

Borderless Network

AXEL FOERY
Operations Director



Architecture =

Borderless
Network =

The opportunity & ...



Question on the
END

Agenda

1

Architecture

2

Interactive part

3

Borderless
Opportunity

Agenda



Architecture

Martin Bauer

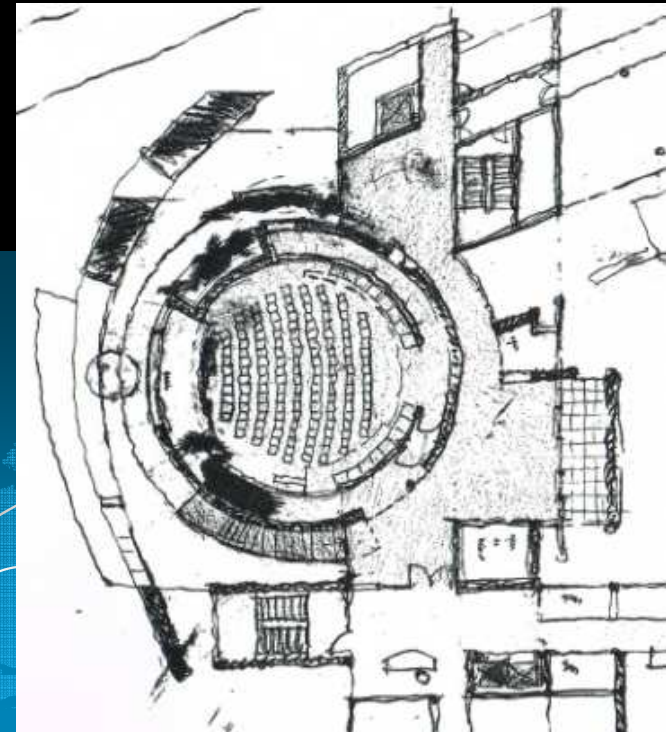
Senior Manager Workplace
Resources

If you build a house which is the key person you ask first ? And who designs the house ?

- My start at Cisco's (Network company)
- Who had the experience of partnering to develop a e.g house?
- Partnered with:
 - OK, first of all your partner
 - All other people in your community
- ... and after all the horror stories ...
- Who designs the house?

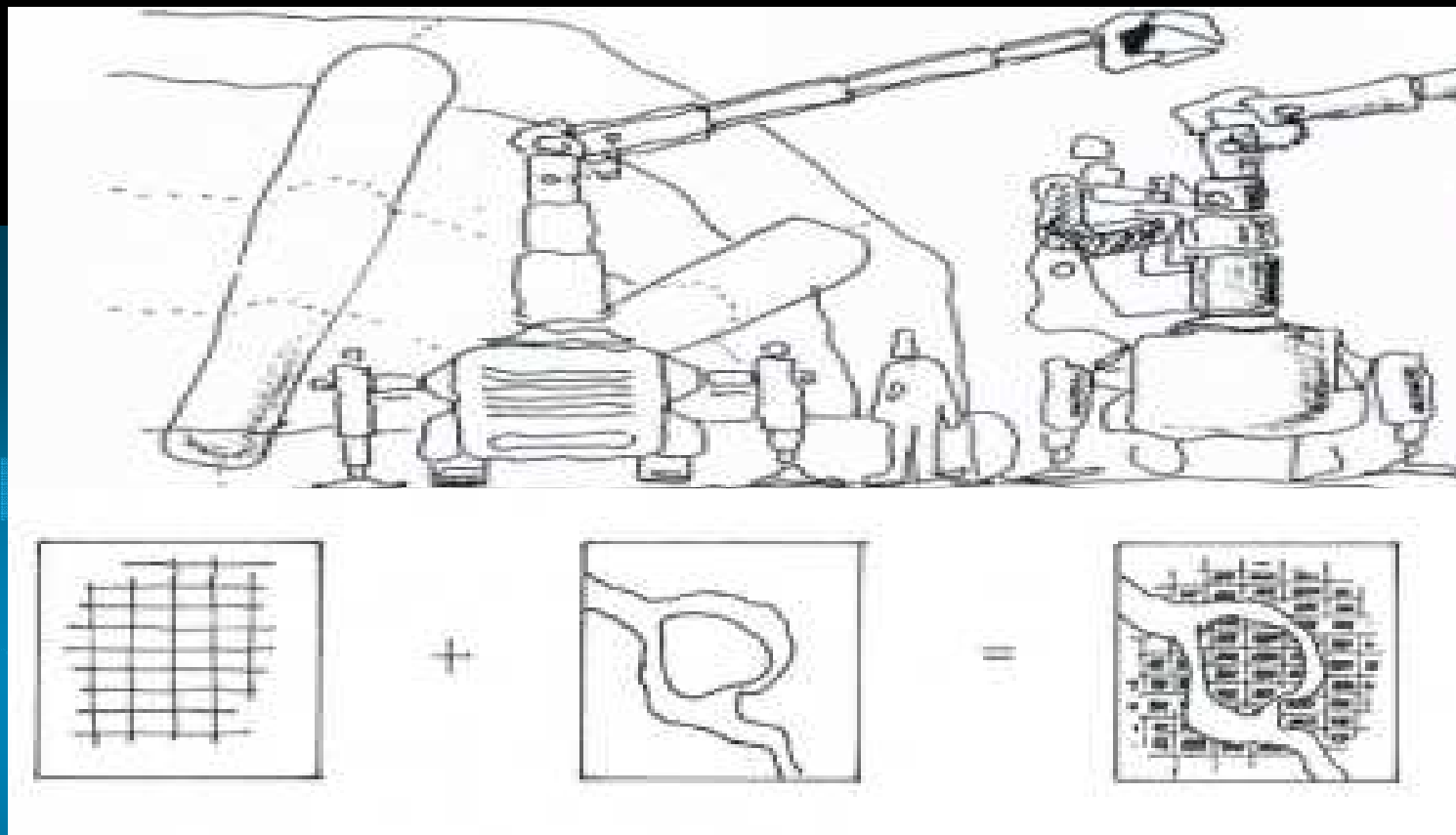
So what are Architects responsible for? What are they responsible for?

- Design
- Financial advice
- Budget control
- Technical
- “Petersilie auf allen Suppen”
- Management of complex process
- Coordination and communication



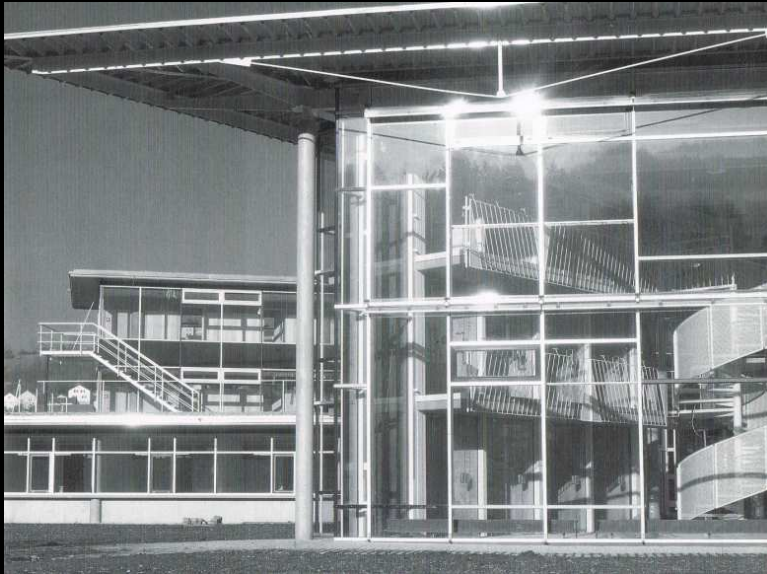
The Nature of Architecture/ Baukunst

Articulation of Space by: + = - (Borders)
Joining, Overlays, Partnering, Innovation



The Nature of Architecture – Language

Which message do want to convey



Library Eichstätt, Architect: Behnisch



Library Paris, Architect: Dominique Perrault

- Power ?
- Democracy ?
- Symbols ?
- How do interpreted / relate to this language of architecture?

