



Technology for a Changing World

Axel Clauberg

Director, Solutions & Technologies,
Emerging Markets, Cisco Systems

CISCO VISION

Changing the way
the World Lives,
Works, Plays &
Learns

Three Key Market Transitions

- Future of Work
- Future of Computing
- Future of Connected Life



Four Drivers Reshaping the Nature of Work

Clusters of Experts

Dynamic teams come together to achieve shared outcomes



Inter-Company Collaboration

Seamless interactions and Transactions across Firewalls

Millennials

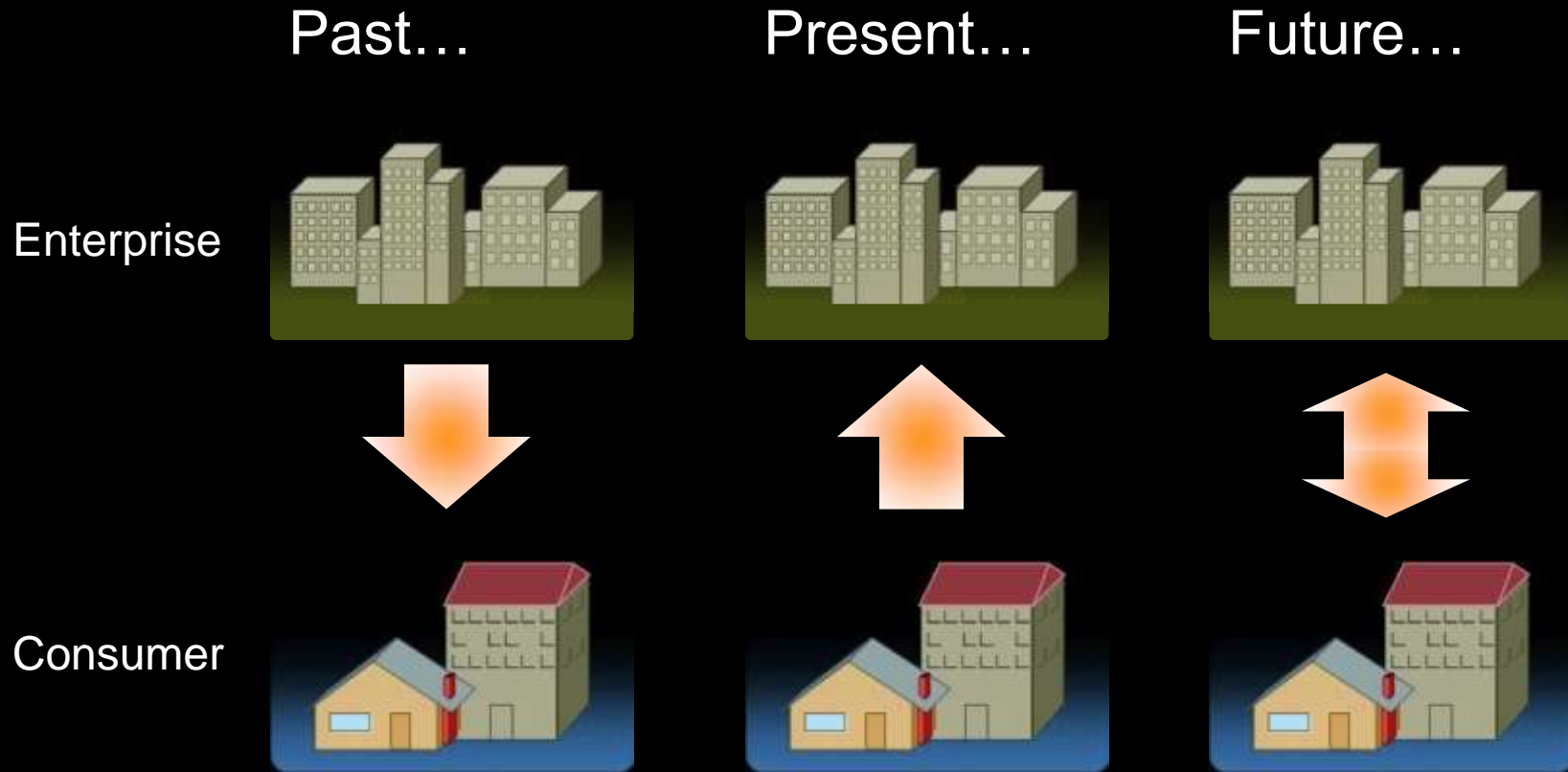
Innate ability to Use multiple media simultaneously

Mobile Experience

We no longer go to work, We simply DO work

As the Nature of Work Changes, Collaboration Becomes More Critical than Ever

Innovation Flow between Consumer and Enterprise

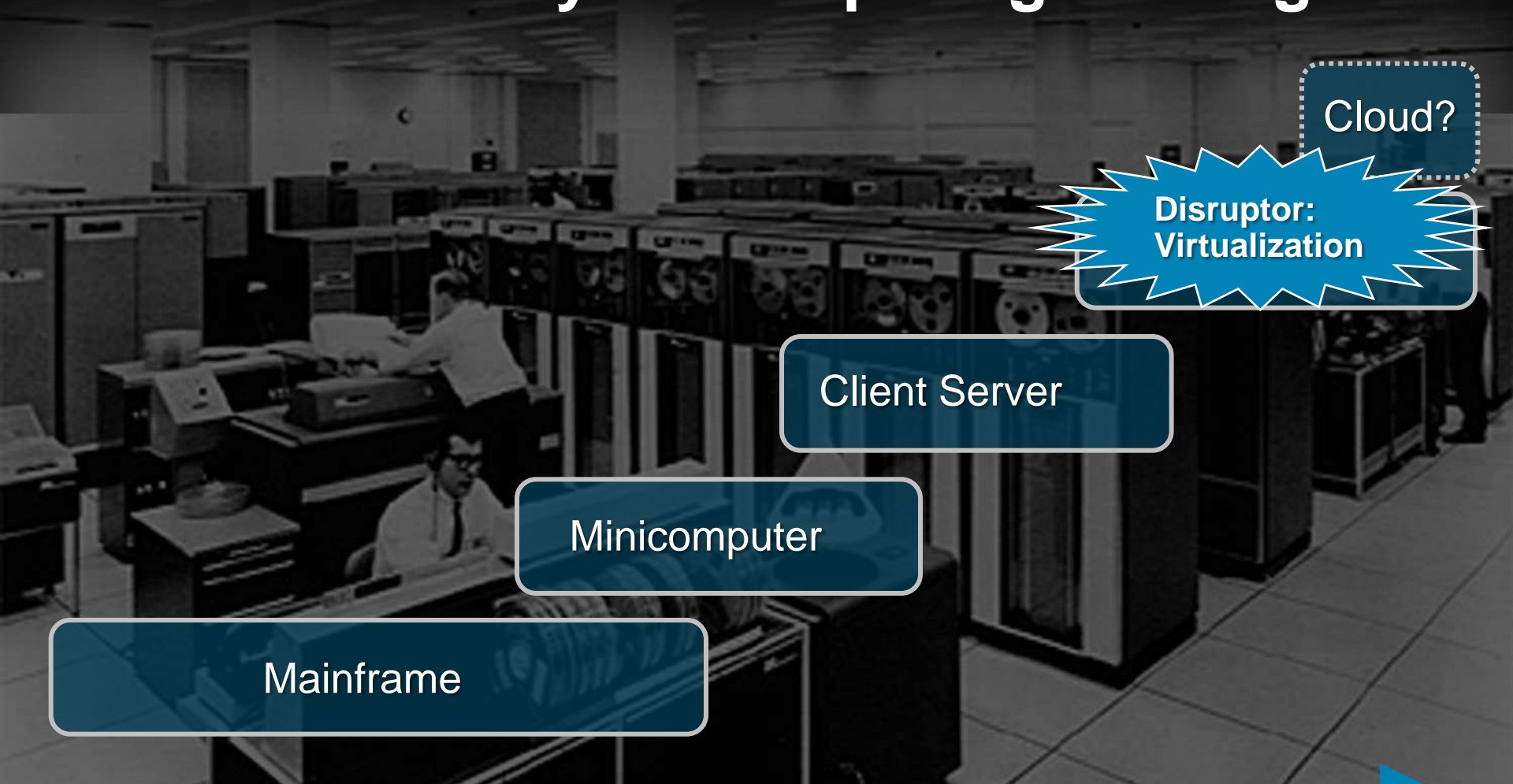


Very Few Companies Understand Both of These Worlds

Future of Computing



A Brief History of Computing Paradigms



Cloud?

Disruptor:
Virtualization

Client Server

Minicomputer

Mainframe



1960

1970

1980

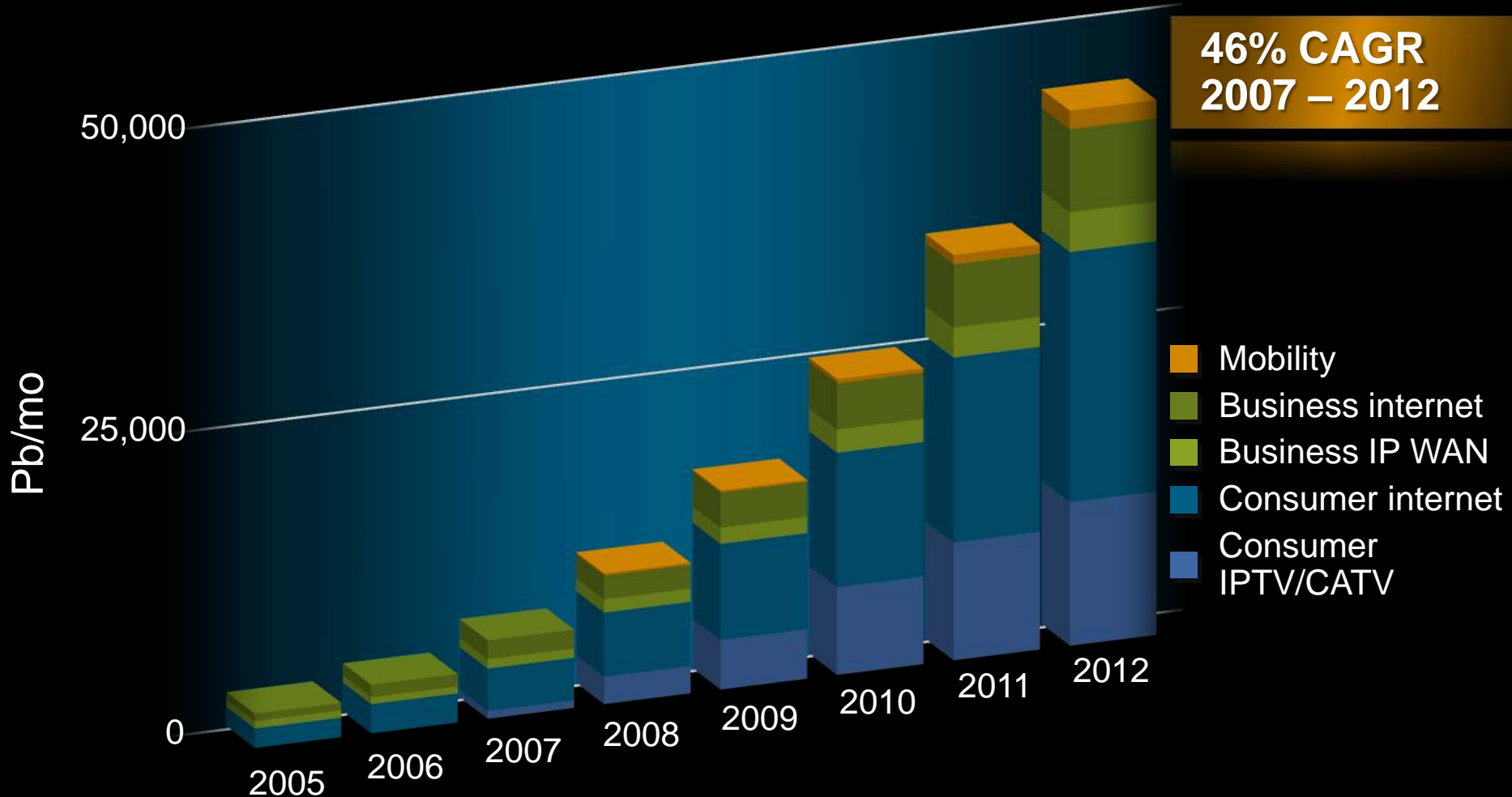
1990

2000

As the Cloud Evolves...

