Web 2.0 & Cisco 3.0 - The Future & Vision
Catching Market Transitions

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The Cisco Vision...
Changing the Way We
Work, Live, Play, and Learn...

...and Mission
Shape the future of the Internet by creating
unprecedented value and opportunity for our
customers, employees, investors and ecosystem
partners.

What Does This Mean?
The Network as the Platform

Welcome to the Human Network—Not a Network
of Computers, but a Network of People

The Human Network
“Brace yourself.

In next decade... computer power and Net... connections... will bring more profound changes to work than anything we’ve seen so far.”

“Whizzy neat tools [are] going to change where we work, how we work, and even the nature of work itself. Already the changes are coming fast and furious.”

Web 2.0 Collaboration... The Next Market Transition

Collaboration
The Business Imperative

- Executives currently work alone 32% of the time.
- 63% expect to collaborate across functions, organizations, and locations over next three years.

Collaboration
The Door to Globalization

- Driven by:
  - Globalization
  - Functional atomization
  - Competitive advantage
  - Moving fast
  - Operating efficiently
  - Growing
Changing Nature of Work: Business Going Virtual

Globalization, mobility, free agency... Enabled by Intelligent Information Network

Transformation Is Driven By Market Transitions

“Cisco’s strategy is a story based on change—the market transitions that affect our customers.

Through multiple transitions in the last decade and over the next 3-5 years, the network will evolve from the plumbing of the Internet—providing connectivity—to the platform that enables people to experience life.”

John Chambers, CEO and Chairman, Cisco

Catching Waves of Market Transitions

Network as the Platform
Personalization of Experience
Collaboration → UC → TelePresence
All Communications and IT into the Network
Moore’s Law into the Network
Next Wave of Productivity... Collaboration / Web 2.0
Networking Industry Consolidation
Quad Play Everywhere


[Graph showing market capitalization over time]
Transformation vs. Change

- All transformations involve change, but not vice versa
- Dynamics of the two processes vary greatly
- Transformations rely on leadership and map-making
- Changes rely more on management and map-reading

Innovation: Cornerstone of Cisco’s Culture

Technology Evolution

IP Traffic Will Quintuple from 2006 to 2011...

1 Exabyte = 1,000,000,000,000,000,000 Bytes

Source: Cisco Global IP Traffic Forecast, 2007
...Fueled by Video

Where Cisco Is Investing

Cisco's CSR Principles

New Partnership for Africa's Development

Putting information and communications technologies in Africa's Schools

In FY 07, Cisco provided networking technology in 37 schools, impacting about 30,000 students who had computers and Internet access for the first time

Cisco leading implementation in 6 of 16 countries:

Algeria, Burkina Faso, Cameroon, Egypt, Gabon, Ghana, Kenya, Lesotho, Madagascar, Namibia, Nigeria, Rwanda, Senegal, South Africa, Uganda
In Summary:

We aspire not only to be The Best Company in the World, but also The Best Company for the World.