The Nature of Architecture Politics and Networks



Paris
Haussmann
Mid 19th century



Capri
Malaparte/Liberia
Late 1920's

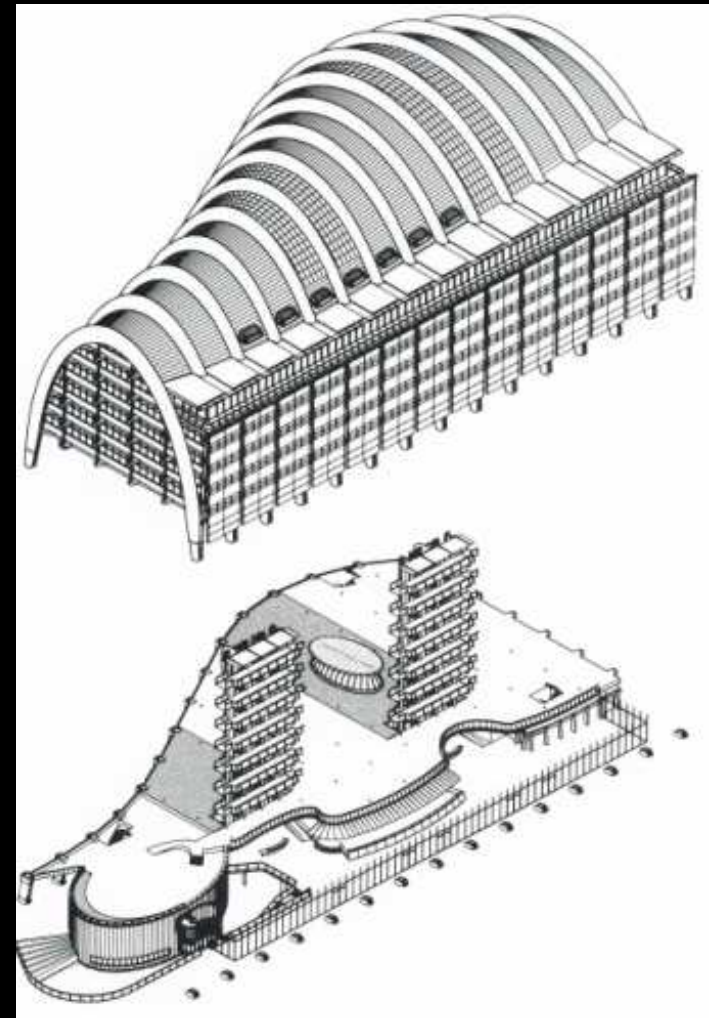


Asia
Seidenstrasse, Bronzez.
Baron Richthofen 1877

Who did they partner with? Under which conditions (Romans)

The Nature of Architecture

Location, Device and Application (Innovation)

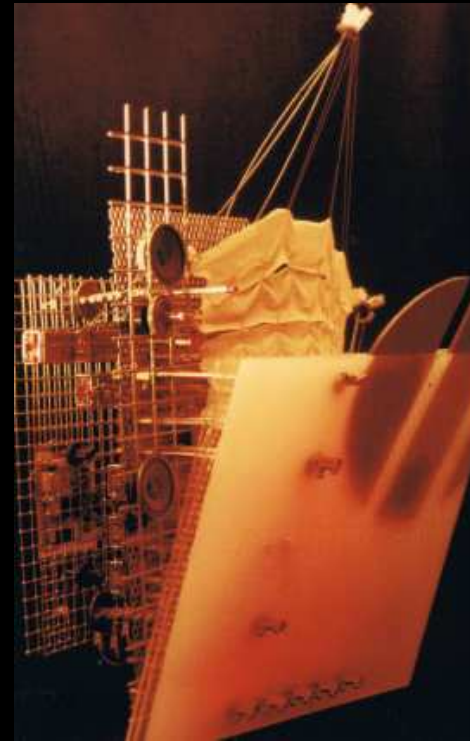


Influences

- Client
- Constrains
- Opportunities
- Results

Ice Ring or Stock Exchange?

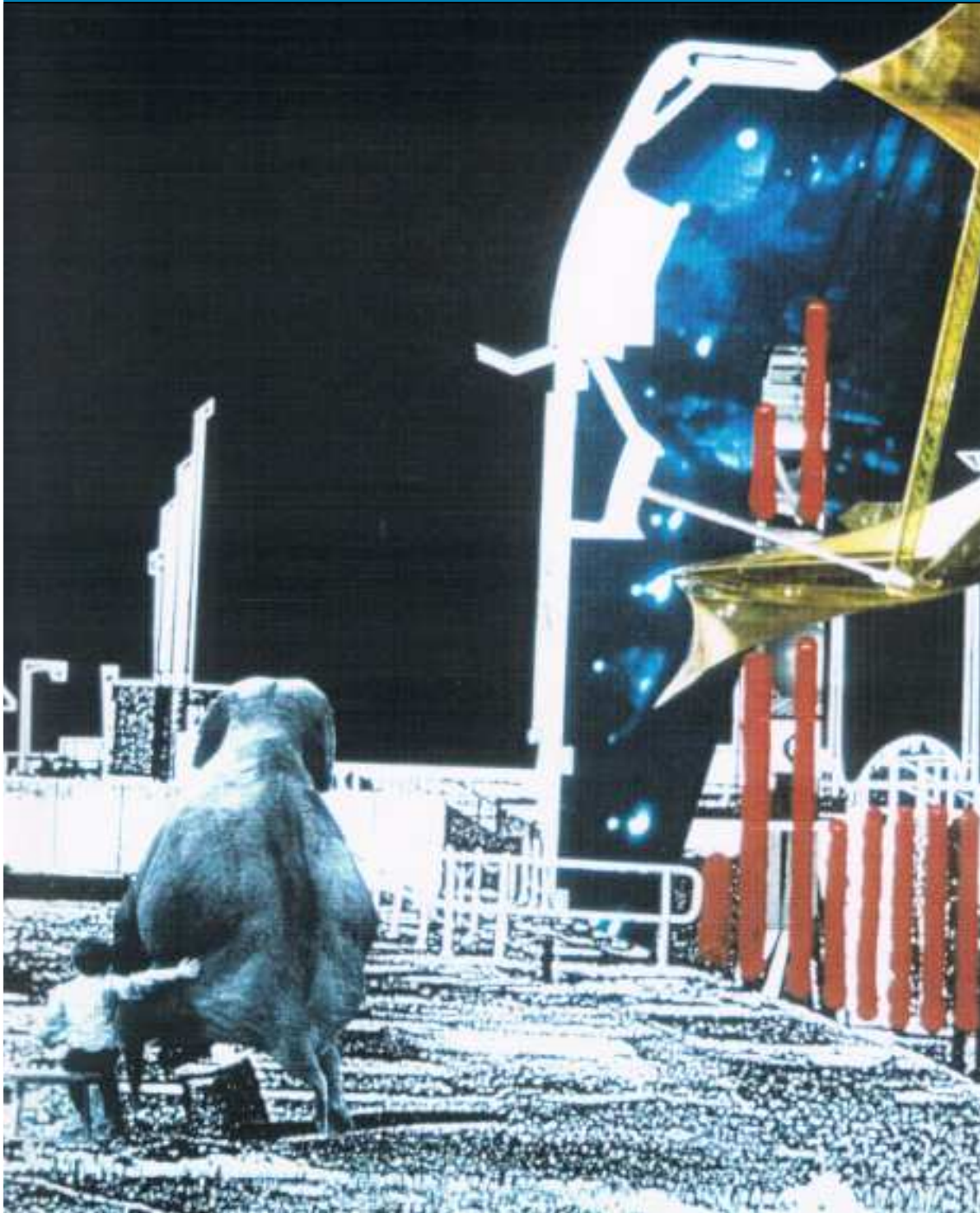
The Nature of Architecture – Borders, for who and which elements?



Axel's story, sound, physical, key, light, Door knob, step, etc?



Interactive part



How do you perceive partnering in Architecture?

Whats the physical body for most of the companies in the future maybe even today ?

