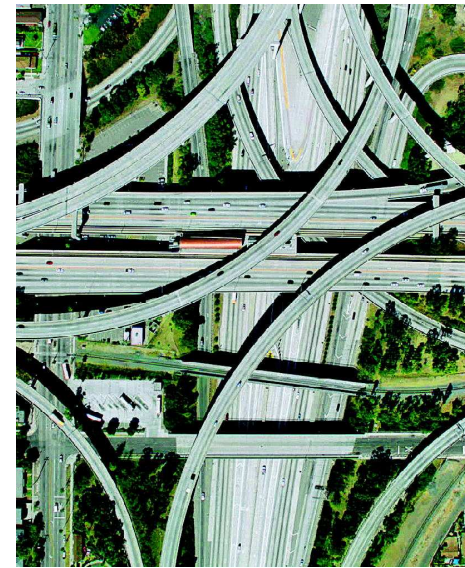


Cisco Connect

Oslo, Norway
April, 18 2013

Your Vision Made Possible

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Cisco Connect

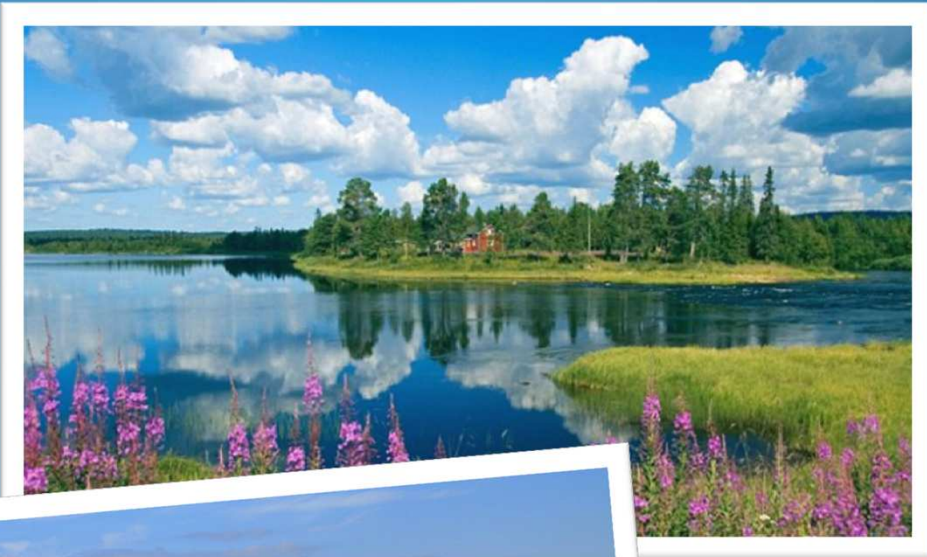
1

Agenda for Main Session Cisco Connect

- **Tomorrow Starts Here**
Peter Karlströmer, VP, Cisco
- **Internet of Everything**
Carlos Dominguez, SVP, Cisco
- **The Nexus of Forces**
Andy Butler, VP and Distinguished Analyst, Gartner
- **BYOD**
Sheila Jordan, SVP, Cisco
- **Intel® Keynote: Innovation with the user in mind**
Henk van den Eeckhout, Intel

