

A young girl with long dark hair, wearing a light blue long-sleeved shirt and olive green pants, is running barefoot on a green lawn. She has her arms outstretched and is looking down. The background is a bright green lawn with some small white flowers.

Oman Cisco Expo 2007

29 May 2007

Welcome to the Human Network

The Ultimate Technology Forum



The Human Network



Nadim Khoury

Regional Manager, Service Provider



Lead the Experience

Networks and People

For Thousands of Years,

**Networks have connected people in all facets of life—
families, communities, institutions, commerce.**

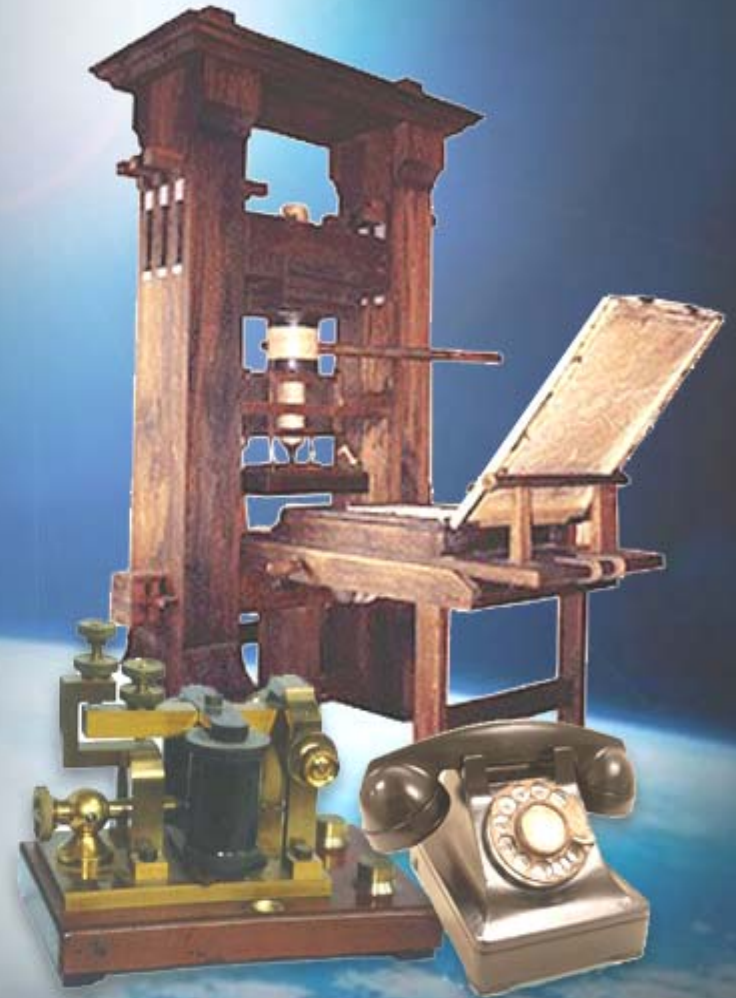


Oman
Cisco Expo
2007

Networks and People

Through Human Ingenuity,

Inventions like the Gutenberg Press, Morse Code, and the Telephone created machines that enhanced people-to-people communication and collaboration.



Communications—A Fundamental

- Development of Science and Economy
- Improved education
- Health and well being
- Quality of life

What's Next?