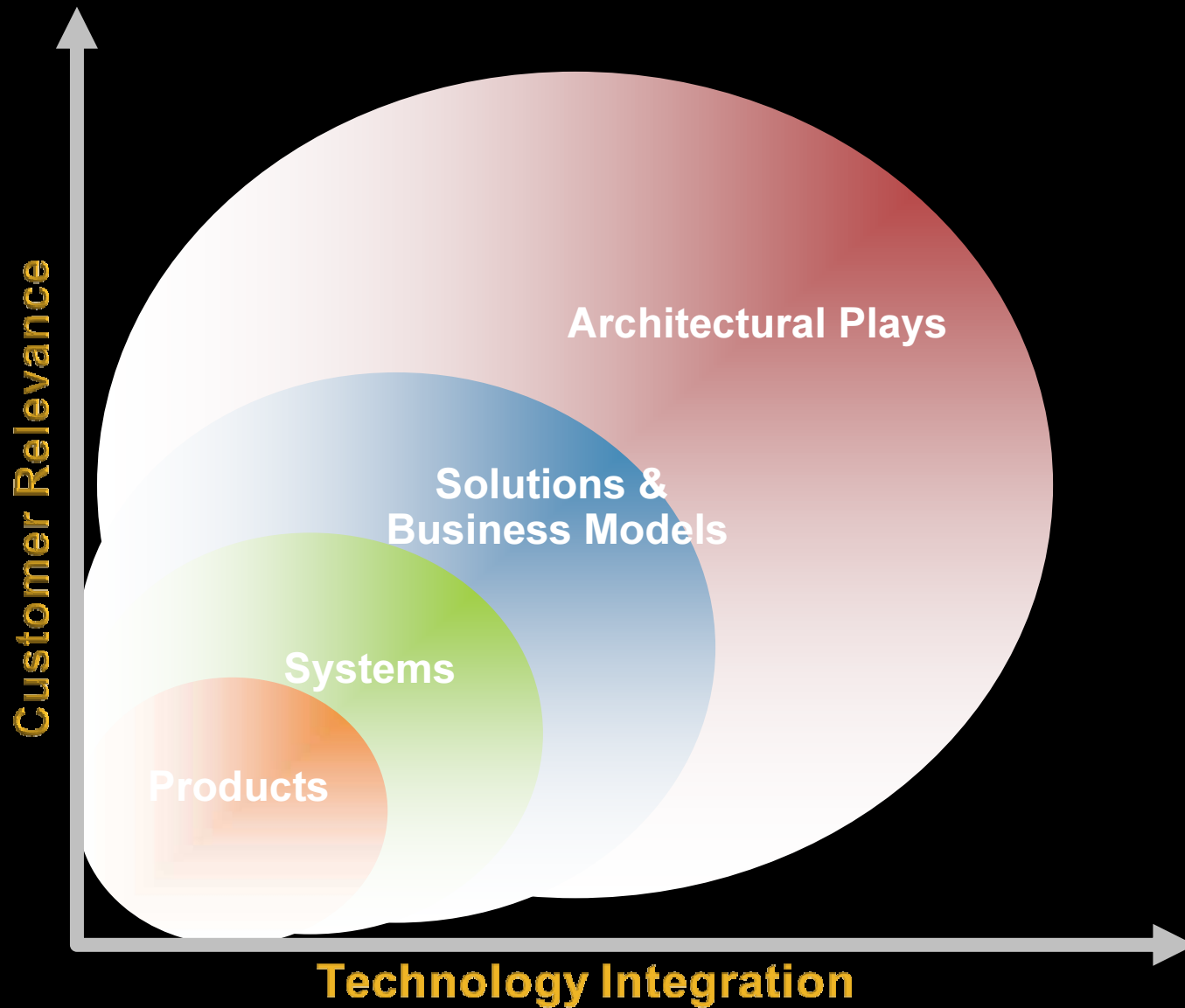
5 min and a short discussion afterwards and please have some fun



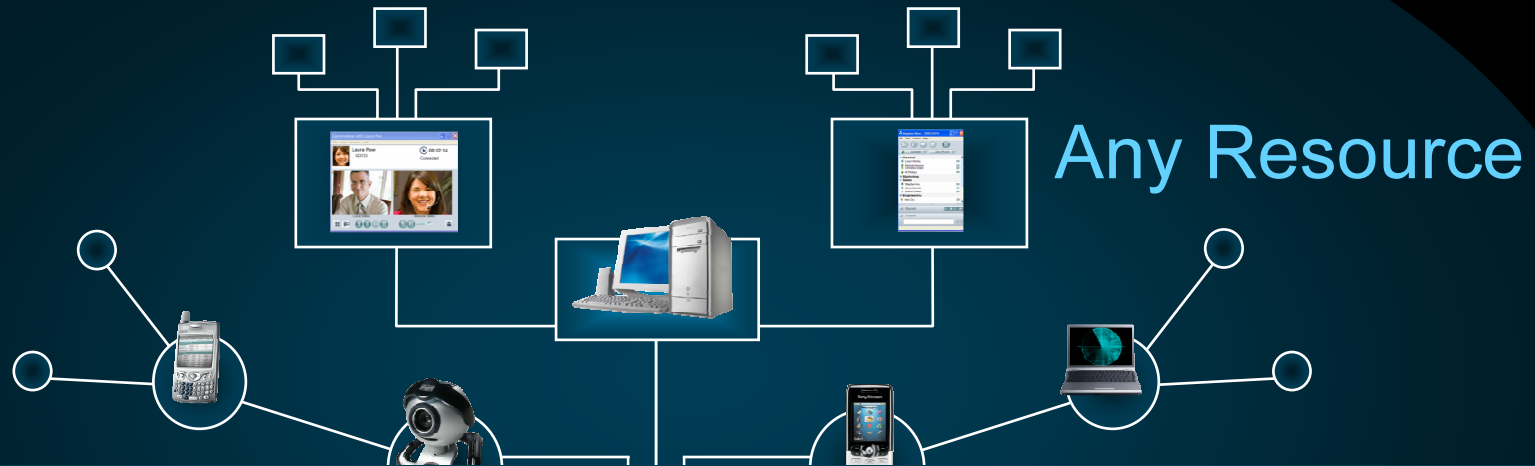
CISCO BORDERLESS NETWORKS

- Architecture play
- Borders to overcome
- Video as one key enabler
- Installed base and how to leverage
- The! Opportunity and first step from us
- Your response!

Differentiation for Partner even by using Cisco



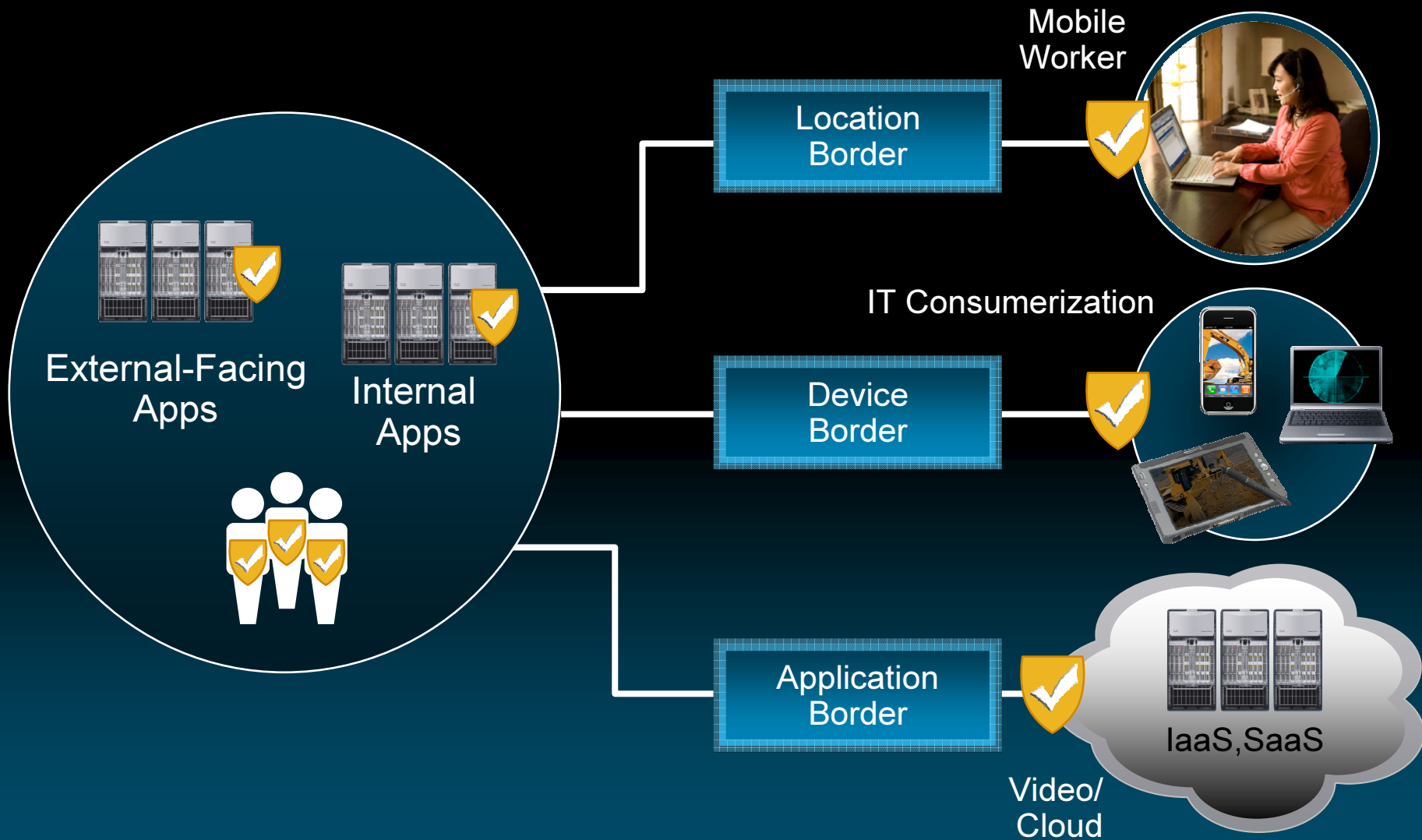
The Transformation: The World Is Our Workspace



