



Cisco CIO Day Europe

Barcelona 2009

Unlocking Productivity Through Collaboration



Rebecca Jacoby
SVP and Chief Information Officer



**Business
Value**

**Globalisation
Virtualization
Collaboration**

**Technology
Enablement**

Future of “Work”



Opportunity: Access to Global Knowledge

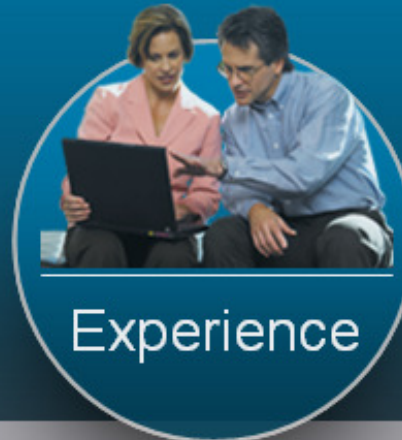


Opportunity: Access to Global Knowledge

Innovation AND Operational Excellence

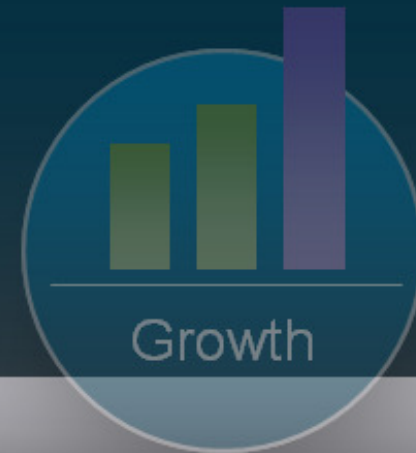
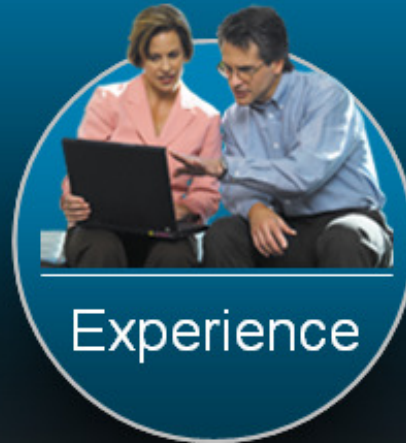


