

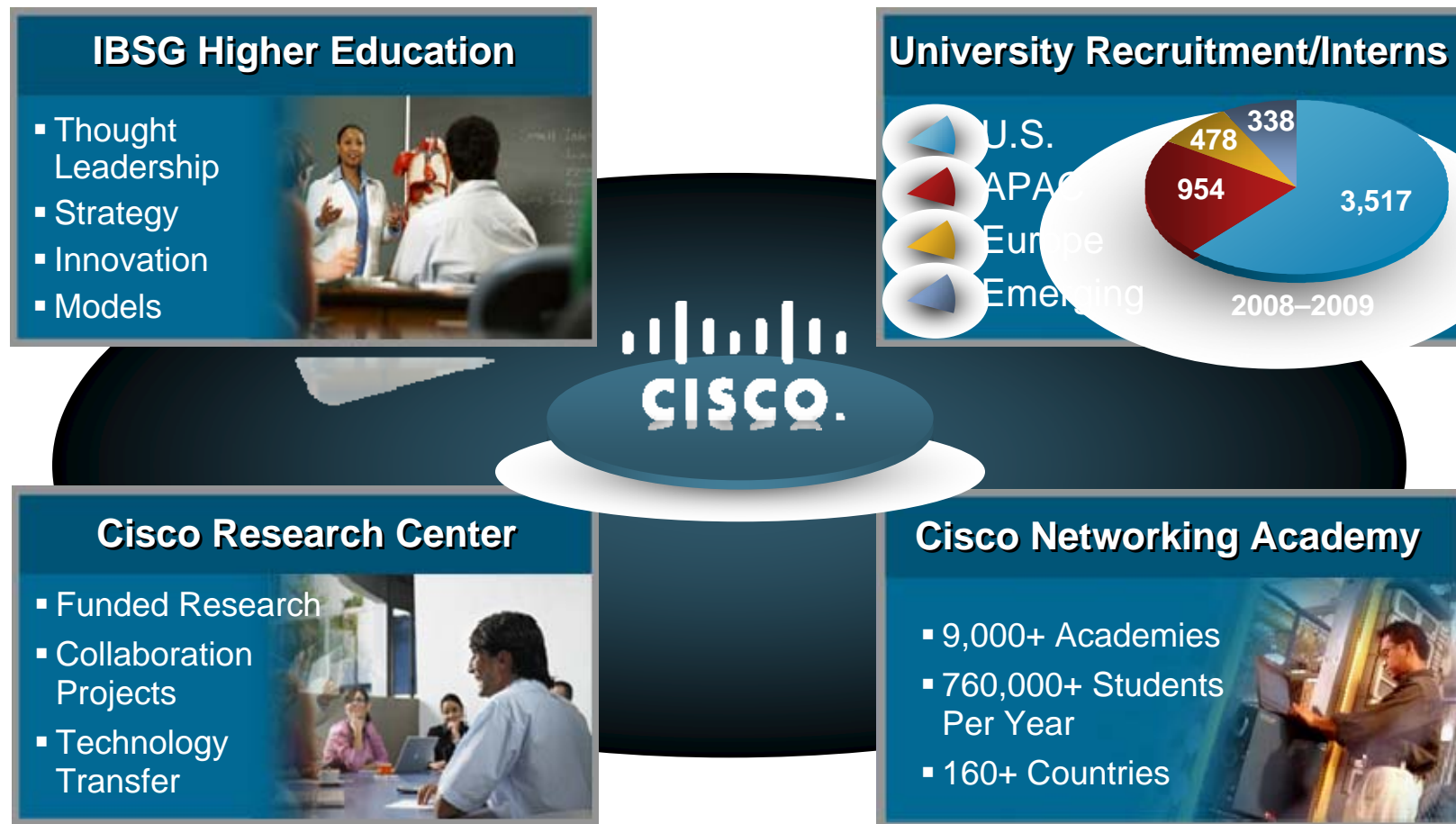


Cisco and Higher Education Institutions Partnering With Universities for Success

Dr. Tracey Wilen-Daugenti
IBSG, Higher Education

Cisco's Commitment to Higher Education

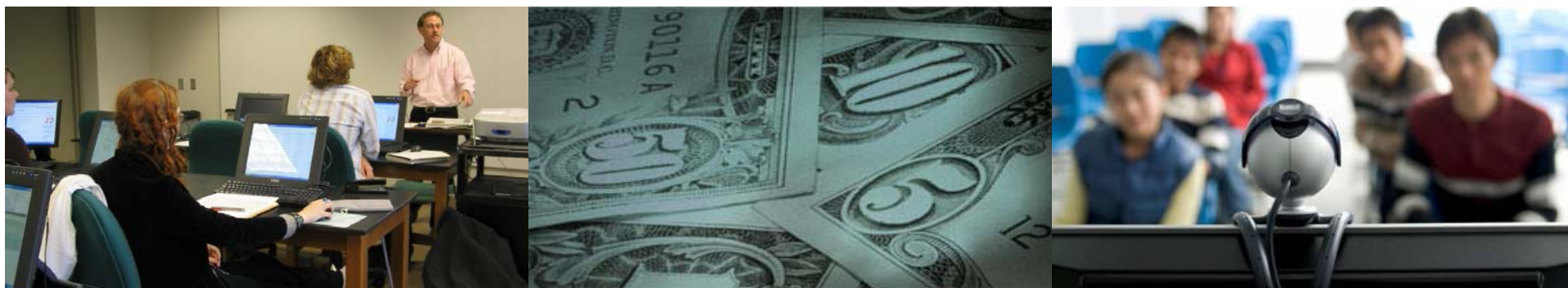
The Internet and Education Are the Two Great Equalizers

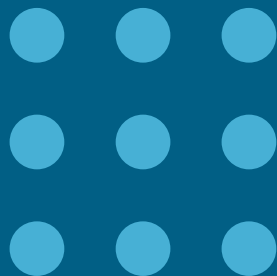


Cisco Supports Higher Education

Today's Agenda

- Higher education focus and support
- Strategic partnerships
- 21st century careers
