

brainstorm

# SPECIAL FOCUS

SEPTEMBER 2013



**Challenges are ‘opportunities in disguise’**

**Managing complexity through simplicity**

**Delivering business value**



# Datacentrix leverages Cisco to enable its service-based strategy

**There's been a notable shift in the ICT market in recent times, with services coming to the fore. Where in the past organisations could get by merely on supplying products – in effect box-dropping – today, it takes much more to succeed, says Chris Pretorius, Cisco business unit manager at Datacentrix.**

He illustrates his point by indicating how Datacentrix has shifted away from its product-based beginnings and become a services-based entity instead. "In 2008, some 81% of our revenue was based on products. By 2012, it was a 50/50 split between products and services, and today, only 37% of our revenue stems from the former, with the other two thirds derived from our managed services and business solutions," he says.

"Of course, this growth in managed services and business solutions has had to be driven by investment in the right technologies, which is where Cisco comes into the picture. By investing in developing a Cisco business unit and succeeding in rapidly becoming a Gold Partner, we believe we've positioned Datacentrix perfectly to continue building its reputation as a services organisation."

The reason, he adds, is because Cisco is a genuine enabler for such a strategy. After all, for a company to effectively provide services to customers, it requires best-of-breed technologies, and Cisco is clearly a market leader in this respect.

"With a Cisco foundation, Datacentrix is then able to differentiate itself from its competitors through its skills, experience, and reputation in the market. Anyone can buy products from anywhere, but obtaining the best skills is nowhere near as easy.

"Going hand-in-hand with our skills and experience is our other major differentiator, which is our customer intimacy. We focus on building solid, long-term relationships with our clients because we understand that

ultimately, people buy from other people."

Pretorius points out that while this may not be a unique strategy in the industry, it's definitely something that Datacentrix is doing really well, which is evident from the company's financial results. Moreover, he adds, the more profitable the business is, the more money it can invest in new technology skills and grow its services organisation.

"And, of course, the bigger our services business, the better the economies of scale we can offer to clients. This is crucial as far as I'm concerned – we need to offer customers value for money. In other words, we need to be able to provide them with skills and experience at a better price, ultimately, than if they did it for themselves."

Looking ahead, he says Datacentrix is focussed on aligning itself more closely with Cisco's strategy, as well as keeping a close eye on customer trends and investing in the right skills at the right time in order to meet future customer demands.

"We are so confident about our services' ability that we challenge any customer to give us an opportunity to do a network optimisation assessment and see what savings we can deliver."

"It's clear that Cisco is the ideal enabler for our service-focused strategy. Datacentrix has only been a Cisco partner for the past 18 months and the true indicator of our success so far is that we're already pursuing the top three players in our space. I have no doubt they are looking warily over their shoulders at us and I firmly believe we will overtake some of them in the very near future," he concludes.

**“IT'S CLEAR THAT CISCO IS THE IDEAL ENabler FOR OUR SERVICE-FOCUSSED STRATEGY.”** CHRIS PRETORIUS

**datacentrix**

Web: [www.datacentrix.co.za](http://www.datacentrix.co.za)  
Email: [CPretorius@datacentrix.co.za](mailto:CPretorius@datacentrix.co.za)  
**087 741 5000**



## Editor's note



## Credits

PUBLISHER	Jovan Regasek
EDITORIAL DIRECTOR	Ranka Jovanovic
MANAGING EDITOR	Adrian Hinchcliffe
PROJECT COORDINATOR	Deidre van Wyk
COPY-EDITOR	Patricia Czakan
CONTRIBUTING WRITERS	Mia Andric, Tracy Burrows, James Francis, DJ Glazier, Georgina Guedes, Rebecca Haynes, Frank Heydenrych, Jessica Hubbard, Donovan Jackson, James van den Heever, Rodney Weidemann
DESIGN	Zack Hoosein, Sane Louw, Charity Mohajane
PROOFREADER	Barbara Wood
PHOTOGRAPHY	Karolina Komendera
PRODUCTION MANAGER	Sindiso Khupe
SALES DIRECTOR	Robert Mace rmace@itweb.co.za
BUSINESS DEVELOPMENT DIRECTOR: PRINT	Caryn Berman caryn@itweb.co.za
SUBSCRIPTION MANAGER	Carrie-Anne Roberson carrie@itweb.co.za
PUBLISHED BY	ITWeb Limited www.itweb.co.za 326 Rivonia Boulevard, Rivonia, 2128 PO Box 2785, Rivonia, 2128 Tel: +27 (0)11 807-3294 Fax: +27 (0)11 807-2020
WEB	www.brainstormmag.co.za
SUBSCRIPTIONS	brainstorm-subs@itweb.co.za
ADVERTISING	brainstorm-sales@itweb.co.za
PRINTING	Paarl Media Paarl

Copyright © 2013 by ITWeb Limited. All rights reserved. No part of this publication may be reproduced or distributed in any form or by any means, or stored in a database or retrieval system, without the prior written permission of the publisher. Opinions expressed in this publication are not necessarily those of the editors, publisher, or advertisers.

Just over ten years ago, I was invited by one of the UK's cellular operators to its house of the future. It was a pilot project that was designed to showcase just what the internet and technology could do to make everyday tasks easier.

While some of the ideas on display were quite futuristic, nothing seemed unfeasible or particularly 'out there'. The main idea on show was the ability to tell the voice-controlled home automation system to do all manner of tasks, from making coffee to running a hot bath.

Another concept being touted, and one that has stayed with me ever since, is the internet-enabled fridge. Our host for the day explained that the fridge would keep track of all the items inside, would be aware of 'best before' dates and, here's the 'smart' bit, would automatically add the everyday items that were running low to your internet shopping account to be delivered soon afterwards.

The internet-enabled smart fridge is the 'easy to understand, but slow to catch on' concept that has been the anti-hero for machine to machine (M2M) communications ever since. While it offers convenience, something about it hasn't resonated with humans. Perhaps we still like to smell or see when items have gone bad and are capable of remembering that we're running out of milk. This doesn't mean the principle of automation and M2M is flawed. In fact, far from it; M2M has been growing and gathering momentum in a number of industrial settings.

The company under scrutiny in this issue of the *Brainstorm* Special Focus is Cisco, and it strongly believes that there's now market maturity and business demand for the opportunities enabled by connecting previously isolated objects,

or things, people, processes and data, and that doing so will lead to a much smarter future. Its vision for M2M communications, the Internet of Everything, involves more than making two things talk to each other; it's an architectural overview that enables devices to communicate but also envisions comprehensively intertwining a bunch of hot technology trends including big data, cloud, mobility and wearable tech. By underpinning the connections of these various devices and control systems, it is enabling the potential offered to get these objects 'talking', to make them work together and provide a more connected future.

Indeed, the Internet of Everything will enable all manner of opportunities for automation, communication and control. From manufacturing to retail, security to healthcare, power generation and consumption to transport, in fact pretty much every industry will be touched by the Internet of Everything, as will our homes.

In this issue, we look at a number of aspects of Cisco's current business and we touch on how the Internet of Everything vision can play a part.

Happy reading,

Adrian Hinchcliffe  
Editor  
adrian@itweb.co.za



# BYTES

SYSTEMS INTEGRATION

## About Bytes Systems Integration (Bytes SI)

Bytes SI is a Bytes Technology Group company that designs, implements and operationally manages customised ICT infrastructural services and solutions, through the integration of hardware and software systems from global technology leaders.

These services include end-to-end I.T. outsourcing, high-tech multimedia and social media contact centres, Internet Protocol (IP) voice, radio, unified and mobile communications, structured cabling, LAN-WAN data solutions (BytesNet), Biometric and Identity Management solutions. Increasingly, BytesNet has become a leader in innovative cloud-based solutions to both national and international customers.

The Kronos division specialises in workforce management which covers time and attendance, access control, leave and absenteeism management, biometric authentication, overtime costs, turnstiles and booms. Its indirect labour management solutions include CCTV and intelligent building management.

Global technology leaders represented by Bytes SI include Alcatel-Lucent, Bluecoat, Checkpoint, Cisco, DataVoice, Dell, Exinda, F5, FrontRange, Genesys, HP, IBM, Juniper, Kronos, Microsoft, NetApp, Riverbed, Schneider, Symantec and VMWare.



Tel: +27 (0)11 205 7000

[www.byteSSI.co.za](http://www.byteSSI.co.za)

## 04 Challenges are ‘opportunities in disguise’

Cisco South Africa CEO Alpheus Mangale always wanted to work for the company because it provides the answer to so many problems. This belief underpins his strategy for growth in South Africa.

By James van den Heever

## 08 Managing complexity through simplicity

New waves of technological innovation need to be focussed on a long-term vision, not short-term benefits.

By James Francis

## 12 Collaboration technologies underpin the Internet of Everything

Communication as we knew it is changing forever, on the back of better, cheaper connectivity. This presents a wealth of new collaboration possibilities and support the Internet of Everything vision.

By Tracy Burrows

## 14 Ubiquitous connectivity and the Borderless Network

‘Being connected’ is no longer just confined to organisations, people or computing devices.

By Donovan Jackson

## 16 Changing data center economics

For a relatively young entrant into the data center market, Cisco is making significant strides in changing the status quo.

By Frank Heydenrych

## 18 True client collaboration

When a Cisco client gets recognised as a transformational account, things change as the two companies focus on innovating together.

By Georgina Guedes

## 21 Hand in hand

As new technologies come into the marketplace, Cisco is enabling partners and customers through its services arm.

By Mia Andric

## 25 Accessing the digital dividend

The public sector is a major focus for Cisco and, says David Mphelo, the company is well equipped to help government achieve its service delivery goals.

By James van den Heever

## 28 Delivering business value

Enterprises today face a plethora of challenges. Technology can help to overcome these.

By Rodney Weidemann

## 30 Trusting cloud in Africa

Cloud as well as the Internet of Everything are the key market transitions that will impact on all areas of business operations. Cisco is urging its partners to improve their cloud focus abilities in preparation for the growth in market demand.

By Therese van Wyk

## 32 More choice, more control, greater value

Cisco Capital’s array of adaptable financing models shifts the vendor financing game from being a simple transaction to a strategic, long-term partnership for growth.

By DJ Glazier

## 34 Meet the experts

*Brainstorm* met with Naseema Sookaria, HR manager, and Cathy Burns, Marketing lead, at Cisco SA, to discuss some of the key challenges facing a world-renowned brand operating in the local market.

By Jessica Hubbard

## 36 Making ripples in the skills pond

Arguably the biggest hurdle for ICT to overcome towards improving the lives of South Africans is the skills gap. Cisco has been hard at work trying to change that.

By Rebecca Haynes

## 43 Life-changing qualifications

Cisco’s graduates share two underlying attributes – extraordinary intelligence and a motivation to be the best they can be.

By Rebecca Haynes

## 47 Helping hands

There’s a saying ‘many hands make light work’ and it’s this principle that Cisco’s staff employed to change the life of one Orange Farm resident.

## 48 At a glance

The fast facts on Cisco.

# CHALLENGES ARE 'OPPORTUNITIES IN DISGUISE'

CISCO SOUTH AFRICA CEO ALPHEUS MANGALE ALWAYS WANTED TO WORK FOR THE COMPANY BECAUSE IT PROVIDES THE ANSWER TO SO MANY PROBLEMS. THIS BELIEF UNDERPINS HIS STRATEGY FOR GROWTH IN SOUTH AFRICA.

by JAMES VAN DEN HEEVER

Alpheus Mangale  
Cisco





Alpheus Mangale is a passionate man. He believes that personal fulfilment is only obtainable if one's actions change people's lives. In that respect, he's a perfect fit as CEO of Cisco because its products and the vision behind them have the potential, quite literally, to change the world.

"Cisco has a long track record in delivering the kind of innovation that has driven huge change over the past decades, and is now taking us into the Internet of Everything (IoE)," Mangale explains. "In South Africa – and Africa as a whole – this technology has huge potential to catalyse massive change for the better.

"Cisco is at a very exciting, pivotal place being at the forefront of IoE, an era where the internet has the potential to dramatically improve the lives of everyone on our planet. The business value that organisations in South Africa will gain through the IoE is presenting a new level of opportunity for technology growth and innovation. Over the next ten years, a major opportunity will be for companies to evolve their organisations to thrive in the new environment."

Africa in general, and South Africa to some extent, has an exceptional opportunity to turn its lack of development into a strength by leapfrogging the legacy technologies to implement the latest technology – and, in turn, the new-age business models they enable.

This sense of opportunity underpins Mangale's generally bullish outlook on South Africa, and his strategy for growing Cisco's role in it. Even though, as he says, the ICT market is not a particularly pretty place at the moment, and the country is failing to meet even the current modest estimates of GDP growth. There are signs of recovery, the appointment of Cyril Ramaphosa as Deputy President of the ANC sends the right signal to business, he believes.

**“ We aim to succeed by helping our clients solve their most challenging business problems, and here that includes contributing to building skills.”**

Alpheus Mangale, Cisco

### Here for the long haul

"Cisco has been in South Africa for many years, and we are here for the long haul," Mangale says. "We're prepared to make the necessary investments to protect and grow our business here, and position the company to lead when it comes to creating the infrastructure the country needs."

Every successful society, in Mangale's view, must be able to provide three things to its citizens: safety, healthcare and education. These are all areas in which South Africa faces profound challenges and where Cisco has the expertise and experience to provide solutions.

One example: technology can help the country use its relatively small population of doctors more effectively by making specialists available via video link to patients in a rural clinic. "The network is what makes that happen, and that's what Cisco does," Mangale says.

While he believes government understands the imperative to solve these

three primary challenges for citizens, the amount of resources required means it will need additional support. It will need a close partnership with private sector in order to address these challenges – and positioning Cisco as a prime partner is definitely part of the strategy. It's a mark of Cisco's long-term view that it has created Cisco Capital as a way to help clients – including the public sector – fund the infrastructure they need to meet the needs of their customers and citizens.

### Four market sectors

Cisco sees the market as made up of four broad sectors: enterprise, small and medium businesses, service providers and the public sector. In each, Cisco is focussed on providing solutions to the challenges each faces.

Large companies, says Mangale, must cope with cost pressures and a very competitive environment. The business model of cloud computing,

“ Cisco has a long track record in delivering the kind of innovation that has driven huge change over the past decades, and is now taking us into the Internet of Everything.”

Alpheus Mangale, Cisco



which substitutes operational for capital expenditure, is hugely attractive to this sector. “We’re seeing a big response to this way of thinking, which is essentially all about networking your technology – and ultimately your processes – for maximum effect,” he says.

The same logic holds true in the small and medium business sector, one in which Cisco has a lot of ground to catch up but in which it expects big growth. The cloud model – Infrastructure/Collaboration/Communication as a Service – helps these companies to compete on equal terms with the big guys.

“Service providers – the telcos – have always been a good market for us but we are expecting even greater things from this segment as it moves over to internet protocol networking to enable anytime, anywhere, any device computing,” Mangale says.

When it comes to the public sector, as already discussed, Mangale is clear that Cisco’s networking pedigree positions it well to assist government in meeting its goals. Technology aside, Cisco is adding value by contributing to the policy debate, making its global experience available to South Africa.

“Government must first of all provide the policy environment that is conducive to business, and then work with the private sector to execute,” he argues. “The time is now – and government is listening.”

