

Unified Access Executive Strategy

Aleksandar Stepancev
BN PAM
astepanc@cisco.com



Megatrends: Evolving User Workspace

IT Requirement

Deliver an
Uncompromised
User Experience
on Any
Workspace



BYOD

- Secure access
- Customized experience
- Guest access



Mobility

- Seamless roaming
- Optimal client performance
- Cloud access/VXI



Video

- Multicast streaming
- Video conferencing
- Reliable performance

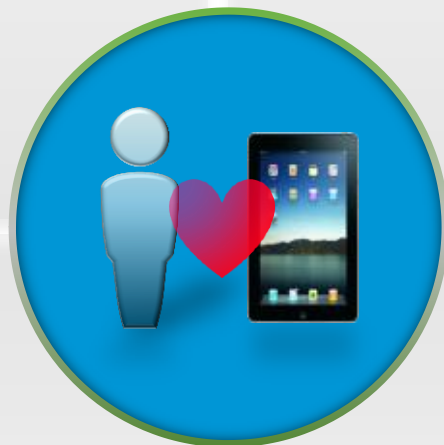
Demand for Mobility

15 billion

new networked mobile
devices by **2015**

56%

Workers spend time working
OUTSIDE THE OFFICE



3/4

of employees uses
MULTIPLE DEVICES
for work

100%

of IT staff
STRUGGLE
to keep up with
mobile needs
(source: Gartner)

Mobility is driving a
transformational change
in IT

Device consummation
is driving a
transformational change
in user experience

Will transform how every
business delivers IT to
its employees

Will change how every
business interacts with
its customers

The Network Has to Change

A Wide Gap Between IT and Users Perceptions

Is Network Performance a Bottleneck?

LACK OF SCALE AND PERFORMANCE

USER

46%

IT

39%

Is Your Primary Device Wireless?

SILO'ED WIRED-WIRELESS NETWORK

44%

30%

Mobile Devices Used > 75% of Time for Personal Use?

LACK OF VISIBILITY AND CONTROL

54%

35%

Is On-boarding Complex?

INCONSISTENT POLICY

65%

67%

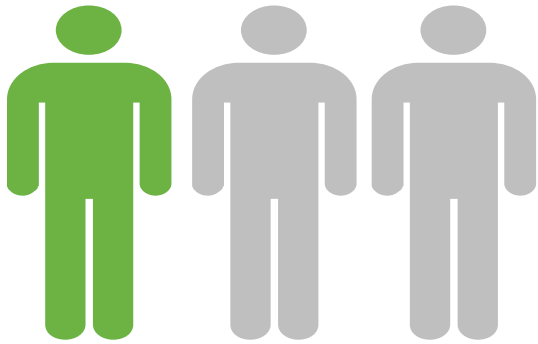


Food, Water, Shelter...or Internet?



