



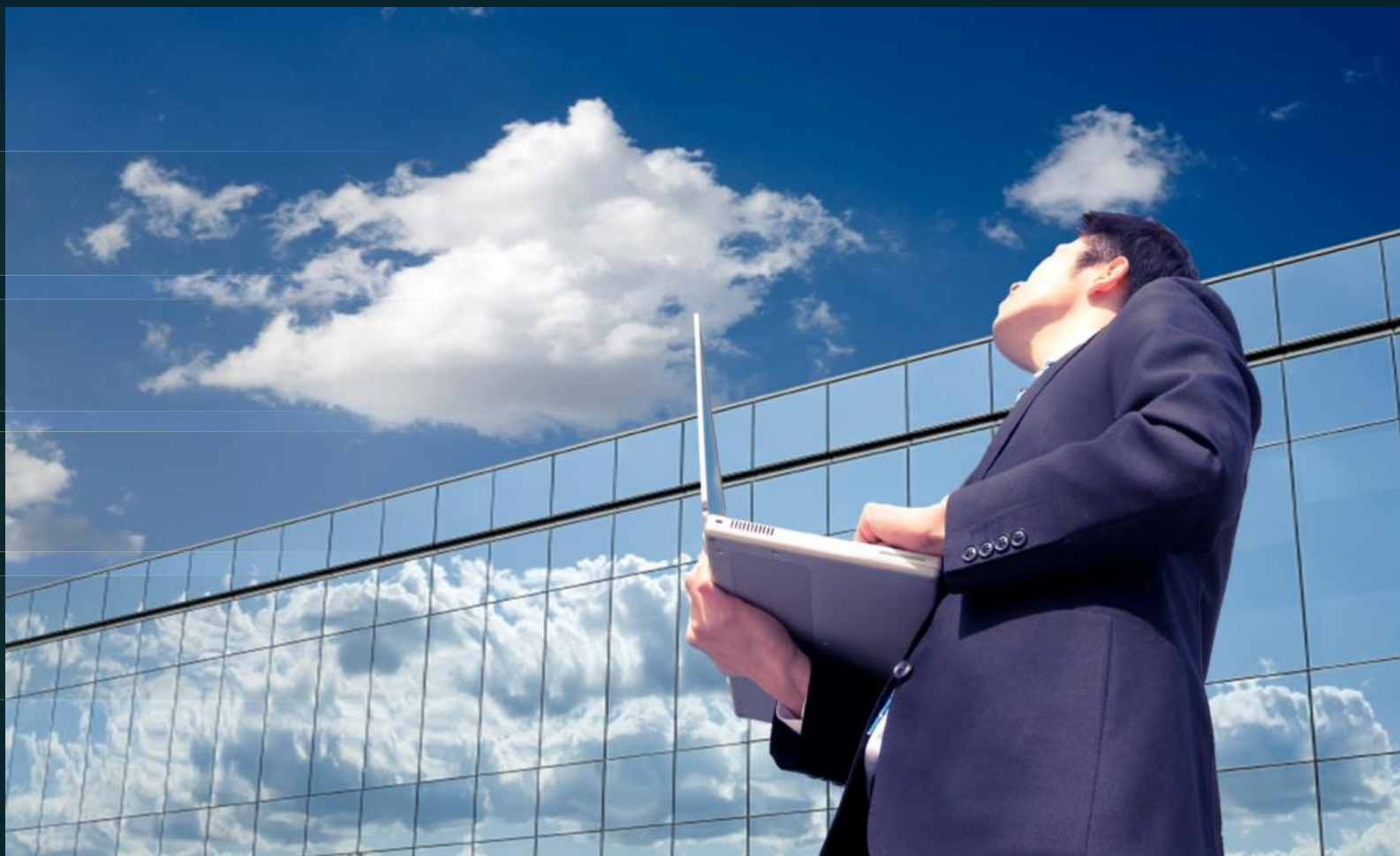
Cisco Far-Future Vision

Christian Rückert, Product Sales Specialist

8. Mai 2014

Agenda

- ▶ Cisco in Switzerland
- ▶ Cisco Open Network Environment
- ▶ Internet of Everything
- ▶ Collaboration