### Cisco doing its bit

Cisco’s long-term approach to the markets in which it plays is evident in the thinking that

underpins Mangale’s local strategy. “We aim to succeed by helping our clients solve their most challenging business problems, and here that includes contributing to building skills,” he says. To that end, many of Cisco’s corporate social responsibility projects are aligned with what it’s trying to achieve in South Africa as a company.

One statistic that worries him is that South Africa has only one engineer per 3 200 people, whereas China has one engineer for every 130 people, and Europe one for every 300. This is a backlog that the country simply must bridge because the infrastructure it needs – including its network infrastructure – is absolutely dependent on engineering skills. Through its Net Academy, it has already produced over 28 000 ICT

students, 30 percent of them women. And its GTAP (Global Talent Acceleration Programme) is fast-tracking graduates from underprivileged backgrounds into a ‘technology MBA’ that crams five to seven years of high-level network training and experience into a single year. This programme has already produced 198 CCIE (Cisco Certified Internetwork Experts) Written Certified – it’s a qualification that is extremely rare and so virtually guarantees excellent job prospects.

If other companies fed the same number of skills back into the industry, the backlog could be eradicated and the stage set for growth, Mangale believes.

“Our strategy is to be relevant to our clients and the country in every possible way,” Mangale concludes. **b**

### AUTOBIOGRAPHY OF A PASSIONATE MAN

Born in Soweto where his parents lived, Alpheus Mangale was schooled largely in his father’s native Limpopo – Thohoyandou is still, for him, one of the best places in the country despite its extreme summer temperatures. He then studied Computer Science at what is now the Tshwane University of Technology. Mangale also completed several executive development programmes, and is busy working through his MBA with the Henley Business School.

“Education is what gives you true freedom,” he says. He spent 16 years working his way up through the ranks at Dimension Data. One of the projects he is most proud of being involved in is the Saturday School programme that sees employees giving up weekend time to tutor school kids.

His career at Dimension Data began, predictably enough, in engineering, with stints as Chief Technology Officer, Chief Operating Officer and ultimately Sales Director. He then planned on taking a year’s sabbatical just to take stock. Cisco, with whom he had worked closely over the years, took the opportunity to offer him the position of CEO, which in the end he accepted. “Cisco was one of the three companies I always wanted to work for, apart from Dimension Data,” he confesses. “And because everything is the network, it represents an unbelievable opportunity to be part of something that really is changing lives – something I’m passionate about.”

# LEADING EDGE IN CLOUD

[www.southafrica.emc.com](http://www.southafrica.emc.com)



Leon Wright  
Cisco



# MANAGING COMPLEXITY THROUGH SIMPLICITY

NEW WAVES OF TECHNOLOGICAL INNOVATION NEED TO BE FOCUSED ON A LONG-TERM VISION, NOT SHORT-TERM BENEFITS.

by JAMES FRANCIS



Cisco knows about complicated systems. Networks sit at the core of modern business infrastructure, driving all aspects of a company's momentum. They facilitate the multitude of connections that bring user devices, servers, applications, big data and more into play. Navigating this 21st century jungle is key to giving a company the edge it needs in today's world.

"Our philosophy is that when technology starts working for business, that's when you are successful," says Leon Wright, CTO, Cisco South Africa. But gaining this success is anything but simple. In fact, as technology improves, so the complexities rise. And we are just at the beginning of a world that will become exponentially more connected. Spaces where different technologies blur roles in delivery might not only be a reality in ten years, but also the watershed that defines the modern corporation from the dinosaurs of business. There is also the emergence of capacity within capacity: virtual servers that allow for infinite variations and conditions, effectively exploiting hardware far beyond its traditional limitations. In short, a server is not simply a server anymore. Even communications is forever changing its stripes, moving well beyond the freedoms we gained with telephones.

### Back to simplicity

"Technology should be a seamless mechanism that allows all of us to work," Wright explains. "This is why simplicity is key and a driving vision here at Cisco." For many, the 'how' and 'why' of technology doesn't matter. What they want is for their expectations to be met. To borrow Arthur C. Clarke's well-worn phrase, 'technology should be like magic, not a frustrating collision of worlds'.

**“Technology should be a seamless mechanism that allows all of us to work.”**

Leon Wright, Cisco

"Cisco doesn't just design products. We focus on the experience. It's about how all these products talk to each other and integrate seamlessly." Through this philosophy, Cisco is as always a driver of innovation and standards. It's already one of the market leaders in unified computing, delivering solutions that allow companies to manage and exploit their infrastructure through a single point, regardless of the components involved. Wright brings up virtualisation as an example. There are many choices, like VMware and Xen, not to mention many variations in execution depending on what a company needs. Cisco has become a dominant force in managing such environments because it remains agnostic to the various technologies, instead focussing on creating an experience that suits the client.

And it's not simply theory at play: "We take much time and effort inside Cisco to document real-world deployments. By doing this, a system's designer or implementer can pick up a Cisco Validated

Design and get a safe configuration that guides them step by step to completion."

### Thinking about tomorrow

Many companies make such claims, so what sets Cisco apart? Wright names three things that make the difference: research and development, technical assistance, and architectures.

"Cisco spends over \$5 billion a year on research and development. It also has among the best technical teams in the world. And, ultimately, it doesn't just build products – it creates architectures." It's critical that the many components of a networking environment work hand-in-hand, with the client comfortably behind the wheel. By working with its many partners, Cisco crafts an open framework that draws the big picture by stressing over the details. A switch is not a switch, Wright proclaims: the idea of one-size-fits-all makes no sense in today's complicated environment. But if done correctly, such an overwhelming ecosystem can operate in perfect harmony – creating that proverbial magic.

## A \$14 TRILLION OPPORTUNITY

Central to Cisco's vision of the future is the 'Internet of Everything'. As Leon Wright puts it, less than one percent of our world today is actually connected, so imagine the potential of drawing analytics and more from almost everything. This can be a current example of managing fleet logistics with real-time feedback from maps and GPS, or a near-future where farmers can monitor their crops and soil through sensors in the fields. The value of this new market? According to Cisco CEO John Chambers, it's \$14 trillion value at stake over the next decade, half of which will be new income. Projecting a staggering 50 billion connections by 2020, nearly half will be machine-to-machine, requiring new levels of infrastructure management and exploitation, not to mention expertise.

"It's going to require much more effective teamwork and cultural changes than many of us realise," Chambers declares. "In fact, the easiest part might be the technology."



**“ Cisco is committed to delivering a platform that will evolve with the threat landscape.”**

Leon Wright, Cisco

As mentioned, research and development plays a big role in this approach. Cisco looks at the challenges of today's technology and finds new ways to make them work to its advantage. One example is its Catalyst 3850 Series Switches. Using these, Cisco has evolved wireless technology from 'dumb' broadcast-everywhere networking to an intelligent system that spots problems in its delivery and compensates accordingly. The CEO's video conference call on his laptop is not interrupted because someone fired up a microwave in the staff kitchen.

"What we do is build our technologies to simplify the experience. Every time a company doesn't have a quality experience, they lose money." As such, Cisco is never content with any current solutions – there is always a better way to do something, fuelling what Wright refers to as a culture of 'custom silicon'.

"Today, the network is a platform and must be capable of meeting the constantly evolving needs of users. Using breakthroughs in development and software-defined networking, Cisco creates

that flexibility, without putting up walls to try to isolate ecosystems from other advancements. We run open systems, not proprietary ones." This specifically is something that will become an increasing advantage in the future – technology is an always-evolving cat's cradle. Isolationism of systems and services will leave both the architecture and its users at a distinct disadvantage.

### Everything's connected

The cloud will also continue to evolve, blurring the lines between applications, operating systems and infrastructure to provision and provide service to customers. These environments will become more pervasive, intuitive, secure and usable. Here the Cisco Cloud Services Router already plays a major role in extending public, private and hybrid cloud solutions. For tomorrow, Wright points to intelligent networking services: "The network, as it stands today, has much to offer in the way of counters – intelligence about traffic movements that can be put to far better

use than we have done so far. We're thinking of ways to expose that useful and rich information to applications."

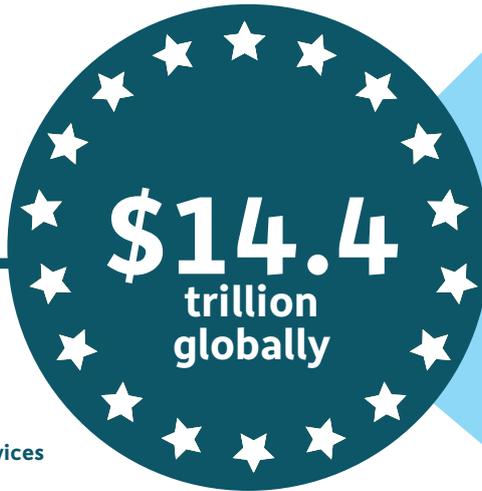
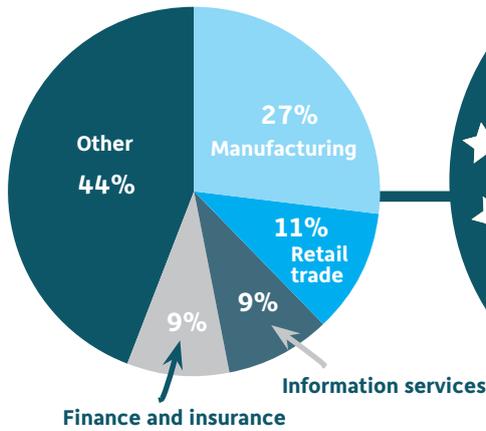
Security, always a concern, is also set for a grand evolution: "Cisco is committed to delivering a platform that will evolve with the threat landscape itself, one that scales out virtually to the cloud and integrates to the network across the data center, while connecting all the way out to the device at the endpoint." This scope is fundamental in a world where everything is becoming connected – and not just computers and smartphones, but also everyday objects. In this era of the Internet of Everything, real-time analytics and big data are set to become the lifeblood of modern businesses, while networks will become indistinguishable from the software they cater for.

To Wright, companies will rise and fall over the next decade based on how they embrace this new world. But any level of adoption is pointless if the technology is overwhelming and fails to deliver on its promises. This requires not a product, but a way of thinking – Cisco's way of thinking. **b**

# THE INTERNET OF EVERYTHING



Expected Internet of Everything industry share



- \$2.5 trillion**  
Asset utilisation
- \$3.7 trillion**  
Customer experience
- \$2.5 trillion**  
Employee productivity
- \$2.7 trillion**  
Supply chain logistics
- \$3.0 trillion**  
Innovation

## What is driving the development of IoT?

Powerful technology trends:



Form factors continue to shrink



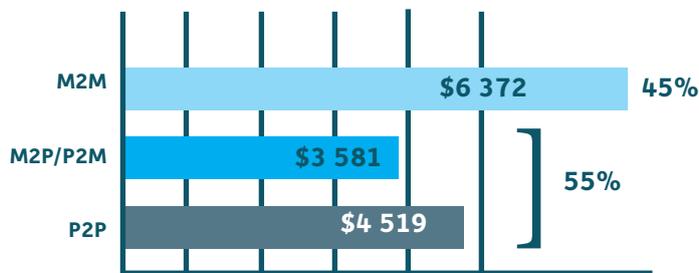
Barriers to connectedness continue to drop

340,282,366, 920, 938, 463, 374, 607, 481, 708, 211, 456

Extra people, processes, data and things can be connected with IPv6

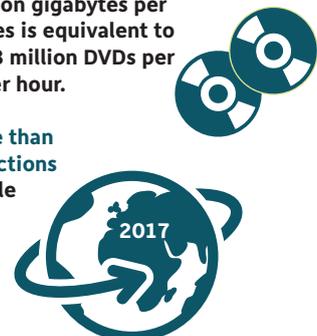


## What type of connections matter most?



## Key findings from Cisco's visual networking index

- South Africa's IP traffic (fixed and mobile) is expected to reach an annual run rate of 6.1 exabytes – almost 6.55 billion gigabytes per year – by 2017. 6.1 exabytes is equivalent to 2 billion DVDs per year, 128 million DVDs per month, or 174,939 DVDs per hour.
- By 2017, there will be more than 133 million network connections in South Africa (fixed/mobile personal devices, M2M connections, et al.)



Conrad Steyn  
Cisco



# COLLABORATION TECHNOLOGIES UNDERPIN THE INTERNET OF EVERYTHING

COMMUNICATION, AS WE KNEW IT, IS CHANGING FOREVER, ON THE BACK OF BETTER, CHEAPER CONNECTIVITY. THIS PRESENTS A WEALTH OF NEW COLLABORATION POSSIBILITIES AND SUPPORT THE INTERNET OF EVERYTHING VISION.

by TRACY BURROWS



Collaborative technologies, particularly video, have been on the radar for several years, but thanks to a sudden availability of high speed, lower-cost bandwidth, they are now coming into mainstream use, says Conrad Steyn, Collaboration Product Sales specialist at Cisco South Africa.

“Telephony as we knew it – voice only – is rapidly migrating to video,” he says. “Video is the next voice.”

Cisco is focussed on using collaboration technologies to drive meaningful communication and value for business. It's part of Cisco's greater vision for

the Internet of Everything (IoE) – the convergence of people, processes, data, and things.

Cisco is seeing a significant surge in the adoption of video collaboration tools across South Africa. “During the past three years, we’ve seen video collaboration moving rapidly beyond the boardrooms of major enterprises, to desktops and small to medium-sized businesses (SMBs),” he says.

Steyn believes this growth is driven, in part, by the increased availability of high-speed broadband and more affordable connectivity, but also by companies’ growing need to accommodate flexible working hours and a mobile workforce, as well as to cut operating costs.

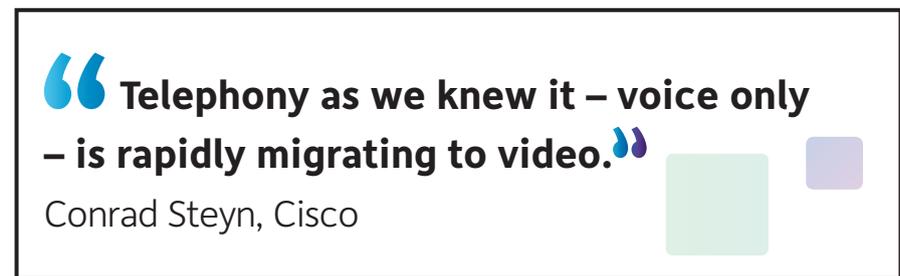
Video is preferable to voice for a number of reasons, he says: it lends itself to a more personal interaction, allowing participants to see body language and facial expressions; it enables demonstrations of products or technologies for sales or training purposes; and it allows for effective participation by experts in their field, who may be able to consult, diagnose and advise, based on their view of a situation at a remote location.

Advanced collaboration technologies, particularly video, can improve efficiencies through applications across the gamut of industry verticals, says Steyn. “In financial services, for example, you might have a small group of financial advisors or asset managers available to interact face-to-face with clients at branches across the country, via video kiosks.”

The potential for video collaboration in improving healthcare through telemedicine, and education through distance learning, is well known. Human resources can now conduct remote interviews and training at low cost, sales demonstrations can take place more efficiently, without the time and cost involved in travel, research in various fields can be facilitated remotely. “Video is becoming the natural way to communicate,” notes Steyn.

