

Simplifying the journey



Cisco Connect, April 24th, 2013
Presented by Catalin Stan,
Corporate Strategic Development & Partnerships Manager



3 main trends that drive
complexity to the ICT world

technological
advancement

cloud computing
big data
alternative energy
virtualization
mobility
artificial intelligence
convergence
remote workspace
miniaturization
nanotechnology
graphene
quantic physics
the internet of things



technological
advancement

mobile access to
everything, anywhere

consistent and easy to use
communication and
collaboration applications

it should all just
work

BYOD:
Windows,
Mac, iPad,
Android aso

**the many “any” expectation of
employees, customers and partners:
anywhere, anytime, any application,
any device, any network, any customer,
any partner**

tag videos and
postings that other
people should see

context, location
services, sensing
devices

Security, federation,
privacy, compliance,
personal versus work
info

virtual clients, thick clients,
web clients

economic, social,
political unrest

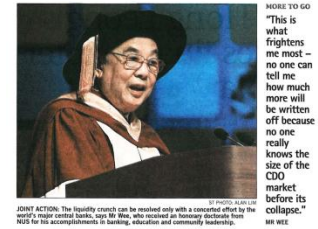


Lehman losses

Lehman Brothers shares closed below \$4 and is down 94.3 percent from its January peak.

Lehman Brothers (LEH)

\$80 per share



Worst of US credit crisis not over, says Wee Cho Yaw



economic, social,
political unrest

optimize costs and
resources

manage cash flows &
capital investments

increase
business agility

**a new economic status quo and fewer
resources available to businesses drive
changes in business models**

gain market share and
competitive
advantage

improve
productivity and
performance

private, social and work life merger

working
@ the
office

working
@ home

mobile
with a
laptop

mobile with
a
smartphone

anywhere,
any device

people working from anywhere

“50% of workers spend at least 20% of their time away”

“42% of US employers allowed staff to work remotely this year”

personal vs.
professional

“60% use business smartphones for personal needs”

generational shift

“4 million millennials enter the US workforce every year”

social media in B2B

“57% of workers use social media for business purposes at least once per week”

