



AR Speaker Series: Empowered Branch 4 Optimizing the Branch Experience



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April 17, 2008

Enterprises New Business Priorities



Globalization

Number of Branches Growing 11% per year



Data Center Consolidation

Average number branch devices decreased from 7 to 5



Collaboration, Web 2.0

Branch Bandwidth Growth 50% per year



Green Business

62% of Enterprises adding new branches



Virtual Workers

91% of employees work away from HQ



Visual Networking

Video & Collaboration Tools Top Bandwidth Drivers

The Branch Transformation

Today's Branch



**Aging, Disparate Data/
Voice Networks**



**Saturated WAN,
Poor Response Time**



**Blended Security
Threats, Compliance**



**Limited Mobility, Limited
Disaster Recovery**



**Inconsistent Branches
and Branch-HQ solutions**

Empowered Branch

**Unified Voice/Data/Video
Network Platform**

**Optimized WAN,
Accelerated Applications**

Self Defending Networks

**High Availability, Unified
Wireless—Wireline Business**

**Consistent Branches
and Branch-HQ Services**

Cisco Empowered Branch

Empowered Branch 4

Open, Integrated Application Platform

Empowered Virtual Worker

Video and Collaboration

Manageable, Secure, Wireless Branch



Over 4 Million ISRs Sold!