Internet &
Wireless



Radio
& TV



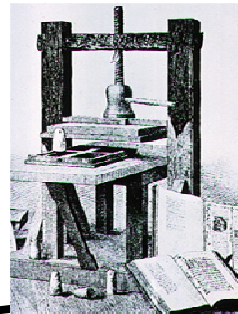
Telephone
& Telegraph



Railroads



Printing
Press



Trade



Writing



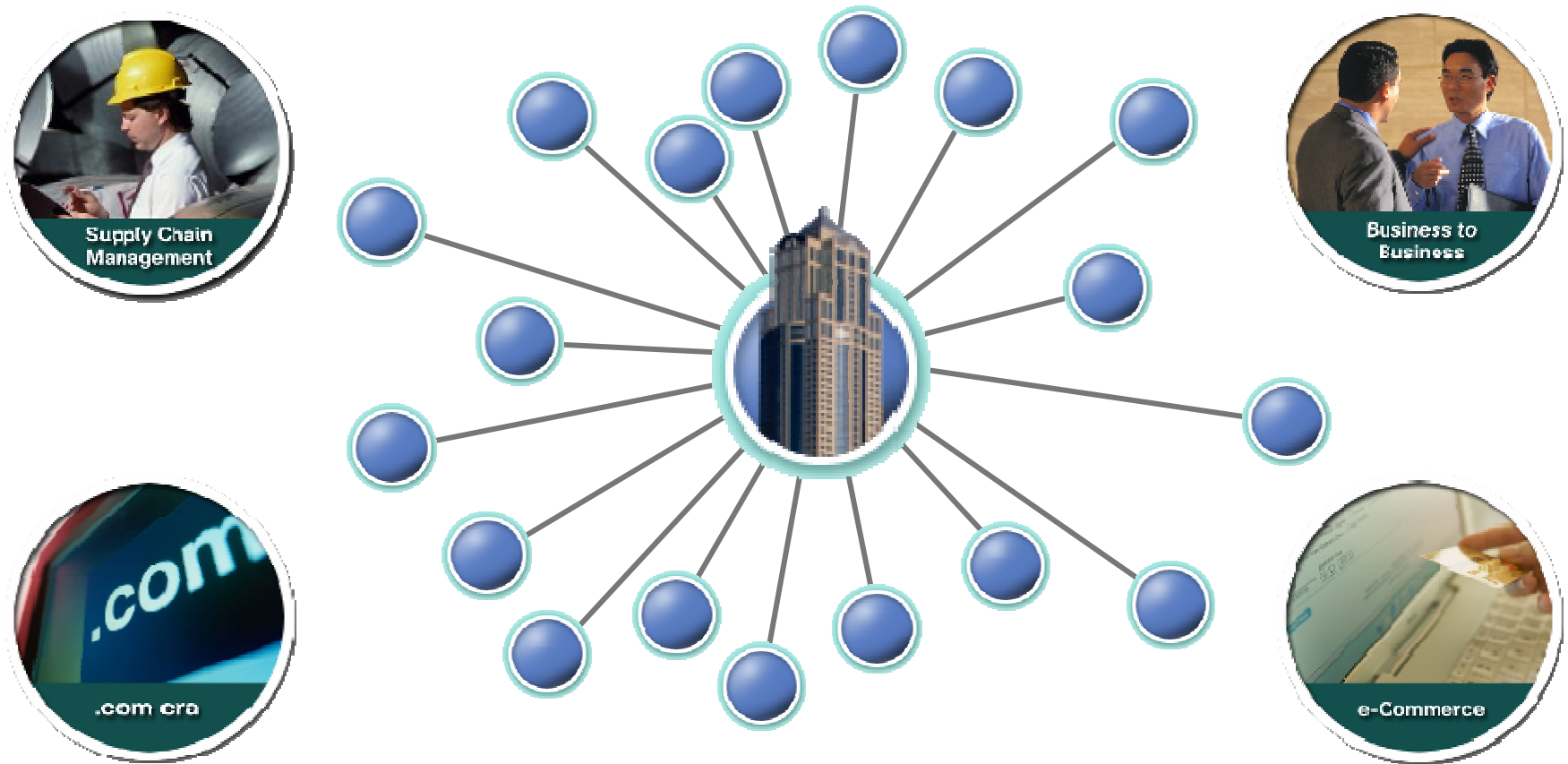
Speech



Time

World GDP

The 1990's Internet Era



Getting Connected

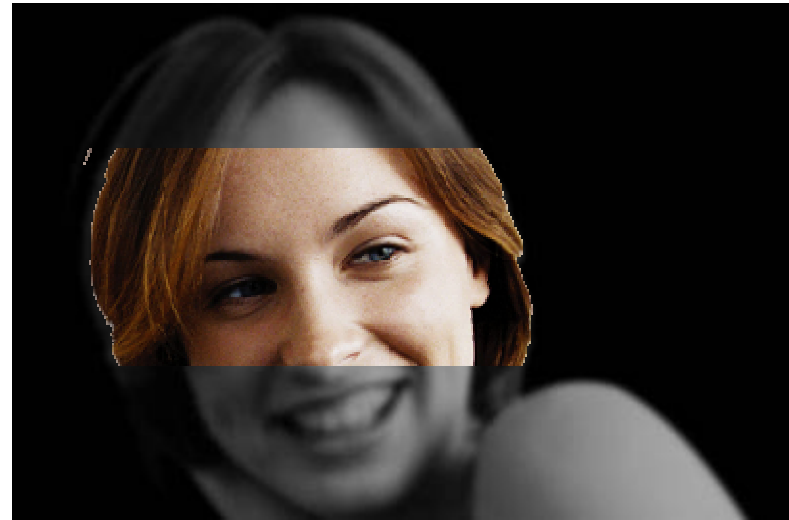
Web LAN/WAN

Power of the Physical Network

Networks and People

The Internet Is Empowering

Billions of people to communicate and collaborate using all forms of human expression—data, voice, video—without regard to location, whether at work, at home, at school or on the road.



