Winning in transitions

Steven Weeks
Vice President, Cisco APAC Services
Technology is shifting at an accelerated pace

- Window of opportunity to transform businesses through Services
- World is at an economic and technology inflection point
- Increasing demands for new services and business models
- 500 Million urbanized in the next 5 years with over 100 new cities over 1 Million people by 2025, top 20 Megacities will use 75% of the world’s energy
- Hyper-growth in Emerging Countries
- Skilled human resources becoming more critical
The Internet of Things and Achieving Balanced Growth

- Enable Productivity
- Create New Services
- Environmentally Friendly

300 Million

Social and Business Transformation

- Consumerization of IT
- Consumer care-about: corporate impact/transparency
- Social networking as a driver

THE NEW NORMAL

- Go-To-Market: new services/revenue
- Operational: Survival caused a new normal – now a world of “new normals”
The social and business economic waves are calling for us to be:

**BE LEADERS**
Transformational, not incremental

**Innovations**
ALIGNING TO BUSINESS ARCHITECTURE

**BE OPEN TO NEW WAYS OF DOING BUSINESS**
New business models and ecosystems

**Winning in Transitions**
TIME TO MARKET, MITIGATE RISKS

It’s time for BOLD MOVES
Alignment of Business Priorities and Technology

- Only one third of Enterprises think their technology infrastructure can support business challenges
  - Despite growing awareness around Enterprise Architecture
  - ...and growing technology spending

- Companies understand their business processes, but can not fully optimize them
  - Collaboration silos
  - Application silos
  - Data silos
  - ...set artificial limits to business process modeling

Do Enterprise Customers Think Their Technology Infrastructure Allows Them To Address Business Challenges?

Source: www.eiu.com
Enabling the Network as a Powerful Business Platform

Networking Expertise
- Breadth and depth of expertise for complex multi-technology solutions
- Vast collection of best practices, methodologies, and tools

Collaboration Approach
- Unmatched scalability and coverage
- Complementary expertise

Intelligent, Personalized Services
- Applying Cisco intelligence for customer success
- Smart, proactive service capabilities

Innovative Solutions
- Network-centric solutions accelerate business results and time to value
- Helping architect long-term network strategies
Cisco Services bridges the skills gap

Services bridges the gap between expectations and capacity
Cisco Services for Cloud Enablement

**Cloud Strategy Service**
- Access Strategy
  - Technology and Security
  - Management Tools
  - Operational Readiness
  - Business Case
  - Chargeback Approach
  - Program and Architecture Management Offices

**Cloud Planning and Design Service**
- IaaS Design
  - Technology and Security
  - Tools Architecture
  - SLA Design
  - Chargeback Design
  - Program and Architecture Management Offices

**Cloud Implementation Service**
- Implement
  - Technology, Security, Tool and Facilities
  - Orchestration Integration
  - Workload Migration
  - Staging and Validation
  - Program and Architecture Management Offices

Accelerate time to value

Worldwide Expertise

Worldwide Presence

Proven Delivery Capability
Cloud Enablement Services – 5 Steps
Developing Strategy and Services BEFORE technical Decisions are made

1. **Discover**
   - Project Initiated with customer

2. **Requirements Definition**
   - Develop Business Strategy
     - Interviews and/or workshops, assessment of the current environment. Develop high level services strategy and financial model
   - Define Service Development
     - Define service requirements mapping to Services Strategy, Define classes of Service, Service Catalogue. Identify use cases and high level architecture patterns

3. **Architecture**
   - Define Technology Architecture
     - Document Target State Architecture: Data Center Architecture, Operations Management (OSS) Architecture, Services Management Framework (ITIL)

4. **Pilot**
   - Deploy Pilot
     - Build Pilot, Include Cisco Advanced Services to provide skills & expertise to reduce risk

5. **Operate**
   - Implement Operational Processes
     - Implement new Operating Procedures across all tenants, implement new culture

**Grow**
- Scale Cloud Offering
- Scale Out

**Phases**
- Phase 1
- Phase 2
- Phase 3
- Phase 4
- Phase 5
- Ongoing
Services Solutions Help Customers Capture Market Transitions and ROI

**Improve Operational Efficiency**
- 15% - 20% productivity improvement on an SP network team
- Up to 65% reduction in lost revenue through downtime

**Accelerating Growth**
- Customers have reported an estimated 30% - 50% increase in speed of deployment of their services to market

**Mitigating Risk**
- Through improved regulatory compliance, tight SLAs, single point of accountability and consortia-led engagements

**Helping You To Better Serve Your Customers**
- Improvements in customer satisfaction ratings for Cisco Services solutions

**Achieving Faster Time To Value**
- The ability to react and capture opportunities is critical to capitalizing on the potential growth
Creating Sustainable Differentiation

- Leadership products give us a seat at the table
- Leadership products and technical services designed and tested to work together to solve a customer problem
- Systems with services, partners, intellectual capital and financing for verticals
- Address the customers’ expectations to integrate
- Business and technology architectures for new value propositions
- Earn the right to help transform our customers’ businesses
- Portfolio of leadership products by customer segment
- Expand the engagement by leveraging leadership products

Customer Relevance

Technology Integration
Virtualization - Project Teliti “Greenfield” Datacenter

**Customer Challenge**
- To build a premium world class green datacenter in KL
- Certified to the Malaysian Green Business Index (GBI) highest standards
- Provide innovative, flexible and cost effective Cloud-based business solutions nationally, regionally and beyond