- Higher education research
- Funding for higher education solutions





Cisco's Higher Education Industry Focus and Support

- Worldwide Briefing Centers
- Field Marketing Offers
- Technology Solutions
- Internet Business Solutions Group

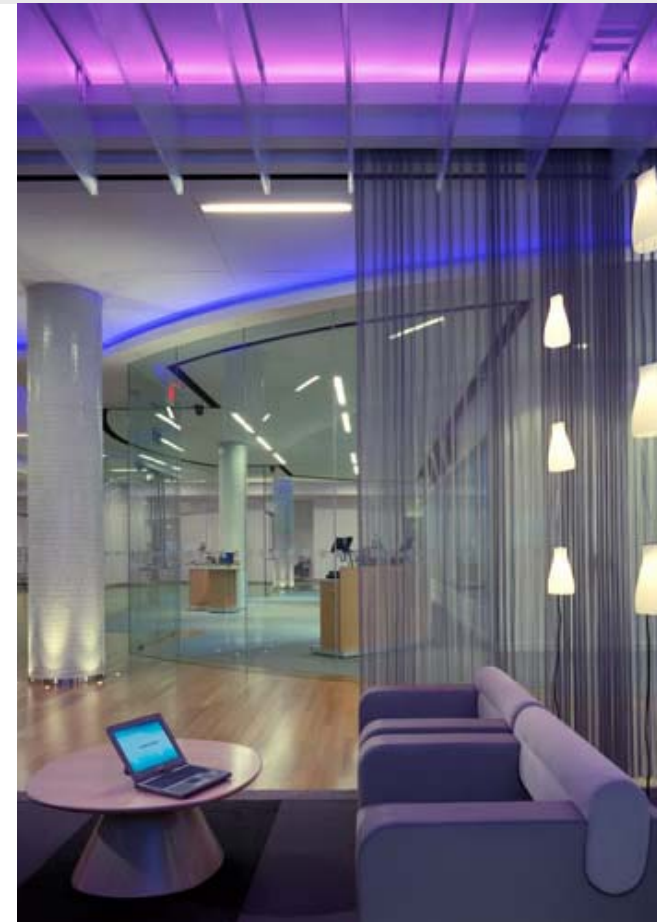
Executive Briefing Centers Provide an Edge in the Networked Economy



16 Cisco Worldwide Briefing Centers offer educators around the world a close-up view of how technology can transform every aspect of campus life