ROBBERIES NETWORKS

A Next Generation Architecture to Deliver
the New Workspace Experience

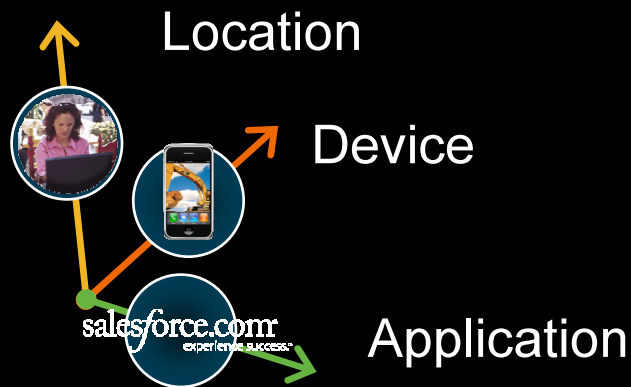
Which borders to talk about?



Network Challenges, Increasing Complexity



Now:
Multi-
Dimensional



Manage Scalability,
Availability and
Performance Across
Non IT Controlled
Environments

Borderless Networks: Cisco's next generation architecture for the agile delivery of services and applications to anyone, anything, anywhere, anytime – seamlessly, reliably, securely.

Borderless Networks

New Business Architecture Approach



- Accelerate by integrating innovations into the business process - bringing interactions faster to the customer.



- Hardware is the agent of change to realize closer customer contact, enhance customer experience and customer loyalty.

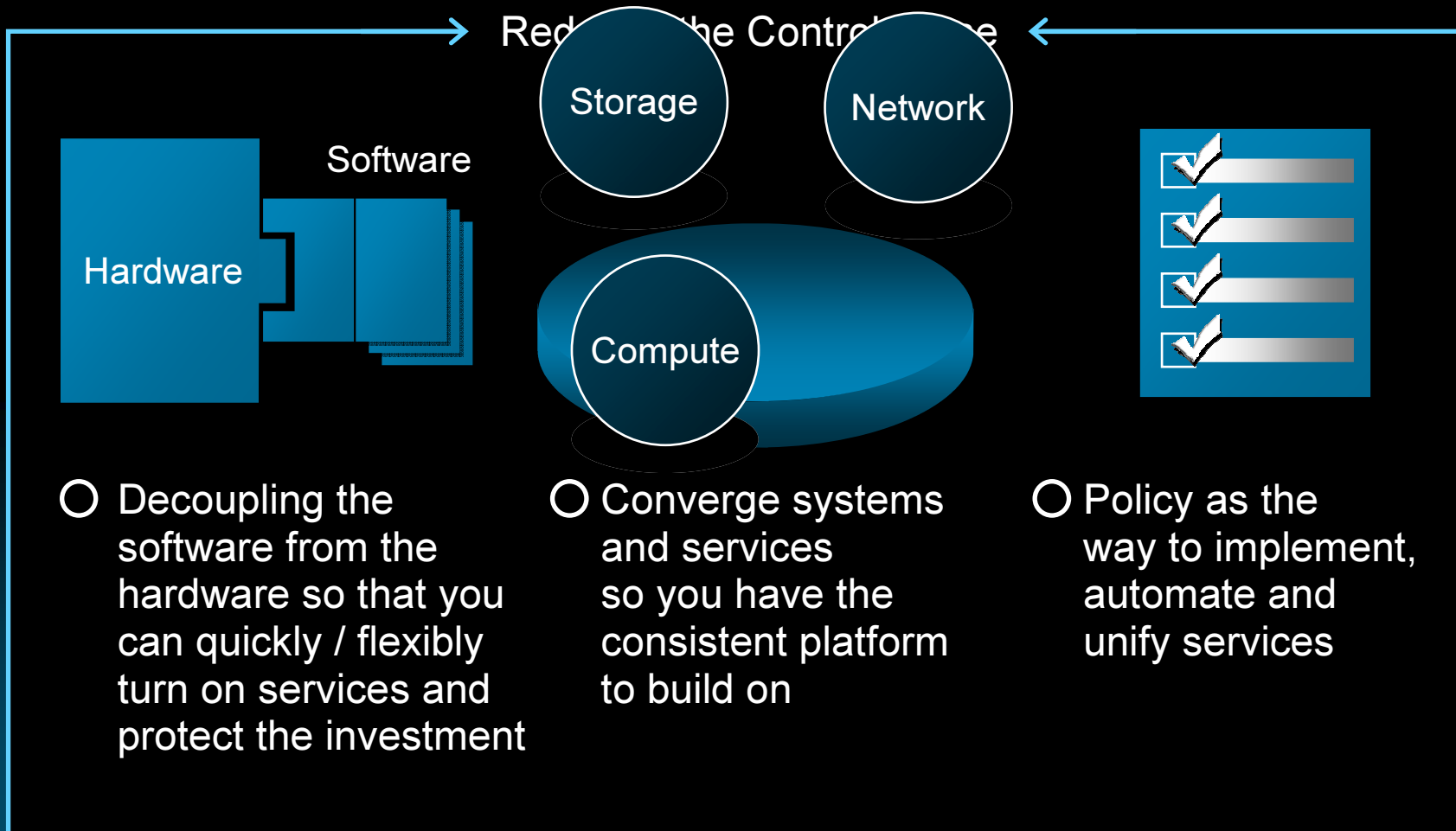


- Transform workspace experience and increase productivity. Automate business processes to drive down costs.

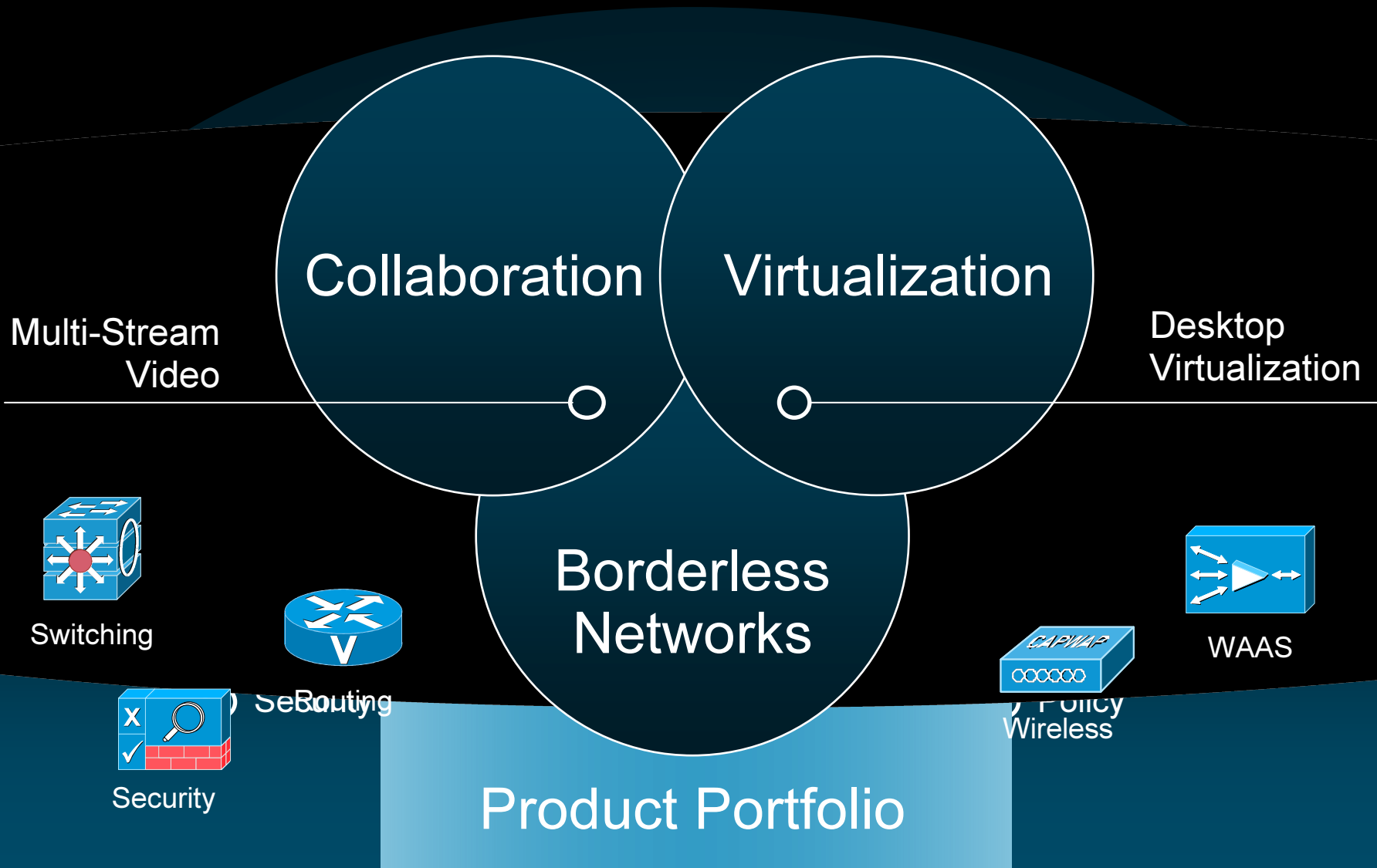
Connect More Closely with Your Customer, **Partner**, Workforce

