



Cisco Networkers 2008

Cisco Networkers 2008 Orientation



Axel Clauberg

Agenda

- Event Introduction & Logistics
- Agenda Highlights
- Practical Information
- Q&A

Cisco Networkers is Tough for 1st Timers!

- Every year Cisco Networkers ‘virgins’ suffer...
- The event is huge and complex
- New attendees suffer from lack of awareness
- It is a big learning curve
- Some only focus on breakouts
- Some take the “all-U-can-eat” approach
- Most 1st Timers miss the overall experience

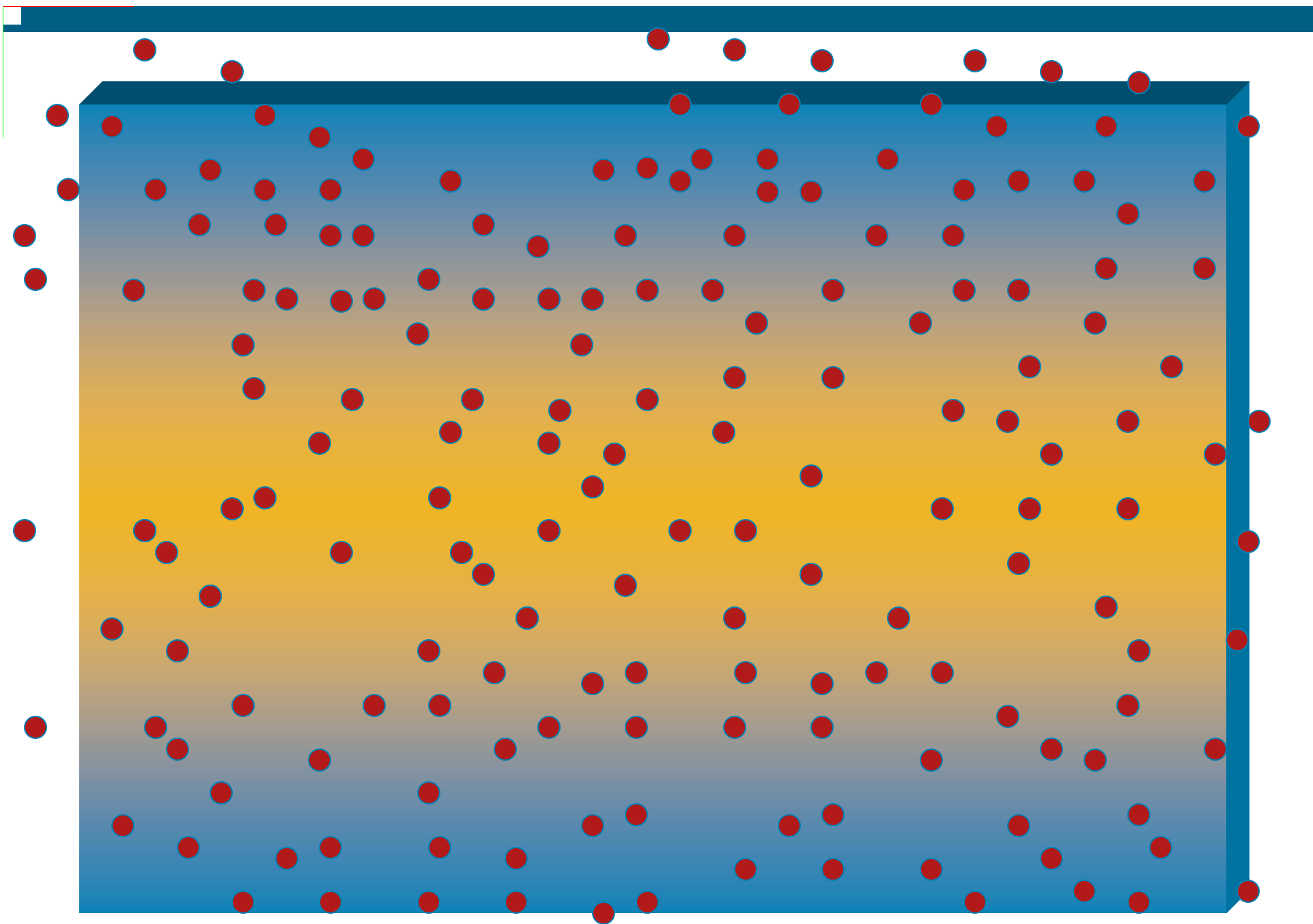
“Last year was my second time and I enjoyed it twice as much ...but now it’s a fixture because it was so good!”

