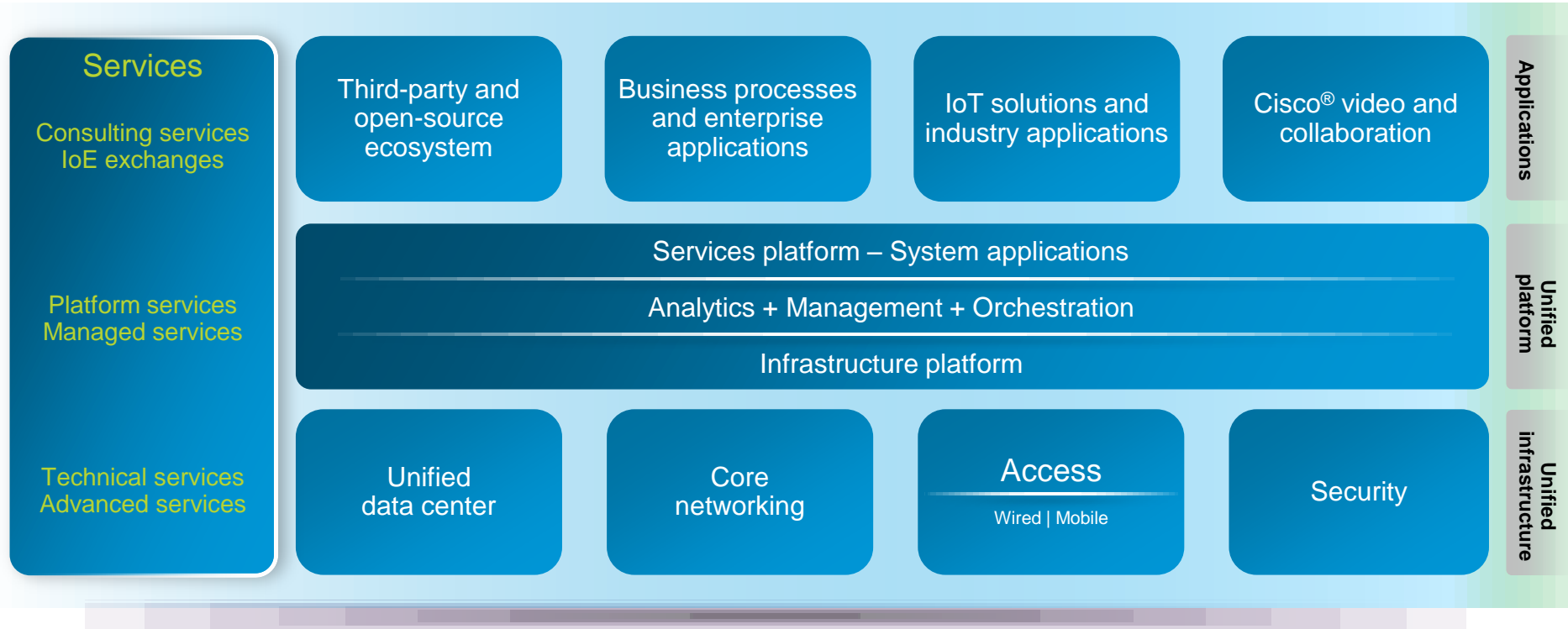


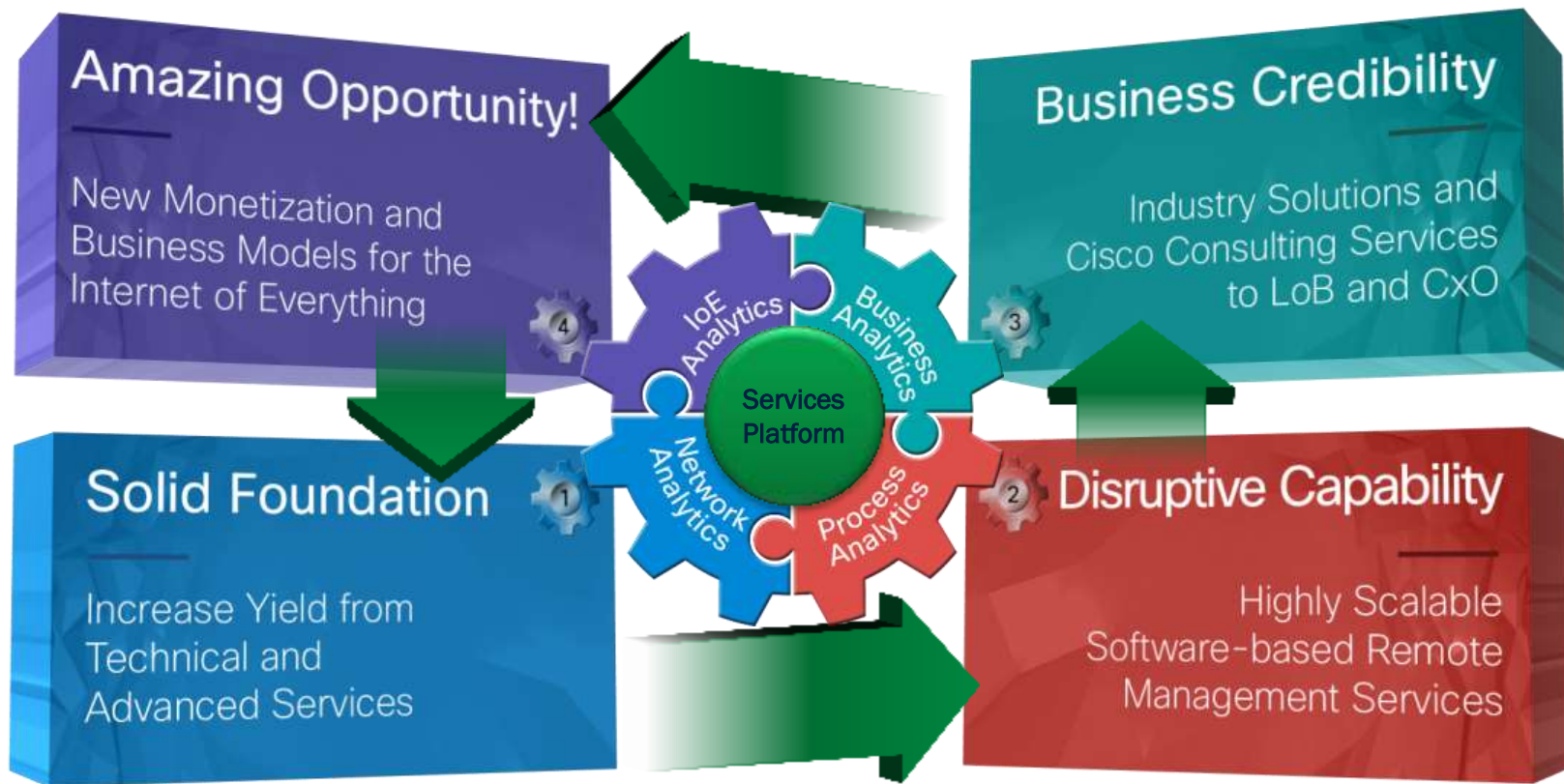


Raghunandan Kadambi
Managing Director, India & SAARC
Cisco Services

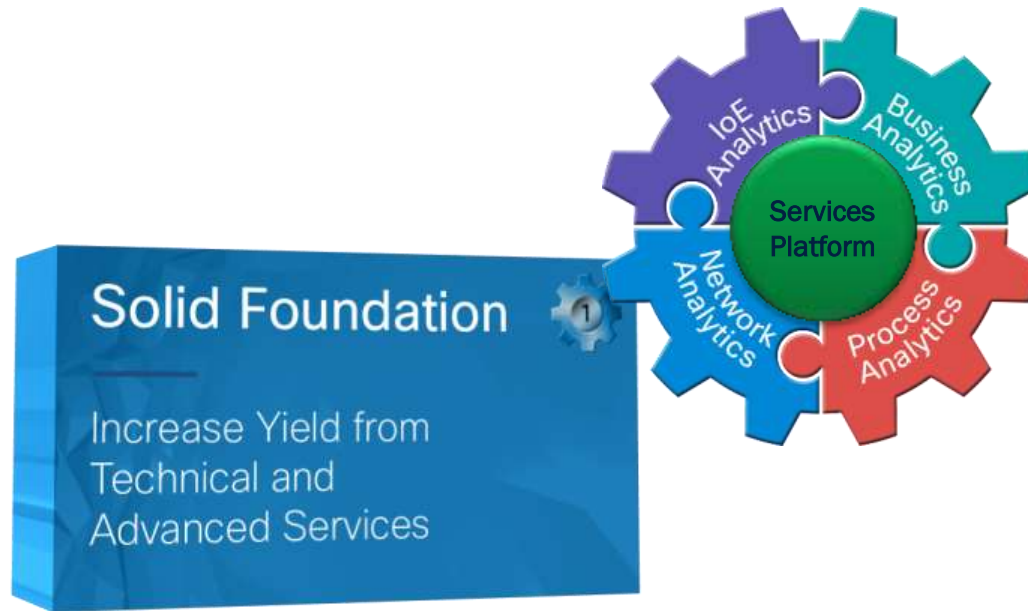
Cisco Unified Framework



The Services Enabled Journey to IoE

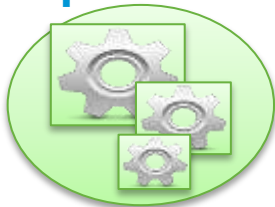


The Services Enabled Journey to IoE



Network Analytics through Smart Services

Services
that have
**Automated
Software-
enabled
