Cisco Smart Business Roadmap
Agenda

- Business Challenges
- Business Evolution
- Solution Roadmap Examples
- Why Cisco
- Resources and Tools
Business Challenges
Customer Requirements

- Solution providers that understand their business needs and vision, first
- A complete technology solution, for their business challenges
- Confidence this technology solution is the right choice for today and tomorrow
Business Environment

- Speed of Business Change
- Competitive Pressure
- Complexity
- Increasing Customer Demands
Business Challenges

Customer Responsiveness
• Enhanced customer service
• Flexible channel and delivery options

Operational Efficiency
• Do more with less
• Improve business processes
• Access real-time business information

Cost Containment
• Improved business models, lower cost structure
• Ease adoption of new applications and services without incurring costly upgrades

Security
• Data security
• Regulatory compliance

Do You Need a New Way of Doing Business?
The Integrated Network

- Customer Responsiveness
- Security
- Operational Efficiency
- Cost Containment

Across Entire Supply Chain
In response to current business forces, businesses are already naturally taking an “evolutionary” approach to advancing their business. They are looking to continuously and incrementally improve their business.
“...SMBs often acquire technology addressing immediate business concerns with the least expensive solutions available. Using this ad hoc approach to technology acquisition often results in an unwieldy multi-vendor network that is difficult to manage and upgrade. This approach increases the operational costs of the network, often erasing any short-term savings derived from point product purchases.”

Raymond Boggs, IDC
“SMBs Can Achieve Business Success Through IT Planning”
January 2006
Smart Business Roadmap

What Is It?
• A roadmap that helps organizations optimize their business by prioritizing business challenges and then aligning a flexible network technology plan to address top business needs

What Are The Benefits?
• Provides business leaders with confidence that their near-term network investments will support long term business goals while reducing risk and lowering total overall costs
• Allows businesses to implement technology solutions in incremental steps, at the pace right for their businesses and as budgets permit
Smart Business Roadmap—Business Priorities

**Foundation**

**Growth**

**Optimized**

**Business Securely Connected — Internally**
- Automate business processes
- Reduced processing errors
- Improved employee productivity

**Externally Connected**
- Greater access to data
- Improved collaboration for employees, customers, suppliers
- Additional business process improvements

**Differentiated Services**
- Complete access to Information
- Seamless customer experience
- Maximum profitability
Smart Business Roadmap—Application Drivers

**Differentiated Services**
- Business process efficiencies
- UC business process integration
- Technology to differentiate

**Externally Connected**
- ERP: compliance modules, CRM... business process upgrades
- Document management, imaging, Web portals
- Industry applications, to gain parity with peers

**Business Securely Connected—Internally**
- Automate basic functions: MS Office, Exchange, DSL/Cable...
- CRM if customer intense industries, Salesforce.com
- Initial Web enabled applications

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Foundation | Growth | Optimized
Smart Business Roadmap—Cisco Solutions

Differentiated Services
- UC Applications, XML, HR
- Business intelligence connectors
- Advanced Security — CS-Mars
- Video applications

Externally Connected
- Unified Communications (Voice) convergence
- Application connectors — Microsoft
- Mobility
- VPNs for clients, business-to-business

Business Securely Connected — Internally
- Routing — ISR, voice ready
- Switch — Catalyst modular switch
- Security — Adaptive security appliance with stateful firewall, Anti-X

Foundation, Growth, Optimized
Customer Value of Integrated Solutions

- Benefits of integrated solutions*
  - Reduce Total Cost of Ownership, e.g., 29% CAPEX/OPEX
  - Faster deployment, e.g., 30% faster device installation
  - Confidence that the network is performing

- Revenue benefits of a Roadmap**
  - SMBs in Optimized phase grow revenues 2 times over companies in Foundation phase
  - More strategic with a smart business roadmap in place

* Source: 2006 Sage Research Studies
** Source: 2005 AMI Research
Solution Roadmap
Examples
Operational Efficiency—Foundation Phase

Business Challenge

• High error rates with manual processing
• Can’t make good business decisions without up-to-date business information
• Manual processes causes delays in shipments and reporting

Solution

• Secure Network Foundation
• Rich e-mail, calendar, messaging
• Secure connectivity, e.g., Web access, intranet

