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How Big Is Cisco?
How Big Is Cisco?
Technology and People...

- 300 locations in 90 countries
- 400 buildings
- 7 critical enterprise production data centers (Scientific Atlanta, Webex and Linksys operate their own data centers)
- 1500+ labs worldwide (500+ in San Jose)
- 60,000+ employees and contractors
- 25,000 channel partners
- 110+ application service providers
- 210+ business and support development partners

More than 180,000 people worldwide in the extended Cisco family
Cisco Runs on a Cisco Infrastructure

- 360 Content Engines (and 35 WAEs for WAAS)
- 130+ MDS 9000 Multilayer Directors
- 68,000+ Cisco Security Agents
- 66,000+ Cisco Unity Users
- 304 TelePresence Sites
- 3000+ Routers and 3600+ Switches
- 7000+ Access Points
- 14000+ Remote Access Routers (12,000 concurrent VPN connections)
- 113,000+ IP Telephones and 30,000+ IP Communicators
Cisco Global WAN 2008

Cisco Backbone WAN 2008

Legend

Sydney
India
LA
San Jose
Denver
Chicago
RTP
Kanata
Amsterdam
London
IP VPN Network
Bahrain
New York
Tokyo
Atlanta
OC48 - STM16 - 2.5 Gbps
OC12 - STM4 - 622 Mbps
OC3 - STM1 - 155 Mbps

OC48 - STM16
OC12 - STM4
OC3 - STM1
2.5 Gbps
622 Mbps
155 Mbps

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Cisco Faces the Same Challenges As Its Customers

Versatility  Enabling Innovation  Globalization  Functionality

Performance  Cost of Ownership  Security  Ease of Operation and Maintenance
### Gains from Using Cisco Solutions Within Cisco

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<th><strong>Data Center</strong></th>
<th><strong>Network Systems</strong></th>
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<td><strong>Data Center and Storage Networking</strong></td>
<td><strong>Core Routing and Switching</strong></td>
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#### Data Center

**OPERATIONAL EXCELLENCE**
Cisco MDS 9000 improves storage utilization and reduces data center costs

**COST SAVINGS**
- Total cost of ownership (TCO) reduced from $0.12 to $0.01MB
- $71M storage-related cost avoidance from Fiscal ’04-’08

#### Network Systems

**PRODUCTIVITY**
Latency minimized via “shortest path” any-to-any topology

**COST SAVINGS**
- IP VPN: 4 x bandwidth (no extra cost)
- International VoIP calling
- Overall cost reduction of 23% through modernized IP network

**OPERATIONAL EXCELLENCE**
- IP VPN: 1 network connection = flexible office adds/moves
## Gains from Using Cisco Solutions Within Cisco

<table>
<thead>
<tr>
<th>Mobility</th>
<th>Security</th>
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<tbody>
<tr>
<td><strong>Wireless LANs</strong></td>
<td><strong>Virtual Private Networks</strong></td>
</tr>
<tr>
<td><strong>PRODUCTIVITY</strong></td>
<td><strong>PRODUCTIVITY</strong></td>
</tr>
<tr>
<td>Mobile, collaborative workforce = 86 mins of additional productive time/user/day (US$24.5k/user/yr)</td>
<td>VPN improves mobility, global collaboration, employee morale and retention</td>
</tr>
<tr>
<td><strong>COST SAVINGS</strong></td>
<td><strong>OPERATIONAL EXCELLENCE</strong></td>
</tr>
<tr>
<td>$400–$700/employee cabling cost savings</td>
<td>VPN Concentrators support 60,000+ employees</td>
</tr>
<tr>
<td>90% reduction in service impacting incidents (avoiding US$1.5M/yr in lost productivity)</td>
<td>At any time, Cisco has over 12,000 VPN connections</td>
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<tr>
<td><strong>OPERATIONAL EXCELLENCE</strong></td>
<td></td>
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<tr>
<td>20% reduction in helpdesk calls</td>
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Gains from Using Cisco Solutions Within Cisco

Unified Communications

**Unified Contact Center**
- **PRODUCTIVITY**
  - Collaboration features share more information than just voice
- **OPERATIONAL EXCELLENCE**
  - Decreased “repeat” call volume
  - Reduced talk time (from 3 to 2 minutes) with higher customer satisfaction ratings
- **COST SAVINGS**
  - $30K/month on tie lines
  - $19K/month on carrier routing

**Unified Communications**
- **PRODUCTIVITY**
  - Use of IP tools from almost anywhere in the world
- **OPERATIONAL EXCELLENCE**
  - Automated global monitoring, management, and upgrades
- **COST SAVINGS**
  - Removal of PBX lease and maintenance contract costs
  - Cost savings on long distance call charges, cabling, and operational costs

**Unity Voice Messaging**
- **PRODUCTIVITY**
  - New ways to handle voice communications
- **OPERATIONAL EXCELLENCE**
  - “In house” support across fewer locations
- **COST SAVINGS**
  - Proprietary system replacement = 86% reduction in voice-mail systems and 92 fewer locations
Gains from Using Cisco Solutions Within Cisco