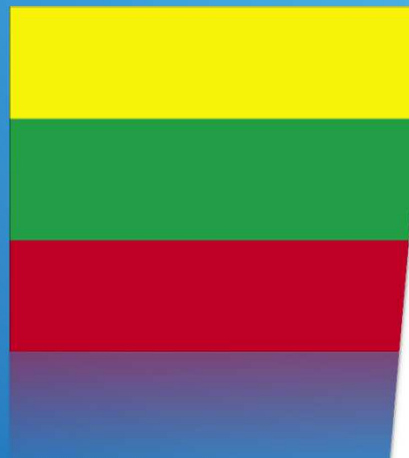


Finland



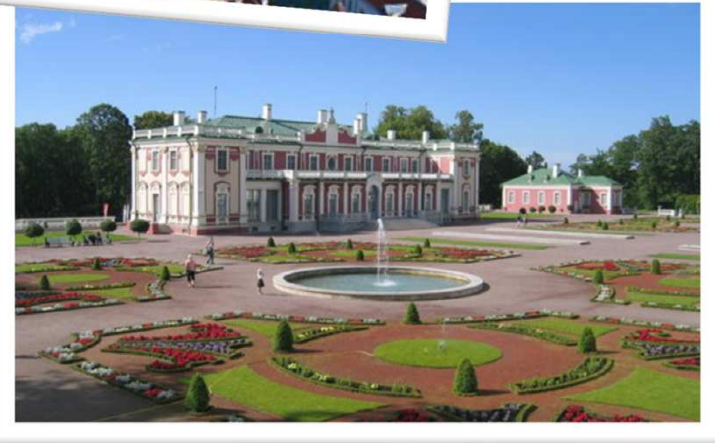


Lithuania

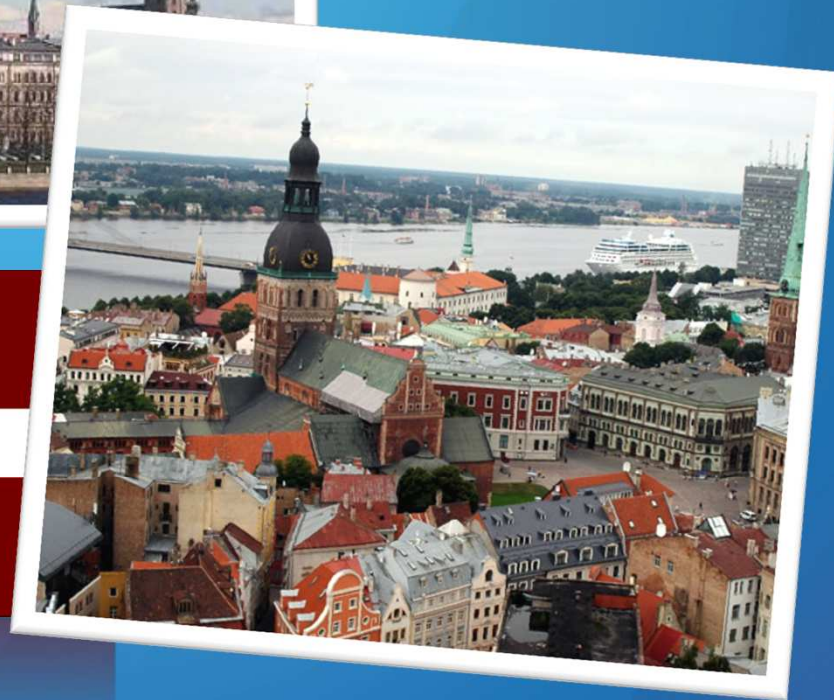


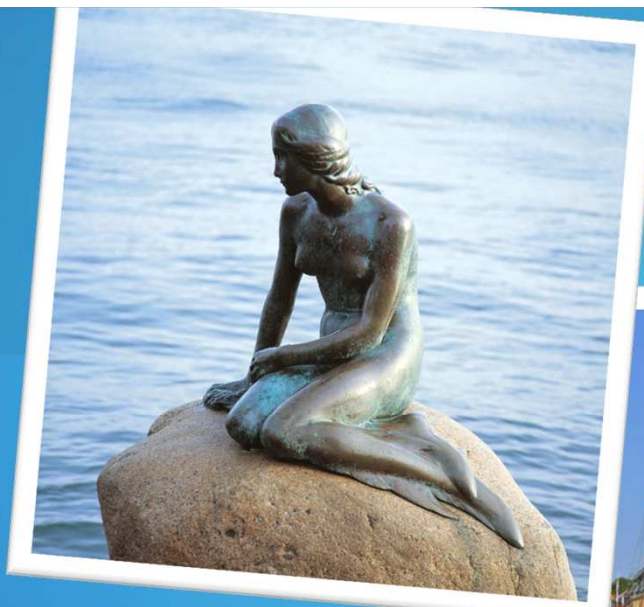


Estonia

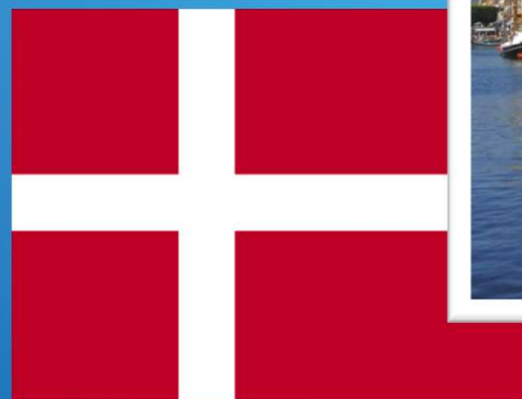


Latvia





Denmark



Belgium





Iceland



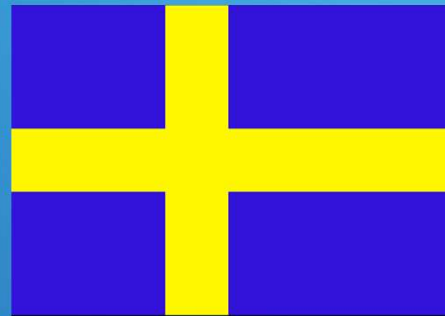


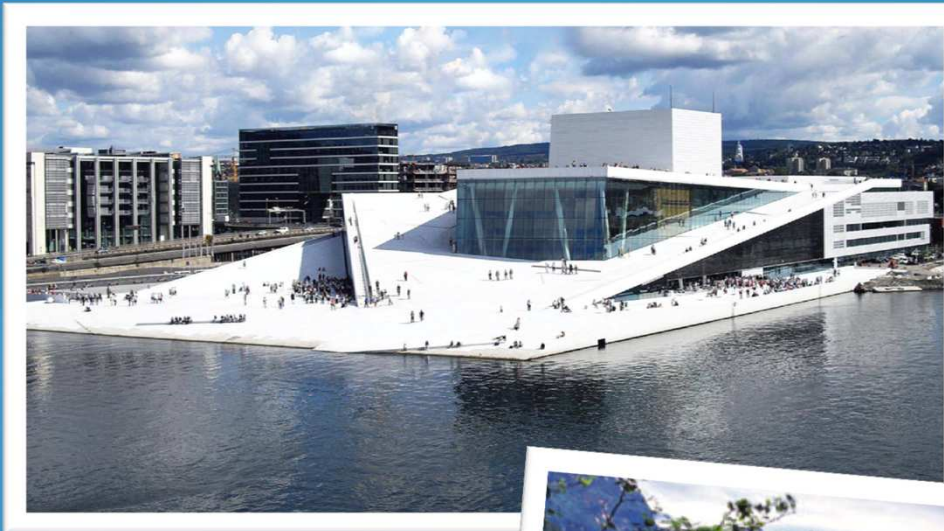
Netherlands





Sweden





Norway

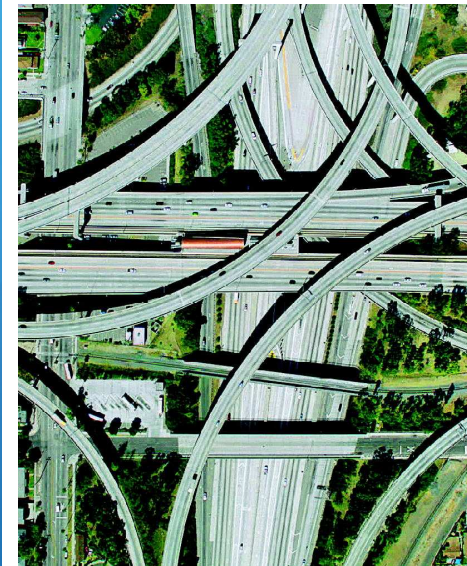


Oslo, Norway
April, 18 2013

Tomorrow Starts Here

Peter Karlströmer
Vice President, North Theatre, EMEAR

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The **Internet Economy**
contributes **\$2.3 Trillion** to the
global economy (G-20 countries)

Source: Boston Consulting Group, 2012

The Value Created by the Internet....

2 Billion

Internet users worldwide

2.6

Jobs created
for 1 job lost

Internet accounts for
3.4%
of GDP in 13 countries
we looked at, and

21%
of GDP growth in
the last 5 years in
mature countries

10%

Increase in productivity
for small and medium
businesses from
internet usage

Small and medium
businesses heavily
using Web technologies
grow and export

2x
as much as others

Source: McKinsey & Company, 2012

What would you **give up** for a year in order to maintain access to the internet?