Cisco is a firm believer in the benefits of collaboration technologies within the workplace, citing as an example its own employee wellness programme,

**“ Telephony as we knew it – voice only – is rapidly migrating to video.”**  
Conrad Steyn, Cisco



LifeConnections. The company has on-site health centres in California, North Carolina and India, offering services ranging from primary healthcare to virtual visits. The company has found that its technology-enabled healthcare not only improves provider and patient experience and productivity, it also incentivises patients to seek advice at an earlier stage of illness. Of employees who use the telehealth (virtual) platform, 75 percent see a healthcare specialist sooner than they would with an in-person visit – as much as two months sooner.

Virtually all the hurdles that once stood in the way of mainstream video conferencing adoption in South Africa have now been cleared, says Steyn. Key to enabling effective video collaboration now is to meet end-user demands for the same video experience across multiple devices through a web-based interface, and to deliver a seamless, simple user experience.

In South Africa, Cisco’s collaboration solutions focus on unified communication, online meetings and social collaboration. Its next-generation WebEx meetings solution allows participants to collaborate directly from web applications they use every day, with an instant messaging client, two-way HD video and voice over IP on mobile devices. Underlining the global growth in adoption of collaboration technologies, Cisco says that around the world, an average of 31 million people attend a WebEx meeting each month. Over three million users have downloaded WebEx meeting tools to mobile devices.

Steyn notes that the benefits of advanced collaboration technologies

are not limited to large enterprises.

“Cisco has a big focus on the midmarket and SMBs. Traditionally, this was a private automatic branch exchange (PABX) market environment. However, smaller enterprises are now leveraging messaging, presence technologies and video through cloud services. Because cloud computing models eliminate the need for an on-premise investment and remove complexity, they can now take to market web-based, video customer education and support services through a cloud model, and can compete with larger enterprises on an equal footing,” Steyn says. **b**

## A DECADE OF OPPORTUNITY AHEAD

Cisco defines the Internet of Everything (IoE) as ‘bringing together people, process, data and things to make networked connections more relevant and valuable than ever before – turning information into actions that create new capabilities, richer experiences and unprecedented economic opportunity for businesses, individuals and countries.’ The company has estimated that the Internet of Everything create \$14.4 trillion in ‘value at stake’ from 2013 to 2022. This figure will be achieved through a combination of increased revenues and lower costs that are created or will migrate among companies and industries. The five main factors that fuel IoE’s ‘value at stake’ are:

- asset utilisation (reduced costs);
- employee productivity (greater labour efficiencies);
- supply chain and logistics;
- customer experience; and
- innovation (reduced time to market).

Den Sullivan  
Cisco



# UBIQUITOUS CONNECTIVITY AND THE BORDERLESS NETWORK

‘BEING CONNECTED’ IS NO LONGER JUST  
CONFINED TO ORGANISATIONS, PEOPLE  
OR COMPUTING DEVICES.

by **DONOVAN JACKSON**



As the world reaches an increasingly wired state in which it isn't just people who are connected, but also objects that were formerly inanimate, the necessity for network infrastructure to handle it all is becoming apparent. That's according to Den Sullivan, Cisco's head of Architectures and Enterprise in Emerging Markets, who says Cisco's Borderless Networks

architecture enables organisations to connect anyone, anywhere, using any device – securely, reliably and seamlessly – across a corporate or government network. It meets the changing demands of how we use technology today: streaming video, wireless networking, cloud and virtualisation services, and the use of consumer devices in the workplace.

“Borderless’ conjures up just that – a removal of prior restrictions,” says Sullivan.

Those prior restrictions are readily understood: in the ‘good old days’, the corporate network started and ended at the front and back doors. Today, we just don't work (or live) like we used to. Instead, we work and play interchangeably, we own and carry devices that enable the blurring of the professional and personal boundaries, and we expect mobility and freedom.

“People in the enterprise environment were once required by the IT team [and, certainly, management] to work in a particular location with specific devices and applications. The huge shift of the consumerisation of IT means people are demanding to use the devices they prefer, and work the way they want to, rather than in the way companies once insisted,” Sullivan says.

He is, of course, referring to the ‘bring your own device’ (BYOD) phenomenon, that most scary of things for IT managers.

But Sullivan hastens to dispel the fears. “If you don’t manage the obvious risks presented by BYOD, you’d certainly have something to worry about; primarily security and the overhead of managing these devices. Where security models have tended to focus on people coming in from the outside, BYOD opens the possibility of people unwittingly bringing things in. You have to provide for that.”

### Five Ws and an H

While Sullivan notes that Cisco’s Borderless Networks portfolio is cohesive, right down to switches and wireless access points, he says the heart of it is its Identity Services Engine. “This provides the visibility of WWWWWH.”

That’s a term more often encountered in Journalism 101: What, Where, Who, Why, When and How. It translates effectively to a sound method of managing users on exactly those parameters, says Sullivan. “This enables a level of visibility to see who is using what on the network, and to define permissions and policies accordingly. The granularity into which the five Ws and the H break down policy means, administrators can apply rules depending on group needs or right down to the needs of specific individuals.”

As an example, an accountant might be given full access to the enterprise resource planning (ERP) system only when in the building. Outside of it, she might only have access to the General Ledger.

But is this level of ‘access enablement and control’ really necessary? “Sure, you could lock down the entire network like the days of old. But people just don’t work like that anymore. Work and play is borderless today, so your network should be, too.”

“While a smartphone puts the power of a small computer in your hand, it’s the network that determines the experience.”

Den Sullivan, Cisco

### Transform business

It’s hardly a secret that business is transformed (and transforming) by the gadgets we take for granted today – PCs, laptops, tablets and smartphones. However, points out Sullivan: “Behind every great device is a great network. While a smartphone puts the power of a small computer in your hand, it’s the network that determines the experience.”

He says mobile devices underpin the whole concept of Borderless Networks. “The quality of the experience – the speed at which you can access an app, the latency, the security – depends on how well the network performs and how easily it can be accessed.”

### Internet of Everything

Whether WiFi or 3G/4G, the network should provide the same experience. “Whether the borders are country borders, provincial lines or even just around a campus, the whole concept is that the Borderless Network ‘collapses’ time zones or distances with intelligence.”

The Borderless Network, Sullivan says, enables improved collaboration, seamlessly connecting people and enabling models such as those where manufacturers and service providers can access low-cost labour markets.

Borderless Networks also underpin the ‘next big thing’ that’s looming: the ‘Internet of Things’. “We prefer to call it the ‘Internet of Everything’. Right now, 99 percent of things with which we interact aren’t

connected – but that’s about to change.”

Describing that coming change as heralding ‘phenomenal opportunities’, Sullivan says Cisco stands at a critical place at the forefront of the Internet of Everything. This has the potential to dramatically improve the lives of everyone on our planet by bringing together people, process, data and things to make networked connections more relevant and valuable than ever before, he says.

Sullivan says greater convenience, comfort and efficiency will result from connected cars, fridges, rubbish bins and even individual pieces of fruit. It opens up possibilities for supply chain visibility that could only be dreamed of a few years ago. “The Borderless Network, again, delivers the ability to connect these things and then enables the communication necessary to have vehicles that call in if they are in a collision, fridges that compile your grocery list and pieces of fruit that report their use-by date,” he says.

While it may sound a little wacky, humans have always been driven by the search for convenience and comfort – and businesses, by efficiency. “The Borderless Network opens up the possibilities to interact securely, with intelligence, whether on a fixed or wireless network,” Sullivan says. “And when everything’s connected, there had better be a network behind it that can handle traffic, security and performance. If it can’t, well, what’s the point of being connected in the first place?” **b**



Saad Syed  
Cisco

Anver Vanker  
Cisco

# CHANGING DATA CENTER ECONOMICS

FOR A RELATIVELY YOUNG ENTRANT INTO THE DATA CENTER MARKET, CISCO IS MAKING SIGNIFICANT STRIDES IN CHANGING THE STATUS QUO.

by **FRANK HEYDENRYCH**



Four years ago, Cisco entered the compute component of the data center market, despite industry scepticism that it would not succeed due to its established history as a networking company.

However, it has succeeded. It is doing so well that, based on the latest IDC analysis, it is now ranked second in the market for x86 blade servers, in value of shipments. The key has been Cisco's UCS, or Unified Computing System, which orchestrates multiple offerings into a unified solution, with a single point of control, through a portal. The benefits for customers are extensive: fewer people are needed in the data center, so existing

resources can be repurposed; a greener data center, consuming minimal power; a small footprint, either in blade server or rack-mounted configuration; significantly reduced total cost of acquisition and ownership; and a single point of management for when something goes wrong, as it can.

Cisco is, plainly, changing the economics of the data center by unifying compute, storage, networking, virtualisation, security and management into a single platform.

"Our heritage is switches and routers, the end-mile of connectivity," says Anver Vanker, consulting systems engineer at Cisco South Africa. "We're now innovating before the end-mile, and branching out into many areas."

"For all organisations, the data center is vital in terms of productivity and infrastructure efficiency. We're delivering it as a utility."

"We've taken our many learnings down

“For customers today, bandwidth, availability and security are vital for executing and supporting their business strategy.”

Anver Vanker, Cisco



the years, and decided to apply them in the data center. We work with an ecosystem of partners and integrate tightly with them to drive efficiency into the data center, and give customers a single point of contact.”

Some of these partners include EMC, VCE, Microsoft, SAP, VMware and NetApp.

“We build solutions with our partners and validate them,” says Vanker. “Our value proposition to customers is that we have validated infrastructure solutions and will ship a complete infrastructure stack, giving them one SLA for design and architecture, support and fault resolution. By way of example, our Vblock offering encompasses EMC storage and VMware, together with Cisco network and compute solutions. Similarly, our FlexPod solution combines Cisco with NetApp storage and VMware in a more loosely coupled offering. Customers want an integrated stack, which is why we’ve taken off in the market.”

This allows customers to enjoy virtualisation, network, blade servers and storage of their choice, delivered in a single stack.

### Working together

Collaboration is key, says Vanker. Cisco pulls together the offerings from the market to make itself the incumbent across the various architecture plays: it brings servers, collaboration applications, voice solutions, security solutions and management together, and it ensures all these operate in concert with each other.

“For customers today, bandwidth, availability and security are vital in terms of executing and supporting the business strategy. They just have to be there, and seamless, and access must be pervasive, whether a user is in Sandton or California.”

Saad Syed, data center lead at Cisco Emerging Markets, notes: “We asked, ‘What are our customers doing?’ The answer appeared to be the centralisation of core applications with access from thinner and thinner devices, and a richer, integrated media experience,

i.e. the move from ‘green screens’ to richer graphics, video and voice as a way of sharing information and knowledge within, and between, organisations.”

Driving this trend, believes Syed, are the continuous automation of ever-increasing amounts of complex business processes and the need for IT to become even more of a business enabler. “Ultimately, we know that access to IT services will become as ubiquitous as mobile voice is currently and as simple to consume as electricity is when you plug a socket in the wall,” he says.

### Meeting requirements

“As well as a focus on delivering technology and product innovation, we have also invested heavily in services. For example with UCS we have employed people who bring broader IT knowledge and experience around systems, platforms, applications and methodologies, such as ITIL. In many cases, these are data center professionals with experience designing and deploying data centers within major enterprises. Our aim is not to deliver boxes but rather an end-to-end, best-of-breed solution.”

The drive to automate more processes and deploy centralised business logic will place demands on how data centers are designed, deployed and managed. Syed explains Cisco’s experience has highlighted four key areas to focus on – capacity, agility, risk and, of course, cost.

“We partner with our customers to explore how we can ensure that capacity is optimised, and this isn’t just about space, it’s also about power, cabling and cooling.

“Agility is an interesting one,” he says, “as IT continues to become more important to all aspects of the business, then ‘time to market’ for new applications will become more important again. A failure to respond quickly to rapidly emerging market trends or business demands will negatively impact return on investment or result in missed opportunities. With UCS, we deploy a Utility Infrastructure

environment, which means we can reduce application deployment time from weeks to minutes,” he says.

The agility to cope with increasing demands within the data center will also become important as the Internet of Everything connects increasing amounts of devices and objects, which will integrate into all manner of business processes and create ever-increasing amounts of data to be processed in the data center.

Risk and governance are also critical factors for consideration, says Syed, as organisations are now placing swelling numbers of their processes and data within the data center. This means the risk profile of the data center also increases. “Careful consideration has to be given to security and business continuity. We have to ensure that we protect those data assets and that the ‘lights always stay on’. We have a variety of technical features and capabilities within our products to deliver this reliability. However, we also benefit from our intellectual property from architecture and design perspectives, which we can bring to the party. Many of our customers have benefited from this.”

Finally, says Syed, costs are always a key consideration, but he believes the key technology benefits created offer real value to organisations. **D**

### KEY TECHNOLOGY BENEFITS

- Fibre Channel over Ethernet, which means a single input/output interface within the server.
- Hugely reduced cabling, which reduces the need for cooling, and accordingly, lower power consumption.
- A single switch pair, rather than a switch for each blade chassis, thereby cutting costs. This is due to a fabric interconnect, which allows customers to add multiple blade chassis without a new network for each blade chassis. This reduces management overheads and cost.
- Integrated Storage Area Network access, Ethernet and compute in one converged infrastructure.
- A far smaller footprint than traditional servers, which dramatically changes the dynamics of the data center.
- Automated provisioning, achieved through the UCS Director portal. This reduces total cost of ownership significantly. This means a safer data center, with fewer errors and more power from each blade. Through the development of stateless computing, Cisco can provision the identity of a blade quickly, and change the ‘personality’ of any given blade at any time.
- Comprehensive security, up to the application layer, including business continuity and firewalling.



**Craig Zeeman**  
Cisco



# TRUE CLIENT COLLABORATION

WHEN A CISCO CLIENT GETS RECOGNISED AS A TRANSFORMATIONAL ACCOUNT, THINGS CHANGE AS THE TWO COMPANIES FOCUS ON INNOVATING TOGETHER.

by **GEORGINA GUEDES**



As part of Cisco's customer engagement strategy, it dubs certain clients 'transformational accounts'. According to Craig Zeeman, who heads up the department that caters to these accounts, these are clients that have an appetite for

innovation and a willingness to co-create with Cisco and its partners. They have a strategic imperative for change at a business and IT level.

This puts them in the perfect position to exploit the opportunities presented by

“ It’s around building focus and helping to innovate together.”

Craig Zeeman, Cisco



the Internet of Everything, which Cisco has made its pivotal focus. The networking vendor believes this opportunity will ‘bring together the people, processes, data and things to make networked connections more relevant and valuable than ever before’. The business value created by the IoE presents a new level of potential for further technology leadership, says Zeeman, and it is this that the company hopes to achieve through its partnerships with its transformational accounts.

These accounts are identified from three sectors – telecommunications service providers, public sector and enterprise. Those accounts that are approaching the transformational status are submitted to a Review Board, which sits once a year to decide whether the status will be granted based on certain metrics. These include:

- They have a positive attitude towards IT as an enabler and are open to advisory or consulting services arrangements.
- They have a strategic imperative and clear agenda for change, are proactive, have an appetite for innovation and continuous technology and business transformation.
- They have a holistic approach to IT that can be supported through Cisco solutions and services, and are likely to be early adopters of innovation and to consume whole solutions.
- They have IT and business-led IT potential, providing significant growth that exceeds their industry.
- They must be government, global enterprises or service providers or significant local brands under a single corporate hierarchy.
- Cisco can become their number one IT provider.