TelePresence

PRODUCTIVITY and VALUE AREAS

- Travel Reduction
- Employee Productivity
- New Business Models
- Business Continuity

COST SAVINGS:

$132.46M saved to date (36,864+ meetings avoided travel)

Target saving of $240M within 3 years (5% reduction)
## Gains from Using Cisco Services Within Cisco

<table>
<thead>
<tr>
<th><strong>SMARTnet</strong></th>
<th><strong>Remote Operation Services</strong></th>
<th><strong>Network Optimization Services</strong></th>
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<tbody>
<tr>
<td>- Uniform, global approach supported by Service Level Agreements, metrics, and reports</td>
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<tr>
<td>- Each Cisco Division (CDO, Linksys, Scientific Atlanta, WebEx) will have the same foundation services</td>
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<tr>
<td>- Technical support</td>
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<td>- Repair or replacement of defective equipment</td>
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<tr>
<td>- Real-time monitoring and management of WAN, LAN and TelePresence “out tasked” to Cisco Remote Operation Services</td>
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<tr>
<td>- IT staff focused on core competencies, personal and professional growth</td>
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<tr>
<td>- 4,000+ devices managed as of Q1 FY09, including all Cisco TelePresence sites (250+systems)</td>
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<tr>
<td>- Change and Release Management</td>
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<tr>
<td>- Planning and design services to assist with new technologies</td>
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<td></td>
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<tr>
<td>- Efficiencies used for software update management</td>
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<tr>
<td>- Tools automate certain tasks and functions</td>
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<tr>
<td>- Industry knowledge</td>
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</table>
## Gains from Using Cisco Services Within Cisco

### Application Vulnerability Assessment (AVA)
- Internal threats are more serious than external!
- Probe web-based production and development applications for vulnerabilities
- Affirm integrity of application access controls
- Essential for SOX compliance

### High Touch Technical Support (HTTS)
- On-demand access to CA Subject Matter Experts
- Network-level troubleshooting with additional tools and resources
- Quicker access to information and resources
- Detailed root cause analysis assistance
- RMA assistance

### Network Assessment and Improvement Services (NAIS)
- Industry best practices
- Objective assessment from outside one's IT organization
- Assurance that correct processes are followed
- Encourages use of the ITIL framework in customer's environment
About Cisco on Cisco and Value Add
The IT Customer Strategy and Success team consists of the Cisco on Cisco and IT Customer Engagement teams. Both teams strive to enhance Cisco sales efforts. The goal of IT CS&S is to influence customer buying decisions by developing trusted partnerships with the sales team and sharing Cisco IT expertise and best practices. IT CS&S also collaborates with IT and Cisco development groups to drive innovation and the integration of products and systems that result in enhanced customer success.
The Cisco on Cisco Principle

- “First and best” customer approach
- Communicate lessons learned for customer success in reaping the rewards of new technology and services
- Support sales growth and customer confidence by sharing best practices and leveraging internal technical design, implementation and operation practices, and a “solutions-based strategy”
- Provide feedback to Cisco engineering and service teams to enhance product, services and solutions success
- Support the “Cisco end-to-end” and “The Network is the Platform” marketplace architectural approach
- Demonstrate through “first adoption” that process reengineering, investments in applications, services and network infrastructure drive higher levels of productivity and operational agility
- Provide training opportunities for all relevant Cisco organizations, including channel and training partners to increase Cisco on Cisco understanding and application
Cisco on Cisco Mission Statement

**Transform the Customer Experience**

To provide Cisco customers and sales teams with accurate and timely information about our internal deployments of leading Cisco products and services, resulting business benefits and IT best practices, in order to help others succeed, shorten sales cycles and to improve our customer satisfaction.
Cisco on Cisco: Customer Engagement Strategies

IT “Giving Back” These engagements create opportunities to learn from customers. Lessons are brought back into the organization, creating value add for IT.
Cisco on Cisco
First Reference Account Objective

Customer Engagements
• EBCs and other customer briefings
• Analyst events
• Networkers, expos and solutions forums
• IT roadshows
• Conference calls
• Multicustomer Virtual Events

Communications
• Newsletters
• Internal/external Website
• Field Website integration
• Training: New Hire, seminars, and E-Learning Series
• CDs, DVDs

Technology Deployments
• Demonstrate Cisco best practices, solution design and lessons learned through showcasing our own technology
Cisco on Cisco
First Reference Account Objective

**Product and Service Details**
- Product and service requirements
- Enterprise market needs
- Product and service gaps
- New services
- Product and service integration test
  - Alpha
  - Beta
  - Early field trials

**Solution Readiness**
- Solution architecture
- Global enterprise readiness
  - Scalability
  - Security
  - Implementation, integration, operation and maintenance
- Training materials, Cisco IT leading practices
- Key solution benefits and value case

**Business Value case and Cisco IT Leading Practices**
- White papers
- Migration strategies
- Lessons learned
- Business case studies
- Executive briefings
- Technology Tutorials VoDs
- Q&A
- Videos and MP3s
Cisco on Cisco Sales Value Add

销售线索生成 | 建立人际关系

Cisco最佳实践 | 作为可信赖的顾问
Cisco on Cisco Learning Zone

**E-Learning Series:** Provide training offerings in three learning tracks and six specialist paths with associated tests to assist employees in developing the skills they need to understand and speak about Cisco on Cisco at various levels.