4 Millionth Router Purchased by Coca-Cola Enterprises
Supporting company-wide UC project for voice, video, data

The Network is the Platform

Operational Efficiency

A Few Years Ago



Multiple Overlay Products

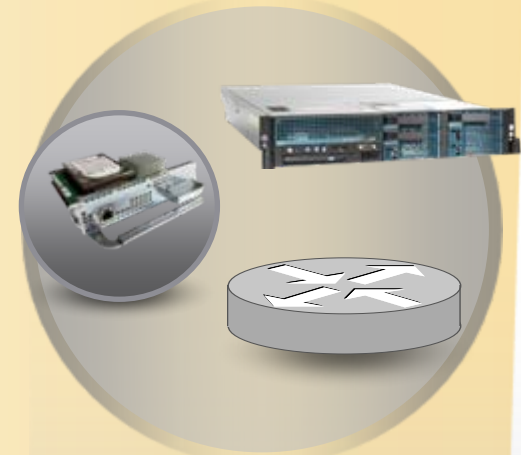
Integrated Services Routers



- Service Integration
- Survivability
- 50–70% Opex reduction

Network Integration

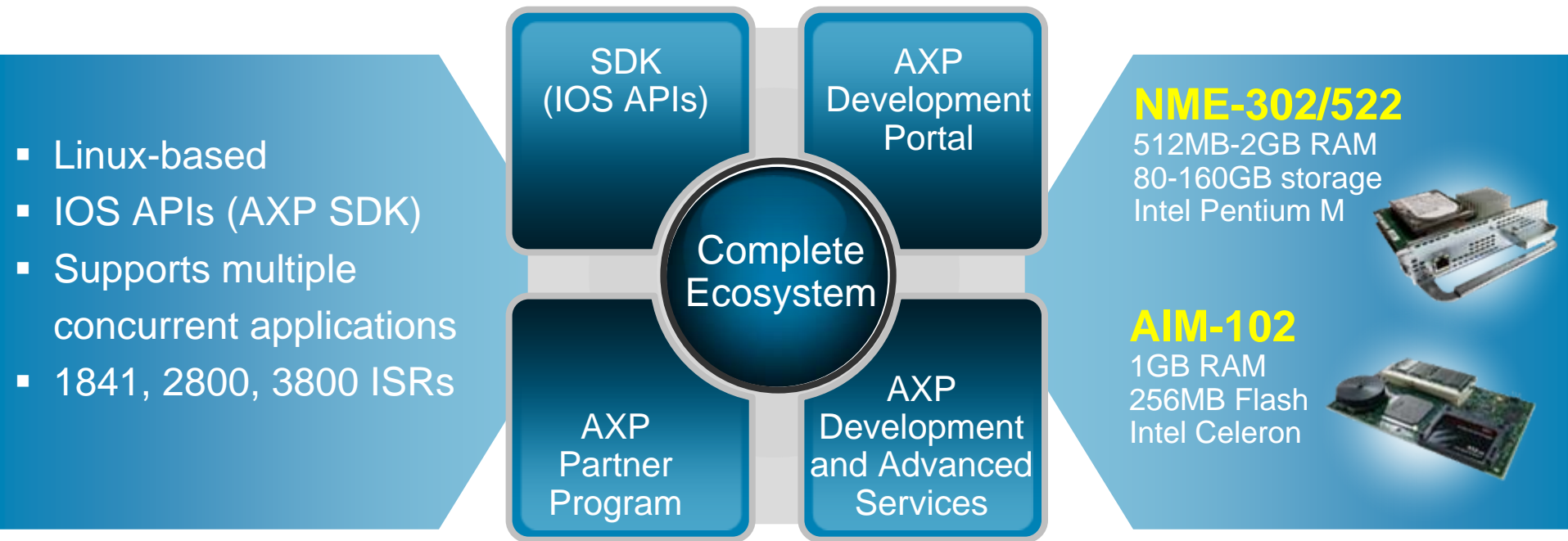
Integrated Application Platform



- Applications and network integration
- New business models
- Optimized branch footprint