## THE MAN IN CHARGE

Craig Zeeman is ideally positioned to oversee these transformational accounts, having been with Cisco for 15 years. He started out as a systems engineer and Cisco Certified Internet Expert, when Telkom had just started as a service provider with Cisco’s support.

He became an account manager and then transitioned across to regional sales manager. He was then tasked with starting Cisco’s Wire-Line business, which he lead for three years, and then became director of Service Provider accounts. He turned his broad range of expertise to head up Transformational Accounts for the past year.

## Focus on the difference

Once an existing client is identified as a transformational account, things get a little more exciting. Cisco gives the account the focus and resources it needs to partner on innovative projects to drive the company forward.

Each transformational account gets its own client executive – highly trained with many years of experience as account managers, systems engineers and business development managers, with access to a resource pool of whatever they might need to develop solutions for the account.

## FUTURE OF THE NETWORK Q&A

Cisco’s Craig Zeeman, who also heads up Service Provider section of Cisco SA’s business, answers the critical questions around the future of the network.

**Brainstorm:** Are service providers now developing into ‘experience providers’ thanks to the Cisco IP NGN?

**CZ:** It seems so. It is clear that consumers are willing to pay a premium for a good and seamless experience, independent of location, and we see this evolving into something much bigger. We have the emergence of social networks and mobility. We have the explosion with cloud. We have the Internet of Everything with sensors and machines. All these become the fundamental ingredients that now drive this notion of a digital economy. If you put Cisco’s intelligent network in the middle of the mobile, social and cloud triangle, it becomes the central nervous system of this digital economy.

**Brainstorm:** Is cloud computing still top of mind for service providers or have they moved on?

**CZ:** Most certainly, it’s still top of mind, and a key market transition we are now seeing is that networking and compute are coming together. There is also the convergence of the service provider, enterprise and consumer markets. Finally, the cloud, video, mobility and the NGN are all converging. All of this plays into Cisco’s strategy. We solve our customers’ most critical business challenges by delivering intelligent networks and technology and business architectures built on integrated products, services and software.

**Brainstorm:** Service providers are already focussing some energy on M2M. Are these players set to be the early adopters, pioneers and drivers of the Internet of Everything opportunity, and how will Cisco support them?

**CZ:** We have three planes here, namely the ‘public internet’, the business environment (with its VPNs, MPLS, private data centers and hybrid data centers) and the ‘industrial internet’, in which we have sensors and machines. On each one of these planes, we have lots of scattered analytics. Data is being collected everywhere, but the network is always in the middle, able to see, correlate patterns and take action. In other words, the network is the common denominator, allowing us to stitch, synthesise, and harmonise all of these different things together. This means the network becomes the most insightful analytics engine, while analytics becomes the currency that drives the digital economy.

“One major area of focus for innovation is the Internet of Everything, and in collaboration with our transformational account clients, we will definitely be working together on leveraging the opportunities presented.”

Craig Zeeman, Cisco



“They articulate to us their strategic business acquisitions, their go-to-market strategy, their need for innovation, and we find ways to support them in that,” he says.

### Leveraging global best practice

The point of all of this is that by putting this level of focus onto the account, it allows the client to grow and develop, but also allows Cisco to be its innovation partner. “It’s around building focus and helping to innovate together,” he says. “One major area of focus for innovation is the Internet of Everything, and in collaboration with our transformational account clients, we will definitely be working together on leveraging the opportunities presented. With Cisco’s

transformational account model there are more skills to help the client achieve its business objectives.”

An aspect of these relationships is that they allow the clients to leverage Cisco’s global reach in their own development. “Nine times out of ten, if a client wants to do something, it’s already being done somewhere else in the world,” says Zeeman. “We have forums for executives across the EMEAR region, and twice a year, these execs are peered with others in similar industry verticals to gain understanding and explore opportunities.”

He explains that this kind of information exchange allows clients to share case studies and best practices, to bundle products and services to create end-to-end solutions, and to leverage

experiences from across the globe to support innovation and first-to-market strategies.

“Within the transformational accounts, there is integrated account planning,” says Zeeman. “The client executives do a once-a-quarter client read-out to the Board.

This review process gives subject matter experts an understanding of the client requirements and enables the team to provide guidance and allocate resources where required.

This process also facilitates the ease of business with Cisco. “You need high-ranking business executives to break down business processes to get innovation going,” says Zeeman. “We validate our clients’ ambitions with what we see in EMEAR or globally.” **b**

# HAND IN HAND

AS NEW TECHNOLOGIES COME INTO THE MARKETPLACE, CISCO IS ENABLING PARTNERS AND CUSTOMERS THROUGH ITS SERVICES ARM.

by MIA ANDRIC

Christian Barr  
Cisco



**“ We have completed many projects many times in many countries, so chances are that whatever needs to be done locally has been done before.”**

Christian Barr, Cisco

Cisco has long been the plumber of the technology world. While over half of its revenue comes from the routers, switches and advanced network technologies that keep data moving, the company is evolving, bulking up its professional and technical services portfolio to help partners and customers get the most out of their networks.

As previously unconnected objects come together with already connected devices to make the world a more linked and integrated place than ever before, something that Cisco refers to as the ‘Internet of Everything’, managed and consulting services are set to become more important. Skills and expertise will increasingly define the difference between leaders and followers. Cisco has, therefore, focussed on investing in its services offering, providing what it refers to as consulting services, advanced services and technology services.

Consulting services encompass services such as general business and architectural consulting, while advanced services are targeted more around the skilled planning, building and operating of networks. Technology services will remain focussed on the traditional technical services provided by the company, helping customers make their operations more efficient.

### Partners are key

Christian Barr, responsible for Cisco Services in South Africa, explains that while Cisco’s focus is on developing its services arm, the company’s partners are essential to its success. “In many ways, partners are Cisco Services, because we only take the lead on projects where our partners or customers specifically request it. We appreciate that our partners can’t have all the skills for all the technologies all of the time, and that’s

where we come in – we can fill that gap when we need to,” he says.

Barr points out that Cisco has 28 years of experience, and is extremely well positioned to help its partners through its expertise. “We have built consulting with knowledge, and have the best skills in the world. Our local partners and customers have access to those skills. We have completed many projects many times in many countries, so chances are that whatever needs to be done locally has been done before. Our local team is a window to the bigger Cisco and the knowledge held by those international colleagues.”

The refreshed services offering is being positioned as an extension of Cisco Smart Services, a software-enabled suite for network monitoring, application management and other capabilities for network visibility. It will stand on the foundation of Cisco’s existing technical and professional services, and will provide the deployment and management of infrastructure as well as analysing business problems and helping customers transform their businesses.

It’s all about enabling business decisions, says Barr. From before a sale to installation, from spare parts to operation, Cisco Services is changing the conversations

## DELIVERING ADVANCED SERVICES

by **RODNEY WEIDEMANN**

As the delivery arm of Cisco, Advanced Services offers customers a range of service options, which include proactive services, reactive services and lifecycle services.

Wim Filmlter, senior manager: Cisco Advanced Services, points out that both the proactive and reactive services offered by Cisco are well-defined offerings with agreed upon milestones and deliverables. Anything that falls outside of those deliverables, he says, would constitute a lifecycle service.

“Proactive and reactive services are typically long-term, fixed contract options. On the proactive side, we deliver network optimisation services and look after a customer’s environment from a best practice perspective. Reactively, it is about service and maintenance and ensuring that any network challenges are quickly and effectively dealt with.”

“Lifecycle services, on the other hand, encompass specific areas that a customer may want to improve, for example network security. These are one-off projects where Advanced Services is involved in the planning, design and implementation of such a project.”

Of course, adds Filmlter, the advent of the Internet of Everything is going to have a massive impact on the delivery of these services. After all, he suggests, the Internet of Everything is effectively about connecting physical objects of all kinds to the network, which will clearly have huge implications for a networking company like Cisco.

“I have no doubt we are going to have to evolve our resource skills, develop our skills pool further and adopt an even more analytical view regarding the manner in which we provide services. Our consultancy division is definitely going to play a key role in this new future, as these are the people who will have to understand the business opportunities and requirements and put together the solutions to meet these.”

“The network is already very complex today, and with the Internet of Everything, we are going to be adding a vast amount of new complexity to it. For this reason, we will rely on Cisco Consultancy Services to develop the vision required to overcome this complexity, and Advanced Services will dovetail into this vision,” he concludes.

the company is having with customers into business conversations rather than technology conversations.

“Business models are starting to change, and we’re seeing an increase in the move from consumption models to risk-sharing models. With our ‘pay-as-you-grow’ approach, we’re helping customers transform their businesses. One year ago, we were having customer conversations about how to make their networks work. Today, we’re helping them achieve operational outcomes. It’s not about speeds and feeds, but about business transformation. For the first time, customers can turn to their hardware vendor and look for help,” Barr says.

Globally, Cisco generates about 20 percent of its revenue from services, and plans to grow this part of its business over the next few years. The company will continue to work with its partners, leveraging its intellectual property to create value for those partners in services.

### Onward and upward

The emergence of cloud computing, which may eventually allow enterprises to plug into IT resources as they would into a power grid, is one of the drivers of the increased focus Cisco is placing on services. Already, the idea of ‘IT as a service’ rather than a capital investment is gathering momentum, and Cisco is

working with its partners to drive the value it provides.

“We have access to 22 000 Cisco Certified Internetwork Experts and 68 000 partners globally, from 140 countries. We have the expertise, we understand technology, we understand

what the business requirements are, and we provide solutions,” says Barr. “As new technologies come into the marketplace, partners and customers can turn to us, leveraging our extensive experience, to ensure that they use them to the best effect,” he concludes. **b**



**“ In many ways, partners are Cisco Services, because we only take the lead on projects where our partners or customers specifically request it.”**

Christian Barr, Cisco

## SMART SERVICES

The network plays a vital role for businesses, organisations and people. In fact, it's deemed so important that Cisco describes the network as 'a strategic platform in a world that demands better integration between people, information and ideas'. It's the role of Cisco Services to drive a synergy between the networks, the applications running on them and the people who use them. Its belief is that the network works better when 'services, together with products, create solutions aligned with business needs and opportunities'.

Cisco's Smart Services is a family of service offerings that support network technologies and operations. What makes these services 'smart' is that intelligent automation collects network data, analyses it and then proactively responds to the issues that have been discovered, helping to reduce risk, ensure business continuity and lower operating costs. The portfolio of services incorporates a number of delivery options that take into consideration customer preferences and needs.

Cisco Smart Services include Cisco Smart Care Service, Cisco SMARTnet® Service, and Cisco Smart Foundation Service. A partner service plan based on Cisco Smart Care combines a Cisco partner's distinctive expertise and in-depth understanding of the business with Cisco intellectual capital, tools and training to provide:

- Responsive troubleshooting;
- Next-business-day hardware replacement, with an option to upgrade individual devices to four-hour coverage;
- Access to the Smart Care portal, tools and other information resources at Cisco.com;
- Cisco IOS Software support, including maintenance releases, patches and minor and major updates, as well as support for other qualified Cisco applications.

### Depending on specific business needs, a partner might also offer additional service options, such as:

- Remote monitoring and repair of Cisco devices and software applications;
- Proactive health checks and periodic assessments of Cisco network foundations, voice and security technologies to identify potential issues;
- Proactive notifications to streamline updates of Cisco devices;
- Assessment and preparation services to simplify the addition of new technologies and applications over time.



Saving you Time, Saving you Money, Putting you First



# Simplify Your IT Environment & Reduce Costs

Nashua Communications offers a variety of on-premise or hosted data centre solutions based on Cisco's Unified Computing System tailored with various storage and server virtualization technologies.

**Nashua Communications: a Cisco Gold Partner and complete end-to-end ICT solutions provider.**

**email:** [solution.sales@nashua-communications.com](mailto:solution.sales@nashua-communications.com)

**website:** [www.nashua-communications.com](http://www.nashua-communications.com)

David Mphelo  
Cisco



# ACCESSING THE DIGITAL DIVIDEND

THE PUBLIC SECTOR IS A MAJOR FOCUS FOR CISCO AND, SAYS DAVID MPHELO, THE COMPANY IS WELL EQUIPPED TO HELP GOVERNMENT ACHIEVE ITS SERVICE DELIVERY GOALS.

by JAMES VAN DEN HEEVER



“It’s all about the network,” argues David Mphelo, director, Public Service Business at Cisco South Africa. “Everything a government has to do for its citizens depends, in one way or another, on an ICT platform that connects everybody.”

Governments, he believes, must supply their citizens with energy, water, transport and connectivity. The first three are at least partially dependent on the fourth in today’s rapidly digitising world. Smart grids are network-dependent, as are modern transport networks. Management of water reserves and supply is also becoming high-tech.

Then there’s the flood of economic activity that connecting citizens releases.

In all, according to research by Booz & Company, the mass adoption of digital technologies by consumers, companies and governments could deliver, ‘up to US\$6.3 trillion [approx. ZAR62.5 trillion] in additional nominal GDP and a staggering 77 million new jobs over the next 10 years’.

For South Africa, with its three key challenges of poverty, unemployment and inequality, the government has long since



## In the New World, **your business** knows what it needs to do before you do.

Imagine your business ran with MTN Business ERP, where you could see a complete overview of your business' operations at any given time. By connecting the workflow of each department, you are able to track, plan and organise your business to run more efficiently. Because it's hosted in the Cloud, it's a lot more affordable to get a full Enterprise Resource Planning system powered by SAP. As your business evolves, so does your MTN Business ERP. For more information, visit [mtnbusiness.co.za](http://mtnbusiness.co.za) or call 0877 40 40 40.

**WELCOME TO THE NEW WORLD OF BUSINESS.**

#mtnbusiness [in](https://www.linkedin.com/company/mtnbusiness) [mtnbusiness.co.za](http://mtnbusiness.co.za)



**BUSINESS**

identified ICT as a lever for change. “We see the digitisation of South Africa as a huge opportunity,” observes Mphelo. He goes on to point out that the National Development Plan, the country’s blueprint for the next 17 years, as well as the National Infrastructure Plan, both explicitly depend on the existence of a national broadband network.

Mphelo sums it up: “Technology – the network – underpins everything the state is trying to do.”

### Getting the work done

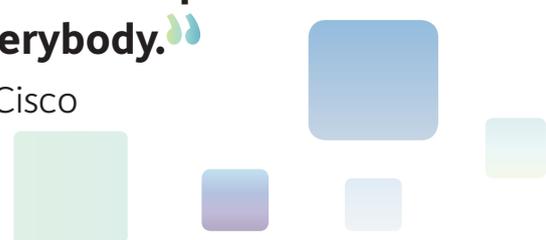
When it comes to overcoming the digitisation challenge – or realising the opportunity – Mphelo says that Cisco has three important value-adds to offer: innovation, co-investment and standardisation.

Innovation is obvious. Cisco has been the poster child of networking innovation for decades and, in particular, an early and staunch evangelist of the internet protocol-based network. Its leadership in the Internet of Everything – the connection of people, process, data and ‘things’ – is also testament to this. In the public sector space, its innovation is complemented by pertinent experience around the globe, both at the policy and execution levels. It has already made significant contributions to government’s call for policy inputs on various matters, most recently the National Broadband Policy.

