

# Cisco CIO Summit 2011

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## Growth in Disruptive Times: Inventing the Future

AGENDA  
October 14, 2011

Presiding Hosts  
**John Chambers**, Chairman and CEO, Cisco  
**Rebecca Jacoby**, Senior Vice President and CIO, Cisco

Master of Ceremonies  
**Ron Ricci**, Vice President of Corporate Positioning, Cisco

Moderator  
**Scott Shuster**, Foreign Correspondent, ABC News and Consulting Editor, The McGraw-Hill Companies

Change is the only constant to count on. CEOs know it. CIOs feel the heat. As CEOs forge through uncertain times they look to their CIOs to capture next generation opportunities. The challenge? Growth under pressure from shifting markets and economies. The strategy? Secure the future.

But what's the best course of action? Global CIOs more than anyone have their fingers on the pulse of the networked economy. You understand the power of connectedness and differentiation. How has the spread of global unrest affected corporate strategies resulting in new challenges to CIOs? And how can CIOs deliver superior customer and citizen experiences yet continue to balance operational excellence with innovation?

Given all of this, who has the best roadmaps to growth? Join an exclusive group of your global peers to share best practices, engage in lively debates and discuss many of the key challenges facing CIOs today as we architect growth in the next normal, together.

### Tuesday, October 18

8:00 a.m.

**Golf**

12:00-8:00 p.m.

Registration

3:00-4:30 p.m.

#### **Steering Task Force: A Partnership for Growth**

CIOs connect directly with peers as trusted advisers to Cisco around topics that matter most. Where are critical technologies heading? Is Cisco in lock step with customer needs? This session-framework captures feedback, provides answers and shares solutions to the most vexing issues of the day.

Session 1

#### **Getting It Right: Seamless, Secure Mobility**

Enabling mobility is not only the proliferation of choice, but also includes applications, video, cloud, telephony and virtual workspaces. How is it all delivering value and how are organizations succeeding while making sure the network and security stay strong?

**Mohamed Ali Al Qaed**, Chief Executive Officer of Bahrain eGovernment Agency, Kingdom of Bahrain

**Tracy Futhey**, Vice President for Information Technology and CIO, Duke University

Hosted by  
**Guillermo Diaz**, Vice President, Connected IT Services, Cisco

Session 2

**360° Security**

The rise of cloud computing and network access from anywhere, from any device means your old approach to security is no longer good enough. Where does the network fit in to new architectures? How can you make sure you have proper security on that network?

**Bertrand Odinet**, Vice President and CIO, Freeport-McMoRan Copper & Gold

**Steve Phillips**, Senior Vice President and CIO, Avnet

Hosted by  
**John Stewart**, Vice President and Chief Security Officer, Cisco

Session 3

**Collaboration: The IT Investment of the Decade?**

Collaboration is a source of productivity, but how do you make it effective and measurable? Join the discussion on implementing the right strategy. Provide insight ,gain fresh perspectives. You decide: is collaboration the IT investment of the decade?

**Phil Colman**, Chief Information Officer, British-American Tobacco Holdings Ltd.

**Bruce Goodman**, Senior Vice President, Chief Service and Information Officer, Humana, Inc.

Hosted by  
**Sheila Jordan**, Vice President, Communication and Collaboration IT, Cisco

Session 4

**Enterprise Video: Innovation vs. Cost**

Video opens the door to innovation, but how do you balance that innovation with the network demands it creates, and how do you measure the value of video vs. the cost of the network needed to support it? CIOs discuss how they have struck the right mix.

**Diane Bryant**, Vice President and CIO, Intel Corporation

Hosted by  
**Lance Perry**, Vice President, IT Customer Strategy and Success, Cisco

4:30-6:15 p.m.	Break
6:15-7:00 p.m.	Opening Reception
7:00-8:45 p.m.	Welcome Dinner
8:45 p.m.	Cordials

**Wednesday, October 19**

7:00 a.m.-8:00 p.m.	Registration
7:30- 8:30 a.m.	Breakfast
8:30-9:30 a.m.	<b>KEYNOTE and DEMO</b> <b>John Chambers</b> , Chairman and CEO, Cisco