1 in 3

COLLEGE STUDENTS AND
YOUNG PROFESSIONALS



- ✓ Air
- ✓ Water
- ✓ Food
- ✓ Shelter
- ✓ Internet

CONSIDER INTERNET A FUNDAMENTAL
HUMAN RESOURCE

55%

OF COLLEGE
STUDENTS

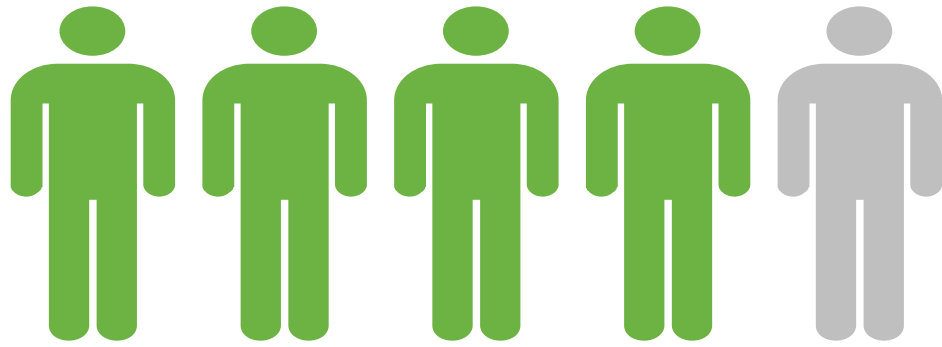
AND

62%

OF YOUNG
EMPLOYEES

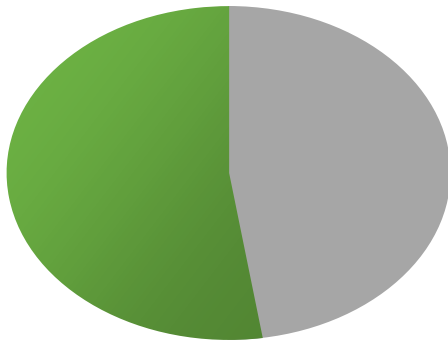
SAY THEY COULD NOT LIVE
WITHOUT THE INTERNET

Internet's Importance in Daily Life



4 out of 5

COLLEGE STUDENTS AND YOUNG EMPLOYEES BELIEVE THE INTERNET IS VITALLY IMPORTANT AND PART OF THEIR DAILY LIFE'S SUSTENANCE.



MORE THAN
HALF

CONSIDER THE INTERNET AN "INTEGRAL PART OF THEIR LIVES"

The Job Search: What the Next Workers Want



2 of 5

AND

2 of 5

(40%)

COLLEGE STUDENTS

(45%)

YOUNG EMPLOYEES

WOULD ACCEPT A LOWER-PAYING JOB WITH MORE FLEXIBILITY WITH DEVICE CHOICE, SOCIAL MEDIA, AND MOBILITY THAN A HIGHER-PAYING JOB WITH LESS FLEXIBILITY

Adhering to IT policies



70%
(7 of 10)

OF EMPLOYEES

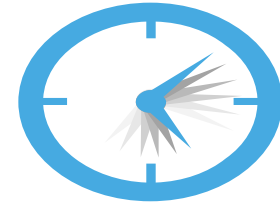
ADMITTED TO BREAKING POLICY
WITH VARYING REGULARITY



61%
(> 3 of 5)

OF EMPLOYEES

BELIEVE THEY ARE NOT
RESPONSIBLE FOR
PROTECTING INFORMATION ON
DEVICES



80%
(4 of 5)

OF EMPLOYEES

SAID THEIR COMPANY'S IT
POLICY ON SOCIAL MEDIA AND
DEVICE USAGE POLICY WAS
EITHER OUTDATED — OR
WEREN'T SURE IF SUCH A
POLICY EXISTED AT ALL

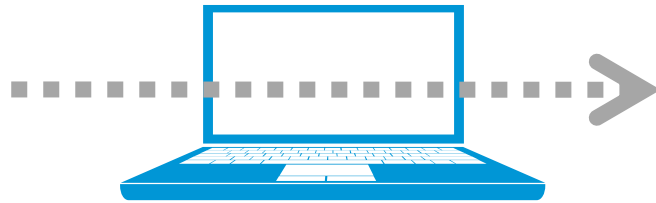
Risky Business: Unsupervised Computer Usage



56%
(>1 of 2)

OF EMPLOYEES

SAID THEY HAVE ALLOWED OTHERS TO USE THEIR COMPUTERS WITHOUT SUPERVISION – FAMILY, FRIENDS, BUSINESS PARTNERS, COWORKERS, AND EVEN PEOPLE THEY DO NOT KNOW



86%
(>4 of 5)

