



## The Cisco Borderless Network Access

Taking Your Business  
Beyond Limitations



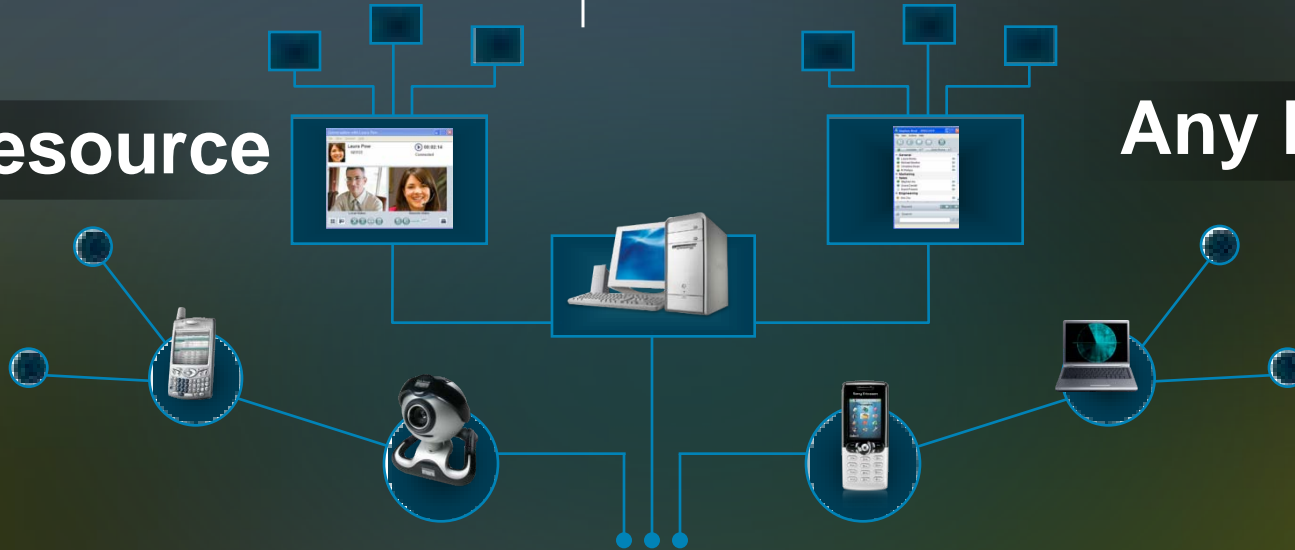
**Berna Devrim**  
**Senior Manager, Access Switching Marketing**

