



## Cisco's Vision



**Pierre-Alain Graf, General Manager Cisco Switzerland**  
**25.6.2008**

# The network is more...

- Innovation drives the economy
- Networks enable Innovation
- Networks change the game rules
- Competitiveness can only be driven with the help of networks

# European Markets

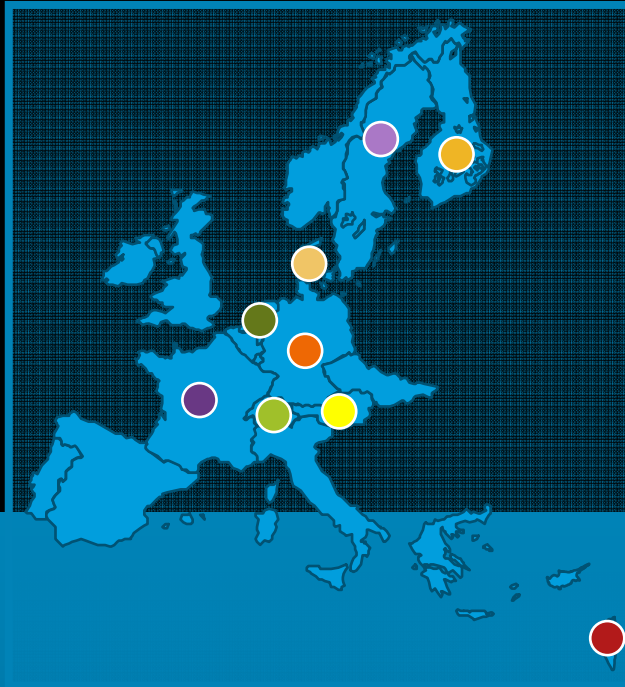
## An Innovation Economy



**Source:** Michael E Porter, Harvard Business School

# European Markets

## An Innovation Economy



- Japan
- Switzerland
- United States
- Sweden
- Finland
- Germany
- Denmark
- Taiwan
- Netherlands
- Israel
- Austria
- France