Worldwide Briefing Opportunities for a Range of Customer Requirements

- Executive Briefing Centers – San Jose, CA and Bedfont Lakes, UK
 - Offers access to Cisco executives and visionary, interactive and informative demonstrations
- Regional Briefing Centers – Multiple Locations
 - Offers customers access to Cisco subject matter experts and demonstrations
- Virtual Briefings – TelePresence
 - Extends EBC and CBC capability via TelePresence to help more customers in more locations to meet with Cisco experts and executives worldwide



Executive Briefing Sessions Tailored to Key Education Interests

Key Elements of Briefings

- Higher education best practice sharing with our consultants
- Higher education solution demonstrations
- Access to product managers and Cisco executives
- Non-disclosure updates on solution roadmaps and announcements

Typical EBC Agenda for Higher Education

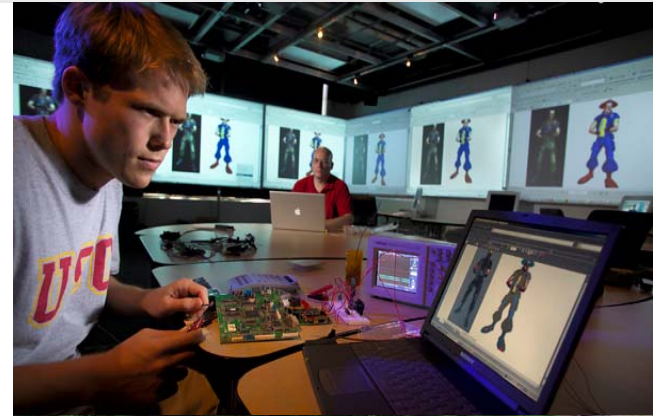
- 21st century higher education trends
- Tour workplace of the future
- TelePresence demonstration
- National Research Network update
- Data Center design
- Disaster recovery
- GRID computing
- ERP implementation best practices

Field Marketing Offers Target Higher Education

- Customer webcasts on key higher education topics
- Customer roundtables
- Customer panels
- Higher Education newsletter
- Sponsorship of major tradeshow and events
- Consultant visits to universities and colleges

Technology Solutions for Higher Education

- **Cisco Connected Learning:**
Creating globally-focused, student-centric learning environments
- **Cisco Virtual Classroom:**
Integrated distance learning
- **Cisco Campus Security:**
Protecting wired and wireless networks
- **Cisco Physical Security:**
Protecting students and campus assets through video surveillance
- **Cisco Connected Real Estate:**
Converging building control and communication services on a multiservice IP backbone
- **Cisco in Motion:**
Delivering true mobility to campus population
- **Cisco High-performance Computing:**
Supporting networking requirements of research groups



Cisco Internet Business Solutions Group Higher Education Practice

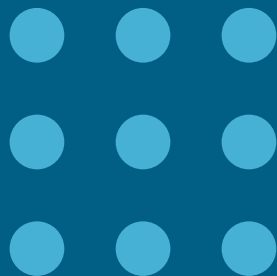
Trusted Advisors Who Help Create Transformation

- Global strategic consulting arm of Cisco
- Small teams of trusted advisors
- Design innovative and practical strategies to help solve key challenges
- Use advanced technologies to deliver strategic roadmaps
- Strong higher-education expertise and thought leadership
- Keynote speakers for higher education events



IBSG Engagements Enhance Learning at Key Institutions





Strategic Partnerships Extending the Reach of Technology

- Cisco partners with multiple vendors to meet customer needs
- Case studies demonstrate solutions in university environment

Cisco Technology Partnerships Address Broad Customer Needs

Aligned Approach



Cisco partners with multiple IT Vendors



Microsoft



CISCO

intel Leap ahead™

Cisco and Apple: Supporting and Extending iTunes Podcasting

Situation

- Use of podcasts is accelerating at colleges and universities
- Institutions' networks may not support multiple multimedia applications such as podcasting

Solution

- Developed reference architecture and whitepaper, "Multimedia-ready Networks"

Results

- Increased awareness and opened dialog with administration, faculty, and campus IT



Cisco and Apple: Secure Mobile Access to Campus Network from iPhone

Situation

- Mobility and use of the Apple iPhone has increased on campuses
- Campus personnel need secure access to the campus network while offsite

Solution

- Cisco VPN embedded in Apple iPhone

Results

- Allows campus staff to be productive and improves usefulness of the iPhone for campus staff



Cisco and Intel: Wireless Connectivity

Situation

- Expand classroom applications
- Build reputation for innovation / progressiveness to attract new students

Solution

- Wireless to support large applications
- Technology integration

Results

- Support multimedia type applications
- Enhanced speed



“The network must evolve to address our users' needs, and 802.11n is an obvious choice to support the growth in high-bandwidth applications.”

