Pre-MWC 2019
Cisco Knowledge Network

February 20, 2019
Agenda

- Where we are – what we’re doing
- Cisco Innovations and CX
- Cisco 5G Now! in action
- Cisco Powers MWC 2019
Where we are
and
What we’re doing
Cisco @ MWC 2019 Overview

MWC 2019
Fira Gran Via
Av. Joan Carles I, 64
08908 L'Hospitalet de Llobregat, Barcelona

GSMA Theme: Intelligent Connectivity
http://www.mobileworldcongress.com

Cisco Booth in Hall 3, #3E30

Expanded Open footprint
• Cisco 5G in Action
• Ground breaking innovations inside
# MWC19 BCN Speaking Opportunities

| SPEAKER                        | DATE                | TIME               | SESSION TITLE                                                                 | LOCATION                        | STATUS  |
|-----|-----------------|--------------------|--------------------|--------------------------------------------------------------------------------|--------------------------------|---------|
| Jochen Heidl, Senior Solutions Integration Architect | Monday, 25 Feb 2019 | 3:45 – 5:00 PM     | Conference: Connectivity The Edge Computing Opportunity: Intelligent and Distributed | Hall 4, Auditorium 4 Fira Gran Via | CONFIRMED |
| Bob Everson, Dir, Business Dev. | Tuesday, 26 Feb 2019 | 4:30 – 5:00 PM     | NMG Panel (Offsite) ORAN for 5G | Hesperia Barcelona Tower | CONFIRMED |
| Chuck Robbins, CEO             | Wednesday, 27 Feb 2019 | (9:30 – 11:00 AM)  | Keynote 7: The Next Generation (with Rakuten)                                  | Hall 4, Auditorium 1 Fira Gran Via | CONFIRMED |
| Sumeet Arora, SVP, SP Networking | Wednesday, 27 Feb 2019 | 4:00 – 5:00 PM     | Conference: Industry 4.0 Linking IoT, 5G and Analytics in Smarter Enterprise   | Hall 4, Auditorium 3 Fira Gran Via | CONFIRMED |
| Shari Slate, VP, Chief Inclusion & Collaboration Officer | Thursday, 28 Feb 2019 | 11:10 – 11:25 AM   | Conference: W4T Summit Introducing the Multiplier Effect                      | Ministerial Programme, Hall 4, Auditorium A Fira Gran Via | CONFIRMED |
| Kishen Mangat, GM, SP Mobility  | Thursday, 28 Feb 2019 | 12:00 – 12:35 PM   | Conference: W4T Summit Transforming: The Impact of Online Movements           | Ministerial Programme, Hall 4, Auditorium A, Fira Gran Via | CONFIRMED |

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Customer Events

Diversity in Tech Networking Reception
Guest speaker: Sylvia Ann Hewlett
Author, economist, and founder of the Center for Talent Innovation
http://www.sylviaannhewlett.com/about.html

VIP Customer Reception
Cisco helps SPs
Grow Revenue
Reduce Cost
Mitigate Risk

• Partner with Cisco for highest 5G network profitability
• Deliver new differentiated services for Enterprise customers
• Build the most trusted, scalable, automated, and radio-independent network (any vendor, any technology Licensed and Unlicensed)
Cisco Innovation Announcements

- Mobility & New Services:
  - New cloud native products and solutions to help service providers make money and save money
  - Potentially industry changing new solution
  - Real world 5G deployment models – Reimagining the network and your business

- 5G Transport:
  - Major innovations for Intent-based Networking

- Automation & Orchestration
  - Machine learning
  - Closed-loop
  - Zero Touch
  - Self Healing
Services – Cisco CX
Cisco Services for Future Networking
Accelerate the full potential of your network

**Advisory**
Strategize and build a network roadmap to accelerate new services offerings, reduce risk and drive innovation across your network.

**Implementation**
Use proven best practices and comprehensive design, with network and software integration, to unleash the full power of your 5G Network.