# The Transformation

# the **World** is our New **Workspace**

**Any Resource**

**Any Location**



**Any Device**



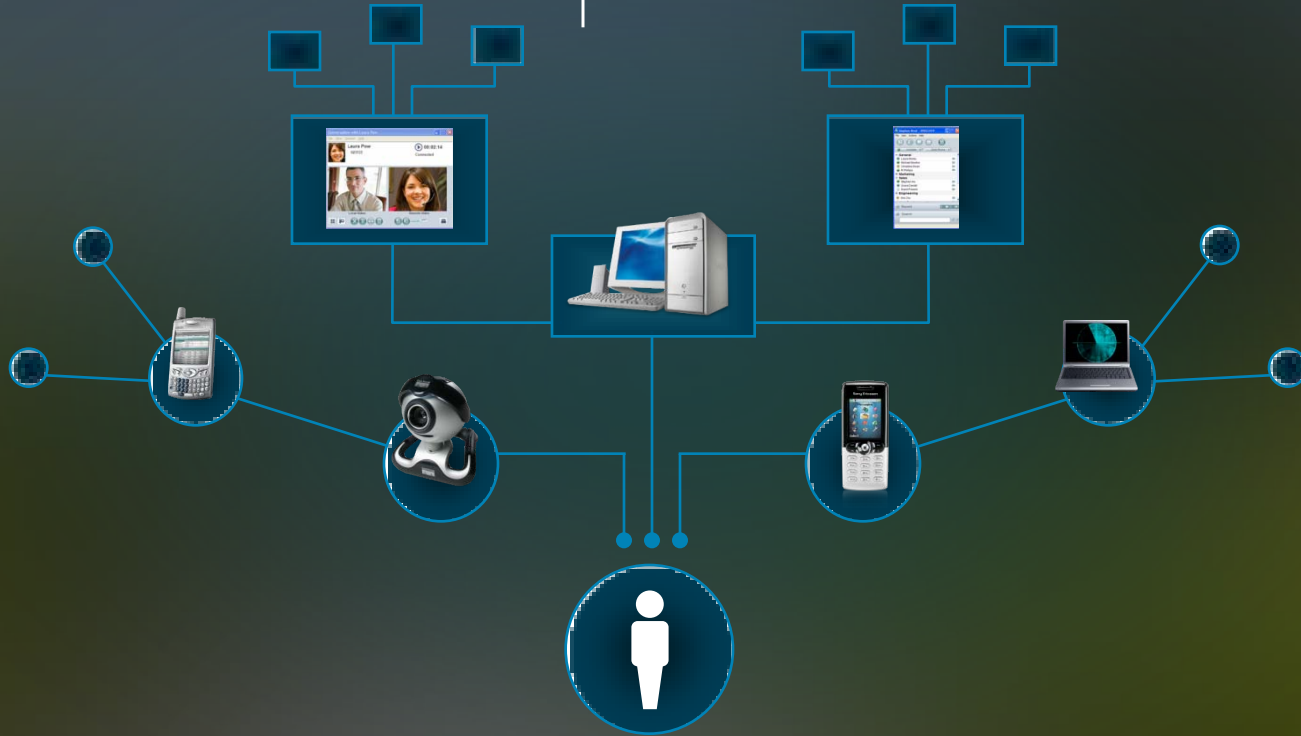
**Anywhere**



**Anyone**

# The Transformation

the **World**  
is our New **Workspace**



## The **BORDERLESS NETWORK**

A **Next Generation Architecture** to  
Deliver the New Workspace **Experience**

# Driving the Transformation

## Mobile Devices



## IT Resources

- 1.3 Billion New Networked Mobile Devices in Next 3 Years

## Mobility

## Video



- 60% of All Cisco Network Traffic Today Is Video

## Workspace Experience



Healthcare Data



- Blurring the Borders: Consumer—Workforce; Employee—Partner

# Introducing Cisco Borderless Networks

Collaboration

Borderless Networks

Virtualization

## Cloud Services

WebEx

Global Correlation

## User/Network Services

### Mobility

Location  
Services

medianet

### Performance

Application  
Acceleration

### Security

Identity

Policy

Location Border

Application Border

Device Border

## Product Portfolio



Lifecycle Services



# Borderless Networks

## Network Access Challenges



Operational  
Complexity  
and Costs



Struggling to  
Keep up  
With Security



Network  
Downtime  
Is Expensive



Traffic Volume  
& Bandwidth  
Expanding

# When the Network KNOWS | at the ACCESS



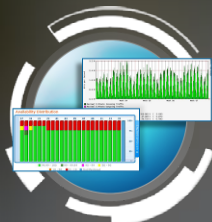
User  
Identity



PC, Handheld,  
Wired/Wireless



Where You Are,  
Globally  
and Locally



Bandwidth, Availability,  
Latency, Network Health



Voice, Video,  
Business Applications



Viruses, Malware,  
Worms, Intrusions

# When **the Network KNOWS** | Your Business Is **BORDERLESS**

## Sustainability

Cisco® EnergyWise

## Ease of Operations

Adaptable  
Nonstop,  
Self-Preserving

**Cisco  
Network  
Access**



## Borderless Experience

Business-Grade Video  
Location Aware, Mobility

## Borderless Security

Identity-Based Policy  
Threat Intelligence



# When **the Network** KNOWS | Your Business Is **BORDERLESS**



- Business innovation
- Quality of workspace experience
- Investment protection
- Optimized TCO

