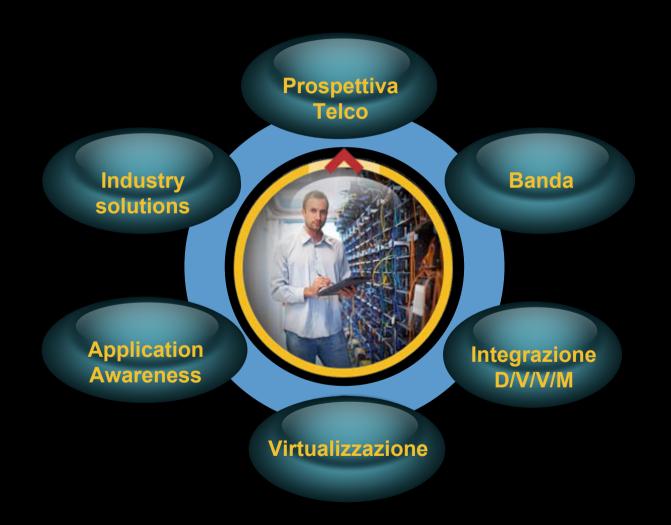
11 111 11 CISCO

Innovazione e valore nei "Managed Services"

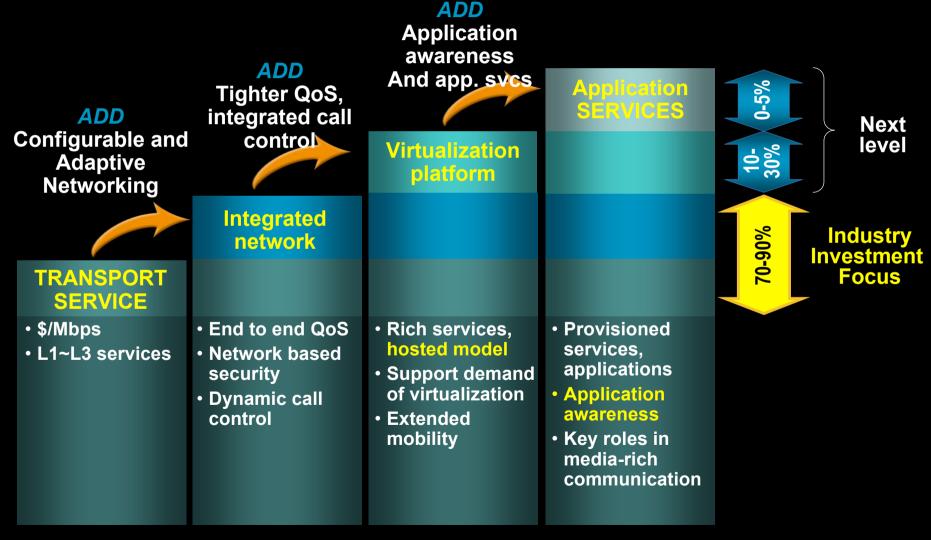


Paolo Campoli Senior Director, Service Provider solutions and BD **Cisco European Markets**

"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



Programmability



Social Networks



Mashups

TELCOs sit in between, with different options (1)



Business

Consumer



Web 2.0 Apps

Web 2.0 Apps



Application visibility, dynamic QoS, security, presence, identity, mobility

IP NGN







CPE

Business CPEs Network linkage Consumer CPEs, **Connected Life**





TELCOs sit in between, with different options (2)



Business

Consumer



Web 2.0 Apps

Web 2.0 Apps



Application visibility, Qos, ...