**Optimization**
Keep your network running efficiently with health insights and proactive performance recommendations, so you can stay agile even as the network grows.

**Technical**
Centralize solution and product support for your network with a primary point of contact.

**Managed**
Reduce disruption and risk as you adopt new applications and networking capabilities while maintaining network uptime.

**Training**
Build your in-house expertise and get your networking team ramped up quickly and efficiently to manage your networking solutions.
Cisco 5G Now! in action
Grow Revenue
Reduce Cost
Mitigate Risk

- 5G Architecture
- Live demos from cloud to radio
- Automation and SON
- Secured and Trusted
- Monetize the cloud
- CX
Cisco 5G Architecture

- Multi-Cloud
- IP Transport
- 5G Core and Edge
- Open Access
- Client

Key concepts:
- Accelerate Automation
- Decentralize Data Center
- Proliferate Peering
- Shift Subscriber Services
- Converged Connectivity
- Secured Trusted
Turn Up the Focus on Enterprise

Sources of New Operator Revenues For 5G

- Enterprises (e.g. B2B, B2B2C)
  - Most Important: 69%
  - 2: 20%
  - 3: 6%
  - 4: 6%
  - Least Important: 3%

- Consumer (e.g. B2C)
  - Most Important: 31%
  - 2: 34%
  - 3: 9%
  - 4: 3%
  - Least Important: 23%

- Online (e.g. A2P)
  - Most Important: 40%
  - 2: 17%
  - 3: 17%
  - 4: 9%
  - Least Important: 17%

- Governments (e.g. B2G, B2G2C)
  - Most Important: 40%
  - 2: 14%
  - 3: 26%
  - 4: 17%
  - Least Important: 3%

Source: GSMA Survey of Operators
Digitization Has Caused a Rethink in Enterprise

Simple
On-prem serving traditional business processes

Still Simple
Cost optimized serving traditional business processes

Partners

Cloud SP
Digitization Has Caused a Rethink in Enterprise

Complicated
Digitized business processes serving employees, partners, and customers
Divergent Everything | Multiple Everything | Everywhere Everything

Enterprise Campus
Fixed and WiFi Connections

Enterprise Branch

Enterprise Offsite
4G/5G
5G Network as a Service

- Network Capability Exposure: Securely expose 5G network resources to enterprise apps
- Core Network Attribute: Rapid Slice Instantiation E2E Automation

Cisco 5G Architecture

Enterprise Campus: Fixed and WiFi Connections
Enterprise Branch
Enterprise Offsite: 4G/5G
Case Study: XYZ Manufacturing Corp
5G Network as a Service

- Ubiquitous Enterprise 5G Access
  - 5G Network Exposure to Enterprise
  - Private Indoor 5G Cellular + WiFi & Open Roaming
- Trusted Edge Services
  - Security Services
  - Identity & group policies
- Edge Overlays and Interconnect
  - SD-WAN & MPLS VPN
  - Enterprise NNI
  - Mobile SD-WAN
5G in Action at Cisco’s MWC 2019 Booth

**Connected Car:** As vehicles become ‘data-centers on wheels’, 5G networks can deliver: consistent latency, any access, roaming, security, performance, identity and endpoint management.

**Smart Cities:** SPs can provide managed services across any access type for use cases that address key City challenges: economic sustainability, citizen services, city infrastructure.

**Beyond the City:** Co-innovation project led by Cisco with UK government and partner ecosystem to demonstrate innovative approaches for accessible and affordable 5G for rural areas.
Cisco Powers MWC 2019
One Unified Access Experience: secure auto-onboarding
Mobile World Congress 2018 – Barcelona

Fira Gran Via
Barcelona Public Wi-Fi
Barcelona Airport
Barcelona Trains

New for MWC ’19
More locations and SPs

Mobile Operators: AT&T, T-Mobile, Sprint, Mobility, Telecom26, Softbank
ISP Cable Operators: Boingo, Shaw, Charter, Apple, ER Telecom, iPass