Kevin Miller, Associate Director
Communications Infrastructure

Cisco and Microsoft: Collaborating on Unified Communications (UC)

Demonstrates UC in Campus Environment

Phase 1:

- Cisco UC showcase launched January 2008

Demonstrates full Cisco UC portfolio, from phone applications to WiFi mobility

Shows how UC enriches user experience, regardless of location

Phase 2:

- Broadens solution set to include Microsoft and other partners

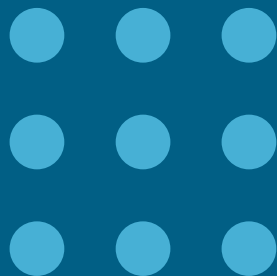
Demonstrates Cisco and Microsoft solutions working together

Coventry University 



Microsoft


CISCO



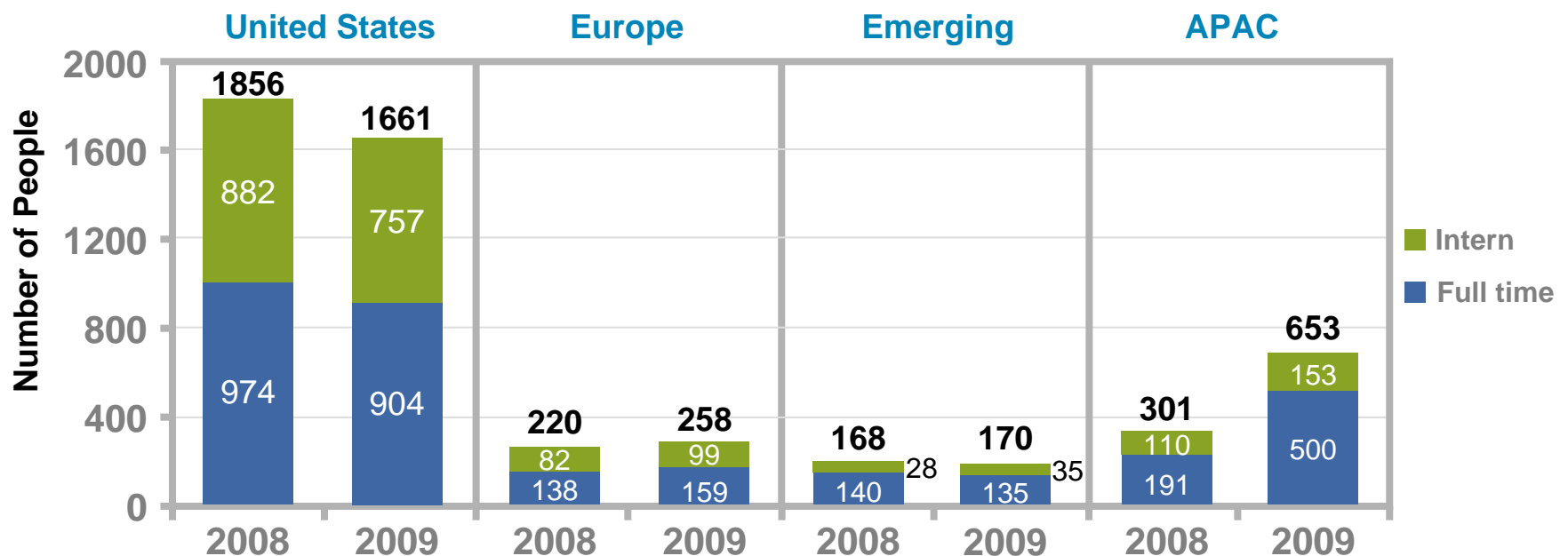
21st Century Careers

Supporting Students and Staff in the 21st Century Economy

- University Recruiting
- Internship Programs
- Cisco Networking Academy
- Sales Associate Programs

Cisco Recruits at Universities Worldwide to Bring in Local Talent

Cisco Projected Worldwide University Hiring Plans



Cisco currently recruits at 53 schools, based on diversity, academic ranking, size of engineering program and location

