



Cisco Expo
2008

Innovazione e valore nei "Managed Services"



Paolo Campoli

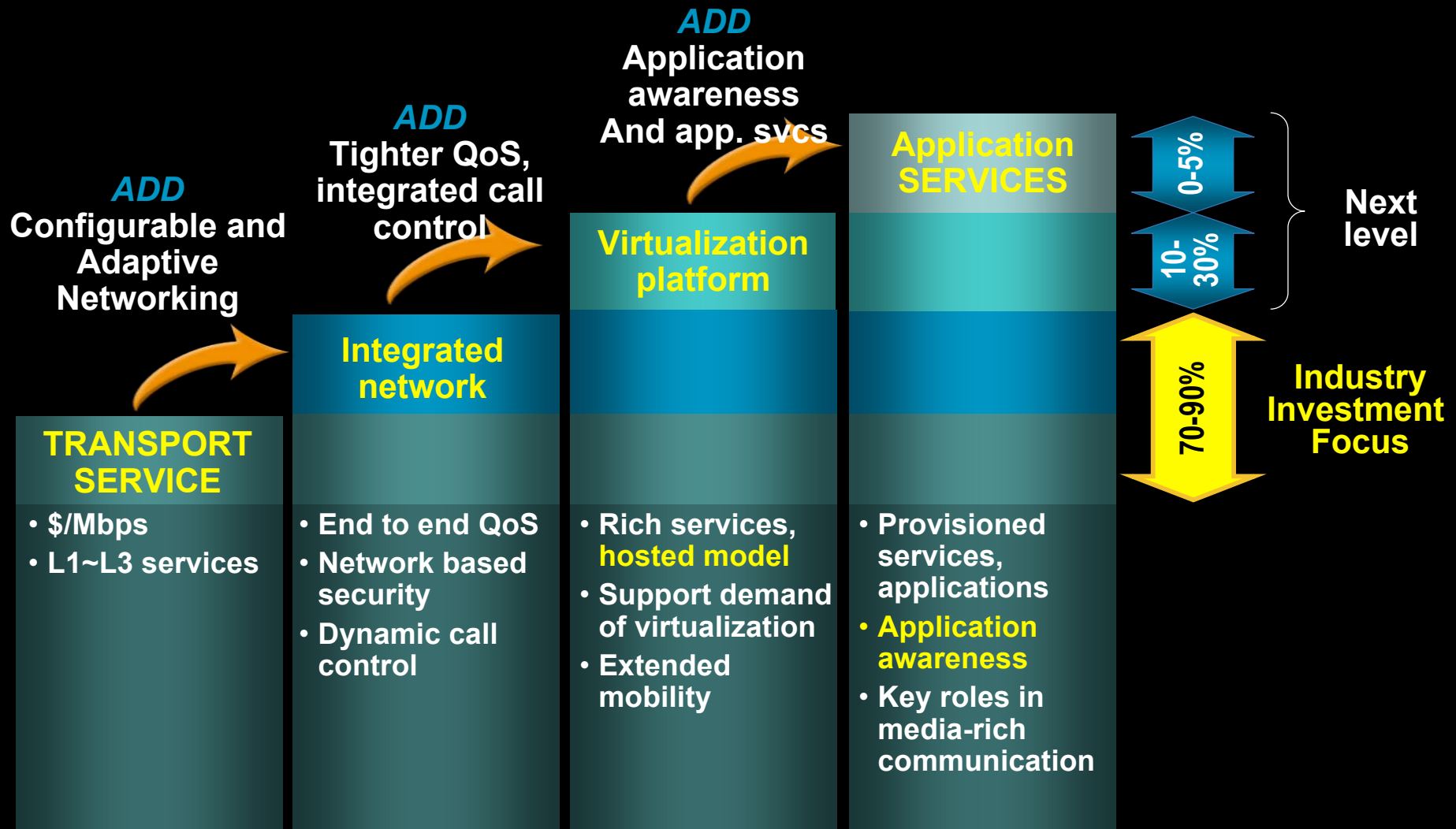
Senior Director, Service Provider solutions and BD

Cisco European Markets

“Managed Services”: dove ci eravamo lasciati lo scorso anno ?



