



Future of Work Introduction to WS



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Cisco Finance Event

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Three Key Market Transitions

**Future
of Work**



**Future
of Computing**



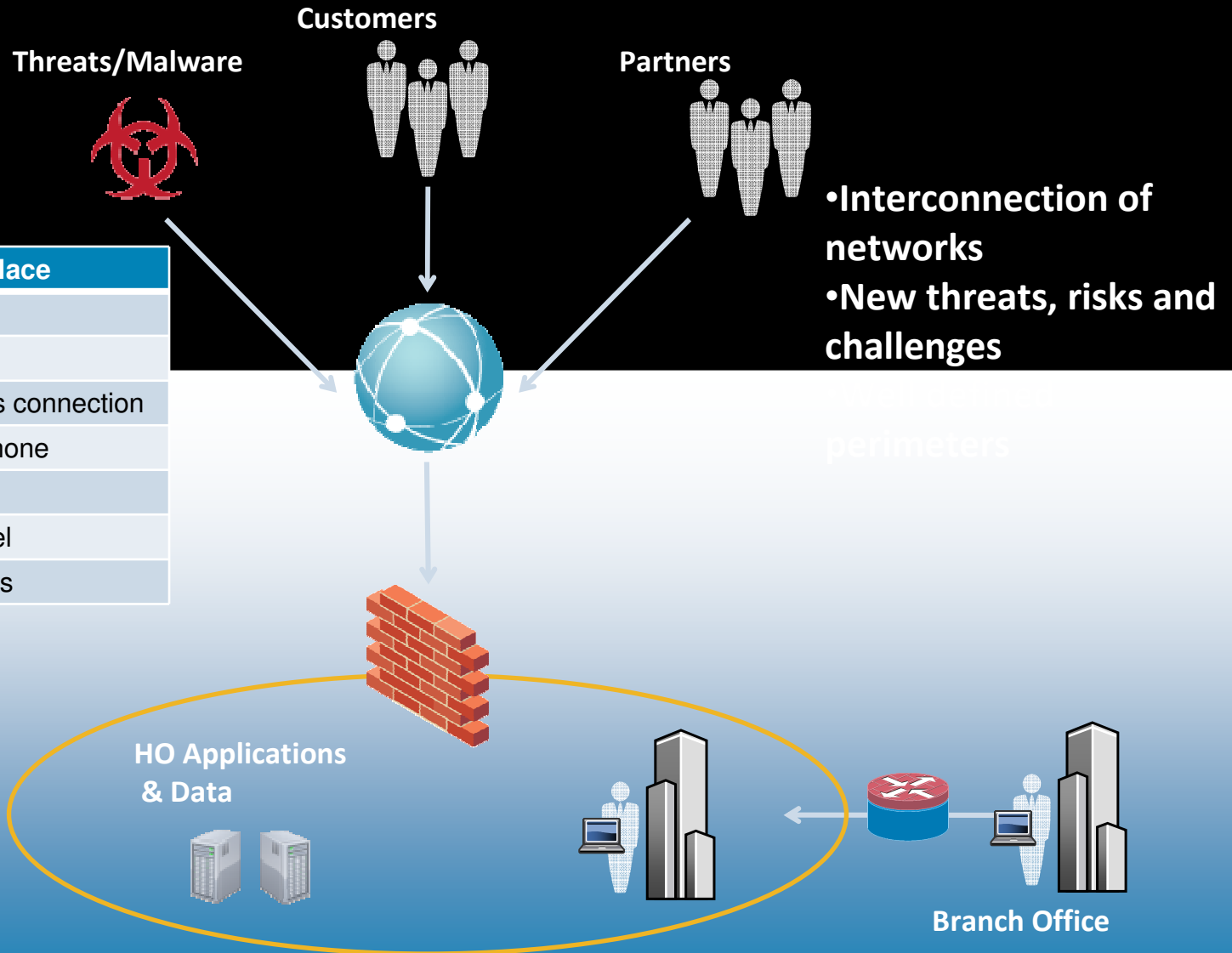
Future of Connected Life

Driven by Video and Collaboration

Interconnected Network (Common Currently)

Challenges:

Efficiency	Multiple borders in place
• Productivity	• Outsourcing
• Innovation	• HQ Branch
Automation	Wired connection Wireless connection
• Scale	PC Smartphone
	Workplace Home
	Workplace On travel
	Working hours Off hours



Major Trends Are Reshaping the Industry...