Borderless Networks

New Technical Architecture Approach



Cisco Architectural Approach



Introducing Borderless Networks

Collaboration

Borderless Networks

Virtualization

Cloud Services

WebEx

Global Correlation

User/Network Services

Mobility

Performance

Security

Location Services

Medianet

Application Acceleration

Identity

Policy



Location Border

Application Border

Device Border

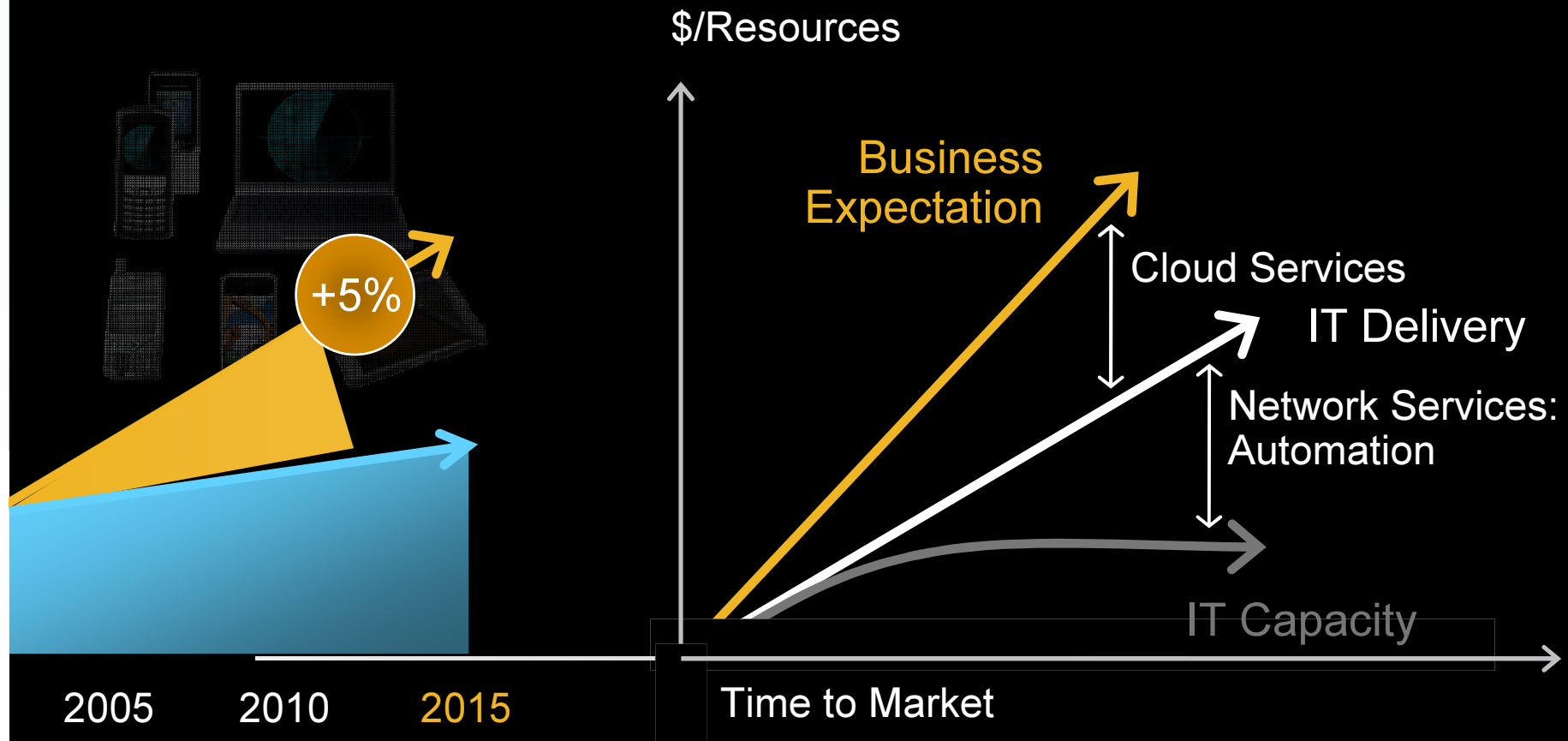
Product Portfolio

Management

Lifecycle Services

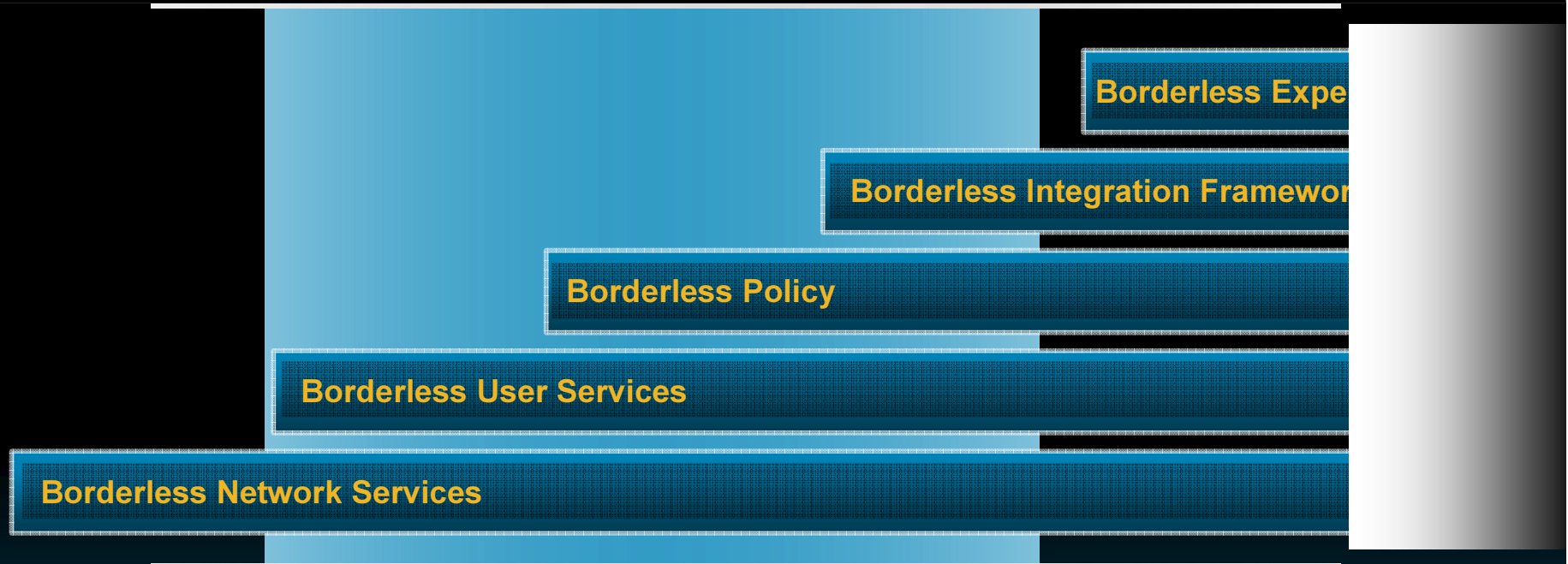
Why?