Digitising an entire society doesn’t come cheap, however, and Cisco has come up with a practical solution via Cisco Capital. “We have billions of dollars in cash, and we take a long-term view – we’re willing to invest in our markets, and that goes particularly for a public sector that faces massive demand

“ Everything a government has to do for its citizens depends, in one way or another, on an ICT platform that connects everybody.”

David Mphelo, Cisco



and has limited resources,” Mphelo says. “Of course, we’re a business, so you must understand this is a huge vote of confidence in the country because we expect to see returns eventually.”

Perhaps most important of all is the question of standardisation. Just as the government cannot do everything itself, many private sector providers will be required to execute this massive project. However, as Metcalf’s Law explains, a telecommunications network’s value is directly proportional to the number of users connected to it. Interconnection between the various networks that exist, both within the public service and in society as a whole, is vital to create ‘The Network’. Standardisation is imperative for this to occur, and Cisco is a leader in this area.

### Is 2020 feasible?

So much for the theory; when pressed whether the goal of 100 percent broadband penetration by 2020 is actually feasible, given the delays we have already seen, Mphelo is frank. “If government capacitates itself correctly, and if there is continuity at the broad policy level then, yes, 2020 is doable,” he says. It’s not necessary, one feels, to spell out the alternative.

“Broadband’s potential is huge, we just can’t grasp the vastness of it,” says Mphelo. “At the moment, it’s rather like the early days of cellphones, when we just didn’t even glimpse where this technology would take us. Cisco has a lot of global experience to offer – we’ve done this before – and we are ready to work with government to make it happen.” **D**

## THE NETWORK AND THE PUBLIC SECTOR

Cisco’s David Mphelo identifies three areas in which networking has a particular role to play in helping the public service deliver:

### Education

Textbooks are a challenge on a number of fronts: basic logistics is one...and then they need to be updated. Delivering the entire curriculum digitally to a tablet would solve both challenges at once. Another key challenge – retraining teachers – could also be more simply and effectively achieved digitally, Mphelo adds.

### Health

Despite the government’s best efforts, there simply aren’t enough doctors, particularly specialists, in the country. Not surprisingly, most of them want to practise in cities where the rewards are higher, living is more pleasant and the latest equipment is accessible. “Video-conferencing destroys distance,” Mphelo observes. “A patient attending a rural clinic can access the expertise of a specialist in Sandton – if the network is in place!”

### Safety and security

From the Integrated Justice Project down, the benefits of joining up the various components of the safety and security cluster are manifold. The benefits of networking are also evident at the most practical level: take the use of CCTV cameras in city centres around the world. The Johannesburg CBD also has a successful project in place that is helping to make the city safer. It’s something that needs to be rolled out more widely, says Mphelo, noting that without improved personal safety for its citizens, government’s ambitions simply won’t be realised.

Julie Ferreira  
Cisco



# DELIVERING BUSINESS VALUE

ENTERPRISES TODAY FACE A PLETHORA OF CHALLENGES. TECHNOLOGY CAN HELP TO OVERCOME THESE.



The challenges facing enterprises today are vastly different to those a large business would have faced just a decade ago. These are both technological and economic in nature, and mean CTOs are faced with some difficult hurdles to negotiate. Cisco has realised that the best way of dealing with such challenges is to partner with the enterprise and work closely with the CTO to drive genuine business value.

According to Cisco regional sales manager Julie Ferreira, even though the emerging markets are where the next big growth is expected for technology and infrastructure organisations, the state of the global economy remains a critical challenge.

“It’s important, therefore, for Cisco to take cognisance of the fact that our customers are facing not just technology challenges but, particularly, economic ones. CTOs are being asked to reduce costs, retain key talent and skill up existing resources to stay ahead of the curve, all while their budgets continue shrinking,” she says.

“This means it’s no longer enough for Cisco to be telling them about the latest and greatest technology offerings. Instead, we need to be focussed on the cost challenges they face, how we can help them to innovate, and how we can assist them to address their specific business needs.”

She adds that Cisco is no longer merely an infrastructure organisation; the conversations today need to be more holistic and more relevant to the enterprise’s business as a whole, rather than simply focussing on architecture.

## Constant upgrades

Ferreira says that a fundamental issue raised by large customers is the rate of technology change. Many are concerned with the speed at which they need to revisit their architecture, even in instances where they have just completed a technology refresh.

“This goes back to the economic

challenge, since it's extremely expensive for large corporations to repeatedly refresh their technology, not to mention the length of time such a rollout generally takes," she says.

"The IT department still tends to be viewed as a cost centre in most organisations, so justifying this kind of expense to the board can be difficult. In situations where technology refreshes are necessary, we as vendors need to look at the ways in which we can deploy IT better, in order to reduce the costs to the customer."

Ferreira says that Cisco's method is to engage closely with each customer, focussing on their business plans and the challenges they face. "Once we understand both their challenges and their business strategy, we can use our technologies to address their pains by developing an individual and specific roadmap to meet their future business requirements. For us, it's about being business relevant and delivering business value to each customer."

Ferreira says Cisco believes the real business value lies in the phenomenal opportunities that the internet of the future is going to open up for businesses – what the company refers to as the 'Internet of Everything' (IoE).

"The IoE will enable us to turn information into actions that create new capabilities, richer experiences and unprecedented economic opportunity across the board, from individuals to businesses to nations. From a Cisco point of view, we want to use the opportunity presented by the IoE to deliver genuine technology leadership to our customers."

She adds that aside from those already mentioned, there are numerous other challenges impacting on the enterprise, including security, which is especially pertinent with the rise of 'bring your own device' (BYOD).

"Securing the business environment is critical when adopting a BYOD strategy. Cisco has, therefore, developed a whole system – the Identity Services Engine – that can assist clients in setting up security policies. Added to this are Cisco-validated designs to help these customers deploy the necessary architectures to maintain this security."

She adds that bandwidth is obviously another big challenge that is specific to Africa, both in terms of the amount available and the cost thereof. IT skills are also a growing problem, with a lack of critical skills hitting many businesses hard. Other challenges she highlights include the fluctuating rand/dollar exchange rate and

**“It is important, for Cisco to take cognisance of the fact that our customers are facing not just technology challenges, but particularly economic ones.”**

Julie Ferreira, Cisco

the macro-economic factors that impact on the country as a whole.

"Whether it's strikes in the mining sector or the performance of the financial markets, these factors all create hurdles that need to be surmounted, and all impact in their own way on what our customers want to do and when they choose to do it."

### Meeting challenges head-on

Although CTOs are rising to these challenges, Ferreira explains, the onus remains on Cisco to drive the important conversations with them.

"We have the means and the solutions to be relevant to them, but it's critical that we understand their challenges thoroughly, in order to offer the best solution to them. It comes down to helping them leverage what they already have and putting in place a roadmap to help them migrate when the time is right."

To this end, she says the company offers a finance scheme known as Cisco Capital. "We certainly have compelling offerings to help them build a plan that meets both their pricing and technology requirements, since these are the two biggest challenges CTOs face today. Moreover, we can bundle these together in a manner that is specific to each customer."

The biggest challenge, however, will be the manner in which the IoE is going to fundamentally change how we interact with the world around us, she says, and the manner in which it will enable organisations to uncover new ways to create and share value.

"One only has to look at how enterprises operate today to realise that our work is clearly more interdependent than ever before. Already, a large

percentage of productivity is directly related to network performance. Furthermore, web-based collaboration clearly increases innovation, while most businesses now utilise multiple channels to engage with customers."

"This is just the start too; the IoE is going to radically change business processes related to connected devices. With this in mind, Cisco is ideally positioned to help enterprises overcome this challenge by consulting and collaborating with them not only around technology, but also in the development of these new business processes, thereby assisting them in preparing for the future," she concludes. **D**

### ALEXANDER FORBES CASE STUDY

As an example of the way in which Cisco helps enterprises to overcome their challenges, the work completed for Alexander Forbes stands out.

The challenge was to design an energy-efficient building and data center, while increasing the efficiency of physical security operations in multiple offices and maximising agility to meet the evolving needs of the business.

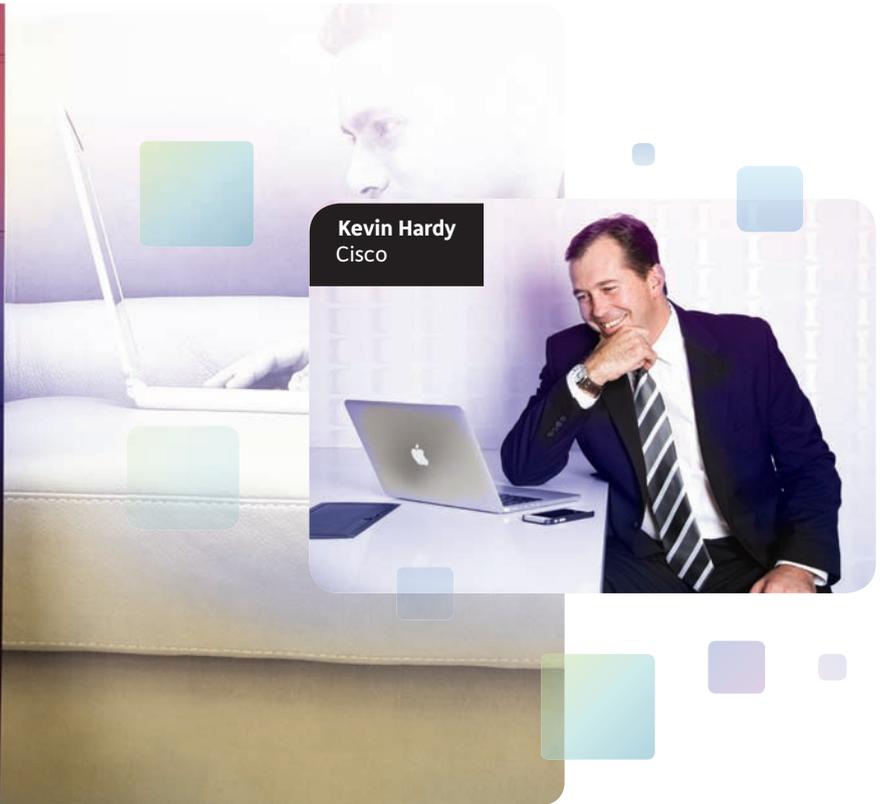
The solution was to build a converged IP network and implement Cisco Physical Access Control and Cisco Video Surveillance solutions, while virtualising servers on the Cisco UCS.

This resulted in Alexander Forbes achieving a four-star Green Star South African rating for energy efficiency, as well as being able to centralise the management and monitoring of physical security systems across 14 offices. It also led to accelerating the time to deploy 200 cameras and 160 access controls by between 30 percent to 40 percent.

Stefano Mattiello  
Cisco



Kevin Hardy  
Cisco



# TRUSTING CLOUD IN AFRICA

CLOUD AND THE INTERNET OF EVERYTHING ARE THE KEY MARKET TRANSITIONS THAT WILL IMPACT ON ALL AREAS OF BUSINESS OPERATIONS. CISCO IS URGING ITS PARTNERS TO IMPROVE THEIR CLOUD ABILITIES IN PREPARATION FOR THE GROWTH IN MARKET DEMAND.

by **THERESE VAN WYK**



For many, cloud isn't a 'comfort zone' just yet. Letting go of on-premise physical equipment can still make technologists at many organisations uncomfortable, says Stefano Mattiello, director, Partner-Led Africa, Cisco

"Earlier this year, we introduced cloud services to the African market. To a customer, cloud means interacting less with their service provider. Cloud offers huge advantages, but you tend to lose day-to-

day relationships with providers," continues Mattiello.

A good example of customers getting cautious is when a business operates its own on-premise PABX (Private Automatic Branch Exchange) for voice and video communications.

"With a hosted service, the physical PABX disappears and the business uses a virtual PABX in a cloud. We offer this solution as a stack of services called Hosted Collaboration Services, with integrated hardware, software and services," he says.

"However our technology doesn't solve a customer's business problem on its own. Customers also need the wraparound

software and integration services that our partners deliver.”

### Consistent African experience

Cisco’s partner ecosystem delivers critical services in Africa where the company does not maintain a presence, says Mattiello. Cisco talks ‘partner ecosystem’ rather than ‘channel’ because it believes in developing reciprocal relationships.

“With our cloud services, we want the customer’s trust that the solution will keep working,” he says.

To this end, Cisco is developing transformational and strategic initiatives with certain partners, some across the African continent, others across African regions.

Says Mattiello: “We want the customer experience to be as consistent as possible. Key to this is that the customer works with a partner with the same level of certification and competence no matter where on the continent.” While Cisco continues to stride into the cloud market, it encourages partners who are tentative about it to also get on board. The company will be encouraging its partners to specialise in cloud and other solutions, says Kevin Hardy, director, Partner-Led Operations and Commercial, South Africa.

“To partners, we say less is more. Rather than being all things to all people, plan around what your clients are looking for, where we can help you and enable you to be profitable. The goal is to remain focussed and deliver trusted solutions,” he says.

According to Hardy, partner profitability can mean avoiding crowded markets.

“The keys for us are growth and identifying partners who will enter new markets. We aim to grow the total market and profitability.

“We see cloud services as the next massive growth opportunity and we believe the market is here now. We’re aggressively investing in it, though many are still cautious to spend and commit.

“Selling cloud services is selling business value. If you do cloud for yourself, your offer to customers is believable and practical. A partner who uses cloud services, and who understands the return on investment, makes it easier for customers to buy.”

“To partners, we say less is more. Rather than being all things to all people, plan around what your clients are looking for, where we can help you and enable you to be profitable.”

Kevin Hardy, Cisco

Making cloud easier to buy is a big reason Cisco developed a new series of certifications, says Mattiello.

### Cloud certifications

“Customers will see a little logo that says ‘Certified Cloud Partner’, if the provider has qualified in the new cloud certifications we introduced in June.

“With the Cisco Cloud Partner Program, we certify partners in three different ways: Cloud Builders who often build wholesale cloud services for other companies, Cloud Providers who host and provide cloud services, and Cloud Services Resellers who interact directly with end customers.”

The existing certification programme remains as is, he says.

“We remain committed to investing in partners and developing them. Where customers move to the cloud, they move from physical on-site equipment to virtual, off-site cloud services such as hosted PABXs. They may well wonder if cloud services will work consistently and if they will still have video and telephony,” continues Mattiello.

“However, when a Cisco cloud-certified partner goes to market, our customers know they’re buying a quality engagement and solution.”

That’s when customers can let go of physical equipment. Everything still works – in the cloud. **b**

### PARTNER PROFITABILITY

Cisco will increase focus on sustainable partner profit in South Africa, says Kevin Hardy, director, Partner-Led Operations and Commercial, South Africa.

Hardy joined the company in May 2013 after 14 years in the partner landscape and running partner businesses from ‘turnover to bottom-line’.

“We are a partner-led business. We’ll be improving consistency, planning and communication in our relationships with partners, making sure we understand their businesses better. In this market, you have to plan for your success,” he says.

“Also, we’ll be focussing a lot more on the regions since we believe there is growth there. The main reason I look after South African regions now is that I spent ten years in the Eastern Cape and understand what clients and partners are looking for.”