IT Consumerization

Demand Consumer-Like Experience at The Workplace

60% of All Cisco Network Traffic Today Is Video

1.3 Billion New Networked Mobile Devices in Next 3 Years

Video



Mobility



XaaS

E-Mails, Calendaring, Salesforce.Com, Webex, Amazon, Google



Green

Awareness, Compliance, Operational Efficiency



...And Driving Business Imperatives

Art Blockstep



Art Blockstep



The Key Change:
Putting the Interaction
Where the Customer Is

Customer Experience/ Innovation

- ① Acquire and retain customers
- ② Manage customer relationships

Drive innovative new market offering/
biz practices

Improve quality of products and services

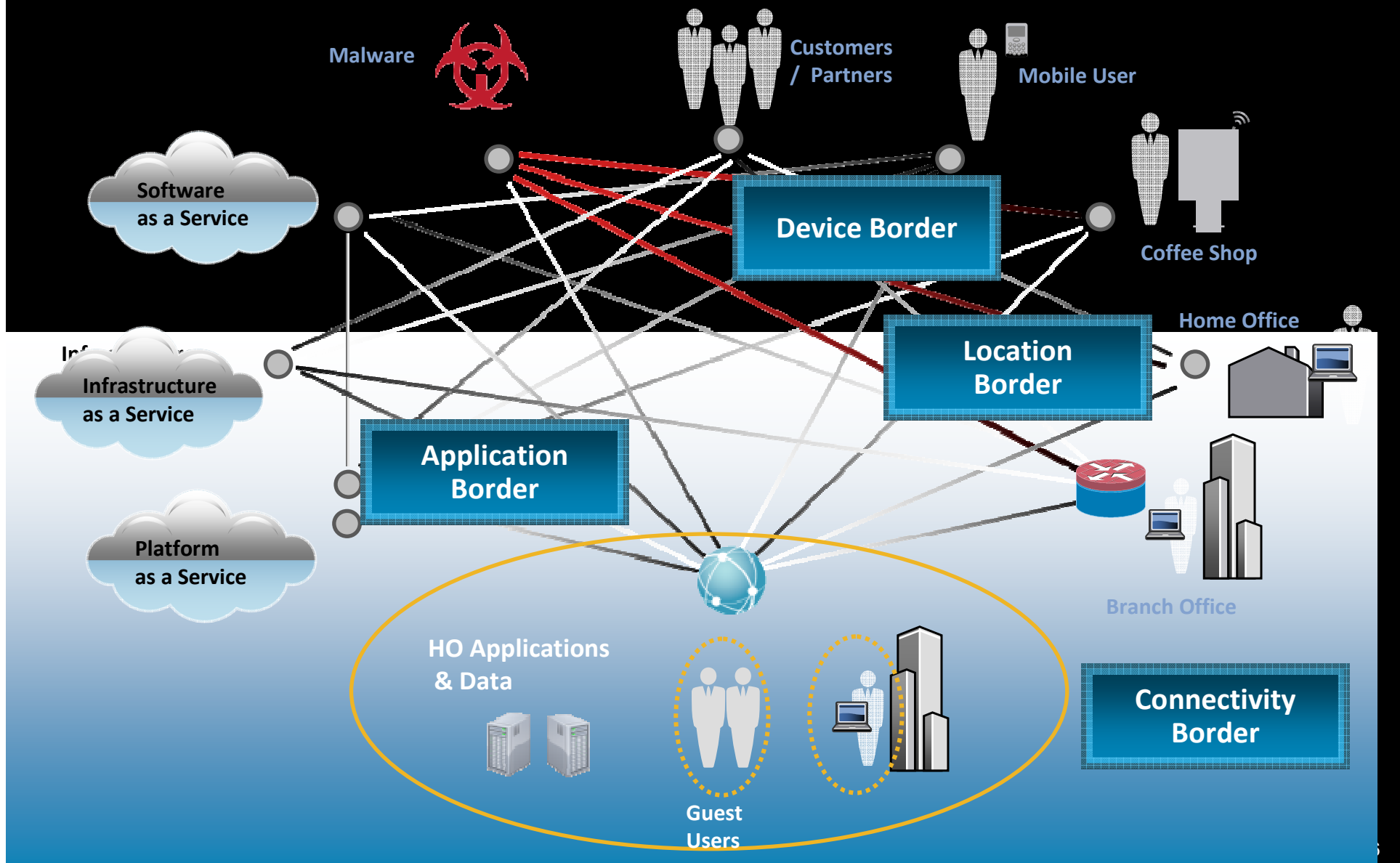
Productivity/ Operating Expense

- ② Lower company operating costs

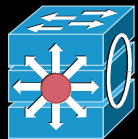
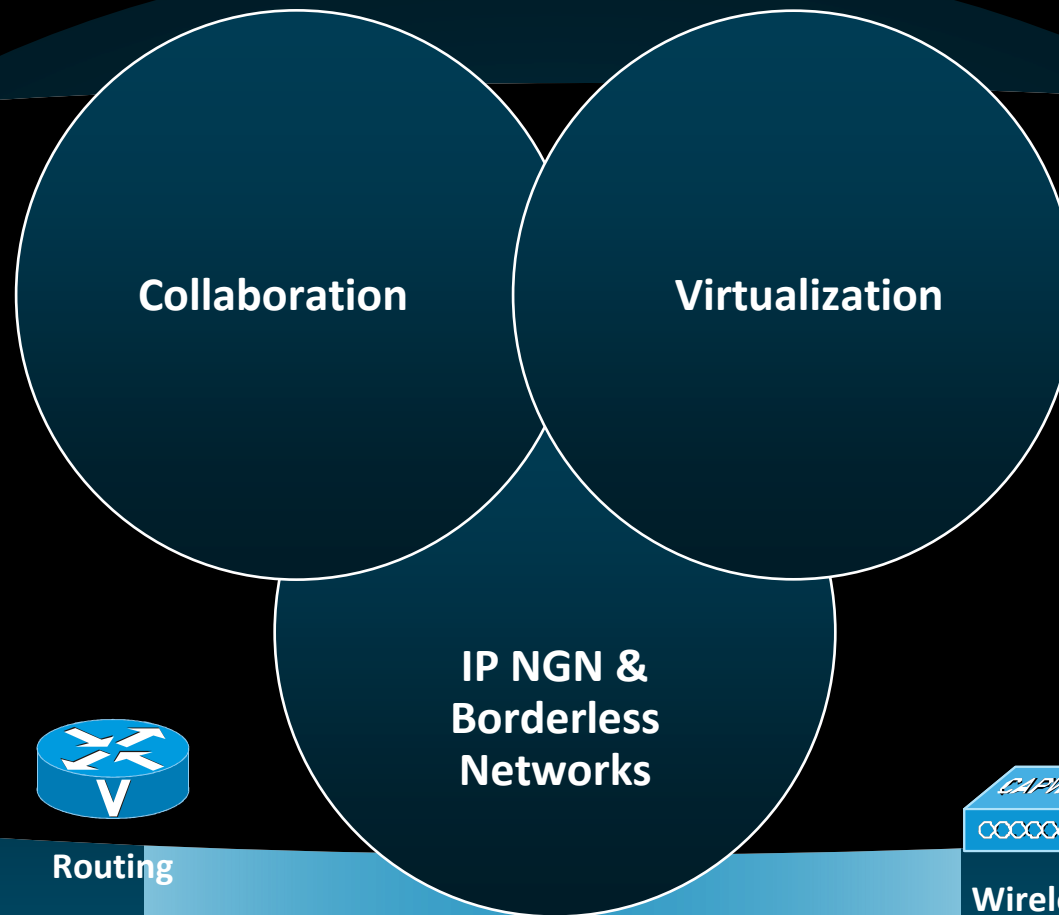
Improve workforce productivity

