



Estrategia de Cisco

Pablo Mollinger & Norberto Padin
Cisco

Agenda

- 08:30 - 09:00 Bienvenida - Estrategia de Cisco **Pablo Mollinger**
- 09:00 - 10:00 Borderless Network para Minería (Routing & Switches Industriales, WMesh, IPICS) **Norberto Padin**
- 10:00 - 10:30 Colaboración Para Minería **Pablo Mollinger**
- 10:30 - 11:00 Break
- 11:00 - 12:00 Data Center/Virtualization para Minería **Pablo Mollinger**
- 12:00 - 13:00 Seguridad para Minería - BYOD - ISE **Norberto Padin**



Source: Cisco Visual Networking Index 2011

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3

TOTAL CONTENT
Translates to each
by **2020** = **PERSON**
owning **6 DEVICES** on average
will flow through the network




Source: McKinsey, Cisco Visual Networking Index 2011

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4



By the time we are done
Many of these will ENTER
the corporate infrastructure
WITHOUT IT's knowledge



VIDEO
will quadruple
all IP TRAFFIC by
2014

Source: Cisco Visual Networking Index 2011

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With **70%**
of the world's
MOBILE TRAFFIC
being
Video by
2016



Source: Cisco Visual Networking Index 2011

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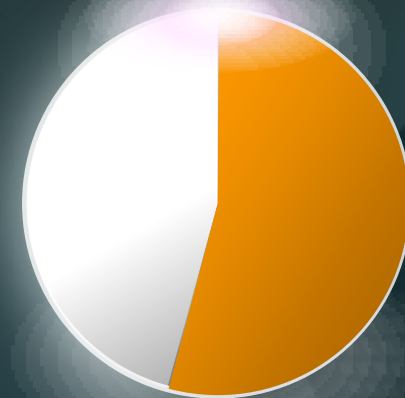
7

78%
Enterprise-class
CLOUD
of enterprises
will be pursuing a
will be used by
PRIVATE
CLOUD
70%
STRATEGY
by
of enterprises
by 2014

Source: State of the CIO 2012 Study,
CIO Magazine

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56%
of ORGANIZATIONS
want **DESKTOP**
VIRTUALIZATION

Source: Forrester, 2011

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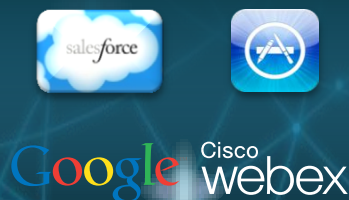
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More Innovation and Change Than at Any Other Point in Our Lifetime

ACCELERATING DEVICE INNOVATION CYCLES



OPEN APPLICATIONS SaaS CONSUMPTION



EXPLOSION OF VIDEO OVER WIRED & WIRELESS NETWORKS



SOCIAL NETWORKS POWER OF COMMUNITY



PERSONALIZED COLLABORATIVE WORKSPACE BYOD



CLOUD ECONOMICS INDUSTRY STANDARD SYSTEMS AND AUTOMATION



VIRTUAL DESKTOP



SECURITY AND COMPLIANCE



The Intelligent Network

Our Strategy and Goal

Strategy

“Solve our customers’ most important business problems by delivering intelligent networks and technology architectures built on integrated products, services and software platforms.”

Goal

“Cisco’s intelligent networks become our customers’ most strategic communications, IT and business asset, helping solve their most important technology and business issues.”

The Innovation Engine

\$5.8B

FY11 R&D

Build

149

Acquisitions

Buy

68,000

Partners

Partner

Innovation Drives Cisco and Customer Success


#1 *or* **#2**

In Product
Families

10,961

Total patents
Issued

Our 5 Company Priorities

- 
- 1 Leadership in the Core...
Routing / Switching / Security / Wireless / Services
 - 2 Collaboration
 - 3 Data Center / Virtualization / Cloud
 - 4 Video
 - 5 Architectures for Business Transformation

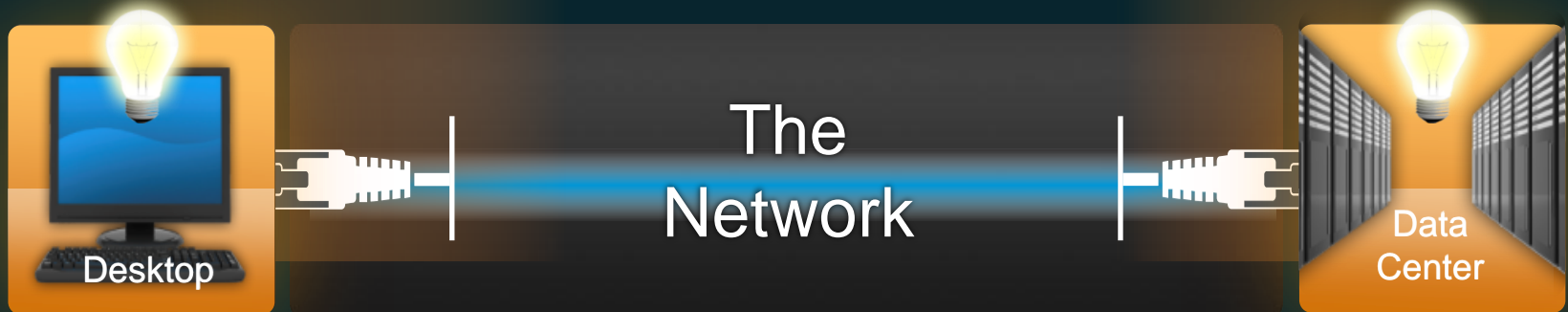
Mobility

Security

Any - Any

**Key Drivers of the Future of the Network
That Strategically Leverage the Power of the Network**

The Evolution



Everything Extends from the Network



**IMMERSIVE
COLLABORATION**
Pervasive Video

MOBILITY
Consumer
Device

CLOUD
SaaS | DC / V

THE NETWORK



SECURITY, Accelerating Cyber-Threats



IT PRODUCTIVITY, Service & Network Management



GREEN, Energy Efficiency

**IMMERSIVE
COLLABORATION**
Pervasive Video

MOBILITY
Consumer
Device

Unified
Access

VXI

Next Gen
WAN

Unified
Fabric

Unified
Compute

CLOUD
SaaS | DC / V

THE INTELLIGENT NETWORK



SECURITY, Accelerating Cyber-Threats



IT PRODUCTIVITY, Service & Network Management



GREEN, Energy Efficiency

Thank you.