Cisco wants partners to take advantage of its resources and create sustainable business for themselves, he says.

“It’s really about being more enabling to partners, more consistent in applying our programmes and promotions in the partner landscape.”

In addition, African partner feedback increasingly helps fine-tune the global Cisco Value Incentive Programme, says Stefano Mattiello director Partner-led Africa, Cisco.

“The programme has a time-out. Partners working in Africa were saying that the time window often gets drastically reduced, for example by delays in delivering equipment. To make the incentive programme more effective, we added a 90-day extension,” says Mattiello.

Partners will surely benefit from increased focus on their profitability and incentives.

# MORE CHOICE, MORE CONTROL, GREATER VALUE

CISCO CAPITAL'S ARRAY OF ADAPTABLE FINANCING MODELS SHIFTS THE VENDOR FINANCING GAME FROM BEING A SIMPLE TRANSACTION, TO A STRATEGIC, LONG-TERM PARTNERSHIP FOR GROWTH.

by DJ GLAZIER



Colleen Fynn  
Cisco



Cisco Capital instills a deep collaborative philosophy into its financing approach – going far beyond simple credit extension, to a long-term partnership model where clients' technology strategies are developed jointly, risk is shared and value is maximised.

Ross Davies, Cisco's Financial Solutions manager for Sub-Saharan Africa, says the relationship begins when a client's technology investment plans are still just line drawings on paper.

"From the early design phases, we'd like to be in the room with the clients, working out when to extend assets, when to refresh and so on. Essentially, we walk the path with the client from the outset." He says the financing arrangements emanating from this are tailor-made to ensure their client receives the most value from the investment.

“What we’re seeing is a growing interest in flexible and consumption-based models – where clients are looking for far more value and control in the transaction.”

Colleen Fynn, Cisco Capital



Ross Davies  
Cisco

Cisco moved into the financing space back in 1996, with the formation of its ‘Captive’ financing organisation in South Africa in 2006. Cisco Capital provides financing solutions for end user clients and from simple beginnings, it has grown at roughly 20 percent annually.

### More than just an interest-rate

For some time now, companies have been reconsidering many aspects of their IT expenditure – moving technology investments from the capital expenditure line to an ‘on-demand’ operating expense, and redirecting funds into the core areas of the business.

When it comes to financing, there are plenty of options available – from local banks to internal capital funds, to independent financing organisations and vendor financing houses.

But – as Cisco Capital’s Financial Solutions manager Colleen Fynn explains – there is far more to consider than just the black and white of interest rates and payment terms.

“Yes, interest rates are important,” she says, “but what we’re seeing is a growing interest in flexible and consumption-based models, where clients are looking for far more value and control in the transaction.”

### Expanding into Africa

As Cisco continues to expand the scale of its business across the continent, the need for financing arrangements naturally follows. But Davies says in most other African countries, the phenomenon of leasing is a long way from catching up with South Africa.

“Our Cisco Capital business in Africa operates on either a cross-border loan basis, or in collaboration with a local finance partner on the ground,” he explains. Cisco Capital also has funding facilities from Mauritius, and it has financing capabilities in Kenya and Nigeria.

“We’re certainly taking action to extend the reach – looking particularly at the opportunities coming through from the explorations of oil and gas that are happening on both the West and the East coasts,” Davies explains.

### Opportunities for everything

Another key area of opportunity that is of particular focus for Cisco is the Internet of Everything. The significant potential comes from the proliferation of ‘objects’ and devices being connected, which, in turn, will give businesses that embrace this philosophy a competitive advantage. Cisco Capital’s offerings will enable these organisations to grow their infrastructure to support the Internet of Everything without a significant impact on cash flow, because costs can be spread over time.

Wherever or whatever the technology-related financing requirement may be, Cisco Capital’s approach of shared investment and customised solutions gives clients peace of mind when making big decisions around technology lifecycle management and refreshes. Perhaps most importantly, clients gain invaluable access to Cisco Capital’s experience: its many years of helping companies across Africa get the most out of their technology investments. **b**

Naseema Sookaria  
Cisco



# MEET THE EXPERTS

by JESSICA HUBBARD



## Talent

**Brainstorm met with Naseema Sookaria, HR manager, Cisco SA, to discuss some of the key challenges faced when nurturing and retaining talent and skills.**

**Brainstorm:** South Africa faces a critical shortage of ICT skills. How is Cisco combating this issue and finding or building the right skill sets?

**NS:** We realised that as Cisco, we need to invest in developing the correct skills that will enable Cisco's sustained growth, but equally, make a positive contribution to the South African economy and its future growth. To this end, we're investing in

recent graduates whom we hire, and then provide them with the exposure to gain the necessary experience and knowledge, to grow their careers within Cisco. We believe that this initiative will go a long way in improving the commitment of these young employees, and thus nurture and retain these critical skills.

**Brainstorm:** In an environment where certain ICT skills are desperately sought after, how does Cisco retain key personnel?

**NS:** As Cisco continually responds to changes in market conditions to remain a market leader, we must also respond to the changing needs of today's workforce, positioning ourselves to attract and retain top talent by delivering a best-in-class employee experience. We believe that we must create the right environment and culture within Cisco, to retain our key talent. Besides the vast array of training

courses we offer employees, we also offer mentoring and coaching opportunities and the appropriate recognition and rewards to our key personnel.

**Brainstorm:** How does Cisco approach training and skills development?

**NS:** Cisco places a huge emphasis on training and development of our staff. Our Learning and Development team, based across the EMEAR region, supports the business strategy by offering innovative learning solutions. We offer classroom training, virtual training, on the job training, assignments and mentoring, to mention a few of the learning interventions we have at Cisco. We have a vigorous performance management tool – Cisco Performance Connect (CPC) – where it is mandatory for the manager and employee to have robust discussions relating to work performance and career planning.

## Brand

**Cathy Burns is Cisco's Marketing lead for South Africa. Brainstorm caught up with her to get a better understanding of what it takes to represent a world-renowned brand locally.**

**Brainstorm:** How does Cisco approach lead generation, and what are some of the key challenges in this regard?

**CB:** Lead management is key for each activity executed by Cisco marketing. We have a very specific approach, comprising of pipeline creation and pipeline acceleration. Pipeline creation is the process whereby we acquire customers and generate new opportunities. The strategy is marketing to end-users and co-marketing with partners to generate a pipeline that delivers revenue.

Pipeline acceleration is where we seek to expand and grow opportunities through account and intelligence-based, targeted marketing activities in collaboration with our sales team and partners.

Additionally, we conduct lead management and routing, which is a process whereby we track the number of leads generated from both end-user and co-marketing activities added onto salesforce.com. We also track the lead acceptance and opportunities' worth and the total opportunity funnel the leads would generate.

Some of the challenges we face are the acceptance rate versus the rejection rate. These challenges are, however, investigated and addressed accordingly. Return on investment continues to be our driving force behind each dollar spent on marketing initiatives to end-users and with our partners.

**Brainstorm:** How is Cisco SA establishing the global brand in both SA and the rest of the continent?

**CB:** The Cisco brand is well-established in South Africa, and beyond, and we continue to grow its reputation locally by drawing on Cisco's global strength and reach. Our vision is to change the way the world works, lives, plays and learns. To achieve this, our strategy is to solve our customers' most important business challenges by delivering intelligent networks and technology architectures built on integrated products, services and software platforms.

A key part of this vision is the Internet of Everything (IoE). We believe that Cisco is currently at a very exciting place at the forefront of the IoE – an era where the internet has the potential to dramatically improve the lives of everyone on our planet. The business value to be gained through the IoE is presenting a new level of opportunity for technology leadership, and of course, young professionals.



**Cathy Burns**  
Cisco

**Brainstorm:** In your opinion, what sets Cisco apart in South Africa?

**CB:** Undoubtedly, our employees and partners are our strength. They help make Cisco a strong competitor in a rapidly changing world. Our focus on integration provides our customers with a competitive advantage, and our diverse product portfolio means we're here for the long term! **b**

## MAKING AN IMPACT

Every year, Cisco hosts and supports several events that have become key items on the industry calendar. One such event is Cisco Expo SA – renowned for drawing leading ICT vendors and thought leaders – which will become Cisco Connect SA in 2014. As Cisco's flagship event, Cisco Connect SA will offer an expanded forum, showcasing the company's cutting-edge technologies, products and solutions.

### OTHER EVENTS CISCO SUPPORTS INCLUDE:

**Govtech:** Cisco was the official technology and collaboration sponsor at Govtech 2012. The company provided the core network infrastructure throughout the venue in support of the event, including routers, switches, wireless access points as well as Identity and Management Services. Cisco's engineering team also worked closely with the organising committee to ensure all attendees remained connected throughout the event.

**Africa Com:** Cisco was one of the sponsors of Africa Com 2012. Focussed on the mobile internet opportunity in Africa, Cisco offered stand demonstrations on its latest mobility and service provider solutions. In addition to showcasing Cisco's mobile opportunities, Cisco executives also participated in panel discussions and a keynote address by Kelly Ahuja, senior vice president, general manager, Mobile Internet Technology Group at Cisco.

**WEF Africa:** Cisco Executives met with government and a number of organisations to discuss how to work together in enabling digital inclusion, facilitating ICT transformation and boosting economic development. Local, regional and international Cisco executives who attended WEF and participated in workshop discussions included Alpheus Mangale, MD of Cisco South Africa, David Meads, vice president of Cisco Africa, and Dr Robert Pepper, Cisco vice president of global technology policy.

# MAKING RIPPLES IN THE SKILLS POND

ARGUABLY THE BIGGEST HURDLE FOR ICT TO OVERCOME TOWARDS IMPROVING THE LIVES OF SOUTH AFRICANS IS THE SKILLS GAP. CISCO HAS BEEN HARD AT WORK TRYING TO CHANGE THAT.

by REBECCA HAYNES

Alfie Hamid  
Cisco





Cisco forecasts that by 2020, 37 billion everyday objects will be connected to the internet. To facilitate this means the ICT industry is going to need an unprecedented number of skills.

In effect, Cisco's Internet of Everything (IoE), which combines people, processes and data, is driving the spiralling requirement for qualified ICT professionals in every single industry across the globe.

Already, Africa is struggling to produce and retain sufficient ICT skills to enable the continent to keep up with the burgeoning growth in ICT, particularly in the networking field. We are in constant competition with the First World for skilled personnel, with many professionals attracted by opportunities all over the world. That networking expertise is then lost, either through emigration or professionals retiring.

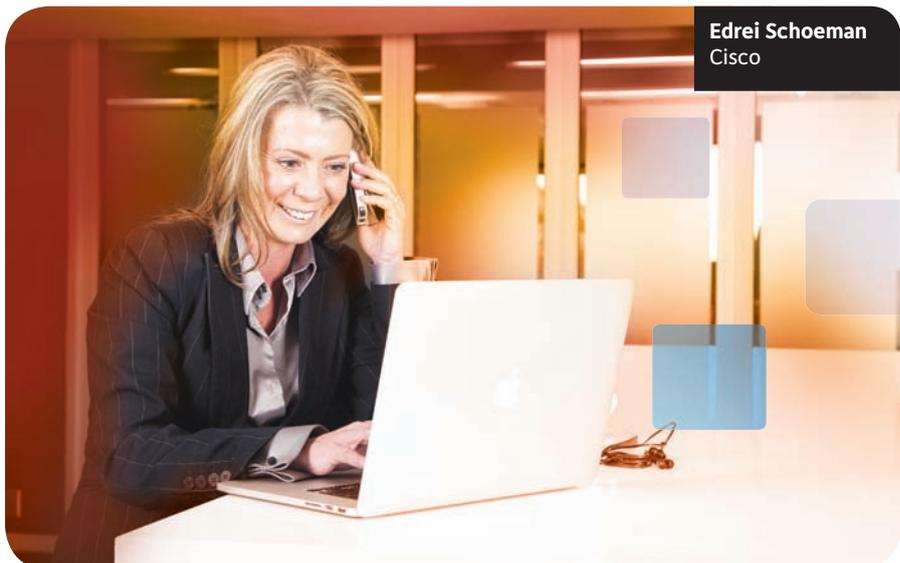
From the internet, telephone and banking networks through to the road, rail and electricity distribution networks, networking professionals are integral to enabling the infrastructure Africa desperately needs.

### **Endless opportunities**

According to Alfie Hamid, Cisco's regional manager, Corporate Affairs, Sub-Saharan Africa, up to 70 000 networking professionals are needed in South Africa alone, with a shortage of over 230 000 across the continent.

To date, little has been known about the Cisco Networking Academy, which has quietly been making a huge impact on the lives and careers of an ever-increasing number of school leavers, and producing qualified networking professionals to address the shortage.

Hamid explains: "The Cisco Networking



Academy programme started in South Africa over 15 years ago, with the first one established at the University of Pretoria. In its first year, around 50 students participated and it has steadily grown since at an annual rate of between ten and 25 percent, to where we are now training in the region of 9 000 students annually.

"This is a drop in the ocean. Of the 9 000 new graduates, not all will stay in South Africa, realising they hold a qualification recognised anywhere in the world. This qualification is of more value than a matric certificate. The opportunities available to them are endless," he says.

### **Literacy and numeracy**

"During the recession, ICT was the one sector that continued to grow and employ. We need to train skills in order to achieve the requisite number of network

professionals in the market. The only way to do this is by expanding the Networking Academy through our partners and government."

Currently at all major universities and 21 FET colleges, Cisco is now taking its Academy to all 51 colleges nationwide and is looking at taking it into all those government schools offering technology as a subject – over 300 schools. It has also set up 21 community knowledge centres that take care of basic adult literacy and numeracy.

IT courses offered are IT Essentials (A+), Cisco Certified Network Associate, Cisco Certified Network Associate (Security) and Cisco Certified Network Professional. Graduates of the CCNA and higher courses are eligible for Cisco's Passport 21 to Entrepreneurship course, on starting an ICT business.

The Academy programme – offered at a fraction of its commercial cost – is available only through non-profit educational organisations or NGOs. These institutions are provided with all the requisite literature and teaching tools, including marketing tools about the different certifications offered by the Academy.

They are also given the Netspace learning management system that would otherwise only be affordable to private high schools and universities. Netspace has built-in collaboration and communication tools to help students develop invaluable career skills such as teamwork and creative problem-solving and enables instructors to engage with their students.

### Poverty spiral

“Thirty percent of all students who start school actually finish school,” comments Hamid, “so our formal education system is serving the minority of our children. Where will dropouts get their skills, especially when they are financially restricted?”

These are our future leaders, according to Cisco’s Edrei Schoeman, Offset manager.

Cisco believes South Africa’s greatest natural resource is the huge reserve of untapped potential in its people. It started its Global Talent Acceleration Programme (GTAP) to increase the skilled ICT talent in South Africa

**“ Our courses offer more than just the nuts and bolts of ICT.”**

Edrei Schoeman, Cisco



by recruiting and investing in disadvantaged 18- to 24-year-olds who have an aptitude for technology but not the financial means to obtain suitable qualifications. Launched in South Africa in 2008, by 2012 the programme had 239 graduates.

### Human networks

“Only through education and creating skills will we break the poverty spiral,” she stresses. “Also, the age group of Cisco certified engineers is probably 38-plus, presenting a massive gap that must be filled.