The challenge and opportunity in front of Carriers

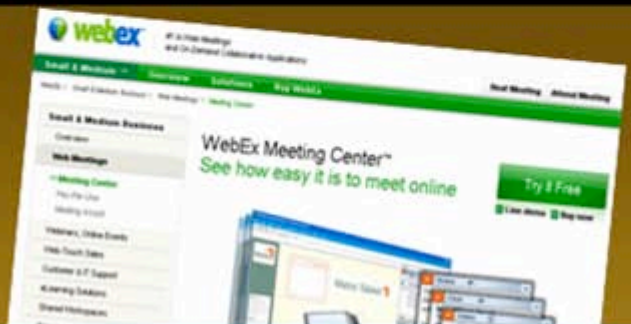


The Web is Evolving: Web 2.0

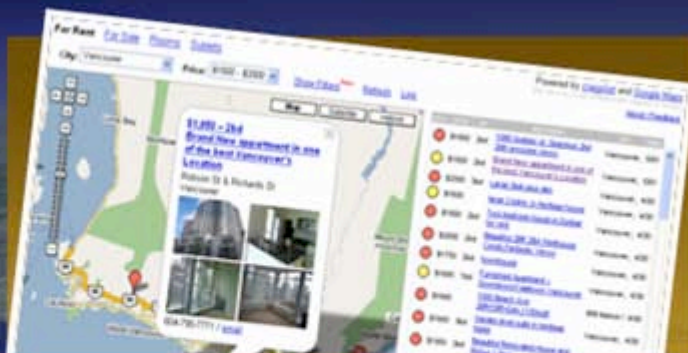
Participation & Collaboration



User Participants



Social Networks

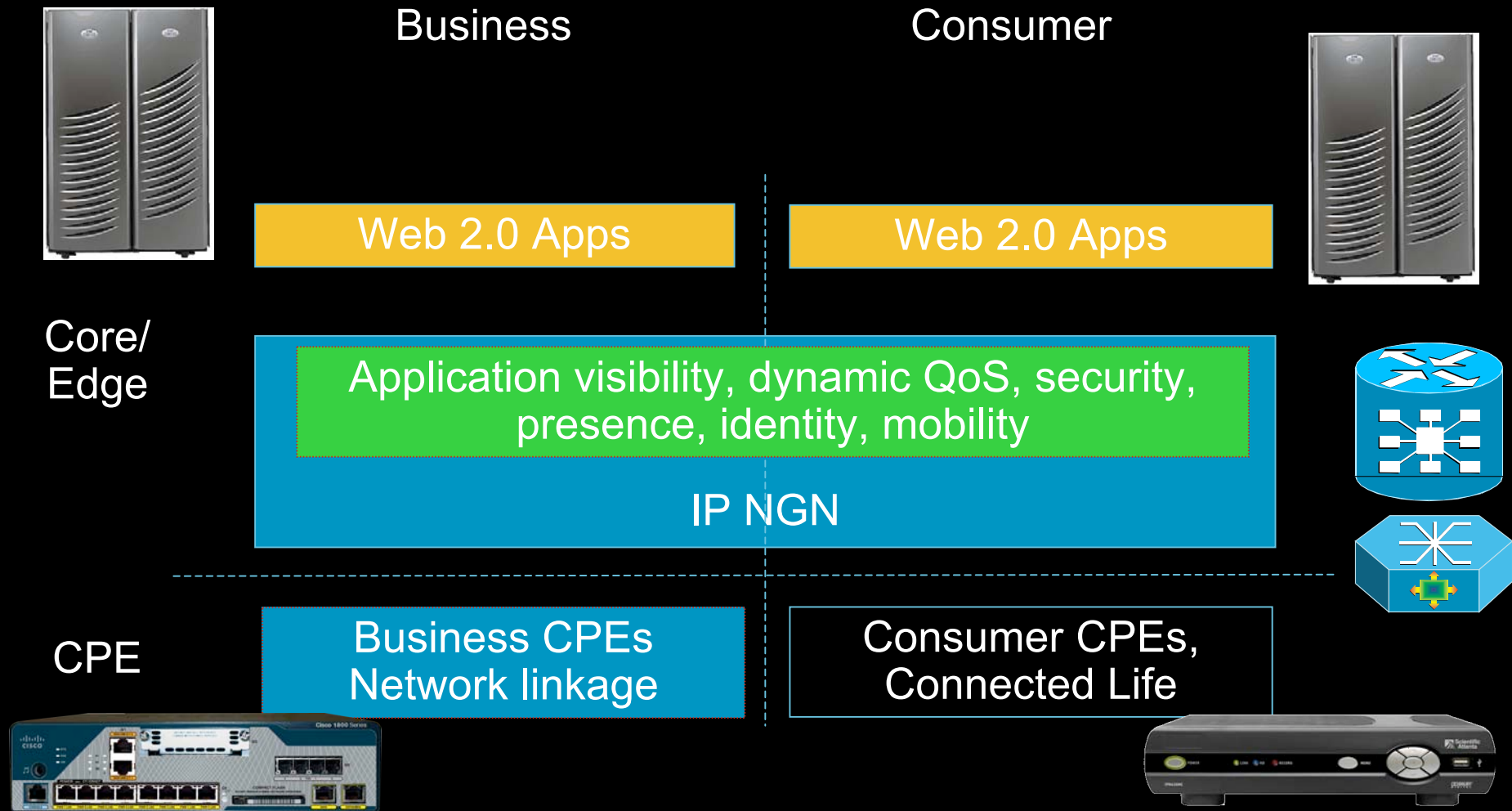


