



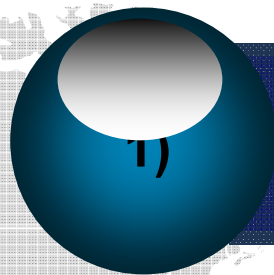
Cisco Expo
2008

Emerging Markets New Network, New Rules: Innovation for the Future

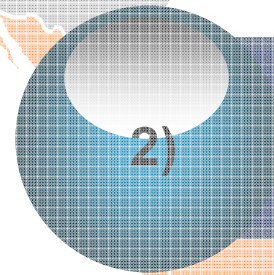


**Keith Mitchell, Director, Enterprise,
Emerging Markets**

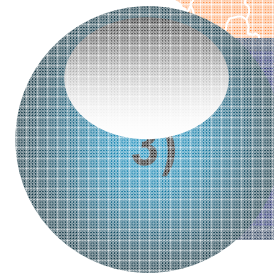
Three Facets of Innovation



1) Business Innovation



2) Technology Innovation



3) Talent Innovation

Emerging Markets Are Shifting

Share of Global GDP*

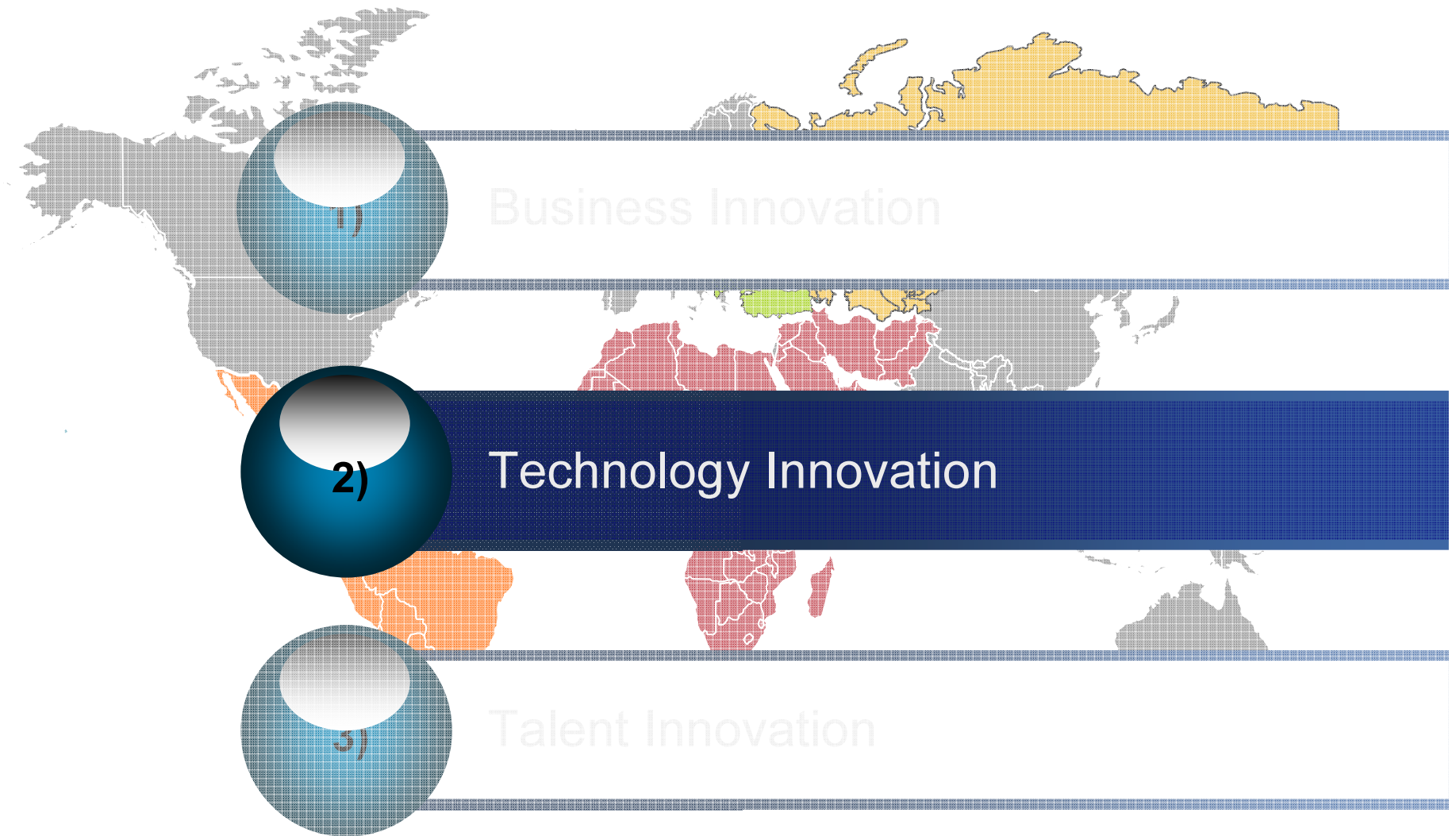
- Produced >50% of world output
- Accounted >50% of global GDP increase
- 32 biggest emerging economies growing
- 1. Growth to be two to three times the global average over the next three years.