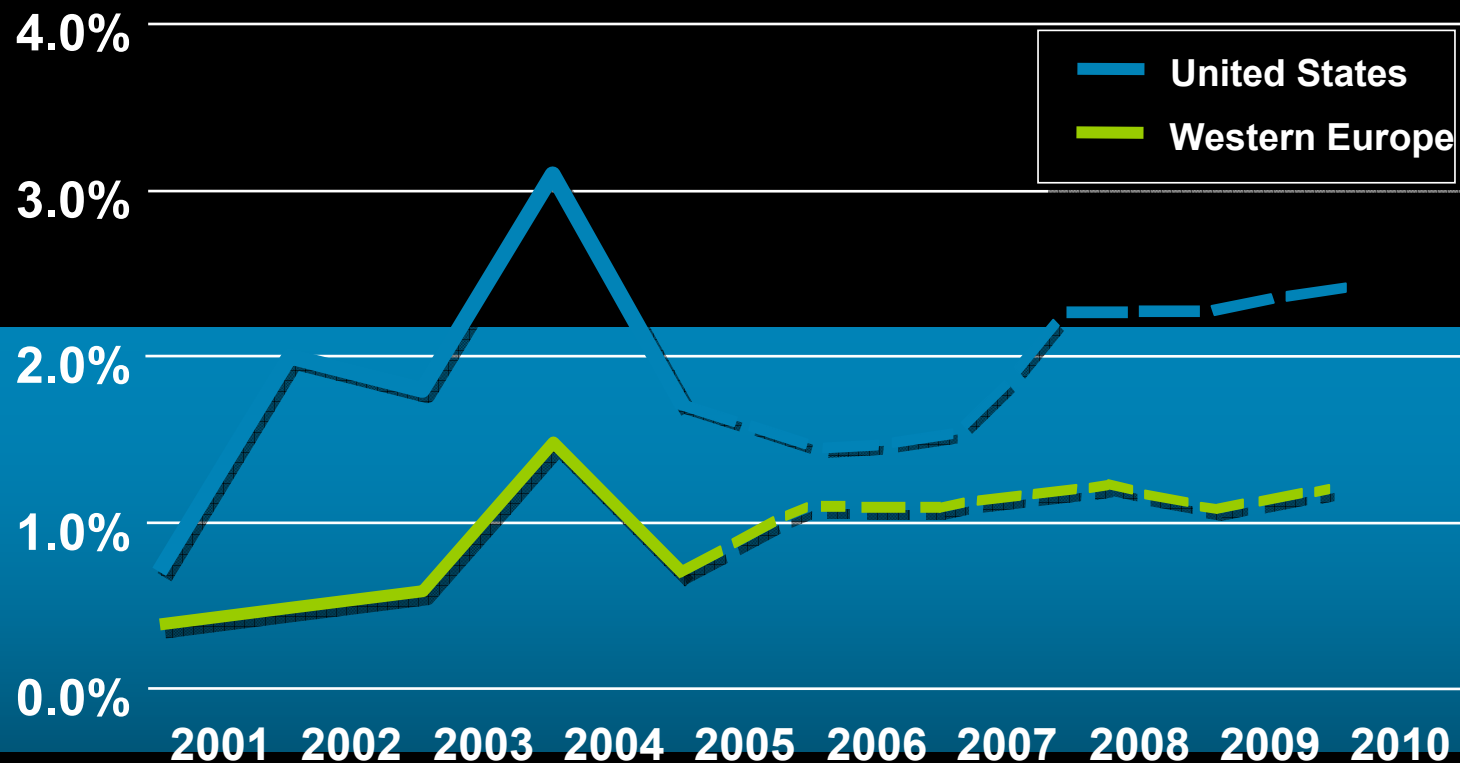
### Innovation Index

2002–2006		2007–2011		Δ
10.00	1	9.91	1	0
9.71	2	9.80	2	0
9.48	3	9.56	3	0
9.45	4	9.55	4	0
9.43	5	9.38	7	-2
9.38	6	9.51	5	1
9.29	7	9.32	9	-2
9.28	8	9.42	6	2
9.12	9	9.11	13	-4
9.10	10	9.33	8	2
8.91	11	9.16	10	1
8.90	12	9.15	12	0
Index	Rank	Index	Rank	

**Source: Innovation:** Transforming the way business creates.  
An Economist Intelligence Unit white paper sponsored by Cisco.  
April 2007