Opportunity: Access to Global Knowledge



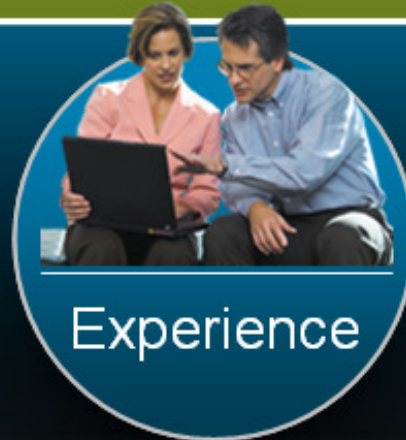
Accelerate

Opportunity: Access to Global Knowledge



Accelerate

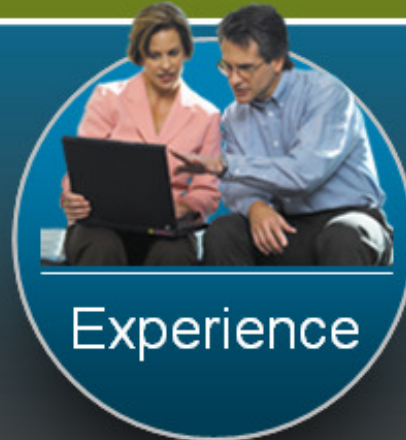
Opportunity: Access to Global Knowledge



Accelerate

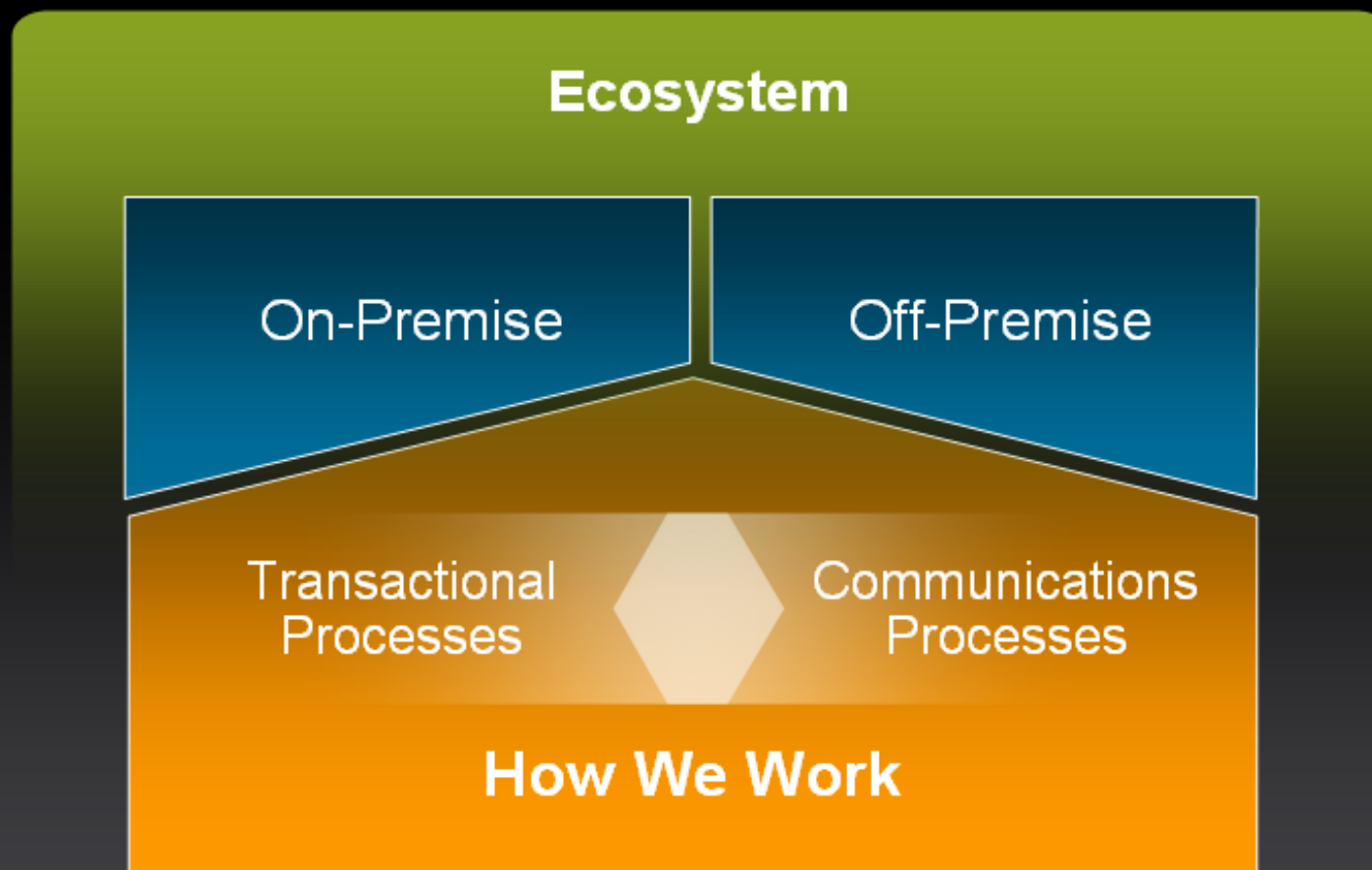
Opportunity: Access to Global Knowledge

Innovation AND Operational Excellence