1920 70 1975 90 1995 2025

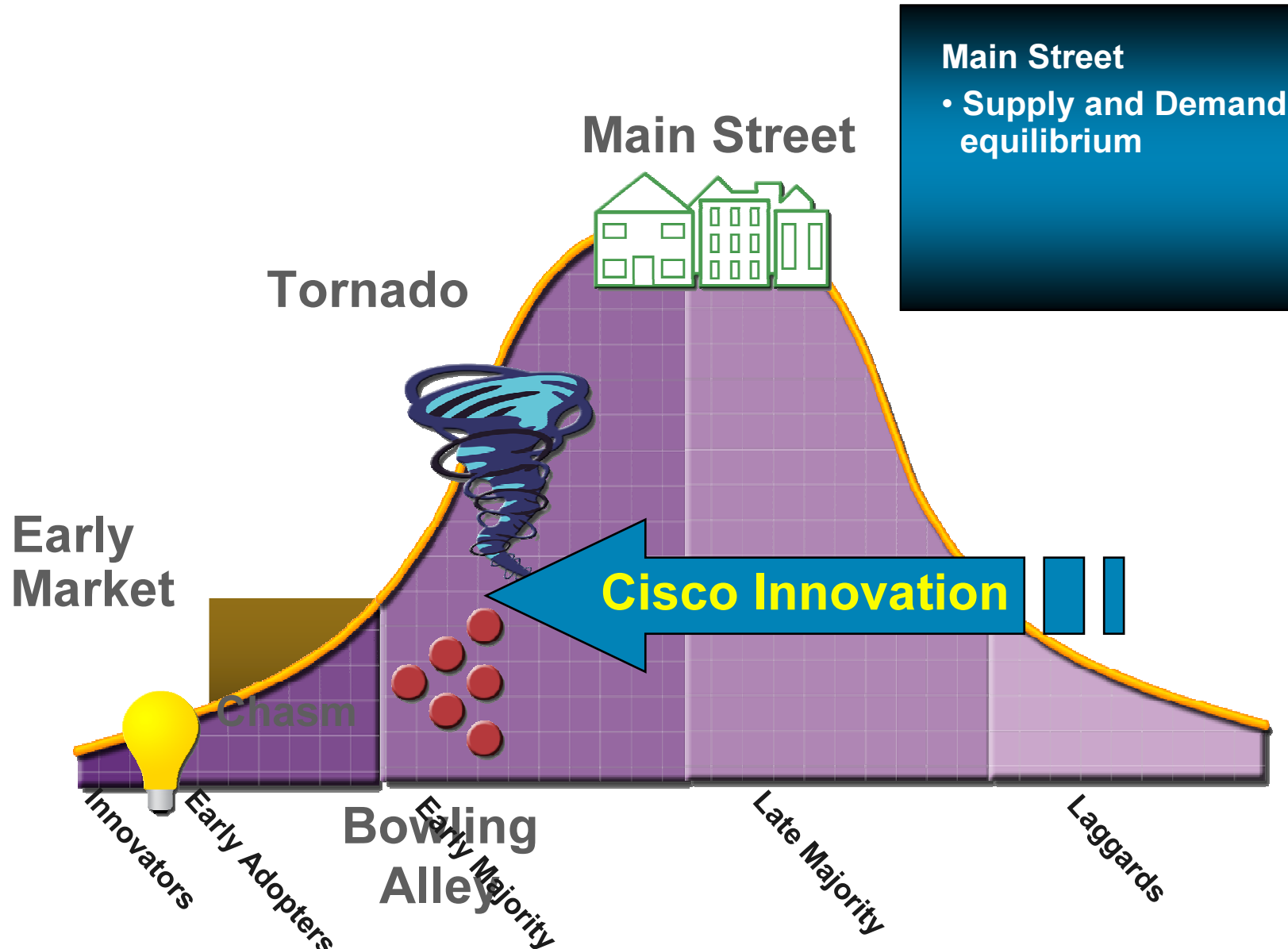
*At purchasing power parity; 2025 forecasted