IP traffic will increase 6× from 2007 to 2012

In 2012, half a zettabyte will cross the global network



Source: Cisco Visual Networking Index — Forecast, 2007 – 2012

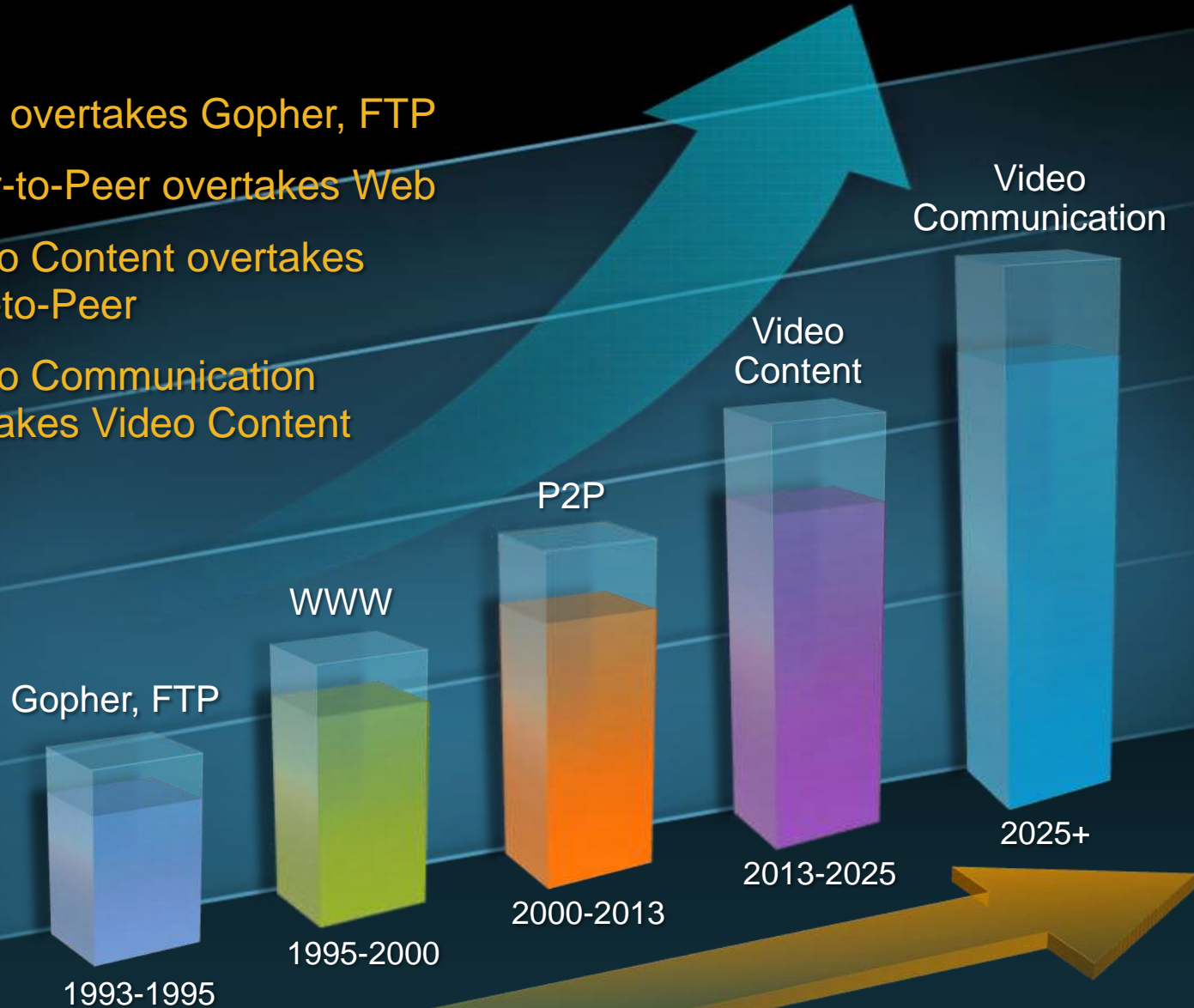
Video Will Become the Predominant Traffic

1995: Web overtakes Gopher, FTP

2000: Peer-to-Peer overtakes Web

2013: Video Content overtakes Peer-to-Peer

2025: Video Communication overtakes Video Content



The Network Evolves to Address Sustainability



- Electricity Use in Offices
- Appliances in Homes
- Traffic Flows in Cities

Future of Connected Life



Four Drivers Shaping the Future of Connected Life

Mobile Internet Will be Redundant

The Internet will be
All around us



Content Sharing vs Owning

Enjoy content
In-Community and
On-demand

Video Communication

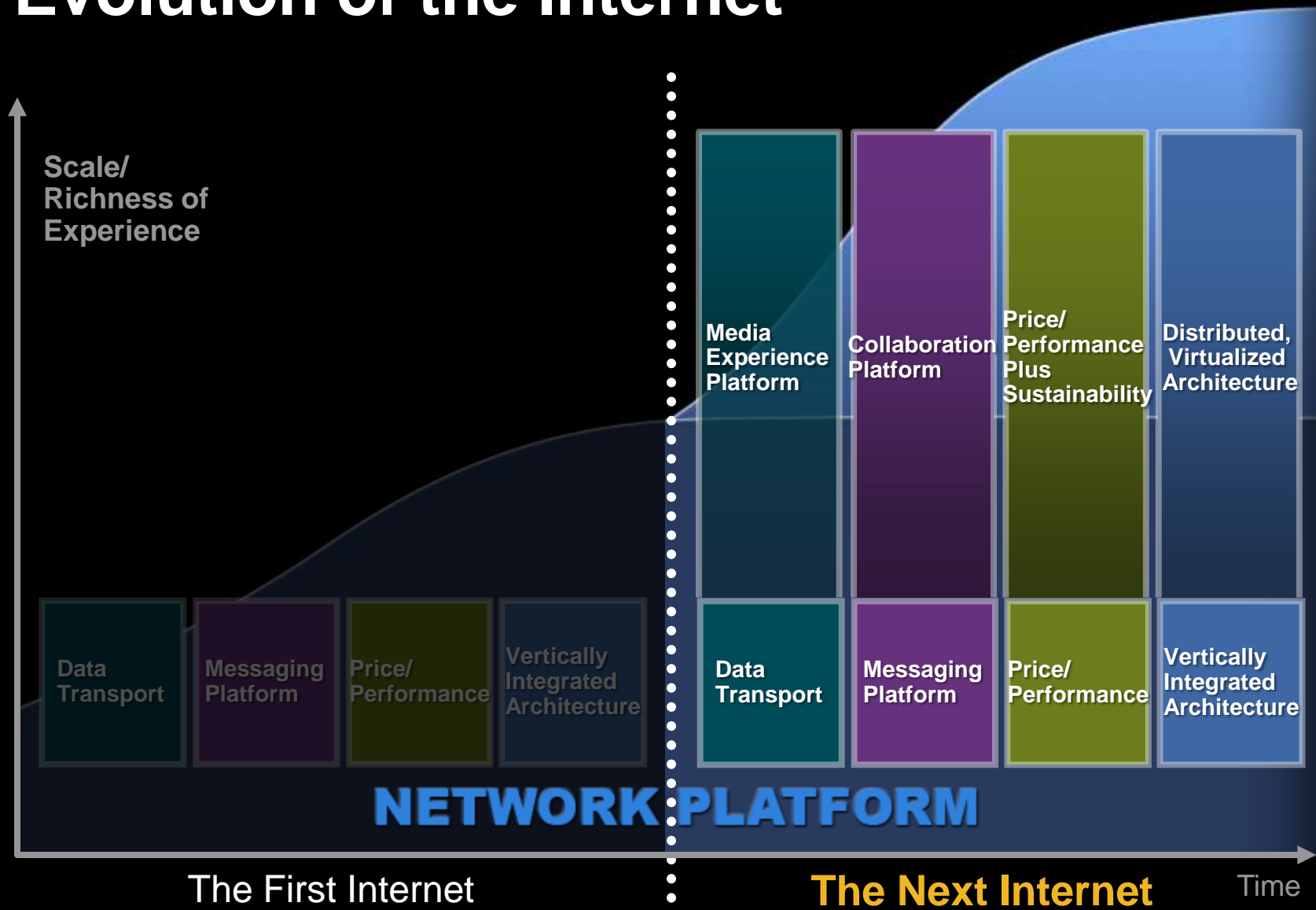
Video enables human
Interaction to scale