Support globalization

From Bordered to Borderless Enterprise



Cisco Architectural Approach



Switching



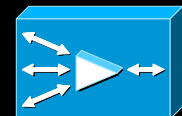
Routing



Security



Wireless



WAAS

Product Portfolio

Architecting Borderless Networks

Collaboration



Data Center



Policy Control



Borderless
Mobility



Borderless
Performance



Borderless
Security

Borderless User Services

Medianet

EnergyWise

Network Resiliency and Control

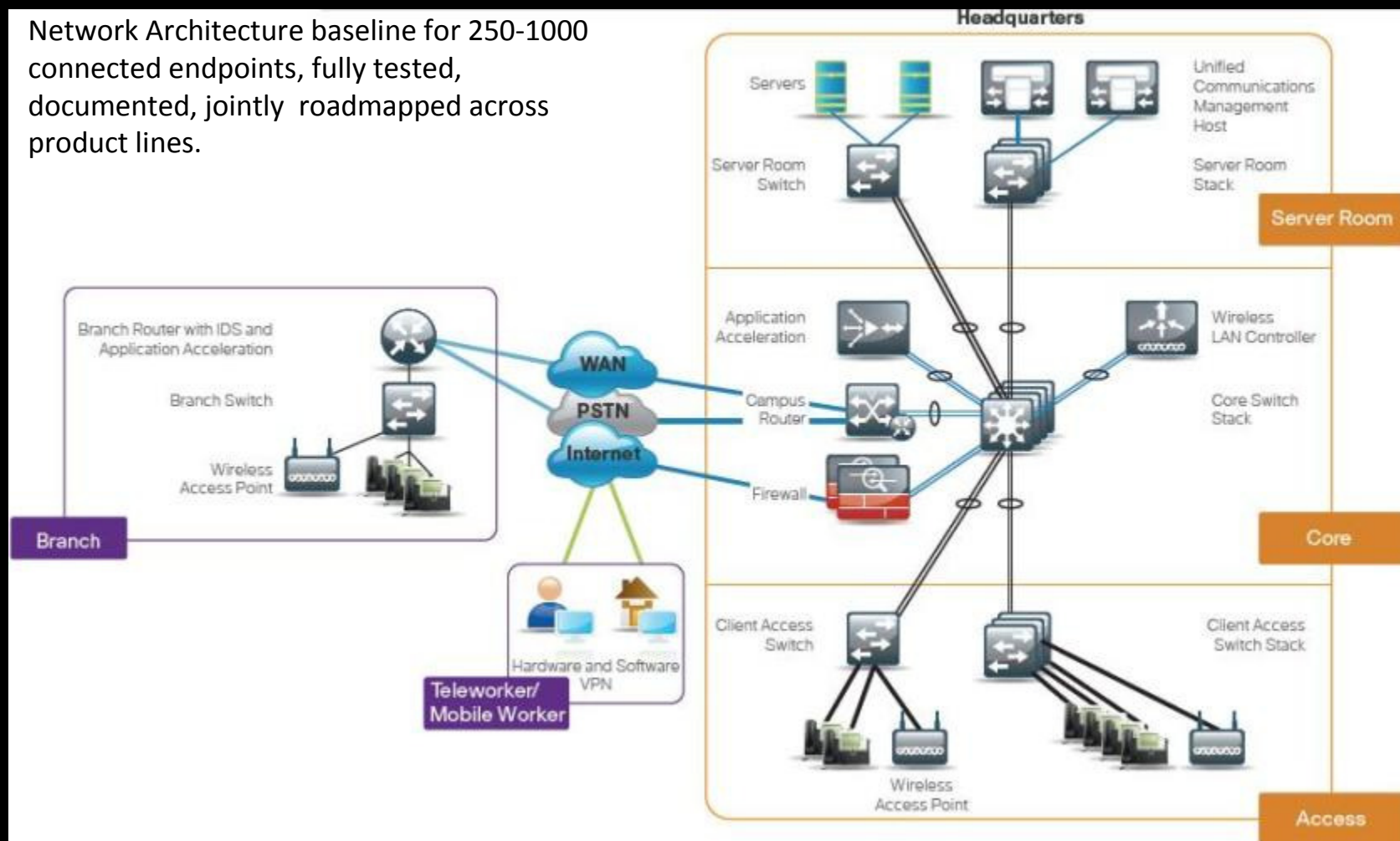
Borderless Network Services

Connection Management

Smart Business Architecture for Mid-Size Networks

Location
Border

Network Architecture baseline for 250-1000 connected endpoints, fully tested, documented, jointly roadmapped across product lines.