Cisco in Switzerland

Building products

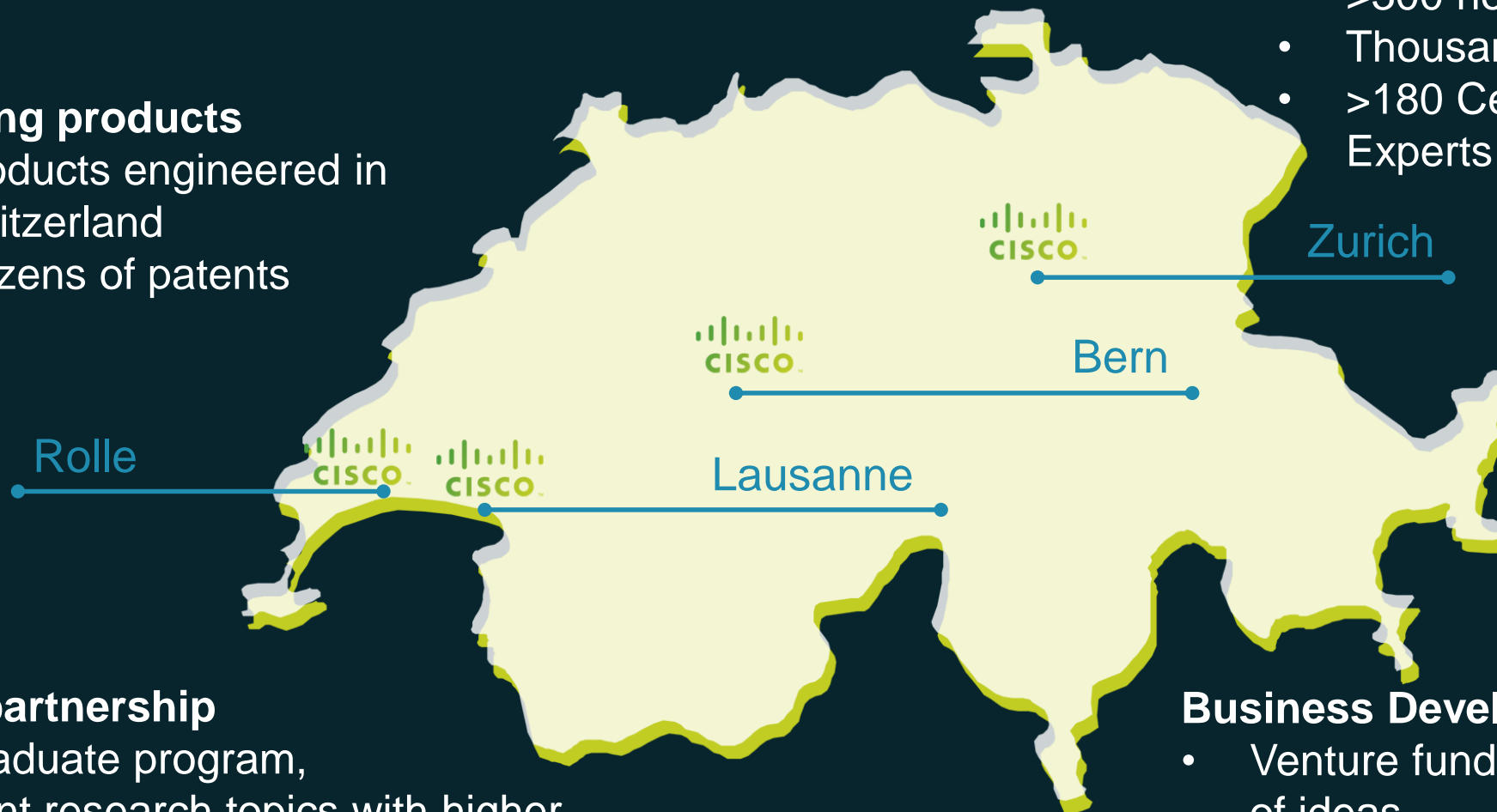
- Products engineered in Switzerland
- Dozens of patents

R&D partnership

- Graduate program,
- Joint research topics with higher education teams

Local presence

- Four locations
- >15 years in Switzerland
- >300 new jobs
- Thousands of new jobs at partners
- >180 Certified Internetworking Experts (CCIE)



Business Development & Venture

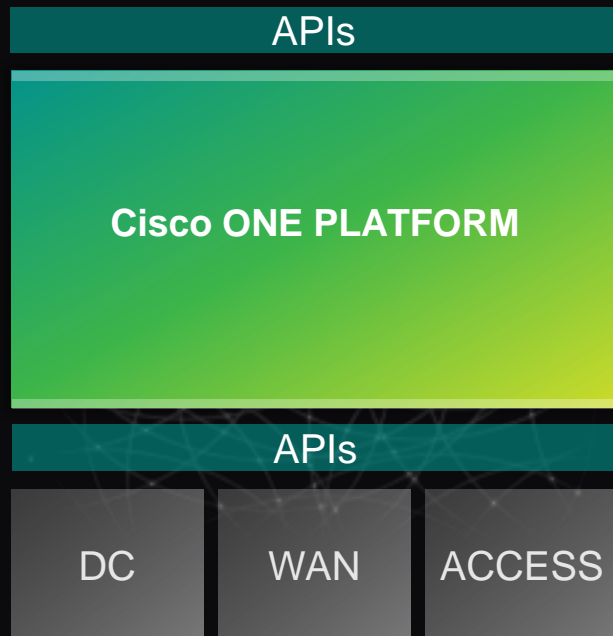
- Venture fund and incubation of ideas
- Startups, higher education and entrepreneurs



