Cisco and Higher Education Institutions
Partnering With Universities for Success

Dr. Tracey Wilen-Daugenti
IBSG, Higher Education
Cisco’s Commitment to Higher Education

The Internet and Education Are the Two Great Equalizers

IBSG Higher Education
- Thought Leadership
- Strategy
- Innovation
- Models

University Recruitment/Interns
- 3,517 Interns
- 2008–2009
- U.S.
- APAC
- Europe
- Emerging

Cisco Research Center
- Funded Research
- Collaboration Projects
- Technology Transfer

Cisco Networking Academy
- 9,000+ Academies
- 760,000+ Students Per Year
- 160+ Countries
Cisco Supports Higher Education

Today’s Agenda

- Higher education focus and support
- Strategic partnerships
- 21st century careers
- Higher education research
- Funding for higher education solutions
Cisco’s Higher Education Industry Focus and Support

- Worldwide Briefing Centers
- Field Marketing Offers
- Technology Solutions
- Internet Business Solutions Group
Executive Briefing Centers Provide an Edge in the Networked Economy

16 Cisco Worldwide Briefing Centers offer educators around the world a close-up view of how technology can transform every aspect of campus life.
Worldwide Briefing Opportunities for a Range of Customer Requirements

- **Executive Briefing Centers – San Jose, CA and Bedfont Lakes, UK**
  
  Offers access to Cisco executives and visionary, interactive and informative demonstrations

- **Regional Briefing Centers – Multiple Locations**
  
  Offers customers access to Cisco subject matter experts and demonstrations

- **Virtual Briefings – TelePresence**
  
  Extends EBC and CBC capability via TelePresence to help more customers in more locations to meet with Cisco experts and executives worldwide
# Executive Briefing Sessions Tailored to Key Education Interests

## Key Elements of Briefings

- Higher education best practice sharing with our consultants
- Higher education solution demonstrations
- Access to product managers and Cisco executives
- Non-disclosure updates on solution roadmaps and announcements

## Typical EBC Agenda for Higher Education

- 21st century higher education trends
- Tour workplace of the future
- TelePresence demonstration
- National Research Network update
- Data Center design
- Disaster recovery
- GRID computing
- ERP implementation best practices
Field Marketing Offers Target Higher Education

- Customer webcasts on key higher education topics
- Customer roundtables
- Customer panels
- Higher Education newsletter
- Sponsorship of major tradeshows and events
- Consultant visits to universities and colleges
Technology Solutions for Higher Education

- **Cisco Connected Learning:**
  Creating globally-focused, student-centric learning environments

- **Cisco Virtual Classroom:**
  Integrated distance learning

- **Cisco Campus Security:**
  Protecting wired and wireless networks

- **Cisco Physical Security:**
  Protecting students and campus assets through video surveillance

- **Cisco Connected Real Estate:**
  Converging building control and communication services on a multiservice IP backbone

- **Cisco in Motion:**
  Delivering true mobility to campus population

- **Cisco High-performance Computing:**
  Supporting networking requirements of research groups
Cisco Internet Business Solutions Group
Higher Education Practice

Trusted Advisors Who Help Create Transformation

- Global strategic consulting arm of Cisco
- Small teams of trusted advisors
- Design innovative and practical strategies to help solve key challenges
- Use advanced technologies to deliver strategic roadmaps
- Strong higher-education expertise and thought leadership
- Keynote speakers for higher education events
IBSG Engagements Enhance Learning at Key Institutions

- Arizona State University
- Apple Education
- Tech de Monterrey
- Wake Forest
- Harvard
- UC Berkeley
- Alberta Ministry of Education
- Bryant University
- Case Western Reserve
- Russia Institutions for Higher Education
Strategic Partnerships
Extending the Reach of Technology

- Cisco partners with multiple vendors to meet customer needs
- Case studies demonstrate solutions in university environment
Cisco Technology Partnerships Address Broad Customer Needs

Aligned Approach

- Research
- Recruiting
- Marketing
- Networking Academy
- Philanthropy
- Alliances
- Strategy
- Technology

Customer
Cisco partners with multiple IT Vendors

- Apple
- Microsoft
- Cisco
- Intel

[Image of two people using a laptop]
Cisco and Apple: Supporting and Extending iTunes Podcasting

**Situation**
- Use of podcasts is accelerating at colleges and universities
- Institutions’ networks may not support multiple multimedia applications such as podcasting

**Solution**
- Developed reference architecture and whitepaper, “Multimedia-ready Networks”

**Results**
- Increased awareness and opened dialog with administration, faculty, and campus IT
Cisco and Apple: Secure Mobile Access to Campus Network from iPhone

**Situation**
- Mobility and use of the Apple iPhone has increased on campuses
- Campus personnel need secure access to the campus network while offsite

**Solution**
- Cisco VPN embedded in Apple iPhone

**Results**
- Allows campus staff to be productive and improves usefulness of the iPhone for campus staff
Cisco and Intel: Wireless Connectivity

Situation

- Expand classroom applications
- Build reputation for innovation / progressiveness to attract new students

Solution

- Wireless to support large applications
- Technology integration

Results

- Support multimedia type applications
- Enhanced speed

“The network must evolve to address our users’ needs, and 802.11n is an obvious choice to support the growth in high-bandwidth applications.”