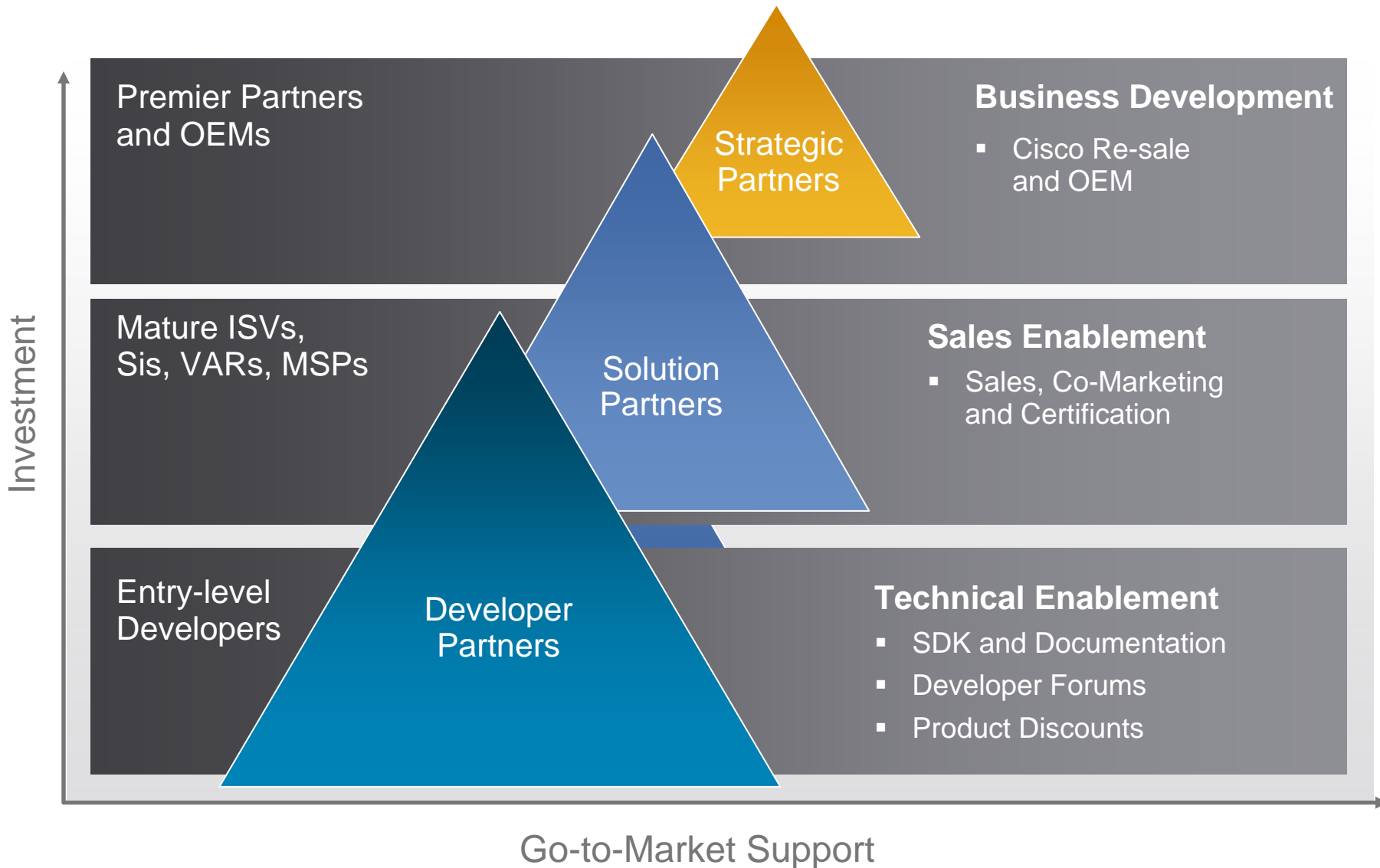
App and Server Integration

Application eXtension Platform

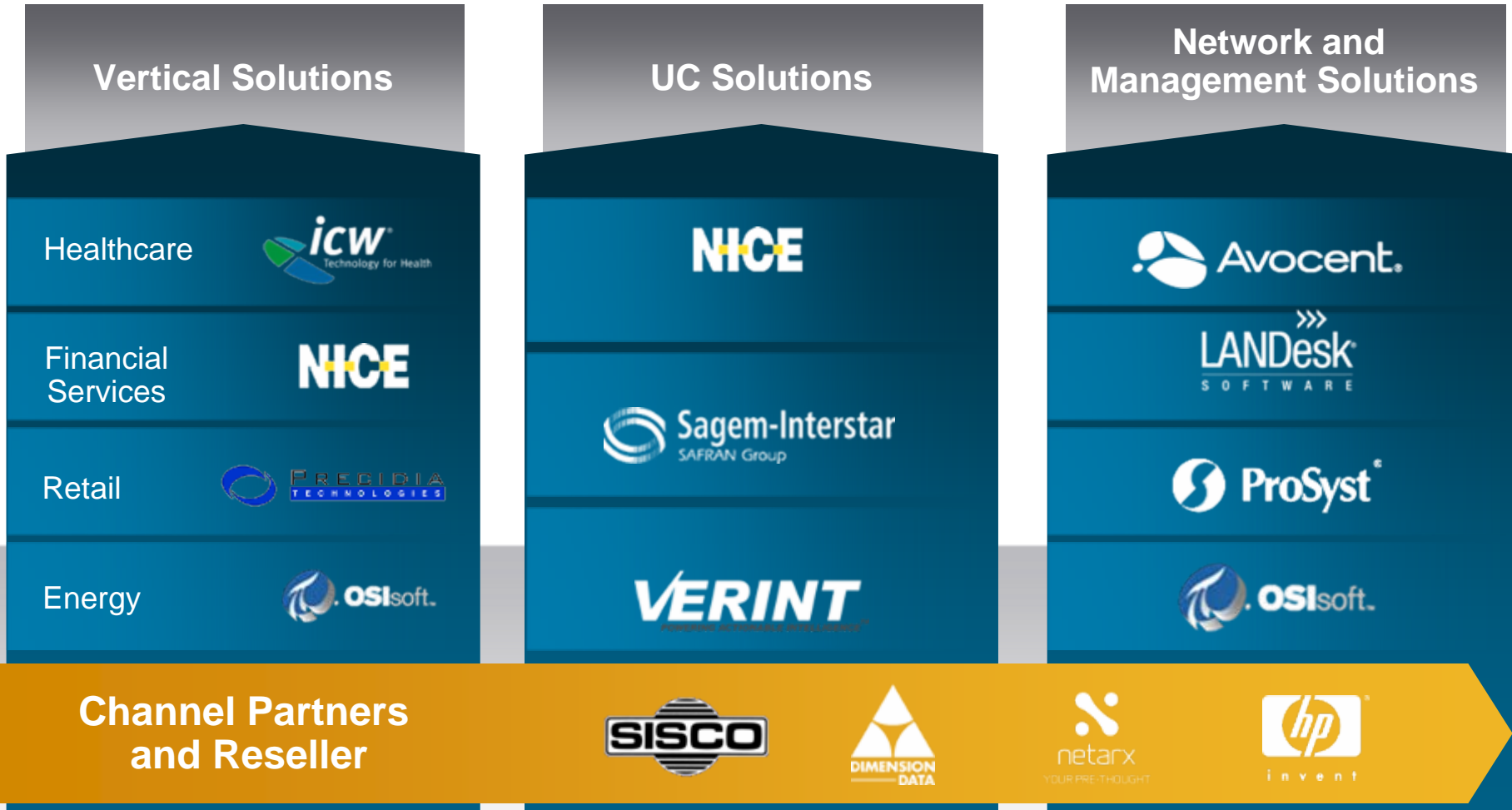


- Optimized, open branch architecture
- Tight Network-Application linkage
- A new business architecture
- Anything you need in the branch

AXP Partner and Business Structure



Cisco AXP Partners



“Build Your Own” or “Pre-packaged” Applications

Integrated Healthcare Solutions

Ministry of Healthcare, Bulgaria



- Router platform
- 3rd level TAC support

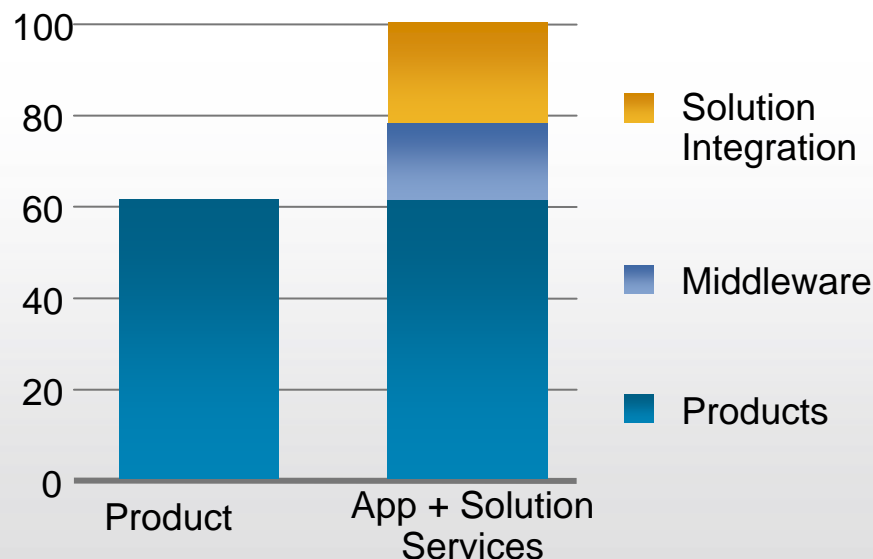


- Middleware: Healthcare connector.
- Leading eHealth Specialist
- 3rd level Application support

Integration Partner

- Secure staging, Datacenter
- Co-branding
- 2nd level support, DoA

- Collaborative Healthcare network
- Connect 4Ps - patients, providers, payment systems, pharmacies
- New Business opportunities
 - \$150M+ ISV solution opportunity
 - \$250M+ Channel opportunity
 - Competitive Differentiation
 - Customer loyalty



New Market in Sub-SMB “SOPO” Market
 Total Solution \$1B+, Channel Opportunity \$250M+

Empowered Virtual Worker

New Small Office and Teleworker Solution

- Availability and reliability
- Next Generation Wireless Capabilities

Secure Remote Collaboration

- Secures voice and data end-to-end
- Advanced security and content filtering

Simplified Operations

- Comprehensive Cisco IOS services: routing, QoS, voice survivability
- New; graphical voice and data configuration

Cisco Integrated Services Router
Cisco 860 ISR family
Cisco 880 ISR family
Cisco 880 IAD family