Source: Cisco, 2008

Cisco Intern Program Trains Employees of the Future

- Goal: To develop a diverse pipeline of top-tier candidates for Cisco employment
- Paid, pre-professional, year-round program offers hands-on industry experience and application of theories learned in class
- Students must be enrolled full-time at an accredited four to five year college or university leading to a bachelor or advanced degree



Digital Opportunity Trust (DOT) Intern Program Helps Rebuild Schools

- In partnership with Cisco's 21st Century Schools Program, DOT has launched TeachUP! program to bring technology help to hurricane-damaged schools in Louisiana and Mississippi
- DOT and Cisco are recruiting local interns to bring teachers in 53 schools up to speed in Internet technologies
- Cisco is a founding member of DOT, an international not-for-profit organization based in Canada



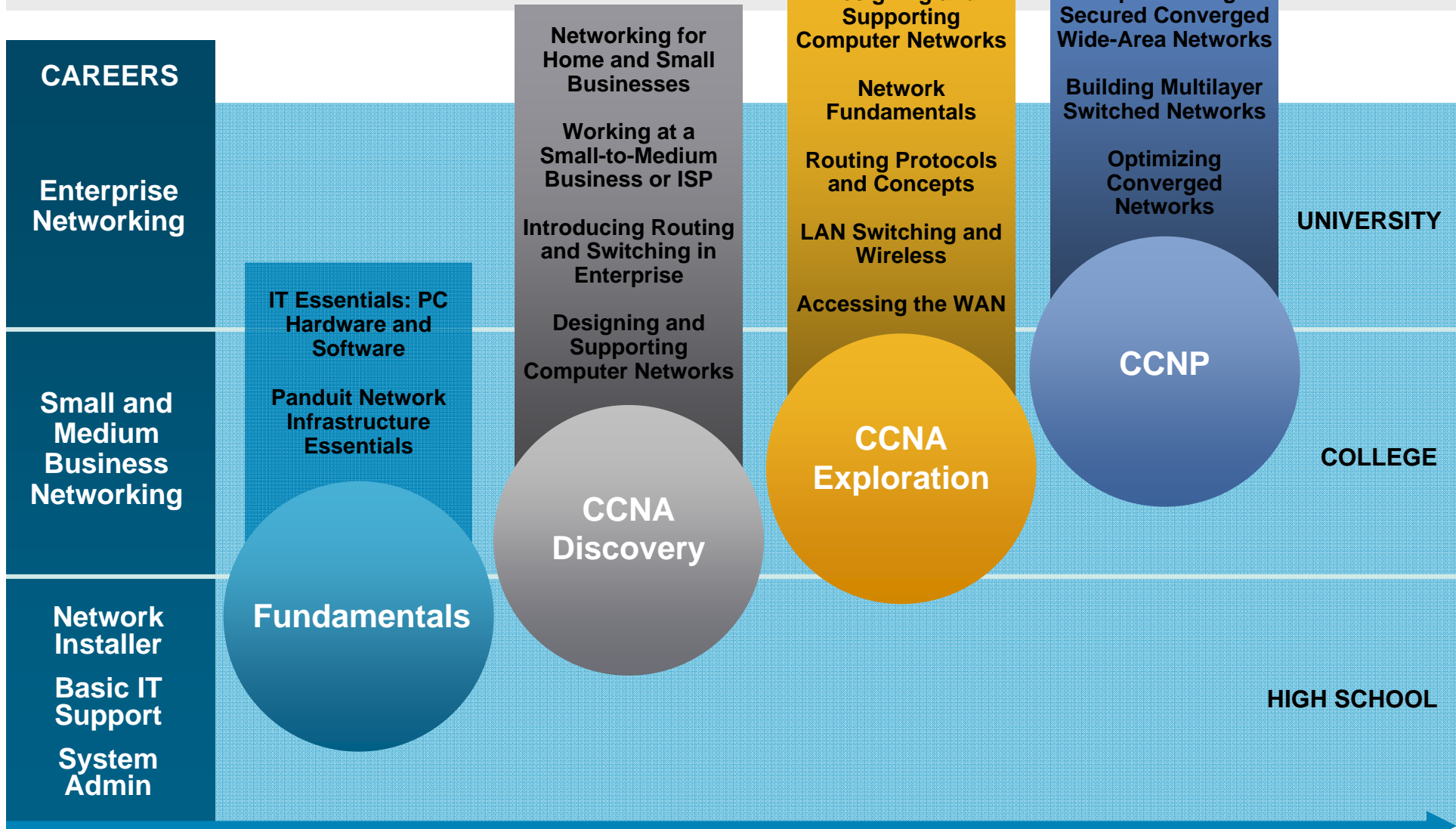
Cisco Networking Academy Creates Global IT Capacity and Social Change