This Talk's Message: F-O-C-U-S

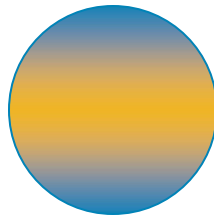


**‘Sagrada
Familia’
Church**

Catalan,
'The Holy
Family'



This Talk's Message: F-O-C-U-S



Event Details



Theme of Cisco Networkers

Ignite Innovation



Cisco Networkers
2008



Ignite Innovation January 21-24 Barcelona, Spain

Introduction

Why Come to Cisco Networkers 2008?

- An Award Winning Event – “Best Conference 2007”
- Expand your technical knowledge - over 200 Unique Sessions
- Extend your professional network - over 3800 fellow delegates
- Learn about Cisco’s latest innovative technologies & vision
- Meet with Cisco Partners and Alliances
- Discover about Cisco and Cisco Partner Innovation

Delegates from all over the World



NetVet & CCIE

CCIE

- Access to a lounge reserved exclusively for NetVet and CCIE delegates
- CCIE Badge recognition enabling everyone to acknowledge your CCIE status
- Preferential pre-party champagne reception and early access to the Customer Appreciation Party
- Let other attendees know you're a CCIE and wear your CCIE lapel pin during the conference
- A special gift will be distributed to active CCIE's in the Welcome Registration Area

NetVet

- A NetVet is a Cisco Networkers alumnus who has attended 3 of the past 5 Cisco Networkers events in Europe
- Access to a lounge reserved exclusively for NetVet and CCIE delegates
- An exclusive NetVet badge enabling everyone to acknowledge your NetVet status
- Your name in lights at the Keynote session as NetVets are acknowledged on a rotating screen credit
- Preferential pre-party champagne reception and early access to the Customer Appreciation Party
- A special NetVet cap
- A NetVet T-shirt
- 10% discount on Cisco Merchandise (excludes Linksys products) at the Cisco Store
- 5% additional discount on all Cisco Press books available at the Cisco Store

Platinum Sponsors



Book a 1 hour scheduled session
presented by Platinum Sponsors
(Sessions booked through Schedule Builder)

Gold Sponsors



Passport Competition

- Keep the passport card you received at registration safe!
- Visit each of our Platinum and Gold sponsors
- And or visit 10 World Exhibitors in the World of Solutions

AND...

- Collect their stamps in the passport to be entered into a draw!

**Win a €500 Voucher
to spend in the Cisco Store**

Program Elements

- Over 200 Technical Sessions
- Executive Insight Sessions
- World of Solutions Exhibition
- World of Solutions Welcome Reception
- Over 30 Unique Cisco Technology Demos
- Customer Appreciation Event
- Cisco Networkers 2.0
- Cisco Design Clinics & Cisco Theatre
- Information Booth
- Wireless Lounges
- Cisco Career Certification
- Lab Sessions
- Meet the Expert Program
- Meet the Executive Program
- Birds of a Feather Sessions
- Panel Sessions
- Cisco Store & Press
- Customer Case Studies
- Partner Sessions (Platinum Sponsors)
- Cisco Keynote – Chris Dediccoat
- Guest Keynote – Charles Leadbeater
- Innovation Awards

Cisco Networkers 2008 - Agenda

	Monday January 21		Tuesday January 22	Wednesday January 23	Thursday January 24
08:30 – 09:30	Techtorial Sessions	VIP PARTNER DAY	Breakout Sessions (120 mins)	Breakout Sessions (120 mins)	Breakout Sessions (120 mins)
09:30 – 10:30					
10:30 – 11:00			Break	Break	Break
11:00 – 12:00			Cisco Keynote	External Keynote	
12:00 – 13:30			Lunch	Lunch	Lunch
13:30 – 15:00			Breakout Sessions (90 mins)	Breakout Sessions (90 mins)	Breakout Sessions (120 mins)
15:00 – 15:30			Break	Break	
15:30 – 17:30			Breakout Sessions (120 mins)	Breakout Sessions (120 mins)	
17:30 – 18:30			Welcome Reception World of Solutions		
18:30 – 19:30					
19:30 – 20:00			Innovation Awards	Customer Appreciation Event	
20:00 – 00:00					