Lifestyle Optimization Within Constraints

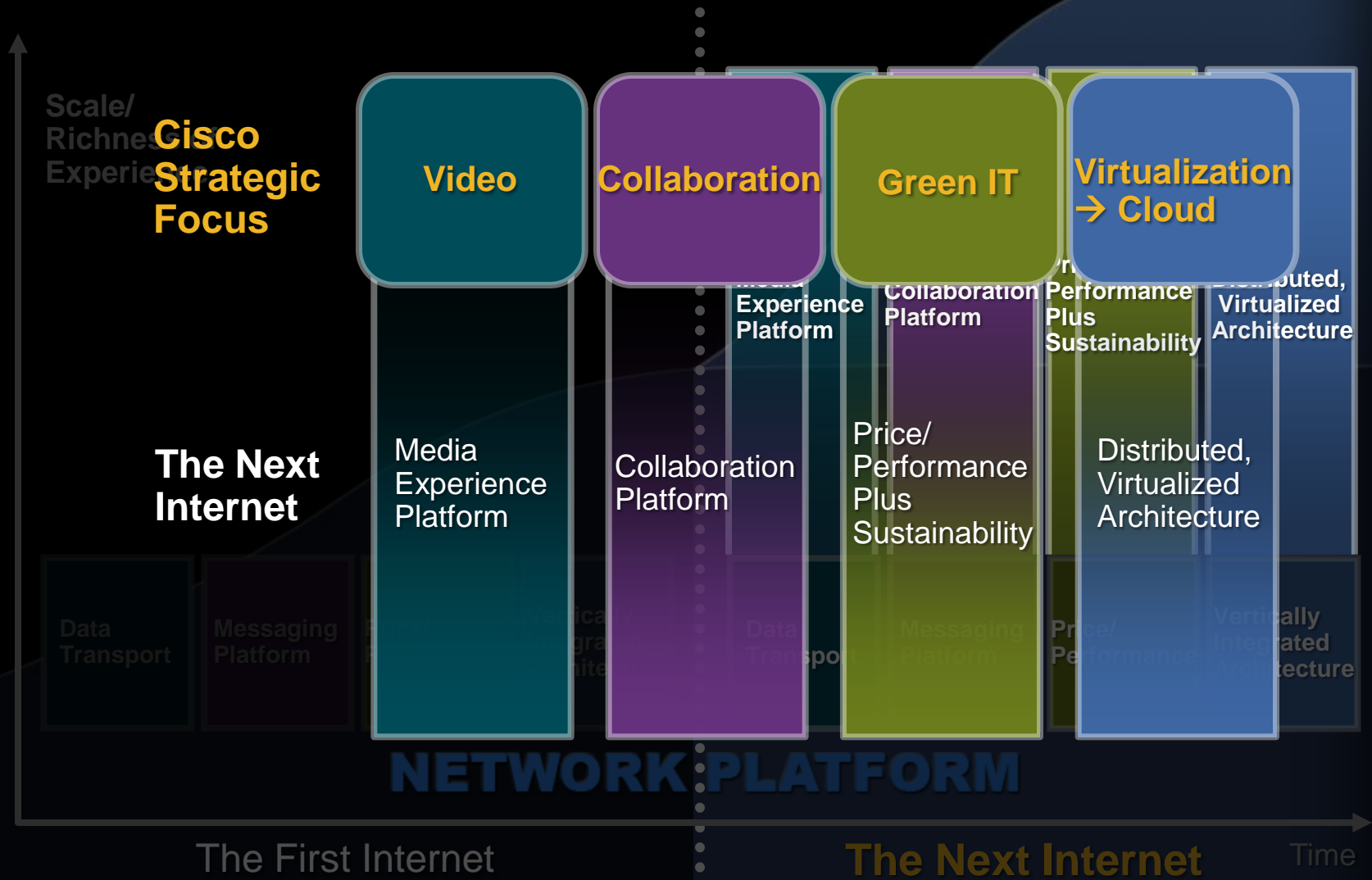
New models for
Healthcare, Education,
Sports and Entertainment

Evolution of the Internet

Evolution of the Internet



Evolution of the Internet



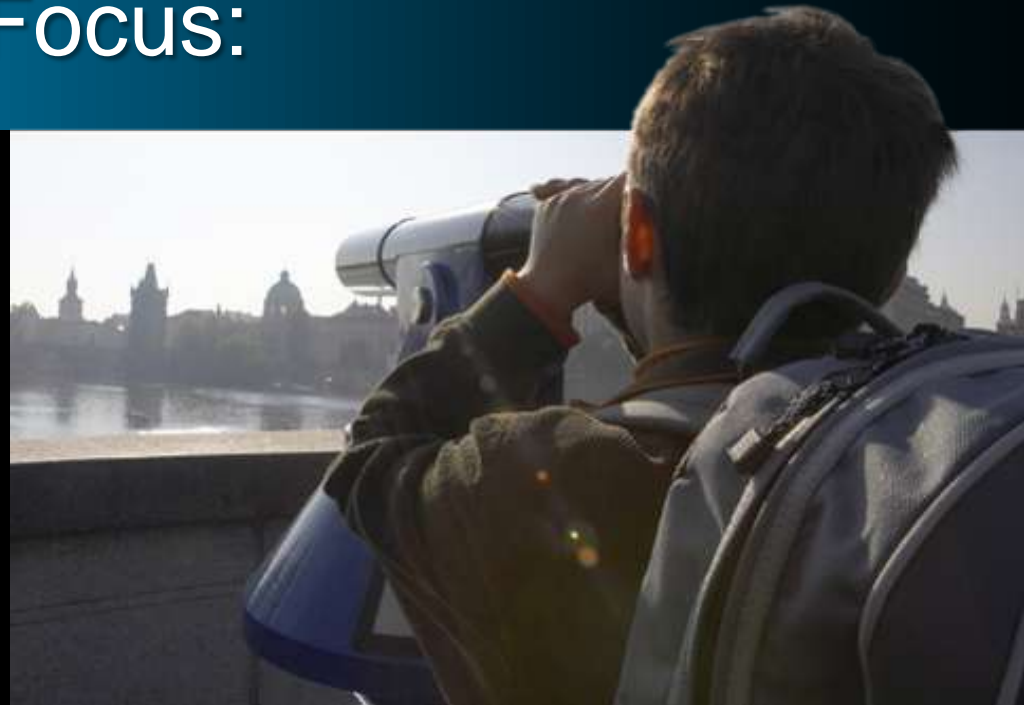
Cisco Strategic Focus:

Video

Collaboration

Green IT

Virtualization



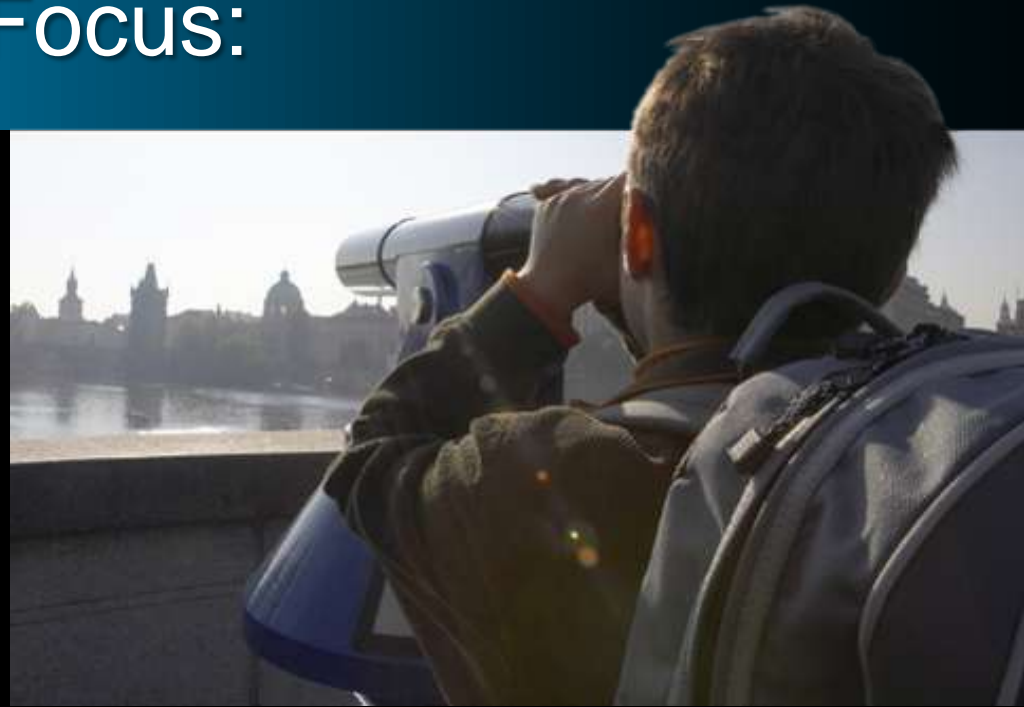
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Cisco Will Lead in Optimizing Networks for Rich Media Experiences



Consumer
"Connected life"



Service provider
"Any play"



Business
"Business video"