Cisco Open Network Environment (Cisco ONE)

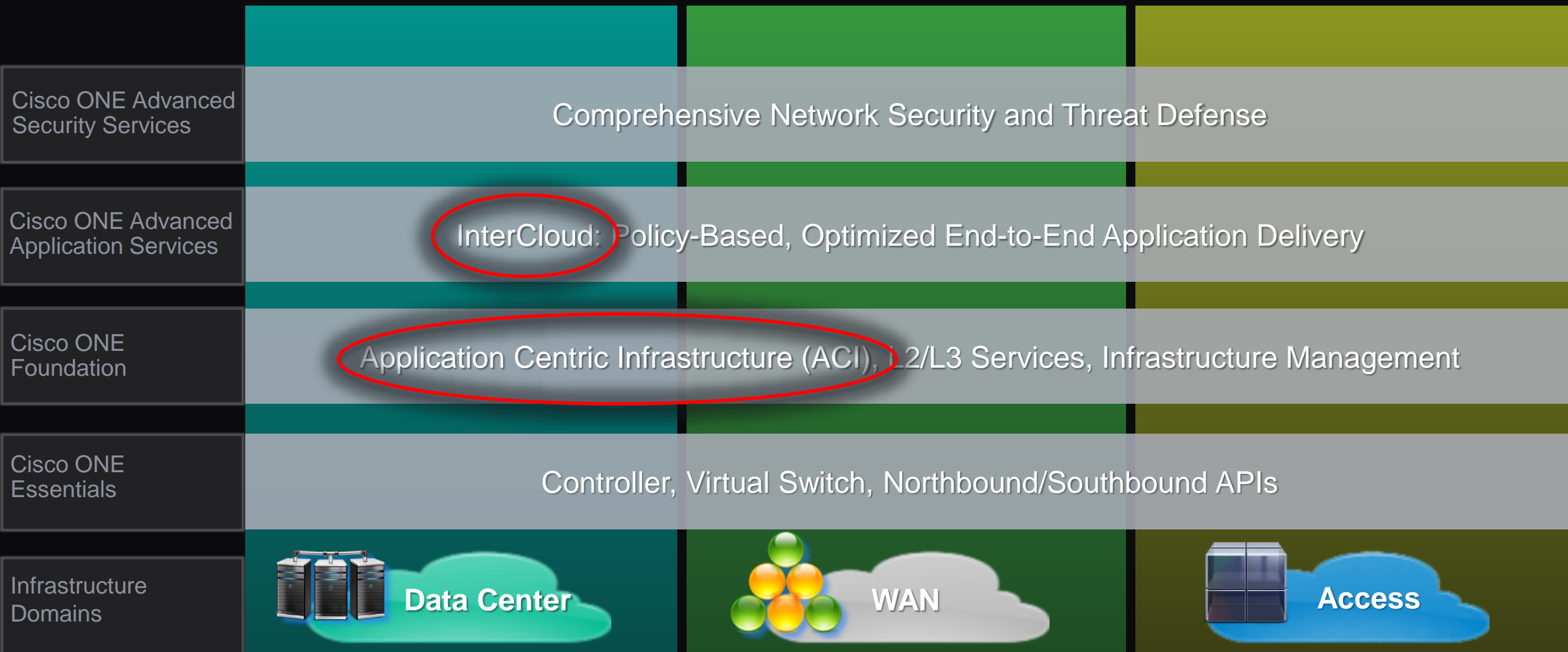
The Cisco ONE Platform

Enabling Application Centric Infrastructure



- Faster application deployments
- Consistency & agility across the Enterprise
- Improved application availability with faster remediation
- Increased security & productivity with provisioning automation

