



Business Transformation through Innovation

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The Cisco Vision...

Changing the Way we
Work, Live, Play, and Learn

Work

Live

Play

Learn



The Mission

to shape the future of the Internet by
creating unprecedented value and
opportunity for our customers, employees,
investors and partners

The Two European Mega-Challenges

Mega Trends



European
"personalisation"



Rapid
customer
adoption of
new technology



Increased
Asian
competition
also in high
value segment



Increasing
demands—
provide both
better service
and lower taxes



Globalization -
growth within
and
outside of
Europe



Green-
drive to improve
the
environmental
sustainability

The Two European Mega-Challenges

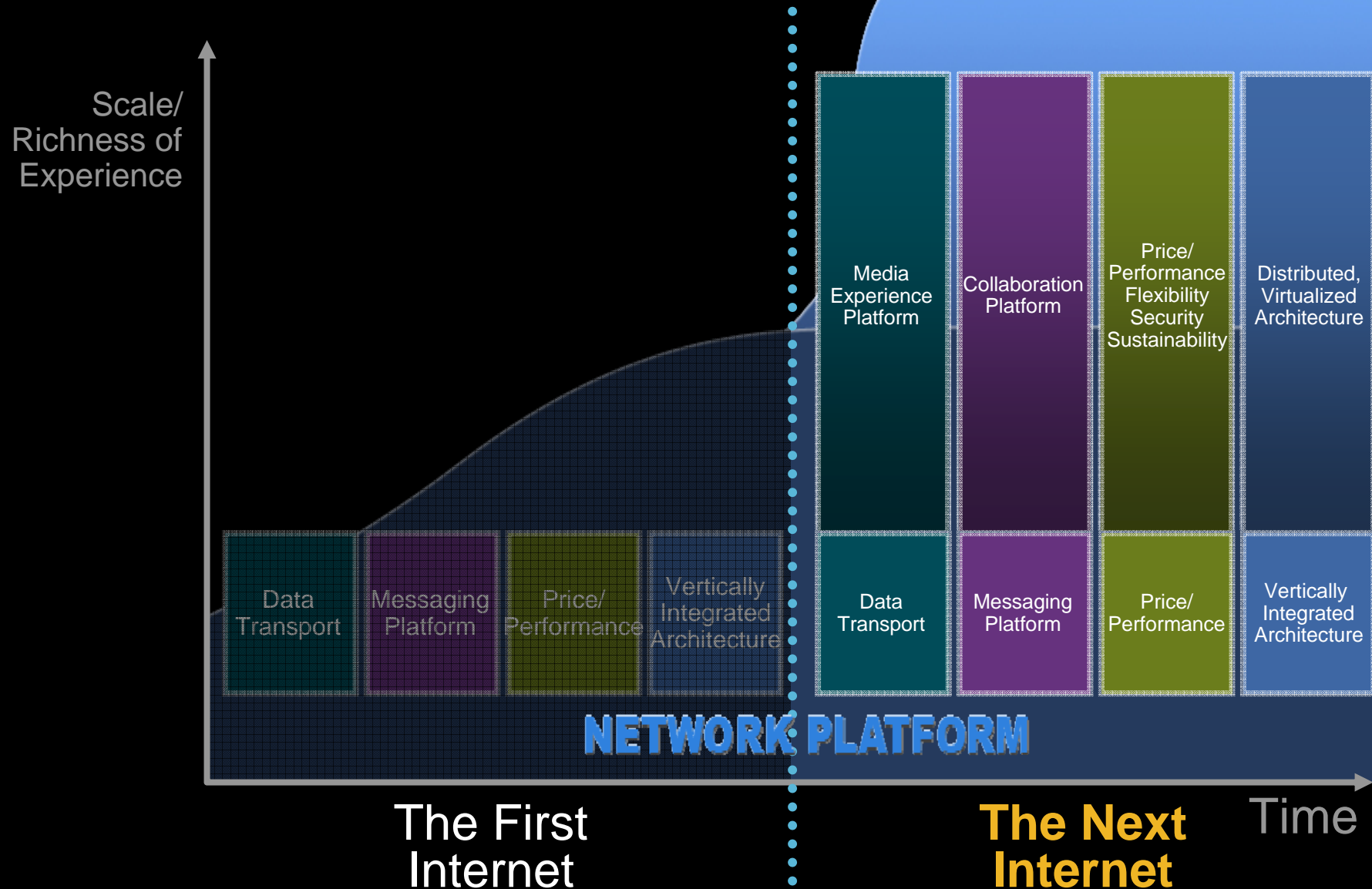
Innovation:

Improve innovation to
provide your company
with differentiation and a
competitive edge in
the eyes of customers

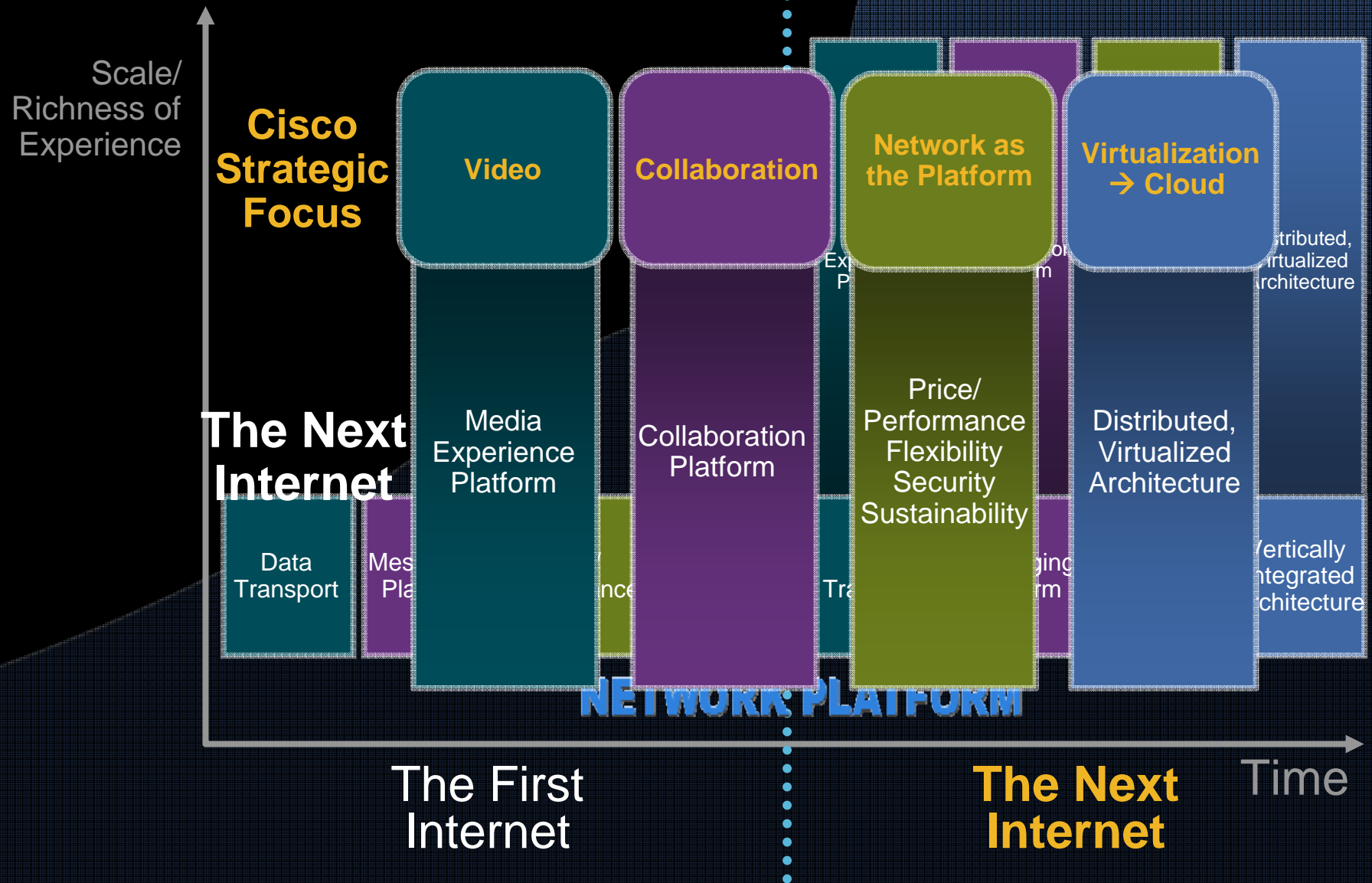
Productivity:

Improve productivity
through cross-
functional
collaboration
(including partners)