For Teleworker, Small Branch Offices, and
Managed Service Provider Offerings

Cisco 860, 880 Fixed Router Family

Cisco 860 ISR
Data, Security,
Wireless

Cisco 880 ISR
Advanced Data,
Security, Wireless

Cisco 880 IAD
Integrated
Access



Small Branch
and Small
Business

- Entry-level, secure routing solution



Enterprise
Teleworker,
Small Business,
Small Branch

- Full-featured secure router



Small Business

- For SP managed services only

| | Standalone | Standalone/Unified | Standalone/Unified |
|------------------|------------|--------------------|--------------------|
| Optional 802.11n | Standalone | Standalone/Unified | Standalone/Unified |
| Dual WAN Links | No | Yes | Yes |
| 3G Option | No | Yes | No |
| Unified Wireless | No | Yes | Yes |
| Security | Basic | Advanced | Advanced |

Simplifying Branch Management

Universal Software Image

- Simplified Upgrades
- No software download required
- Scalable Management



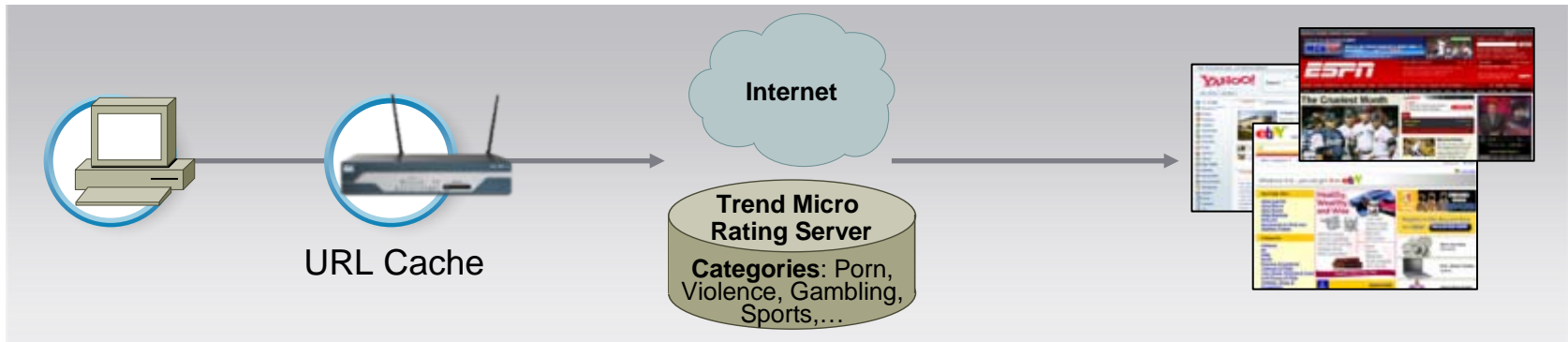
Cisco Configuration Professional

- One-stop graphical tool for Routing
Security
Unified Communications
- Wizard led configuration
LAN, WLAN, and WAN
Firewall, IPS, and VPN
QoS, ACLs
- One-step security lockdown
- Free with every Router