Cisco ONE Software Platform



ACI Building Blocks

OPEN RESTFUL APIS
CENTRALIZED POLICY
MODEL
OPEN SOURCE



CONTROLLER



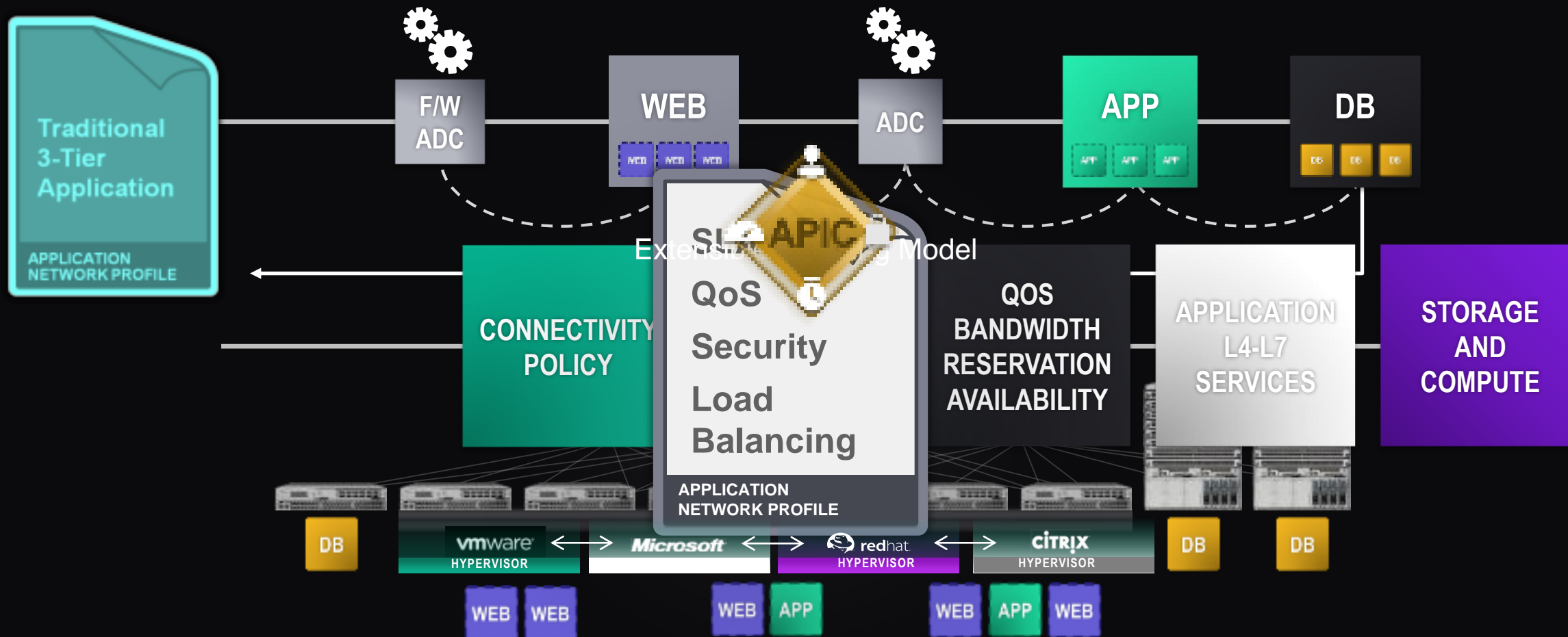
POLICY MODEL

INDUSTRY LEADING
ECOSYSTEM



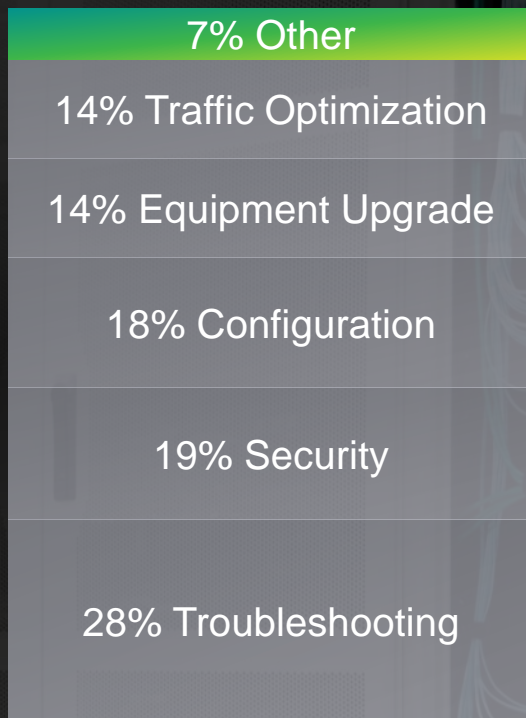
ACI

Any Application, Anywhere — Physical and Virtual Common Application Network Profile