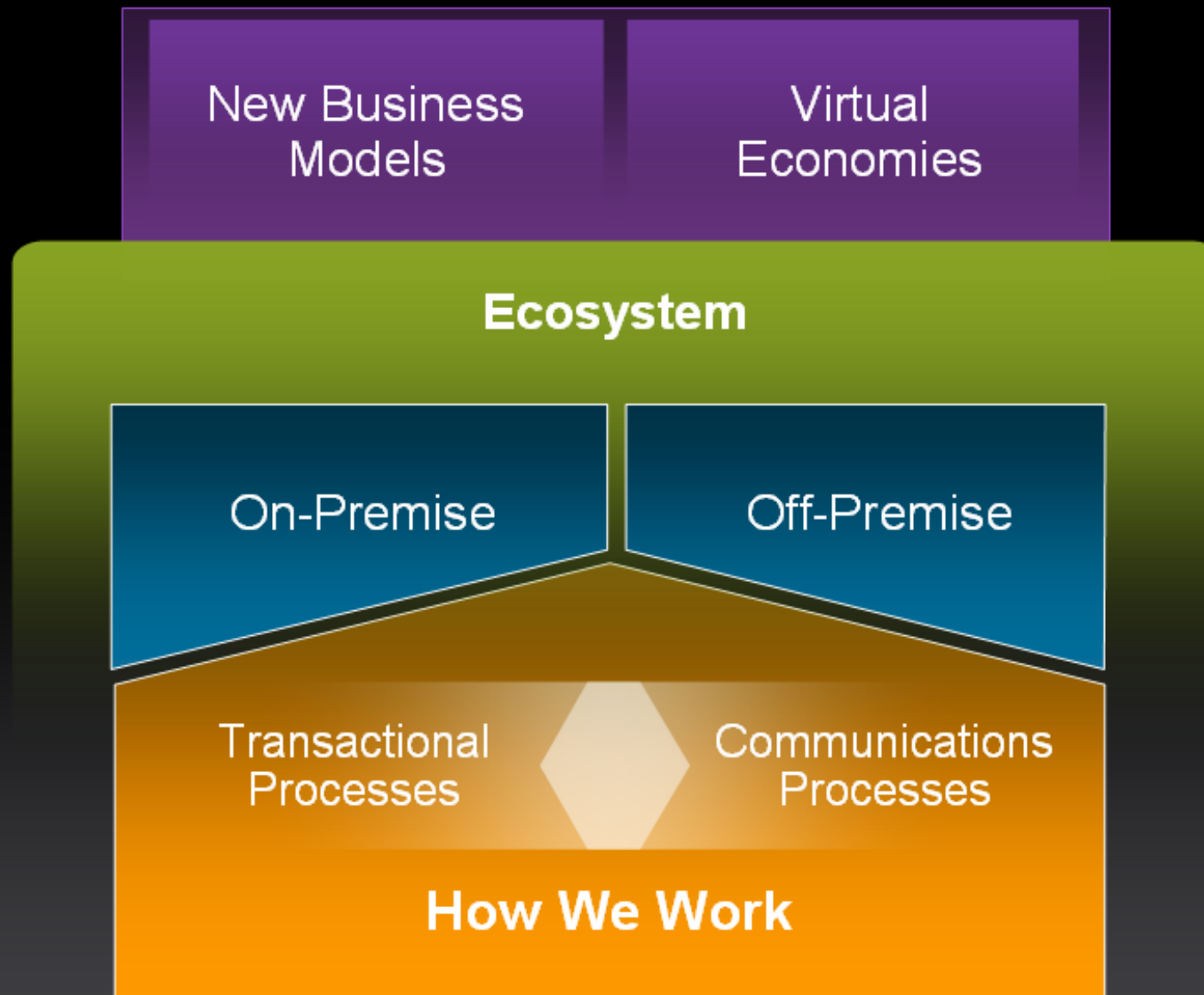


Accelerate

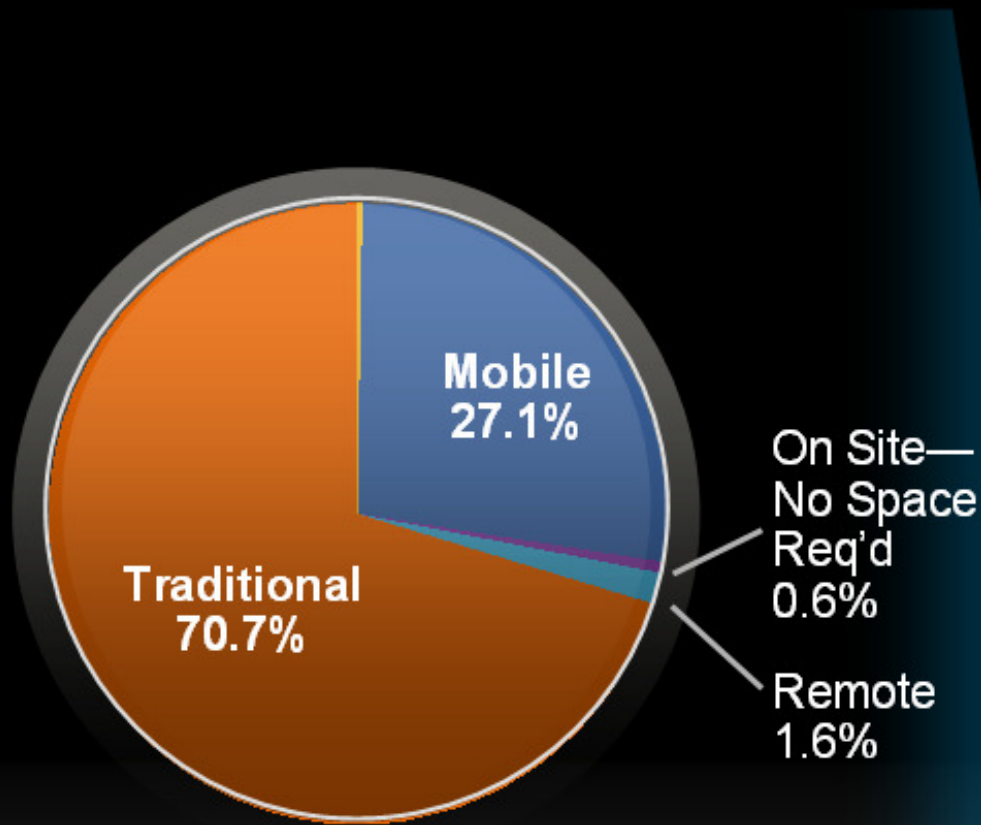
Defining “Work”...Opportunity



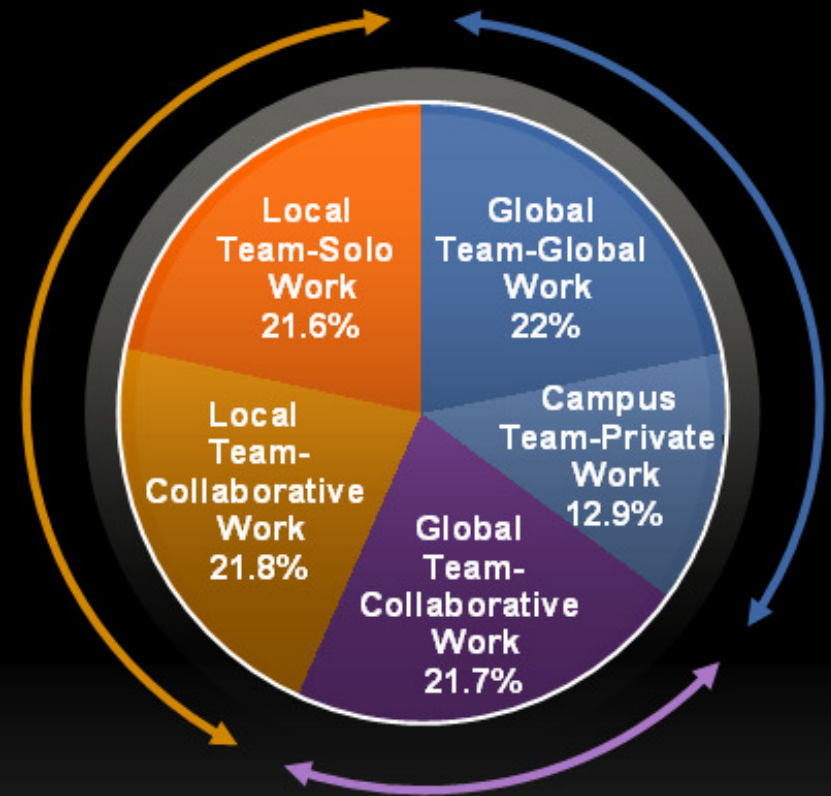
Defining “Work”...Opportunity



Workforce Has Already Changed



IT View



Business View

Workforce Transforms the Technology ... Technology Transforms the Workforce

**Flexibility,
Personalization**



Globalisation

**Governance,
Standardization**