Capabilities**



...which collect
**Diagnostic
Data**



...which is analyzed
and compared to
**Cisco's Deep
Knowledge
Base**



...to provide
**Actionable
Insight.**



Cisco Deep Knowledge Base

25 years' innovation and leadership

50 million installed devices

6 million annual customer interactions

90,000+ technical documents

Smart Services Customer case study - iYogi



CHALLENGE

- Improve accuracy in network inventory management
- Eliminate reactive approach to issue resolution
- Reduce network risk

SOLUTIONS

- Cisco Smart Net Total Care
- Provides proactive, accurate, and comprehensive network analytic capabilities
- Proactive alerts for continued service coverage

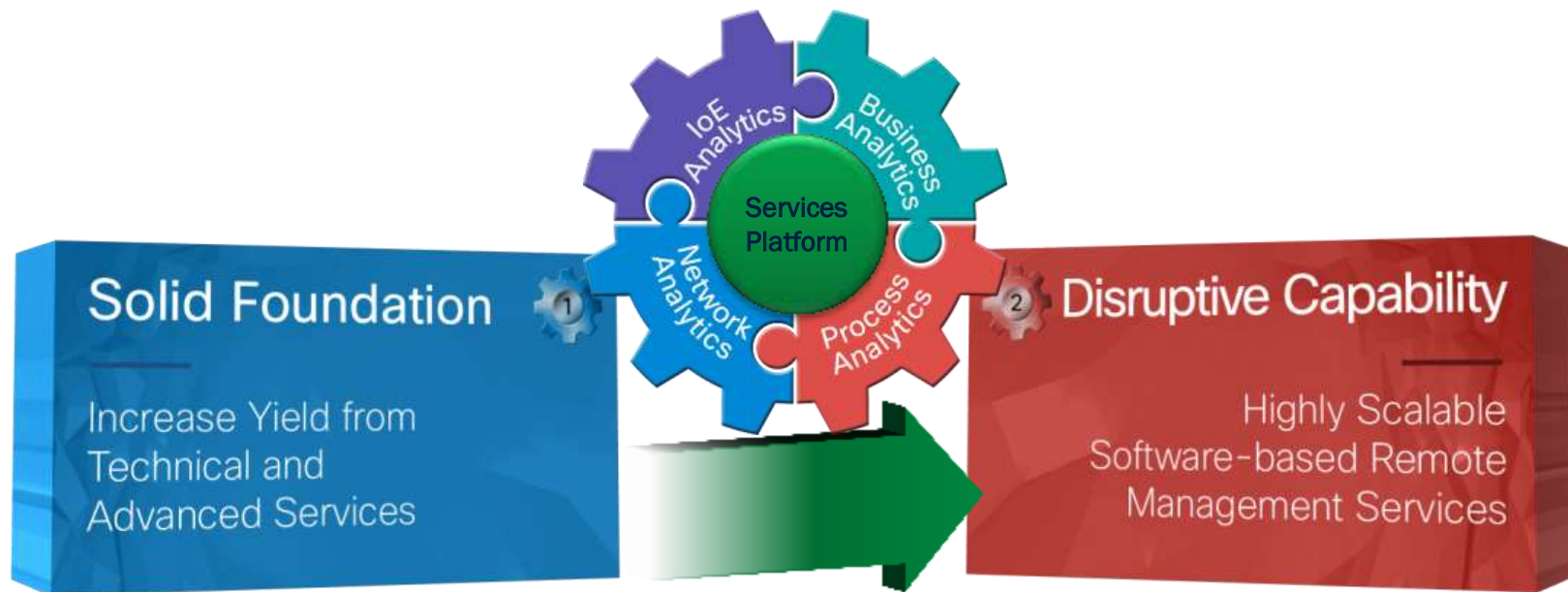
BUSINESS VALUE

- Improved & predictable services levels to iYogi's clients through reduction in network vulnerability
- Better management of network assets