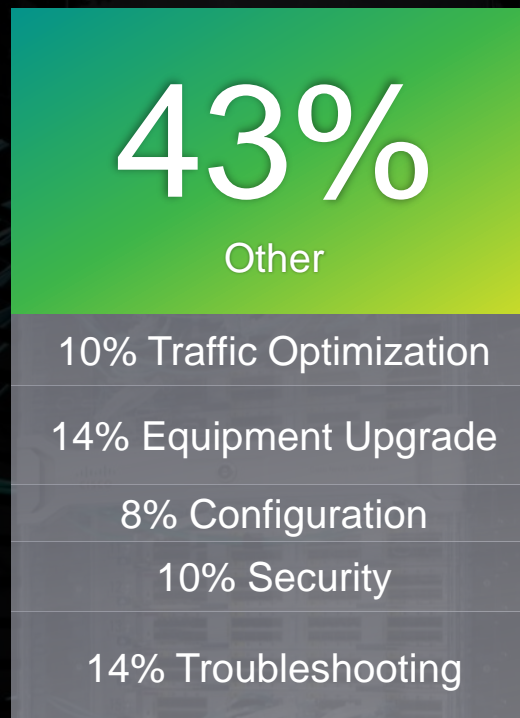


Cisco APIC Enterprise Module: Network Operations Time Savings

Average Time Spent by Network Administrator



CURRENT IT*



FAST IT

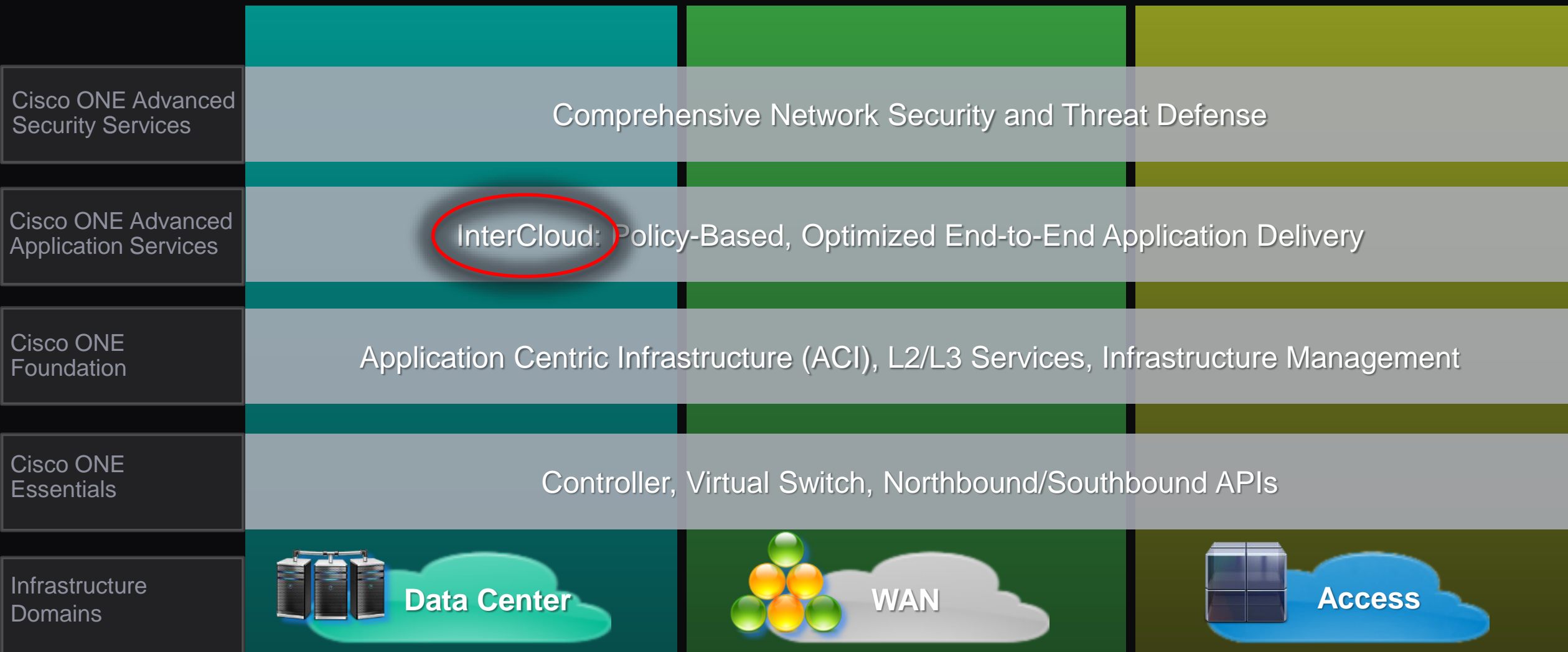
6X

More Time Available for
Business Innovation

36%

Total Network Operations
Time Savings

Cisco ONE Software Platform



Current Approaches

Open Workload Mobility



Cisco's Hybrid Cloud Differentiation

No Vendor Lock-In