Cisco Integrated Services Router Generation 2 (ISR G2)

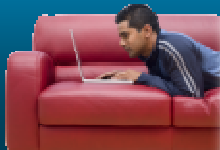
Enabling Branch –
Customer
Interaction

Performance, Scalability, Availability

860, 880, 890



Virtual
Office



1941, 1941W



Secure
Mobility



Customizable
Applications



2901, 2911,
2921, 2951



Secure
Collaboration



3925, 3945



Scalable Rich-
Media Services



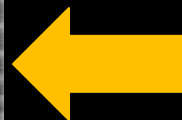
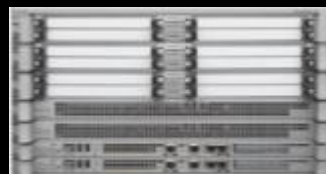
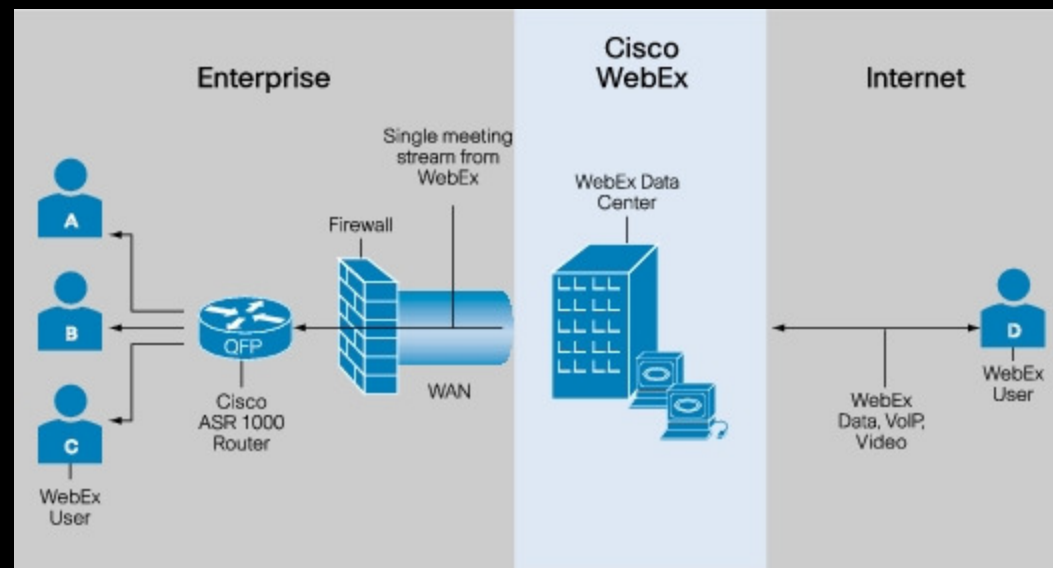
Enhancing the Borderless Experience

