Cisco Live US 2018
Service Provider

Greg Smith, Sr. Marketing Manager
Gary Yessaillian, Sr. Marketing Manager

31MAY2018
Agenda

- Your Actions
- Theme / Venue
- Week at a Glance
- Speaking Slots
- Demos
- Mobile App
- Customer Appreciation Event
Your Actions

1. Come join us in Orlando!
2. Attend SP Power Session
3. Security-minded to SP Secure DC Workshop
4. Demos? Start at SP Zone
5. Questions?
Cisco Live U.S.
June 10 - 14, 2018
Orange County Convention Center
Orlando, Florida

10 Days to go!
26,000+ attendees in person and 350,000+ watching online
300 partner sponsors
Theme: Secure, Intelligent Platform for Digital Business

Embrace a Multicloud World

Reinvent the Network

Unlock the Power of Data

Security is Foundational

Employee and Customer Experience

One Cisco Story
Speaking Sessions:
Keynotes, labs, presentations, workshops
Keynotes

Monday, June 11
Opening Keynote
Chuck Robbins
10:30am – 11:30am

Tuesday, June 12
Technology Keynote
David Goeckeler
10:30am – 11:30am

Thursday, June 14
What Science Can Tell Us about Our Future
Dr. Michio Kaku
Amy Webb
3:00pm – 4:00pm
Service Provider 30 Minute Innovation Talk

Monday
1:00–1:30 pm
Innovation Showcase Theater

Yvette Kanouff, SVP
Service Provider Business Unit
Monday Afternoon SP Power Session

- Day one, 2-hour session, 3:00-5:00 PM prior to World of Solutions reception
- Registration via CLUS registration tool
- Agenda:
  - SP Strategy & Innovations
  - Trends in Network & Automation
  - Success with Cisco Services
  - Industry Panel – Hear from your colleagues
- Chance to win Ipad Pro with keyboard!!

Registration Link
https://sppowersessionciscolive.app.rsvpify.com/
# Product & Solution Sessions (60-minute sessions)

<table>
<thead>
<tr>
<th>TITLE</th>
<th>DATE</th>
<th>TIME</th>
<th>SPEAKERS</th>
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<tbody>
<tr>
<td>Meeting the Need for Secure Critical Infrastructure PSOSPG-2007</td>
<td>6/12</td>
<td>16:30:00</td>
<td>Jonathan Davidson</td>
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<tr>
<td>Enhanced Visibility and Breach Detection in LTE and 5G Networks PSOSPM-2037</td>
<td>6/12</td>
<td>15:00:00</td>
<td>Andrew Turner, Srikant Ramachandran</td>
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<td>Secure, Collaborative, Software Defined Networking PSOSPG-1008 [Verizon]</td>
<td>6/11</td>
<td>16:30:00</td>
<td>Anuj Dutia (Verizon), Ramesh Prabagaran</td>
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<td>Analytics as An Enabler for Real-time Assurance and Network Automation PSOSPG-2006</td>
<td>6/12</td>
<td>08:00:00</td>
<td>Paola Arosio</td>
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<td>Data Center Interconnect (DCI) Architectures Leveraging Dark Fiber &amp; Dense Wave Division Multiplexing (DWDM) PSOOPT-2100</td>
<td>6/12</td>
<td>13:30:00</td>
<td>Kevin Johnson</td>
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<tr>
<td>The 3 Stages of Network Automation and Orchestration PSOSPG-2941</td>
<td>6/13</td>
<td>09:30:00</td>
<td>Carl Moberg</td>
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<td>Cisco Policy Suite PCRF in a Cloud Native Architecture for 5G PSOSPM-2030</td>
<td>6/13</td>
<td>14:00:00</td>
<td>Mario Meraz, Rohit Jain</td>
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<td>Service Provider Infrastructure - Next Generation Building Blocks PSOSPG-2005</td>
<td>6/13</td>
<td>11:00:00</td>
<td>Sumeet Arora</td>
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<td>Team Collaboration: The Foundation of your Future PSOSPG-1009</td>
<td>6/14</td>
<td>08:30:00</td>
<td>Doug Jones, AT&amp;T</td>
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<td>Cisco’s Transport Software Defined Networking (T-SDN) Controller Architecture PSOSPG-2004</td>
<td>6/14</td>
<td>08:30:00</td>
<td>Ian Emsley</td>
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<td>5G Investment monetization (Trends &amp; Technology) BSOSPM-1000</td>
<td>6/14</td>
<td>10:00:00</td>
<td>Mark Gallagher</td>
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Secure Data Center Customer Workshop
Tuesday June 12, 3-5pm

Why Should You Attend?

Secure Data Center workshop for Service Providers – along with a content-rich security innovation talk by Jeff Reed and Roland Acra – provide a phenomenal opportunity for your customers to:

• Learn how Cisco is redefining security for the Service Providers’ production data center

• Engage with Cisco Security Experts in person and cultivate greater security architecture awareness that tie back to SP care abouts and deployments across 5G mobility, video broadcast, media production, and cloud/managed services DC environments

• Gain confidence and see how Cisco solutions can uniquely integrate and work together through real world use cases

• Understand Cisco’s new validated design & reference architecture for the SAFE Secure Data Center
Trusted Critical Infrastructure Session

Wed 6/13
3:00-5:00

See You There!!

Register Today--Trusted Critical Infrastructure
DevNet

Featuring over 220 Sessions!

