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Third Quarter 2007

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IN THIS ISSUE

- [Letter from the Editor](#)
- [Features](#)
- [What's New from Cisco on Cisco](#)
- [Cisco on Cisco Website Roundup](#)
- [IT News You Can Use](#)

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- [Cisco on Cisco](#)
- [IT Case Studies](#)
- [Best Practices](#)
- [Technology Tutorials](#)

Letter from the Editor

This edition of the "Cisco on Cisco News" focuses on driving operational innovation and business growth both in the data center and through globalization. "Virtualizing the Data Center" provides insight into how Cisco IT has increased operational efficiencies through virtualization of servers and storage, along with benefits the group has realized from its initial use of the new VFrame Data Center service orchestration and provisioning solution.

In "East Meets West with Integrated Operations," we discuss the importance of fully globalizing operations to drive business growth, innovation, and talent. The new Cisco Globalisation Centre East in Bangalore, India, exemplifies Cisco's vision to use IT to dissolve the world's traditional geographic borders

We welcome your feedback and ideas for future newsletter article topics at cisco_customer@cisco.com.

The Cisco on Cisco News Team

Features

VIRTUALIZING THE DATA CENTER

Cisco reaps ROI, productivity gains, and other business benefits through virtualization.



In 2005, Cisco faced the same operational challenges in its data centers as many other enterprises.

[Read more](#) 

EAST MEETS WEST WITH INTEGRATED OPERATIONS

Globalizing Cisco is a reality with the opening of the second headquarters in Bangalore, India.



Cisco has immersed itself in fully globalizing its operations to drive business growth, innovation, and talent.

[Read more](#) 

What's New from Cisco on Cisco

Welcome Inside the Cisco Data Center

A new video from Cisco on Cisco, "Experience the Cisco Data Center: a Virtual Tour," takes you inside the walls of Cisco's production data center in San Jose for a firsthand look at the networks, equipment, people, and processes that make up this global operations hub. Hosted by Cisco IT Architect and Data Center Manager Douglas Alger, the video is divided into eight 2- to 5-minute segments. Among the topics covered are servers and storage, operations management, physical risk management, the service-oriented data center, and more. Experience the [data center virtual tour](#).

Cisco Employee Best Home Network Awards

In June Cisco on Cisco sponsored a companywide competition to find the best, most creative home networks designed by Cisco employees, and invited the winners to share their implementation designs and stories. From nearly 100 entries, a judging panel made up of distinguished Cisco engineers selected eight winners from five different countries who demonstrate excellence in technical innovation and creativity with their home networks. Contest categories included Best Home Office Network, Best Home Security Network, and Best Home Entertainment and Education Network. Cisco IT vice presidents John Manville and Lance Perry presented awards to the winners on August 13 during one of the first multipoint Cisco TelePresence sessions, which allowed participants in Amsterdam, Paris, San Jose, California, and Herndon, Virginia, to meet in real time.

Honorable mentions include the category of "green IT" for an energy-efficient, solar-powered home network. To read the winners' stories and view their home network diagrams, visit "[Home Networking](#)" on the Cisco on Cisco website.

One Day at Cisco: a Video Fable

Collaboration, mobility, and security tools can make anyone more productive personally and professionally. Cisco IT has produced a [video](#), "One Day at Cisco," that demonstrates the power of Cisco IP technologies.



The action begins in Italy and ends in Turkey. The central character is a Cisco employee, Erica, who telecommutes from her residence in Italy and uses Cisco IP technologies at home, in the office, and on the road.

"We wanted to film an engaging story to show how tools such as VPN, unified communications, routing, and personal digital assistants [PDAs] connect employees anytime, anywhere," says Donald De Witte, Cisco IT program manager. "Demonstrating network security capabilities with Credant PDA encryption, Cisco Security Agent, and an online backup tool such as TLM was just as important as showing the obvious productivity gains."

"We also included Linksys products to show how all the products work smoothly together in one home network for the entire family. That's the Human Network at work," says DeWitte.

Cisco on Cisco Website Roundup

New Cisco IT Case Studies

Read how Cisco IT has deployed products and solutions internally and understand the business drivers for deployments. The following new IT case studies are available at cisco.com/go/ciscoit:

➤ [Data Center Case Study: How Cisco IT Virtualizes Data Center Application Servers](#)

➤ [Wireless Case Study: How Cisco WLAN Became Primary Corporate User Network](#)

➤ [Business Management Case Study: How Cisco Applies Companywide Expertise for Integrating Acquired Companies](#)

➤ [Business Management Case Study: How Cisco Enables Electronic Interactions With Sales, Manufacturing and Service Partners](#)

➤ [Wireless Security Case Study: How Wireless IP Communications Supports Fast Emergency Response](#)

Meet Cisco IT Experts at Worldwide Events

This year Cisco IT experts will share their experiences with more than 5000 customers and partners at worldwide events. These events include Cisco Networkers conferences in Acapulco and Barcelona, as well as the Partner Summit in Hawaii. In Barcelona, Networkers attendees can visit the Cisco on Cisco booth, speak directly with Cisco IT experts as part of the Meet the Experts program, or attend Cisco on Cisco case study sessions on the service-oriented data center, Cisco TelePresence, IT management, and Cisco services. At these key events, Cisco IT shares best practices and lessons learned on how Cisco increases productivity, reduces costs, and improves efficiency through deployment of Cisco's own technology, enabling customers and partners to hear firsthand how Cisco IT is a trusted business adviser.

To learn more, consult [Cisco on Cisco Events](#)

IT News You Can Use

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16 Nov 2007

➤ [Cisco Globalisation Centre East: A Hotbed of Emerging Technologies](#)

05 Oct 2007

➤ [Cisco Applies Companywide Expertise for Integrating Acquired Companies](#)

28 Sept 2007

➤ [Cisco Tracks Data Center Equipment with RFID and Wireless LAN Solutions](#)

30 Aug 2007

➤ [Cisco Enables Electronic Interactions with Sales, Manufacturing, and Service Partners](#)

23 Aug 2007

➤ [Cisco Blocks Spam with IronPort Technology](#)

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