Agenda Highlights



Keynotes



Opening Keynote

Tuesday January 22

Chris Dedicoat

President
European Markets
Cisco



Guest Keynote

Wednesday January 23

Charles Leadbeater

Leading Global
Authority on Innovation
and Creativity



Overall Event Host

Phil Smith

Vice President
Technology & Corporate Marketing
European Markets, Cisco

9 Technology Tracks

- Application Optimisation Technologies
- Data Centres
- Campus Evolution
- IP and MPLS Infrastructure Evolution
- IP NGN Architectures and Technologies
- Mobility
- Management and Operations
- Security
- Unified Communication Technologies

Case Studies

- Describe successfully deployed customer projects
- The objective is to share lessons learned, best practices, and possibly even pain points and suggested enhancements for the future
- These sessions will provide an overview about a project, the objectives, the proposed design and some implementation details
- Case Studies are presented either by the customer, partner, or Cisco account team...As every project is unique, so are the Case Studies!
- For time, date and to book a Case Study, please visit Schedule Builder
- A total of 40+ sessions are presented this year!

Design Clinics

- Bring your design issues and work with Cisco Engineers from TAC, Advanced Services & Sales on it
- Collaborate, Explore Solutions & Design Recommendations
 - Application Optimisation Technologies
 - Campus Evolution
 - Data Centres
 - IP and MPLS Infrastructure Evolution
 - Management & Operations
 - Mobility & Wireless
 - Security
 - Unified Communications - Video & Voice

Tuesday 10:30 - 11:30, 12:00 - 14:00, 15:00 - 17:00

Wednesday 10:30 - 11:30, 12:00 - 14:00

Thursday 10:30 - 13:30

World of Solutions

What is the Meeting Centre?

Meet the Executive Program

- One on one meetings with Senior Cisco Executives

Meet the Expert Program

- One on one meetings with a top Cisco Expert
- Discuss a specific technology or Cisco's technology strategy and the future of your networks

Book a meeting & view the bios of Cisco Executives & Experts in the Meeting Centre

Level 1, Room 117

Cisco Executives

- **Sangeeta Anand**, Vice President, Product Marketing
- **Gail Anderson**, Senior Director, Advanced Services
- **David Bevilacqua**, Managing Director, Enterprise & Mid Market, European Markets
- **Laurent Blanchard**, Managing Director, France
- **Jordi Botifoll**, Vice President, Mediterranean
- **Glen Cox**, Vice President, CA, Emerging Markets
- **Chris Dediccoat**, Senior Vice President, European Markets
- **Paula Dowdy**, Senior Director, Enterprise Service Sales
- **Thierry Drilhon**, Vice President, Channels, European Markets
- **Nick Earle**, Vice President, CA, European Markets
- **Alain Fiocco**, Senior Director Technical Services
- **Ross Fowler**, Vice President, Service Provider, European Markets
- **Dave Frampton**, Vice President, ARTG Marketing
- **Niels Furu**, Vice President, Nordics
- **Pierre-Alain Graf**, General Manager, Switzerland
- **Doug Gourlay**, Senior Director, Data Centre Solutions Group
- **Joe Hielscher**, Director, Product Management
- **Ian Kennedy**, Head of Technical Operations, Europe
- **Inbar Lasser-Raab**, Senior Director, Marketing
- **Andy Lockhart**, Vice President, Benelux
- **Massimo Migliuolo**, Vice President, Service Provider, Emerging Markets
- **Edwin Paalvast**, Vice President, Service Sales, European Markets
- **Jose Petisco**, General Manager, Spain
- **Mike Pilbeam**, Vice President, Worldwide Technical Operations
- **Brahim Sbai**, Senior Director, Technical Support
- **Phil Smith**, Vice President, Technology & Corporate Marketing, Europe
- **Kaan Terzioglu**, Vice President, Central and Eastern Europe
- **Nick Watson**, Vice President, Enterprise Business, UK & Ireland
- **Carlo Wolf**, Managing Director, Alpine

Innovation Awards - Categories



Best Data Centre Project of the Year

Best Mobility and Wireless Project of the Year

Best Service Provider IP NGN Infrastructure of the Year

Best Data Centre Project of the Year

Best Unified Communications of the Year

Most Society Impacting Network of the Year

Best Managed Service of the Year

Innovation Award for Technology Deployment

- Scalability
- Business Impact
- Customer Sat
- Operational Excellence

Technology Demonstrations

This year's technology demonstration program will feature the following technologies:

Unified Communications World Hub

Application Portfolio, Cisco UC500 Series and Mobility Solutions

Security World Hub

Application Level Security, ASA SSL 8.0 and IOS WebVPN, CSM, IS and CS-MARS

Management & Operations World Hub

Cisco UC Management Suite, Cisco PACE Solution, Cisco NAPAS Solution, Cisco Enterprise Management, Cisco IP NGN Management