Source: The Economist, "The New Titans," Sept 16, 2006

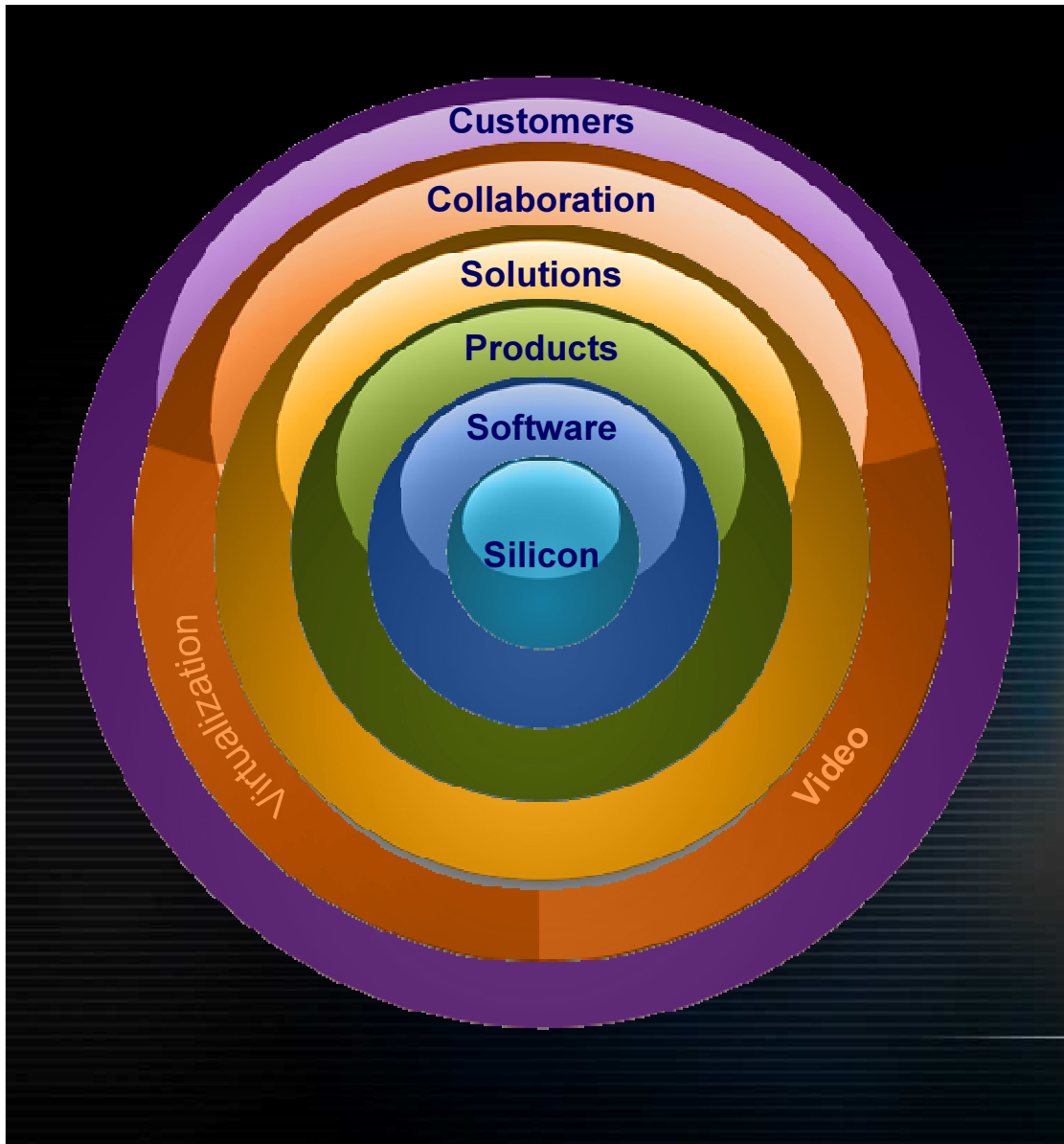
Three facets of innovation



Accelerating the Cycle of Innovation



Strategy



**Sustainable
Differentiation**

**Competitive
Advantage**

Globalisation

**Market
Transitions**

Next Big Bets....

Video:

Video changes everything



Collaboration:

Key to productivity
New business models



Virtualisation:

Ubiquity
Efficiency



Differentiation Through Services

From this...



to this.....

Combining Sales and Operational Improvements

Differentiation Through Services

From this...



