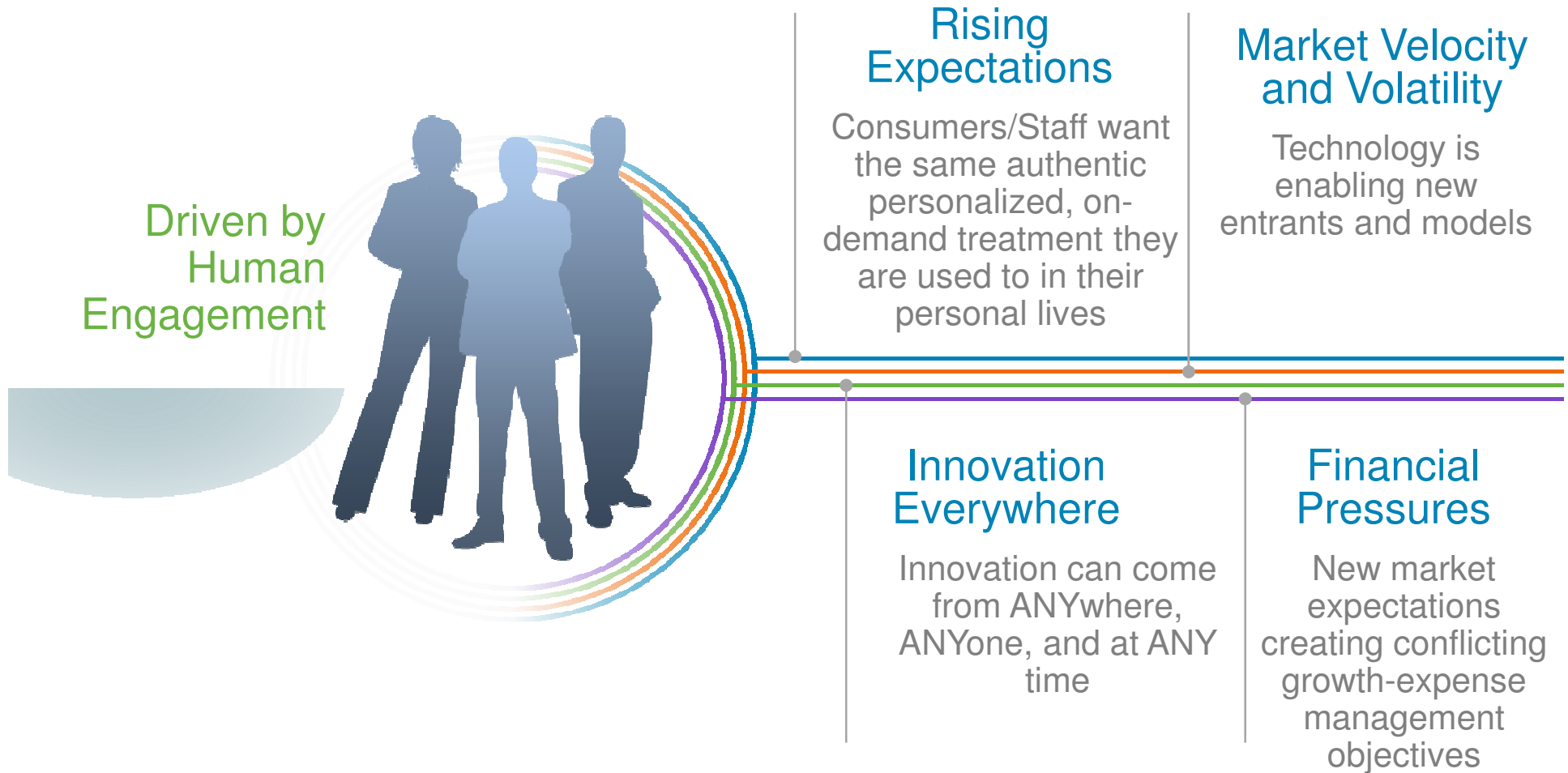
Topic	Time
Innovations in Borderless Networks: The Power of Participation	0900-0930
Driving Innovation with Application Velocity + Routing Solution Update	0930-1030
Break	1030-1045
Switching Solutions Update	1045-1145
Mobility / WLAN Solutions update	1145-1215
Security Solutions Update	1215-1300
Wrap-up and Lunch	1300