Mobility & Wireless World Hub

Cisco Aironet 1250 Series AP, WCS and Location Appliance

Data Centre World Hub

Storage Area Networking (SAN), High Performance Computing and Cisco VFrame

Technology Demonstrations

Cisco Stand

Webex Meeting Centre

Scientific Atlanta

Security: Cisco Surveillance and Cisco IOS GETVPN on 7200 VSA, Catalyst 6500 Sup32-PISA and Cisco Integrated Security

Management and Operations: Cisco Performance Routing

Unified Communications: Cisco 1861 with CCME, Catalyst 4500-E and CenterFlex, Catalyst 3750-E and 3560-E

Data Centre: Cisco ISR and WAAS, Catalyst 6500 VSS 1440 and Catalyst 4948-10GE

Mobility and Wireless: Cisco ISR with Wireless LAN and Cisco ISR & 3G Wireless HWIC, PoE Investment Protection and Catalyst 2960 PoE

Management and Operations: ANA for IP NGN Service Management and C6500 Embedded Event Manager

Embedded Event Manager

Cisco Networkers 2.0

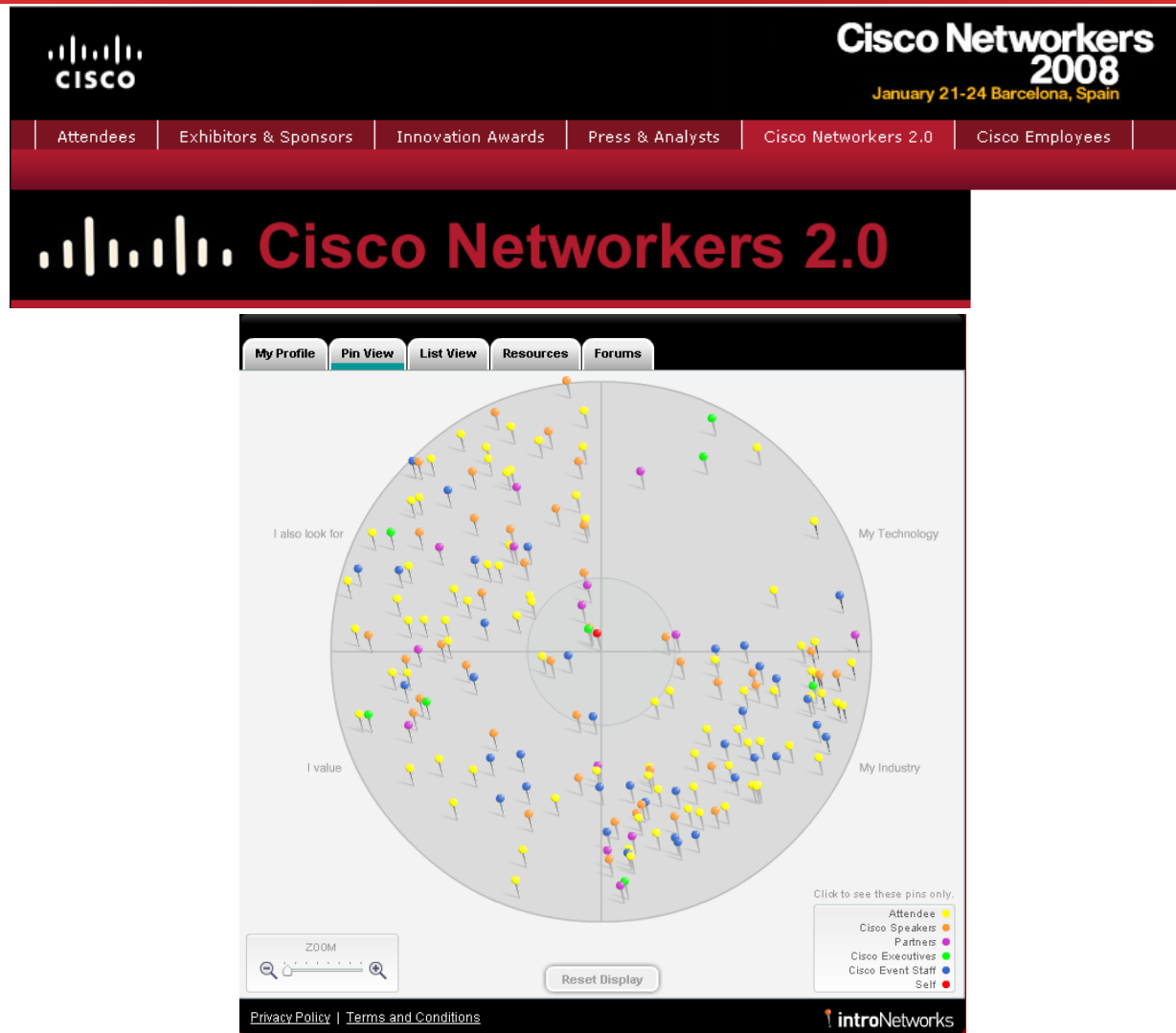
- **Cisco Networkers Connect (CNC)** – a web 2.0 platform to:
 - Communicate with the Cisco Networkers on-line community
 - Participate in Discussion Forums
 - Share your opinion and feedback
 - Links provided to other sites like Cisco Networkers on Facebook
 - Challenge your creativity and record a video!
On-site video competition to win an Apple iPhone
Visit the Cisco Networkers C Video Station - CCIB Foyer
- Multiple on-line forums to discuss:
 - Technical sessions (get to know Cisco experts better!)
 - Event notification – we'll post event related news and updates to keep you updated.
 - Non-Technical discussions – What's the best restaurant in town?
Anyone interested in going clubbing? Be part of it !



