

A Few Thoughts on Research@Cisco

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In the Beginning... 1984

They built it
The world came calling



STANFORD UNIVERSITY

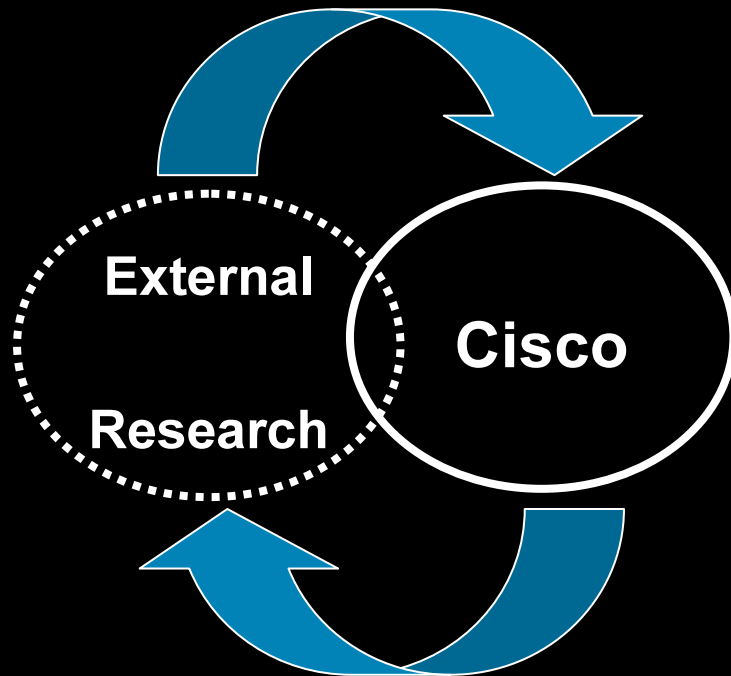
Cisco's Innovation Model

From A&D



To r&A&D

Innovation by Distributed Collaboration



Cisco Motivation?

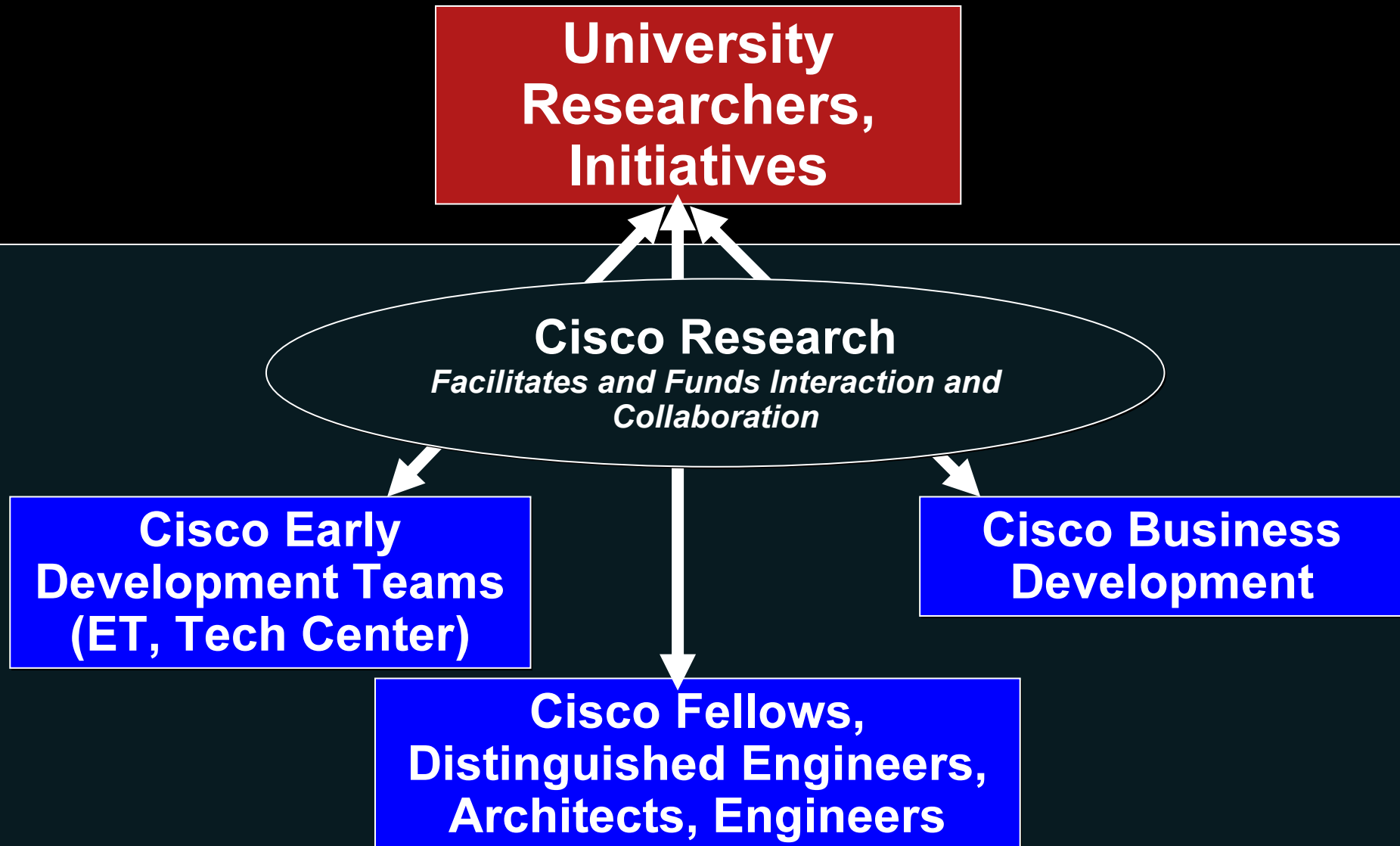
- Innovation partnerships
- Talent acquisition
- Brand development

Researcher Motivation?