TV



Blogs



Gaming



Social Networking

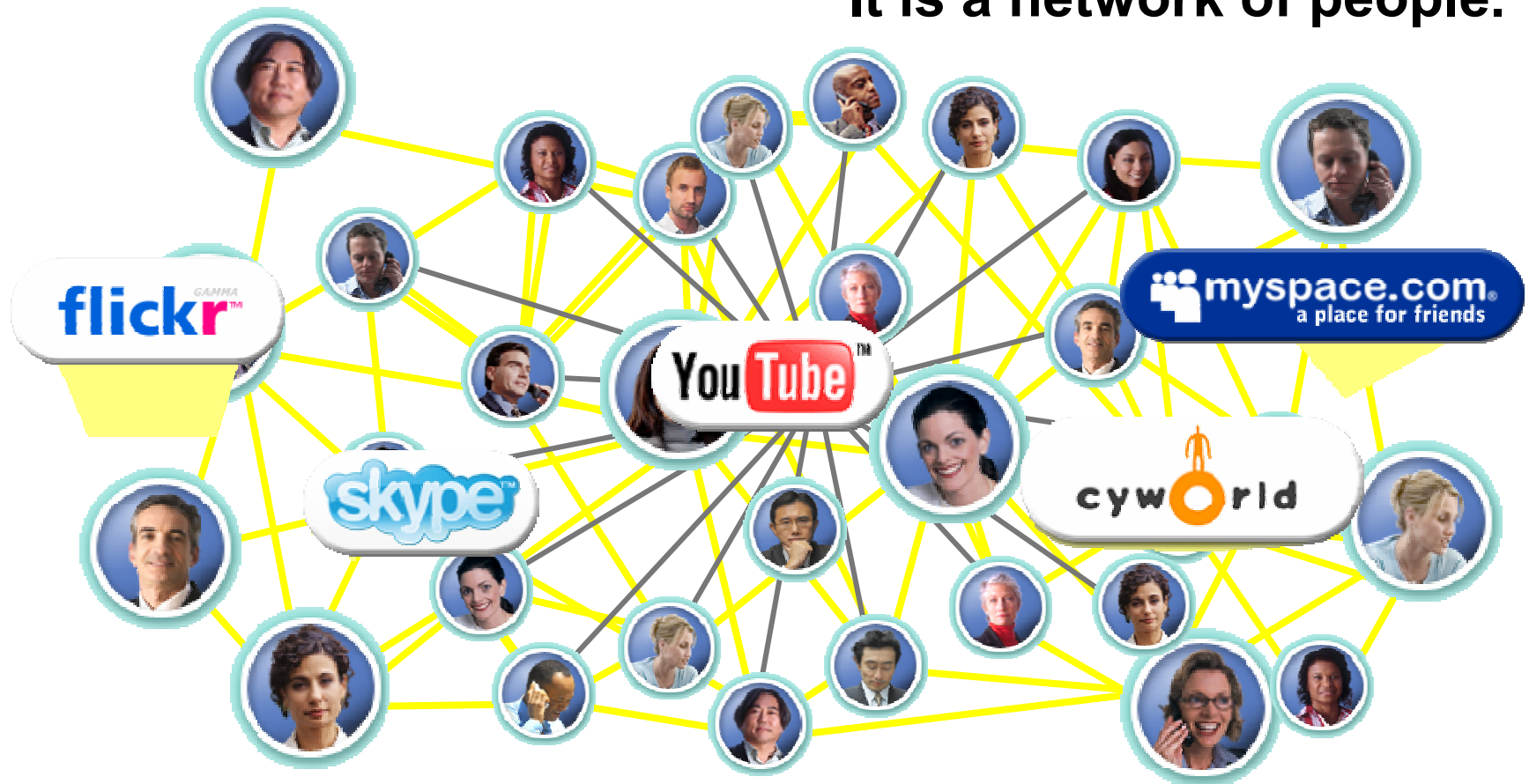


Music



The Human Network

**The Internet Is Not a Network of Computers,
It is a network of people.**



Connecting People

Consumer/Data Center



From the Plumbing to the Platform



From the Plumbing to the Platform

In the First Phase of the Internet, Networks

Provided the pipes to connect people with personal computers to the World Wide Web—transporting data around the globe and enabling pervasive and ubiquitous e-mail, e-commerce, instant messaging and other Web-based applications.