Addressing IT Challenges



Leveraging Best in Class Solutions to unleash New Business Models.
There Is Never "One Right Way"

Borderless Networks Evolution



Cloud Managed Network capabilities for any type of network, providing a single, unified control plane and control

Business Drivers

Enhancing Customer Relationships

Why Cisco?

Policy and Integration across services and technologies

Innovation

Introducing: Cisco Integrated Services Router Generation 2



A Car

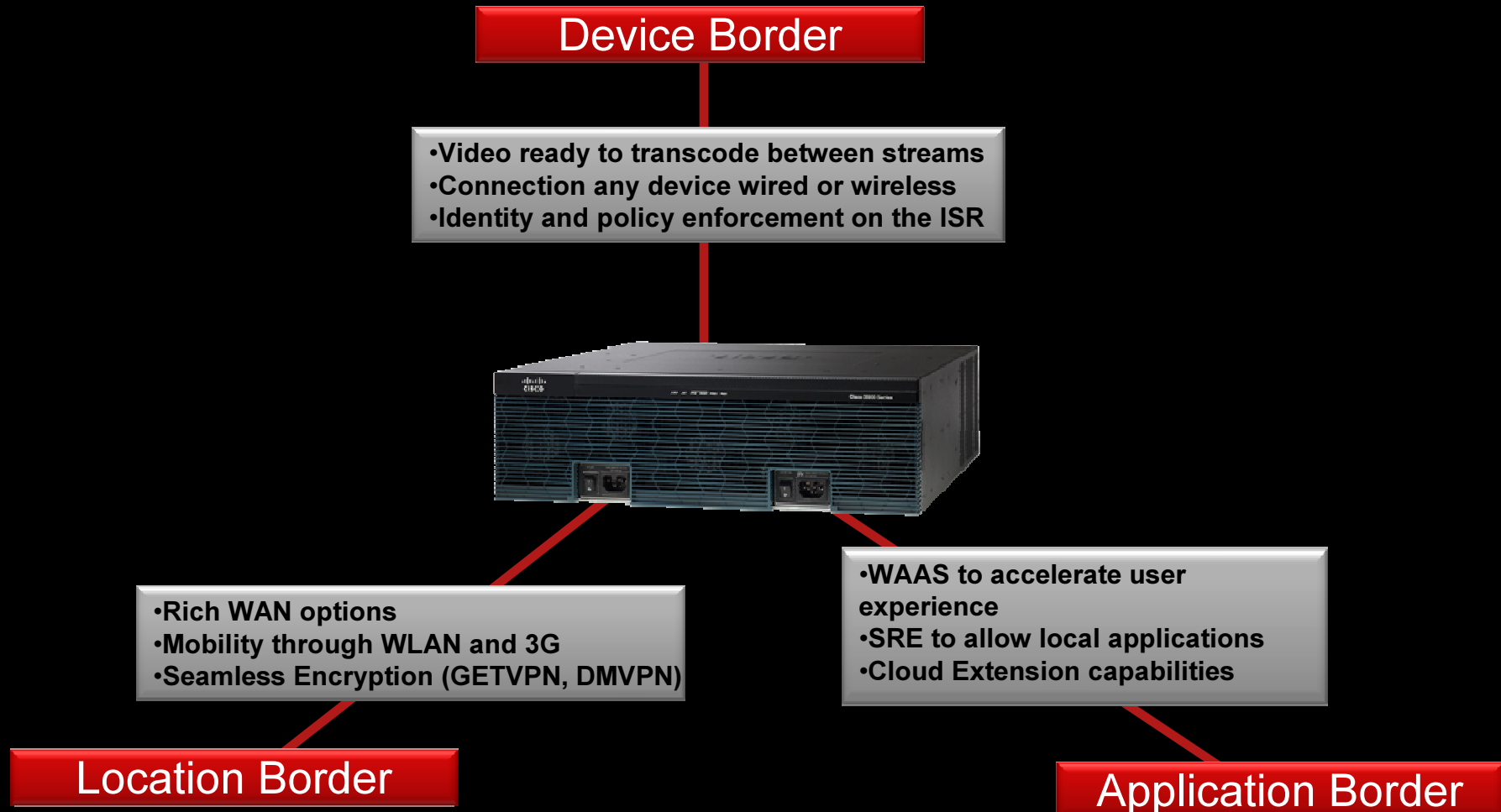


A phone



A Router

ISR G2 enabling the Borderless Network



Video-Ready



Medianet

Network-Optimized to Deliver Rich Media Applications



TelePresence
to Mid-Size
Branch Offices



Secure IP Video
Surveillance

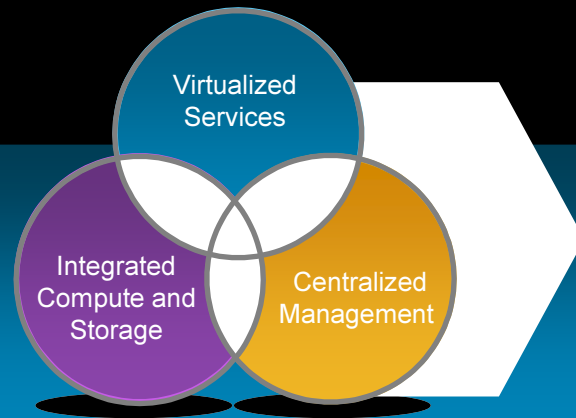


High-scale Webex
and desktop video
collaboration



Streaming
video / Digital
Signage

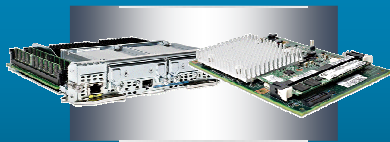
Service Virtualization



Cisco Services Ready Engine

- Service modules with integrated compute & storage in small, router integrated footprint
- Range of virtualized services and applications to meet branch needs
- Centralized deployment and management of services with flexibility to change without truck rolls

Any Service, Any Branch, Any Where

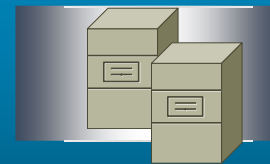


Network and
Collaboration
Services

Optimized Branch
Experience



Network-aware Lean
Applications



Server
Virtualization

Server Consolidation



Survivability for
Cloud / Data
Center

Business Continuity

ISR G2: Richest Set Of Services In the Industry

Network and Security Services

Collaboration Services

Compute Services and Applications

Network Services

Network and Physical Security

Unified Communications

Application Infrastructure Customizable Industries



Branch IT Infrastructure and Management



Secure, Protect, Compliance



High-performance Communication and Collaboration



Customized for Vertical Applications

- Wide Area Apps Services (WAAS)
- Wireless LAN Controller (WLC)
- Infoblox core network services (on AXP)
- Network Analysis and Monitoring

- Cisco NAC
- IDS/IPS
- Video Surveillance
- IPsec and SSL VPNs
- Cisco IOS Security
 - Firewall
 - VPNs

- Unity® Express (voicemail, IVR)
- NICE Voice Recording (AXP)
- Sagem Interstar Fax over IP (AXP)
- SingleWire Informacast (AXP)

- Cisco Application Extension Platform (AXP)
 - ICW Healthcare connector
 - Tiani Medical Data exchange
 - Global Protocols Skipware
- Integrated Storage System

Secure Mobility



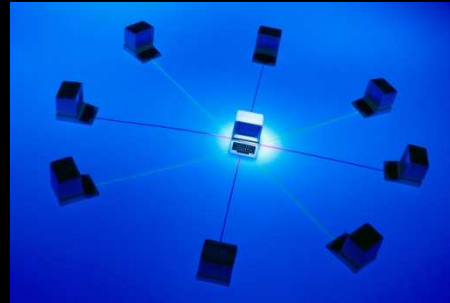
High-performance mobility and wireless solutions

- Integrated 802.11n Unified Wireless Network Architecture
- Enterprise Class 3G Wireless WAN Solution
- Secure, Scalable, Centralized Mgmt. & Monitoring of Wireless LAN and Wireless WAN
- Wireless WAN Optimization and Application Acceleration

Converged wired and wireless networks for Borderless Mobility



User Mobility & Guest Access



Broadest range of wireless devices



Reduce OPEX with Remote Management



Seamless Redundant Connectivity = Business Uptime

Operational Excellence



Operational Efficiency through Innovation

- Remote deployment, management and monitoring
- EnergyWise Support with configurable slot controls
- Field upgradeable motherboard for performance growth
- Increased redundancy across portfolio
- Single Universal IOS Image with Cisco IOS 15.0(1)M

New Business Innovations Drive Lowest TCO



Operational
Simplicity—No
Truck Rolls! Try
before Buy
license.