- “Grand Challenges”
- Industry partnerships
- Influencing the network of tomorrow

“Cisco Research” fosters collaboration between external researchers and Cisco by seeking proposals-sponsors-researchers; managing internal reviews-grants/contracts; and fostering tech transfer through workshops-symposia-visits.

Cisco Research: A Distributed, Collaborative Approach



Cisco & University Research

Research Collaborations

Cisco “Inspired” Research

Academic Initiated Research

Consortia Partnerships

Tech Transfer: *Visits – Talks – Workshops*

Cisco external research funding may be:

- *An unrestricted gift*
- *Contracted research*

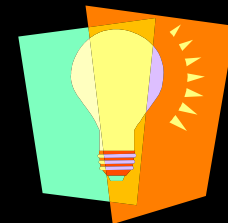
Examples of Cisco “Inspired” Research

- **Potential Areas of Research identified through wide internal discussion, involving Cisco Research people and BU stakeholders and potential collaborators:**
 - QoS Frameworks
 - Multicore Architectures
 - Protocol Classification
 - Power at Cisco
 - Service Infrastructure
 - Web X.0
 - Routing and Addressing
 - Video
 - Software Engineering
 - Optical Networking
 - Wireless & Mobile

- **Proposals are submitted via www.cisco.com/research**

Academic Initiated Research

- Proposals are submitted via www.cisco.com/research
 - Submit either:
 - a statement of interest (~1 page)
 - a full proposal (<= 2 pages)
- Cisco Research will:
 - Work to identify an internal Cisco Sponsor
 - Request a full proposal if necessary
 - Manage internal Cisco review process
 - Provide funding feedback and manage gift/contract
 - Coordinate disbursement and interaction with sponsors



Cisco Funding Instruments

- ***Unrestricted Gift***
 - Preference that funds go to research (not indirect costs)
 - Researcher/institution retains all new intellectual property
 - Cisco expectations
 - Customary scholarly dissemination
 - Acknowledgement of support
- ***Contracted Research*** includes negotiations for:
 - Statement of work (funding, deliverables, overhead, milestones)
 - Non-disclosure agreements (NDAs)
 - Publication restrictions
 - Patents and disposition of other intellectual property rights
 - Generally new IP is retained by institution
 - Cisco requests non-exclusive royalty-free licenses

Cisco Consortia Partnerships

Essentials:

- Identified Cisco “sponsor” and consortia research partner(s)
 - Goal is to typically find one of these partners for each proposal in a BU
- Foster tangible value
 - Electronic newsletters
 - Lecture series
 - Workshops
 - Ongoing collaborations

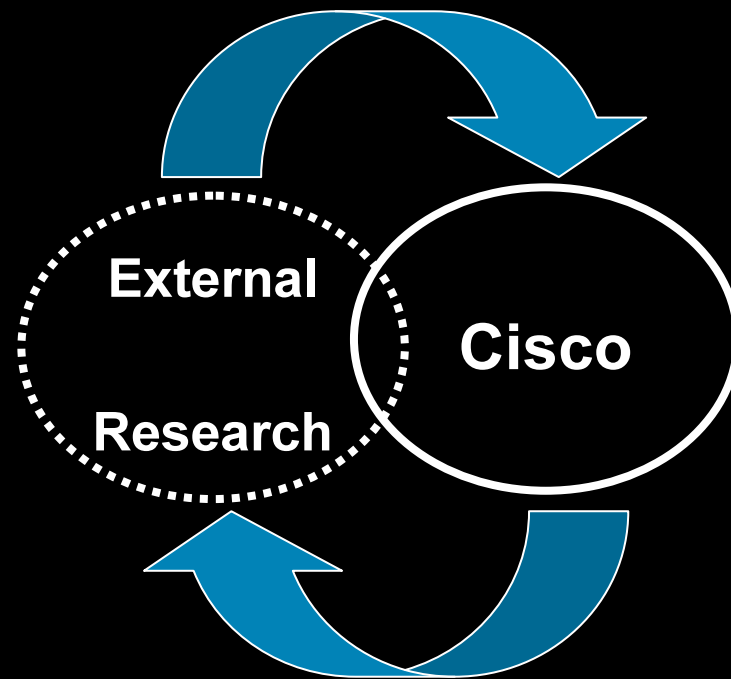


Technology Transfer

- Faculty visits to Cisco
 - Research Workshops & lectures
 - Sabbaticals
- Student visits to Cisco
 - Student colloquium talks
 - Internship program
- Cisco staff visits to Universities
 - Talks, workshops, ...
 - *Engineer-in-residence*



Trusting in the Power of Collaboration !



Thanks !



CISCO

www.cisco.com/research