Session Control



IP NGN

Cheap Core



Business CPEs Network linkage

Consumer CPEs,







TELCOs sit in between, with different options (3)

Business

Consumer

Web 2.0 Apps Web 2.0 Apps SP DC App. Optimization Core/ **Concentrators** Session Control / Edge Bearer Management **Cheap Core App. Optimization Appliance** CPE Consumer CPEs, **Commoditized Router**

But July was 8 billion... in the US alone

That's 250 billion streams per year globally

31 billion video streams were served over the Internet in 2006

9 billion video streams were served over the Internet in 2005

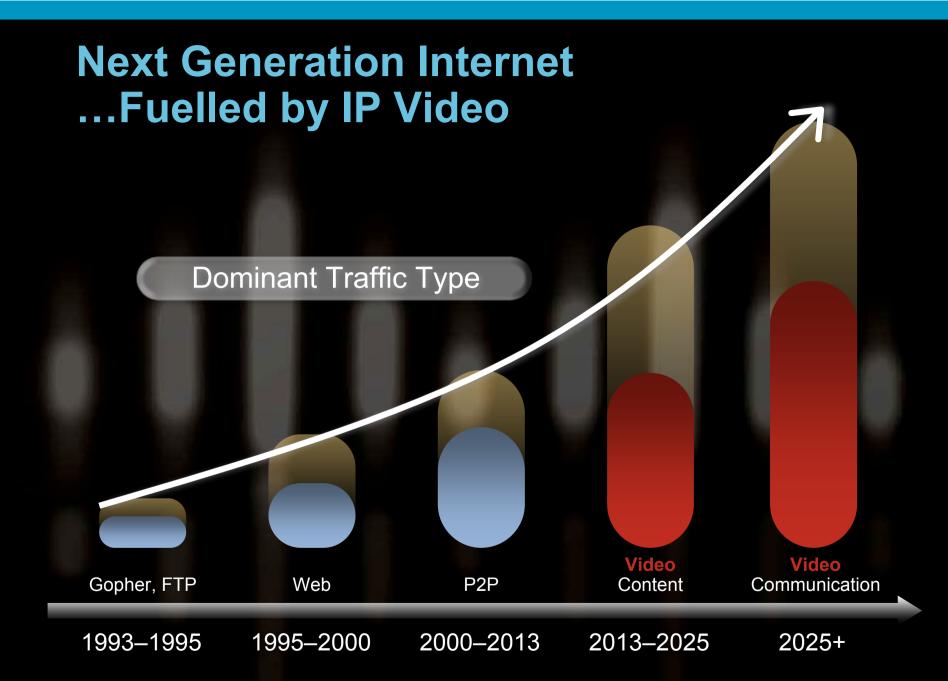
2005

2006

2007

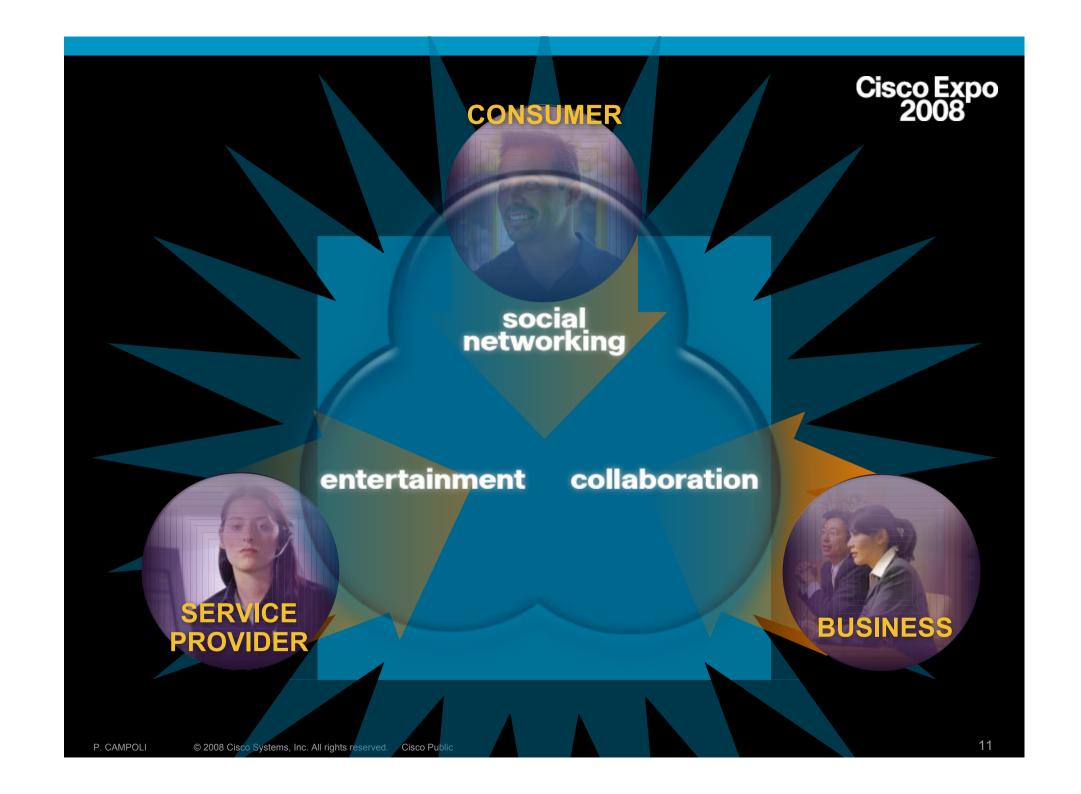
2008

Billions of Streams

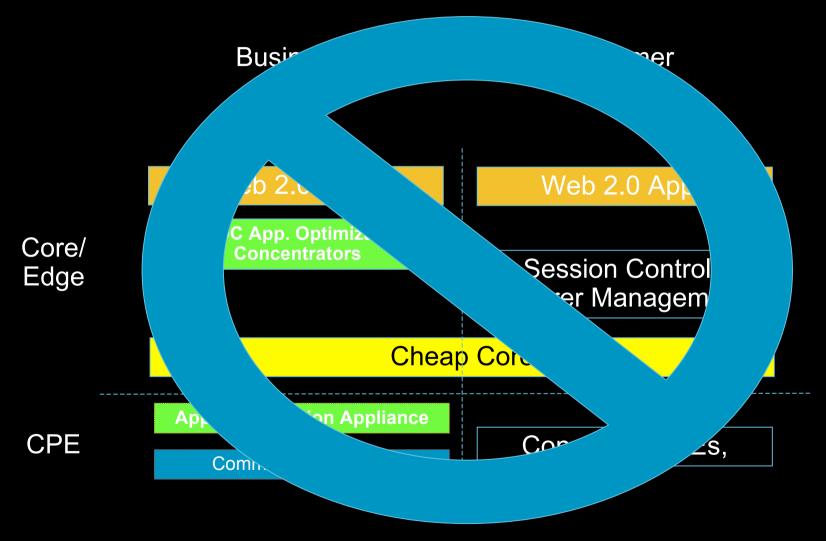


Source: Cisco Global IP Traffic Forecast, 2007





TELCO networks must be "video aware"



Collaborazione a distanza **Cisco TelePresence**

Cisco Expo 2008



Cisco Expo Cisco Expo A Complete End-to-End Solution

Cisco TelePresence Solution

TelePresence Endpoints

Group and Executive

HD Video Switch Software and Hardware TelePresence-Enabled Multipoint

Management, Scheduling

Scheduling
Automated Call Launch
Management
Video Concierge



B2B Connectivity

Firewall/NAT traversal Quality of Service VRF-aware SBC



Service and Support

Readiness assessments
Planning and design services
Operate services



Collaborazione a distanza Meeting piu' efficaci con il Video

Cisco Expo 2008

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

·I|III|II CISCO

Cisco Expo 2008

Virtualizzazione e rilevanza per SMB



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



Communication

Information

Collaboration

Sell, Quote, Communicate, Collaborate and Close the Deal

SAMPLE MOBILE APPLICATIONS

Cisco Expo 2008



OPI Results Oconchango KPIdashboard Category Report (Sales) Dare: Rolton From: 01 Jun 04 To: 02 Jun 64 lateory: Home 01232 232332 Home Entertainment Sales (\$M) 2.1 0.3 % Last Week -% Last Year 1.4 % Target Reports Home