Public launch
<http://www.cisco.com/go/isrg2>

Webex Node for ASR 1000

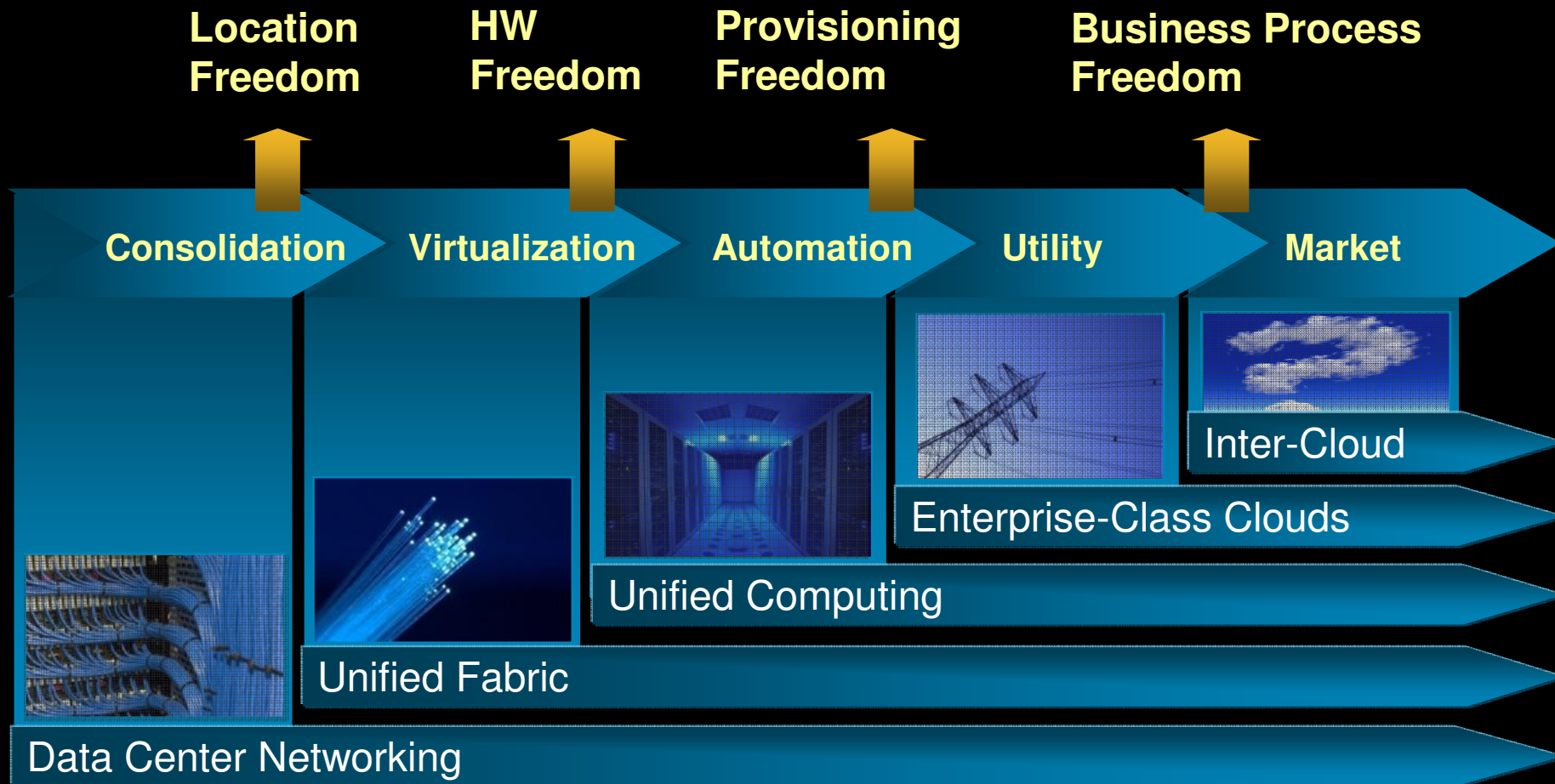
Application
Border

- SPA HW running SW that extends the Webex cloud service to the enterprise
- Performance and bandwidth optimization for webex, voice, video sessions in a conference