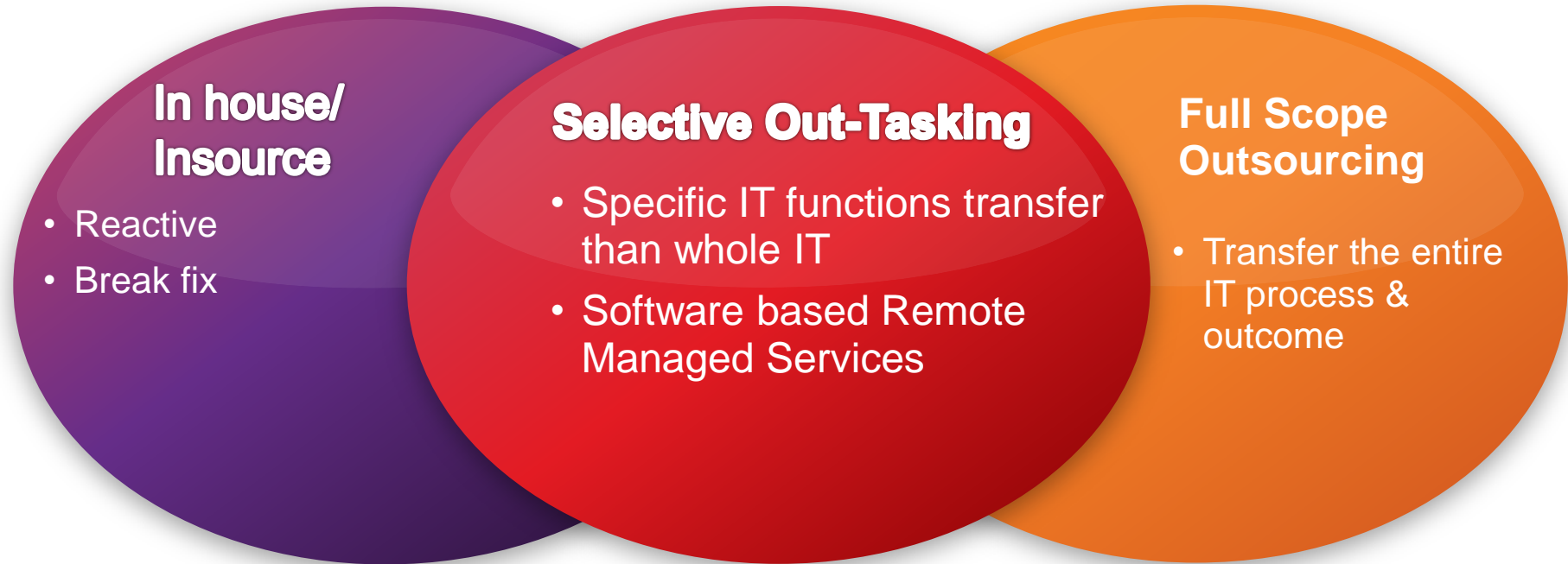
"With Smart Net Total Care, we have the ability to scale efficiently around the world, which is especially important when providing quality service to remote customers in the United States during peak usage times. Cisco's solution gives us peace of mind that we are acting proactively to prevent network downtime."

Pradeep Joshi, IT Network Operations Manager, iYogi.

The Services Enabled Journey to IoE



From Classical Outsourcing to Selective Out-Tasking



Large Telco player leverages Cisco Manage-Operate to enhance subscriber experience



Telco

CHALLENGE

- Ability to launch new data services quickly and ahead of competition
- Limited view on traffic trends, analytics and performance for operations and business teams
- Improving operation metrics

SOLUTIONS

- Cisco Managed Operate Services (PNOC)
- Manage network operations through people, processes and tools to provide greater insight to operations and business teams.

BUSINESS VALUE

- Improve time-to-market for new services
- Improve subscribers' experience
- Provide proactively network visibility and trends
- High service stability & uptime

Recent Acquisitions Expand Cisco Services' Capabilities



Cisco ServiceGrid: Multi-source collaboration in the cloud; integrated capabilities across the smart services portfolio.