From the Plumbing to the Platform

The Networks in the Next Phase of the Internet

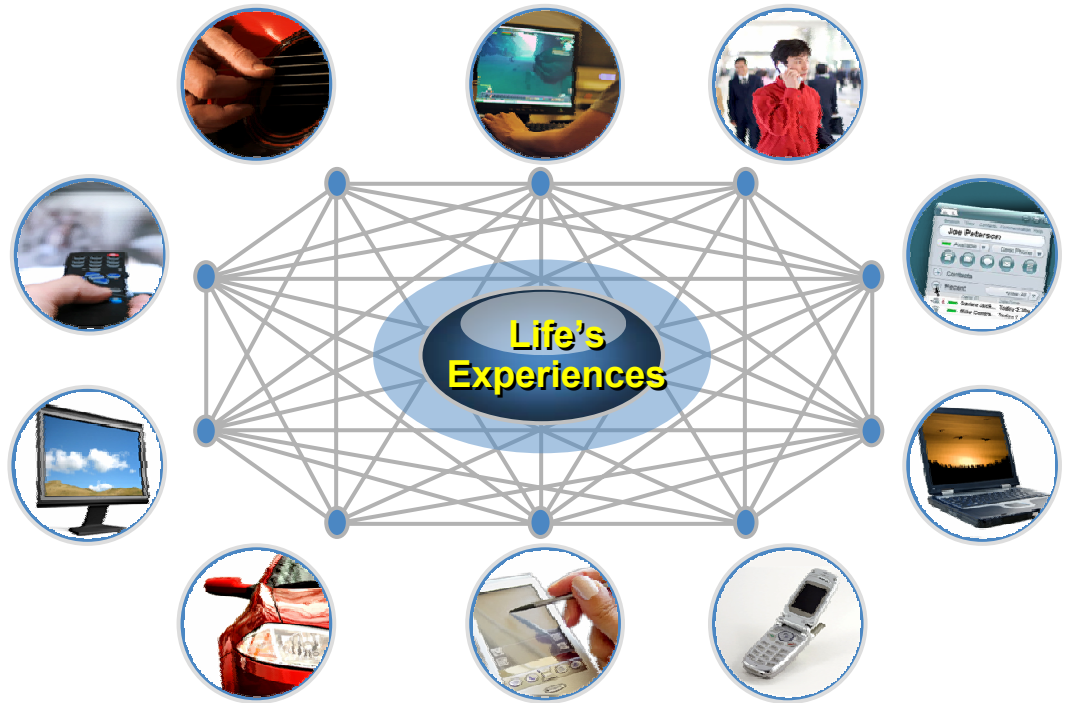
Are capable of moving more sophisticated forms of human expression—voice and video— beyond personal computers to Internet telephones, cell phones, PDAs, iPods, video game consoles, and televisions.