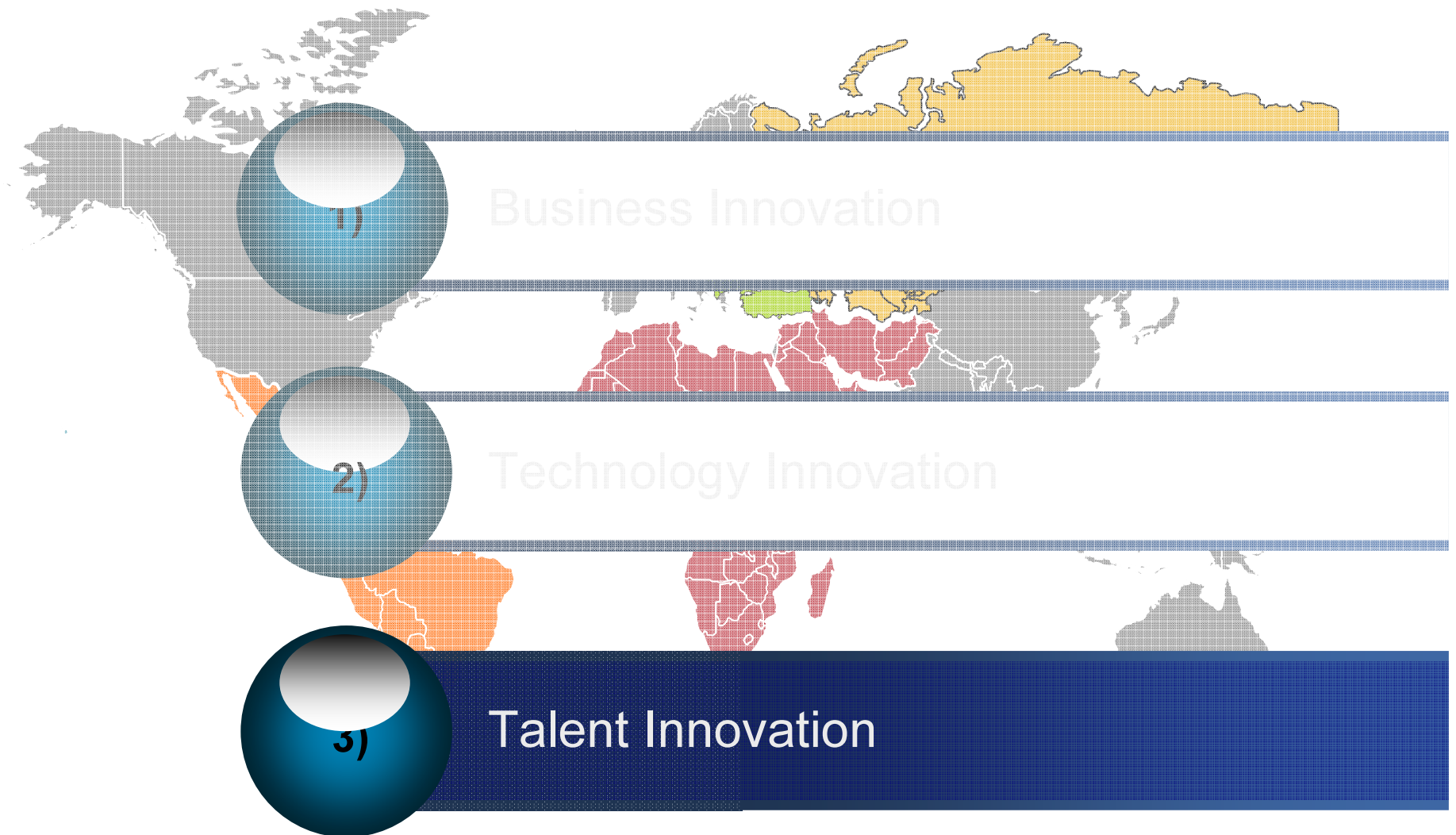
to this.....