**Prize Draw on Thursday at 12:00 at the Cisco Networkers
Connect Video Station in the CCIB Foyer**

Cisco Networkers 2.0 (CNC)

Logon to Cisco Networkers Connect via the Onsite Portal



<http://www.cisco.com/go/onsite/>

Cisco Networkers **Green** Agenda

What is the Cisco Networkers Green Agenda?

- Recognising the need for an increased effort around the Green Issue, Cisco Networkers 2008 is committed to becoming an environmentally conscious event that contributes to the combined effort we are all making towards preserving the future of our planet.
- The Cisco Networkers Green Agenda therefore involves a number of key initiatives that focus on:
 - The Venue - Barcelona and the CCIB
 - Sustainable Event Management
 - Materials Management
 - The Use of Technology to Drive Change
 - Playing Your Part in Helping Cisco Networkers to go Green
- For more information, please visit the Cisco Networkers Website

Practical Information & Logistics



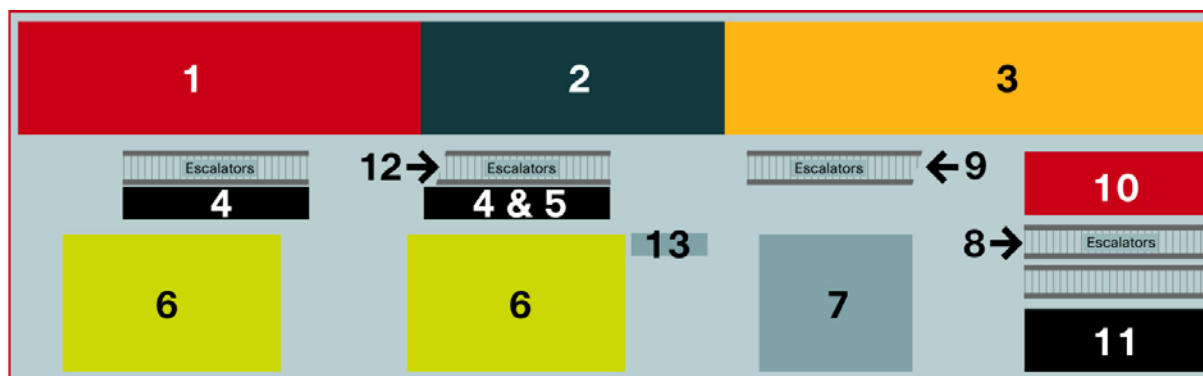
Hotels

centre convencions internacional **ccib** barcelona



- | | | |
|-----------------------------------|---------------------------------|--|
| 01· HOTEL AC BARCELONA 4* | 08· HOTEL FRONT MARÍTIM 4* | 15· HOTEL SILKEN DIAGONAL BARCELONA 3* |
| 02· HOTEL BARCELONA PRINCESS 4* | 09· HOTEL HUSA BARCELONA MAR 4* | 16· HOTEL CATALONIA ARAGÓN |
| 03· HOTEL VINCCI MARÍTIMO 4* | 10· HOTEL ARTS 5* | 17· HOTEL CATALONIA ALBÉNIZ |
| 04· HOTEL HILTON DIAGONAL MAR 5* | 11· HOTEL GRAN MARINA 5* | 18· HOTEL CATALONIA ATENAS 4* |
| 05· HOTEL RAFAEL DIAGONAL PORT 4* | 12· HOTEL PERE IV 4* | 19· HOTEL ICARIA BARCELONA 4* |
| 06· HOTEL HESPERIA DEL MAR 4* | 13· HOTEL AMREY DIAGONAL 3* | 20· HOTEL VINCCI CONDAL MAR 4* |
| 07· HOTEL BARCELÓ ATENEA MAR 4* | 14· HOTEL H10 MARINA 4* | 21· HOTEL CENTRHOTEL GLÒRIES 3* |