Sales Report







Order entry

History Ca Copplys opp org test 66

Opportunity

opp tidau

Opportunities >

Accounts

Activities

Contacts

Products

PriceList

Quotes

Calendar

Edit View Screens Go Help

Opportunities Contacts Accounts Ac

2:36o

Reves

6,100,00

42,000

6,250,000

Siebel Handheld

Opportunities

Close Date

01/05/00

01/05/00

01/20/00

01/20/00

01/23/00

01/29/00

02/04/00

62/87/80

02/07/00

02,09,00

02/09/00

02/10/00

02/10/00

02/10/00



© Periscope: 10.3.0.98 □□ X Aircraft Search 1 of 2 4£ 2:52 Airline Names AIRBORNE EXPRESS . Flight # 1* 123 Tail # 1 234 Flight Type: Origin Countrys ARUBA AWDs Examined: * ETA 14 - + 52 - + Mn Block Times 14 A + H 52 A + Mn 14 - + H 52 - + Mn Start Times LQVI O Yes
No Next >> Options Help **8**



BULTIA - Home Page 3:190 Sydney Carrington M.D. Medica WebMD Manager Patient: --- No Patient Selected---Select Patient My Day Tasks Rx Writer Patient Chart Patient Info Encounter lab Orders Logout WebMD News

Sales Force Automation

Inspections

Financial Services

Healthcare

Tools 🔁 🚮 😻

4 4 50 -

Access SMB Information

Access to SMB History

Workflow

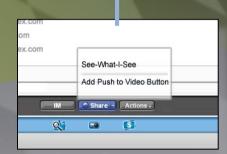








Find Commercial Inspector



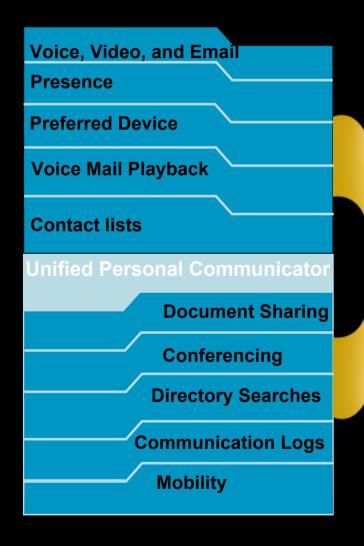
Mobile Collaboration

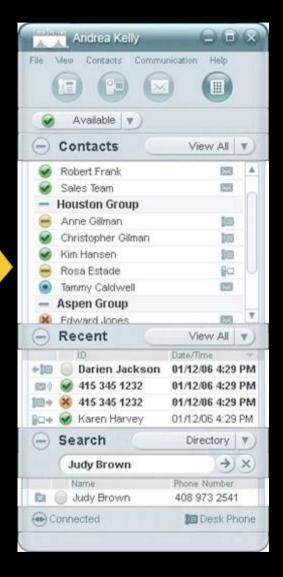


Win the Deal!

Collaboration **All-in-One Communication Tool**







PRESENCE and HOSTING create validations user-centric collaborative experience

















Standards-**Based Video Systems**

Analog Dual Mode Phone

Phones

IP Phone Mobile Phone with Browser with Browser **Mobile Data** Cisco IP with Voice Communicator

Cisco Unified IF **Phone** 7985G

Effectively Connecting Devices...