COLLEGE STUDENTS

SAID THEY HAVE ALLOWED OTHERS TO USE THEIR COMPUTER UNSUPERVISED

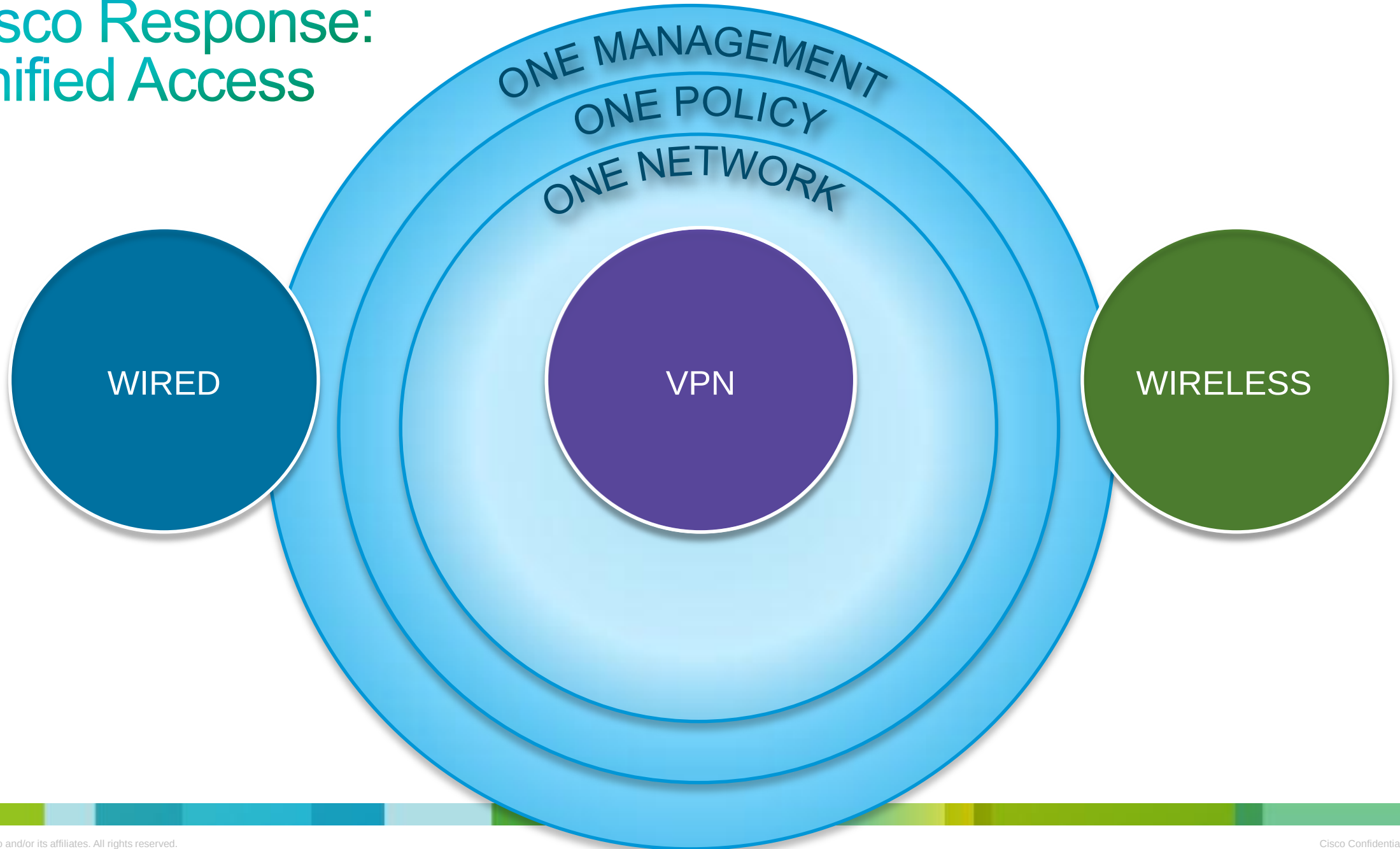


16%
(>1 of 10)