the right balance between expectations,
resources and context is to be found

our proposition
to customers

remove barriers to
business success

create business
value in new ways

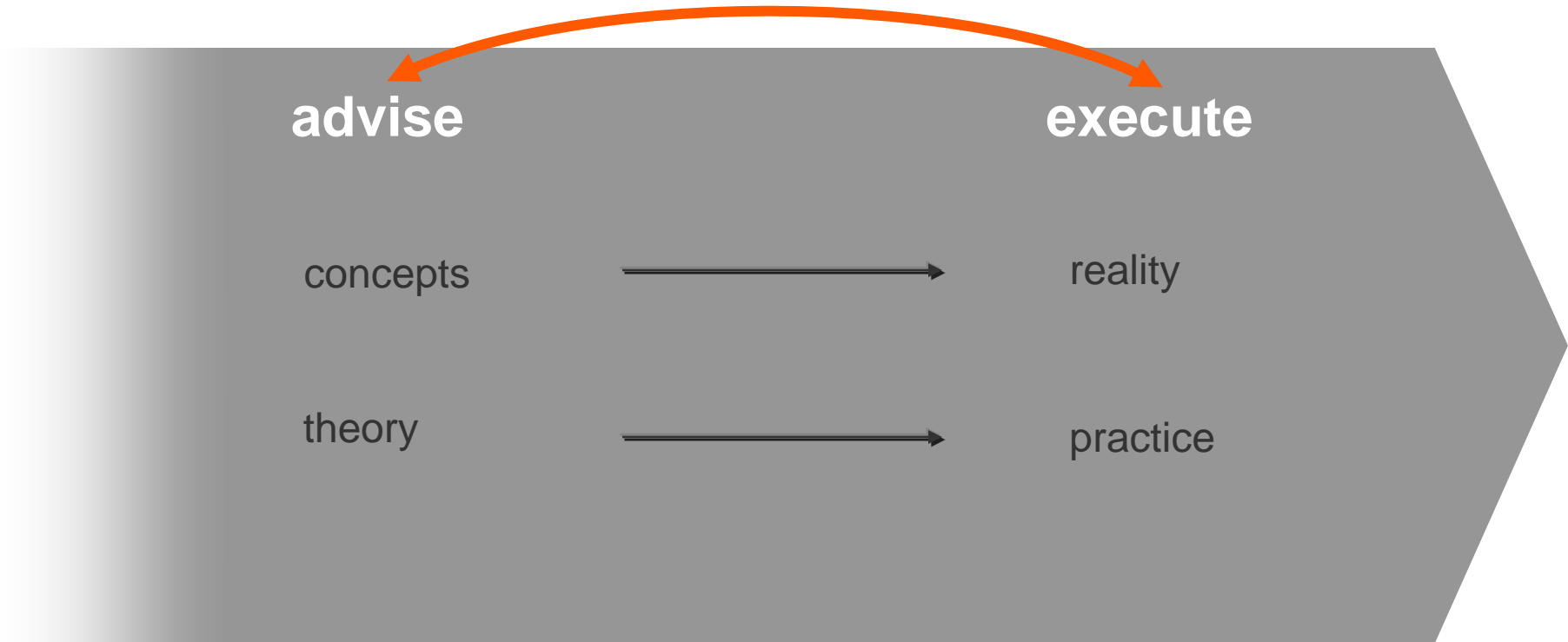
make business life
easier

remove complexity
and make
technology work for
more businesses

enable every individual to
contribute to your success,
maximizing the value of your
people

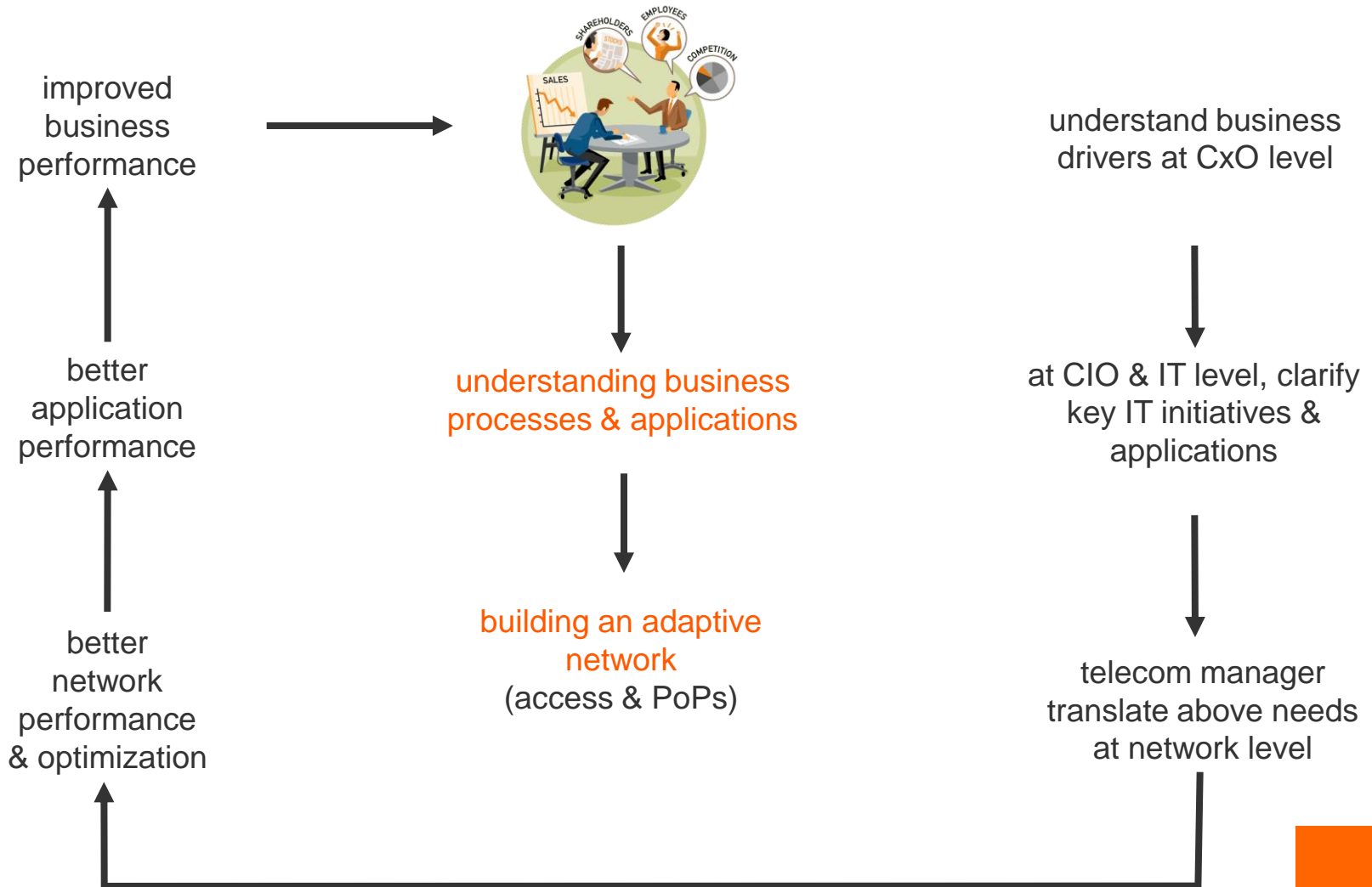
enhance business
contribution by
opening up
opportunities