Systems/
experiences

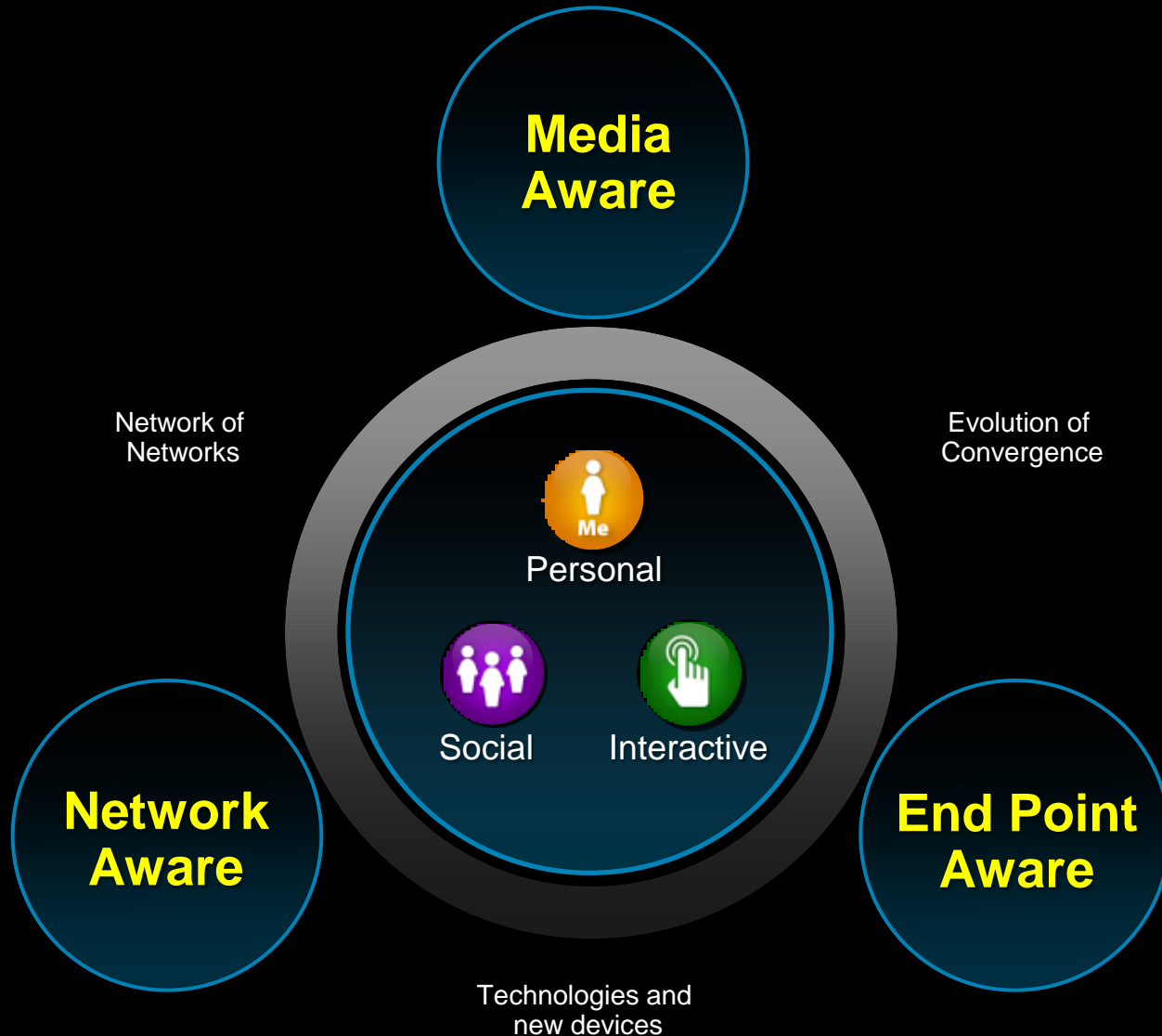
Visual networking



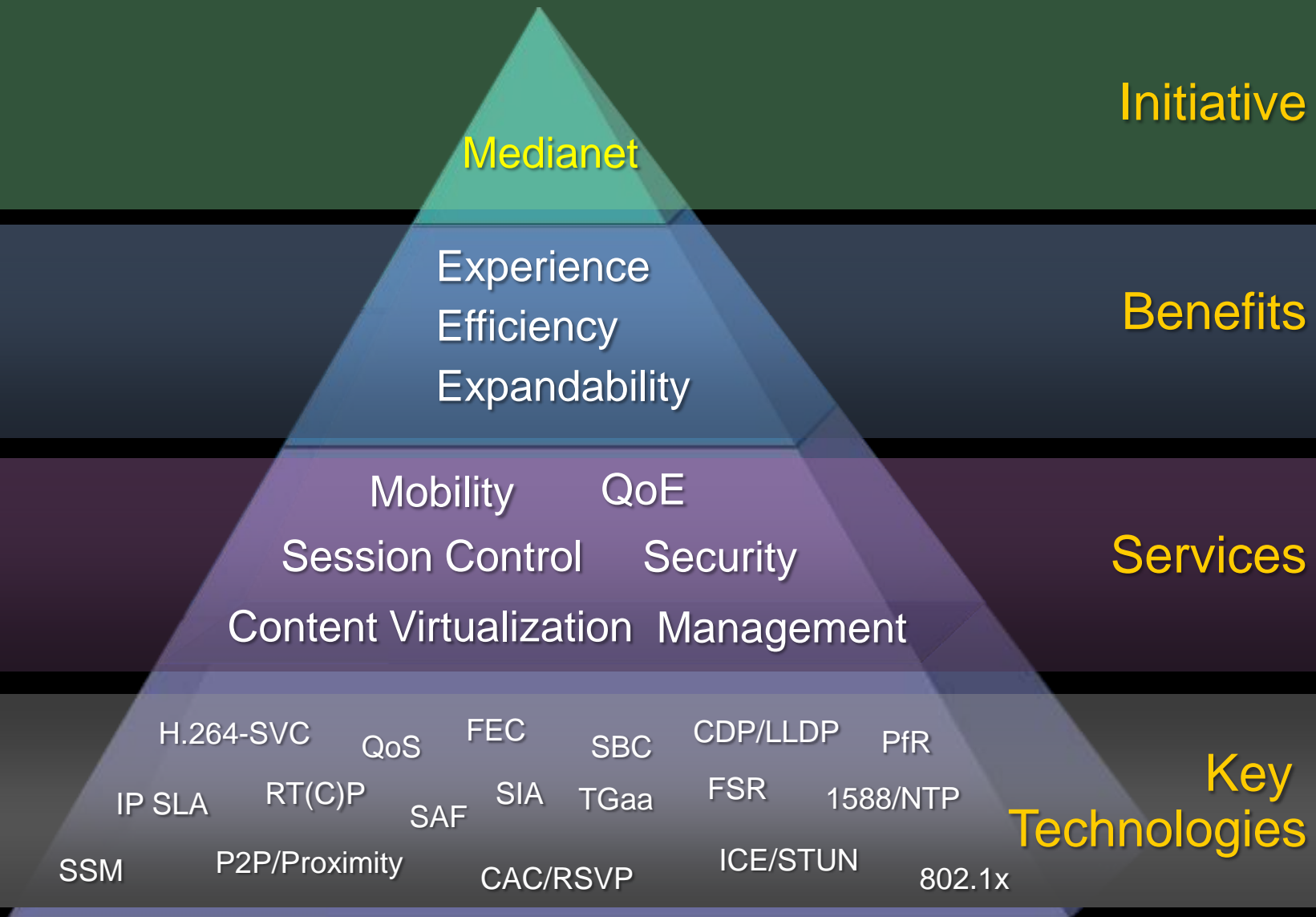
Technology
platform

Medianet

medianet is...



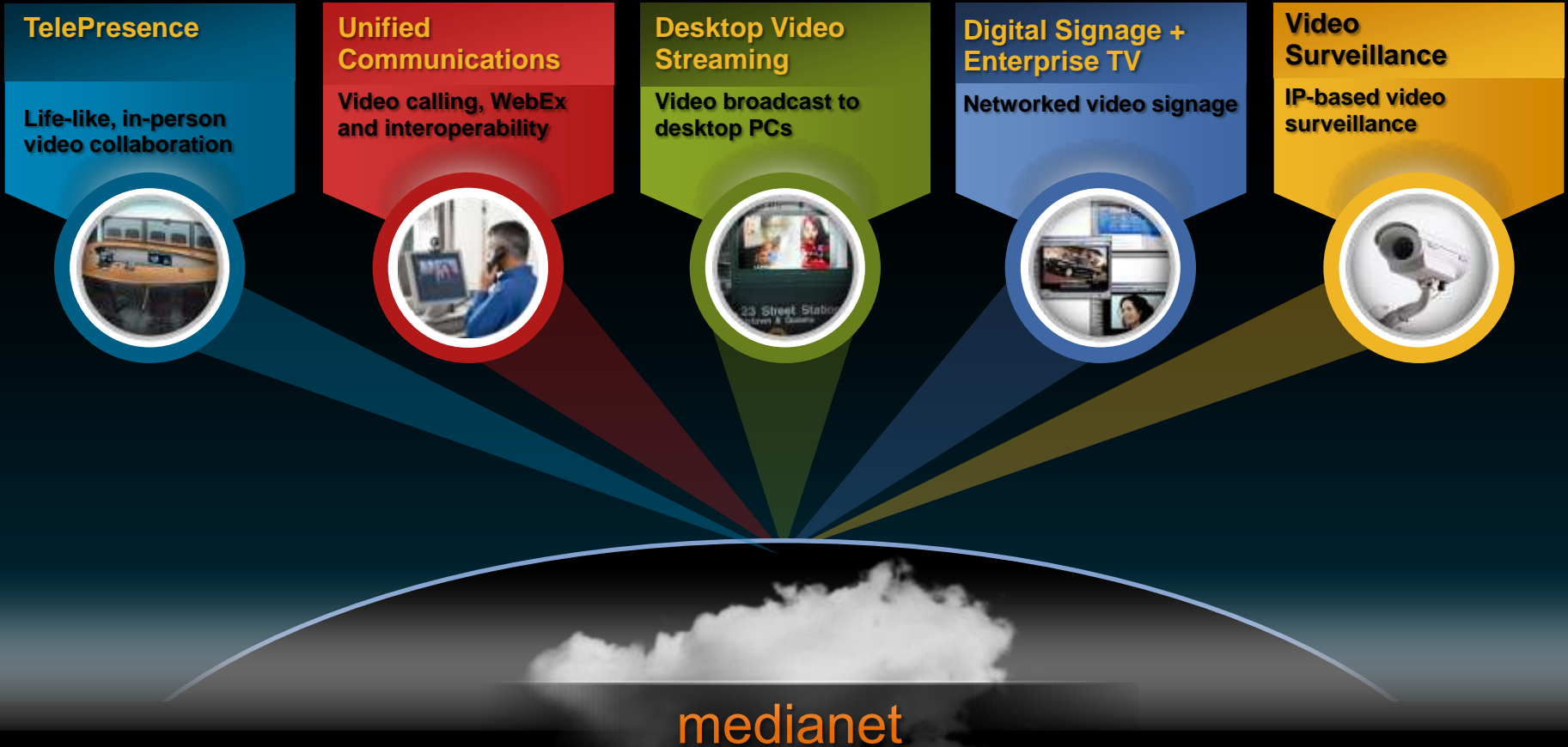
Medianet At-A-Glance



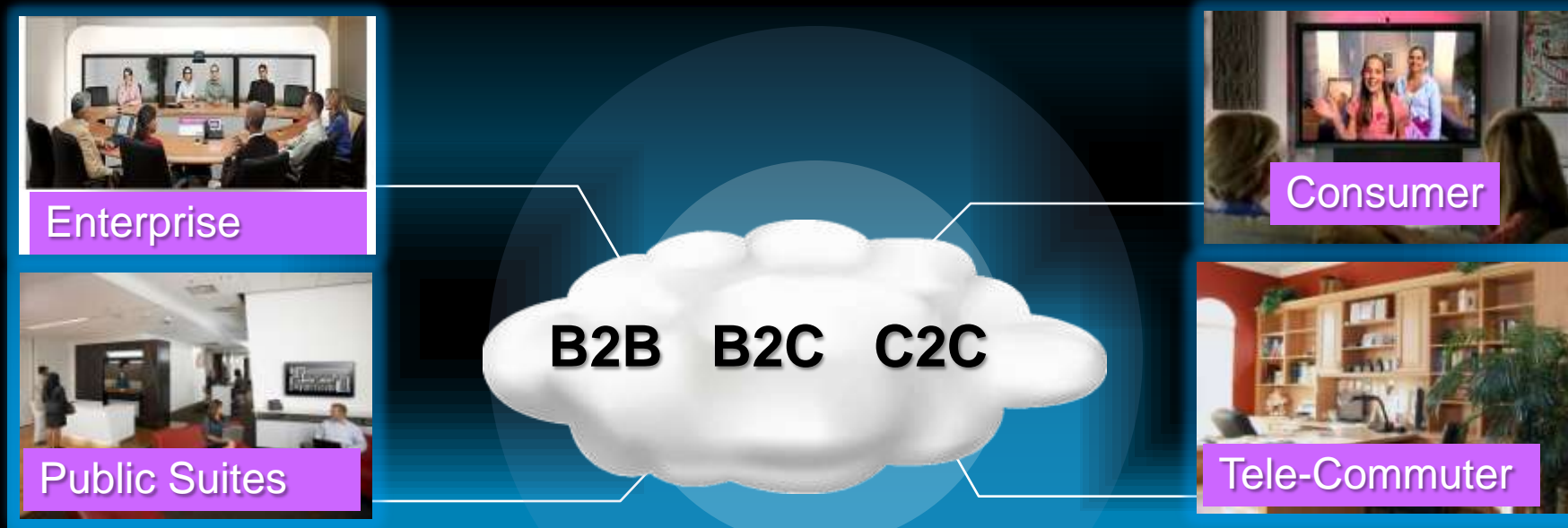
Cisco's Video Strategy



Cisco Business Video Systems



Synergy of TelePresence Solutions



Enterprise

Service Provider

Home

- Virtualizes meetings
- Leverages Corporate network
- Public Suites

- Directory, Presence
- Call Control, Interconnect, etc
- Privacy
- Social networking interaction