Evolution of the Internet



Evolution of the Internet



The Cisco Collaborative Workplace



Unified Communications

- IP Telephony
- Contact Center
- Conferencing
- Mobility
- Unified Messaging



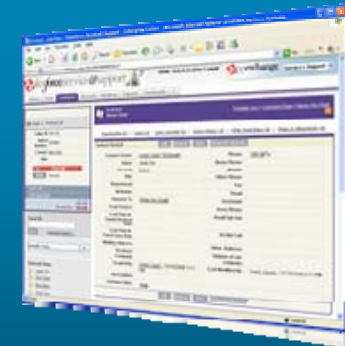
Business Video

- TelePresence
- Desktop Video
- Videoconferencing



Web 2.0 Applications

- Teamspace
- Applications Development



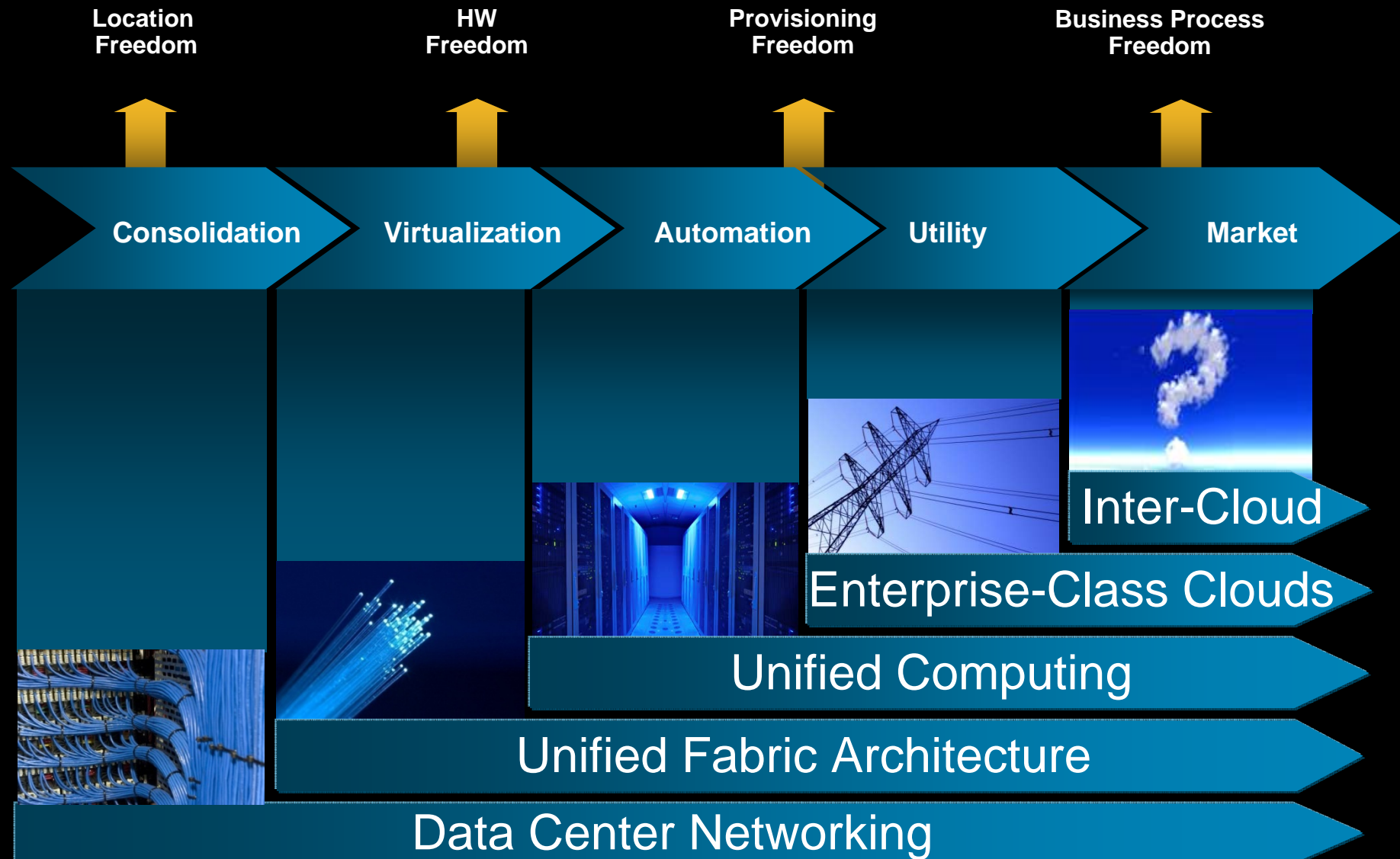
Business Applications

- Mashups
- 3rd party integrations
- Presence/IM
- Email



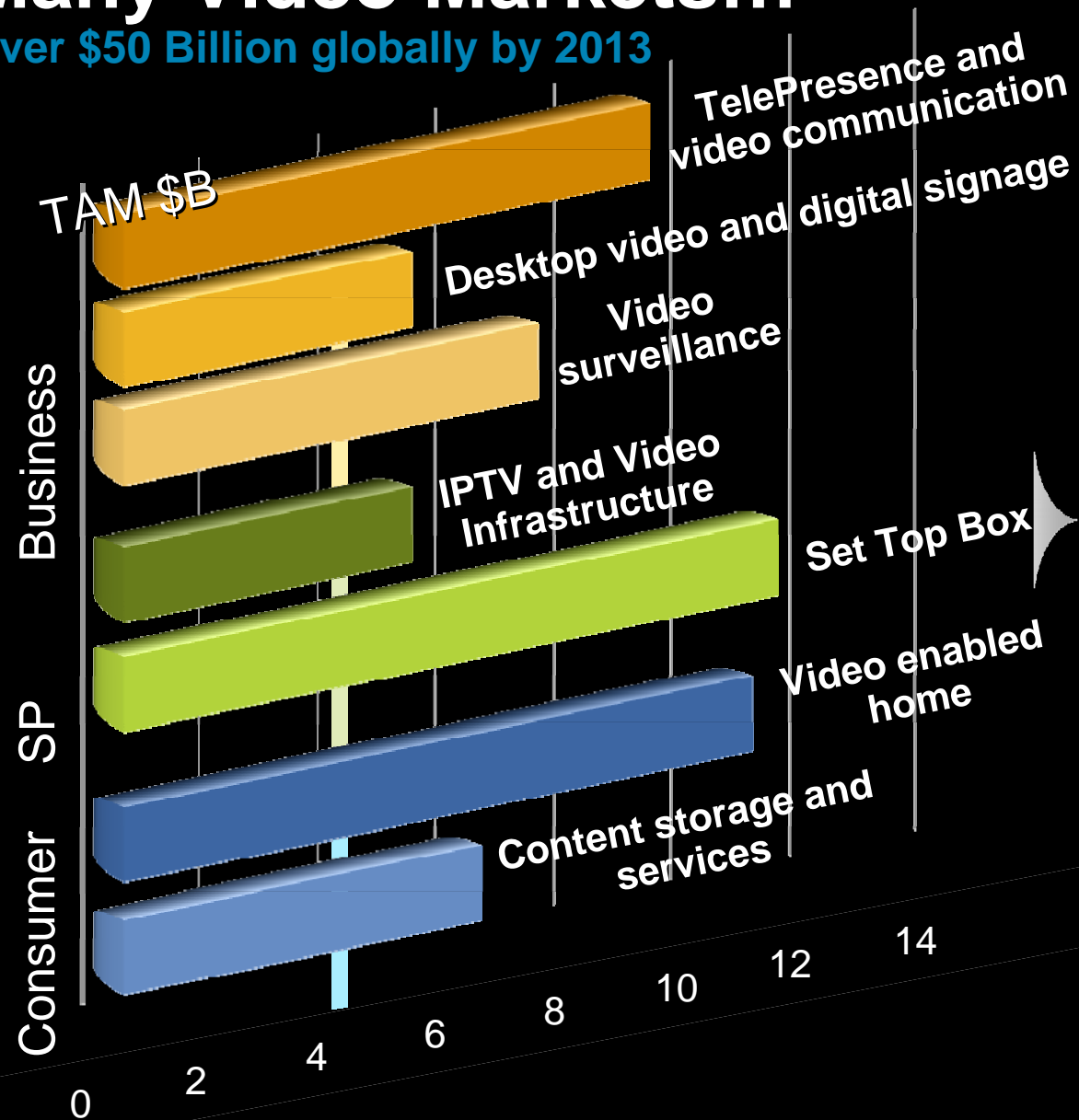
Cisco Unified Communications is about pervasive communication and collaboration based on an intelligent network

Data Center 3.0: Virtualizing the Data Center at Scale



Many Video Markets...

Over \$50 Billion globally by 2013



Sources: MRG, Infonetics, Wainhouse, Frost & Sullivan, IDC, IMC, ABI Research, Instat, Cisco Estimates

Network Services & Architecture

Applications

Commercial Applications

Internally Developed

Software as a Service (SaaS)

Composite Apps/SOA

Core Services



Real Time Communications



Mobility



Application Delivery



Security



Management



Virtualization



Transport

Physical Infrastructure

The Innovation Value Chain



■ Questions?