77%
Chocolate



73%
Alcohol



69%
Coffee



21%
Sex

Northern Europe stands out in Network Readiness

The Networked Readiness Index 2013

Rank	Country/ Economy	Score	2012 rank (out of 142)	Group*
1	Finland	5.98	3	ADV
2	Singapore	5.96	2	ADV
3	Sweden	5.91	1	ADV
4	Netherlands	5.81	6	ADV
5	Norway	5.66	7	ADV
6	Switzerland	5.66	5	ADV
7	United Kingdom	5.64	10	ADV
8	Denmark	5.58	4	ADV
9	United States	5.57	8	ADV
10	Taiwan, China	5.47	11	ADV
11	Korea, Rep.	5.46	12	ADV
12	Canada	5.44	9	ADV
13	Germany	5.43	16	ADV
14	Hong Kong SAR	5.40	13	ADV
15	Israel	5.39	20	ADV
16	Luxembourg	5.37	21	ADV
17	Iceland	5.31	15	ADV
18	Australia	5.26	17	ADV
19	Austria	5.25	19	ADV
20	New Zealand	5.25	14	ADV
21	Japan	5.24	18	ADV
22	Estonia	5.12	24	ADV
23	Qatar	5.10	28	MENA
24	Belgium	5.10	22	ADV
25	United Arab Emirates	5.07	30	MENA
26	France	5.06	23	ADV
27	Ireland	5.05	25	ADV
28	Malta	4.90	26	ADV
29	Bahrain	4.83	27	MENA
30	Malaysia	4.82	29	DEVASIA
31	Saudi Arabia	4.82	34	MENA
32	Lithuania	4.72	31	CEE

1 Finland

3 Sweden

4 Netherlands

5 Norway

8 Denmark

16 Luxembourg

17 Iceland

22 Estonia

24 Belgium

32 Lithuania

Top of the Tables

Finland digital innovation hub – highest number of patent applications per capita

95% of Finnish households have internet access



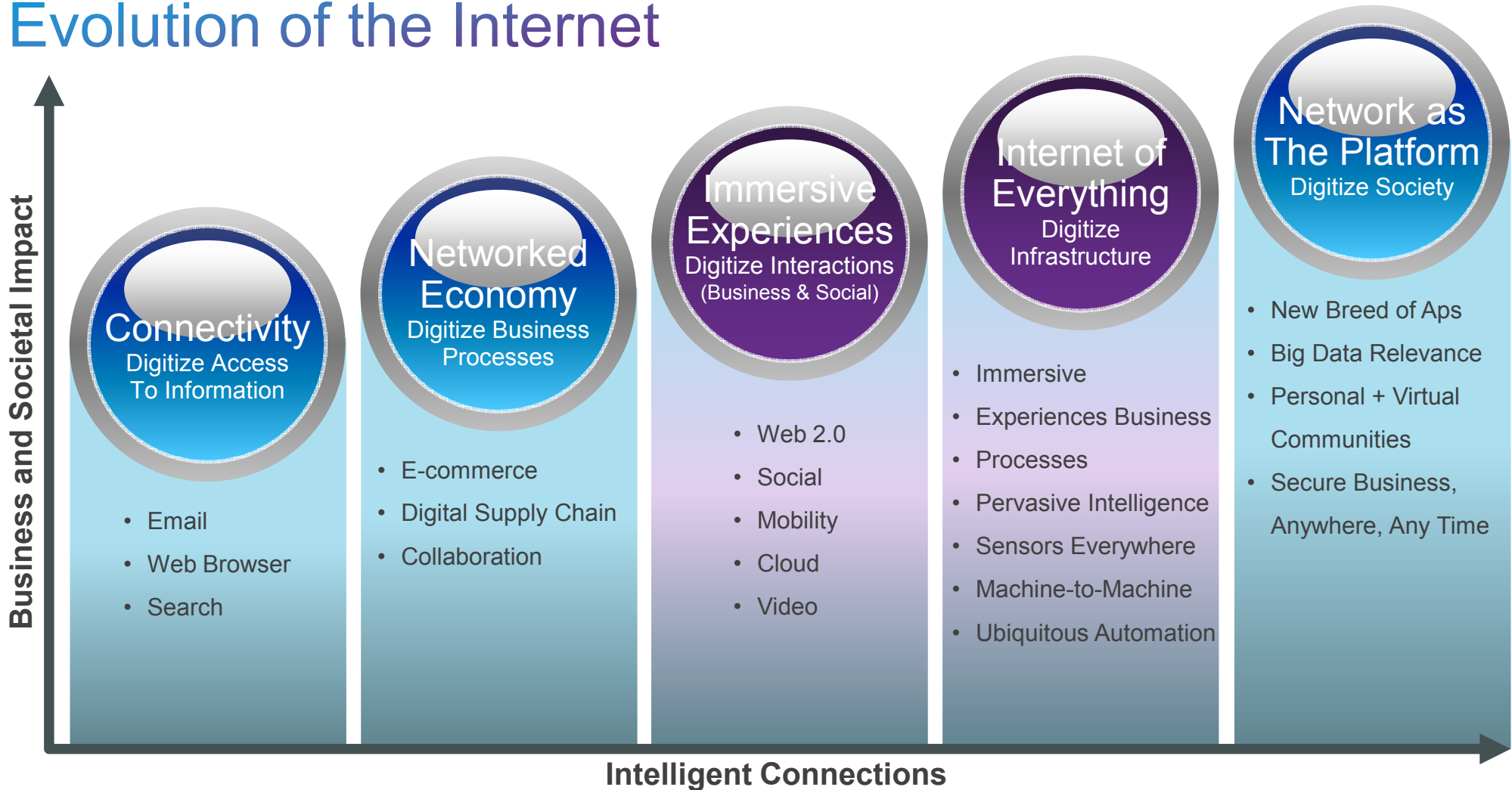
Norway ranks 1st for average penetration of new media devices in 2012