Programmability

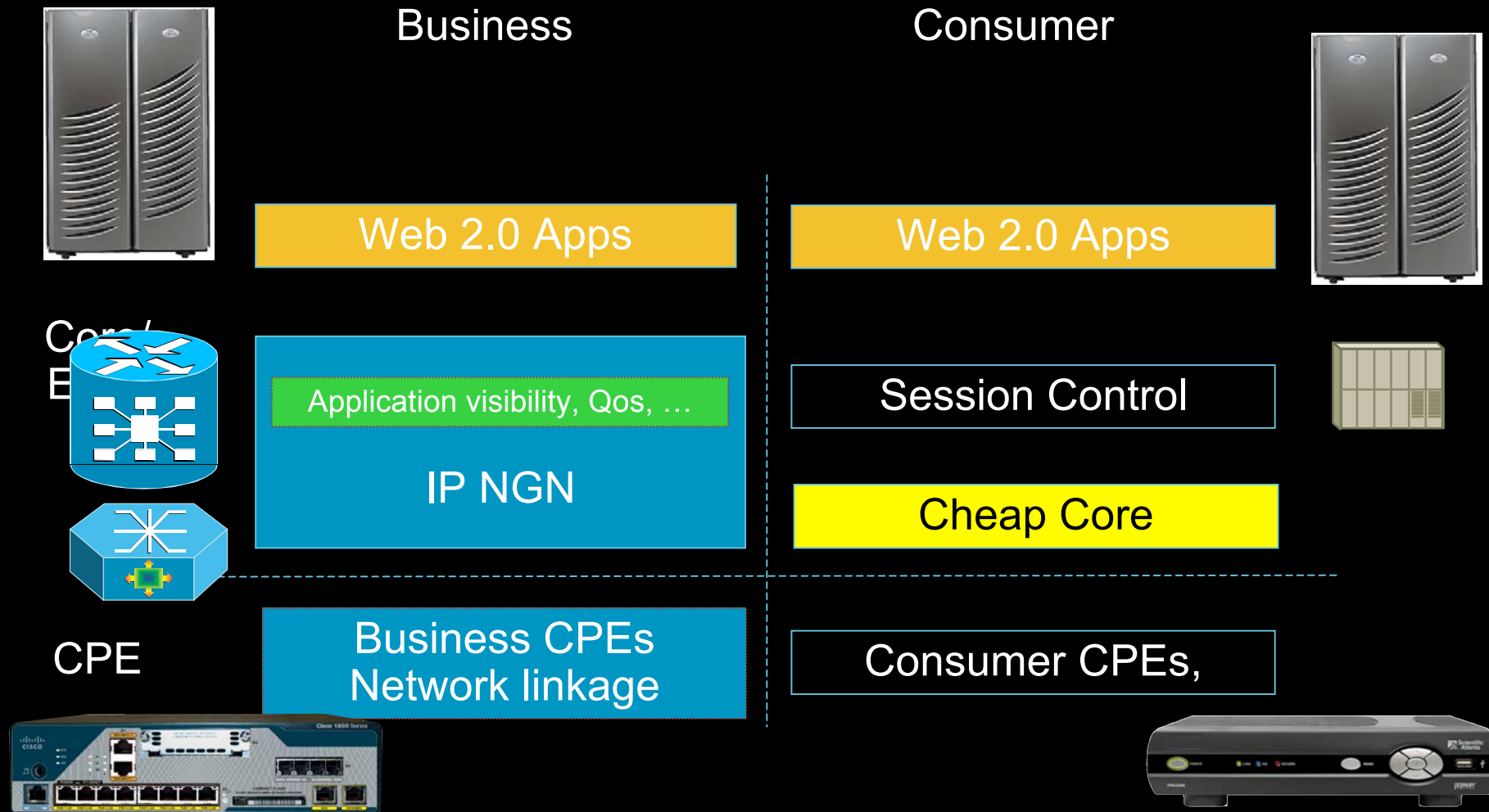


Mashups

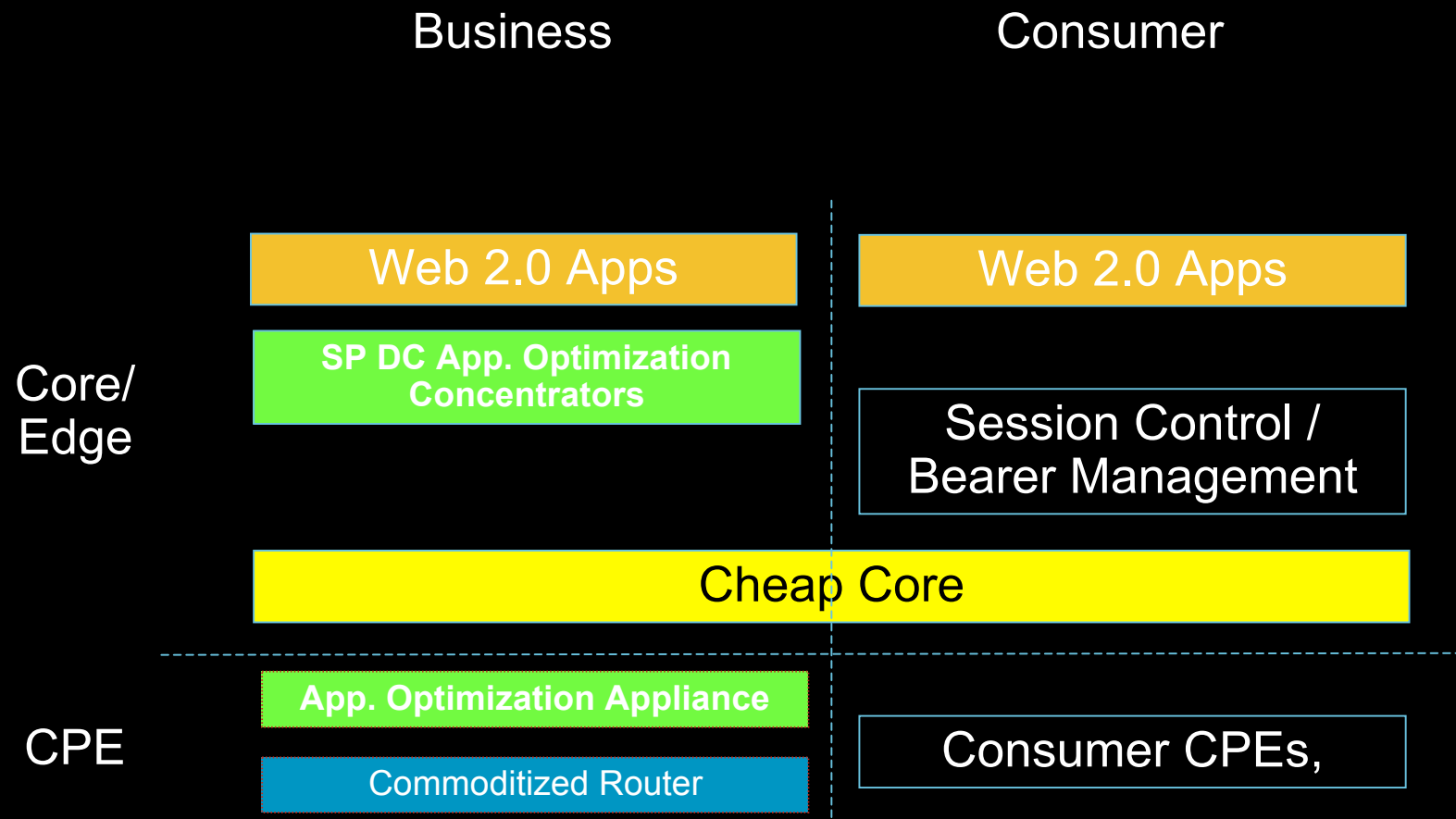
TELCOs sit in between, with different options (1)



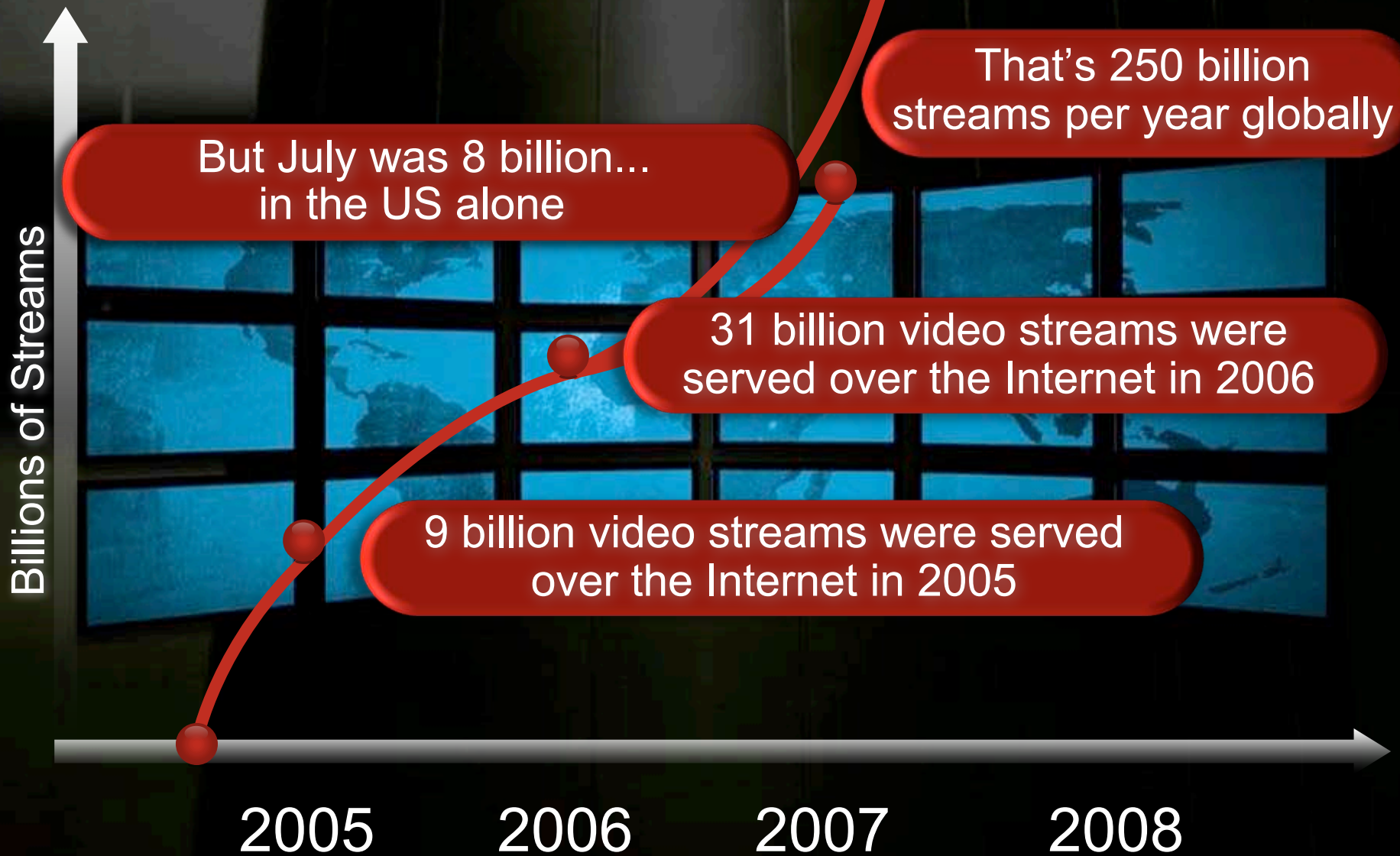
TELCOs sit in between, with different options (2)