From the Plumbing to the Platform

People Are Co-Creating, Collaborating and Communicating

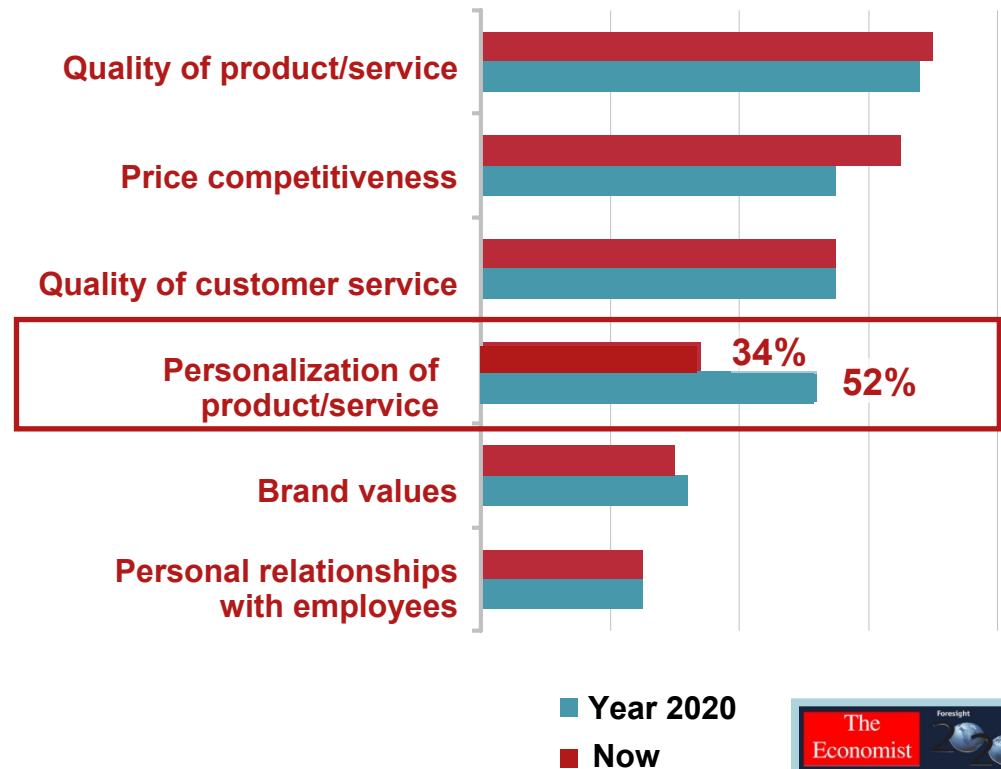
On networks that inextricably link them to a human network of family members, friends, colleagues, customers and partners.



From the Plumbing to the Platform

Q: Competitive Differentiation in the Next Decade Will Come from...

A: Personalizing life's experiences on the human network will determine which companies and countries grow the fastest and are the most productive.



From the Plumbing to the Platform

**As the Internet Reaches
this New Phase, People
Are Increasingly Turning
to Networks**

**As the launching point, or
platform, for how they communicate,
collaborate and experience life on
the human network.**





Quad Play Everywhere



Quad Play Everywhere

**To Experience Life on the Internet,
People Expect “Quad Play Everywhere”**

**—the ability to combine
data/voice/video with mobility—
on any device, in any location.**



Quad Play Everywhere

**People Are Consumers
and End Users
at the Same Time**

**And they want the same experience
no matter what they're doing—
communicating, collaborating or
playing in their offices, living rooms,
classrooms, bedrooms and cars; and
on soccer fields, airplanes and the
backyard deck.**



Quad Play Everywhere

Unified Communications Is the Quad Play for Business— Big and Small

And it is helping to solve the challenges of communicating and collaborating between people and groups of people...