- Virtualizes family room and telecommuting
- Media Sharing
- Leverages BW to the home

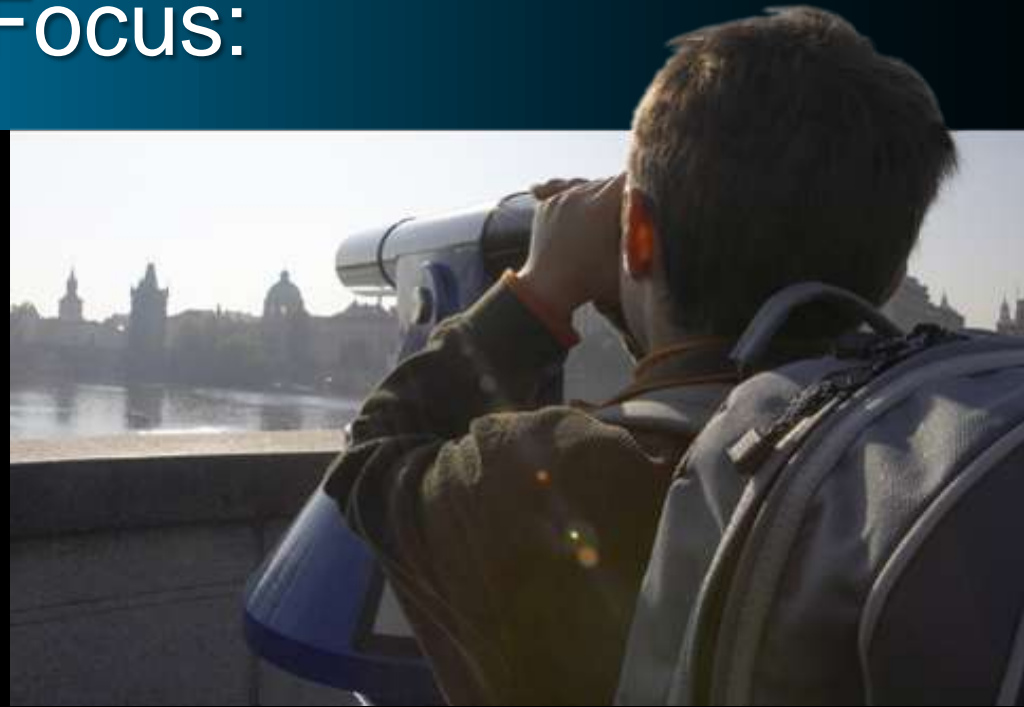
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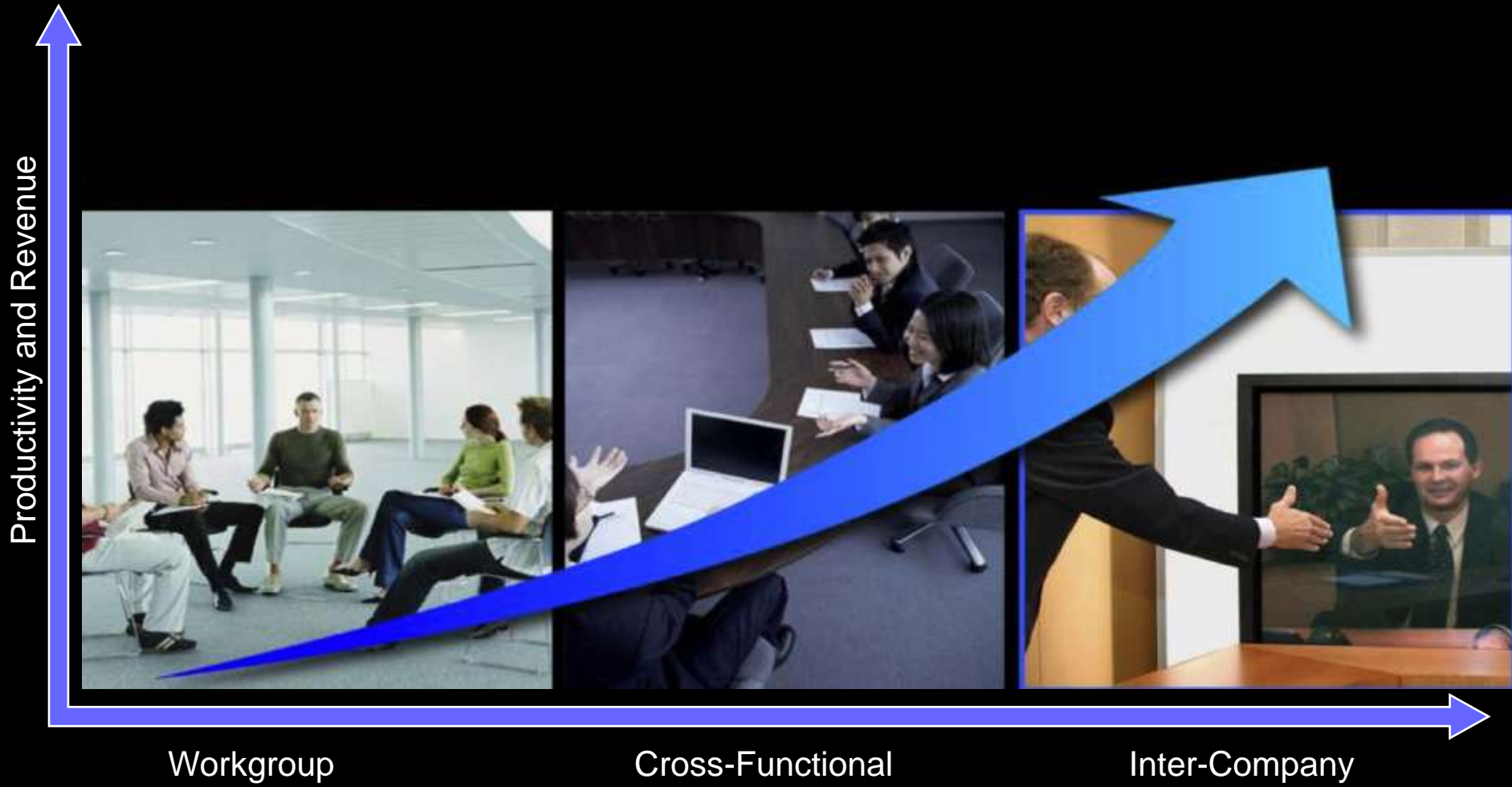
Collaboration

Green IT

Virtualization



Collaboration Strategy



Cisco Collaboration Architectural Advantage

Workspace Devices



Policy

Applications & Mashups

iGoogle, Web Sphere, SharePoint, etc.

LOB Apps that integrate SOA services

Custom Applications

WebEx Connect

Security

Web Services



Cisco Intelligent Network (On Premises + On Demand)

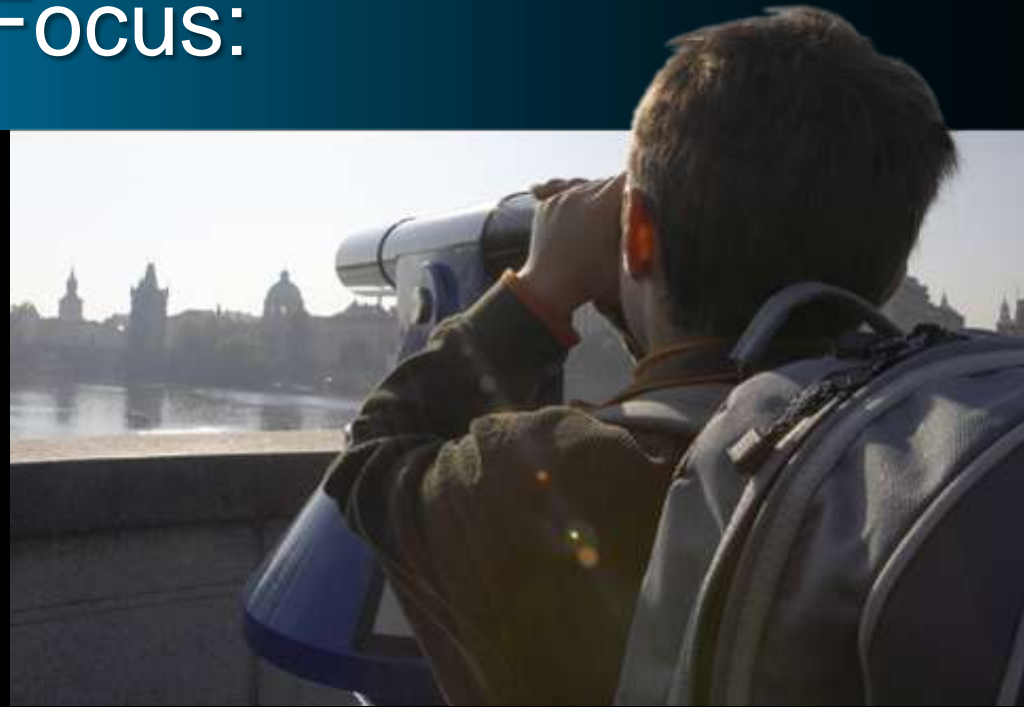
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The Information/Communications (ICT) industries account for a small part of the world's greenhouse gases.

It's the responsibility of every industry to be greener...

The opportunity for ICT is to reduce our emissions while disproportionately helping others to reduce theirs.