Any Hypervisor to Any Provider
Heterogeneous Infrastructure

Customer



Open



CISCO

Cisco
InterCloud

Choice

Cloud Providers
&
Cisco Powered
Services

End-to-End Security
Data Sovereignty
Workload Mobility Across Clouds

Open
Ecosystem



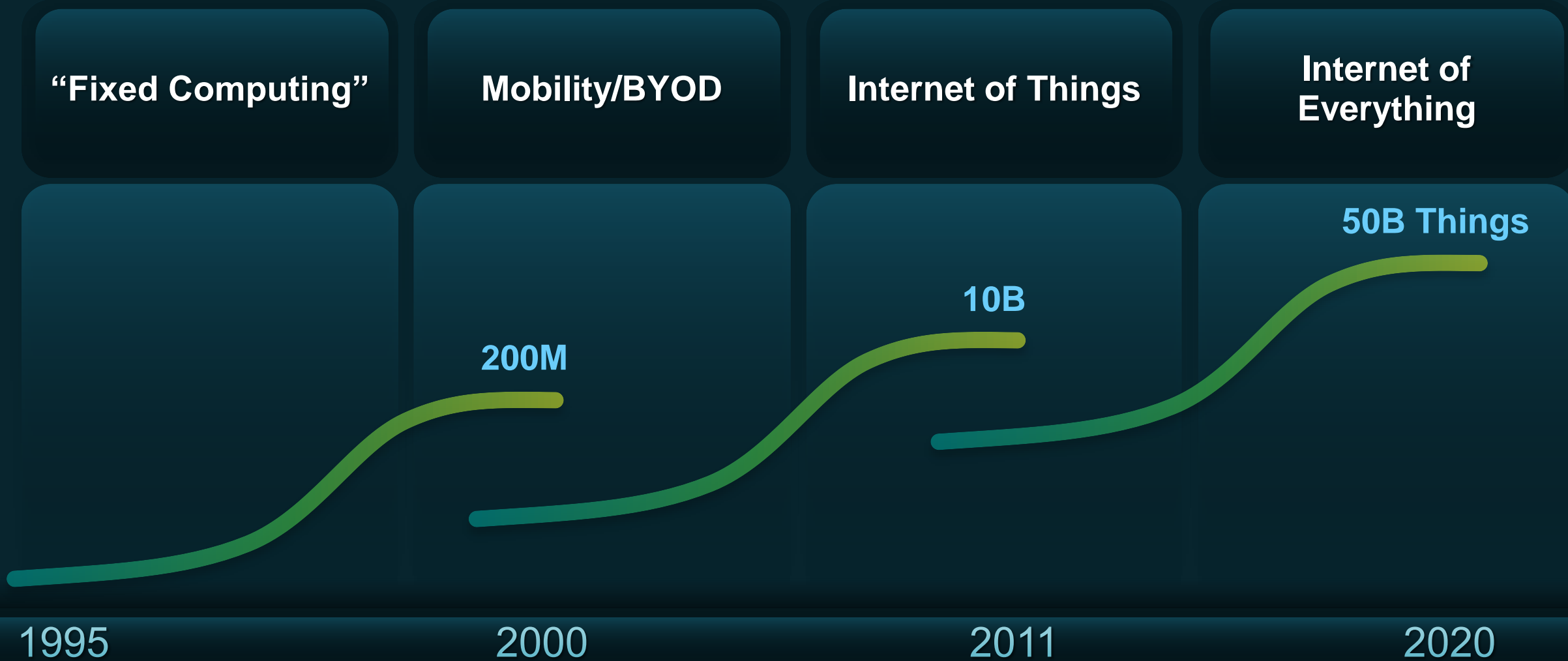


The Internet of Things

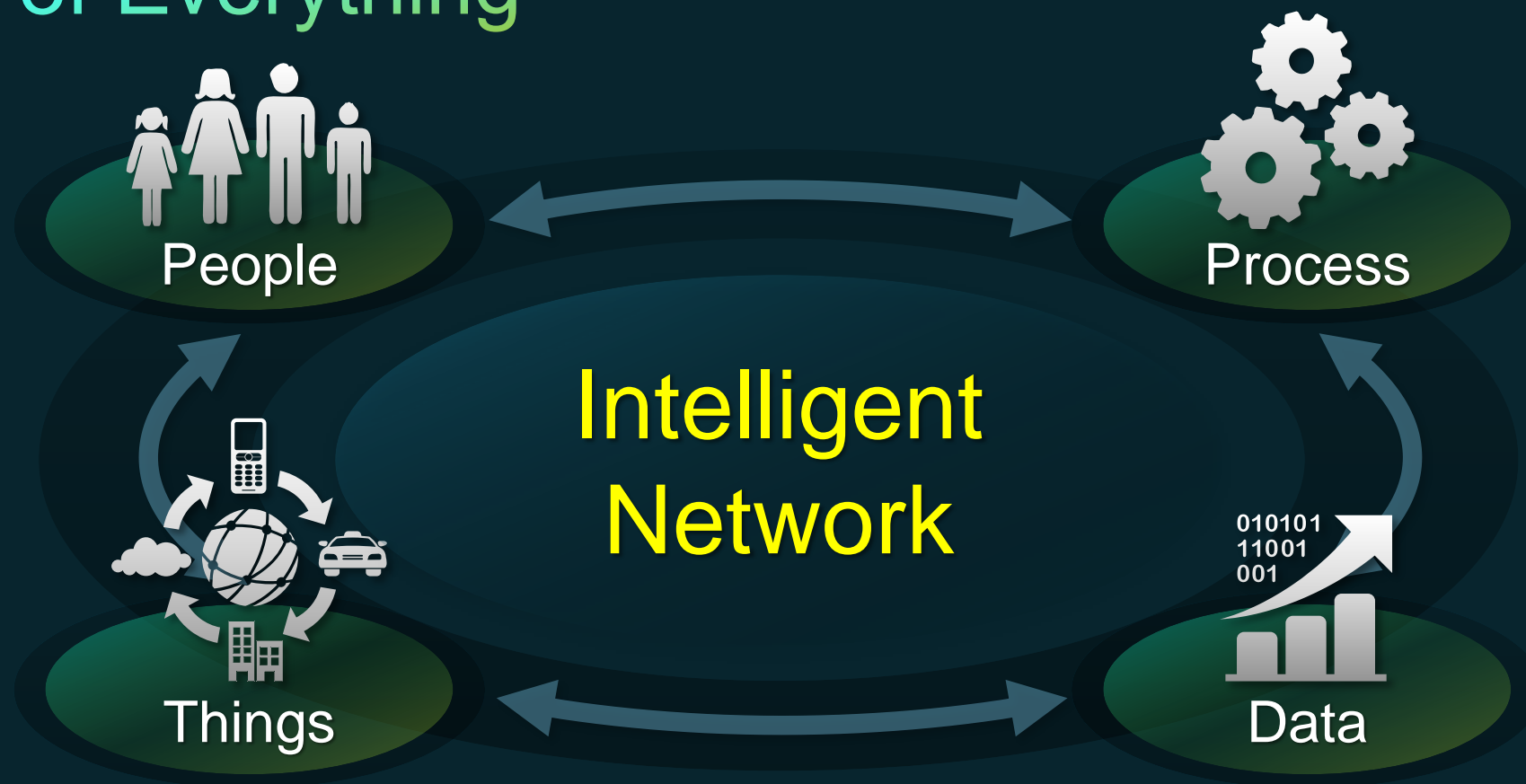
TOMORROW Starts Here



Internet Growth Occurring in Accelerating Waves

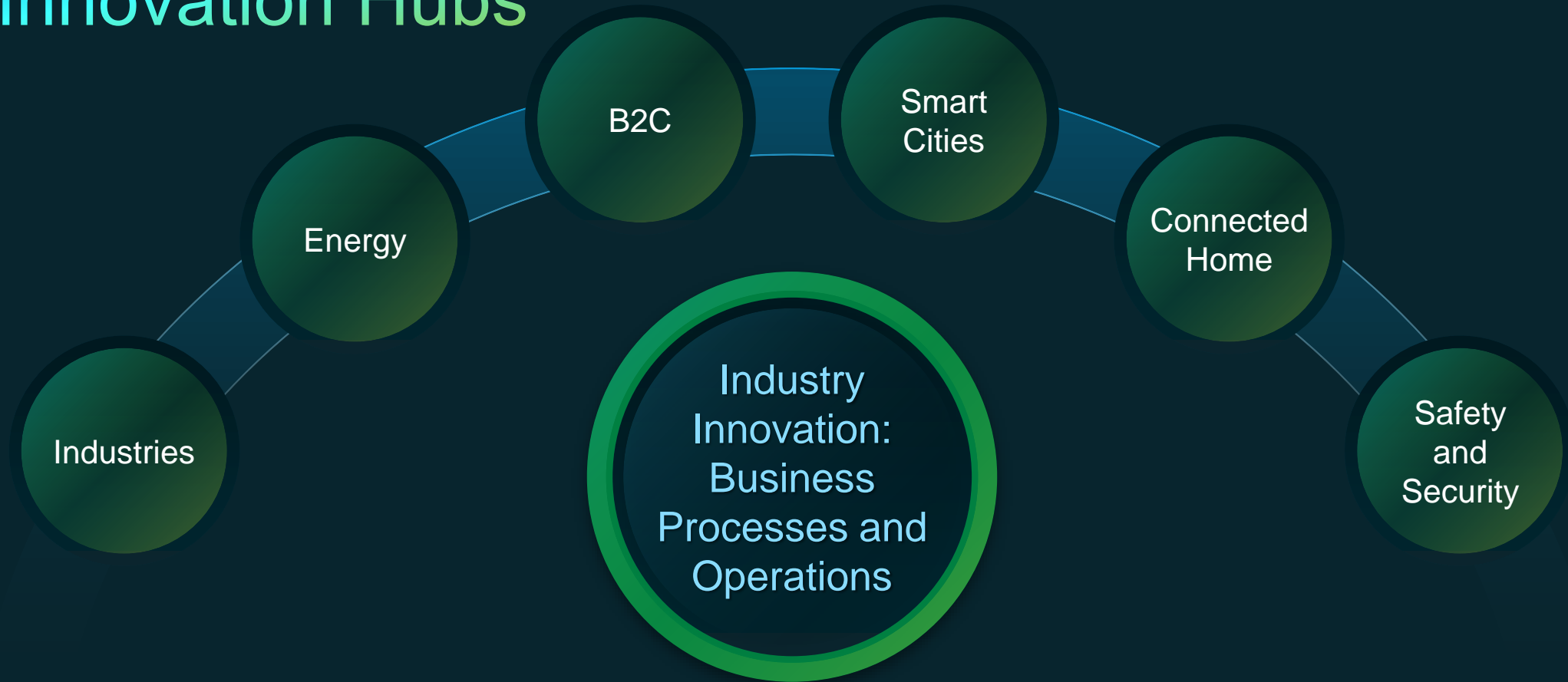