Regulatory

Workforce Transforms the Technology ... Technology Transforms the Workforce

**Flexibility,
Personalization**



Globalisation

Collaboration
Technologies

Service Oriented
Architecture

Network as
the Platform

**Governance,
Standardization**



Regulatory

Virtualization: A Journey to Transformation



Virtualization: A Journey to Transformation

Enablement



Modularize Communication Process



Modularize Business Process



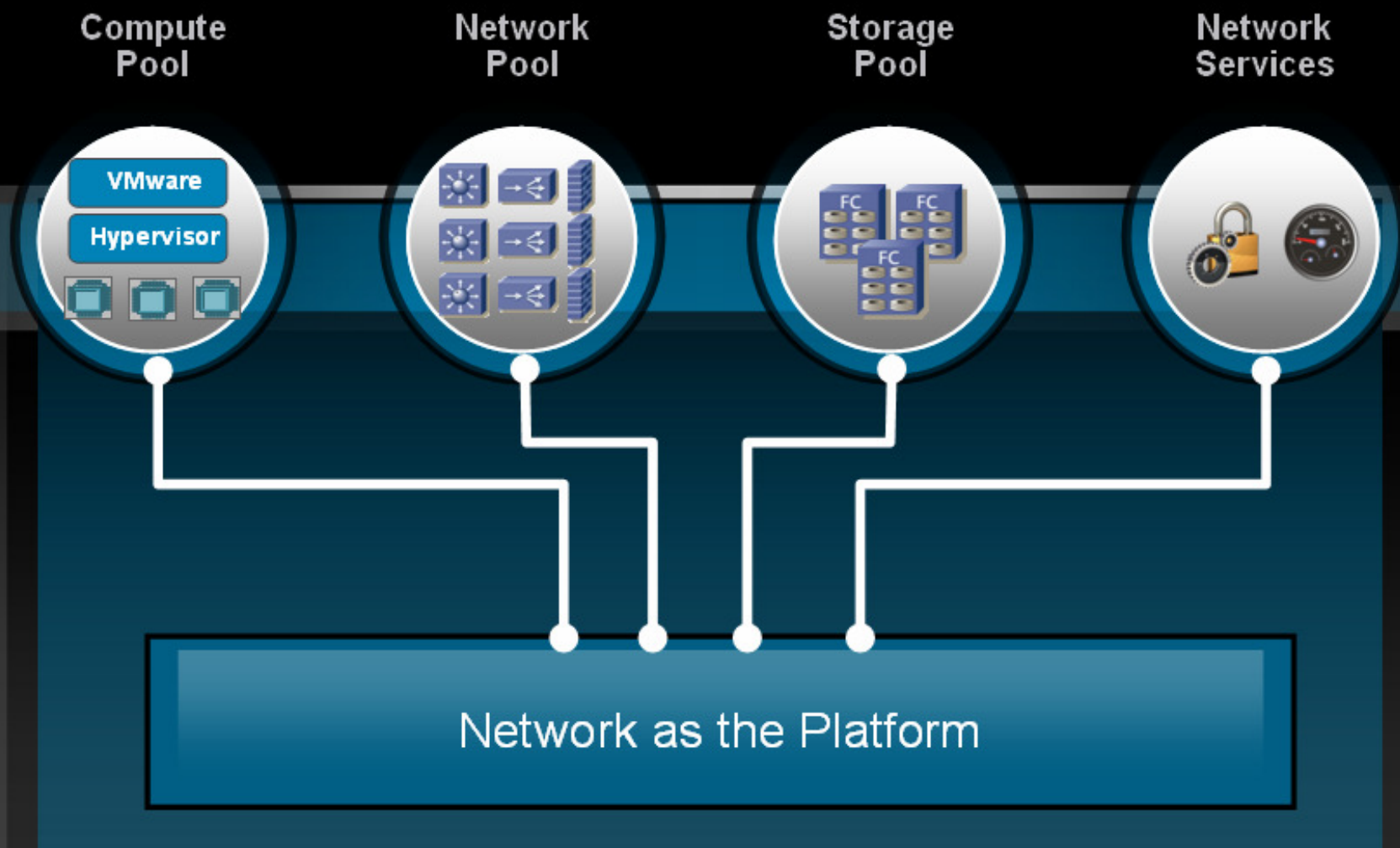
Virtualize Foundation



Virtualize Foundation

Network as the Platform

Virtualize Foundation



Virtualize Foundation



Data Center

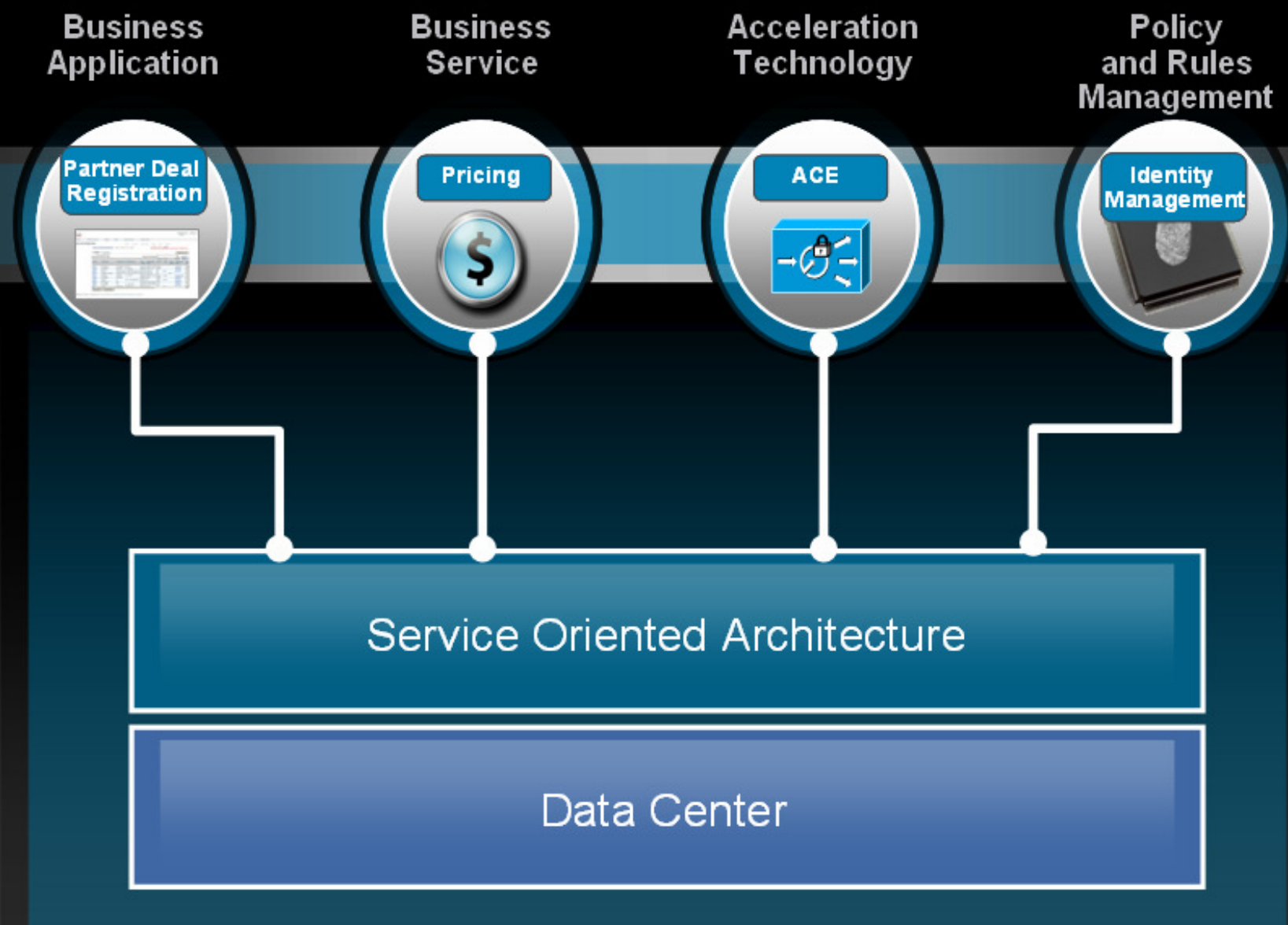
Modularize the Business Process



Service Oriented Architecture

Data Center

Virtualization Extends to the Application



Virtualization Extends to the Application



The diagram consists of two stacked rectangular boxes. The top box is light blue with a white border and contains the text 'Service Oriented Architecture'. The bottom box is a darker blue with a white border and contains the text 'Data Center'. Both boxes are centered within a larger, dark blue rectangular area.