- 9:30-10:00 a.m. Break
- 10:00-10:30 a.m. **Economic Hotspots: Opportunities for Growth**  
*Global economic trend forecaster based in London, Saudi Arabia and Dubai, spots influence and predicts simmering opportunity in the world's hotspots.*
- Anais Faraj, Managing Director, Investment Banking, TNI*
- 10:30-11:20 a.m. **Customer Intelligence: Creating Growth and Innovation**  
Mountains of new kinds of data are surging into our companies. The intelligence coming from social media and other interactive marketing techniques can be used to improve sales, revise product features, create innovation and develop company strategy. But that can only happen if the CIO brings a new degree of attention to the challenge of aligning IT systems to customer needs. We look at the CIO/CMO nexus as an example of how new approaches can yield great results.
- Rebecca Jacoby, Senior Vice President and CIO, Cisco with Blair Christie, Chief Marketing and Communications Officer, Worldwide Government Affairs, Cisco*
- Barry Libenson, Vice President and CIO, Land O'Lakes, Inc. Thea Keamy, Vice President, Strategic Margin Enhancement, Land O'Lakes, Inc.*
- Moderated by **Scott Shuster**
- 11:20-11:45 a.m. **Emotiv: Next Generation User Interface**  
Experience an astonishing new computer interface that reads user's brainwaves, controlling virtual objects, and even physical electronics, with mere thoughts (and a little concentration). Imagine the applications.
- Tan Le, Founder and CEO, Emotiv Lifesciences via Virtual Presenter*
- 11:45 a.m.-1:15 p.m. Lunch
- 1:15-1:35 p.m. **SPOTLIGHT**  
**Collaborating with Beethoven: The Borromeo Quartet**
- 1:35-2:15 p.m. **FROM THE FLOOR: Taming Exponential Data**  
The CIO as the new data prophet is being bombarded by data coming from customers, employees, partners and new technologies including social, cloud, devices and video. How are you managing it all to extrapolate valuable intelligence? How do you decipher the new economies of data, spot trends and capitalize on opportunities?
- Facilitated by **Scott Shuster**
- Firestarter  
**Mike Capone, Corporate Vice President and CIO, Automatic Data Processing, Inc.**
- 2:15-2:45 p.m. Break
- 2:45-3:30 p.m. **INTERVIEW**  
**Growth in Disruptive Times: Technology's Role**  
Today's technology disruptions, including data, devices, cloud, and video, are enormous challenges, but with these trends comes the ability to reach new customers and markets. How can organizations embrace these technology transitions to grow the business with innovation, speed, and efficiency?

A conversation between

**Michael Capellas**, Chairman, VCE The Virtual Computing Environment Company  
**Padmasree Warrior**, Senior Vice President, Engineering and Chief Technology Officer, Cisco

3:30-4:30 p.m.

**Orchestrating Cloud: Business Models for Success**

Not all cloud strategies are created equal. Organizations have unique requirements and cloud strategies need to be customized to meet these needs. CIOs are creating value out of the cloud so what are they doing with the freed-up resources?

**Jay Crofts**, Vice President IT Services, Shell Oil Company

**Mark Lewis**, President, EMC Ventures and Chief Strategy Officer, Information Infrastructure Products, EMC Corporation

**David Smoley**, Senior Vice President and CIO, Flextronics International

**Lew Tucker**, Vice President and Chief Technology Officer, Cloud Computing, Cisco

Moderated by **Scott Shuster**

4:30-4:45 p.m.

Break

4:45-5:30 p.m.

**UNSESSIONS**

What's on your mind that's not on the agenda? Open format "unsessions" combine highly relevant dialogue and peers strategizing on topics of interest. Subject matter experts lend their insight.

5:30-6:30 p.m.

Break

6:30-7:15 p.m.

Reception

7:15-8:45 p.m.

Dinner

**Thursday, October 20**

7:00 a.m.-2:00 p.m.

Registration

7:15-8:00 a.m.

Breakfast

8:00-9:00 a.m.

**KEYNOTE with Q&A**

**Rebecca Jacoby**, Senior Vice President and CIO, Cisco

9:00-10:30 a.m.

**CONCURRENT SESSIONS**

Session 1

**Ask Cisco**

An encore Session for 2011. Cisco is in transition, what does this mean to you?

Hosted by

**Rob Lloyd**, Executive Vice President, Worldwide Operations, Cisco

**Gary Moore**, Executive Vice President, Chief Operating Officer, Cisco

**Paul Mountford**, Senior Vice President, Global Enterprise Market, Cisco

**Padmasree Warrior**, Senior Vice President, Engineering and Chief Technology Officer, Cisco

Catalyst

**Michael Keithley**, Chief Information Officer, Creative Artists Agency

Moderated by **Scott Shuster**

Session 2      **Workforce of the Future**  
How is the organizational landscape shifting to accommodate the increasing diversity and generations of today's workforces? What are the unique threads in the physical workspace that bind and connect the needs of individuals to the larger enterprise? Learn what tools leaders are using to make sense of workforce barriers and opportunities to develop new ways of working.

***Brian Scott**, Workplace+ Communications Strategist, Ideation Group, Haworth, Inc.*

Hosted by  
***Marie Hattar**, Vice President, Enterprise Marketing, Cisco*

Session 3      **Opposites Attract: Balancing Culture with Technology**  
Which came first: culture or technology? How do process and technology enable organizations to be more agile and able to face growth?

***Jean-Paul Besong**, Senior Vice President, e-Business, Rockwell Collins, Inc.*

Hosted by  
***Lance Perry**, Vice President, IT Customer Strategy and Success, Cisco*

10:30-11:00 a.m.      Break

11:00 a.m.-12:15 p.m.      **Remarks by Condoleezza Rice**  
***Condoleezza Rice**, Secretary of State (2005-2009), United States of America*

*In conversation with **John Chambers**, Chairman and CEO, Cisco*

12:15-12:30 p.m.      Farewell

12:30-2:00 p.m.      Lunch