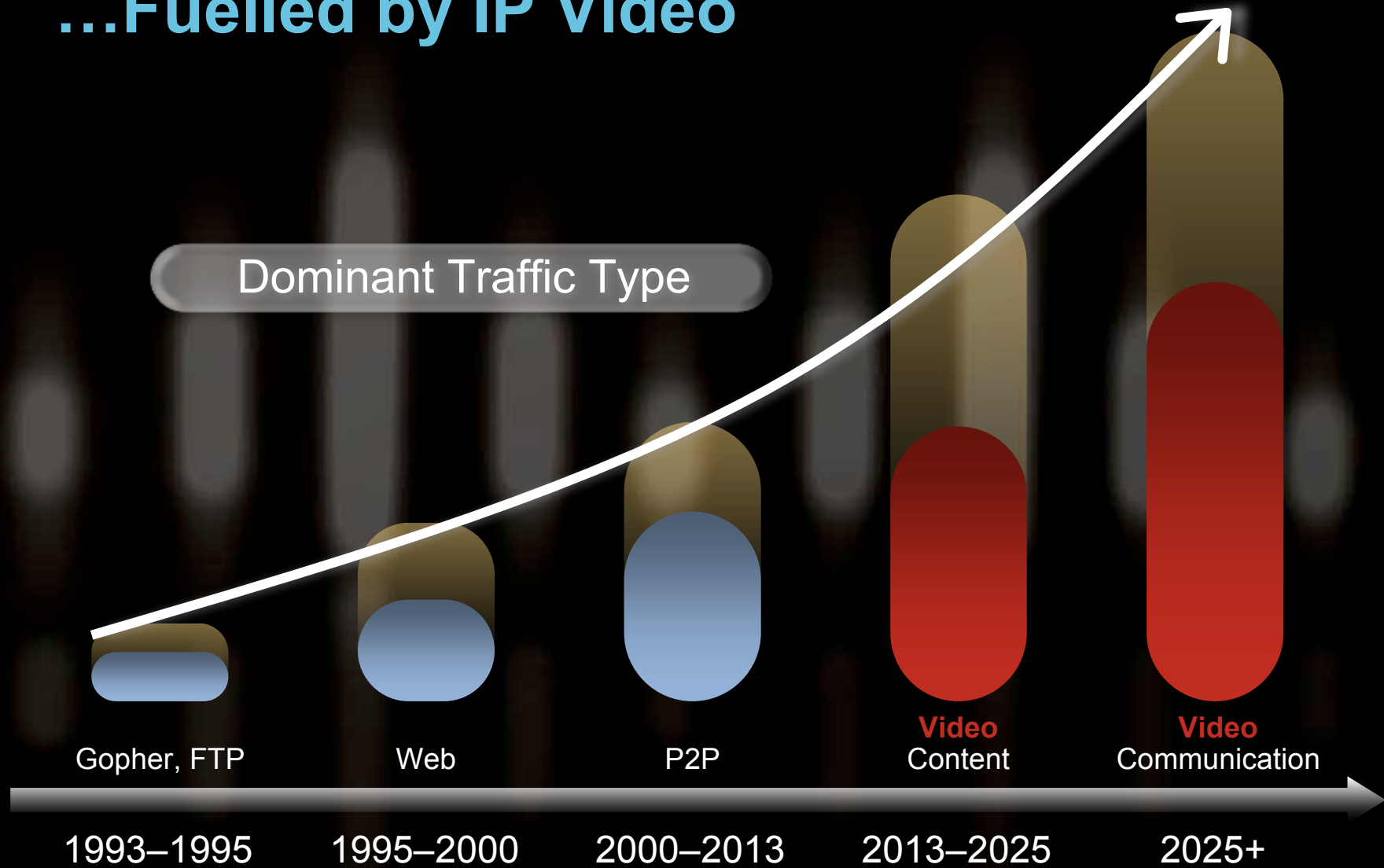
TELCOs sit in between, with different options (3)