Service Oriented Architecture

Data Center

Modularize the Communication Process



Collaboration Technologies

Service Oriented Architecture

Data Center

Virtualization Extends to the Individual



Virtualization Extends to the Individual



Collaboration Technologies

Service Oriented Architecture

Data Center

Virtualization: A Journey to Transformation

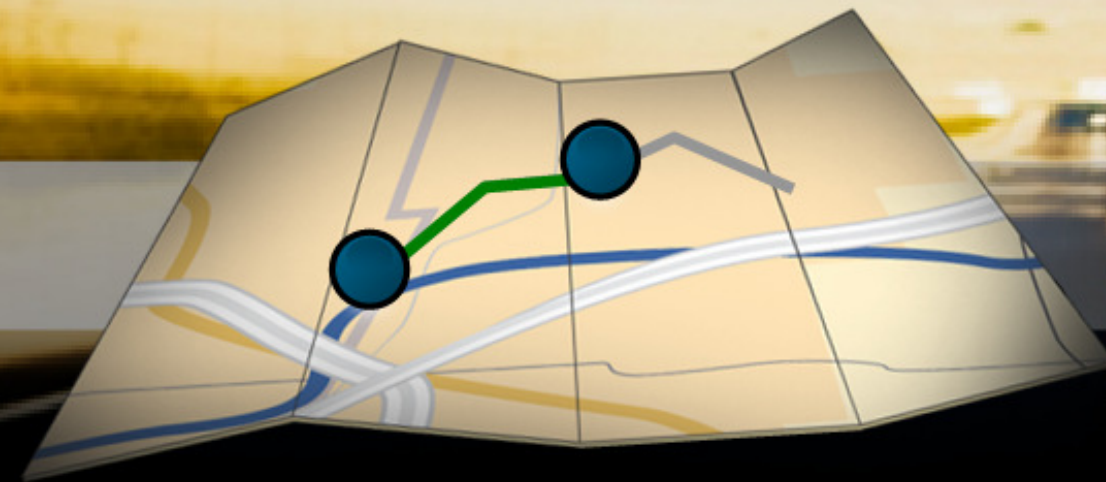
Enablement



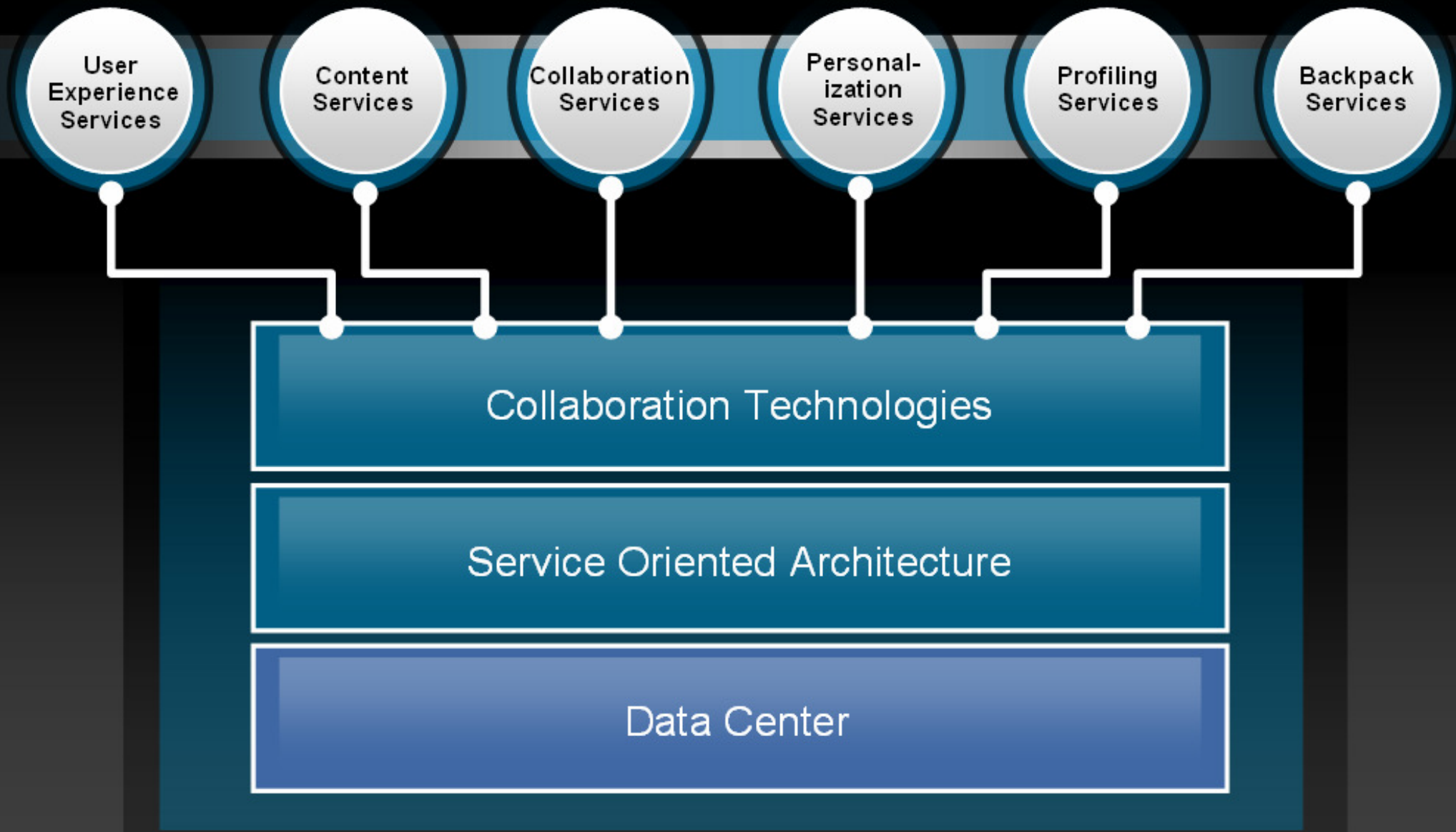
Integrate Collaboration and Business Services




Extend to the Ecosystems



Integration of Collaboration and Business Services



Small and Medium Business User Experience



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Being Connected is Good Business

▶ Click play to watch how technology connects this five person company to its employees and customers.