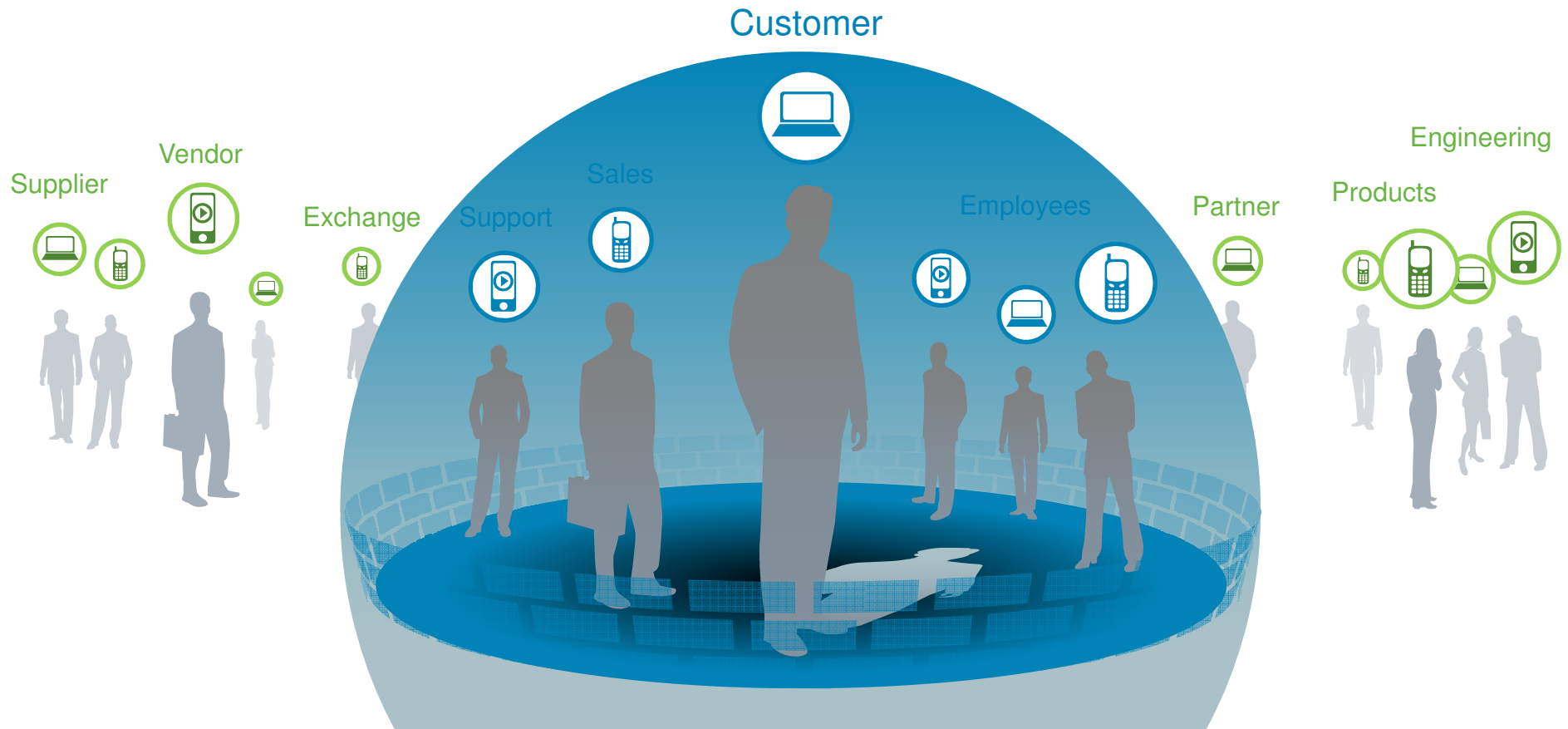
Impact of Internet Evolution on Organizations