we start with end-to-end professional services
that transform concepts into reality, theory to practice



by **aligning** the network strategy to the business objectives

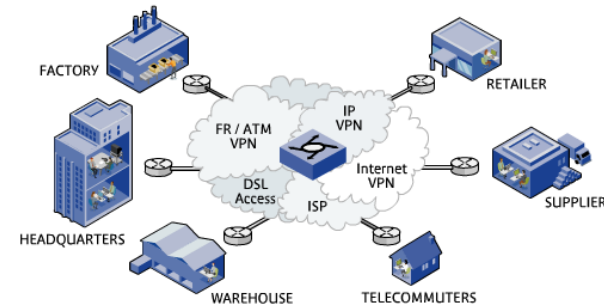
we provide an adaptive network built to meet all business objectives



we deploy a supple architecture to fit all levels of complexity

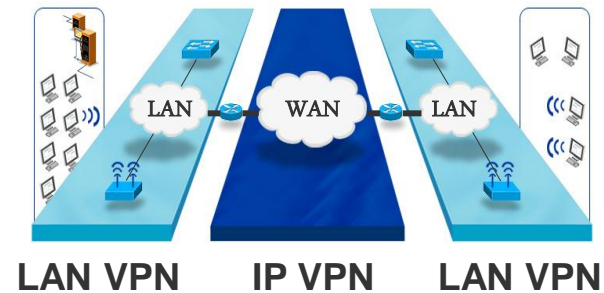
One network for all locations

- WAN diversity (MPLS, Internet)
- Access diversity (fiber, radio)