IP Video is changing everything



Next Generation Internet ...Fuelled by IP Video



Source: Cisco Global IP Traffic Forecast, 2007

MOBILITY

VIDEO



WiFi

VIRTUALIZATION



WEB 3.0

anywhere

**any
media**

**any
device**

WEB 2.0

XML



Wikis, Blogs, Mashups

WEB 1.0



Browser, Email/IM

CONSUMER

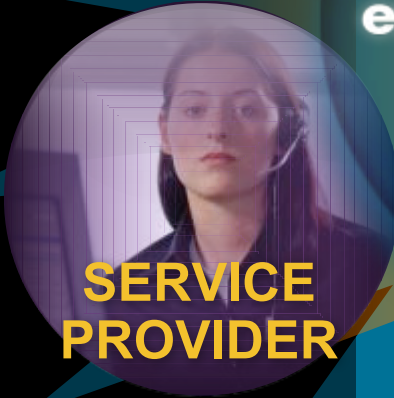


social
networking

entertainment

collaboration

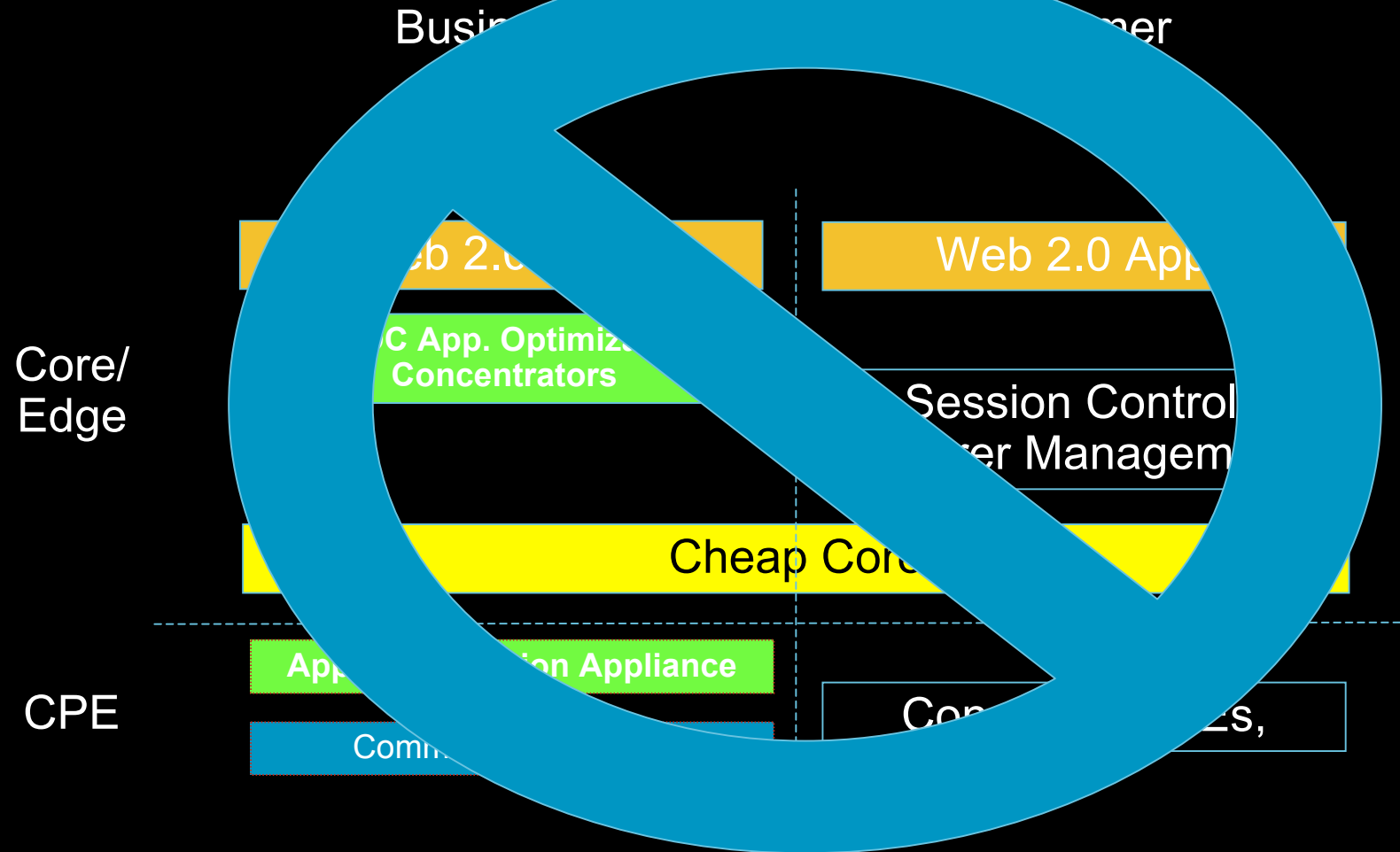
**SERVICE
PROVIDER**



BUSINESS



TELCO networks must be "video aware"



Collaborazione a distanza

Cisco TelePresence




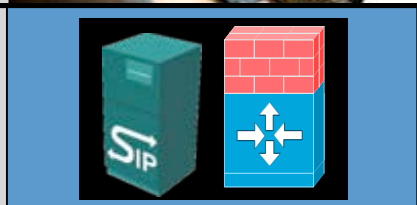

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Cisco TelePresence Solution Components

A Complete End-to-End Solution

Cisco TelePresence Solution

<p>TelePresence Endpoints</p> <p>Group and Executive</p>	
<p>HD Video Switch</p> <p>Software and Hardware TelePresence-Enabled Multipoint</p>	
<p>Management, Scheduling</p> <p>Scheduling Automated Call Launch Management Video Concierge</p>	
<p>B2B Connectivity</p> <p>Firewall/NAT traversal Quality of Service VRF-aware SBC</p>	
<p>Service and Support</p> <p>Readiness assessments Planning and design services Operate services</p>	

Collaborazione a distanza

Meeting piu' efficaci con il Video

Videotelefonia



Video conferenza

MeetingPlace webex



TelePresenza

Funzionalità – Naturalezza del meeting

Benefici Chiave

- Progetti e decisioni più veloci
- Migliora l'efficacia delle vendite, del supporto, dei training e delle riunioni
- Risparmi economici e ROI elevato



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Virtualizzazione e rilevanza per SMB