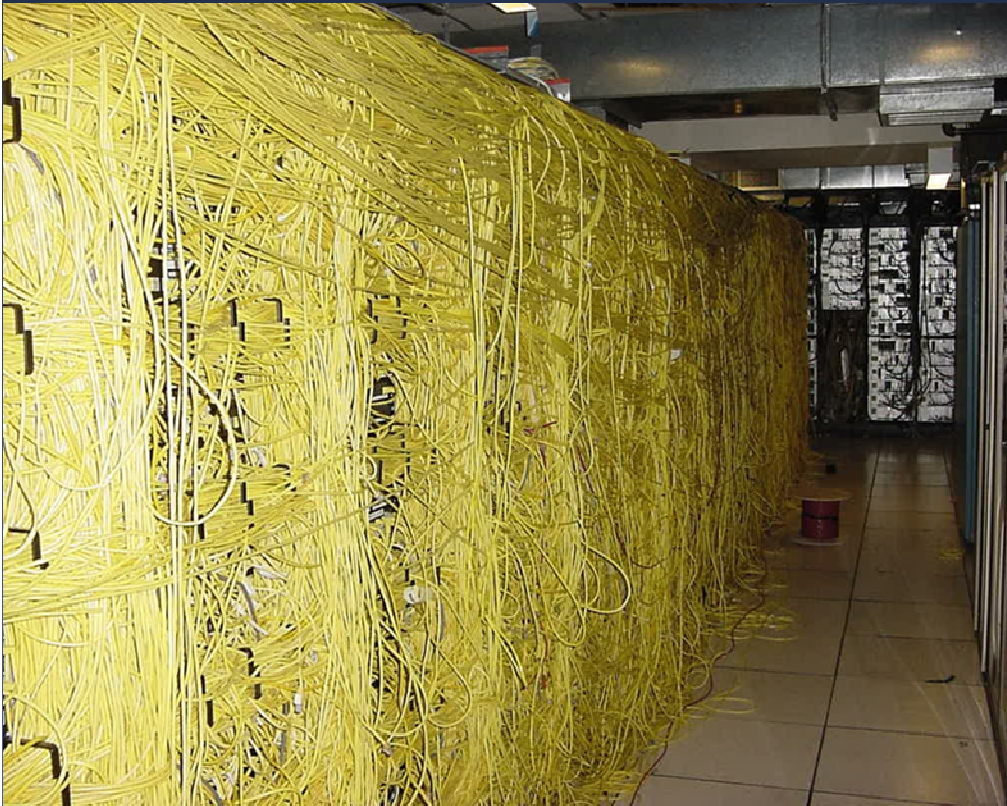
http://www.cisco.com/en/US/products/ps6267/prod_module_series_home.html
http://www.cisco.com/en/US/docs/solutions/Enterprise/Video/WebEx_wpf.html

Data Center 3.0 Evolution Path



Consolidation: Unifying the Data Center Fabric (Cisco Nexus platform)

Many networks, One Infrastructure



Complexity,
Cost, Power



Increased Efficiency,
Simpler Operations

Cisco Unified Computing System

The Cisco Unified Computing System is designed to dramatically reduce datacenter total cost of ownership while simultaneously increasing IT agility and responsiveness.

SearchServerVirtualization.com
**BEST OF
vmworld 2009**

GOLD AWARD
HARDWARE
FOR
VIRTUALIZATION

**BEST OF
INTEROP**
WINNER
2009

The “Unified Computing” Solution CAPEX and OPEX Solution Targets

20% Site TCO (CAPEX and OPEX)

- 1.Reduced ‘System’ Power
- 2.Lower Cooling
- 3.Better Use of Space
- 4.Lower PUE/Site

15% Platform TCO (CAPEX and OPEX)

- 1.Radically Fewer Components
- 2.Lower HW/SW Costs
- 3.More VM’s Per Node
- 4.Better Performance Per Node

35% Organization TCO (OPEX)

- 1.Fewer FTE/”Service”
- 2.Faster Provisioning
- 3.Seamless Repurposing
- 4.Better Coordination

Increases business agility

- Provision applications in minutes instead of days
- Automation reduces service outages
- Just-in-time resource provisioning

**BladeSystems
insight**
DRIVING ROI ACROSS
THE DATA CENTER

Business and Technology Partners

EMC²
intel

vmware

accenture

bmc software

EMULEX

QLOGIC

Microsoft

ORACLE

NetApp

Novell

redhat

SAP

Cisco Cloud Strategy



Deliver infrastructure to Enterprises to build their own “Private Clouds”

Enable Service Providers to deliver Infrastructure-as-a-Service (Virtual Private Cloud Services)

Deliver “Cloud Services” to customers (WebEx, IronPort, PostPath)

New Collaboration Experiences



- Deliver rich, reliable interactions
- Connect the right people & information
- Accelerate team execution
- Deliver investment protection
- Provide assurance