Presence/SIP **Network**



Cisco Unified Presence



Seamless Communications Experience

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

Partner Apps

Cisco Unity **Cisco Unified**

Cisco Unified **Contact Center MeetingPlace conferencing**

Cisco **Unified Video-**

Cisco Unified Comm Mgr Express/ Cisco **Unified SRST**

Cisco Unified Comm Mgr













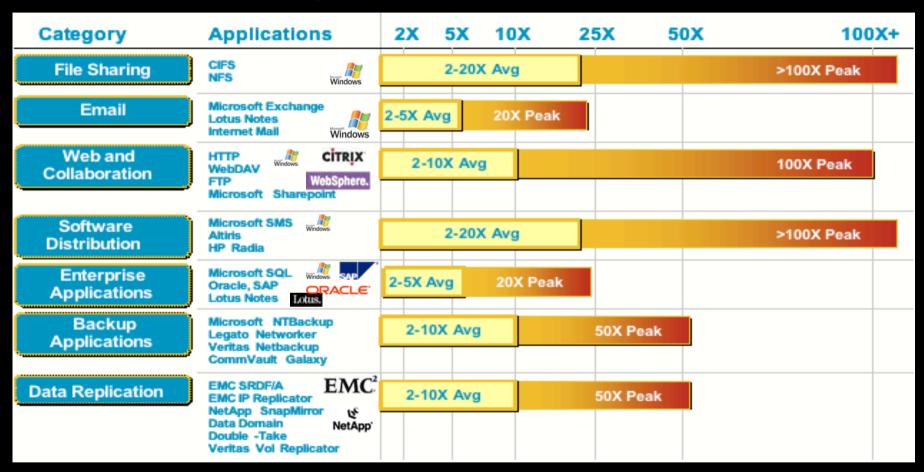


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TELCO "application awareness": un mercato in forte accelerazione



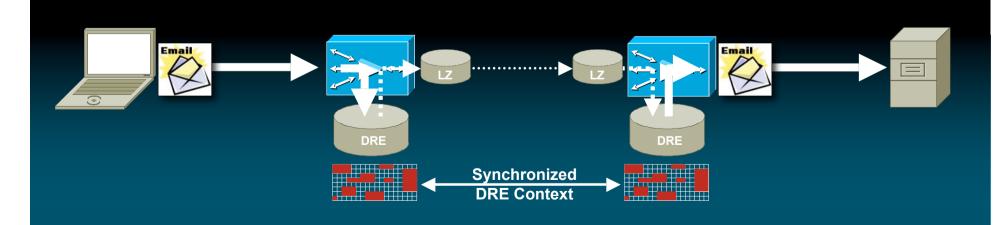
The Wow of Optimisation!



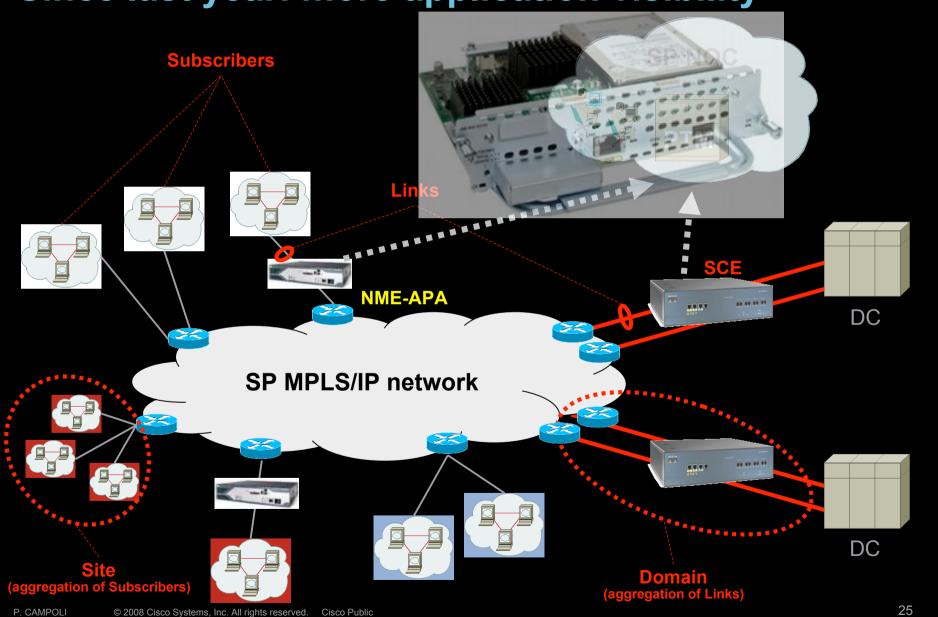
- Centralize or deploy applications directly from the data center
- LAN-like branch user experience
- No changes to clients, servers, applications
- Preserve network and security policies