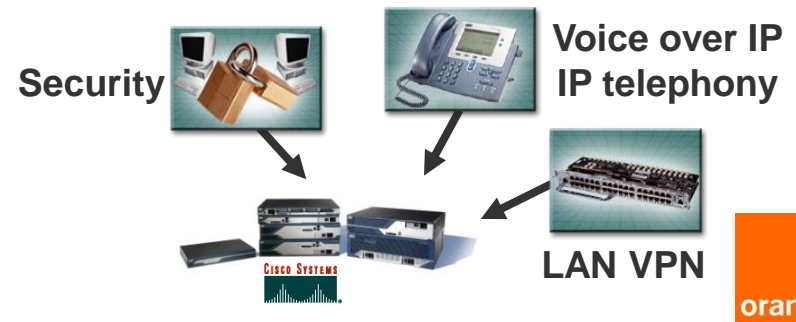
One network up to the LAN

- Integrated LAN and WAN design
- Integrated management view

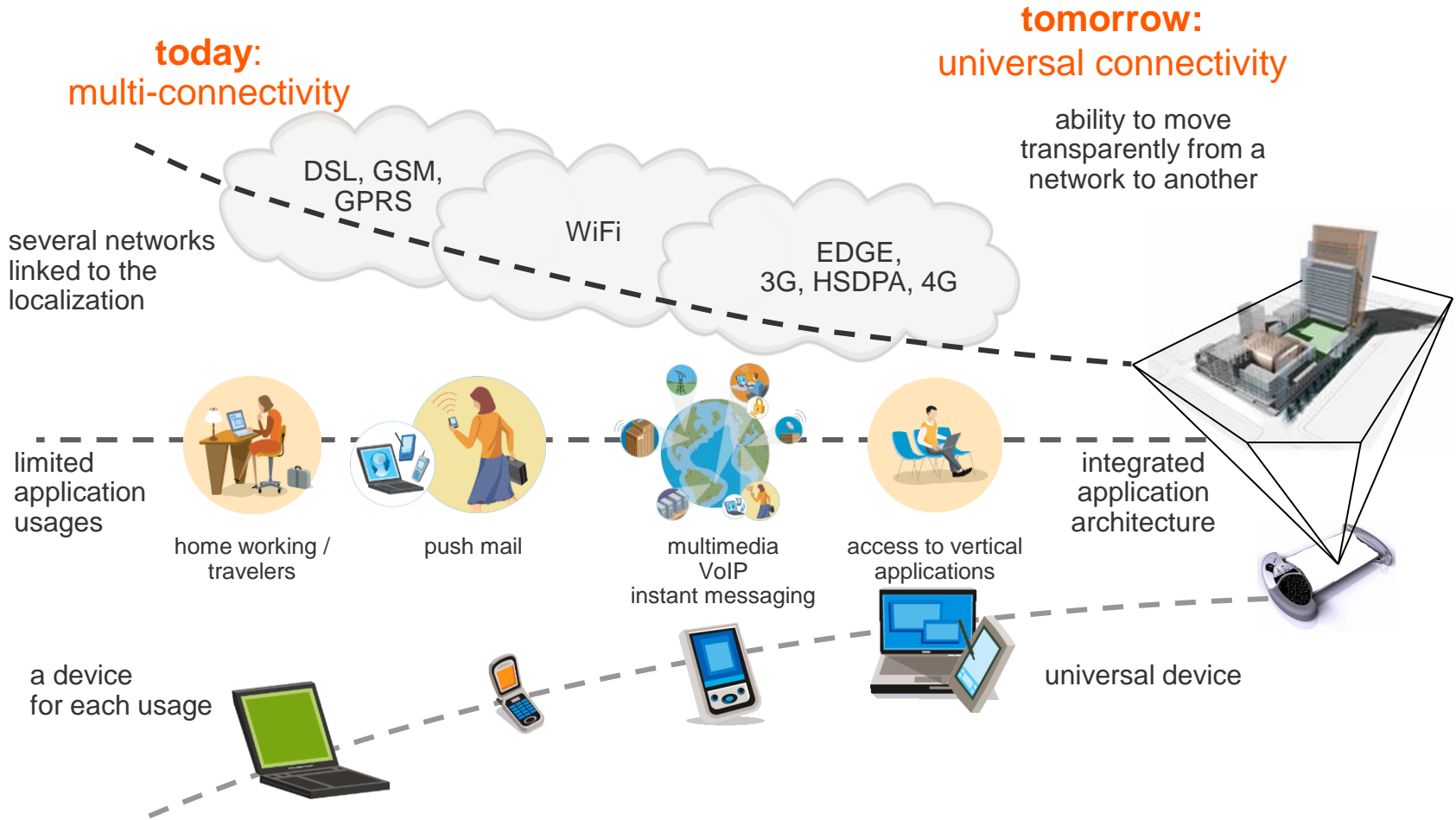


One customer edge device

- Security
- VoIP
- LAN



we provide converged technologies for the workspace of tomorrow



device & application management, mobile & M2M connectivity
support corporate/personal devices (BYOD)

we offer a full range of solutions
ready to serve any business need



Cisco and Orange

Cisco and Orange have a long term partnership of more than 15 years, expanding the possibilities of what networks are and what they can do. Together we provide organizations all over the world with flexible, secure, efficient systems, bringing their customers and suppliers closer and making business life easier.

- Orange is
- the first network service provider to be a Cisco Global Certified Partner
 - Cisco TelePresence Global Partner
 - Cisco Advanced Technology Provider
 - awarded one of the only four Global Services Alliance designations from Cisco

turning complex technologies to simple solutions really pays-off

- part of Orange-France Telecom Group
- mobile communication, internet and fixed line services

172,000
employees

more than 21,000
employees dedicated
to business services
in 166 countries

the world's
50th
strongest
brand

450,000 km
of networks

mobile presence in
33 countries

2/3 of top 100
global companies
are Orange - FT customers

227 million
customers



awards



World Communication Awards 2012 - three major wins

- best Global Operator
- best Cloud Service
- user's Choice



Frost & Sullivan

- leader Data Communications Service Provider of the Year



Gartner

- leader Global, Pan European and Asia Pacific Network Service Providers

Q & A



thank you