An SMB, with Instantaneous access to..... Cisco Expo 2008



Communication

Information

Collaboration

**Sell, Quote, Communicate, Collaborate
and Close the Deal**

SAMPLE MOBILE APPLICATIONS



Order entry



Sales Report



E-mail



KPI Dashboard



CRM



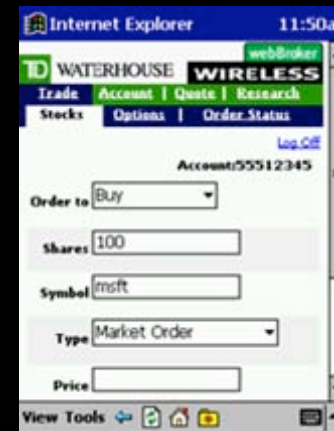
Sales Force Automation



Inspections



Financial Services



Healthcare



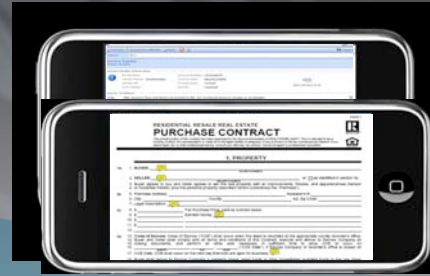
Access SMB Information



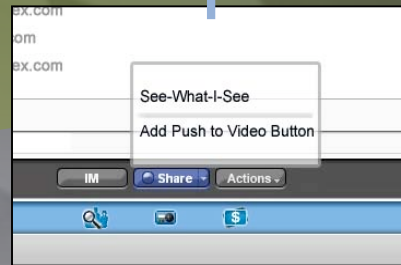
Access to SMB History



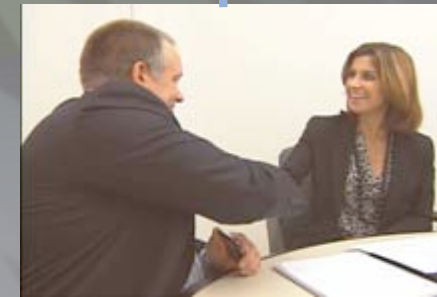
Workflow



Find Commercial Inspector



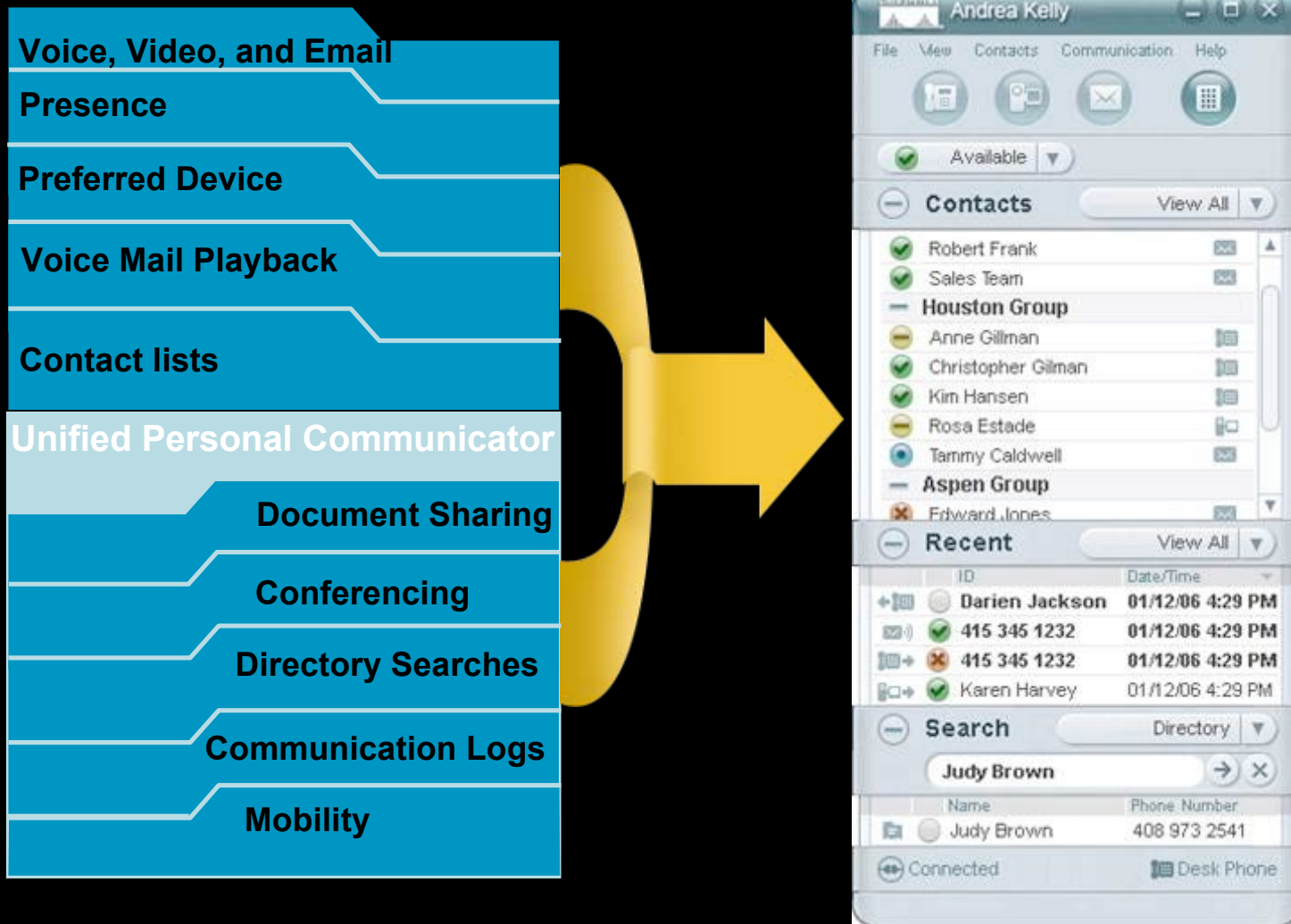
Mobile Collaboration



Win the Deal!

Collaboration All-in-One Communication Tool

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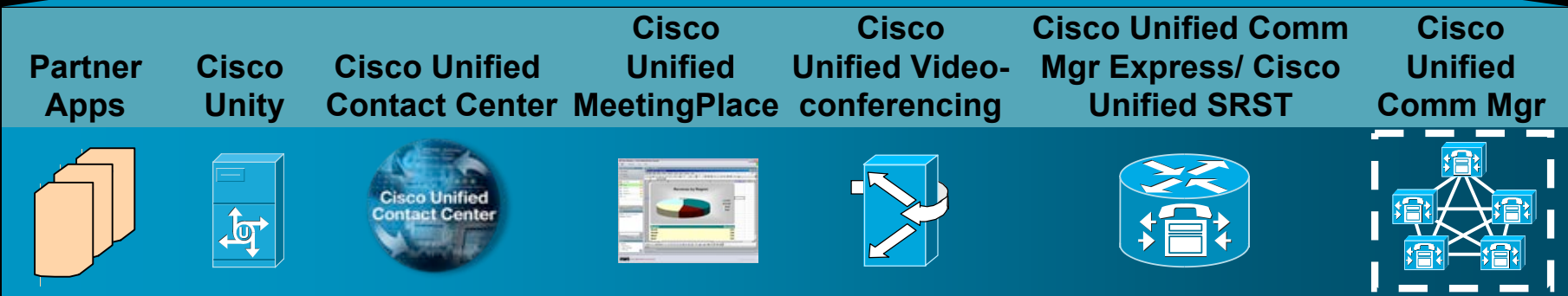
PRESENCE and HOSTING create value user-centric collaborative experience



Effectively Connecting Devices...



...to Intelligent Services in the Network...


















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TELCO “application awareness”: un mercato in forte accelerazione



The Wow of Optimisation!

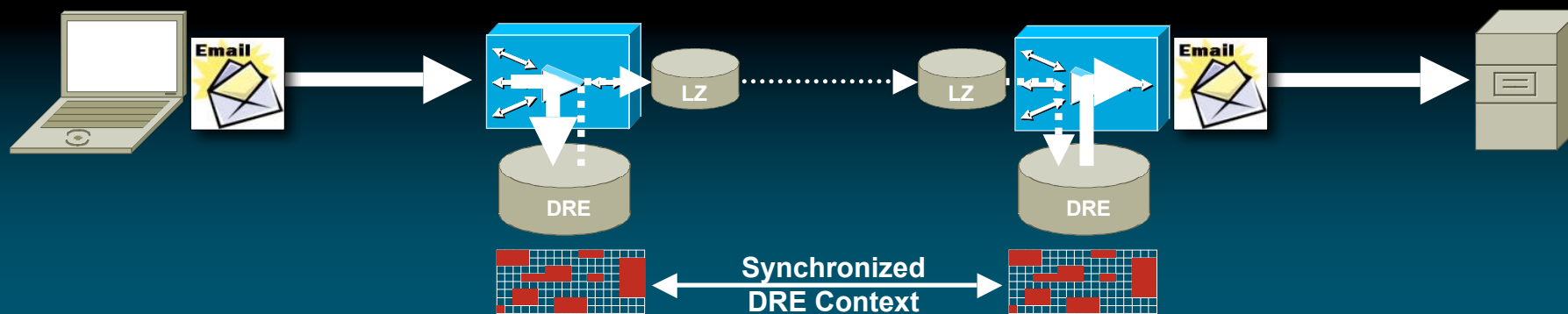
Category	Applications	2X	5X	10X	25X	50X	100X+
File Sharing	CIFS NFS 	2-20X Avg		>100X Peak			
Email	Microsoft Exchange Lotus Notes Internet Mail 	2-5X Avg		20X Peak			
Web and Collaboration	HTTP WebDAV FTP Microsoft Sharepoint   	2-10X Avg		100X Peak			
Software Distribution	Microsoft SMS Altiris HP Radia 	2-20X Avg		>100X Peak			
Enterprise Applications	Microsoft SQL Oracle, SAP Lotus Notes    	2-5X Avg		20X Peak			
Backup Applications	Microsoft NTBackup Legato Networker Veritas Netbackup CommVault Galaxy 	2-10X Avg		50X Peak			
Data Replication	EMC SRDF/A EMC IP Replicator NetApp SnapMirror Data Domain Double -Take Veritas Vol Replicator  	2-10X Avg		50X Peak			