“Our graduates go back into their communities and their families look up to

them. Many become or are the primary breadwinners. They share their knowledge and give hope to others about what opportunities are available to them. It’s a win-win situation. It is a cycle of journeys,” she continues. “Our courses offer more than just the nuts and bolts of ICT. For example, we have used Cisco TelePresence with students on GTAP programmes across Africa, the US and Europe, which enabled local students to share their challenges face-to-face and realise – in real time – that others are also being challenged. It also helps to build a human network through technology.”

## STATISTICS FOR CISCO’S NETWORKING ACADEMY PROGRAMME IN SOUTH AFRICA

New students in 2013			Cumulative students		Instructors		Academies since inception
Total	Increase from prior year	Female	Total	Female	Total	Female	Total
9 125	13%	32%	28 957	30%	118	14%	50

Data as at 2 May 2013

CONVERGED COMMUNICATIONS

DATA CENTER SOLUTIONS

MANAGED SERVICES



**STORTECH**

# INNOVATE FOR SUCCESS

StorTech is a leading provider of innovative ICT solutions and services which meet our customers' business requirements, enabling them to gain agility and competitive advantage.

For more information on how we can help you visit [WWW.STORTECH.CO.ZA](http://WWW.STORTECH.CO.ZA)

Lesley Mamaila  
Cisco



Cisco ‘closes the loop’ with open days and career days. Through Networking Academy Advantage, a website accessible to all students to upload their CVs, Cisco partners are able to source and recruit graduate candidates. According to Hamid, most students already have a job waiting for them before they leave the university.

Cisco’s programmes have received numerous commendations, including one from the Minister of Education.

“Through our networking academy, we have impacted over 28 000 people to date, 30 percent of whom are women. We are working hard to break the stereotypical view that this is a ‘man’s world,’” says Hamid.

“Each and every Cisco graduate has to be exceptional in order to cope with the intensity of our courses. Once employed and given the chance to prove themselves, they become integral to their companies,” concludes Schoeman. **b**

## WIDENING THE TALENT POOL

Lesley Mamaila is project manager, transformation and BEE at Cisco. He believes that the male-dominated ICT world is changing, and says Cisco is playing its part in making that happen.

“It’s about diversity and Cisco has been a co-member of the South African Supplier Diversity Council for the past three years. Black Economic Empowerment (BEE) is not about ‘black’ but it’s focussed on addressing inequalities.

“To achieve these goals, it needs more than just financial investment or ‘box ticking’ exercises – commitment to transformation is vital, and education is key to enabling us to continually build upon our existing BEE initiatives,” he says.

Cisco is driven to attracting young school leavers and women into its talent development programmes, such as GTAP, and getting them into the workforce. Students are accepted into the Cisco Academy strictly on the basis of merit and they must pass rigid entrance tests.

This is an important part of Cisco’s transformation focus. This focus draws from the principles of broad-based black economic empowerment (BBBEE). “We are making constant progress in terms of all seven BBBEE pillars, but we need to go beyond that,” he says.

“BBBEE is limited to the seven pillars, whereas transformation is about the company as a whole. Our rapid improvement in compliance is due to the company’s commitment to transformation.”

Mamaila says that in 2008 Cisco was totally non-BEE compliant, but, thanks to a total turnaround over the past five years, the company now holds a Level A BEE rating. It was recently the first company to be verified by a rating agency under the new, stricter ICT codes and targets gazetted in June 2012.

He explains that transformation is of such importance to the company that it has been prioritised, alongside profit generation, as one of the company’s primary drives. “We have worked tirelessly to achieve our rating; it is core to our business strategy. Cisco wants to be known as South Africa’s first fully transformed multinational IT company,” emphasises Mamaila.

“We look beyond compliance. It’s not about ticking boxes, because that’s not what Cisco believes is right. We are looking to make a long-term impact on the country’s people,” concludes Mamaila.



Distribution Partner

# GEARING UP FOR SOFTWARE-DEFINED NETWORKING

- By *Carlos de Almeida*, Business Unit Manager, Comstor a Westcon Group Company

**T**he networking industry is changing and these changes can be evidenced in the industry's new approach to that way networking is rolled out – leading to the rise of software defined networking (SDN).

SDN is not only the next big thing, being touted by vendors as the way of the future in networking, but it is also promising to change the way that mid-sized companies, large enterprises and service providers build and manage their networks. According to the experts, SDN promises to do for the networking industry what virtualisation did to the server market, and although adoption seems to be slow at the moment, it is promising to gain momentum in the ensuing years.

What SDN promises is a new approach to networking as a whole where end-users can take advantage of a flexible, cost-effective approach to networking with much the same benefits derived from the virtualisation of servers and storage devices. According to IDC, SDN is expected to grow to a \$3.7 billion market by 2016, and its forecast is one of the more conservative ones.

So what is SDN? According to Accenture it is touted as the “last-mile of virtualisation” – another step in the evolution of business towards the cloud, promising a flexible, agile and cost-effective environment. In short SDN separates or decouples the hardware from the software it manages. This allows administrators to programme and automate the entire network fabric centrally, without having to manually changes hardware at a granular and individual level.

The biggest shift here is that you will no longer need to manually configure routers and networks, as these will now have management and software features on board, allowing for management of the network and provisioning of resources from within the cloud. SDN will allow you to set up a network



*Carlos de Almeida*  
Comstor Business Unit Manager

quickly, manage them with less complexity, avoid vendor lock-in and build them using less, simpler and cheaper hardware.

There is no doubt that SDN is a long-term play for businesses and in particular for the channel, particularly as value-added resellers and systems integrators are going to have to develop the expertise to roll-out and assist customers in managing an SDN environment. While SDN does propose a number of opportunities for players in the market it does come with the promise for customers that they will be able to do more with less – which may impact the traditional margins of the channel.

As a first push we are seeing companies such as hosting providers, financial institutions and other enterprises with big data centres, being the first to adopt SDN in their organisations. Because SDN is so evasive and lowers the playing field, we will start to see more mid-sized enterprises embrace the technology going forward. This will create significant opportunities for the channel as this remains a

market that prefers to “outsource” specialist IT services and skills as opposed to onboarding them.

The real benefit SDN holds for resellers is that they can slowly start to move away from the model of moving boxes and start focussing on a higher value model where they assist customers with modernising networks, optimising applications and configuring software. But significant investment is going to need to be made in the development of the skills to support the technology.

In short, SDN paves the way for a networking industry that offers networks without borders.

## Comstor™

za.comstor.com | +27 11 233 3333 | sales@comstor.co.za





**You're thinking,** which ICT partner will take my network by the horns?

**We're doing ...**

For companies that wish to compete in a global economy, the network is not an afterthought; it is the substrate on which success is built. You need an ICT partner who keeps as keen an eye on the future of network technology as you do on trends in your own sector. Over the last 30 years, Dimension Data has planned, built and supported networks for more than 6,000 clients, including 78% of the Global Fortune 100 and 59% of the Global Fortune 500. Trust us to put the network to work for you.

**accelerate your ambition**

[www.dimensiondata.com](http://www.dimensiondata.com)



Left to right: Kgothatso Nyaka, Nokukhanya Champion, Lindiwe Ramaila, Hulisani Madzhie, Kapana Kapa

# LIFE-CHANGING QUALIFICATIONS

CISCO'S GRADUATES SHARE TWO UNDERLYING ATTRIBUTES – EXTRAORDINARY INTELLIGENCE AND A MOTIVATION TO BE THE BEST THEY CAN BE.

by **REBECCA HAYNES**



Lindiwe Ramaila understands what resilience and tenacity is all about. Born in Witbank, her mother passed away when Ramaila was just three years old. After matriculating, she fled from an abusive home environment to Pretoria to live on the streets. She waitressed and joined the Black Tie Ensemble, a performing arts and entertainment company, to earn an income.

“After matric, I wanted to go to the Tshwane Institute of Technology but did not have the funds,” explains Ramaila. “I kept knocking on doors and got my break at Virgin Mobile in 2006. In 2008, the company restructured. I was retrenched but managed to enrol at CIDA City Campus, which is where I was first exposed to the Cisco Networking Academy.”

After being accepted in the Academy, she realised technology was her passion. She is now a Cisco Certified Internetwork Expert (CCIE), working as an installations engineer for Internet Solutions.



# Rapidly-evolving communications

Companies no longer dictate how people interface with their IT systems. Technological requirements are now driven by a diverse set of people requirements, and a rapid pace of change means that any corporate IT policy has to be intelligent, flexible and positioned at the cutting edge of technology.

According to Wayne Speechly - Executive for Communication Services, there are three key drivers in the space of internet-enabled communications. "The first is that organisations are looking for far better ways to communicate with stakeholders, clients and employees," he says. "The way in which we communicate is fundamentally changing. Some use e-mail, some communicate via video, others prefer instant messaging, and there are other types of communications used too."

As a knock-on from improved communication platforms, and therefore improved actual communication, business will perform better. "But it's not just about effective communication. The knock-on result is an increase in competitiveness - the second driver,"

says Speechly. "We have to change the way we do things if we want to remain competitive." The third driver, he says, is the concept of user productivity. "Technology can be used to engage and make people proactive and productive."

"At Internet Solutions, we've taken the approach of investing in services that are quite user-centric, looking at the medium-term strategy of unified communications," says Speechly. "We understand that users want a consistent, integrated experience across all technology. They want to be able to manage their profile and they don't want to have to learn ten different technologies to do so."

To ensure that they can answer to any of these requirements, Internet Solutions has spent a number of years maturing voice services, e-mail, video services and the associated governance policies. "For every way in which an organisation or a user wants to communicate, we have experts on each type of technology. We have diverse and feature rich experience of all communications technologies, and have built solutions around these," says Speechly.

**"You can't expect not to change in a world changing so rapidly around you."**

Wayne Speechly

## Enabling Unified Communications and Collaboration



Voice



Messaging



Collaboration

### Contact details:

Tel: [+27 11 575 1000](tel:+27115751000)

Email: [info@is.co.za](mailto:info@is.co.za)

Website: [www.is.co.za](http://www.is.co.za)



**internet solutions**

A DIVISION OF DIMENSION DATA



“My seven years with Cisco have taught me to appreciate who I am and to stand up for myself.”

Hulisani Madzhie, Cisco

“There is no one better to help us make networked connections relevant and valuable. For example, Cisco leads the Internet of Everything (IoE), and I know what this programme can do to change lives, provided people are serious enough about it.”

Now a network security engineer with Stortech, Nokukhanya Champion was raised by her mother, who endeavoured to put her into the best possible schools. She studied electrical engineering and graduated in 2009.

“I had just finished my Telkom internship,” says Champion, “when I read about Cisco’s graduate programme. Six months later, it all came together and I started the course.”

“It took three months in my present position to prove myself and overcome scepticism about a woman in a man’s world. Now I’m part of a close team of people who don’t see me as the only black woman in my department but recognise me for achieving my Cisco certifications and my work.”

### Continued development

“It’s all about learning,” says Kopano Kapa, solutions engineer with MTN. “Technology

has been my passion since grade two when my father introduced me to computers. He continued to drive me and motivated me to take computer science in high school.

“My Cisco certifications have given me the edge, but it’s also about independence, self-confidence and skills you bring to the company.”

Now an account manager working for Cisco, Venda-born Hulisani Madzhie was raised by her single mother, who sent her to boarding school in Messina from grade nine, so that she could have the best possible education. This is where Madzhie discovered and developed her love for technology. She heard about the Cisco Networking Academy from her brother, applied and spent a year in Amsterdam, Holland, with 74 students from all walks of life. In that year, they covered all Cisco certifications.

“In every job, I need to be able to bring individualism and creativity,” says Madzhie. “My seven years with Cisco have taught me to appreciate who I am and to stand up for myself.”

“I see how the internet era is dramatically changing the lives of everyone on our

planet and Cisco is at the forefront of IoE. This makes me extremely fortunate to work here,” she says.

Trainee system engineer at Cisco, Kgothatso Nyaka, says his certifications changed his life. But he has had some tough challenges, including being away from his twin sons.

“It’s a short-term sacrifice for a long-term benefit,” he explains. “It’s about taking initiative and making things happen. Even making mistakes makes you into a better person. There are no short cuts and Cisco graduates come away thoroughly prepared to enter the workforce in the area they choose. We’re taught to look beyond the job and how it’s about passion.”

“Being with Cisco and getting exposure to IoE, I feel that I’m a part of enabling what is expected to be an incredible economic opportunity for business, individuals and countries.”

Nyaka sums it up for all the graduates, saying Cisco has set him up for a life-long journey – one where those with the drive and determination cannot help but succeed. **b**

# The Quiet Giant

You may not have heard much about BT Global Services in Sub-Saharan Africa, unless you are chatting with its blue chip and enterprise clients. In those circles the company towers above its competitors

– and for good reason. >



**Keith Matthews, General Manager of BT Global Services for Sub-Saharan Africa**

**BT's** new innovative technology showcase is a major reason why Keith Matthews, General Manager of BT Global Services for Sub-Saharan Africa, and his team are so proud of the company. Large, interactive displays showcase complicated solutions, covering technology services for enterprise customers. At first glance these seem a little mundane: cloud technologies, integrated communications, outsourced help desks...But BT doesn't dazzle clients with the latest tech just for the sake of it. It holds the respect of the enterprise market – a demanding group that prizes reliability, scalability and stability as much as taking advantage of the latest offerings.

"We do a lot of R&D and see things through from the bleeding edge," says Matthews. "When we launch something, we ensure that it's enterprise grade."

Matthews favours the whole over the sum of the parts. BT doesn't just sell services, but rather a comprehensive service wrap that covers the detailed requirements of a customer. Using local insight, global expertise and a very extensive lists of high-level partners (including gold status with Cisco), BT has been very

successful. This isn't hyperbole – since adopting a local strategy in 2006, it has seen over 500 percent in revenue growth and the tripling of its staff numbers.

"The capability of BT has always been there. But the model we use in Africa has changed," says Matthews. Previously honouring local demands of global service agreements, when the potential to compete in the African market became clear, BT made several key changes, including the hiring of local sales staff. Today it counts the likes of Anglo American and SASOL as clients.

## At the edge

Matthews is proud of the leading R&D status that BT enjoys and how the resultant understanding of technology permeates into its own business and that of its clients. One example of benefits gained is demonstrated by in BT's showroom facilities; it's a room dominated by a three screen Cisco telepresence video-conferencing system: "We use this to conduct board meetings, no matter where the members are," he says. Here BT recently connected its three local offices – Johannesburg, Cape Town and Durban – in a mass telepresence conference. By using Cisco systems and smart devices, everyone at BT South Africa was brought together virtually to celebrate the company's milestones. It is amazing what technology can do, says Matthews, but the real measure of success is when customers see those results work for them.

This isn't a moot point: technology has both risen as a pillar of competitive business and felt the squeeze of tightening budgets. Technology providers have a massive responsibility: 'return on investment' and 'service level agreement' carry significant consequences. While many competitors make such claims, BT's technology expertise, infrastructure clout and global resources places it at the top of the league. Its client list – and their long-term reliance on BT – is testament to this.