Sweden emphasis on creating conditions for innovation led growth – focus on public institutions.

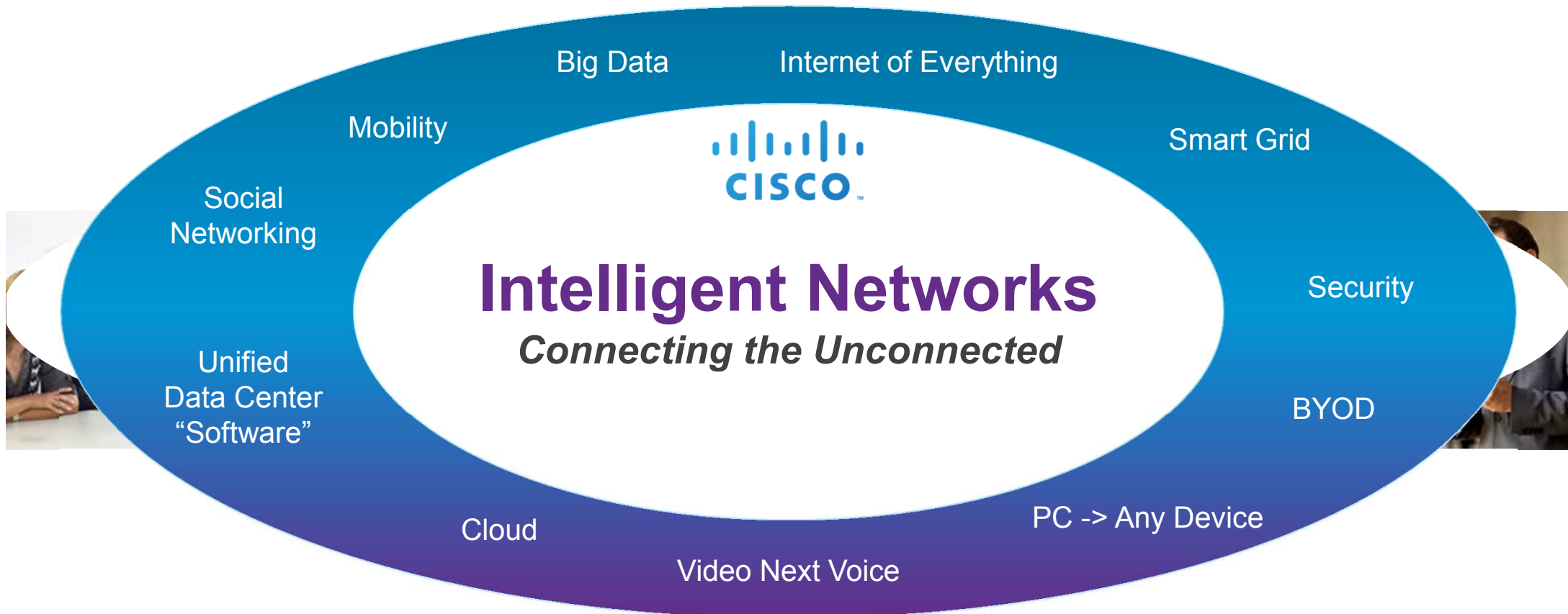
Estonia – leading Tiger of the North... strong commitment to advancing technology readiness