- Provides technology education to more than 760,000 students per year at more than 9,000 academies in 160 countries
- Improves career and economic opportunities around the world
- Promotes social change through global partnerships
- Provides academic and career pathways for students

Source: Cisco, 2008



Cisco Networking Academy Curricula



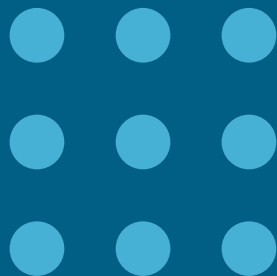
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Carroll McGillin, 6/12/2008

Sales Associate Program Trains Account Managers and Systems Engineers

- Best-in-class graduate recruitment program provides Cisco product and services training, and builds sales, business, and finance skills
- Have graduated over 1,000 AMs and SEs
- Open to recent graduates with related degrees and technical aptitude or expertise; must be fluent in English and willing to relocate





Research

In Support of Faculty and Graduate Students

- Goals and range of research funding
- Cisco Research Center
- University Research Board

Goals and Range of Research Funding

- Goals of academic research:
 - Encourage and capture innovative ideas
 - Create collaborative opportunities and relationships
 - Fuel the “next generation” of technology innovators
- Cisco supports research by individuals and groups of faculty and students at a given university, and collaboration among multiple universities
- Projects include research grants, gifts of money and equipment, and contracts with deliverables



Cisco Research Center Enhances Collaboration with University Researchers

- Sparks collaboration and research within Cisco and the university research community
 - Funded research
 - Collaboration projects
 - Technology transfer
- Supports faculty through grants and Visiting Scholars Program
- Supports students through fellowships, student colloquia, and career opportunities

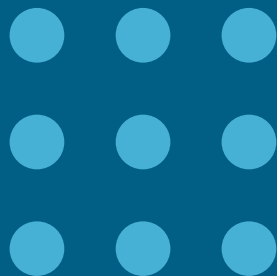


Source: Cisco, 2008

University Research Board

- 25-members board of Cisco subject matter experts, typically Distinguished Engineers or Cisco Fellows
- Sets strategic direction for Cisco University Research Program, helps solicit and evaluate research proposals, and maintains appropriate programmatic balance and relevance
- Evaluation criteria include intellectual merits of proposals, qualifications of principal investigators, and relevance or importance to Cisco and the industry





Funding for Higher Education Institutions

- Cisco Systems Capital
- Cisco Foundation Matching Program
- Employee Product Donation Program

Cisco Capital Helps Meet Your Institution's Financial and Technology Needs

- Enables colleges and universities, to easily acquire, deploy, and maximize their network investments through innovative financing solutions:
 - Tax Exempt Lease Purchase (TELP)
 - Fair Market Value Lease
 - Cisco Technology Migration Program
- Finances bundling of Cisco solutions, Ednetics services and Cisco SmartNet services



Find out more:

www.cisco.com/web/ordering/ciscocapital/index.html

Cisco Foundation Magnifies Employee Gifts of Time and Money

- The Cisco Matching Gift Program supports employee philanthropic interests that include educational institutions
- Employees can add new charities to the I-Give database, then make financial donations or volunteer time
- For 2007, Cisco matched \$1000 per employee for monetary contributions, and up to \$1000 per employee for volunteer hours

Find out more:

www.cisco.com/web/about/ac48/pbi.html



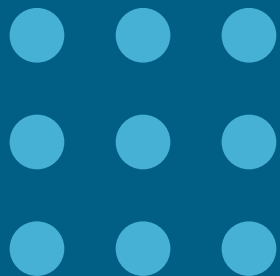
Product Donation Programs Give Schools Equipment and Service

- Cisco employees can purchase up to \$40,000 in Cisco equipment at a **75% discount** for donation to qualified schools in the U.S.
- Donation includes one year of SmartNet support
- Under a separate program, Cisco's Information Assurance Group makes direct donations to institutions of higher learning to support network security education programs

Find out more:

www.cisco.com/web/about/ac48/pgp_home.html





IBSG Q and A