- DevNet Express Pre-event on DNA
- 60 theater and classroom sessions and 80 workshops
- By demand, 8 Workshops now in the DevNet Zone!
- Learning labs split by topic area with interactive demos for more onsite focus and support
- Co-creation demos and inspirational panels
- Two sessions in the Leadership and Equality track
- Two-hour Breakouts, one four-hour Technical Seminar, and two four-hour Instructor-Led Labs

New DevNet Partner Village!
Breakouts
500+ technical sessions focused on deployment, troubleshooting, case studies

PSOs
90 product and strategy sessions including industry content

Seminars and Labs
150 deep dive and hands-on sessions

Content Café
30 min sessions focused on new technologies

Beers with Engineers
Speaker led, small group discussions on Wednesday

Flip Sessions
New format this year leveraging Cisco Live online pre-event and small group sessions onsite
2018: SP Summary

• 6 Walk in Self-Paced labs (each 45 minutes)
• 5 Business Solutions/Customer case studies (each 30-60 minutes)
• 8 Instructor led labs (each 6 hours)
• 8 Technical Seminars (each 6 hours)
• 11 Product and Solution Overviews (each 60 minutes)
• 77 Technical Breakout sessions (each 90-120 minutes)
Demonstrations
Service Provider Zone

• Landing Space for Service Providers to navigate show floor
• White Board Sessions/Meet SP Experts
• Hosting demo tours – scheduled and walk-up
• Executives to be present after SP Power Session Monday at 5pm ET
• “Go to the SP Zone”
Cisco Campus: Explore solutions and products
Most Important SP Demonstrations

- Segment Routing – Platform for Digital Business
- Optical Infrastructure – Platform for Digital Business
- Crosswork Automation – Reinvent the Network Zone
- Crosswork Data Platform – the Power of Data Zone
Campus Floor Plan
Strategic Demos

Security
• Integrating 3 MSSP use cases into exiting Security demo pods

Intent-based Infrastructure
• SP NOC
  - 2 Racks (NCS5500, ASR9000, NCS540, NCS4200, NCS1002/4)
• 4 Big Solves
  A. Deliver Managed Services Quickly and Easily
  B. Critical Infrastructure Optical
  C. Simplify and Scale with Segment Routing w/SR
  D. Network Function Virtualization Infrastructure

Reinvent the Network
• Machine Learning for Augmented Intelligence (incl. Crosswork Situation Manager)
• Automate and Optimize IP Transport (Bandwidth and Management (BAM) Suite for Transport SDN -- WAE/NSO/XTC)
• Hero/theater Demo: Automation for SPs

Communities & Transport
• Mobile IoT Platforms (incl. Ultra IoT + Jasper + Kinetic; use cases: Smart Meter/Lighting)

Unlock Power of Data
• Optimize Data Performance (incl. Crosswork Data Platform)
Mobile App
Cisco Live U.S. 2018 Mobile App
Available June 4

Access your schedule, personalized recommendations, surveys, maps, and more.

Be sure to check out all the new features this year including:
- Find My Friends
- Interactive Recommendations
- Track Your Steps
- Nearby Recommendations with Augmented Reality
- Add Personal Time

Search Cisco Events
New Home Page and Adding Personal Time

- Homepage: One place to see schedule, favorites, view recommendations, take surveys, etc.
- Surveys will automatically add to your pending surveys queue after you attend a session.
- Add personal time to your schedule as reminders for other conference activities.
Your new and improved customized recommendations

• Considers your technology interests and the sessions you have already scheduled or favorited and gaps in your schedule.

• See recommendations for sessions, demos, and exhibitors in the mobile app

• Give feedback with a simple thumbs up or thumbs down

• Recommendations change dynamically from your feedback and activities
Smart Agenda – proximity based recommendations

- While onsite, customized recommendations with an additional location filter – see what’s going on close by!
- Recommendations are updated every 30 seconds as you move around the venue.
- Click on the compass to get directions from your exact location
Nearby Recommendations with Augmented Reality

- 13 targets in World of Solutions.
- Using app, scan the targets to get nearby recommendations that are personalized to your interests.
- Each recommendation has an associated button that will take you to the map location to get directions.
Getting around: Cisco Connected Mobile Experience (CMX)

**Improved Blue Dot Wayfinding**

**Find My Friends**

**Track Your Steps**

- Navigate the conference with interactive maps – get your current location and navigate to anywhere in the venue
- Create private groups and share your location with friends
- See how many steps and miles you have walked at Cisco Live by opting in to the Track Your Steps activity
Fun times at Universal Studios!
Customer Appreciation Event
TAKING OVER UNIVERSAL STUDIOS IN ORLANDO
Musical Performances

SAM HUNT

CAKE

LEON BRIDGES

REFUGEE
TOM PETTY TRIBUTE BAND

SLIPPERY WHEN WET
BON JOVI TRIBUTE BAND
Entrances

Good to Know:

• Pick up PARTY wristband at Convention Center on Tuesday or Wednesday (bring your Cisco Live badge and photo ID)

• Party wristband REQUIRED at Universal...leave your Cisco Live badge at home

• Grab a shuttle bus and enjoy the night!

• The colored entrance matches your shuttle route color #BOOM

6 p.m. with public

7:30 p.m. PRIVATE!

Production Lot Entrance GREEN

Team Member Lot YELLOW

Gate 10 Entrance BLUE

Ride Share/ Taxi Main Entrance ORANGE

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Call to Action

1. Please Attend
2. Join us at SP Power Session
3. Send security-minded to SP Secure DC Workshop
4. Demos? Start at SP Zone
Questions?
Thank You!