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

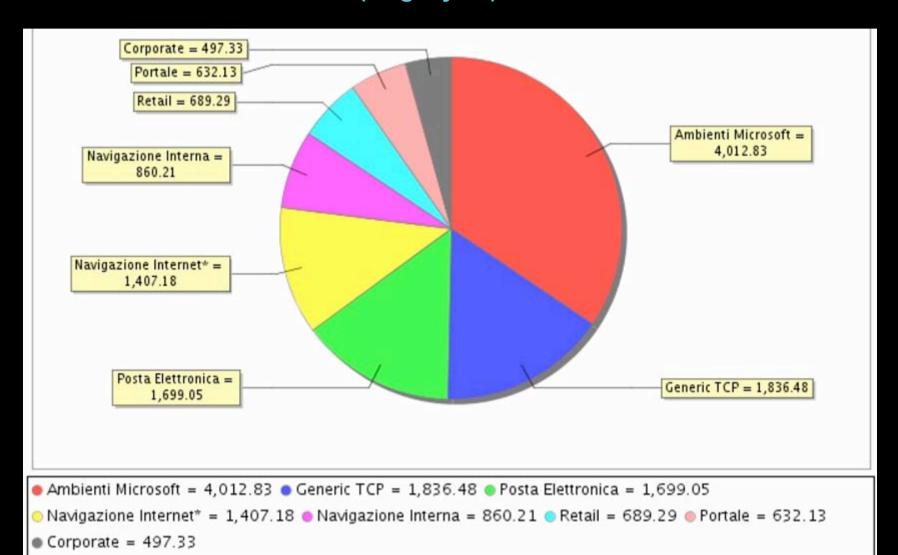


Cisco Expo Since last year: more application visibility 2008



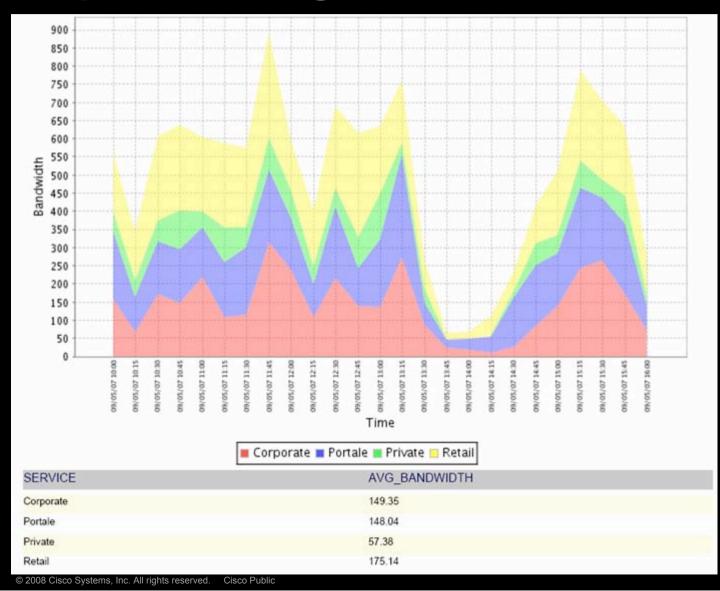
Service daily usage for Branch Office

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"



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Innovazione e valore nei "Managed Services"



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