



Cisco Vision and Strategy



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The Cisco Vision...

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

Work



Live



Play



Learn



One Technology Vision

Padmasree Warrior, Chief Technology Officer

- Our technology vision for Cisco starts with the customer – to lead **market transitions** with customer-centric **systems, solutions and architectures**.
- Our strategy to achieve this vision is to anticipate and create market disruptions, deliver the next generation Internet for **Collaboration, Virtualization and Video**.
- To execute on that vision and strategy, we're focused on **investing** aggressively in a **pipeline of innovation** and driving innovation through **operational excellence**.



One Technology Vision

Three Key Market Transitions



**Future of
Work**



**Future of
Connected Life**

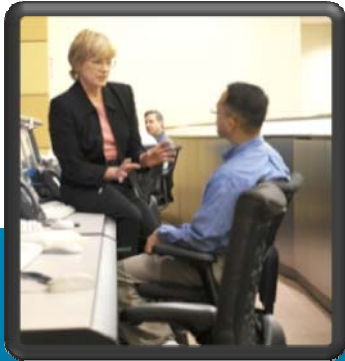


**Future of
Computing**

Driven by Collaboration, Video and Virtualization

The Future Of Work

Collaboration is Key



How
we work

Who
we work with

When
we work

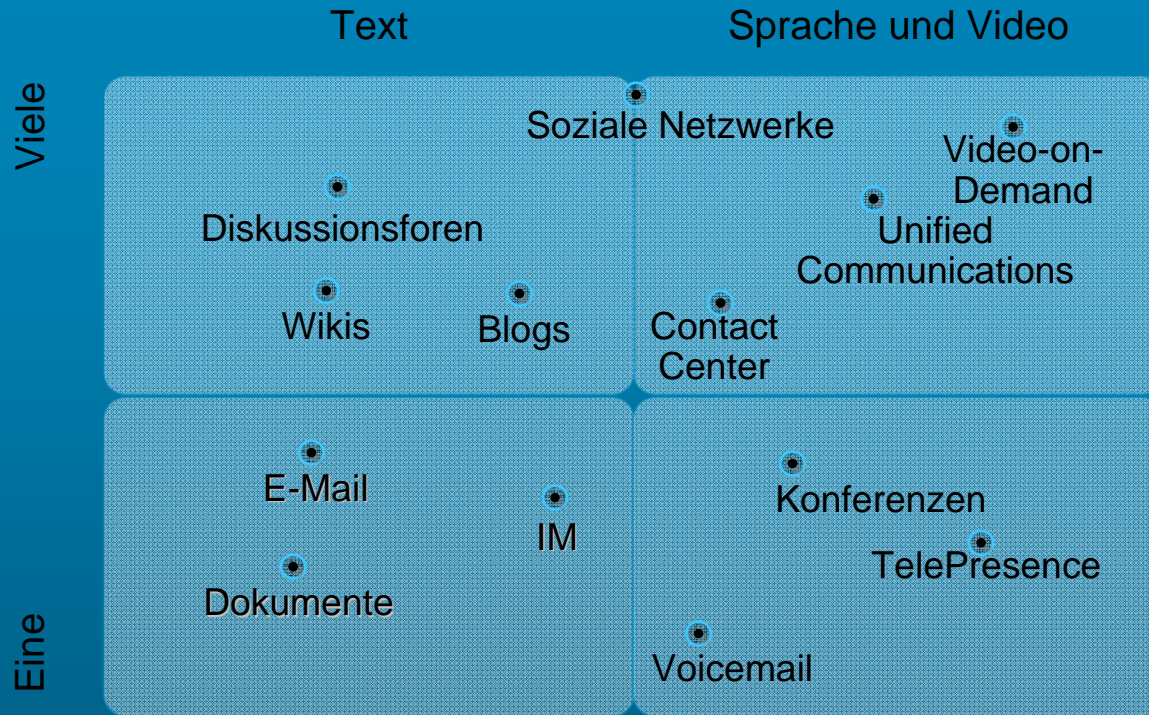
Where
we work

What
tools we use

Veränderung des Arbeitsumfeldes

Werkzeuge für die Zusammenarbeit

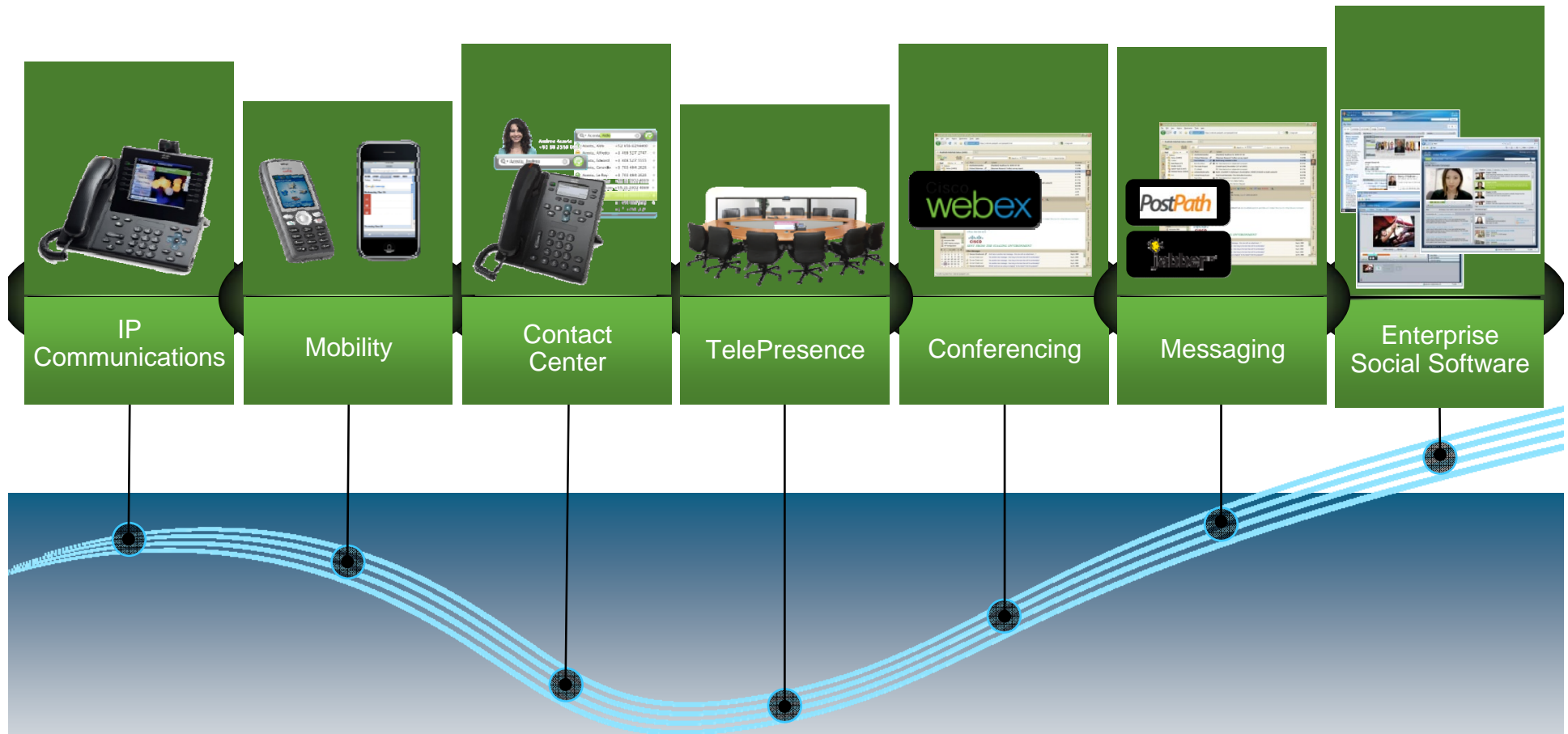
Anzahl der Interessengruppen



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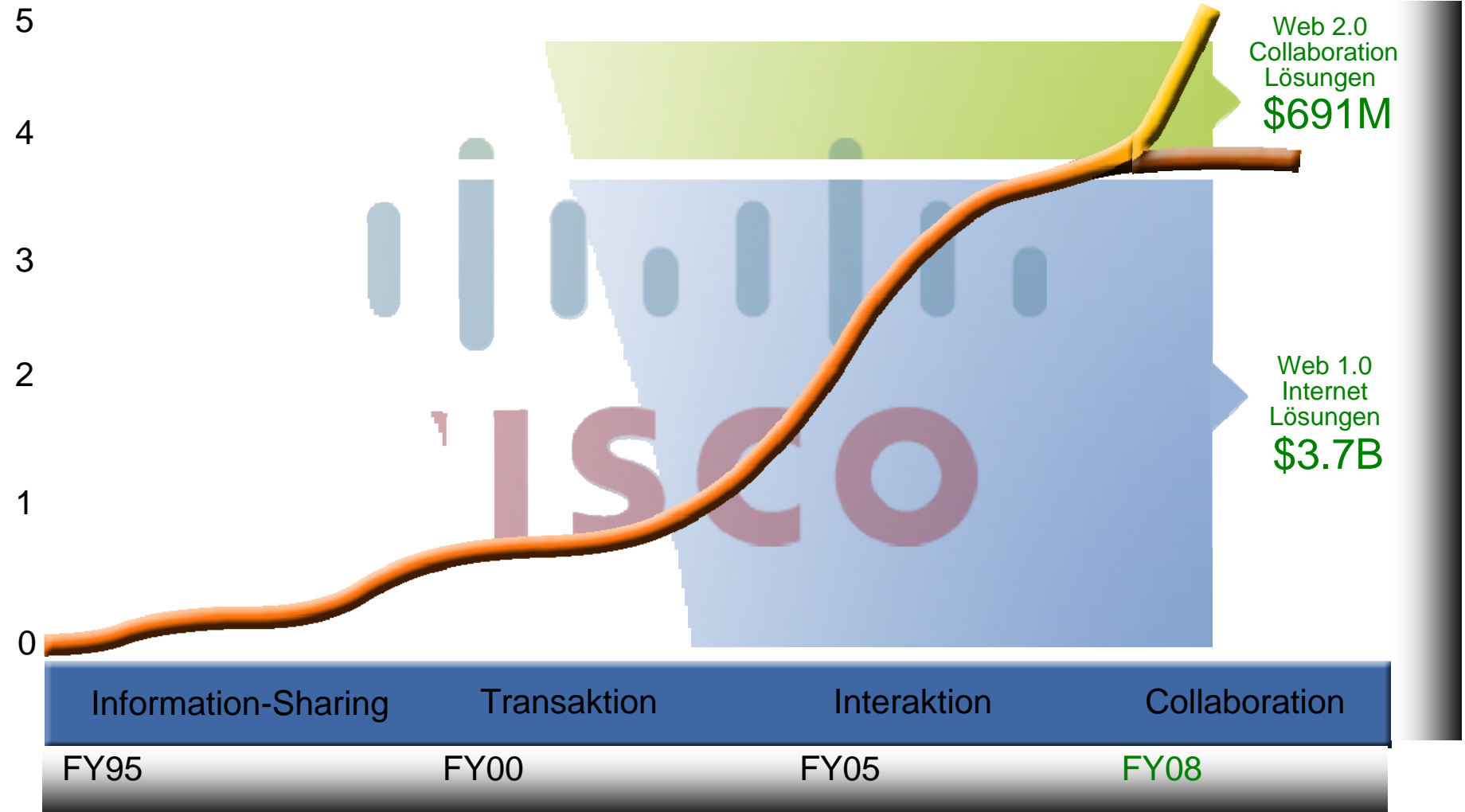
Cisco's Collaboration Portfolio



Cisco's Productivity Journey

4.9%

Vorteile (\$B/Jahr)