Technology **Disruptions** Impacting Business Trends in the Era of Participation

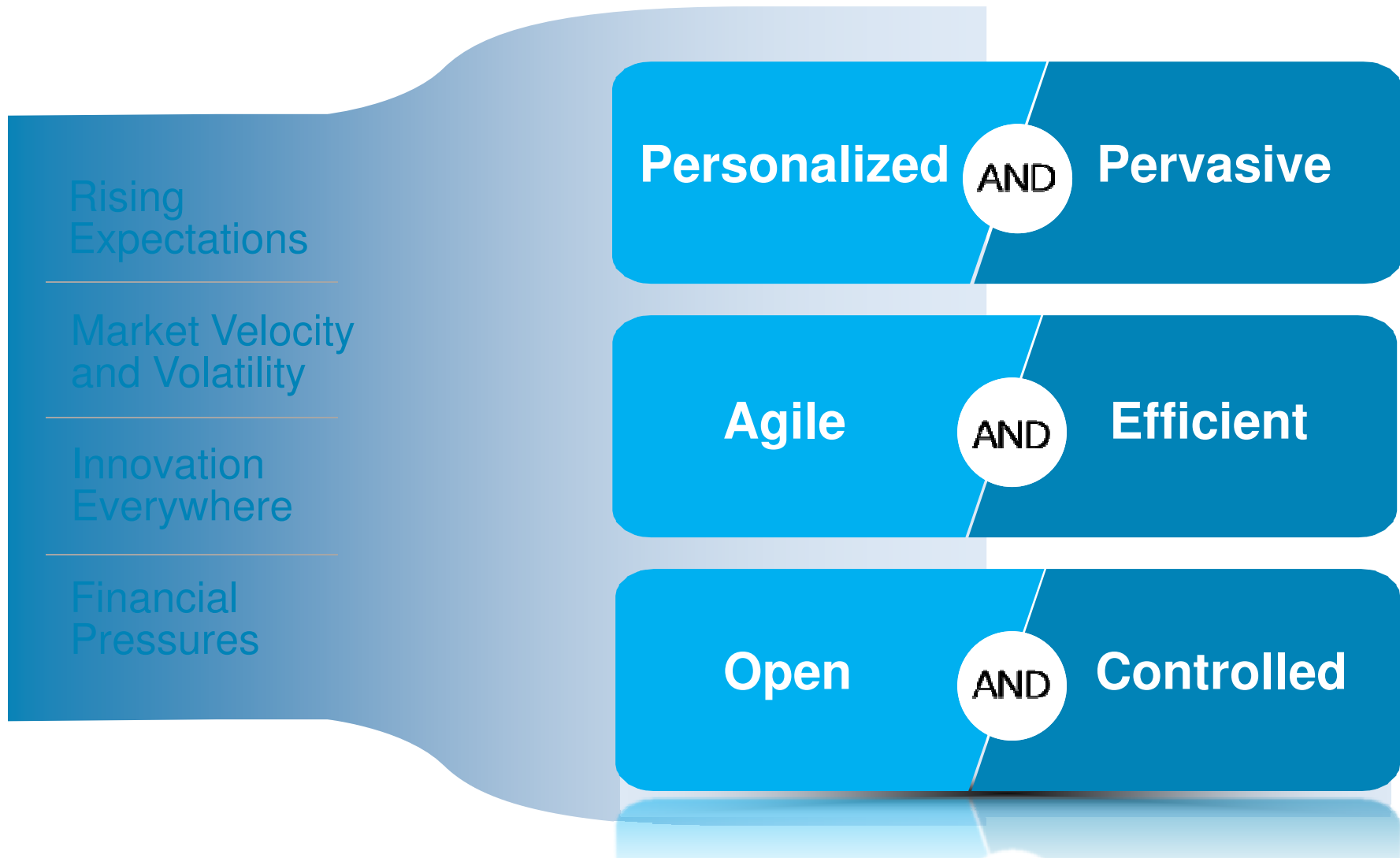


Cisco Vision: The Power of Participation



In this new era people are coming together to share new experiences, solve problems, complete transactions and instigate change to create Business Advantage