Security Innovations

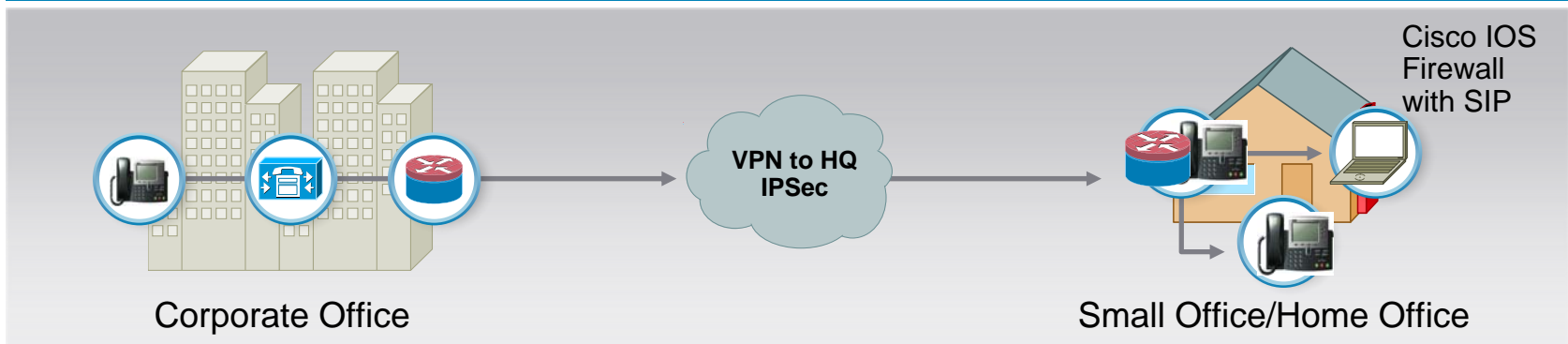
Cisco IOS Content Filtering

Blocks Malicious Sites and Enforces Corporate Policies



Cisco IOS Secure SIP Firewall

Enhance the Integrity and Availability of Cisco UC



Branch Mobility

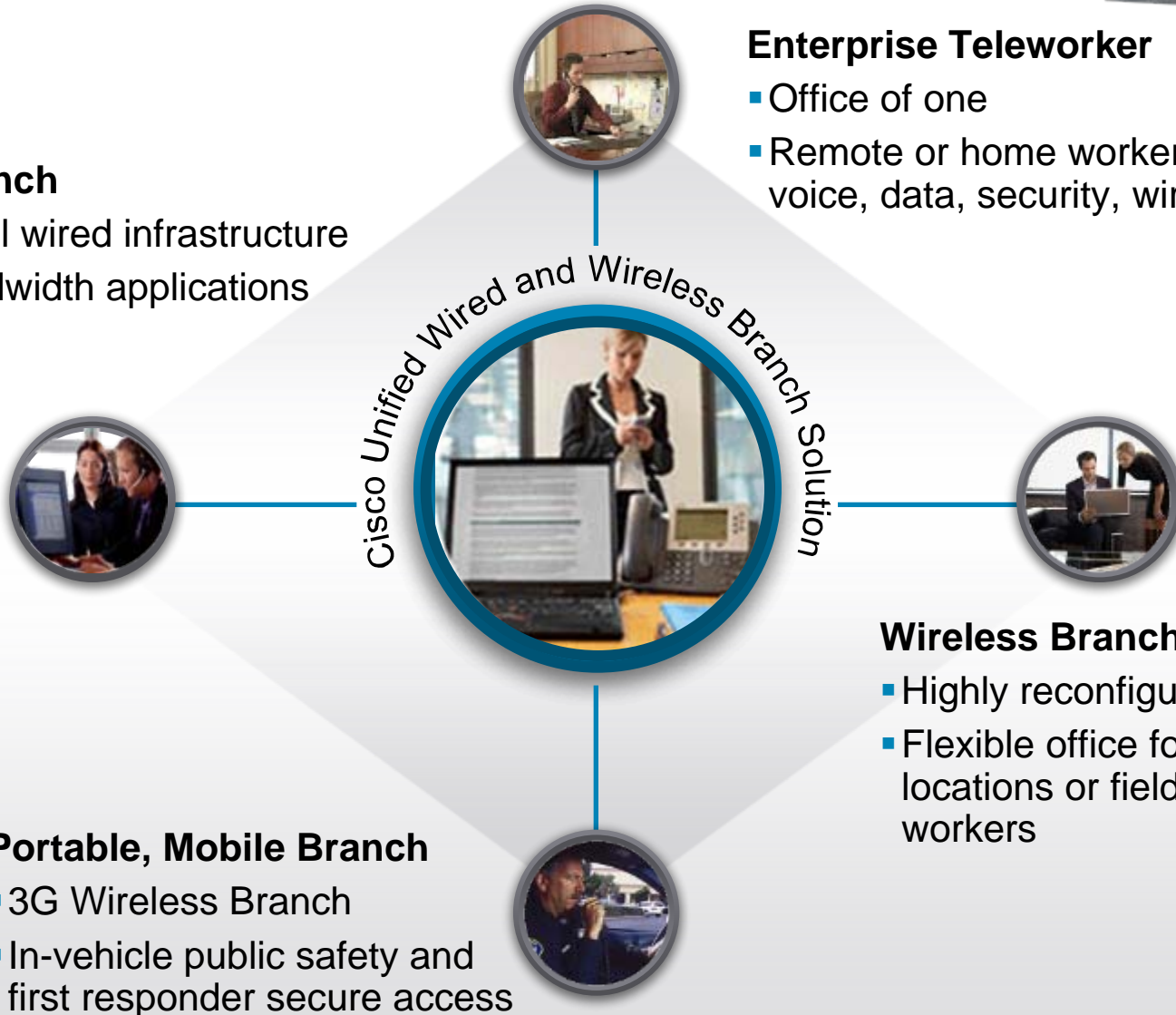


Wired Branch

- Traditional wired infrastructure
- High bandwidth applications

Enterprise Teleworker

- Office of one
- Remote or home worker needing voice, data, security, wireless



Wireless Branch

- Highly reconfigurable
- Flexible office for temporary locations or field services workers

Portable, Mobile Branch

- 3G Wireless Branch
- In-vehicle public safety and first responder secure access

Cisco 3200 Rugged ISR

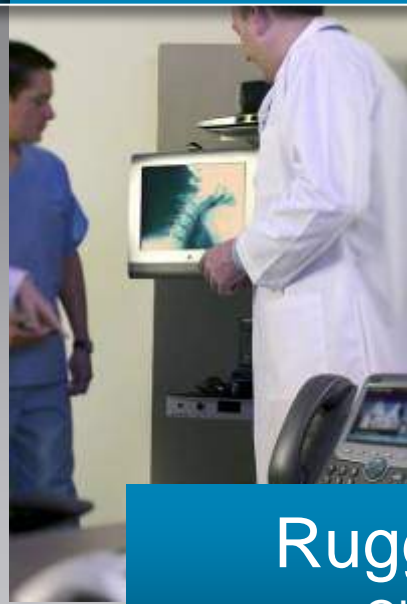
- ✓ Security
- ✓ 3G WAN
- ✓ 802.11 WLAN
- ✓ Unified Communications



Mobile
Environments

First
Responder and
Transportation

Rugged
Environments



Rugged, Mobile **Solution**

Cisco 3200 Series Rugged ISR

Integrated Services Router Portfolio

Performance and Services Density

Service Integration
Scaled to Fit Every Size Branch Office

800 Series



1800 Series



2800 Series



3200 Series



Rugged and
Mobile
Applications

3800 Series



High
Density and
Performance for
Concurrent
Services

Embedded, Advanced Voice, Video,