Green Networks Vision

Make Every Connection a Green Connection

2007: 1.32B Internet users*
1B+ connections

2012: 2.5B Internet users
5B+ connections

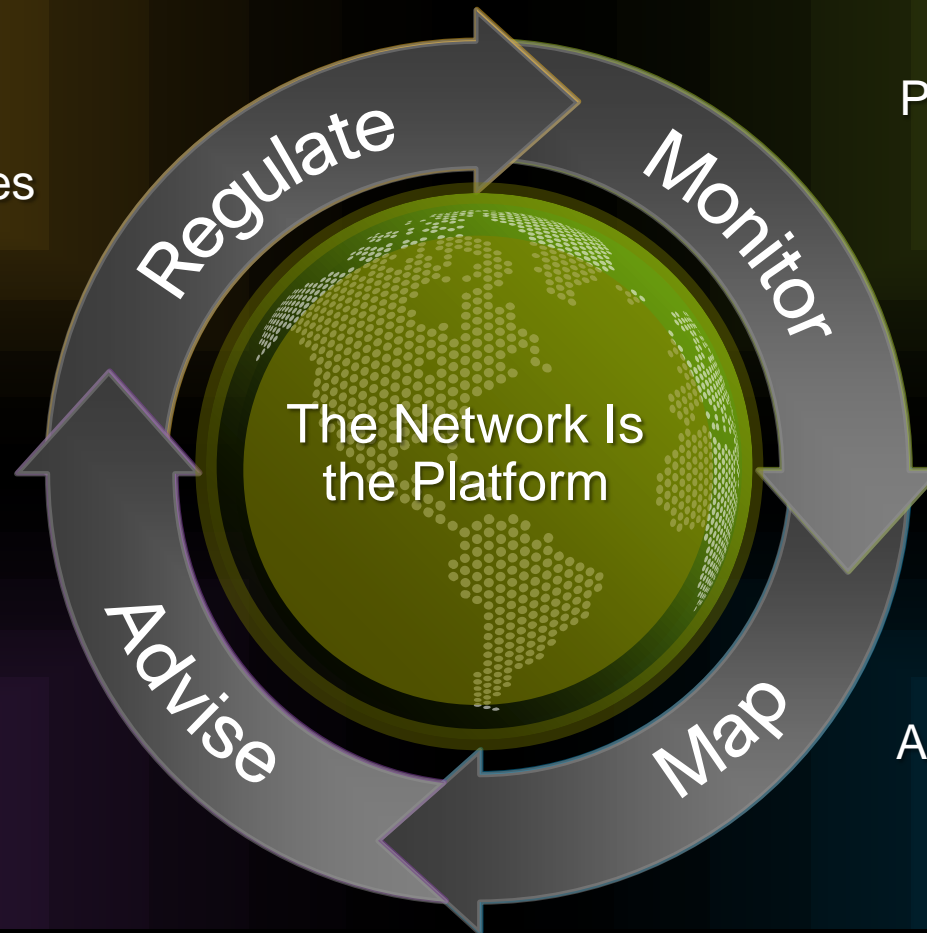


*Source: Morgan Stanley Research, ITU, Euromonitor, CNNIC, June 2008

The Network is the Platform for a Green Operating Cycle

Optimize Power Delivery with Policies

Poll Power of Network Attached Devices: Phones, APs, PCs, Building Systems



Show Power and Cost Savings

Correlate Power and Actions for Use Cases

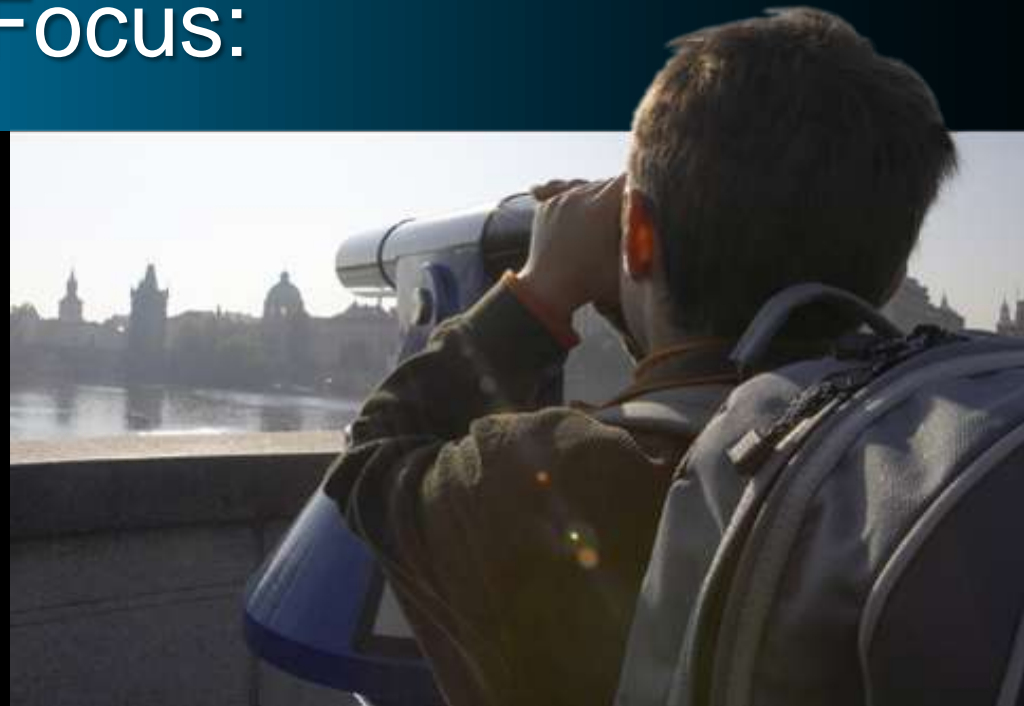
Cisco Strategic Focus:

Video

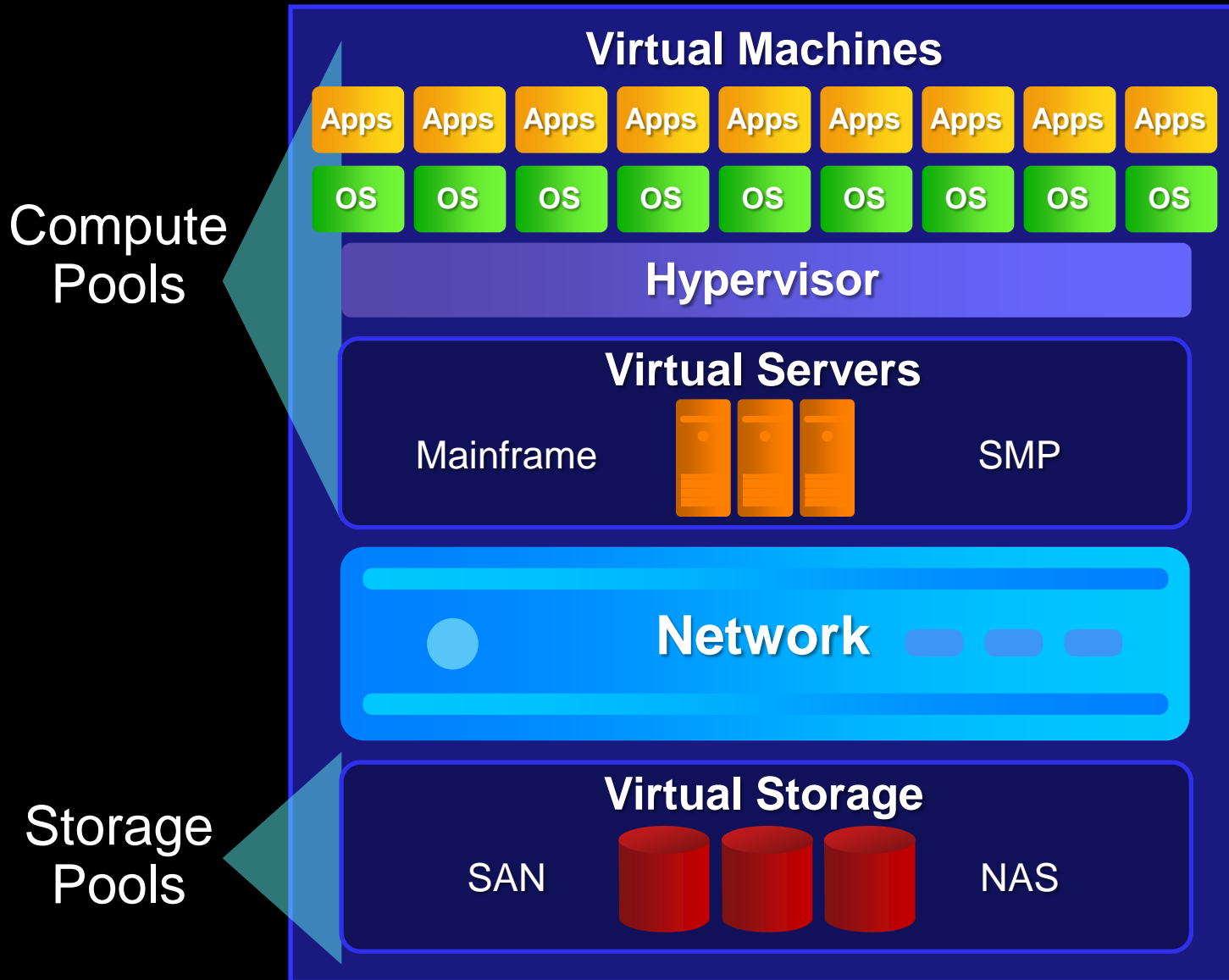
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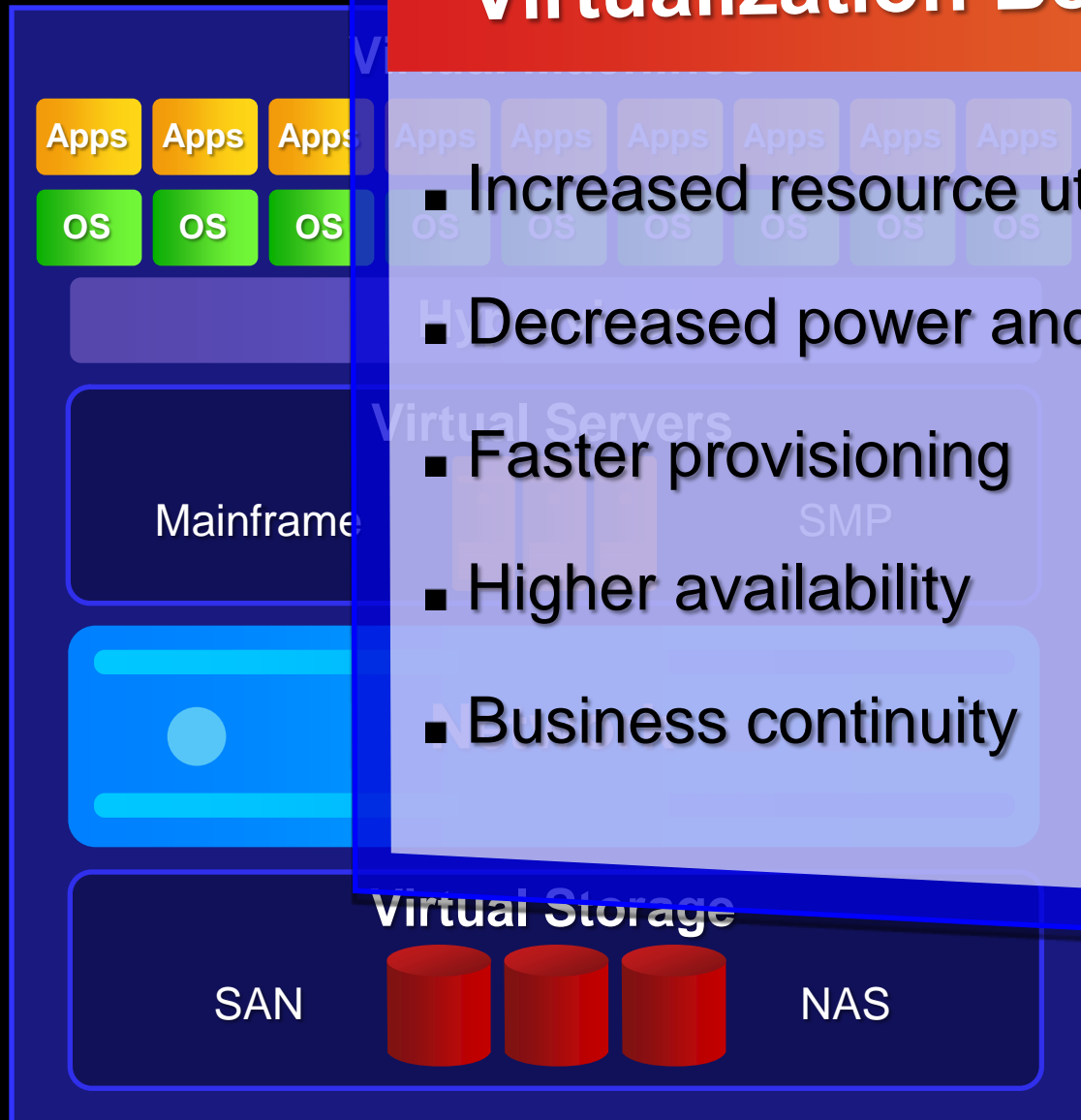