Kevin Miller, Associate Director Communications Infrastructure
Cisco and Microsoft: Collaborating on Unified Communications (UC)

Demonstrates UC in Campus Environment

Phase 1:
- Cisco UC showcase launched January 2008
  - Demonstrates full Cisco UC portfolio, from phone applications to WiFi mobility
  - Shows how UC enriches user experience, regardless of location

Phase 2:
- Broadens solution set to include Microsoft and other partners
  - Demonstrates Cisco and Microsoft solutions working together
21st Century Careers
Supporting Students and Staff in the 21st Century Economy

- University Recruiting
- Internship Programs
- Cisco Networking Academy
- Sales Associate Programs
Cisco Recruits at Universities Worldwide to Bring in Local Talent

Cisco Projected Worldwide University Hiring Plans

Cisco currently recruits at 53 schools, based on diversity, academic ranking, size of engineering program and location.

Source: Cisco, 2008
Cisco Intern Program Trains Employees of the Future

- Goal: To develop a diverse pipeline of top-tier candidates for Cisco employment

- Paid, pre-professional, year-round program offers hands-on industry experience and application of theories learned in class

- Students must be enrolled full-time at an accredited four to five year college or university leading to a bachelor or advanced degree
Digital Opportunity Trust (DOT) Intern Program Helps Rebuild Schools

- In partnership with Cisco’s 21st Century Schools Program, DOT has launched TeachUP! program to bring technology help to hurricane-damaged schools in Louisiana and Mississippi.

- DOT and Cisco are recruiting local interns to bring teachers in 53 schools up to speed in Internet technologies.

- Cisco is a founding member of DOT, an international not-for-profit organization based in Canada.
Cisco Networking Academy Creates Global IT Capacity and Social Change

- Provides technology education to more than 760,000 students per year at more than 9,000 academies in 160 countries
- Improves career and economic opportunities around the world
- Promotes social change through global partnerships
- Provides academic and career pathways for students

Source: Cisco, 2008
Cisco Networking Academy Curricula

CAREERS

Enterprise Networking

Small and Medium Business Networking

Network Installer
Basic IT Support
System Admin

Fundamentals

Networking for Home and Small Businesses
Working at a Small-to-Medium Business or ISP
Introducing Routing and Switching in Enterprise
Designing and Supporting Computer Networks
IT Essentials: PC Hardware and Software
Panduit Network Infrastructure Essentials

Designing and Supporting Computer Networks
Networking Fundamentals
Routing Protocols and Concepts
LAN Switching and Wireless
Accessing the WAN

Designing and Supporting Converged Wide-Area Networks
Implementing Secure Converged Wide-Area Networks
Optimizing Converged Networks
Building Multilayer Switched Networks
Building Scalable Internetworks

CCNA Exploration

CCNA Discovery

CCNP

UNIVERSITY

COLLEGE

HIGH SCHOOL

Student Networking Knowledge and Skills
CMcG1 needs to be replaced with correct course names for fundamentals.

Carroll McGillin, 6/12/2008
Sales Associate Program Trains Account Managers and Systems Engineers

- Best-in-class graduate recruitment program provides Cisco product and services training, and builds sales, business, and finance skills
- Have graduated over 1,000 AMs and SEs
- Open to recent graduates with related degrees and technical aptitude or expertise; must be fluent in English and willing to relocate
Research
In Support of Faculty and Graduate Students

- Goals and range of research funding
- Cisco Research Center
- University Research Board
Goals and Range of Research Funding

- **Goals of academic research:**
  - Encourage and capture innovative ideas
  - Create collaborative opportunities and relationships
  - Fuel the “next generation” of technology innovators

- **Cisco supports research by individuals and groups of faculty and students at a given university, and collaboration among multiple universities**

- **Projects include research grants, gifts of money and equipment, and contracts with deliverables**
Cisco Research Center Enhances Collaboration with University Researchers

- Sparks collaboration and research within Cisco and the university research community
  - Funded research
  - Collaboration projects
  - Technology transfer
- Supports faculty through grants and Visiting Scholars Program
- Supports students through fellowships, student colloquia, and career opportunities

Source: Cisco, 2008
University Research Board

- 25-members board of Cisco subject matter experts, typically Distinguished Engineers or Cisco Fellows
- Sets strategic direction for Cisco University Research Program, helps solicit and evaluate research proposals, and maintains appropriate programmatic balance and relevance
- Evaluation criteria include intellectual merits of proposals, qualifications of principal investigators, and relevance or importance to Cisco and the industry
Funding for Higher Education Institutions

- Cisco Systems Capital
- Cisco Foundation Matching Program
- Employee Product Donation Program
Cisco Capital Helps Meet Your Institution’s Financial and Technology Needs

- Enables colleges and universities, to easily acquire, deploy, and maximize their network investments through innovative financing solutions:
  - Tax Exempt Lease Purchase (TELP)
  - Fair Market Value Lease
  - Cisco Technology Migration Program
- Finances bundling of Cisco solutions, Ednetics services and Cisco SmartNet services

Find out more: www.cisco.com/web/ordering/ciscocapital/index.html
Cisco Foundation Magnifies Employee Gifts of Time and Money

- The Cisco Matching Gift Program supports employee philanthropic interests that include educational institutions.

- Employees can add new charities to the I-Give database, then make financial donations or volunteer time.

- For 2007, Cisco matched $1000 per employee for monetary contributions, and up to $1000 per employee for volunteer hours.

Find out more: www.cisco.com/web/about/ac48/pbi.html
Product Donation Programs Give Schools Equipment and Service

- Cisco employees can purchase up to $40,000 in Cisco equipment at a **75% discount** for donation to qualified schools in the U.S.
- Donation includes one year of SmartNet support
- Under a separate program, Cisco’s Information Assurance Group makes direct donations to institutions of higher learning to support network security education programs

Find out more:
www.cisco.com/web/about/ac48/pgp_home.html