Internet of Everything



People-to-People + People-to-Machine + Machine-to-Machine

IoT Innovation Hubs



**Sensors and
Devices**



**Networks
Computing & Storage**



**Data
Analytics**



**Control
Systems**

Cisco's Role

Industry
Innovation:
Business
Processes and
Operations



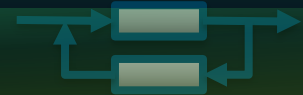
Sensors and
Devices



Networks
Computing & Storage



Data
Analytics



Control
Systems

IoT Platform

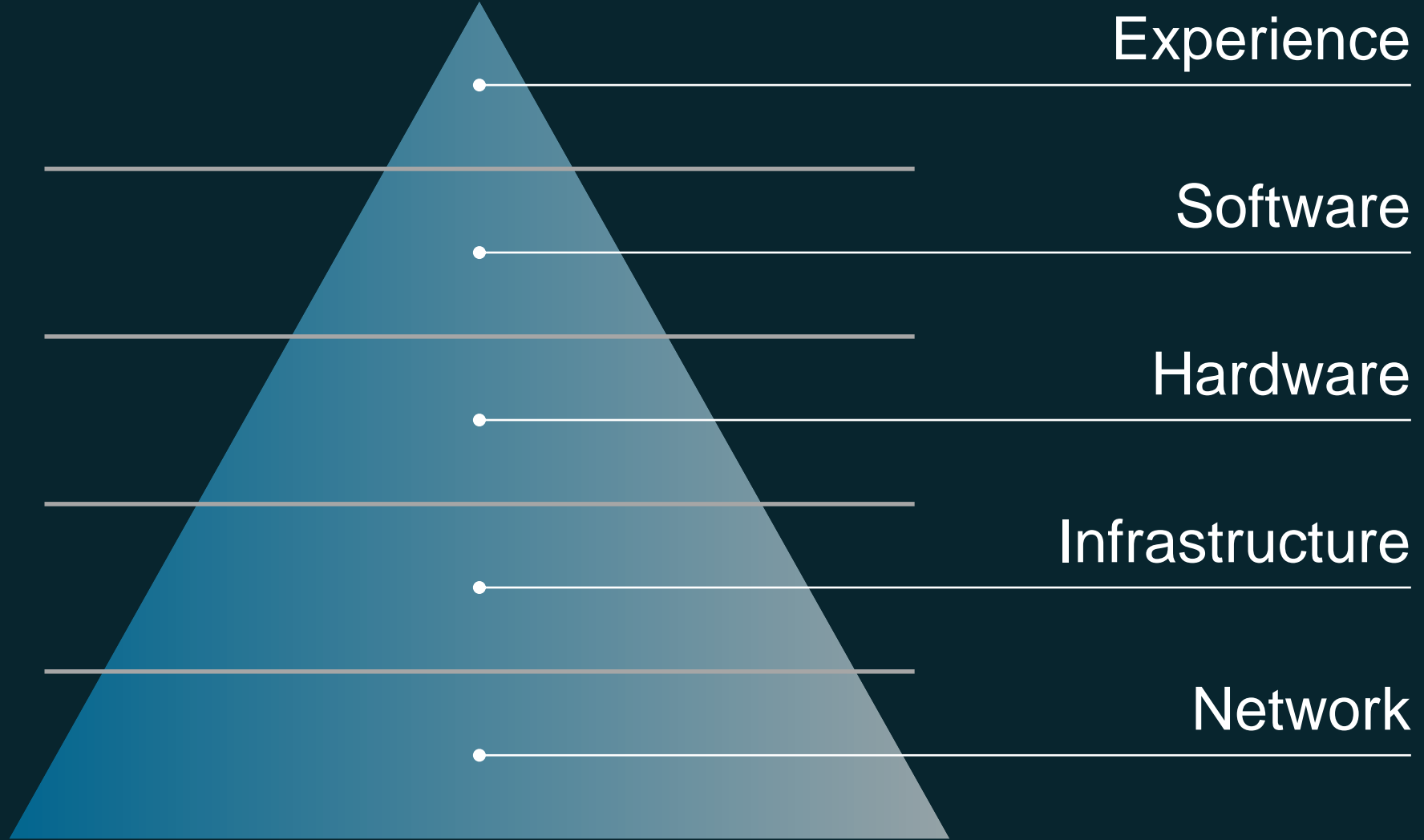
Cisco's IoT Platform

Connect to All Things, Even Unintelligent Ones
Manage distributed computing, storage resources
Compute Data In Motion
Secure the Infrastructure
Manage Private and Public Networks
Enable Service Providers' M2M Services
Host Partner Ecosystem Applications

IoT Platform



Collaboration



From the Browser to the Boardroom



Cisco Collaboration Strategy



Experience-Centric



Cloud Connected



Value Extended

Thank you.