Organizational Attributes Needed to Harness the Power of Participation



Cisco Technology Architectures Transform Participation and Unleash the **AND**

	Personalized AND Pervasive	Agile AND Efficient	Open AND Controlled
Collaboration	Wider participation in rich human interactions, accessible from any device	More informed and productive workforce making better decisions using fewer silo'd tools	Standards-based intra and inter company collaboration in any medium, with full policy control
Data Center/ Virtualization	Rapid repeatable provisioning and service portability through virtualization	Ability to proactively and quickly deliver new services, while lowering TCO of IT infrastructure	Secure, hybrid premise and cloud deployment models with reduced risk
Borderless Networks	Information/communication offered anywhere, anytime, on any device	Increased resource performance/workforce flexibility and reduced operational expenses	Borderless access with policy, security manageability

Leading Organizations Are Moving In this Direction

Personalized **AND** Pervasive

Cabelas

Retail
Collaboration

Enhances customer experiences through video solutions used to track in-store customer/employee interactions



Scottish Centre
for Telehealth

Healthcare
Virtualization

Virtual care extends care delivery while generating 99% patient satisfaction



Public Sector
Borderless

Provides instantaneous rich media distribution to 30,000 law enforcement agencies globally

San Joaquin General Hospital

Our community's health and well-being are our highest priority.

Healthcare
Collaboration

Implemented video based Interpreter Network to deliver virtual language translators into Emergency Rooms

Agile **AND** Efficient

TESCO

Manufacturing
Virtualization

Use web 2.0 social media technology to involve employees in decision making; allows for faster product and policy changes



GE imagination at work

Manufacturing
Collaboration

Implemented immersive collaboration 'acceleration' labs to improve product design. Projected 10-15% reduction in time to market.

SEGA

Manufacturing
Collaboration

Changed the way they do business in terms of bringing products to market faster and more efficiently.

Open **AND** Controlled

GM General Motors

Manufacturing
Borderless

Standardized plant networks reduced costs, improved uptime, provide a flexible platform



Healthcare
Virtualization

Implemented standardized communications platform across 9 subsidiaries to meet Government mandated compliance requirements



Public Sector
Virtualization

Fosters economic growth, operational efficiency, cross municipal collaboration and a green environment.

Cisco Harnesses the Power of Participation

Personalized AND Pervasive

Customer Executive Exchange

Collaborative customer forums for senior executives; 334 active executives, 232 companies in 22 countries

Cisco Partner Central

800 channel partners on industry leading community portal. Provide customized co-marketing capabilities and partner specific customer targeting analytics

Agile AND Efficient

Dynamic resource allocation

Use Boards and Councils to take out \$1.5B in Opex while reallocating \$500M to over 30 Market Adjacencies in 5 months

Collaboration Tools

Over 50% travel savings and 10% faster sales cycle

Flexible manufacturing

\$335M in inventory and quality savings thru virtual integration

Open AND Controlled

Supply chain

Supply chain community with 1,400 participants. Environments enable common data and metrics, closed loop test and measurement, secure supplier qualification