Separates Logical from Physical

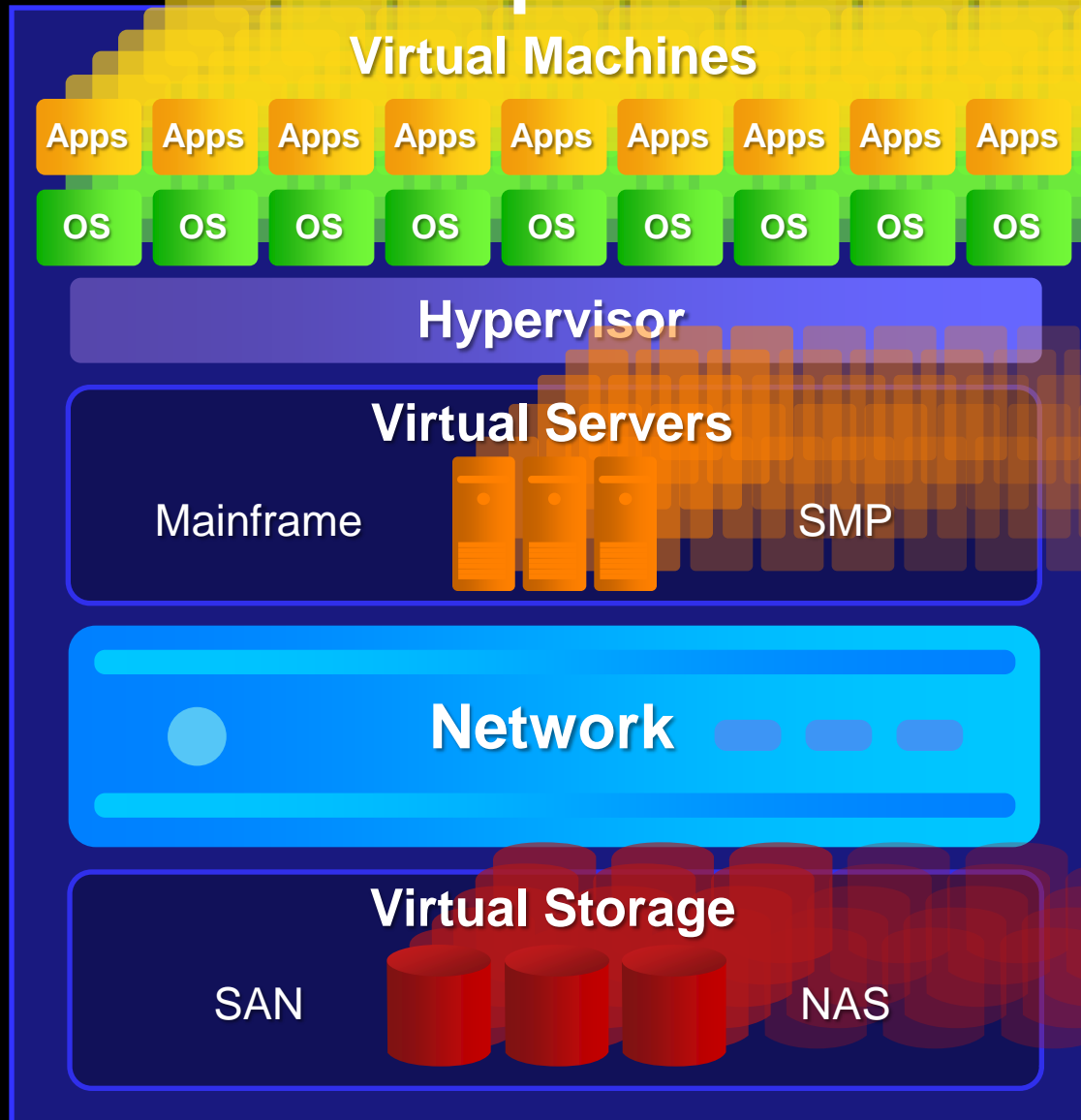


Virtualization Benefits

- Increased resource utilization
- Decreased power and cooling
- Faster provisioning
- Higher availability
- Business continuity