Collaboration Networks

will be to enterprises what social networks are to consumers



Collaboration in Action

With I-Prize to Innovation



1.200 Ideas
140 Countries
5 Weeks
Web 2.0
Idea-Blog



WebEx
Presentation



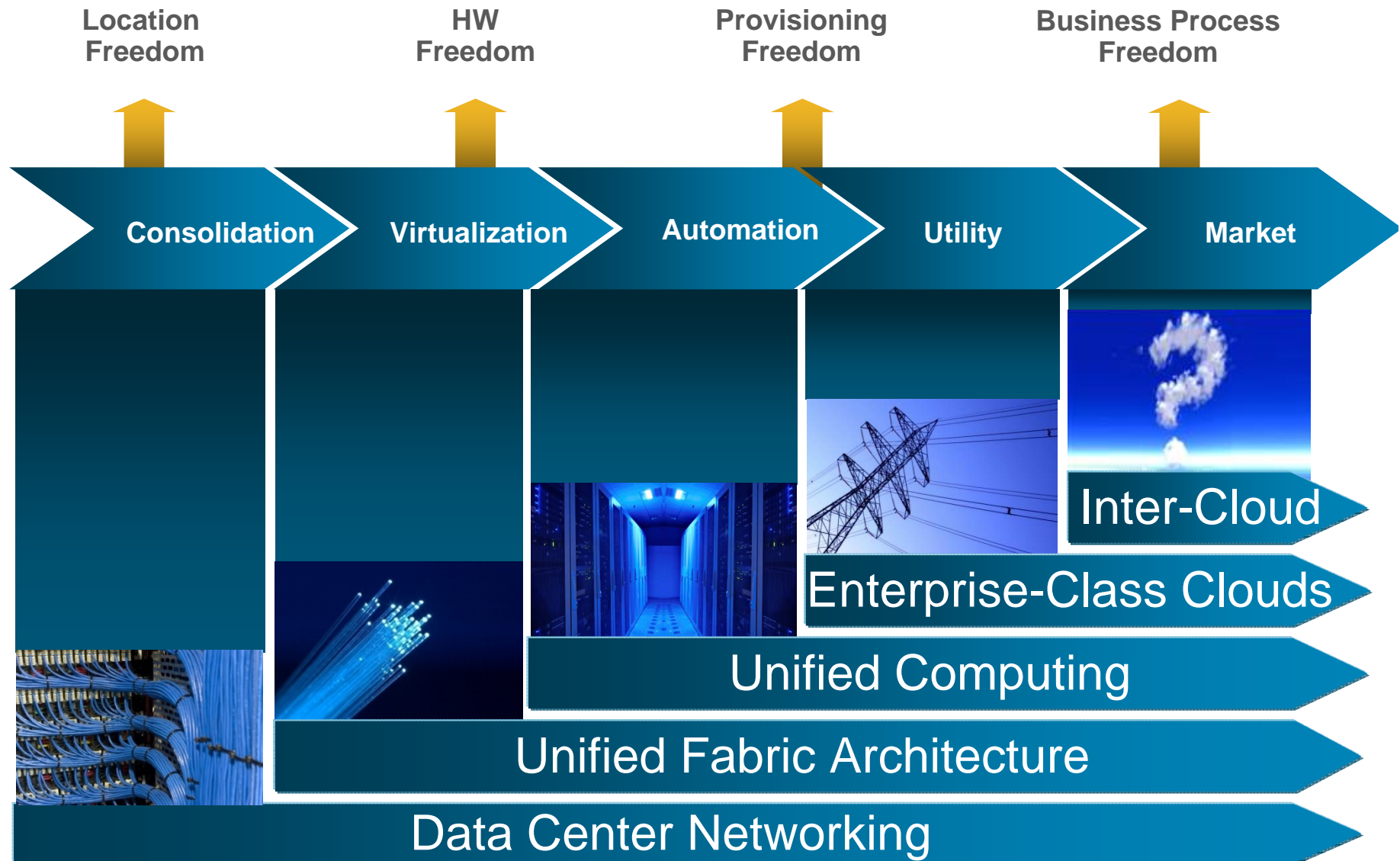
TelePresence
Finalists

Gewinner:
Team AKS

New
Business Unit

Future of Computing

Virtualizing the Data Center



The Future of Connected Life

Video Everywhere



Consumer
"Connected life"



Service provider
"Any play"



Business
"Business video"