COLLEGE STUDENTS

ADMITTED LEAVING PERSONAL BELONGINGS AND DEVICES UNATTENDED IN PUBLIC

Cisco Response: Unified Access



Industry Change

The New “Wired and Wireless”
Magic Quadrant

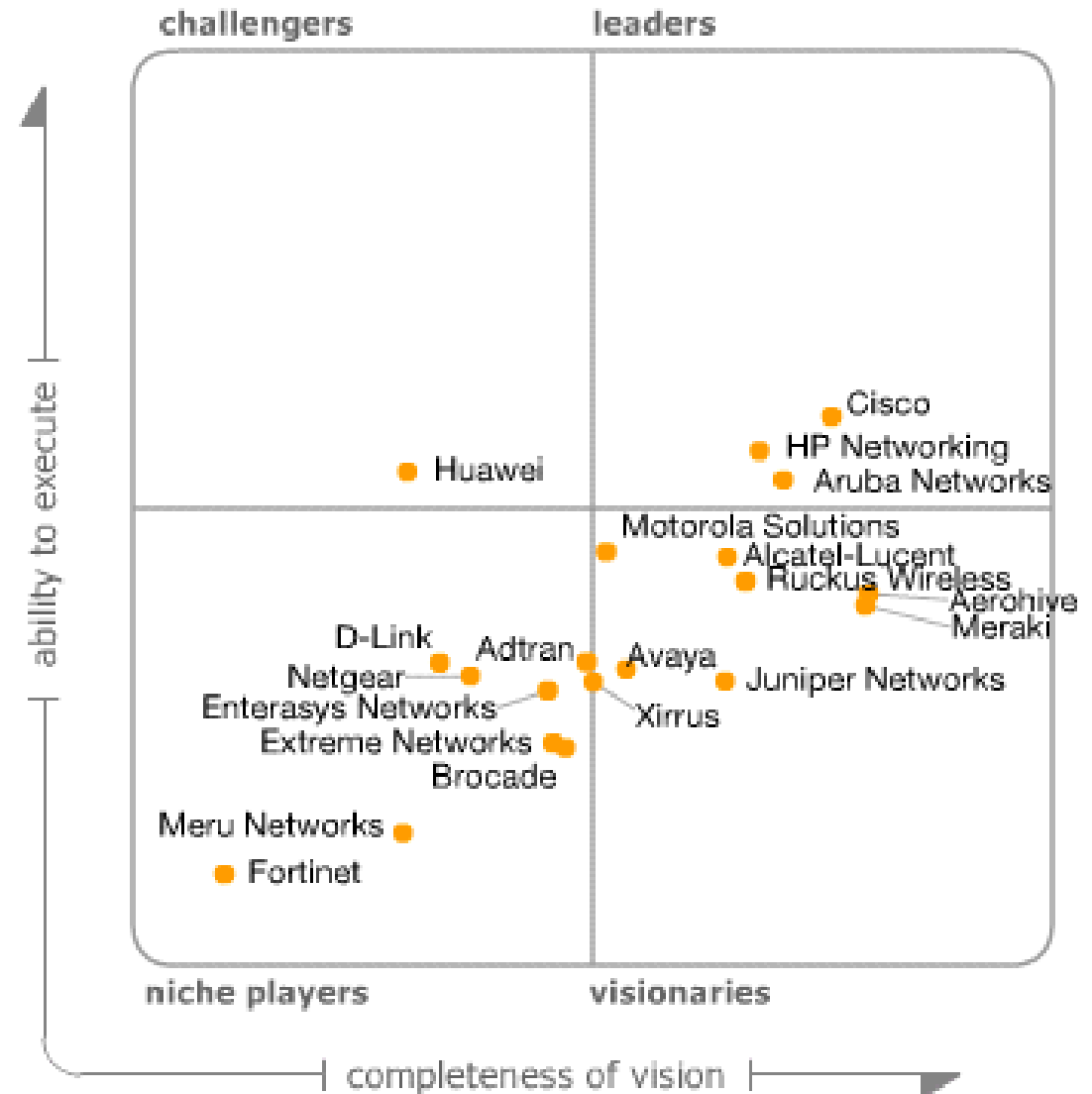
The Market Is Moving:
“Winner Takes All”

Vendors included sell both; can be ranked
in leader quadrant if they are a leader in
either area

Gartner had no visibility into the 3850 at the
time this came out

Cisco is leader in Market Share in all three
areas Wired, Wireless and VPN

Cisco is the only vendor positioned to
provide answers, strategies and direction in
a systematic architecture



As of June 2012

Before Unified Access

IT Focus



LAN



Wireless



Security

Policy Enforcement



Wired Policies



Wireless Policies



Guest / VPN Policies

Management and Troubleshooting



LAN Mgmt.



Wireless Mgmt.



Application Mgmt.



