

Wim Elfrink Announces New Business Unit

Wim Elfrink

Hello, this is Wim Elfrink, Chief Globalization Officer and Executive Vice President, Cisco Services. I am very excited to announce the launch of Cisco's Converged Building Systems Business Unit.

First, and most importantly, this business unit is key to our leadership in what I call the industrialization of the Internet, or The Internet of Things. This phase of the internet will not just be virtually. It is physical, where truly everything is becoming connected: cars, buildings, hospital, energy grids, everything.

And just as Cisco's original router helped pave the way for the first Internet, we believe this building router, a product called the Mediator, will help open the floodgates for a new Internet and a wave of new opportunities for Cisco.

And in the East new cities are being built as five hundred million people move to cities over the next five years. Imagine, that's a hundred eighty thousand people a day. How do you scale for that? These innovations and increased demand, in both the East and West, have driven the demand for, and creation of, this new business unit. And we are building our entire new campus here in Bangalore around these new building solutions. It will be the biggest proof of concept and showcase for CBSBU.

And as a score to the globalization strategy, innovations we build here in one part of the world will be scaled globally.

Congratulations to the team for the hard work. For thinking and innovating outside the box to help us capture what I believe is a huge opportunity for Cisco: The start of a new industry.

© 2010 Cisco and/or its affiliates. All rights reserved.