Benefit

• Increased productivity
• Fewer processing errors
• Right information at the right time
• Flexible foundation to help business evolve
Operational Efficiency—Growth Phase

**Business Challenge**
- High phone charges
- Increased volume of orders
- Employees cannot access information via desired media or from any location

**Solution**
- Secure wireless
- Voice convergence
- Basic application integration
- Secure remote access for employees

**Benefit**
- Lower phone charges
- Orders processed faster and more accurately
- Improved productivity, employee satisfaction
- Access to business information from anywhere at any time
Operational Efficiency—Optimized Phase

**Business Challenge**
- Delays in meeting regulatory compliance
- Less than effective business processes with suppliers
- High costs for internal and external communications

**Solution**
- Unified messaging
- Supply chain automation
- Rich media conferencing
- Fully integrated voice/data/video
- Workforce optimization applications

**Benefit**
- Reduced travel costs
- Optimal employee collaboration and productivity
- Ability to meet regulatory requirements
- Automated supplier interaction speeds ordering and delivery
Case Study: Walker Information
Operational Efficiency

Business Challenge
• Long lag time for business reports
• High volumes of data to process with limited staff
• Slow, expensive phone and mail surveys
• Large remote workforce lacks secure access to information

Solution
• Cisco wireless access points
• CiscoWorks VPN security management software
• High-performance Cisco Secure Network Foundation
• Cisco security solutions (Firewall, VPN, Secure ACS)

Benefit
• Reduced errors and costs
• Customers receive reports faster
• Automated real-time data collection
• Reduced telecommunications costs

Next Steps
• Wireless access in all areas
• Converged IP Communications solution

“We wanted an end-to-end solution that would give us the performance and functionality that we needed, now and in the future.”

Brian Kovacs
CIO, Walker Information
Why Cisco
Cisco Smart Business Communications
Optimize Business Performance with Technology

- Immediate, secure access to real-time information
- Closer connections with customers and employees
- Reduced operating costs and IT complexity
- Competitive advantage in the global economy

Cisco Smart Business Communications Helps Customers Better Run Their Business… **Anywhere, Anytime**
Key Takeaway: “It is designed in”

- Cisco's integrated systems approach (it is designed in from the ground up) is critical if you want your business to adapt well in a relentless and dynamic marketplace.

  Cisco is the industry leader with the best technology and support

  The components are all designed to work better together:

  Higher performing - staff can spend less time on integration and maintenance troubles and more time making the business better

  Integrated security

  Lower total cost of ownership

  Enhanced business processes, and seamless, faster application deployment

  We have 24/7 world-class service and support to keep you up and running

  We can provide a solution roadmap, based on a secure, flexible architecture, with pre-validated solution examples, to help support both today’s and tomorrow’s opportunities
Smart Business Communications Architecture

Applications

Productivity
- Messaging
- Collaboration

Business
- ERP
- CRM
- SFA

Vertical Applications

Smart Communications Services
- Verified Designs
  - Main Office
  - Branch Office
  - Home Office
  - Mobile Worker

Integrated Secure Network

Partner Support
Why Is This Important?

• Simpler IT management
• Lower total cost of ownership
• Faster deployment of new services
Building Your Customized Roadmap

**Step 1:** Discovery and Business Impact Process

**Step 2:** Technology Solution Recommendation

**Step 3:** Network Evolution

**Step 4:** Lifecycle Review to Optimize Entire Business

Smart, Simple, Strategic
Summary
Only Cisco, with its specialized partners, can deliver a complete solution, and a customized Smart Business Roadmap.

Cisco Smart Business Roadmap enables optimal business performance.

Only Cisco has product breadth to solve today’s challenges, with an integrated platform that works better together:

- Integrated Platform Works Better Together
- Lower TCO, Higher Performance, Industry Leadership
- Smart Business Communications Architecture
- World-Class Service and Support

Foundation | Growth | Optimized
Library of Slides to Customize Presentation

Includes:

- Business Challenge Examples
- Case Studies
Cost Containment—Foundation Phase

**Business Challenge**
- Telecom bills too high
- Telecom administrative support costs too high
- Employees not productive

**Solution**
- Hosted IPC (voice) service
- LAN with file servers
- Hosted email service
- Hosted procurement and fulfillment solutions
- Reliable network management