Services
Platform
& Analytics



JouleX: Enterprise IT energy management for network-attached and data center assets.

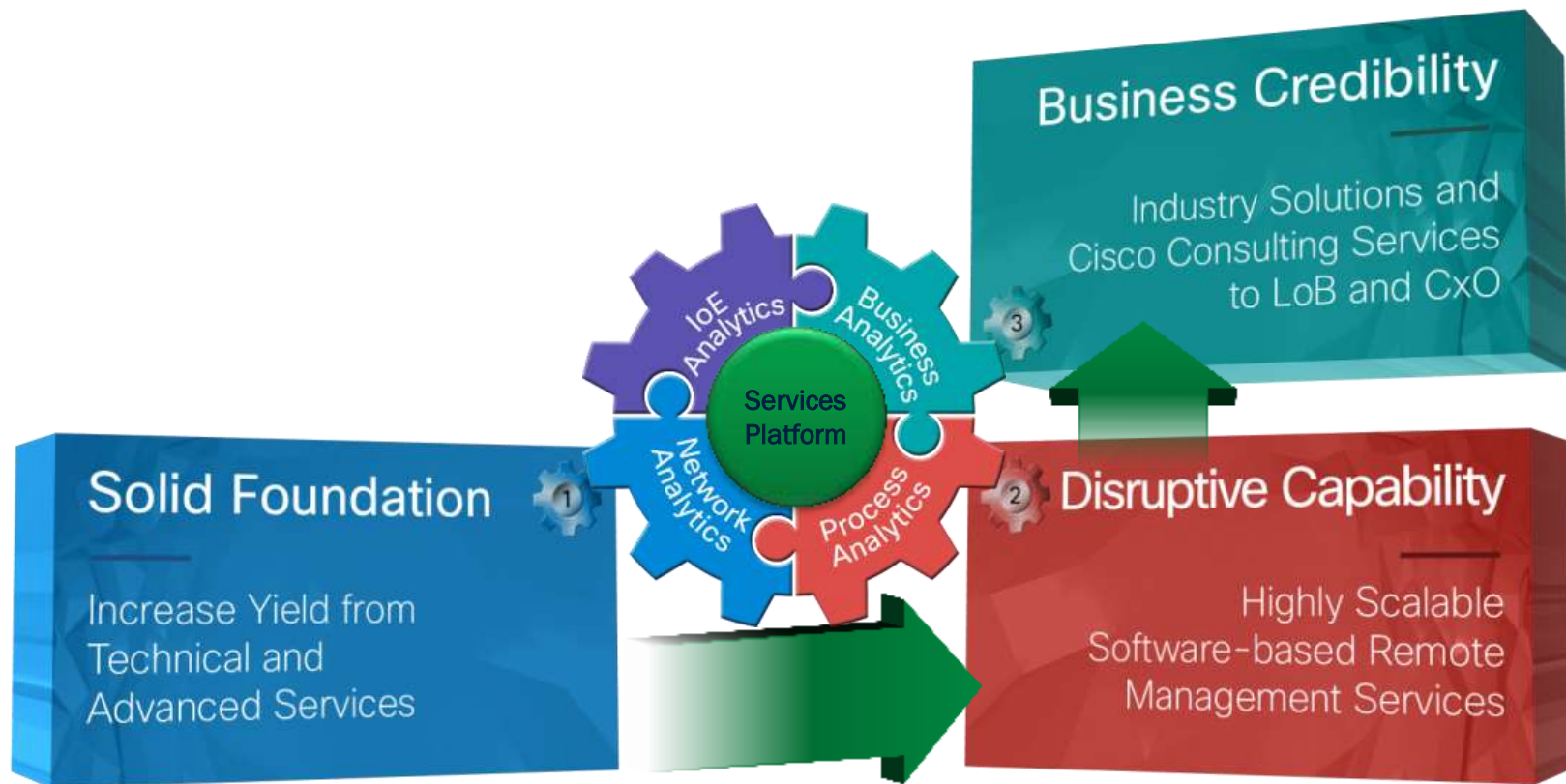
IoE
Exchanges
& Industry
Solutions



Composite: Data virtualization software that augments traditional data integration by combining traditional and new data sources.