Energy Efficiency
and Savings



Hardware Re-usability
with Investment
Protection



Business
Uptime

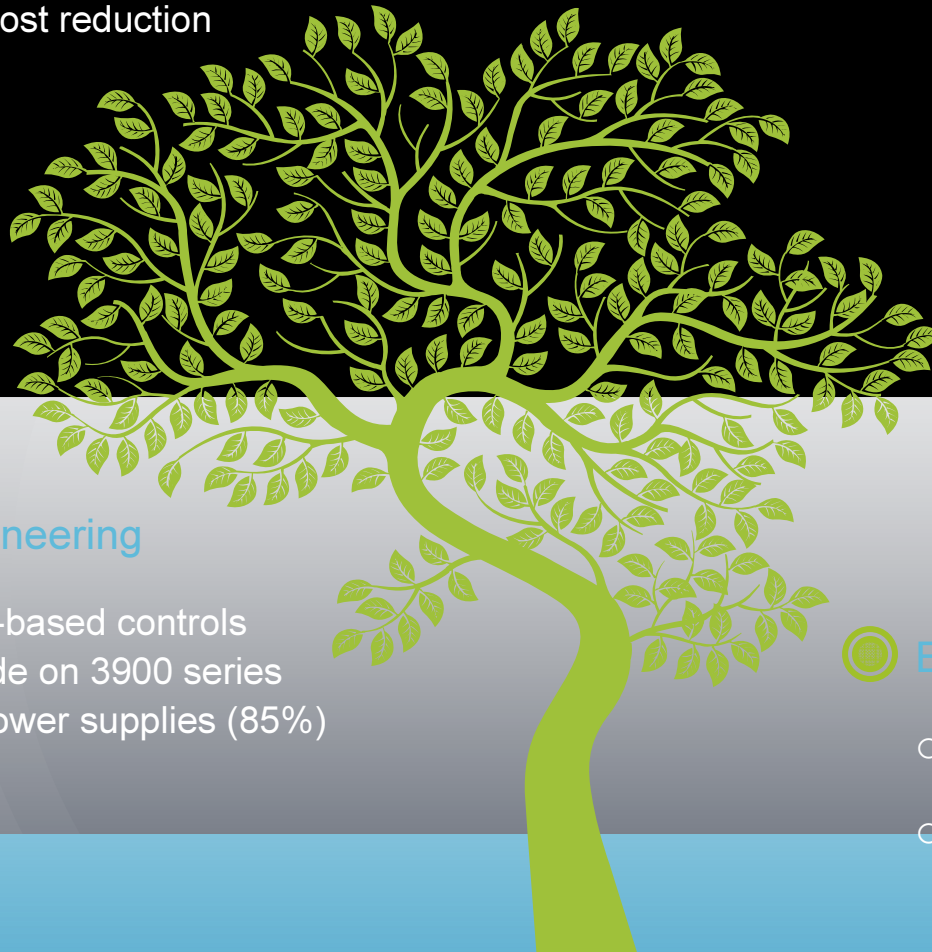
Energy Efficiency and Green

🌐 Cisco EnergyWise

- Customized business energy management solution
- 30% energy cost reduction with phase 1

🌐 Hardware Re-usability

- 90% of modules supported.



🌐 Integrated Switching

- Upto 48 ports of FE/GE
- No additional power supply required
- PoE, PoE+

🌐 Green Engineering

- Configurable slot-based controls
- Power Boost mode on 3900 series
- High-efficiency power supplies (85%)

🌐 Environmentally Friendly

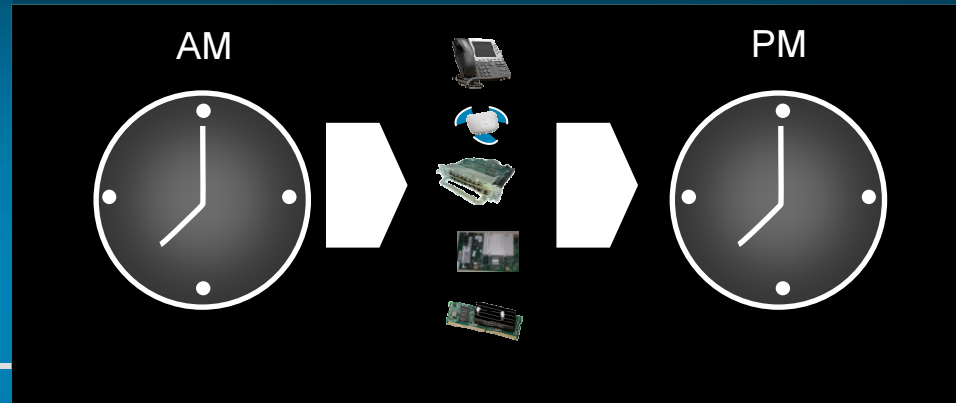
- RoHS compliant motherboards – no lead!
- Recycleable packaging

Power Management Modules and Scenario

Support Available in:

- ISM (SRE)
- SM (SRE—EtherSwitch)
- PVDM3
- EHWICs

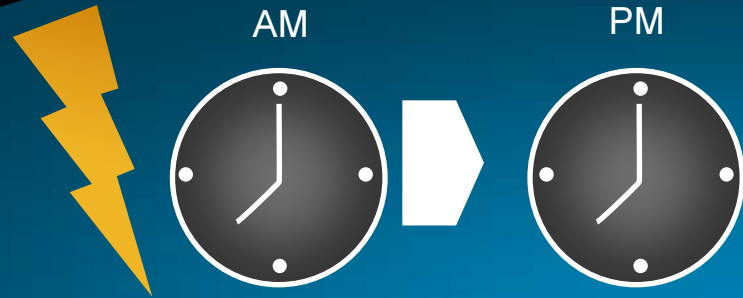
Policy : 12 Hours on per Working Day



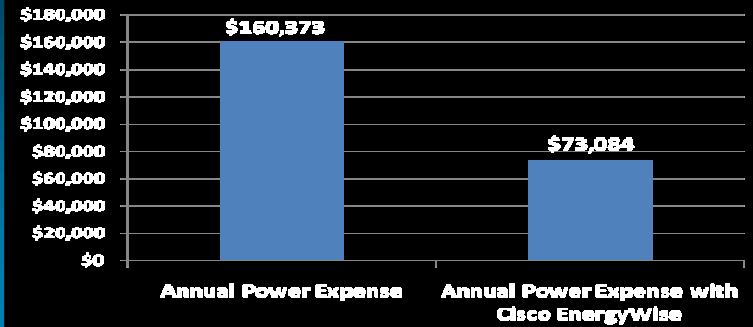
	Hours	Days	Hours	Total
ON	Working days Mon-Fri	251 (x 12h)	3012	5748
OFF	Working days Mon-Fri	251 (x 12h)	3012	
OFF	Weekends	104 (x 24h)	2496	
OFF	Holidays	10 (x 24h)	240	
Total		365	8760	8760







66% of the
Time It
Could Be
Off

Energy Efficiency = Real Results



5 Year Results



Per Site/Year - 50 Sites	Total Devices	kWh Saved	\$\$ Saved
1—Cisco 3945	50	0%	0%
4 —Wireless AP 	200	66%	66%
20 —IP Phones 	1000	66%	66%
1 —SRE 	300	66%	66%
1—EtherSwitch 			
3 —SRE 	300	66%	66%
1—PVDM3 			
Total		54%	54%



\$ 87 K in Savings



54% Savings in Energy



451 Tons of CO2



83 Cars Removed

Borderless Branch

17% Growth Projected by 2010

Workspace Experience



- Drastic increase in video adoption. 75% organizations strive for increased collaboration and productivity