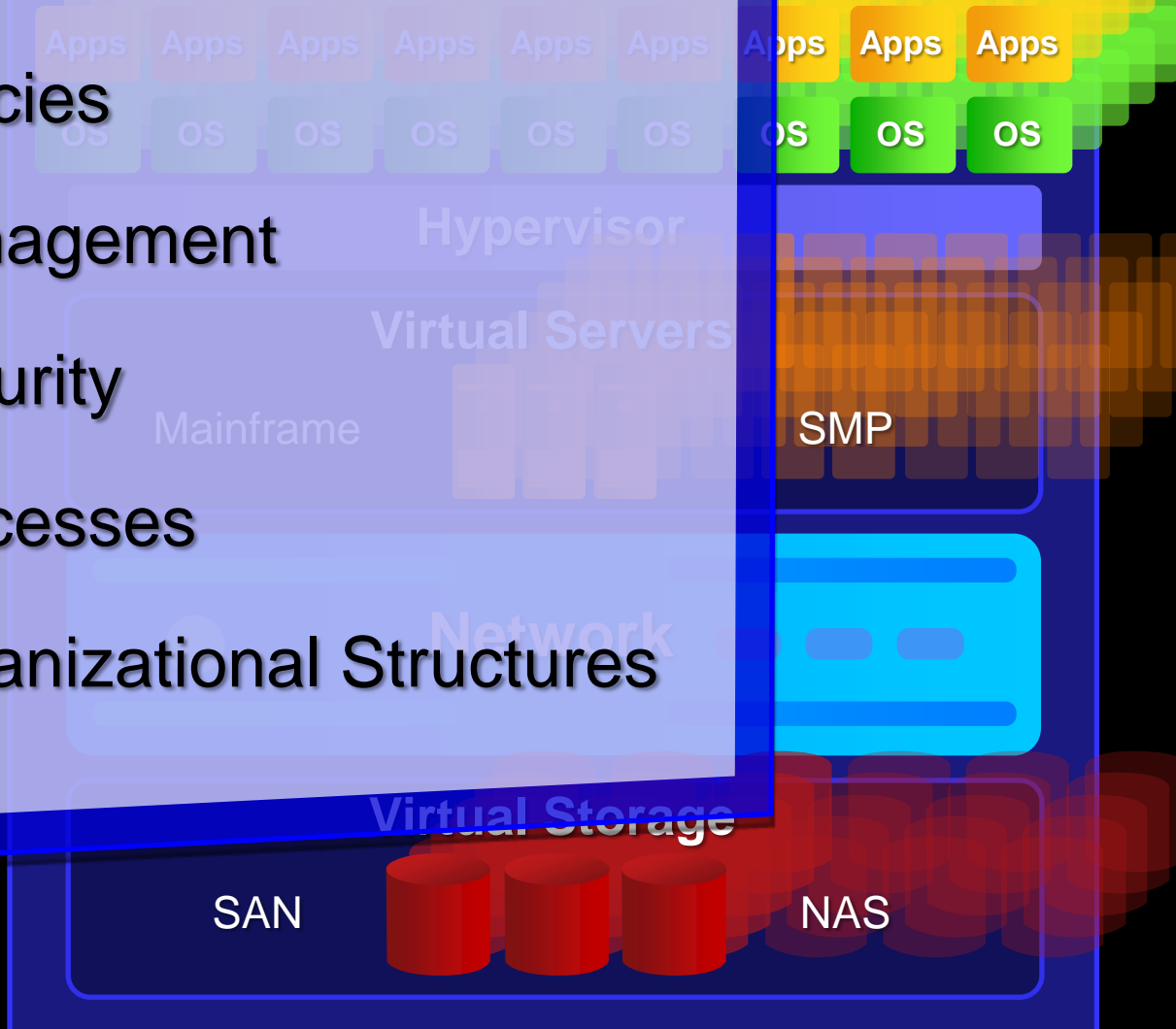


Virtualization Complex at Scale

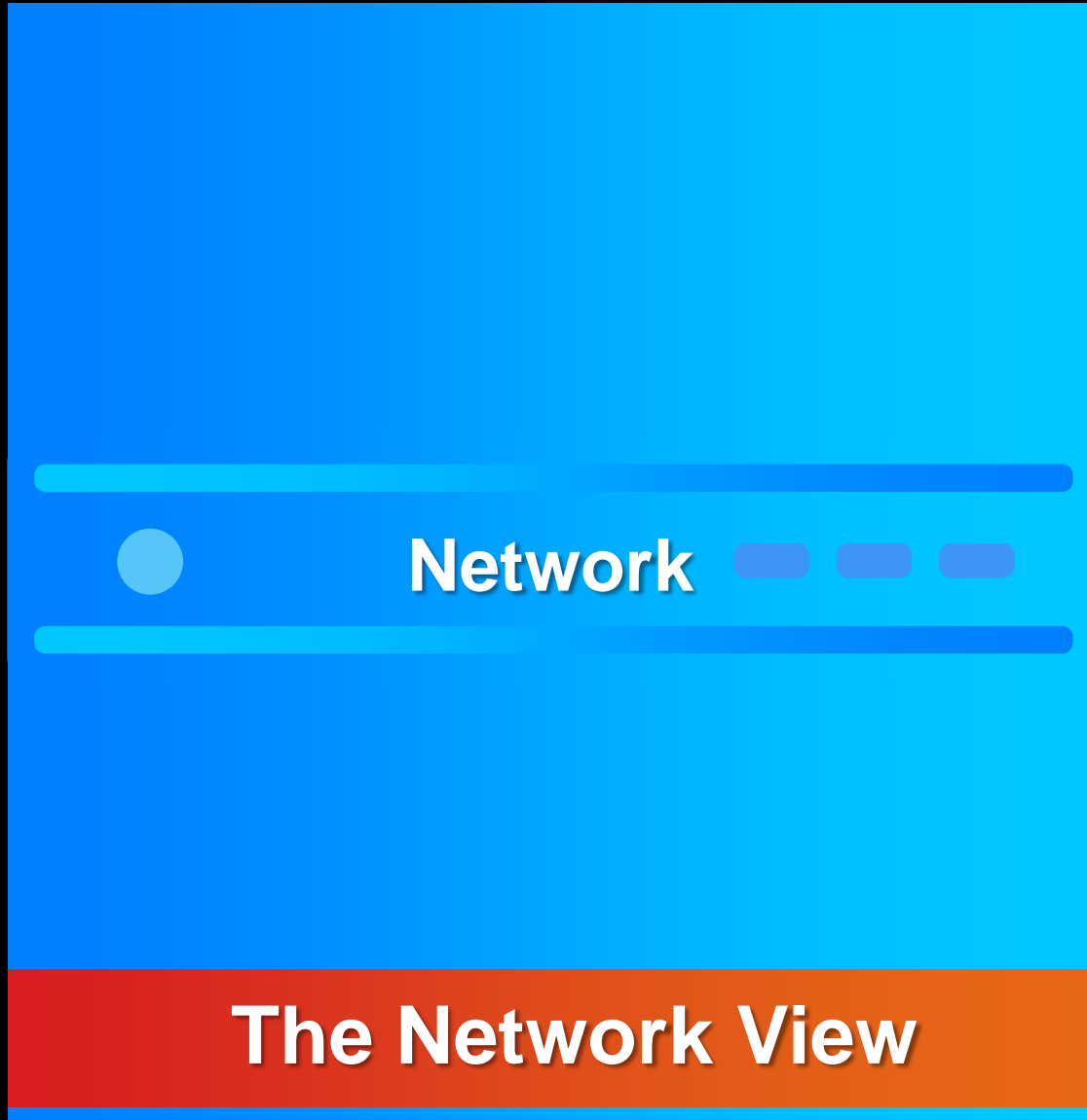


Virtualization Breaks...

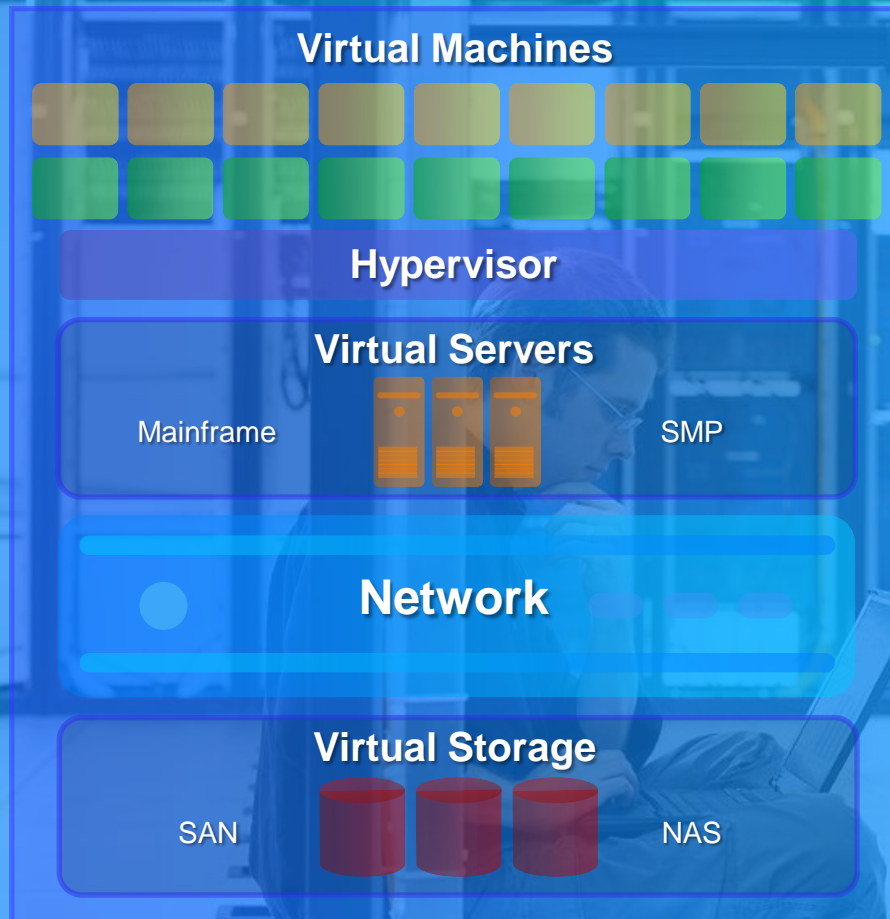
- Policies
- Management
- Security
- Processes
- Organizational Structures



Virtualization from the Inside-Out



Bringing Transparency to Virtualization



The Network View

Cloud Computing

Application

- SaaS



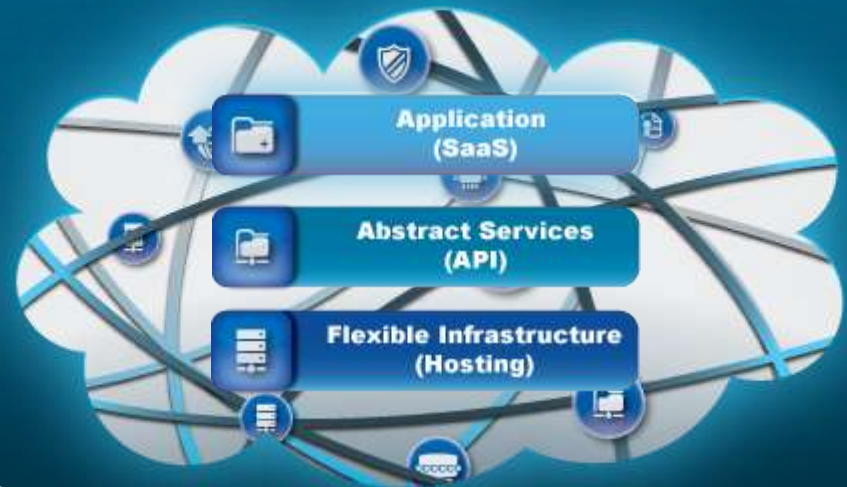
Abstract Services

- Services and Platforms for New Applications (via new APIs)



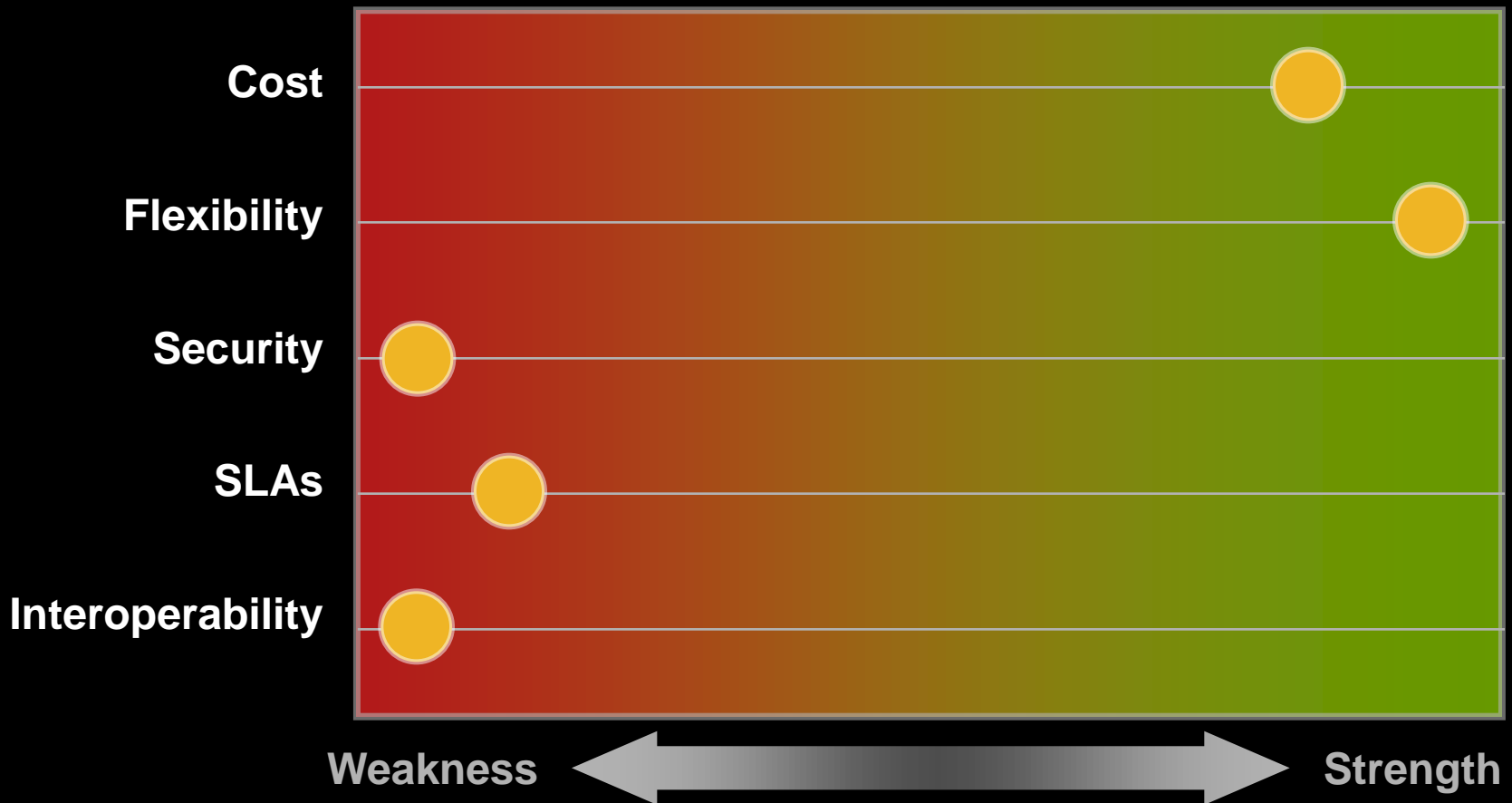
Flexible Infrastructure

- “Virtual Private Datacenter”
- Familiar DC Resources Delivered On-Demand



Today's Cloud Challenges

Input from Cisco Customers



Key Take-Aways

- **Fundamental transformations in the next 5 years**

 - The Nature of Work and Enterprise will be different

 - New technology and business architecture for Compute, Application and Services delivery enabled by Virtualization

 - Connected Life and Sustainability imperative will be key drivers for innovation

- **The Next Internet must be built for**

 - Media Experiences

 - Collaboration

 - Sustainability

 - Distributed virtualized Architecture

- **The Network is the Platform to drive these transitions**



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