Data, and Security Services

Embedded Wireless, Security, and Data

Small Office and
Teleworker

Small Branch

Medium
Branch

Mobile/Rugged
Branch

Medium to
Large Branch

Empowered Branch 4



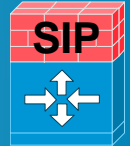
CUBE 1.2
CME 4.3
CUE 3.2



IAD 880



Content Filtering



Secure Voice



Cisco License Manager



Network Capacity Expansion



Cisco AXP



WAAS WAE-674
Virtual Blade



ISR 860
ISR 880



Cisco Configuration Professional



Cisco 3200
Rugged ISR



Integrated 3G
Integrated 802.11n

Optimizing the Branch Experience

Pricing and Availability

| | Model | US List (NTE) Price | Availability |
|--|--|---|--|
| Cisco Application eXtension Platform | <ul style="list-style-type: none"> ▪ Advanced Integration Module (AIM-102) ▪ Enhanced Network Module (NME-302) ▪ Enhanced Network Module (NME-522) | <ul style="list-style-type: none"> ▪ \$1,795 ▪ \$3,500 ▪ \$5,000 | <ul style="list-style-type: none"> ▪ Shipping Today |
| Cisco 880 and 860 Series Integrated Services Routers | <ul style="list-style-type: none"> ▪ Cisco 861 ▪ Cisco 881 (Fast Ethernet) ▪ Cisco 888 (G.SHDSL) | <ul style="list-style-type: none"> ▪ Starts at \$449 ▪ Starts at \$649 ▪ Starts at \$1,295 | <ul style="list-style-type: none"> ▪ June 2008 |

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