Operational Efficiency



- Centralized Data and Distributed Interactions are driving operational simplicity, cost savings and ROI

Branches Are the Windows to Customer Experience



Bank



Retail Store



Clinic



Classroom

The New Branch Experience: Integrated Services Routers Generation 2

Service Virtualization



Video-Ready



Operational Excellence



- Services on demand
- Customized services
- Cloud extension

- Rich media applications
- High performance
- Application optimization

- Greener technology
- Operational simplicity
- Investment protection



Business
Innovation



Customer
Experience



Lowest
TCO

Support Through The Lifecycle Of Your Network Architecture

Borderless Networks Vision



Solutions-Led Approach

Identify business issues and a path for resolving them through discovery



Architectural Assessment

Map your capabilities, services, and solutions against blueprint; gauge readiness



Architectural Blueprint

Based on proven, tested reference architectures



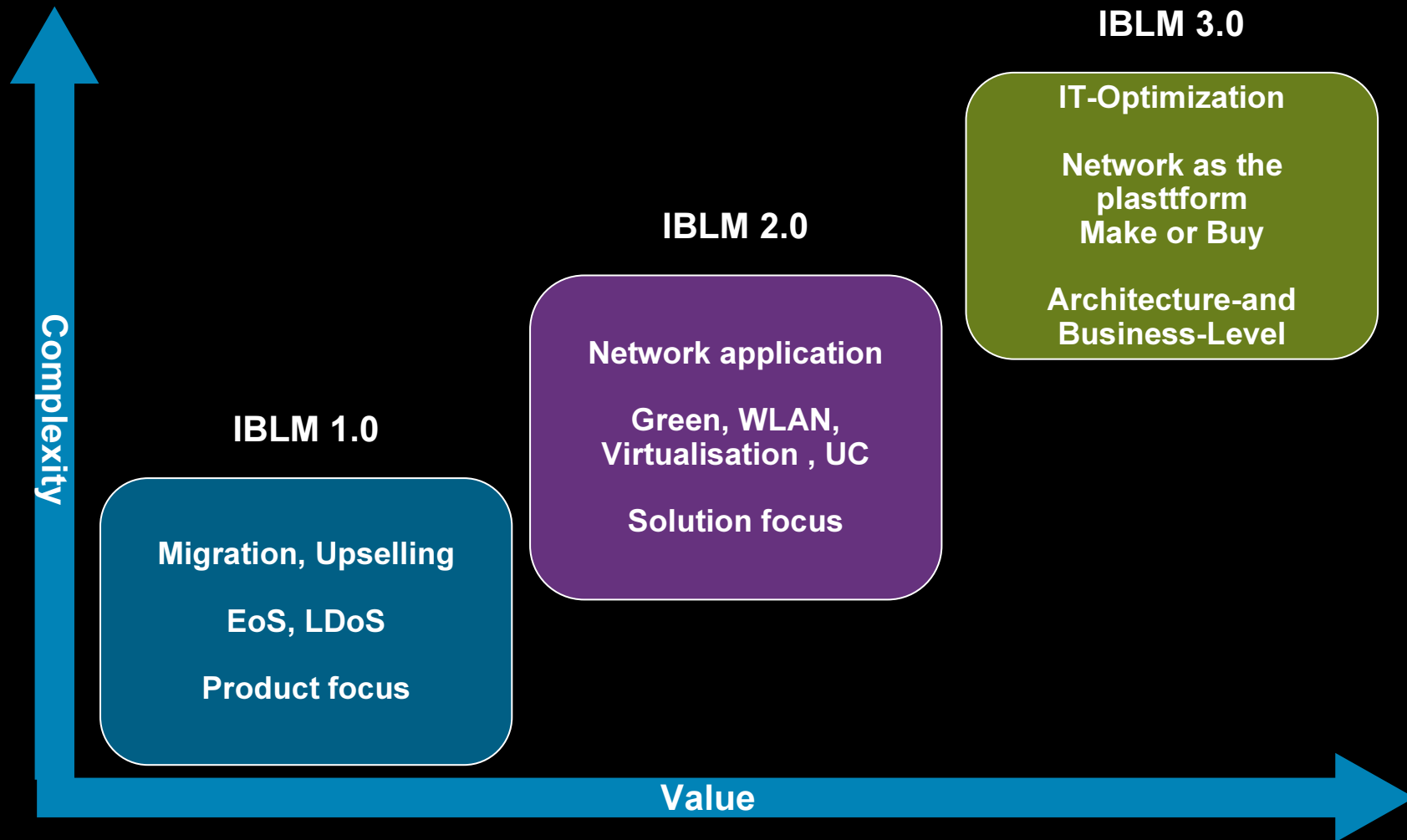
Absorb, Manage, and Scale Technology

Improve performance, availability, security, operational excellence

Services from Cisco and Our Partners

IBLM

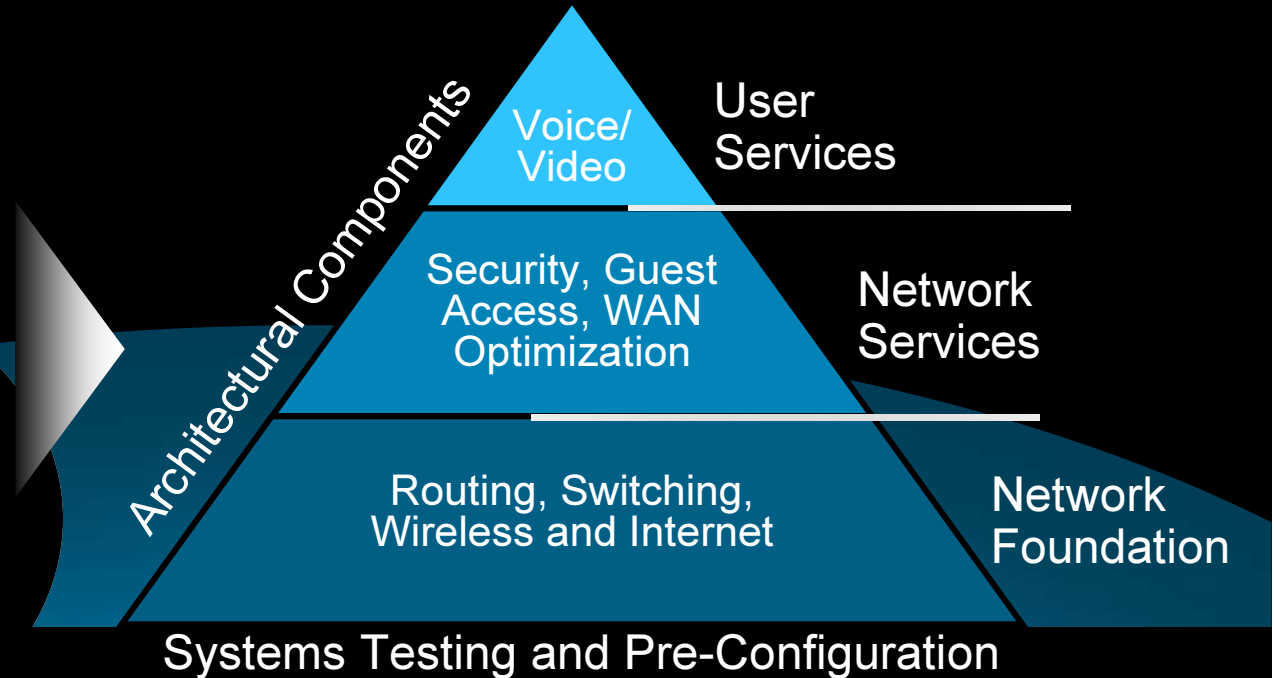
Borderless IBLM Roadmap



HOW?

- Joint Architecture teams
- Architecture readiness assessment with key advice of next steps for sales
- Concret plays to address jointly
- Facilitation of new G2 based services
- Ongoing more true Borderless Products
- Smart business Architecture for smaller customers

Smart Business Architecture



Deliver solutions that just work

WE KNOW

Though times

No investment in classic technology

Ist all about price...

BUT!

Video is coming all over

TCO & Financing & pain will help to start
the discussion

Investment backlog in switching and
routing

We have done multiple times...



Question on the
END

Events for Customer & Partner in DACH

Borderless Network & ISR G2 Event Series @ Cisco
Offices: Partner & Customer Tracks available!

21st October: Duesseldorf

22nd October: Frankfurt

27th October: Zurich

28th October: Munich

29th October: Vienna