Services
Platform
& Analytics

The Services Enabled Journey to IoE



Building Business Relevance through Cisco consulting



Cisco consulting helps DMIDC to develop ICT master plan



CHALLENGE

- Build Global Manufacturing and Trading Hub
- Develop ICT plan as a key enabler for the mega infrastructure project in India across 24 cities, 6 states
- Jobs and manufacturing prowess are built to move people and goods efficiently
- No project of this scale previously undertaken in India and globally

SOLUTIONS

- Cisco ICT Master Plan for a converged digital infrastructure for services leveraging the network as the platform
- Development of a portfolio of smart, connected public and private services for 4 cities

BUSINESS VALUE

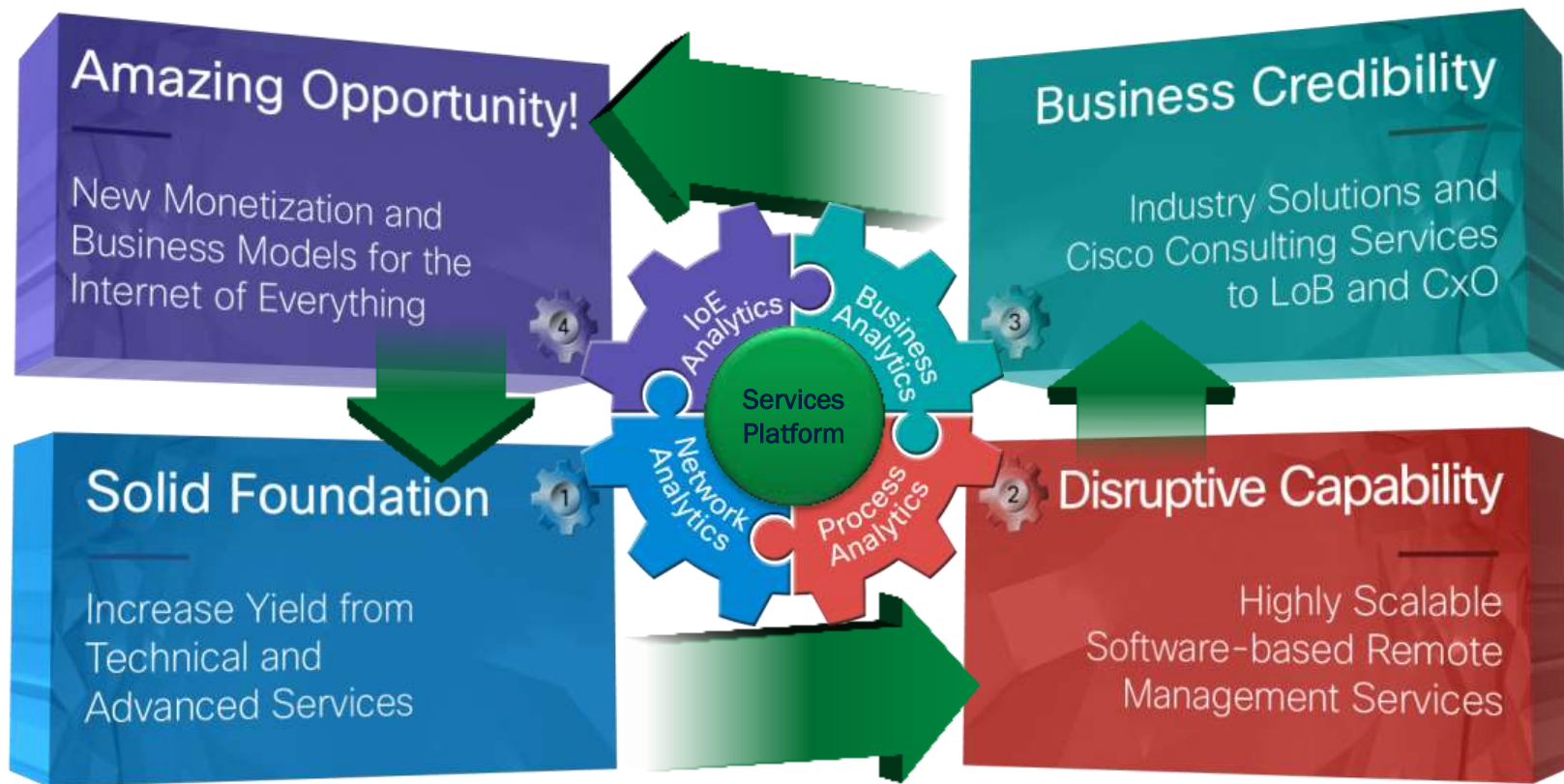
Blue print for smart cities

Smart Infrastructure for industrial development & governance

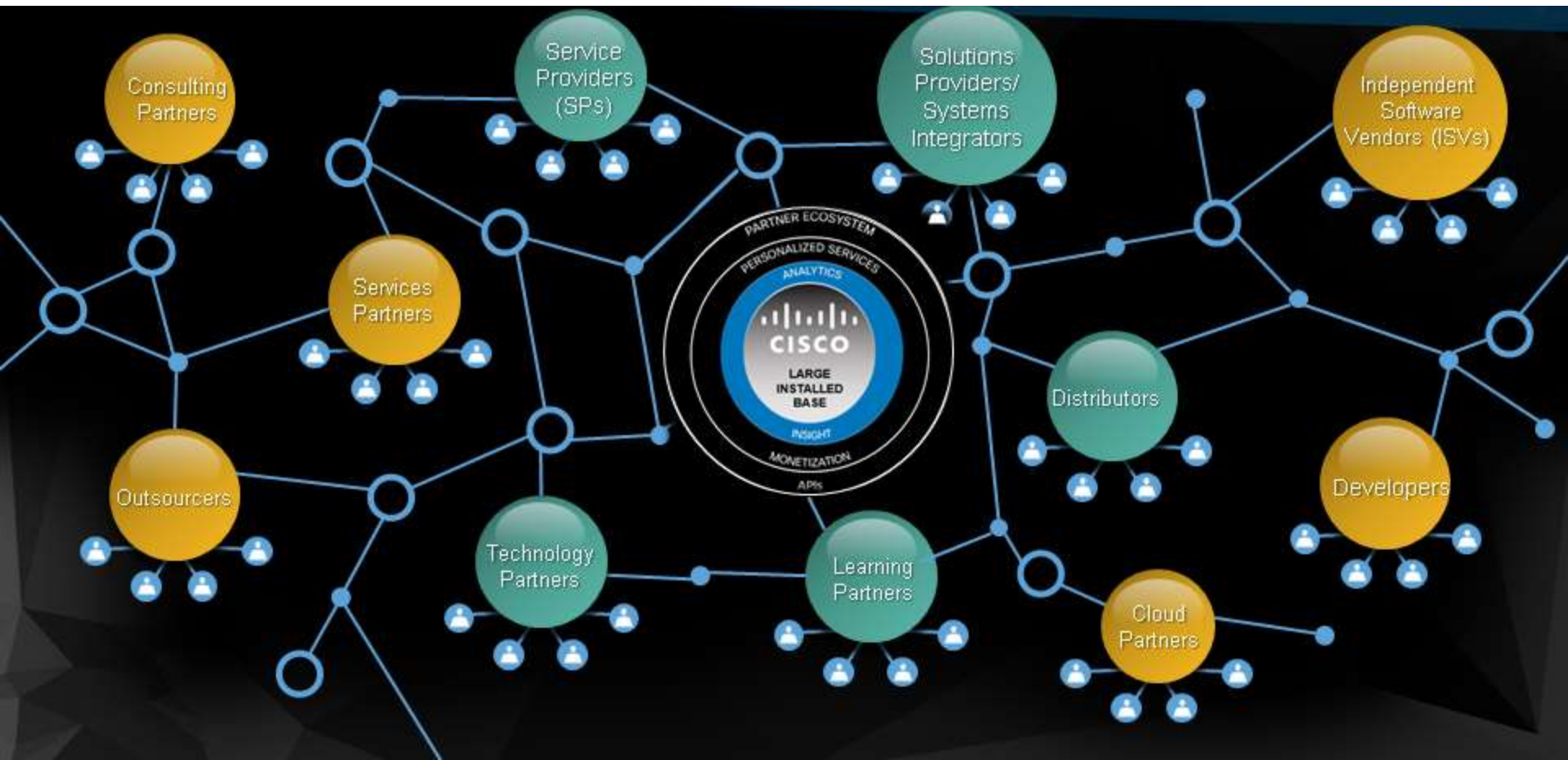
Capacity building to leverage local resources

Technology solutions to extend healthcare & education facilities to rural areas

The Services Enabled Journey to IoE



Analytics and Partner ecosystem will be key to IoE Value realization



Q&A



Thank you.