**Business Benefit**
- Reduced telecom bills
- Reduced charges
- Improved telecom administration
- Increased employee productivity
- Reduced administration costs
Cost Containment—Growth Phase

Business Challenge
- RE-wiring costs too high
- Telecom bills for remote workers too high

Solution
- VPN
- Softphones
- On-line training
- Cisco Secure WLAN
- CallManager Express
- IP audio/Web conferencing
- Integrated network management

Business Benefit
- Reduced employee communications costs
- Reduced telecom/network management costs
Cost Containment—Optimized Phase

Business Challenge
• Increased sales and customer transactions are increasing per-unit sales costs
• The mixture of loosely coupled customer communication channels, (e.g., phone, email, Web) are increasing customer service costs

Solution
• IP Phones
• E-Commerce Web site
• CallManager/Cisco Unity
• Highly scalable IPC solution
• CRM with IPC interface—CRM Connector

Business Benefit
• Reduce telecom costs
• Reduce per-unit sales costs
• Reduce customer service costs
Security—Foundation Phase

Business Challenge
- Connected computers at risk from virus, SPAM and spyware
- Company data is at risk from unauthorized access
- Business will falter if customer and business records are lost or stolen

Solution
- Desktop firewall
- Network backup solution
- Secure Network Foundation
- Anti-virus software solution

Business Benefit
- Customers and employees are confident in data integrity
- Customers and employees are confident that data is safe and secure
- Assurance that company data is available.
Security—Growth Phase

Business Challenge
• More access to multiple sites increases risk of spyware and virus attacks
• Increase use of email increases email SPAM, virus and other threats
• Network-connected servers must be protected against intruders

Solution
• Cisco Security Agent
• Dedicated security appliance Cisco Secure Access Control Server
• Cisco Clean Access (Network Admission Control) Appliance

Business Benefit
• Reduced network downtime due to viruses and malicious network attacks
• PCs, servers, and data are secure
• Business is conducted with high degree of confidence
• Proactive security threat mitigation
Security—Optimized Phase

Business Challenge
• Data sharing between branches at risk
• Data integrity at risk between remote users and offices
• Employees cannot keep track of all visitors and sensitive areas
• High level requirements for data storage and security retention

Solution
• SAN
• Site-to-site VPN
• Video surveillance
• Centrally managed WAN
• Intrusion detection/prevention

Business Benefit
• Customer assurance and trust of complete data integrity
• Physical premises are secured
• Meets regulatory requirements
Case Study: InTouch Technologies
Customer Responsiveness and Security

Business Challenge
• Rise in number of patients, decrease in healthcare staff
• Physicians unable to share patient information quickly
• Keep sensitive patient data secure

Solution
• Cisco wireless solutions
• Cisco security solutions
• Cisco switching and routing

Benefits
• Improved physician collaboration
• Physicians conduct more patient visits
• Data is secure and HIPAA compliant
• Reduced costs

Next Steps
• Connect clinicians in training hospitals to staff in rural facilities
• Explore robots in treating quarantined patients

“We knew the success and acceptance of the robots would be dependent on the reliable availability of the network and rigorous security in compliance with HIPAA regulations.”

Greg Brallier, Sr. Director of IT and Technical Services, InTouch Technologies
Case Study: Elliance
Customer Responsiveness and Security

Business Challenge
• Transfer of large files impacted the business
• Service growing client base better without increasing sales staff
• Meet regulatory compliance of clients

Solution
• Cisco VPN solution
• Upgraded to a Secure Network Foundation

Business Benefits
• Response time with Web-based applications reduced to milliseconds
• Proposal generation time reduced from 8 hours to 15 minutes
• Now serves a global client base
• Meets regulatory compliance needs of clients

Next Steps
• Improve collaboration and cut costs with Cisco IP Communications solution

“We can be anywhere in the world and know, by the minute, what is going on with any of our clients. And our technology keeps the sales and brand manager in front of the clients at all times.”

Andrew Carlton, Vice President of Business Development, Elliance
Case Study: Akraya
Customer Responsiveness

“We believe in investing in networking technology to keep us constantly connected to each other and to our customers.”