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User Experience Services

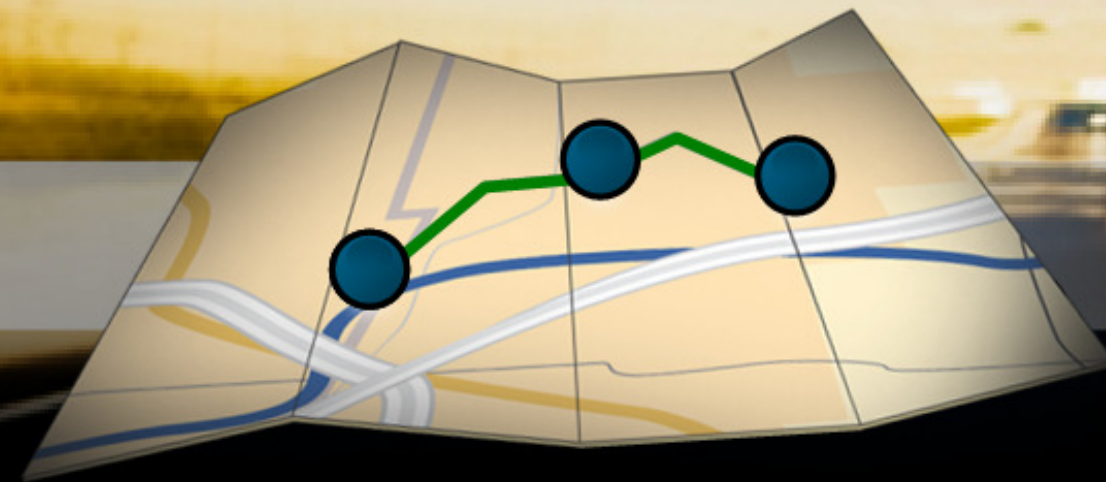
Backpack Services

Virtualization: A Journey to Transformation

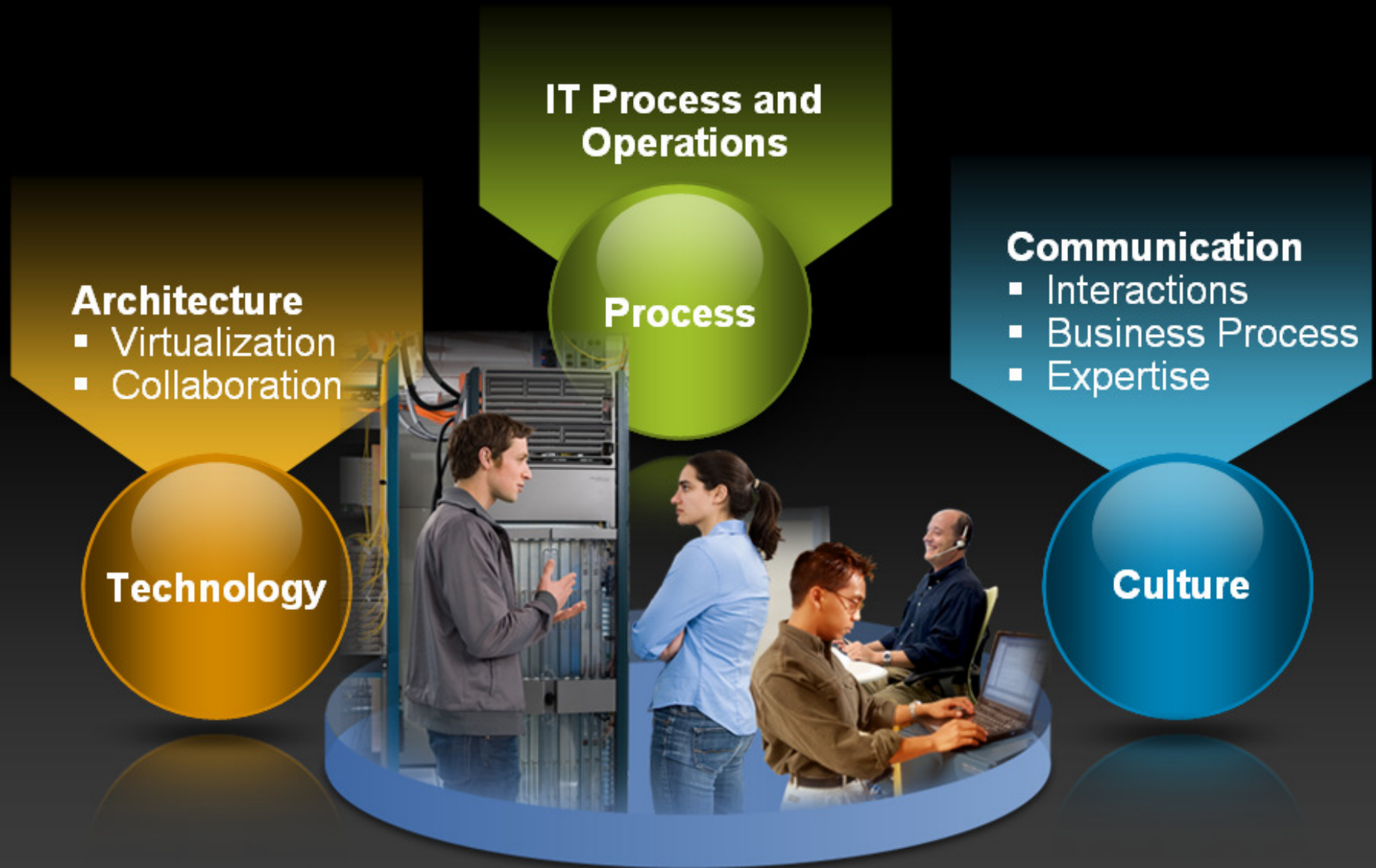
New Business Models for Productivity and Growth



Optimize and Scale
for Virtual Economies



IT: Survive and Thrive



IT Cultural Transformation Parallels Business

“My Technology”

- Technical Expertise
- Project/Program Management
- Large Scale Systems

Share

Build

IT Cultural Transformation Parallels Business

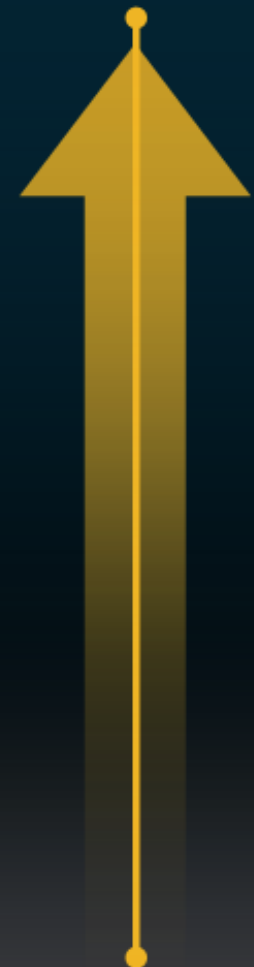
“Our Experience”

- Interaction
- Process
- Virtualized Services

“My Technology”

- Technical Expertise
- Project/Program Management
- Large Scale Systems

Share



Build

Opportunity for IT