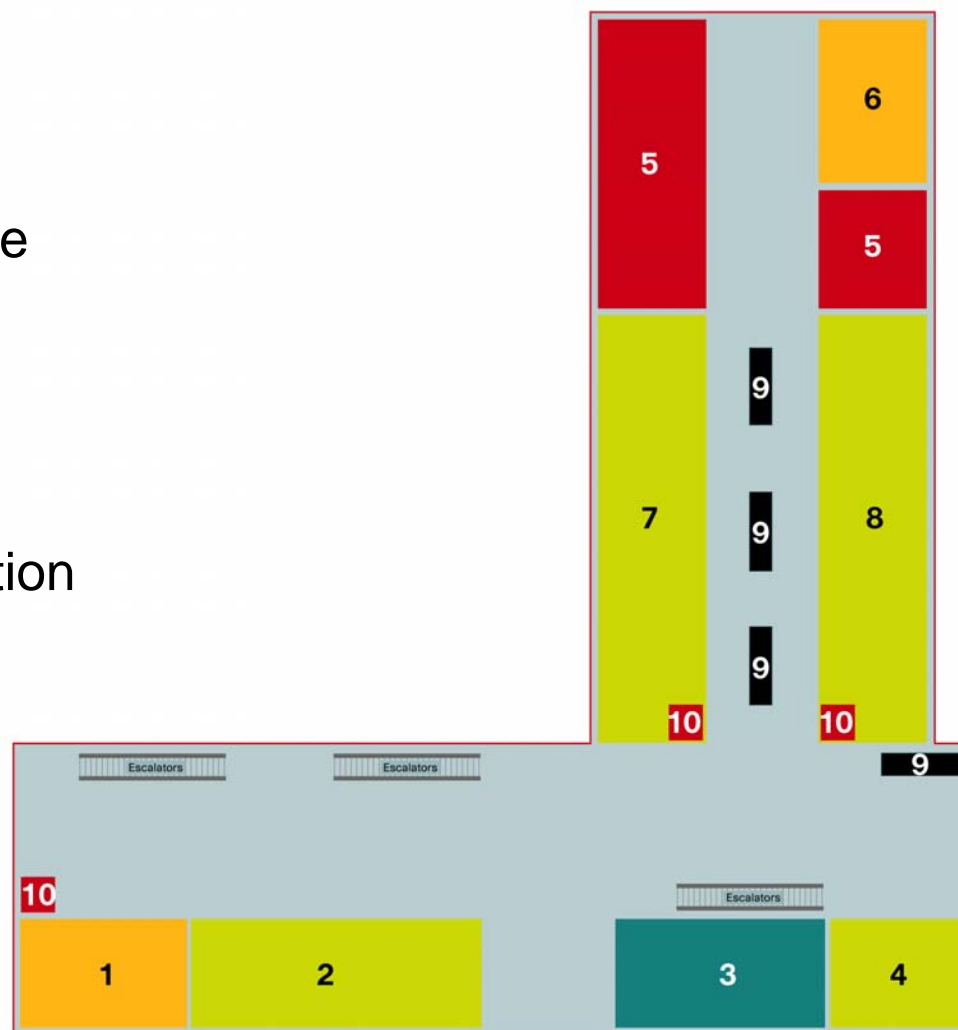
Finding your way around - Level 0



- 1 Customer Appreciation Event
- 2 Catering
- 3 World of Solutions
- 4 PC / Cisco Exchange
- 5 IP Phones
- 6 Wireless Lounge
- 7 Registration
- 8 Access to Keynote & Cloakroom
- 9 Cloakroom
- 10 Cisco Powered Program Member Lounge
- 11 CCIE / NetVet Lounge
- 12 Toilets
- 13 Information Desk

