

Oslo, Norway April, 18 2013

Your Vision Made Possible





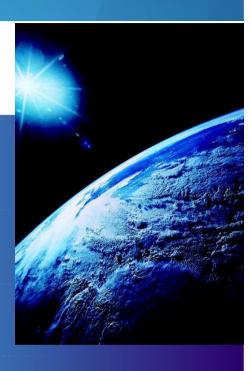
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Cisco Connect

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



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Finland



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Lithuania



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Estonia





Latvia





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Denmark



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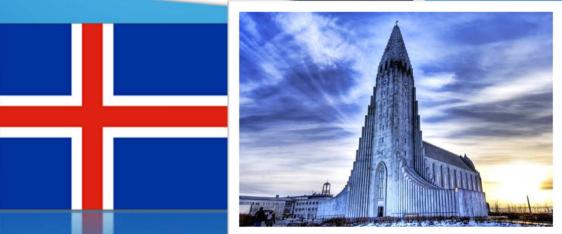
Belgium



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Iceland







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Netherlands





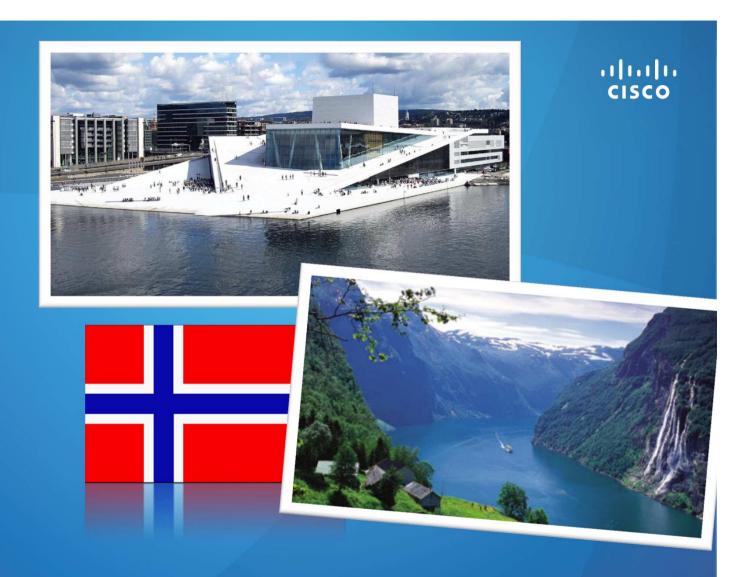
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Sweden





Norway





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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

of GDP in 13 countries we looked at, and

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 heavuly using Web technologies grow and export

as much as others

Source: McKinsey & Company, 2012

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



Source: Boston Consulting Group, 2012

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 Lithiania

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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

Global Competitiveness Report, 2013

Evolution of the Internet

Connectivity
Digitize Access
To Information

Email

and Societal Impact

Business

- Web Browser
- Search

Networked Economy Digitize Business Processes

- E-commerce
- Digital Supply Chain
- Collaboration

Immersive
Experiences
Digitize Interactions
(Business & Social)

- Web 2.0
- Social
- Mobility
- Cloud
- Video

Internet of Everything Digitize Infrastructure

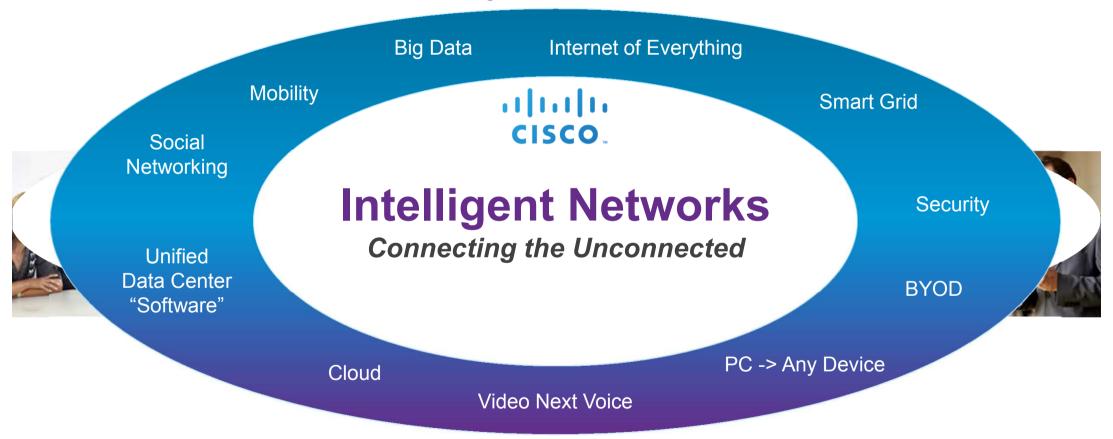
- Immersive
- Experiences Business
- Processes
- Pervasive Intelligence
- Sensors Everywhere
- Machine-to-Machine
- Ubiquitous Automation

Network as
The Platform
Digitize Society

- New Breed of Aps
- Big Data Relevance
- Personal + Virtual
 Communities
- Secure Business,
 Anywhere, Any Time

Intelligent Connections

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

Borderless Data Center Collaboration Service Provider **Unified Compute Systems** Bring Your Own Device **Broad Portfolio NGN Cloud Solutions** Unified Access End to End Solutions Mobility Easy Provisioning/ **Device Independent** Connected Industries Video Attractive TCO Security Services Capital

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