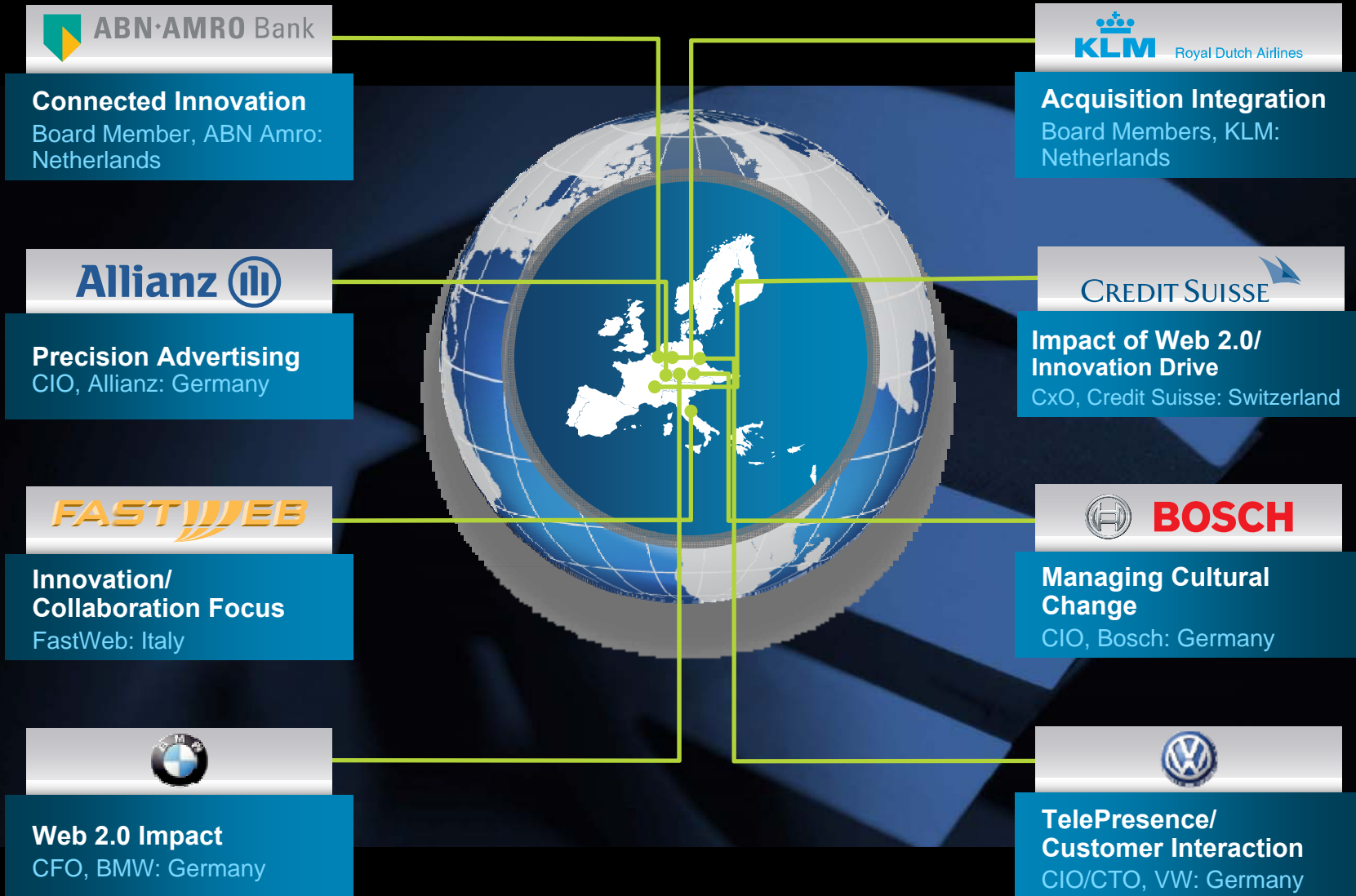
# The Productivity Gap Will Continue To Be An Issue

## Growth of Overall Productivity of Labour (%-age change from previous year)



Source: Economist Intelligence Unit

# CXO Careabouts



# Brace Yourself...



“In the next decade... **computer power and Net connection speeds** will bring more profound changes to work than anything we've seen so far.”

“**Whizzy new tools** [are] going to **change where we work, how we work, and even the nature of work itself**. Already the changes are coming fast and furious.”



# New Environments and Opportunities

## New Business Models



- Serving the Long Tail



- Mainstream luxury through customisation



- Maximum convenience for minimum effort



- Individual experience at universal store



- Peer communication with customers





# Addressing New Models Leads to New Opportunities

## Brandalism

### No Megaphone Required

- Consumer backlash at businesses
- “Brandals” deface or satirize ads and trademarks
- Web 2.0 gives “Brandals” a global voice