Extended enterprise

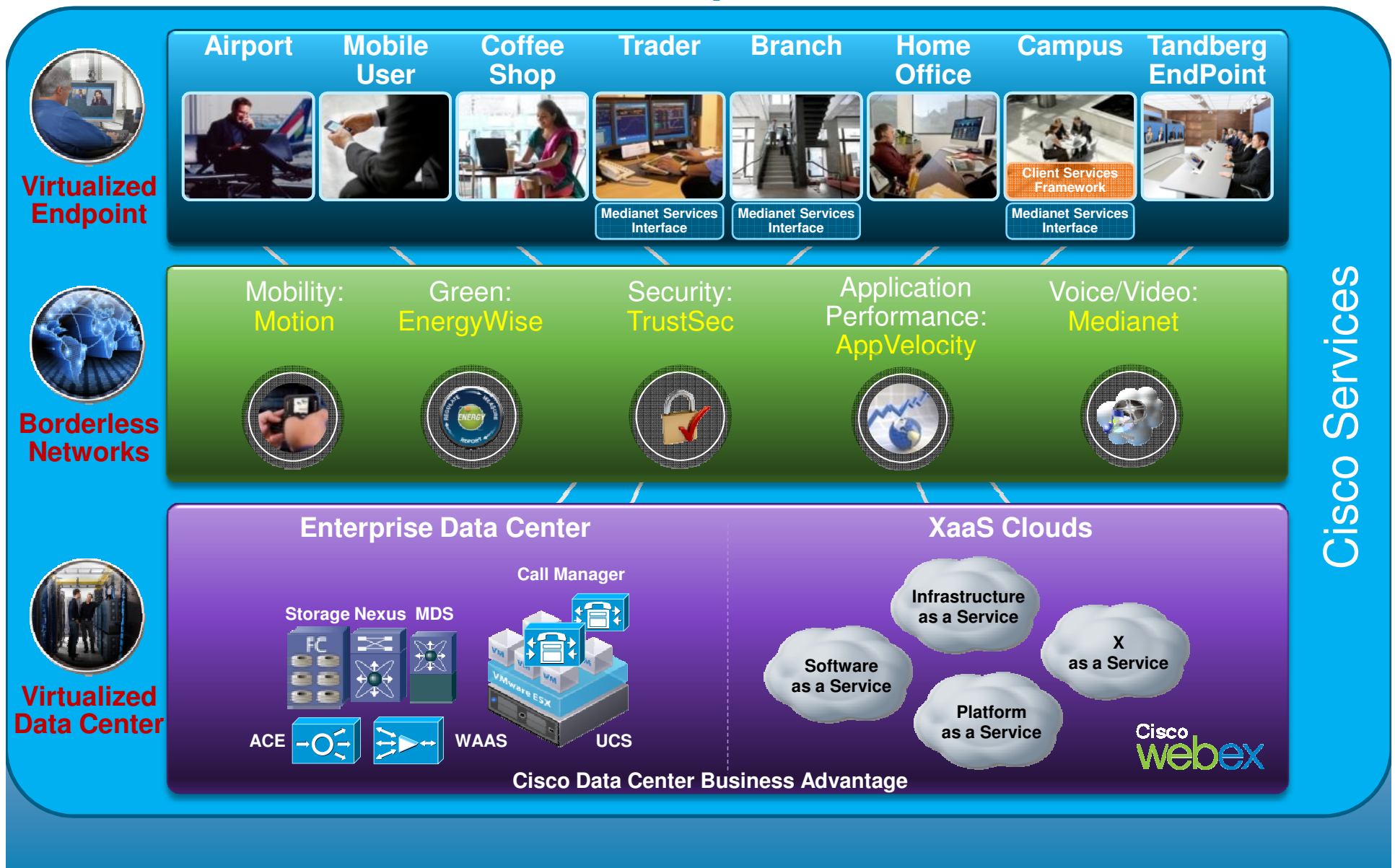
Employee, partner, customer access with policy, security, manageability

Innovation Exchange

i-Prize initiative provides an open, global competition in which entrepreneurs submit product ideas to Cisco (Over 775 ideas to date)

Cross Architectural Approach

Proof Point: Virtualization eXperience Infrastructure (VXI)



Borderless Network Architecture

Application Performance with Application Velocity

Architecture for Agile Delivery of the Borderless Experience



PROFESSIONAL SERVICES:
Realize the Value of Borderless Networks Faster

Borderless Networks 3

What's New

**Personalized Customer
Experiences AND Pervasive
Optimization**

Application Velocity

WAAS Express
WAAS on SRE
UCS Express

**Agile Expansion AND
Efficient Space Utilization**

High Performance/ High Density

Catalyst 4500-E
ASA 5585-X
ASR 1001

**Open Connectivity AND
Controlled Access**

Infrastructure/Services

Aironet 1040 AP
AnyConnect 3.0
EnergyWise Smart PDU
Partners

**Agile Deployment AND
Efficient Operations**

Optimized Implementation

Smart Business Architecture
LMS 4.0
Smart Net Total Care



“

What we need are new approaches to creating knowledge, ones that take advantage of the new digital infrastructure's ability to lower the interaction costs among us all — ones that mobilize big, diverse groups of participants to innovate and create new value.”

**John Hagel III, John Seely Brown
and Lang Davison**

Harvard Business Review

