Intel & Cisco Relationship

Nikos Botinis
Regional Sales Manager
Cisco Systems
Long History of Collaboration
Why Cisco Partners with Intel

**Investment**
- $10B in CAPEX
- #1 Process Technology
- 3 Years Ahead
- Local Presence

**Innovation**
- Xeon Technology
- #1 Performance
- Security without Compromise
- Low Latency Connectivity

**Ecosystem**
- Intel Architecture x86 is Standard
- Intel Software Solutions Group
- Open Source
- Global ISV Reach
Intel is transforming the IT Industry

1980s: PCs
- Atari 400/800
- Commodore 64
- Apple II
- Other Proprietary
- Intel Architecture

1990s: Data Centers
- SPARC
- Other RISC (IBM)
- Intel Architecture

2000s: HPCs
- Vector
- RISC
- AMD
- Intel Architecture

Volumes X 21X X 15X X 3X
Evolution of the Internet

Connectivity
Digitize Access to Information
- Email
- Web Browser
- Search

Networked Economy
Digitize Business Process
- E-commerce
- Digital Supply Chain
- Collaboration

Immersive Experiences
Digitize Interactions (Business & Social)
- Social
- Mobility
- Cloud
- Video

Internet of Everything
Digitize the World
Connecting:
- People
- Process
- Data
- Things
The Internet of Everything

People
Connecting people in more valuable ways.

Process
Delivering the right information to the right person, machine at the right time.

Data
Leveraging data for decision making.

Things
Physical devices and objects connected to the Internet and each other.

Source: Cisco Internet Business Solutions Group, 2012
THE BIG OPPORTUNITY

DATA GROWING AT 10X

CONNECTED DEVICES GROWING AT 300%\textsuperscript{3}

DATA GROWTH BY 2016 – 95% UNSTRUCTURED\textsuperscript{2}

\textsuperscript{1}IDC, Intel, United Nations
\textsuperscript{2}IDC Digital Universe Study, December 2012
\textsuperscript{3}McKinsey Global Institute
Internet of Things x Big Data = **Unprecedented Value**

50B DEVICES × 35 ZB OF DATA = THINGS VALUE

- Revenue Growth
- Cost Savings
- Margin Gain
Internet of Things x Big Data = Unprecedented Value

- **50B** DEVICES
- **35 ZB** OF DATA
- **X**
- **THINGS**
- **DATA**
- **VALUE**

- **Analyze**
- **Manage**
- **Connect**
- **Secure**

- Revenue Growth
- Cost Savings
- Margin Gain
Generate Value with **Intelligent Solutions**

- Ubiquitous
- Predictive
- Connected Devices

- Better Products
- New Business Models
- New Solutions

- Higher Productivity
- Higher Efficiency
- Higher Value

THINGS ➔ DATA ➔ VALUE

50B DEVICES
35 ZB OF DATA
OIC Board of Directors
Industry Examples

**Intel’s Assembly / Test** – sensors and analytics help maintain productivity.

**Vnomics solution:** 6% increase in fuel economy across 100% of fleet = $15M / Year

**Measured Benefits:**
$9M/ year

**Hospitality Building:** Grant Hotel (>100yo)
Efficient consumption and monitoring of water and electricity

**Potential US Benefits:**
38 Million Tons of CO₂

**Hospitality Building:**
Potential Benefits:
$28 Million

**Di-BOSS (Digital Building Operating Software Solution)** + Cisco Energywise: Electrical, Steam and Water

**Potential Benefits:**
Saved $1M in 1 Building / Year
5M buildings $60B

* Source
Internet of Things in Buildings
We make it happen!
SenseOne - a specialized partner that delivers tangible results in buildings Energy Efficiency
SeeMBox™ – Remote Performance Monitoring

- Real time information
- Insightful analysis for
  optimum vessel performance
SeeMBox-V – Remote Performance Monitoring

- Route optimization based on live weather conditions
- Innovative decision making cockpit
AEGEAN MOTORWAY

Aegean Motorway implement a high-end Management system with real time of traffic and meteorological data. This useful information pass to the drivers, maximizing Road Safety

Aegean Motorway SA provides the following services:

Traffic management by the Motorway Management Centre (MMC) MMC coordinates all actions for Project Maintenance assisted by the use of CCTV, emergency number 1075 and patrols 24/7. Constantly monitoring the Motorway, identifying incidents and intervening when necessary.

MMC provides assistance to drivers and facilitates the authorities in their work.

Toll Monitoring, Management and Control.

“The main concern of Aegean Motorway is the safety of the drivers who use the Motorway”
Challenges
Architecture positioned
Business Outcome

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<th>Challenge</th>
<th>Cisco solution</th>
<th>Business Outcome</th>
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<td>Reduced Operations Cost</td>
<td>Unified Access switching Wireless Controllers Wireless AP Prime ISE IE 3000 ISR-ASR Collaboration</td>
<td>Converged networks reduced TCO</td>
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<td>Reduce maintenance cost</td>
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<td>Procreate predictive analytics for maintenance and operations</td>
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<td>Maintain High level of Safety</td>
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<td>Deliver timely, accurate information about traffic-weather conditions</td>
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<td>Improve Asset Utilization</td>
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<td>Improve travel time</td>
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<td>Increase Employee Productivity</td>
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<td>Enhance reliability of network infra in harsh environmental conditions</td>
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<td>Maximize Customer Experience</td>
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<td>Improve network scalability to support new communications applications</td>
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<td>Increase Revenue</td>
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