## Sustainability

Cisco® EnergyWise

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## Cisco® Switching

- Nonstop business
- Accelerated applications
- Lower operational expenses



# Adaptable

Zero-touch deployments

Greater reliability and  
faster failure recovery

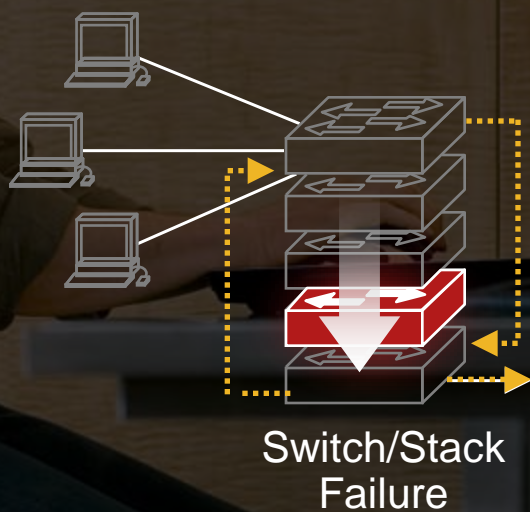
Extended lifecycle

Auto Smartports and smart  
installation

Extensive diagnostics: Cisco  
GOLD, OBFL, Cisco  
StackWise® technology

Cisco TwinGig Converter Module

# Nonstop Business Self-Preserving Network







# Nonstop Business Self-Preserving Network

Cisco  
StackWise®  
Resiliency



# Nonstop Business Self-Preserving Network

Minimized downtime

Business continuity

Investment protection

Lower complexity

Sub-second recovery

Engineered for higher availability

Backward compatibility

Behaves as single  
network instance

When  
the **Network**  
**KNOWS** | **Business Risk**  
**IS REDUCED**

## Sustainability

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## Identity and Threat Intelligence to Help Secure Your Business

Reduce business risk

Comply with government and industry regulations

Control and monitor employee access

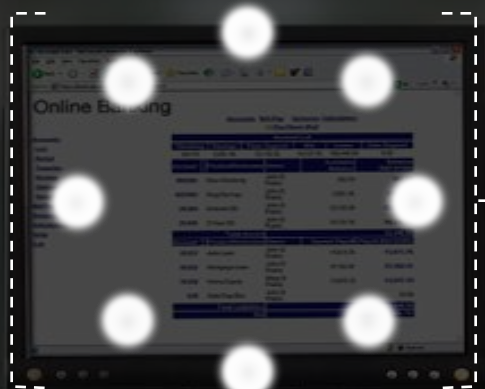
Automatically protect against the latest threats

## Cisco® Identity-Based Policy

Identity



Location and Resource



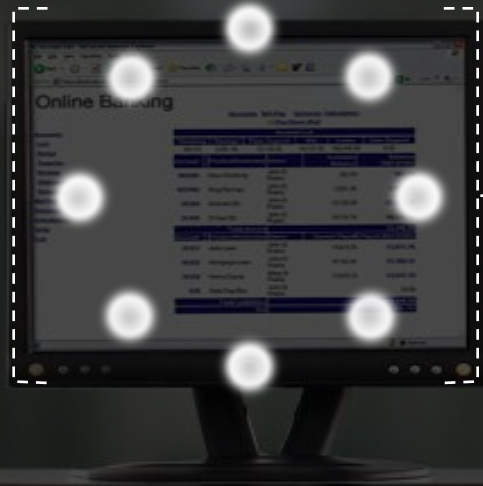
**ACCESS DENIED**



## Cisco® Threat Intelligence Services

Website with Malicious Code

Network Action



=



**CONNECTION  
DENIED**

When  
the **Network**  
**KNOWS** | You Can **COLLABORATE**  
with **CONFIDENCE**