**52% Must Use
Multiple Methods
to Reach People**

**Results in Missed
Deadlines 22%
on Monthly Basis**

**36% Can't Reach
Person on First Try**

Source: Sage Research, 2006

The Quad Play Everywhere

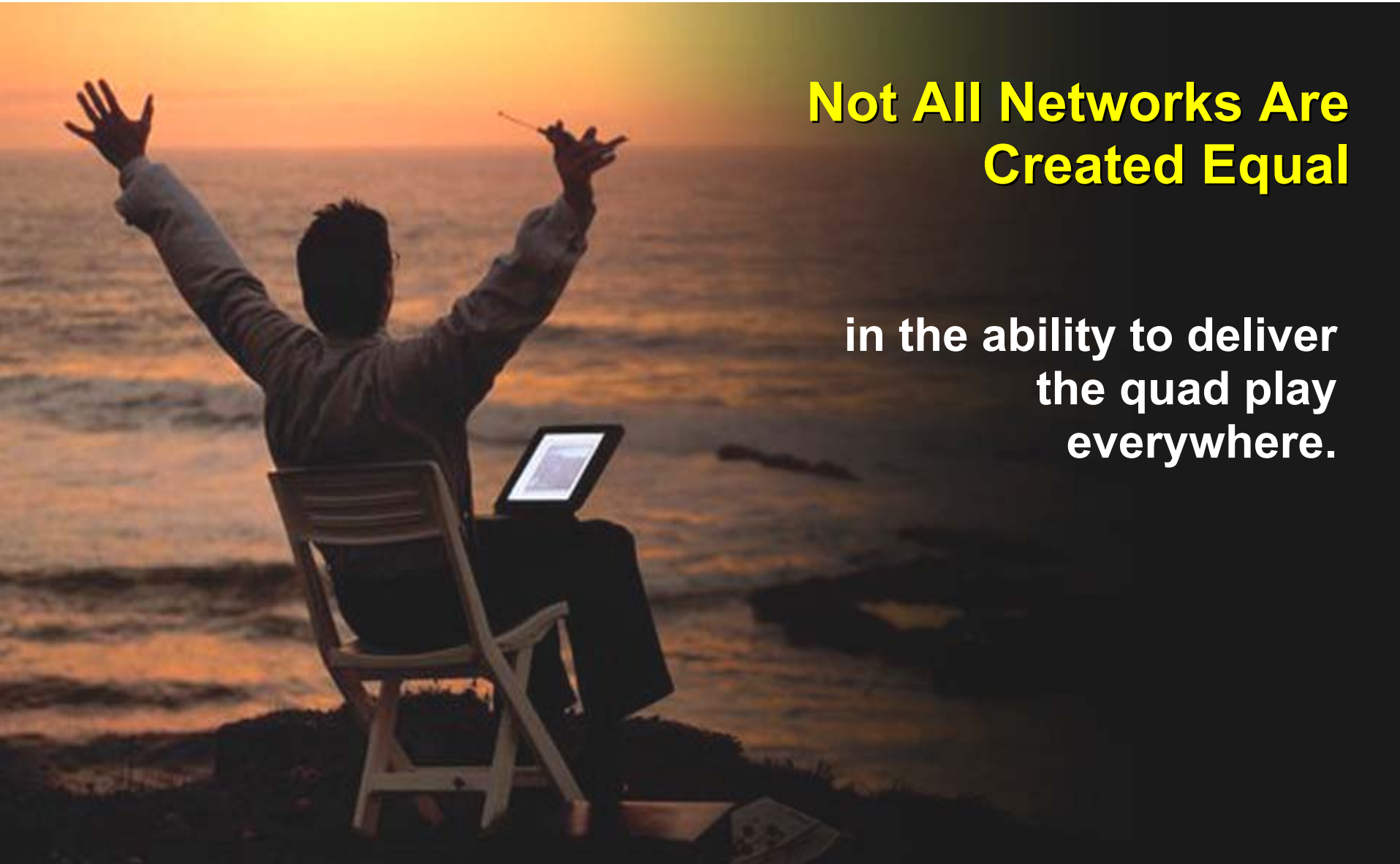
**For Services Providers and Consumers,
Quad Play Is about
“Many Services to Many Screens”**