**Executive Presentations:** Empower employees to confidently call out the main points of each case study and be able to back up these points with more detailed data. At the end of each training, employees should be familiar with the technology, its application and value to Cisco.

**Integration Program:** Work collaboratively with internal Cisco run training channels, external Cisco run training channels, external learning partner organizations and partners to identify areas for the strategic integration of Cisco on Cisco materials and resources into their relevant organizations to increase Cisco on Cisco understanding, application and value.
Cisco on Cisco Learning Zone (Cont.)

**Multicustomer Virtual Events:** Virtual “Talk to the Expert” events where CIOs and IT Directors of prominent Cisco customers are invited to attend a 90 minute presentation given by a Cisco IT SME, via TelePresence. Customers are able to attend from Cisco premises near their location. Gives customers the opportunity to speak face-to-face to a Cisco IT expert.

**Focus Group and Client Study:** A research exercise, including a Focus Group to help the Cisco on Cisco team get closer to clients by understanding their content requirements, training needs and priorities. The results of the study will help in tailoring current offerings more effectively to users and to identify new training opportunities.

**New Hire Training:** Through an introduction to Cisco on Cisco, employees will:
- Learn about “Cisco on Cisco” and its value to customers
- See examples of Cisco-powered network
- Understand resources to learn more about Cisco on Cisco at varying competency levels
## Cisco on Cisco Engineering Partnership

### Engineering Value
Enable engineering to build better products and solutions by leveraging IT resources, skills and experience.

### IT Value
Take guidance from engineering on how to best build out program tracks using lessons learned from the CA/IT program.

### Services Value
Right services are available for implementation, operation, and optimization at market entry.

<table>
<thead>
<tr>
<th>Goals</th>
<th>Metrics</th>
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<tbody>
<tr>
<td>Pre-FCS product and service enhancement</td>
<td>Product and services readiness reporting, adoption position and gap analysis</td>
</tr>
<tr>
<td>Increase IT engineer and AS NCE participation in product lifecycle</td>
<td>Infrastructure metrics</td>
</tr>
<tr>
<td>IT engineer and AS NCE support of development teams</td>
<td>1) Case studies</td>
</tr>
<tr>
<td>Enhance engineering knowledge of “First Reference Account”</td>
<td>2) Capability influence</td>
</tr>
<tr>
<td></td>
<td>3) Product readiness</td>
</tr>
<tr>
<td></td>
<td>4) AS leading practices</td>
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Cisco on Cisco Website
Supporting Sales and Customers

"Cisco on Cisco is often the best salesman we have."

Paul Ruinaard, Regional Sales Manager, South Africa

Customers trust Cisco IT experience:

We share real world business problems and solutions, designs, drawbacks, benefits and lessons learned

Customers want to know how Cisco IT uses leading edge Cisco solutions to solve real world business problems

We offer (Web, CD, DVD, print, video, MP3) on:

- Case studies
- Operational practices
- Design guides
- Presentations and VoDs

We generate:

- 2500 customer leads to date (2006)
- 260,000 downloads a month (2008)
- 630,000 combined page visits a month (2008)
Cisco on Cisco Marketing Program

Increasing the awareness and adoption of Cisco on Cisco resources

Offerings include:

- Marketing for key initiatives like Best Home Network, new Website launch
- Facilitating Cisco on Cisco participation in Cisco and industry events
- Cisco on Cisco newsletters (Executive and customer)
- Cisco on Cisco banners and spotlights
- Cisco on Cisco CD/DVD distribution
- Cisco on Cisco PR and media campaigns
- Cisco on Cisco client relationship managers for key organizations in sales, marketing and channels
- Strategic partnerships with key sales and marketing programs for Segment 1 accounts, business value creation and Virtual Business Advisor tool, Stratascope etc.
Cisco on Cisco Offerings

- EXECUTIVE PPT
- E-LEARNING / TRAINING
- TUTORIALS
- Q&A
- CASE STUDIES
- NEWS & NEWSLETTERS
- OPERATIONAL GUIDES
- CUSTOMER WEBSITE
- CD & DVD
- TECH PRESENTATIONS
- VIDEOS
- EVENTS
- CUST. ENGAGEMENTS
Further Resources
To learn more about Cisco IT real world deployments, visit

www.cisco.com/go/ciscoit

150+ Case Studies

17 Cisco Best Practices

Trends in IT

13 Executive Presentations

61 videos, including technology tutorials, and case study videos

Training offerings, including the Cisco on Cisco E-Learning Series
“A key competitive advantage for Cisco is how we use our own technology to drive productivity.”

John Chambers, President and CEO, Cisco