## Sustainability

Cisco® EnergyWise

## Ease of Operations

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# Cisco Network Access



## Borderless Experience

Business-Grade Video  
Location Aware, Mobility

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Cisco® **medianet** delivers...business-grade video

- Reduced travel
- Media rich collaboration
- Business innovation
- Greater physical security



Automatic configuration

Simplified  
administration

Optimized resource  
utilization

Content-aware

Auto Smartports

Endpoints automatically  
find server

Cisco MSE Location  
Server and SAF

End-to-End QoS





## Pervasive Services

- Help enable new business models
- Expand your reach
- Mobilize employees



## Location Aware—Wired and Wireless

### Pervasive Services

Equipment  
Locating



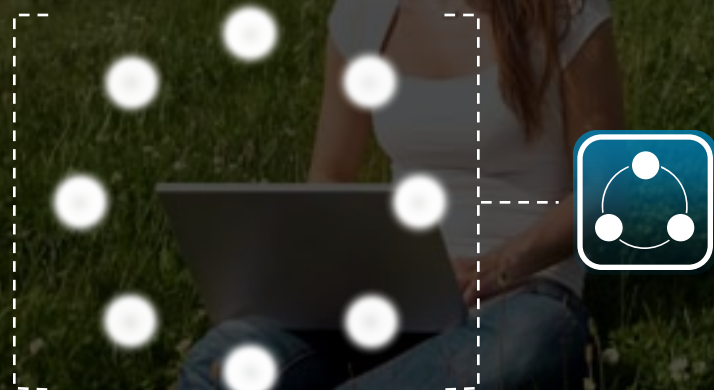
Building  
Access

Emergency  
Employee Locating



# When the Network KNOWS | Your Experience Is BORDERLESS

## Location Aware—Wired and Wireless



Simplify operations

Optimize network coverage

Increase security

Help prevent loss

Enable pervasive applications

Use single network policy

Use Cisco® M-Drive

Determine intruder location

Track assets for audits

Location-aware Cisco EnergyWise and medianet



## Sustainability

Cisco® EnergyWise

# Cisco Network Access



## Ease of Operations

Adaptable  
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## Cisco® EnergyWise

- Reduces power consumption
- Lowers operational expenses
- Decreases carbon footprint

## Cisco® EnergyWise

- Provides companywide power visibility
- Reduces emissions beyond IT's 2%
- Help enable intelligent policy control
- Uses open technology
- Meets regulatory mandates

When  
the **Network**  
**KNOWS**

You Save  
**ENERGY**



Temperature



Phone



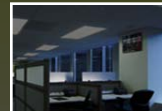
PC



Battery



WLAN



Lights





# Council Rock School District

## Improved Services at Reduced Costs for Today and Tomorrow



### Business Challenges

- Save costs
  - Reduce energy costs
  - Improve operational efficiency
- Address environmental initiative through “Go Green” program
- Improve information sharing and communications in the district
- Small IT staff

### Cisco® Solution

- End-to-end Cisco network with Cisco Catalyst® switches
- Wireless in every school
- Connected energy systems managed from anywhere
- Cisco EnergyWise: next step
- Cisco Unified Communications give teachers and administration dedicated, four-digit extensions and voicemail

### Business Results

- Energy consumption reduced by 42.7% (US \$5.3 million savings)
- Cisco EnergyWise expected to bring US\$85,000 energy savings
- Network uptime increased from 67% to over 99.9%
- Wireless APs increased teachers productivity
- IP telephony saved US\$75,000 the first year

“Our Energy conservation project has had an outstanding impact on our district, not just the school, but the community as well.”

—Matthew Fredricksen, Director of Information Technology, Council Rock School District





# When the Network **KNOWS** | at the **ACCESS**

**Cisco:  
20 to 30%  
Better TCO**

- Full solution: it works, and it offers single system support
- 20% longer lifecycle through feature upgrades
- 50% greater IT efficiency: easier to install and maintain
- Business-grade user experience and nonstop communication
- Continuous innovations: differentiation and globalization

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