Combining Sales and Operational Improvements

Enabling Life Experiences

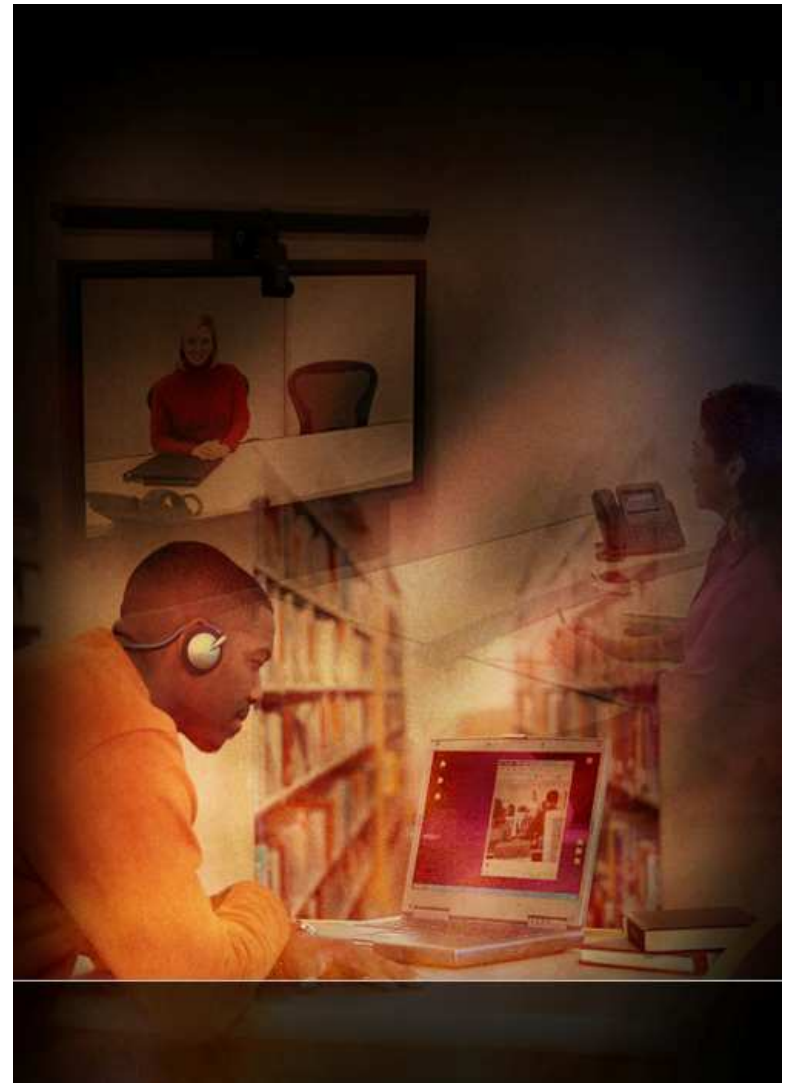


Three facets of innovation



Globally, Technology is Accelerating the Rate of Change

1. The number one English-speaking country
...will soon be China
2. The top ten jobs in demand in 2010
...did not exist in 2004
3. US Broadband internet penetration
...is 15th in the world
4. MySpace has over 125 million users
...average daily visits per page is 30

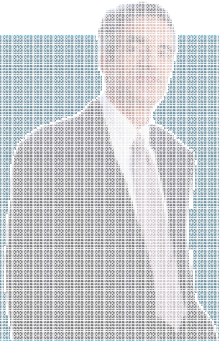


The Market Needs Skilled People

1. Working age population shrinking in developed countries, but growing in emerging
2. Decreasing interest in technical careers in young adults in the US and Europe
3. Unprecedented demand for networking skills in Emerging countries



The New Multi-Generational Workforce



Traditionalists

1928-1945
(61+ years old)

Values, Traits, Characteristics: Hierarchical, loyal to institutions, motivated by financial rewards and security

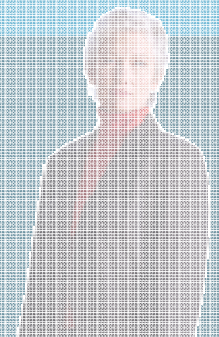
Learning Styles: Traditional, instructor-led, reading, homework, *"teach me"*

Values, Traits, Characteristics: Idealistic, competitive, striving to achieve

Learning Styles: Traditional, group effort, expert-driven, self-driven, *"lead me to information"*

Boomers

1946-1964
(42-60 years old)



Generation X

1966-1980
(26-41 years old)

Values, Traits, Characteristics: Self-reliant, willing to change rules, tribal and community oriented

Learning Styles: Team-driven, collaborative, "wisdom of crowds," peer-to-peer, *"connect me to people"*

Values, Traits, Characteristics: Confident, impatient, socially conscious, family centric, technology savvy

Learning Styles: Give context and meaning, make it fun, search and explore, entertain me, *"connect me to everything"*

Millennials "Digital Natives"

1980-2000
(6-26 years old)



Innovating around Talent

Cisco Sales Associate Program

1. Build / graduate associate account managers and systems engineers
2. Develop Great Leaders and rotate back to field
3. Bring Youth, Diversity and Talent into the Sales Organization



Innovating in Talent for 10 years

Cisco Networking Academy

1. Globally consistent, locally relevant
2. Impact on individuals, communities, and education
3. Public private partnership ecosystem approach
4. 250,000+ students in emerging markets



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Innovation around Business Models
Innovation around Technology
Innovation around Talent

Creating new life experiences



Cisco Networkers Barcelona 26 – 29. Januar 2009. registrujte se!



Cisco Networkers
2009
January 26-29 Barcelona, Spain

<http://www.cisco.com/web/europe/cisco-networkers/2009/index.html>