Amar Panchal, CEO, Akraya

Business Challenge
• Mobile account managers need to stay connected to clients
• Increase sales productivity to attract and retain large corporate accounts
• Keep pace with rapid corporate growth

Solution
• Converged voice and data network integrated with CRM and SFA databases
• Cisco VPN to connect employees
• Wireless connectivity at headquarters

Benefits
• Sales volume grew by almost 100 percent
• Chicago sales office increased revenue by 200 percent
• Increased outbound call volume by 20–30 percent
Customer Responsiveness—Foundation Phase

**Business Challenge**
- Unable to access history
- Difficult to reach employees
- Business continuity/security
- Customers can’t get information easily

**Solution Roadmap**
- Cisco Unity
- Cisco CallManager
- Web hosting, e-mail…
- Cisco Secure Network Foundation—Voice-ready

**Benefits**
- Self-service Website
- Customer data is secure
- Faster customer response times
- Up-to-date customer information
Customer Responsiveness—Growth Phase

**Business Challenge**
- Real-time access to data
- Website needs to be updated
- Remote employees not connected

**Solution**
- Cisco secure WLAN
- Cisco VPN security services
- Workforce optimization apps.
- Cisco IP Communications Solution
- Interactive Websites hosted onsite

**Benefit**
- Website is interactive
- Employees can service customers from any location
- Business applications increase collaboration and data sharing
Customer Responsiveness—Optimized Phase

Business Challenge

- Inconsistent customer experience
- Customers aren’t able to order online
- Unable to access information for email and voice

Solution

- Intranet
- E-commerce
- Cisco CRM Connector for CRM integration with Cisco IP Communications
- Cisco IP Contact Center Express

Benefit

- Online order capability
- Uniform customer experience
- Improved customer interaction
- Improved employee productivity
Seven Counties
Customer Responsiveness

Business Challenge
• Ensure patient data is secure
• Reduce costs on maintenance and expansion
• Improve services to rural clients while maintaining current headcount
• Manage cumbersome paper health records more efficiently

Solution
• Leverage existing basic Cisco network with limited IP Technology deployment
• Added Secure Remote Access
• Upgrade and expand it’s IP capabilities and increased security solution

Benefits
• Improved patient services including videoconferencing for rural patients
• Secured electronic medical records
• Reduced network operation, maintenance, and expansion costs
• Reduced telecommunications costs in remote location by almost 50% by replacing PBX system with Cisco IP Telephony

“The network is adaptive. We can easily add bandwidth, we can do QoS, we can put heavy-end applications on it. We don’t worry about the network… it’s secure. We just refresh it as needed.”

Gerry Brazeau,
Vice President and Chief Information Officer
### Solution Roadmap—Retail Banking

<table>
<thead>
<tr>
<th>Optimized</th>
<th>Concern</th>
<th>Solution</th>
<th>Benefit</th>
<th>Case Study</th>
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</thead>
<tbody>
<tr>
<td>• Inconsistent customer experience&lt;br&gt;• Low number of accounts per customer</td>
<td>• Electronic Marketing&lt;br&gt;• Wireless Concierge and office&lt;br&gt;• Video Conferencing&lt;br&gt;• Integrated CRM</td>
<td>• Uniform customer experience&lt;br&gt;• Increased customer portfolio</td>
<td>• Municipal Credit Union</td>
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<th>Growth</th>
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<th>Benefit</th>
<th>Case Study</th>
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</thead>
<tbody>
<tr>
<td>• High service costs&lt;br&gt;• Poor Customer Intimacy</td>
<td>• IPC and IPCC&lt;br&gt;• Virtual Contact Center&lt;br&gt;• Self-service online banking</td>
<td>• Reduced communication costs&lt;br&gt;• Reduced call times 50%&lt;br&gt;• Customers able to bank when they want to</td>
<td>• Arizona State Savings and Credit Union</td>
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<td>• IP Video Surveillance&lt;br&gt;• Secure Network Foundation</td>
<td>• Faster service for customers&lt;br&gt;• Gained trust of members&lt;br&gt;• Surveillance for bank security</td>
<td>• Mountain America Credit Union</td>
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Solution Roadmap—Foundation Phase
Mountain America Credit Union

**Business Challenge**
- Long Teller Lines
- Customers concerned about security
- Bank concerned about robbery

**Solution**
- IP Video Surveillance
- Secure Network Foundation

**Benefit**
- Faster service for customers
- Gained trust of members
- Surveillance for bank security