Borderless Networks - Enabling the Borderless Organization

Michael Rau
Vice President, CTO
Worldwide Borderless Networks Sales
Market Transitions

**Video**
By 2014 video will be >91% of global traffic
Mission critical application

**Wired-Wireless**
By 2013 200M+ 3G/4G machine to machine connections
Smartphone adoption is growing at 50%+ annually

**Cloud and Virtualization**
Cloud Computing survey:
- Private/Internal cloud: 56%
- Hybrid Cloud: 32%
- Fully-managed: 24%

* Survey of 568 organizations, Yankee Group 2010)

WebEx at Cisco
User Growth Rate 28x
Data Growth Rate 91x

Anyone, Anything, Anywhere, Anytime

**Forrester IT Research on App Performance – ’08**
Changing Environment; Shifting Borders

- External-Facing Apps
- Internal Apps
- Mobile Worker
- Location Border
- IT Consumerization
- Device Border
- Application Border
- IaaS, SaaS
- Video/Cloud

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The New Borderless Organization

Borderless Experience

Anyone

Anything

Anywhere

Anytime

Securely, Reliably, Seamlesslly
Borderless Network Architecture

Architecture for Agile Delivery of the Borderless Experience

Securely, Reliably, Seamlessly: AnyConnect

Borderless Network Services

Mobility: Motion
Green: EnergyWise
Security: TrustSec
Application Performance: App Velocity
Voice/Video: Medianet

Borderless End-Point/User Services

Mobility
Workplace Experience
Video

Borderless Management and Policy

Infrastructure

Switching
Routing
Wireless
Security
WAAS

PROFESSIONAL SERVICES:
Realize the Value of Borderless Networks Faster
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Cisco TrustSec Technology:
Guest Access Made Easy

Consultant for a Project

Do I Have a Consistent Access Policy Architecture Across My Network for All Users and Devices?
University of Montreal
Case Study

Background
One of the top 100 universities in the world, with 55,000 students and an annual research budget of CAD $450 million

Business Challenges
- Support secure collaboration between research groups
- Differentiated access for students, researchers and faculties

Results
- Tailored network services with identity-based access
- Scalable network environment
- Improves OPEX with network moves, adds and changes

Cisco Solution
- Advanced Identity based Networking Services
- Security (802.1X for wired and wireless networks)
- Cisco Firewall Services
- Cat 4500, Cat 6500 Switches

App Velocity: Visibility, Optimization, Agility
Superior Application Performance, Better User Experience

Can My Network Optimize Performance of Applications Anytime, Anywhere?

Compromised and Costly Experience

Up to 99% Improved Response Time and 90% Reduced Bandwidth Cost
Cisco Motion: Clean Air Technology
802.11n Performance Protection

Can Mobile Devices Access My Network Securely, Reliably and Seamlessly?
Can Mobile Devices Access My Network Securely, Reliably and Seamlessly?
Arnold Clark Automobiles
Case Study

Background
Major Car Dealer in Europe

Key Challenges
- Mechanics spending too much time looking for customer cars at their service center
- Wanted to leverage the existing network that they were utilizing for voice and data

Results
- Increase of 3% more cars serviced each week
- Average savings of 125 hours per month.
- Relocated 2 head count to other areas to help grow the business

Cisco Solution
- Cisco Unified Wireless Network with Mobility Services Engine and Context Aware
- AeroScout Vehicle Tracking Solution and AeroScout Cisco Compatible RFID Tags
Cisco EnergyWise: Reducing Energy Costs

County Offices
10,000 PCs

Annual Energy Costs $770,000
Managed Nightly Shutdown $280,000
Additional Energy Policies $150,000
Total Savings $430,000

Am I Using My Network to Reduce My Energy Costs?

Source: Cisco EnergyWise ROI Calculator
Lower Total Cost of Ownership

- Network performance is improved with a pretested architecture.

Prescriptive Solutions

- Preselected Cisco solutions provide the right functions for customers.

Modular Design for the Future

- Build a network platform ready to support future deployments of unified communications, switching, wireless, routing, video, and data center.
Summary

- Trends are reshaping the network requirements
  - Green
  - Mobility
  - Cloud
  - Video

- Network is not just connectivity ……

  Network is the Platform