Your Time Is Now

Cisco Connect
5 - 7 April, 2017
Pula, Croatia
Ready to Enter the New Era of Digital Enterprise?

Petr Pavlu, Cisco Eastern Europe
Digital Vortex

1. Technology
2. Media & Entertainment
3. Retail
4. Financial Services
5. Telecommunications
6. Education
7. Hospitality & Travel
8. Manufacturing
9. Healthcare
10. Energy
11. Oil & Gas
12. Pharmaceuticals

Source: Cisco & IMD Global Center for Digital Business Transformation, 2015
Companies will be displaced by digital disruption in the next 5 years.

45% ignore

25% proactive

Source: Cisco & IMD Global Center for Digital Business Transformation, 2015
74% CEO’s believe they will be disrupted

6% Satisfied with their innovation

Source: Cisco & IMD Global Center for Digital Business Transformation, 2017
Top Concerns for CEO’s

- Uncertain economic growth: 82%
- Over-regulation: 80%
- Availability of key skills: 77%
- Geopolitical uncertainty: 74%
- Speed of technological change: 70%
- Exchange rate volatility: 70%
- Increasing tax burden: 68%
- Social instability: 68%
- Changing consumer behaviour: 65%
- Cyber threats: 61%

Source: PWC 20th Annual Global CEO Survey
“At its height back in 2000, the U.S. cash equities trading desk at Goldman Sachs’s New York headquarters employed 600 traders, buying and selling stock on the orders of the investment bank’s large clients. Today there are just two equity traders left.

Automated trading programs have taken over the rest of the work, supported by 200 computer engineers.

…”

Some 9,000 people, about one-third of Goldman’s staff, are computer engineers.”

Marty Chavez, Goldman Sachs's incoming CFO (and former CIO)

Network Programmability

54% cagr

$937M

2014

$12.5B

2020

IDC, Worldwide Datacenter SDN Market Expected to Reach $12.5 billion by 2020, 03 Feb 2016
34% Fortune 100

28% Global 100

Forrester, APIs Foster Innovation at the Largest Global Firms, Developers Help Connect Digital Ecosystems with open Web APIs, Jan 4, 2017
111 Billion

Lines of new code in 2017

Cybersecurity Business Report, World will need to secure 111 billion lines of new software code in 2017, Dec 19 2016
Why Network Programmability Matters?

**Network Expenses**

- **CAPEX**: 33%
- **OPEX**: 67%

Source: Forrester

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**Deployment Speed**

- **Computing**
- **Networking**

Source: Open Compute Project
Network Operations Seemed Exempts…

OS and Sys Admins Did It First - DevOps

- A change from manually configuring every server, operating system, and virtual machine to operating a nimble set of infrastructure at scale

100-200 servers per 1 Admin

CLI + Bash + reactive configuration

5,000-10,000 servers per 1 Admin

Orchestrated config & integration with development
“Software is eating the world”
-- The Wall Street Journal (2011)
Marc Andreessen

“Everything that can be automated will be automated.”
A.k.a. 1st Zuboff’s Law
Why Automation?

How Cisco enables this transformation

Modern Apps
- User experience
- Business value
- Connecting people and things
- Cloud apps, containers, microservices

Programmable Infrastructure
- Automation & orchestration
- Security
- Intelligence & Analytics
- Infrastructure powered apps

Programmable Infrastructure powered apps
DevOps
APIs

Cisco Connect

How Cisco enables this transformation

Modern Apps

Programmable Infrastructure

Cisco Connect
Infrastructure Knowledge & Skillset Transformation

Modern Apps
- User experience
- Business value
- Connecting people and things
- Cloud apps, containers, microservices
- Infrastructure powered apps

Programmable Infrastructure
- Automation & orchestration
- Security
- Intelligence & Analytics
- Infrastructure App Services

Understand architecture & API usage
Consider security requirements
Identify skillsets needed
The Cisco Challenge

Enable 6000 Network Engineers to succeed in this new paradigm...

...with minimal disruption to their current jobs
DevNet

...Sweeping skill transformation; our team can immerse themselves in the technology while sharing best practices.

Learning Labs

...Making it real; our team gains the confidence needed to bring new technology to the customer.
“I've tried looking into these topics before, but would usually get frustrated or unable to find a starting point. This session introduced the topics, provided background and hands on, as well as continued learning opportunities on the DevNet site. I can't stress how valuable this session was”
What advantages does each type of company have in its ability to capitalize on digital disruption? [941 respondents]

“I don’t believe you can build a digitization strategy without collaboration technologies.”

Chuck Robbins, CEO
Team Engagement Dynamics

- Scheduled Meetings
- Ad Hoc Meetings
- Furious Chat
- Occasional Messaging

Engagement vs. Time

- REALTIME
Meetings Tool

Engagement Time

Scheduled Meetings
Ad Hoc Meetings
Furious Chat
REALTIME
Occasional Messaging

TIME

Engagement
Pain in the Transitions

Engagement Time

Scheduled Meetings

Ad Hoc Meetings

Furious Chat

Realtime

Occasional Messaging

Time

Engagement

Cisco Connect

Pula, Croatia

5 - 7 April 2017
Work Is A Continuous Flow

Scheduled Meetings
Ad Hoc Meetings
Furious Chat
Occasional Messaging

REALTIME

TIME

ENGAGEMENT
Enabling One Continuous Work Stream

before during after
For teams to excel, they need a common platform that is pervasive and provides a seamless, connected experience.
Platform to Integrate Processes And Applications

Integrations & Spark Bots
https://depot.ciscospark.com

APIs & SDKs
https://developer.cisco.com
Available on Any Device
Today’s Collaboration Space
Disruption is to be **expected** and **planned** for (Vortex)

Essential business concerns: Skills availability, Speed of technology changes

Programmability & Automation are key transitions for networking industry (Devnet)

Transition demands new ways of collaboration (Spark)
Takeaway & call to action

- Endorse disruption: Challenge yourself and your company/business
- Champion programmability: Join Devnet, learn, experiment, share
- Adopt new business collaboration paradigm with Cisco Spark
- Listen carefully to the next session: Next generation may show the way