Identity Mgmt.

Access Infrastructure



Access Switch



Access Switch



Wireless Controller



Wireless Controller



Access Point



Access Point

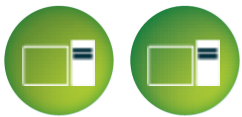


Access Point



Access Point

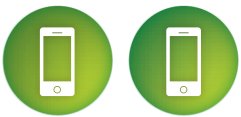
End-User Devices



Wired Devices



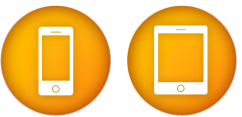
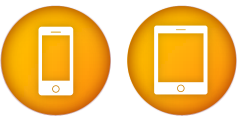
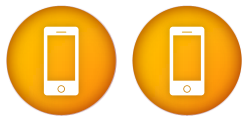
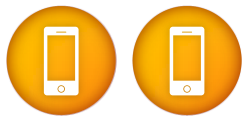
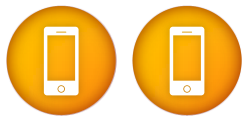
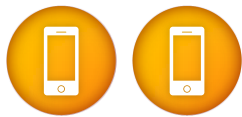
Laptops



Mobile Phones

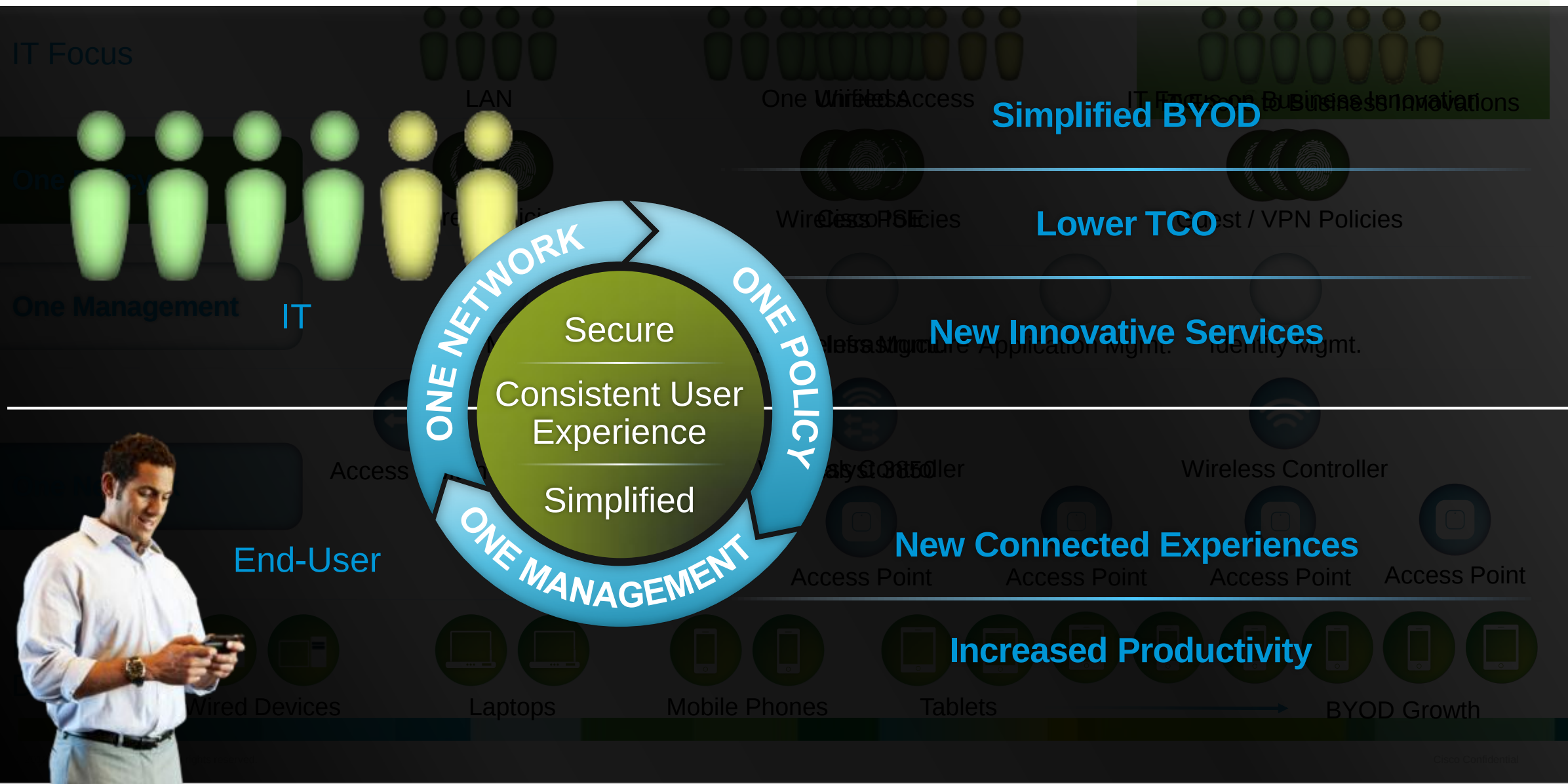


Tablets