- Centralize or deploy applications directly from the data center
- LAN-like branch user experience
- No changes to clients, servers, applications
- Preserve network and security policies

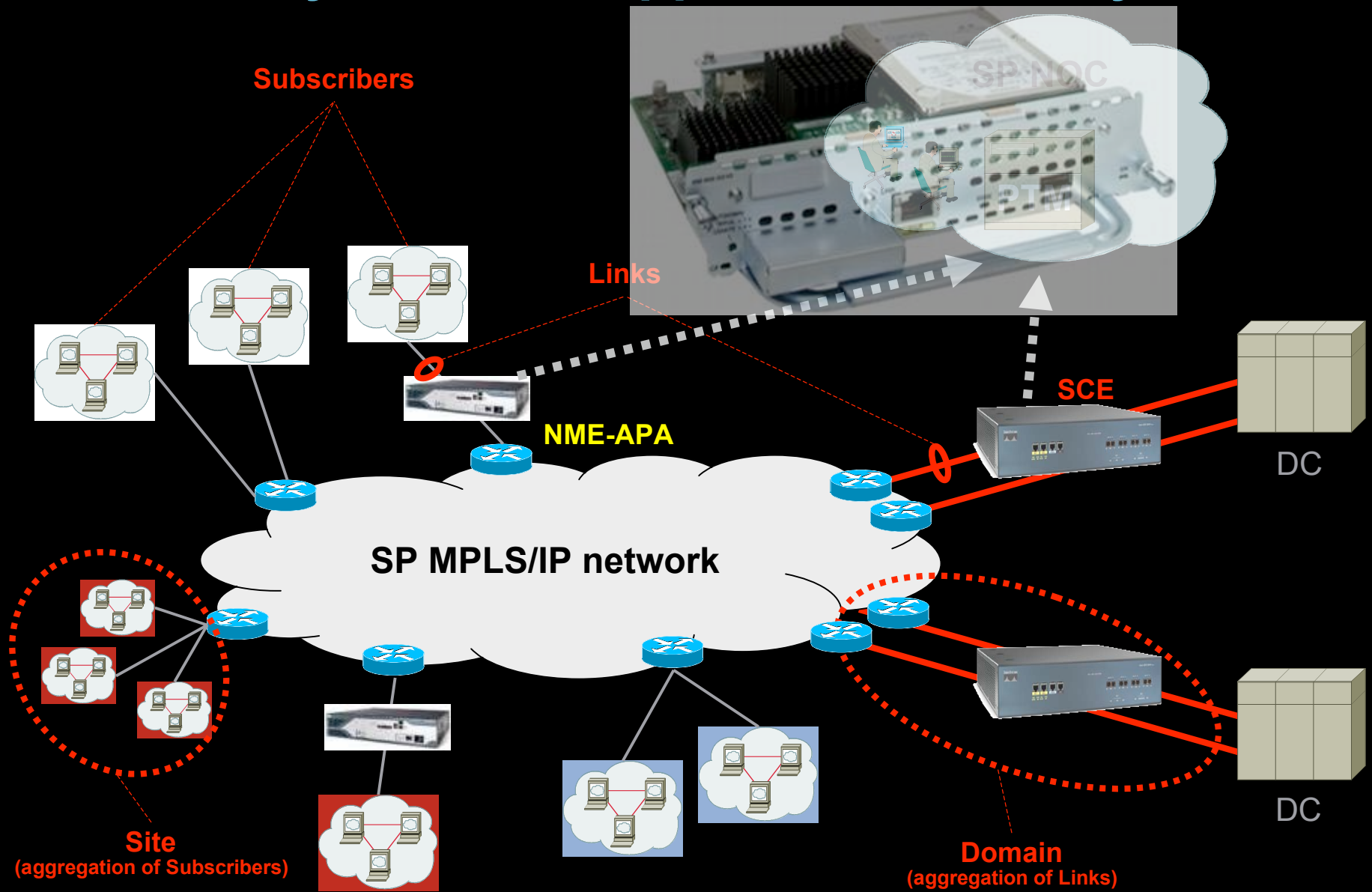
Q: How is it done?

A: Cisco WAAS Advanced Compression

- Data Redundancy Elimination (DRE): application-agnostic compression eliminates redundant data from TCP streams providing up to 100:1 compression
- Persistent LZ Compression: session-based compression provides up to an additional 10:1 compression even for messages that have been optimized by DRE