"You become your client's partner, because you drive such a critical element of their business," Matthews says. "BT's strength is to move from technology-centric conversations to a business and partnership conversation." Pick your metaphor: the invisible mass of an iceberg, the dark horse, the quiet giant... all of these go some way to sum up BT's role in the African market. How can your company benefit with such a partner at your side?

## > BT Offices

Woodmead North Office Park, 54 Maxwell Drive, Woodmead  
[http://www.globalservices.bt.com/ssaf/en/location/sub\\_saharan\\_africa](http://www.globalservices.bt.com/ssaf/en/location/sub_saharan_africa)  
[www.bt.com/globalservicese](http://www.bt.com/globalservicese)



Members of the Cisco team building a brighter future



# HELPING HANDS

THERE'S A SAYING 'MANY HANDS MAKE LIGHT WORK' AND IT'S THIS PRINCIPLE THAT CISCO'S STAFF EMPLOYED TO CHANGE THE LIFE OF ONE ORANGE FARM RESIDENT.



Cisco employees are encouraged to participate in staff volunteer projects because the company believes giving should be every employee's responsibility. Cisco will approve time off to participate in these projects and will match donations raised by committed staff.

In 2012, Cisco identified *Habitat for Humanity* as a project it would like to

support. "On 1 October 2012, we arrived at Orange Farm to help build a house for Makhokoltso Limapo, a 76-year-old woman who, until then, had lived in a tiny, rundown shack with only her cat for company," says Cathy Burns, country marketing lead at Cisco South Africa.

Limapo has had an extremely hard life – her children resent her for her absence in their youth while she worked, her pension grant is fraudulently drawn each month without her consent, her clothes and furniture are torn and shabby and she lost half her teeth in a severe beating in the

1980s. She personally had to participate in 60 hours of 'sweat equity' building *Habitat for Humanity* houses for others in order to qualify for a house of her own.

"It was really awesome to see the staff participating in changing this woman's life. It's very hard work, but they rose to the occasion to get that house built," says Burns.

Now that the house is finished, Limapo is extremely happy for the fresh start she's been given. "I am grateful to *Habitat for Humanity*, and Cisco, for coming together to give me hope that there are people out there who care," she says. **b**

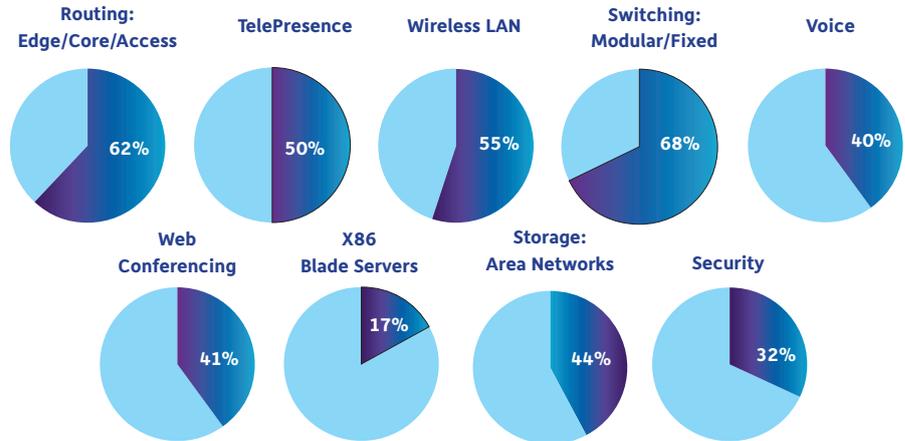
# AT A GLANCE

Compiled by DEIDRE VAN WYK

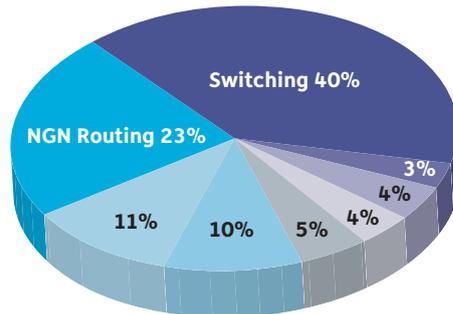
## Fast facts

- Cisco was founded in 1984 and has become the worldwide leader in networking. Its focus for the future is the Internet of Everything – bringing together people, process, data and things.
- Cisco has 475 offices across 165 countries, and opened its first office in South Africa in 1995.
- Cisco currently employs 73 460 people worldwide, of which approximately 23 000 are engineers.
- In financial year 2012, Cisco generated net income of \$8 billion on net sales of \$46 billion across the world.
- Cisco has 30 major labs worldwide and its commitment to research and development in FY 2012 was \$5.5 billion. With over 13 000 patents issued, Cisco files approximately 700 patent applications per year.
- In 2012, the total corporate and Cisco Foundation cash and in-kind contributions equalled \$294 million. Employees volunteered 107 150 hours.
- The number of active students in Cisco Networking Academy courses across the globe is in excess of 1 000 000. Locally, about 9 000 South African students graduate from the Networking Academy each year and Cisco is continuously exploring ways of extending the reach of the programme.

## Market leadership



## Net sales for groups of similar products



- Collaboration 11%
- Service provider video 10%
- Other 3%
- Data center 4%
- Security 4%
- Wireless 5%
- Switching 40%
- NGN Routing 23%

## CISCO'S BLACK ECONOMIC EMPOWERMENT APPROACH: COMMITTED TO TRANSFORMATION

- Cisco is aiming to become South Africa's first fully transformed multinational IT company.
- Local presence is broken down into three entities: Cisco Systems SA, Cisco Systems Capital (in which it owns an 80% shareholding) as well as Cisco Technology and Services.
- Cisco Systems SA and Cisco Systems Capital both have a Level 4 BBBEE certification, while Cisco Technology and Services has a Level 3 certification.
- The rapid improvement is due to Cisco's commitment to transformation – BEE is limited to the seven pillars, whereas transformation is about the company as a whole. Transformation is of such importance to Cisco that it has been prioritised, alongside profit generation, as one of the company's primary drives.

### Local offices:

#### Johannesburg

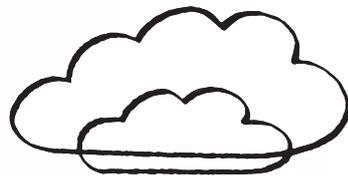
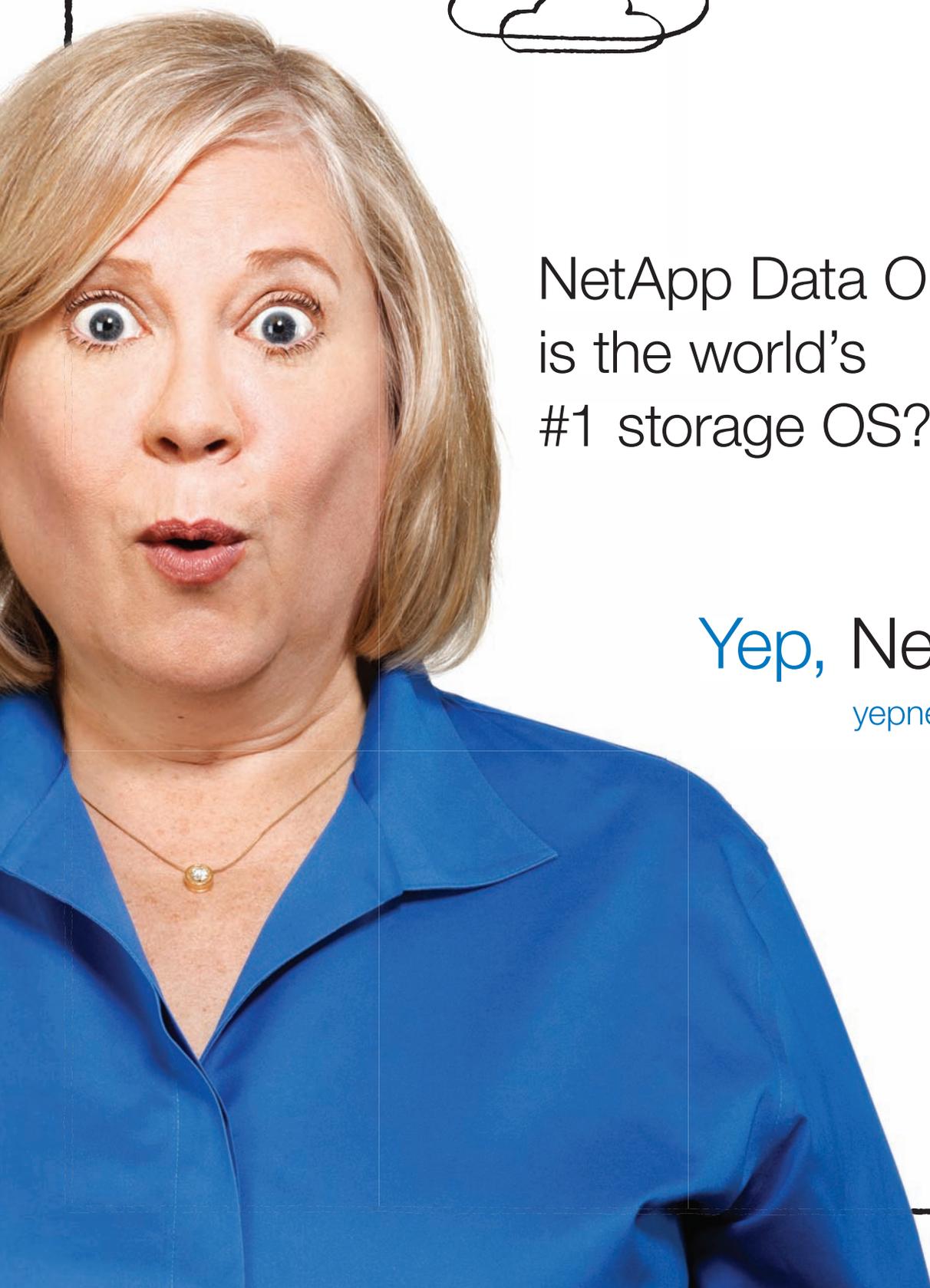
1st Floor, South Entrance  
15 Georgian Crescent  
Bryanston  
Tel: +27 (0) 11 267 1000

#### Cape Town

Clock Tower Offices  
Clock Tower  
V&A Waterfront  
Tel: +27 (0) 21 413 4500

#### Pretoria

Enterprize Building  
Mark Shuttleworth Street  
The Innovation Hub  
Tel: +27 (0) 12 844 7400



NetApp Data ONTAP  
is the world's  
#1 storage OS?

Yep, NetApp.

[yepnetapp.com](http://yepnetapp.com)  
#netapp



© 2013 NetApp. All rights reserved. NetApp, the NetApp logo and Data ONTAP are trademarks or registered trademarks of NetApp, Inc., in the United States and/or other countries. Source: NetApp internal estimates, March 2013; VNX, VNXe, Celerra NS can run any of Flare and Dart Operating Systems. Contribution of these products to the OS share has been estimated based on the proportion of NAS and SAN installations in these products (NAS - Dart; SAN - Flare).

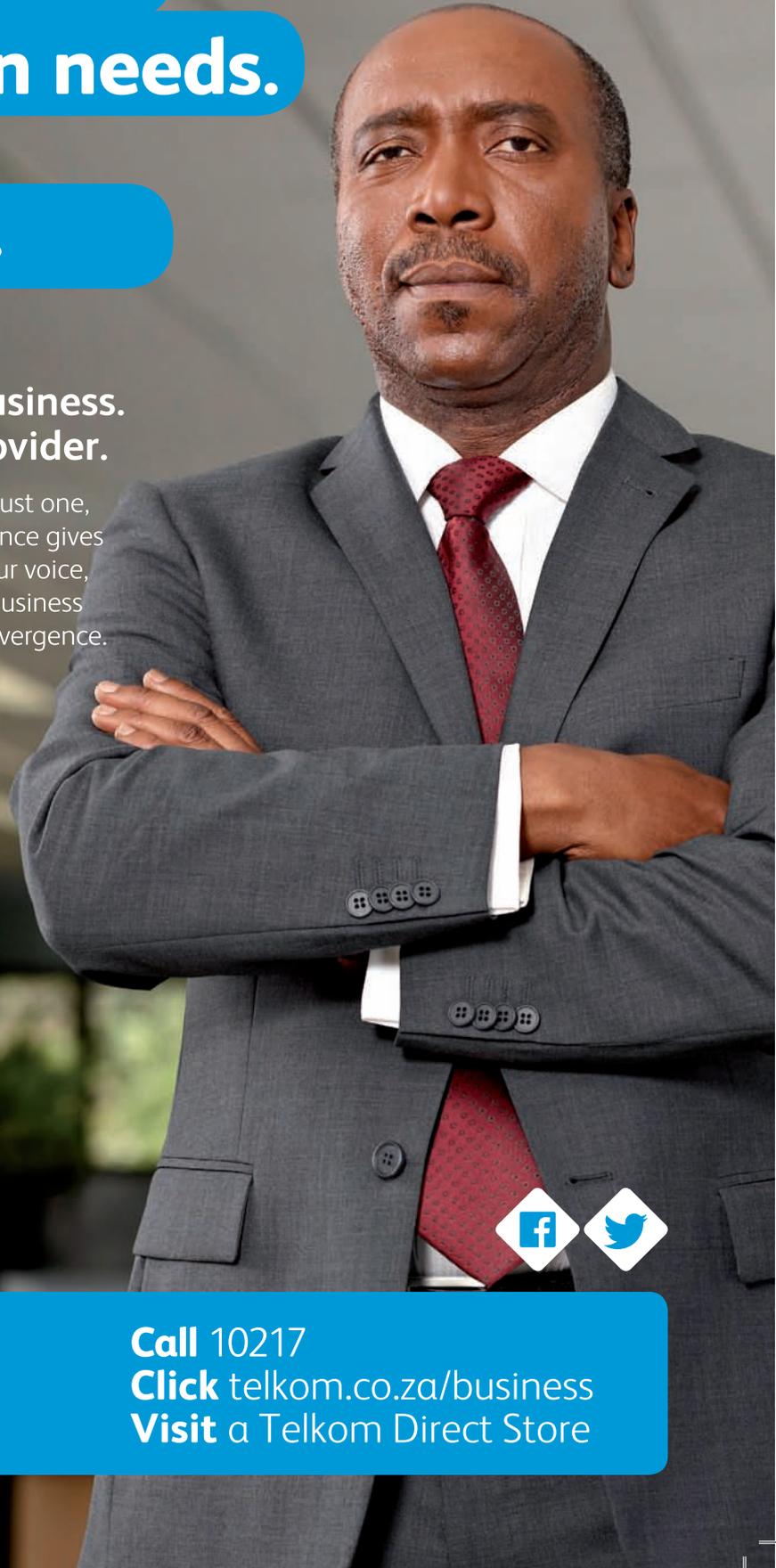
**One service provider  
for all my business  
communication needs.**



**I'm impressed.**

**Convergence from Telkom Business.  
One solution. One service provider.**

If you replaced all your service providers with just one, you'd be impressed too. That's what Convergence gives your business: A TailorMade solution for all your voice, fixed, mobile, data, Cloud and IT needs. Talk business more efficiently. Join us on the journey to Convergence. And let us impress you.



**Telkom  
Business**

**Call** 10217  
**Click** [telkom.co.za/business](http://telkom.co.za/business)  
**Visit** a Telkom Direct Store