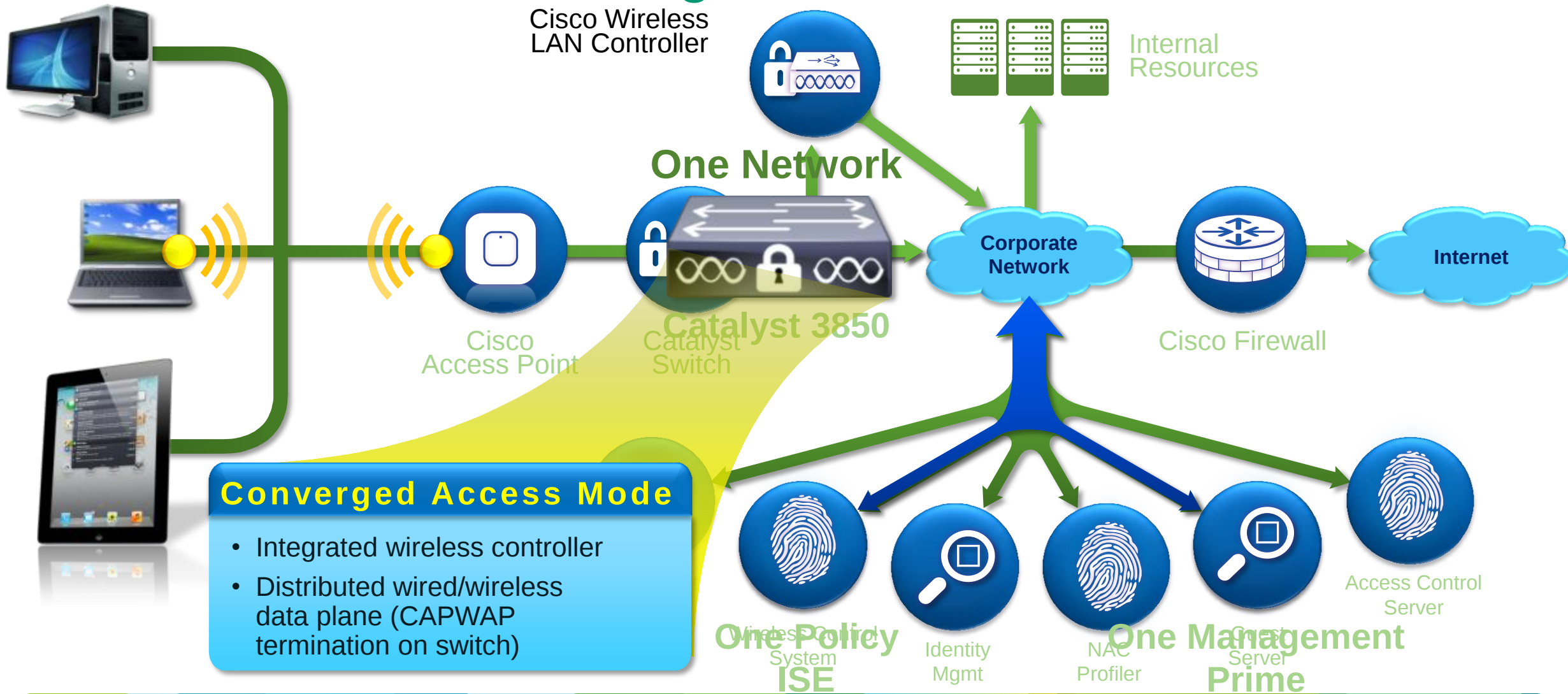


BYOD Growth

With Cisco Unified Access



One Network with Converged Access



Cisco Unified Access Journey

Announced at Cisco Live! London 29.1.2013

One Network

New: Catalyst 3850—Converged Wired-Wireless Network

New: Cisco 5760 Controller—Common End-to-end IOS

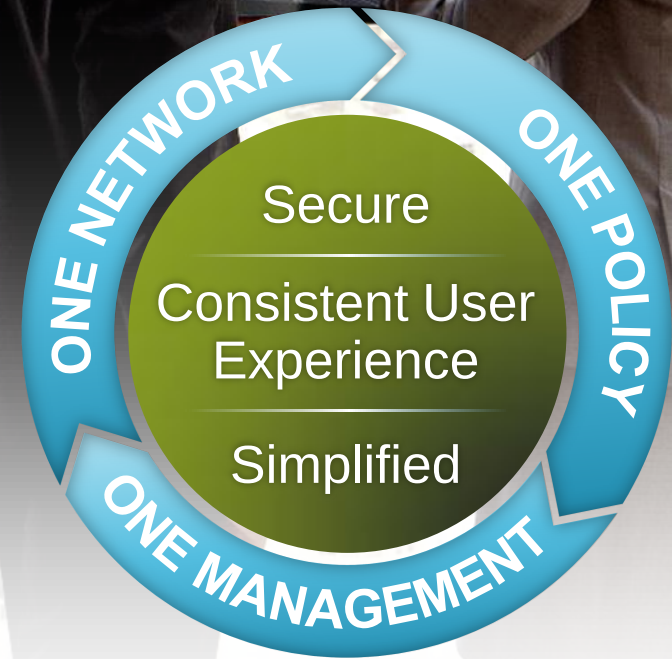
Enhanced: WiSM2—Converged Access for Campus

One Policy

Enhanced: Identity Services Engine 1.2—MDM integration

One Management

Enhanced: Prime Infrastructure 2.0—360° Experience, Automated Workflows



New Unified Access Deployments Helping IT Drive Business Innovation