Systems/
experiences



Video Systems




Technology
platform

Techologies and Devices
Connected Home IP NGN Converged network

medianet

Video... Flip / Geschäftsanwendungen



Waren / Käufer

Automation /
Mechanik

Neues Warenhaus /
Aufbau der Gänge

Neue Produkte

Immobilien

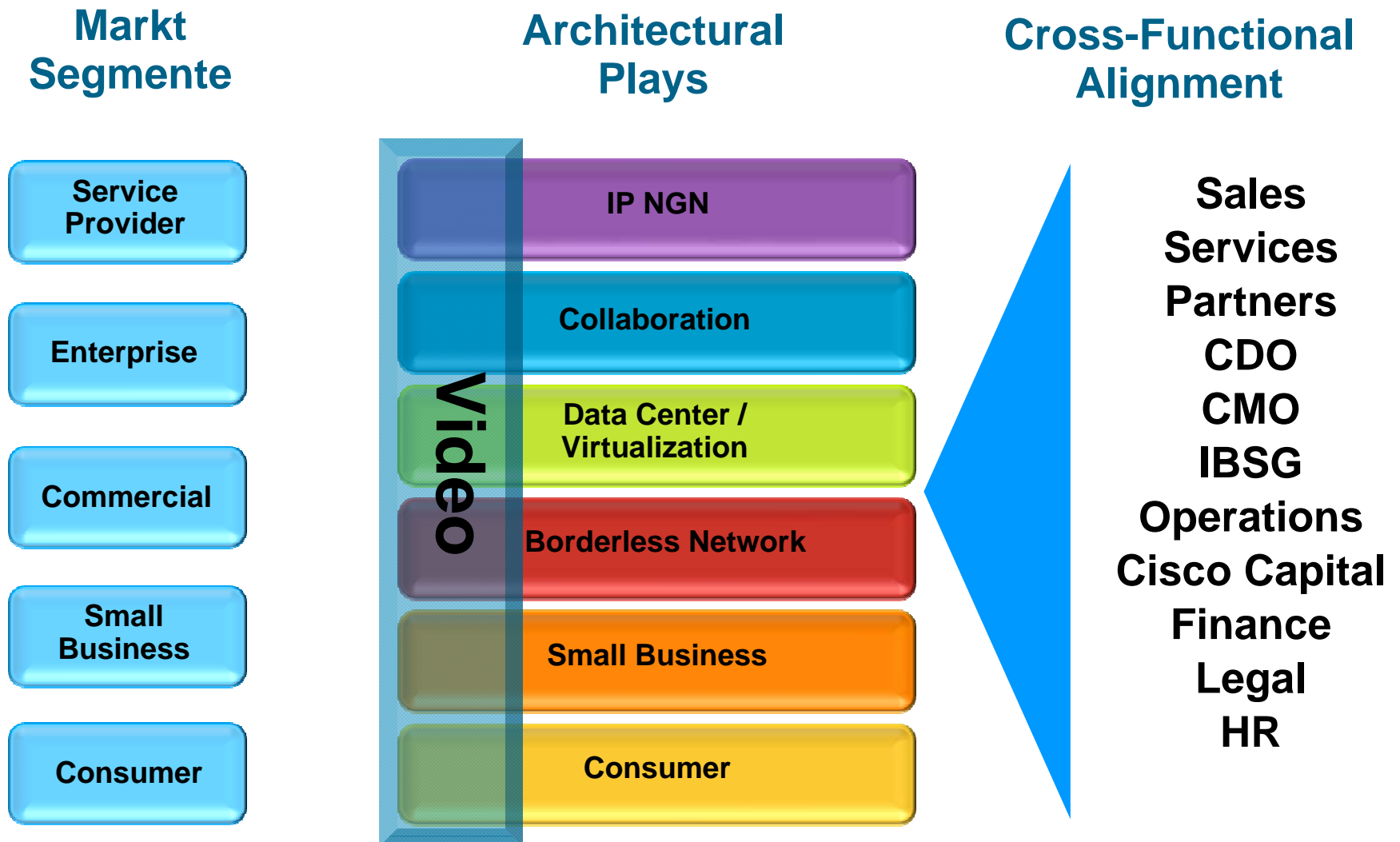
Kommunikation
(Blog)

Geschäfts-
anwendungen

Schaden-
regulierung

- HD Video
- Benutzerfreundlichkeit
- Video Architektur

Cisco Go to Market: Architectural Plays



the human network effect



**The Future of: Work, Computing & Connected Life
Collaboration... Virtualization... Video
The Network is the Platform**