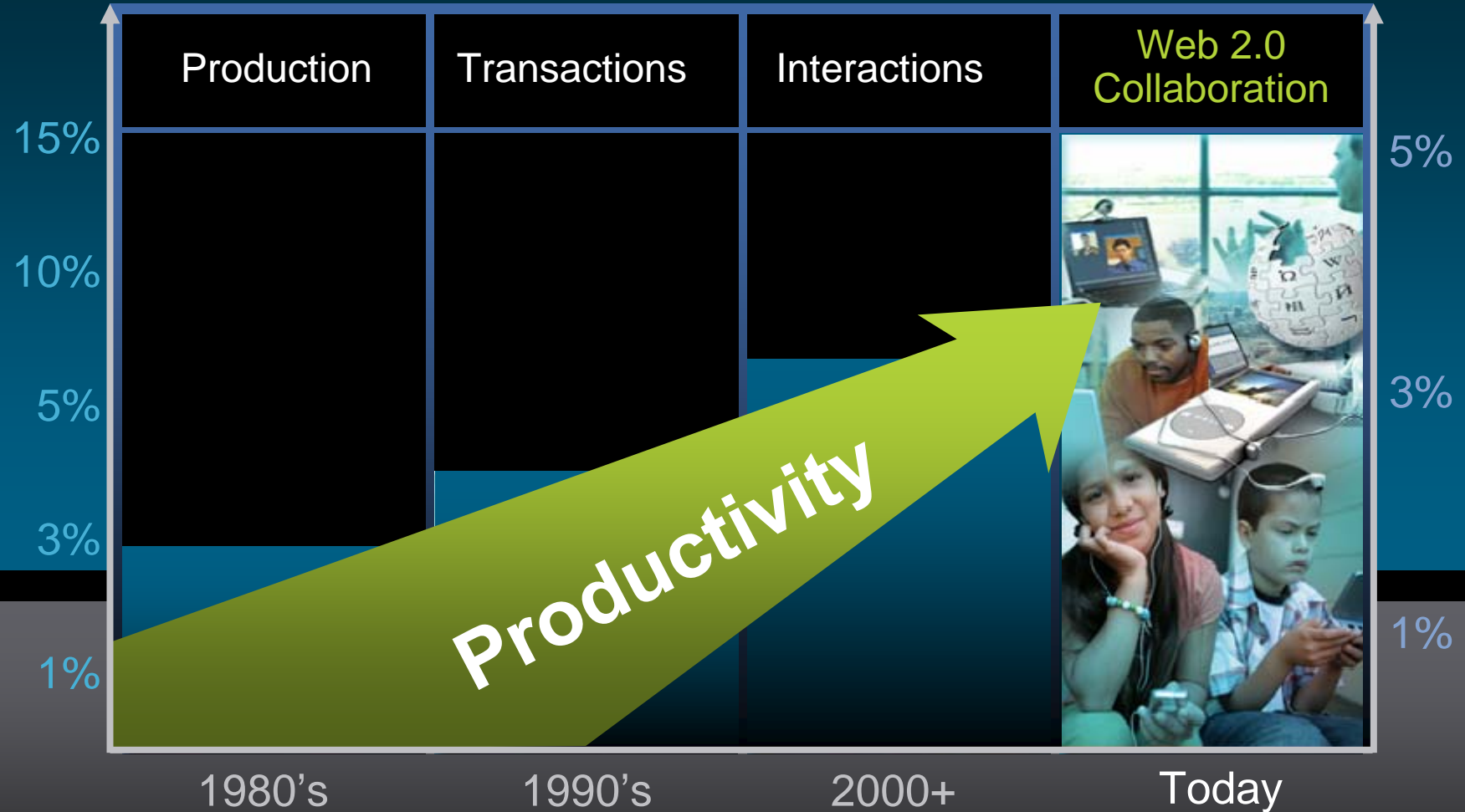


# Next Era of the Internet...

## Collaboration/Web 2.0

Company

Country



# “IT Preparing, But Not Prepared, for Web 2.0”

Gartner conducted a Web 2.0 strategy survey.  
Their question was simply: "Do you have a Web 2.0 strategy?"

Response	Percentage
We need a strategy but have not started	37.8%
Our strategy is being defined	33.3%
Our strategy is defined but there are no active projects	4.4%
Our strategy is defined and we have some active projects	8.9%
Web 2.0 is not relevant to our company	15.6%