Cisco Collaboration Portfolio



IP
Communications



Mobile
Applications



Customer
Care



Telepresence



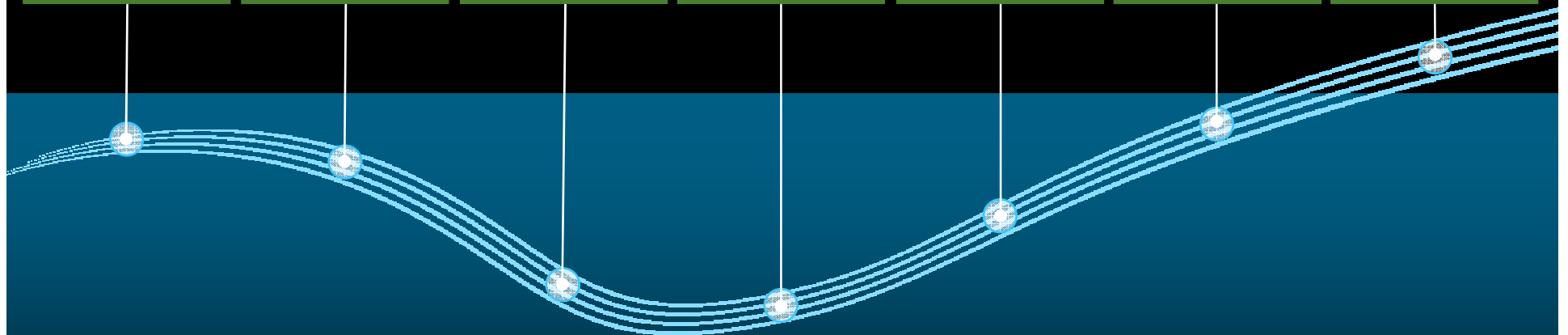
Conferencing



Messaging



Enterprise
Social Software



Transforming Voice, Video Communications

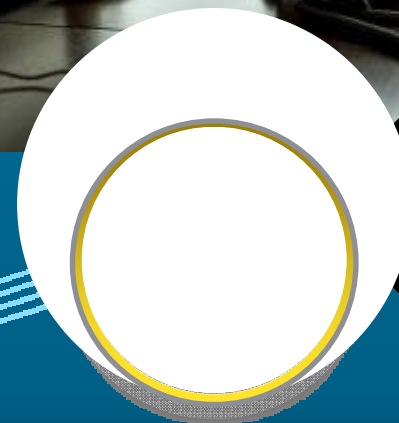
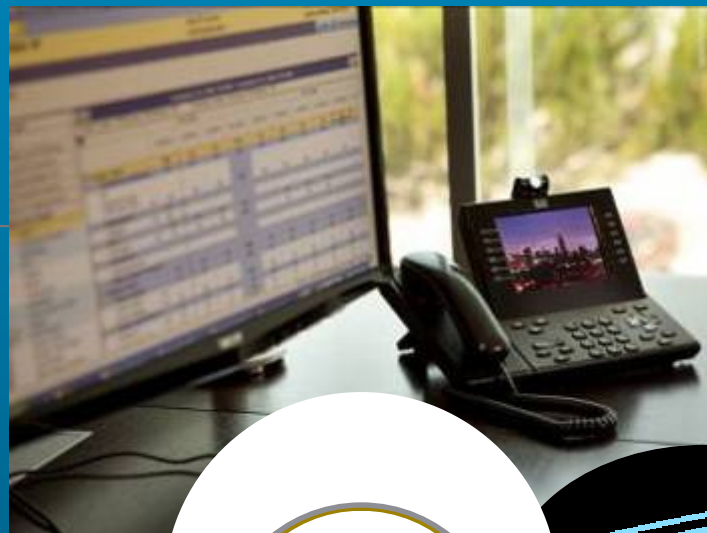
Rich, Reliable Interactions Build Trust

Cisco Advantage

- Pervasive video
- Accessible, simple
- Easy as text; share, publish, search, repurpose on any device
- Enabled throughout portfolio

New Solutions

- Cisco TelePresence WebEx Engage
- Video-enabled Cisco Unified IP Phone 8900 and 9900 series with Cisco Unified Communications Manager
- Cisco TelePresence Exchange and Directory
- Cisco TelePresence HD interoperability integration with MXE5600



Summary

- Major trends, like Video, Collaboration and Mobility are reshaping industry
- Business trends stayed the same (Innovation/Customer experience, Productivity/Lower operating costs), but environment is different
- An Architecture is.....
 - an adaptable standardized reference design that underpins the delivery of customer solutions
 - the lead-in to Business Architectures – solving customer identifiable problems
- Cisco Architectural Approach (Borderless, Collaboration, Virtualization)



CISCO