Finding your way around - Level 1

- 1 Meeting Center
- 2 Rooms 113 - 116
- 3 BT Cisco TelePresence Demo
- 4 Room 111
- 5 Labs
- 6 Cisco Career Certification Testing
- 7 Rooms 118 - 122
- 8 Rooms 129 - 134
- 9 PC Station
- 10 Toilets



Finding your way around - Level 2



VIP Partner Day / Cisco Networkers Innovation Awards
(Access by invitation only)

World of Solutions



Features Cisco's boldest innovations alongside partners highlighting their Cisco-based products and services

- 10 Cisco Demos
- Cisco's Second Life Demo
- 4 Platinum sponsors
- 12 Gold sponsors
- 50 world exhibitors
- Cisco Store / Press
- Design Clinics
- Prayer room

Location: Level -0.
Opens: Tuesday January 22

Logistics

- **Food & Beverage:**

Located in Hall 3 accessed via the World of Solutions

- **Registration Opening Hours**

Monday: 08:00 - 20:00

Tuesday: 07:00 - 20:00

- **Information Opening Hours**

Monday: 08:00 - 20:00

Tuesday: 07:00 - 20:00

Wednesday: 08:00 - 18:30

Thursday: 08:00 - 16:30

Logistics

- **Transportation**

Airport shuttles from the CCIB to Barcelona (BCN) airports can be purchased at the Information Desk at a cost of €15 per person

- **Onsite Connectivity**

Details can be found on the back of the booklet in your badge holder

- **Agenda**

Use Schedule Builder to view your final Schedule (available at PC stations throughout venue)

Ensure to check your schedule as rooms may have changed

- **Emergency**

Contact nearest member of Event Staff who will assist

Your feedback Matters!

- **Your feedback is key to improving future events**
- We need your help to shape the way we do things
- Please take the time to complete your Session Evaluations and the Overall Event Evaluation
- Complete session evaluations on-line via your personal agenda on Schedule Builder
- Access these evaluations anytime via PC stations or your own laptop once you have scanned into your chosen session
- A moment of your time and your honest feedback will really help us to make a difference!
- Complete a minimum of 5 Session Evaluations AND the Overall Event Evaluation to receive a free eco-friendly Gift

Customer Appreciation Event

Date Wednesday January 23
Time 20:00 - 24:00: All Attendees
Location CCIB Level 0



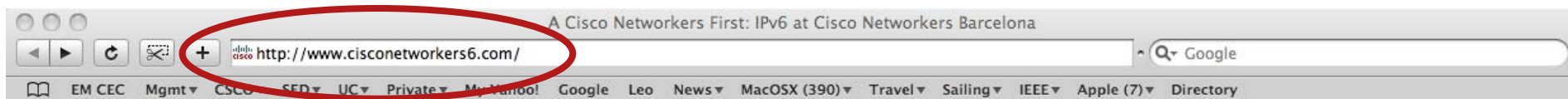
- You are invited to **Espectáculo** an enchanting and eccentric extravaganza of stunning circus and truly bizarre acts, supported by a great band, disco, party food and beverages. Try your luck at the fun fair side shows, be amazed by the artistry, bravery and skill of the circus performers or take the opportunity to have a go yourself. Alternatively you can relax with friends and a cool drink in the lounge. There is something for everyone...

Come Along - Be Amazed - Get Involved

How to find out More?

- Event Guide: Found in your welcome pack
- Onsite Portal: <http://www.cisco.com/go/onsite/>
- Information Desk: CCIB Foyer, Level 0
- Super Temps - wearing Red Shirts & Hats
- Cisco IP Video Phones for Virtual Information
- Agenda in badge holder
- Cisco Networkers Connect
- Digital Signage

IPv6 ? Yes !




A Cisco Networkers First: IPv6 at Cisco Networkers Barcelona

Status: IPv6 is now enabled on the WLAN access on SSID NW08.



You are running IPv6. Congratulations



The IPv6 connectivity is provided by  with spare time of some Cisco IPv6 enthusiasts. A clickable [network topology](#) also describes how the connectivity is achieved. Some traffic statistics:

- MRTG (SNMP poll)
 - [MRTG](#)
 - download from <http://oss.oetiker.ch/mrtg/>
- Using NFsen (supporting Netflow v9 with IPv6 support):
 - [PPS last day](#), [BPS last day](#), [main screen](#), read the [documentation](#);
 - download from <http://nfsen.sourceforge.net/>
- Using NDPMON to monitor Neighbor Discovery activities:
 - [low priority log file](#), [high priority log file](#);
 - download from <http://ndpmon.sourceforge.net/>.
- Some stats about the [visitors](#) of this web site, and about the [Ethernet OUI](#) of our IPv6 neighbors?