**Cisco Solution**
- E2E services based using Cisco Unified Computing platform to provide a high-performance, high availability virtualization platform to support Teliti’s business vision
- Best of breed worldclass Datacenter partners offering industry leading solutions
- Business-focused technology solutions to expand Teliti’s competitive Cloud-based service offerings across Malaysia, APAC & EMEA

“Teliti Datacenters is delighted to be partnering with Cisco to build … premium green datacenter in Malaysia … We are confident Cisco’s people, partners & products will provide our customers with the best possible, environmentally friendly data center solution & offerings to meet our customers current and future business and technology demands in Cloud Computing…”

Musa Mohd Lazim
CEO Teliti Datacenters
Collaboration – Idea Contact Center, India

Customer Challenge
- Provide the best in class customer support for their GSM customer base
- Improve productivity and customer satisfaction through technology and process

Cisco Solution
- Cisco Unified Customer Voice Portal along with CTI solution, including Exony for business reporting
- Migrate complete contact center infrastructure to a Cisco CVP

Expected Outcome
- Improved productivity and customer sat. through CTI deployment
- Support business decision with effective reporting
- Shift two million daily calls from human agents to self service portal
- Reduce average hold time from 64 to 55 seconds
- Increase customer satisfaction from 3.75 to 4.2 on 5-point scale

“We chose the Cisco solution because of Cisco’s strong IP background, and its experience delivering other types of telco-grade solutions. Cisco Advanced Services made a significant contribution because the technology was new to us, and they already had the expertise.”

Prakash Paranjape
Chief Information Officer
Idea Cellular Ltd
Borderless Network - YTL Malaysia

**Customer Challenge**
- New Service Provider building a new WiMAX infrastructure
- End-to-End / Turnkey Solution requirement
- Expertise & Enablement
- Time To Market, Scalability, Flexibility important customer drivers

**Services Solution**
- Cisco responsible for a Prime, Build Operate & Transfer
- IP Core/Edge Design and Implementation
- Multivendor Integration with Samsun and Motorola
- Cisco responsible for end-to-End operations & management

**Value Proposition**
- Expertise to design, build, operate & enable
- Accelerate time to market to launch new services
- Service assurance & operational excellence

"Together with Cisco, YTL-E will create a WiMAX center of excellence in Malaysia to become a world destination for WiMAX technology development"

Executive Chairman and Managing Director, YTL e-Solutions Berhad, Tan Sri (Dr) Francis Yeoh
Service Provider - SingTel Power On IaaS

Customer Challenge
- SingTel vision is to lead the transition to cloud to serve SMB, Enterprise, and the MNC market with flexible on-demand IT infrastructure
- Enable clients to securely extend existing IT infrastructures automatically on demand in a utility supply model

Cisco Solution
- Virtual Computing Environment (VCE) (Cisco/EMC /VMWare VCE
- 1st of it’s kind tripartite design and implementation backed by an innovative pay as you grow business model

Expected Outcome
- Accelerated deployment and cross company collaboration in the VCE professional services organizations will provide a reduced time to market, enabling them to maximize revenues
- Provide world-class cloud computing and virtual data center services without heavy upfront costs and complexities, giving their customers a vital competitive edge

“SingTel is excited to work with industry leaders in the VCE coalition to offer world-class cloud computing services…With this partnership, SingTel can help enterprises in Asia Pacific to extend their private cloud resources into our trusted and secured hybrid cloud solutions.”

Bill Chang
Executive Vice President
Business Group
SingTel
Transitioning Legacy Environments

**Customer Challenge**
- Large installed base of legacy equipment and systems, multi-vendors
- Fear of business continuity during transition to new architectures
- Opex to capex considerations – legacy equipment fully depreciated

**Cisco Solution**
- Best-in-breed solutions across key architectures
- Consortia partnerships, established service practices mitigating risks
- Cisco Capital financial solutions

**Expected Outcome**
- End-to-end scope of work encompassing legacy environments to new business architecture and models
- User requirements mapped through business consultancy
- Dedicated account management and seamless transition with zero downtime

**Legacy Conversions:**
1) TTSL – pay-as-you-use
2) Idea – pay-as-you-use
3) Bharti – revenue share
4) Aircel – capex plus managed services
The Cisco Advantage

Innovation:
Accelerating our customers’ business success

One Cisco:
Delivering through alignment of engineering, services creations, services and product delivery

Talent:
Highly skilled partner eco-system
Business and vertical consultants
Largest collection of CCIE
Industry Recognition

Awards and Certifications

Consistently recognized for industry-leading services innovation, best practices, and services excellence

- 2008 Service Excellence Award - Consumer Support
- 2009 Best Practices Awards - Best Online Community
- 2010 Best Practices Awards - Best Online Support

ISO 9001:2015 Registered

CCA Excellence Awards 2008

LISA Award Winner 2008 - 2009

Aberdeen Group Award Winner

- 17 languages supported
- 600,000 contacts handled per quarter
- 250,000 service requests quarterly
- Support in 180+ countries
- 107 In-country Next-Business-Day Depots
- 57 OEM Repair Centers
- Over 1.5 million certifications issued since program inception in 1992
In Summary…Join Cisco Services

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