Quad Play Everywhere

**Not All Networks Are
Created Equal**

**in the ability to deliver
the quad play
everywhere.**

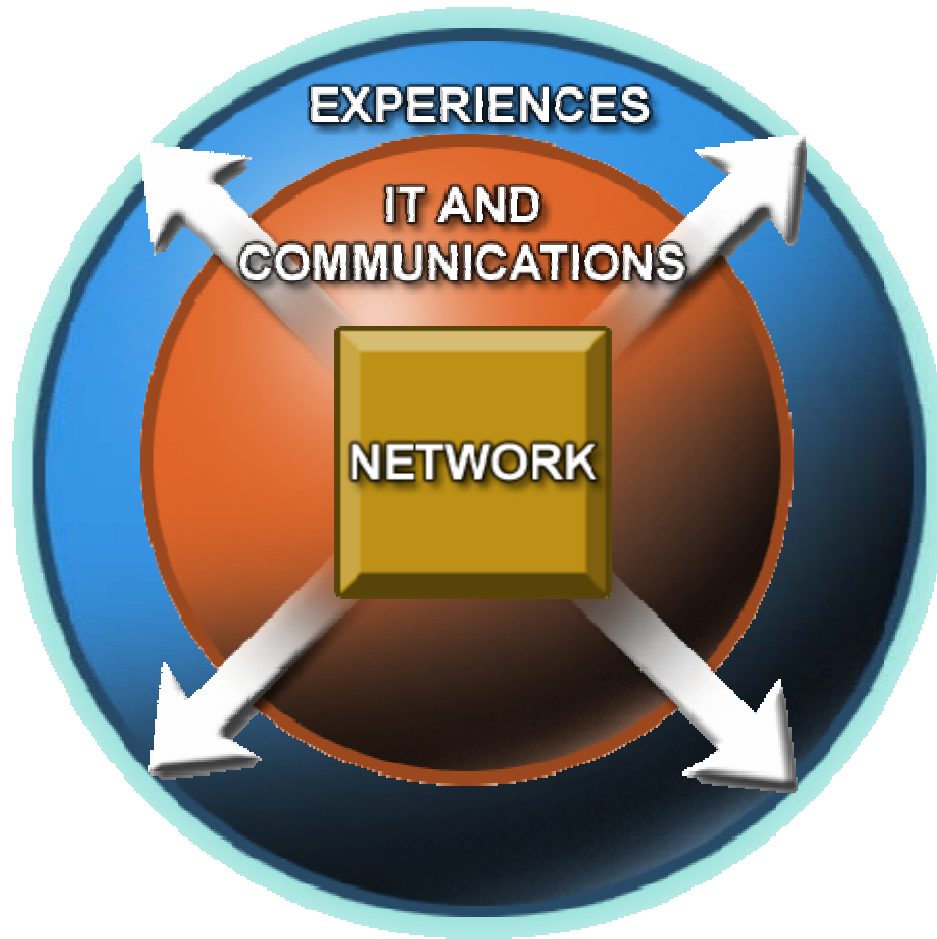




The Cisco Experience



Expanding Cisco's Role



Virtualization
End User
Empowerment

**Network as the
Platform for Life's
Experiences**

**Leader in Next
Generation IT and
Communications**

**Worldwide Leader
in Networking**

Cisco Segment Focus

**Quad Play Everywhere
Requires**

**1) An Active
Participation
In All Customer
Segments**



Cisco Integrated Products

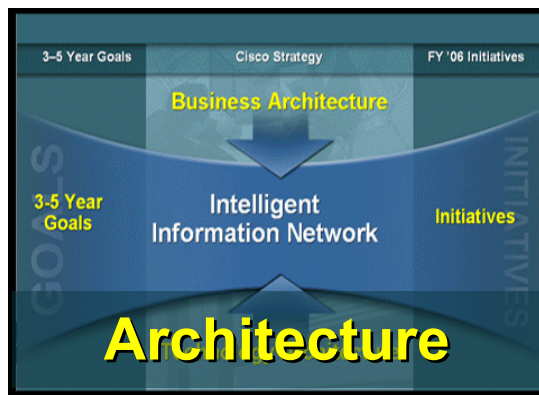


**The Quad Play
Everywhere
Requires**

**2) End-to-End
Product Solutions**

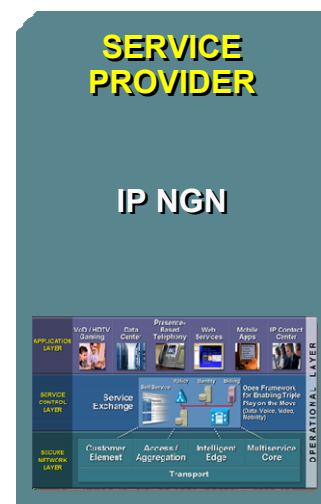
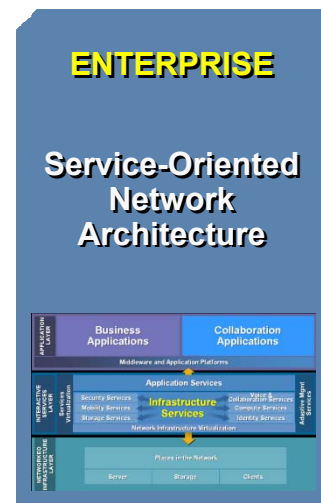


Cisco Architectures



Quad Play Everywhere
Requires

3) Architectures
Based on Network
Intelligence



Cisco Architectures

An Architectural Approach Creates Long-Lasting Value

By considering all communication and IT assets—from infrastructure to applications—an architectural foundation can be built to accommodate future needs—logically and efficiently.




Cisco Geography Balance

Quad Play Everywhere Requires

4) A Go-to-Market Presence around the World



Summary

A person is sitting in a white folding chair on a dark beach, facing away from the camera towards the ocean. Their arms are raised in the air, and a laptop is open on their lap. The background is a sunset over the ocean with a warm orange and yellow glow.

The Human Network
Relies on
The Network as the Platform
to Deliver
Quad Play Everywhere
that Enables
Life's Experiences
from