**Source:** Gartner Inc. "Findings: IT Preparing, but not prepared" by Kathy Harris & David Mitchell Smith, 19 July 2007

# Cisco's Strategic Approach



# The Cisco Vision...

Changing the Way We  
Work, Live, Play, and Learn<sup>SM</sup>

Work

Live

Play

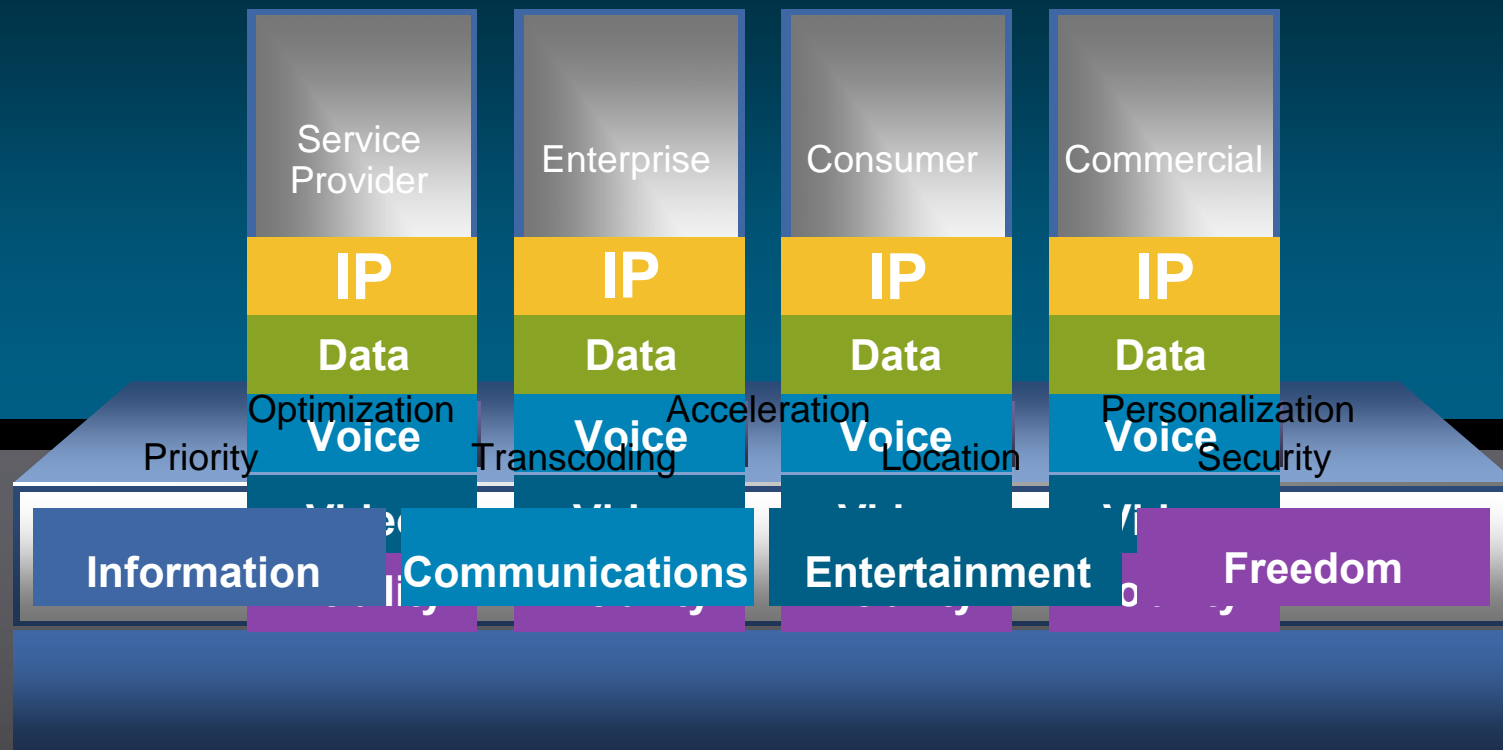
Learn



## ...and Mission

Shape the Future of the Internet by Creating  
Unprecedented Value and Opportunity for  
Our Customers, Employees, Investors, and  
Ecosystem Partners

# Cisco Technology Vision: The Network as the Platform



**Converging All Forms of IT  
and Communications in the Network**



# What Does This Mean?

## The Network as the Platform



Welcome to the Human Network—  
Not a Network of Computers, but a Network of People