If you want to comment on this initiative, please join us on the Social Networking web site: <http://networkers.intronetworks.com/> in the Forum 'event information'.

Your **address** is 2001:608:100:6:219:e3ff:fedb:6f7b.

User-Agent: Mozilla/5.0 (Macintosh; U; Intel Mac OS X; en-us) AppleWebKit/523.10.6 (KHTML, like Gecko) Version/3.0.4 Safari/523.10.6

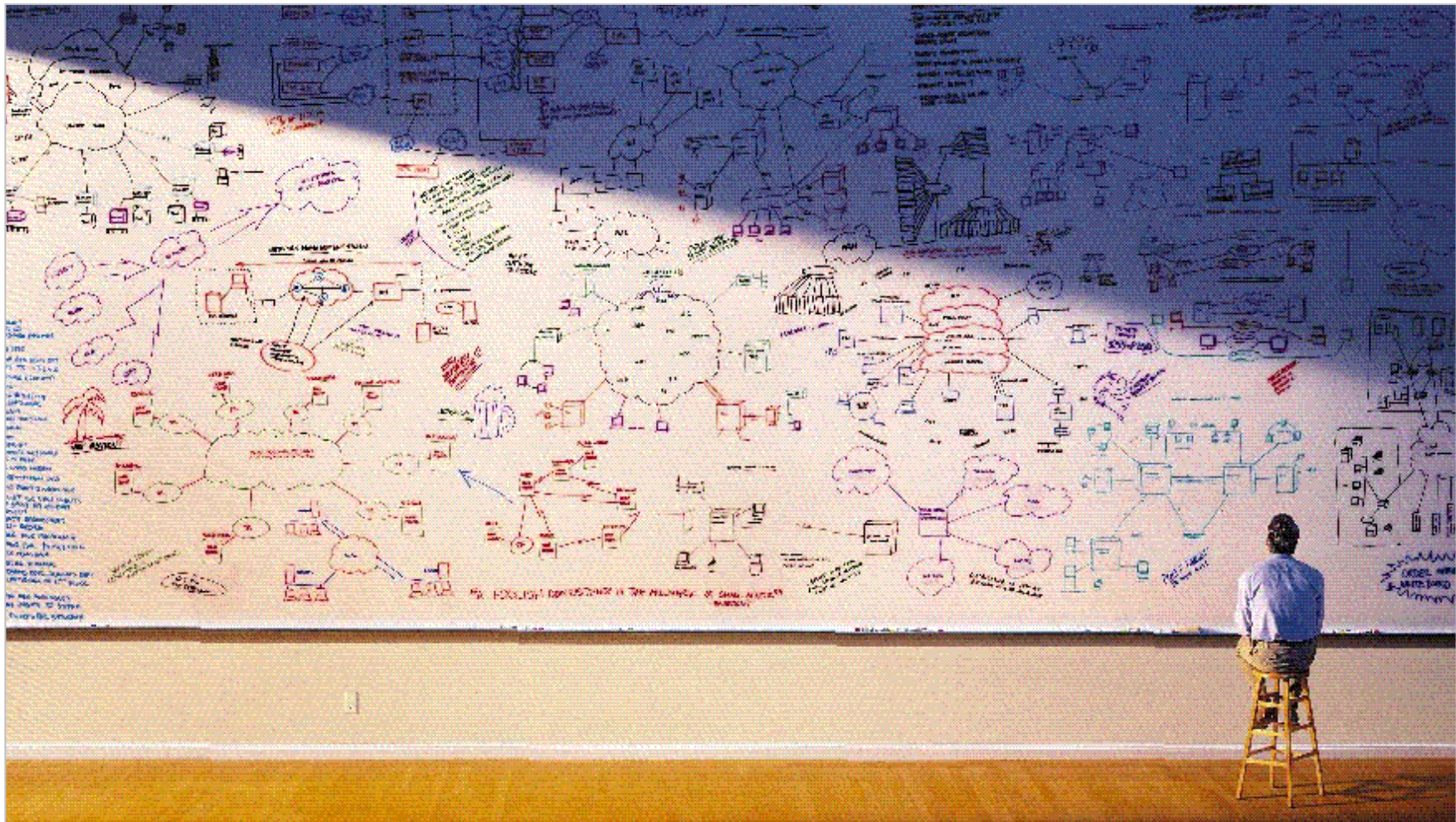
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Questions?





Q and A