Unified Access: 3 X 3 Customer Benefits

One Network

Wired & Wireless

- ① Converged Wired & Wireless
- ② Consistent Application Visibility And Control
- ③ Consistent Resiliency

One Policy

ISE & AnyConnect

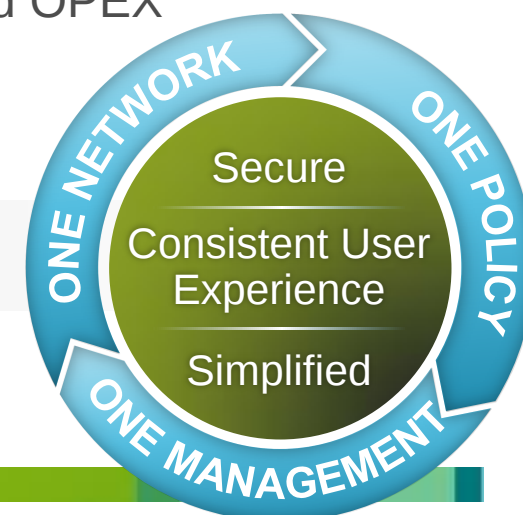
- ① Complete Device Visibility
Simplified Onboarding
- ② Consistent Business Policy Enforcement
- ③ Extending Unified Access to Remote VPN Connections

One Management

Prime Infrastructure

- ① Simplified Visibility & Compliance
- ② Simplified Deployment And Services Rollout
- ③ Simplified Operations & Reduced OPEX

Systematic Approach to Address Key Customer Concerns



Key Takeaways