Netherlands aggressively harnessing new technologies for productivity improvements

Evolution of the Internet



Network at Center of Major IT Transitions



Technology market Transitions → Business Relevance = **Cisco Added Value**

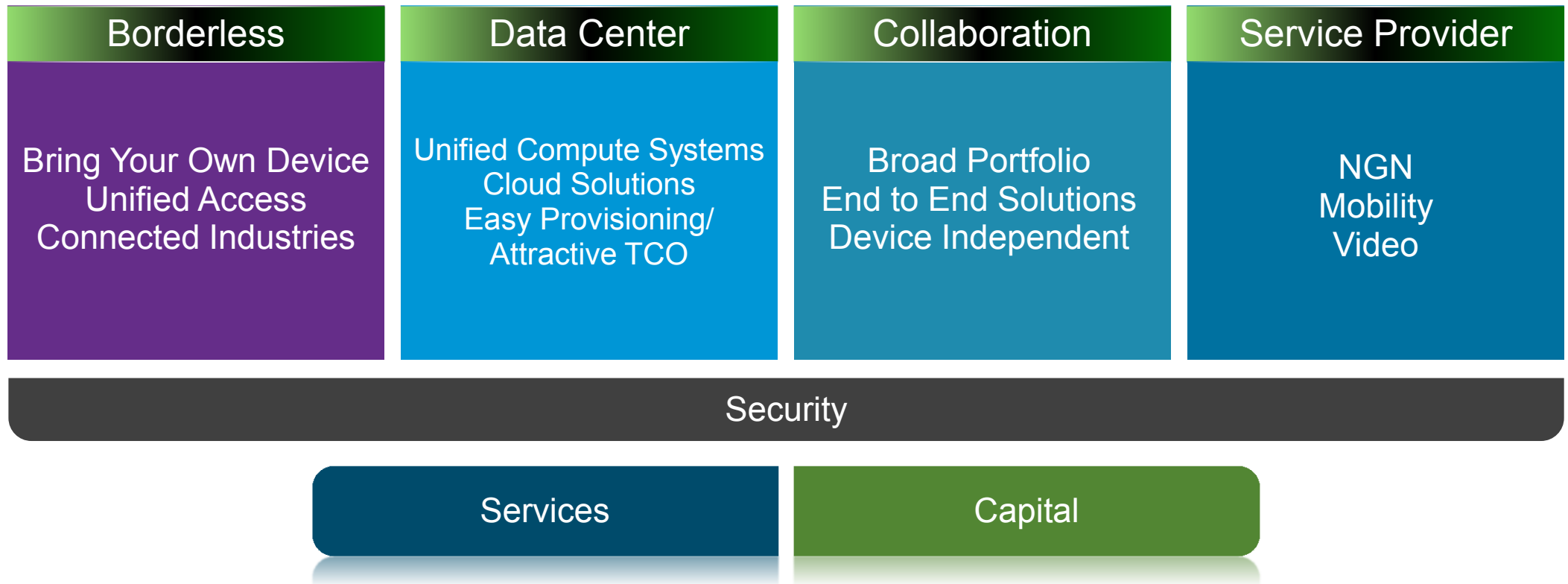


Videos

Meander Medical Centre – Netherlands

Hi3G 3Mobile Operator (second video) - Sweden

Intelligent Network Architectures





Collaboration Demo

Our Aspirations for the Future

To be the Number 1 IT company

- Customer Relevance
- Value to and through our Partners
- Application Centric Networking
- Internet of Everything
- Commitment to Innovation and R&D