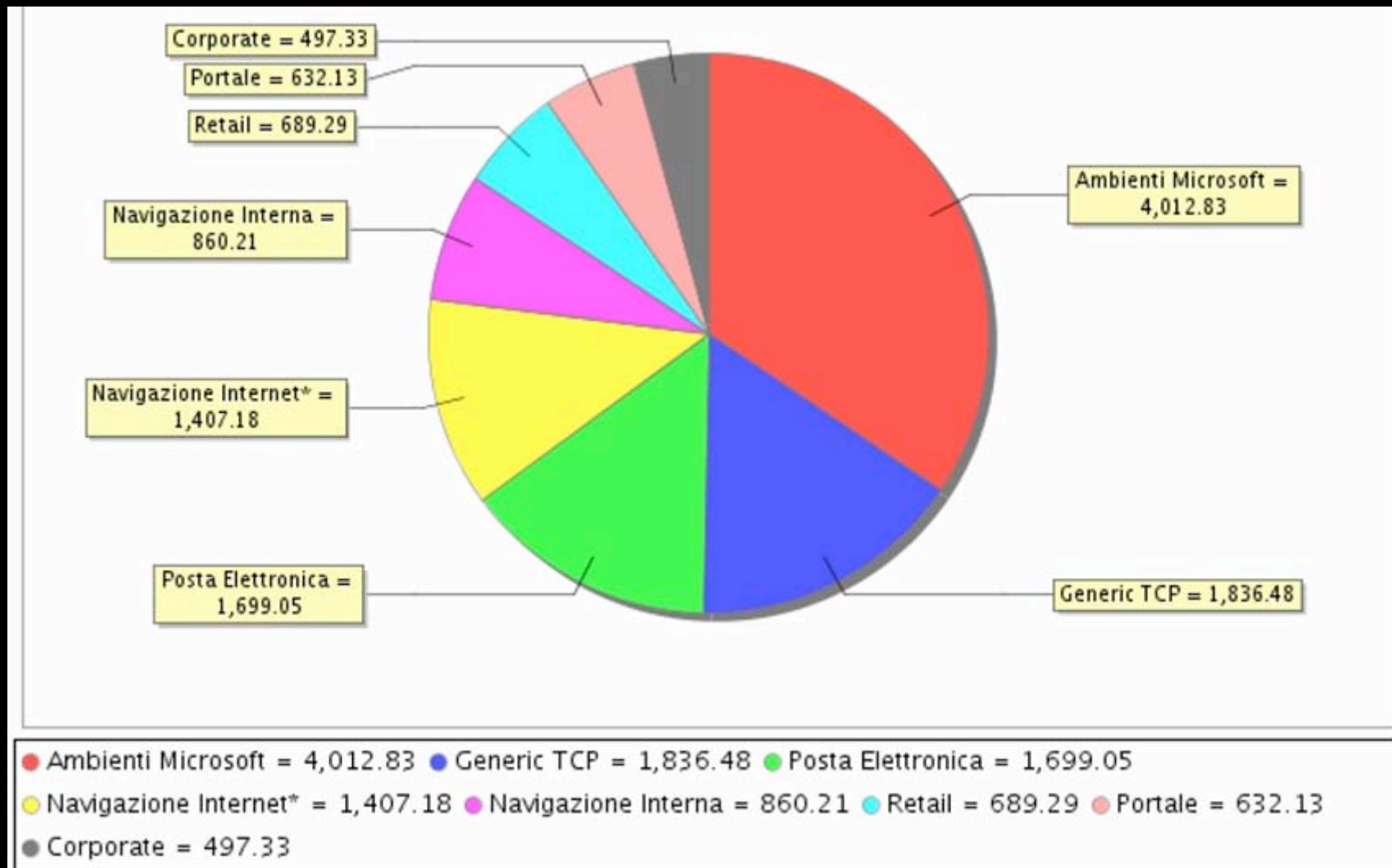


Since last year: more application visibility

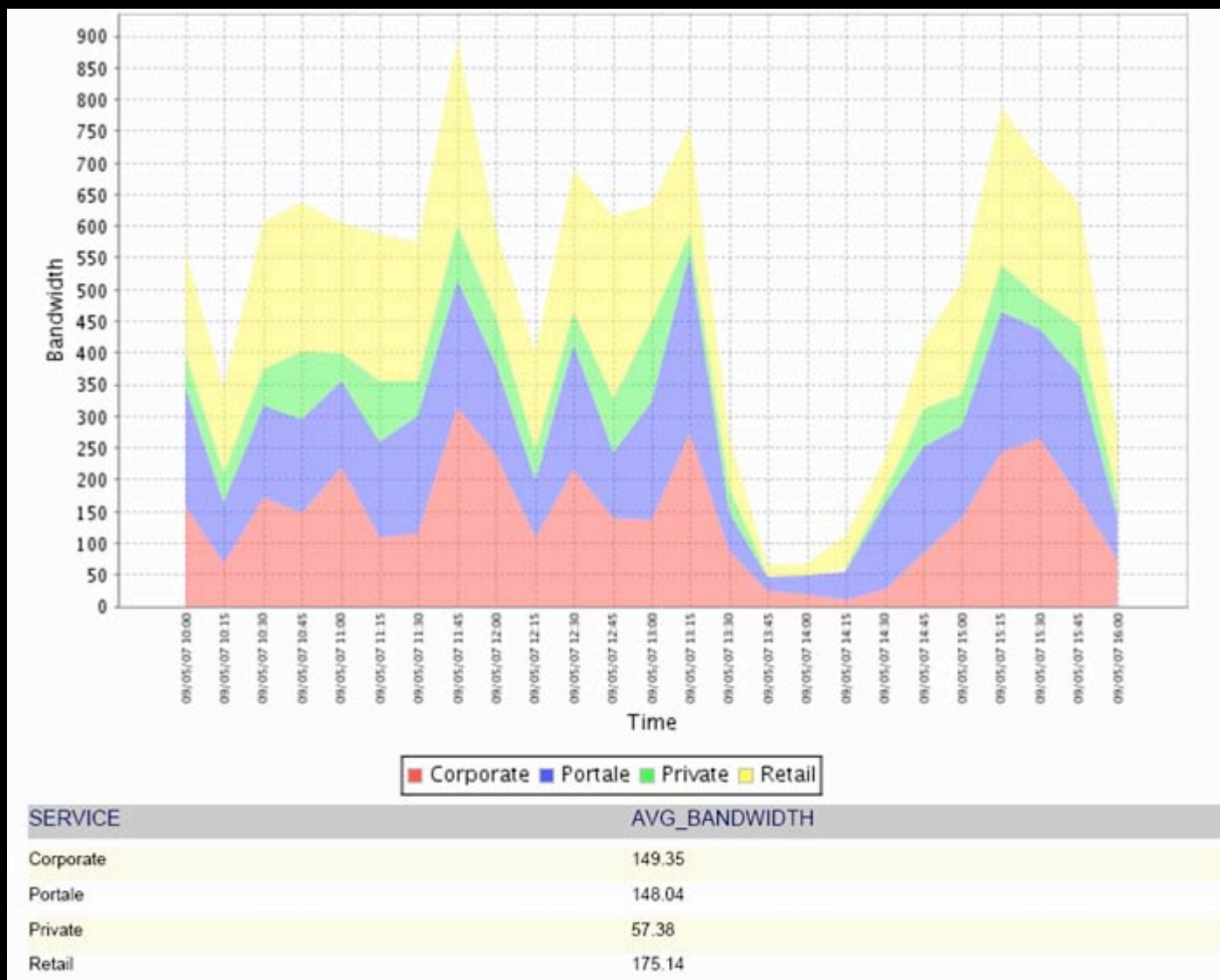


Service daily usage for Branch Office

Metric: total traffic volume (Megabytes)




Example: Banking Services



Concludendo

- “Video everywhere” trasforma la Rete
- Convergenza ...Virtualizzazione
...Ottimizzazione applicazioni: la domanda è in crescita
- Telcos, da fornitori di “pipe” e voce a NGN per “video collaboration”, “mobile workspace virtualization” ed “application acceleration”
- Queste opportunità sono “cross segment”



Welcome to
the Human Network.



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