



Running a premiere IT event with confidence

Network management solutions help Cisco deliver fast, reliable networks at Cisco Live.

“With an excellent technical presence, we can address network issues before they affect users.”

- Joe Clarke, distinguished services engineer, Cisco

Cisco Live is a chance for Cisco to showcase its expertise and power. With Cisco® network management solutions, Cisco keeps information flowing smoothly.

Challenges

- Provide fast networks and network visibility
- Prevent issues that can slow down or interrupt network traffic
- Identify and remediate network trouble sources quickly

Every year, thousands of IT professionals participate in CiscoLive! to learn, train, and discuss the latest industry trends. The Cisco Live events hosted in the United States and Europe are the biggest events of Cisco and among the hottest events in the industry.

“Cisco Live isn’t just an opportunity to showcase Cisco through seminars and presentations. It’s also a chance to show our networks in action,” says Joe Clarke, a distinguished services engineer at Cisco. For the event, the Cisco networking team deployed Cisco routers, switches, and 260 wireless access points to support Internet traffic volume of 6.79 terabytes.

“We don’t want to do a lot of aggressive rate limiting, but at the same time, we don’t want nonessential applications like BitTorrent using up our bandwidth,” adds Clarke.

In the days leading up to the event, Cisco put its network management solutions to the test by quickly identifying and locating an instance of BitTorrent on its live network.

Case Study | Cisco Live Milan 2014

Size: 7,000+ Attendees

Location: Milan, Italy

Industry: Information Technology





End-to-end network management helps identify and eliminate potential network instability in minutes.

Solutions

- Deployed Cisco Prime™ Infrastructure for integrated wired and wireless network management
- Gained live network traffic visibility with the Cisco Network Analysis Module (NAM)

Identify potential issues on the network

On the live Cisco Live Milan network, top Cisco networking engineers noticed a strange traffic spike in Cisco NAM. The team drilled down and identified the traffic was generated by an instance of BitTorrent.

With Cisco Prime Infrastructure, Cisco quickly traced the issue to a computer and its wireless connection. Cisco Prime Infrastructure helped pinpoint the user's location in one room, based on location service data provided by Cisco Mobility Services Engine (MSE).



Saving hours of time troubleshooting

Cisco identified, located, and contacted the user in about 10 minutes. Without integrated Cisco management solutions, Clarke estimates that it would have taken at least an hour for these top engineers. For the average customer with disperse teams, it can easily take hours.

Solve problems before they start

"In the past, we waited for a complaint to start troubleshooting," says Clarke. "With real-time statistics and automation, we can be proactive and remove instabilities before they become major issues."



Results

- Reduced time needed to identify issues from hours to minutes
- Identified potential issues before they affect users
- Gained network visibility through integrated solutions

Letting tools speak to each other

“We can spot issues with Cisco NAM, identify the user and location with Cisco Prime Infrastructure, and apply additional QoS policies,” says Clarke. “End-to-end network management gives us confidence that we can handle any threats to network stability.”

Products & Services

Network Management <ul style="list-style-type: none">• Cisco Prime Infrastructure• Cisco Network Analysis Module	Wireless and Mobility <ul style="list-style-type: none">• Cisco Mobility Services Engine• Cisco Wireless LAN Controller• Cisco Aironet® 3700 Series Access Points
Network Routing and Switching <ul style="list-style-type: none">• Cisco Catalyst® 3560-C Series Switches• Cisco Catalyst 3750-X Series	



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

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