cisco
C-Scape Program at Cisco live!
Technology for Business Transformation
V C Gopalratnam, CIO, APJC & VP, Global IT Services
TOMORROW starts here.

# The World Is Changing…Fast

**Urbanization**
Mega Cities, Regions, Corridors…and the opportunity is shifting

**Smart Everything**
Smart technology, infrastructure, buildings, cities, meters, etc.

**Social Trends**
Gen Y … connected, civic-minded, tech-savvy, impatient and wants personalization

**Green and Energy Saving**
Getting to zero emissions, defects, carbon neutral

**Economic Trends**
A different mix of consumption models

Security


Data

IoT

Apps

Cloud

Mobile

Architectures → ASICS + Hardware + Software + Services

# Pace of Change Is Accelerating

50B connected devices by 2020

80% of enterprise apps were deployed in the Cloud in 2012

300K apps available in 2010 → 2M in 2012

More data created in 2012 than the past 5000 years

Connected devices will outnumber people by 2014

Mobile

Cloud

Apps

Big Data & Analytics

IoT


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## New Paradigms

New Normal

IT as a Service (ITaaS)

Social, Mobile, Analytics, Cloud

## Globalisation

New Business Models

Governance

Security

## Consumerisation

Bring Your Own Technology (BYOT)

Collaboration

Flexible Consumption Models


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# The Only Constant Is Change

## Technology Transitions

Infrastructure
as a Service

Applications
as a Service

Data
as a Service

Mobility
as an Experience

Comm and Collab
as an Experience

## Changing Role of IT

Innovation

New Business Models

User Experience and Expectations

Globalisation

Security and Regulatory Compliance

## Business Implications


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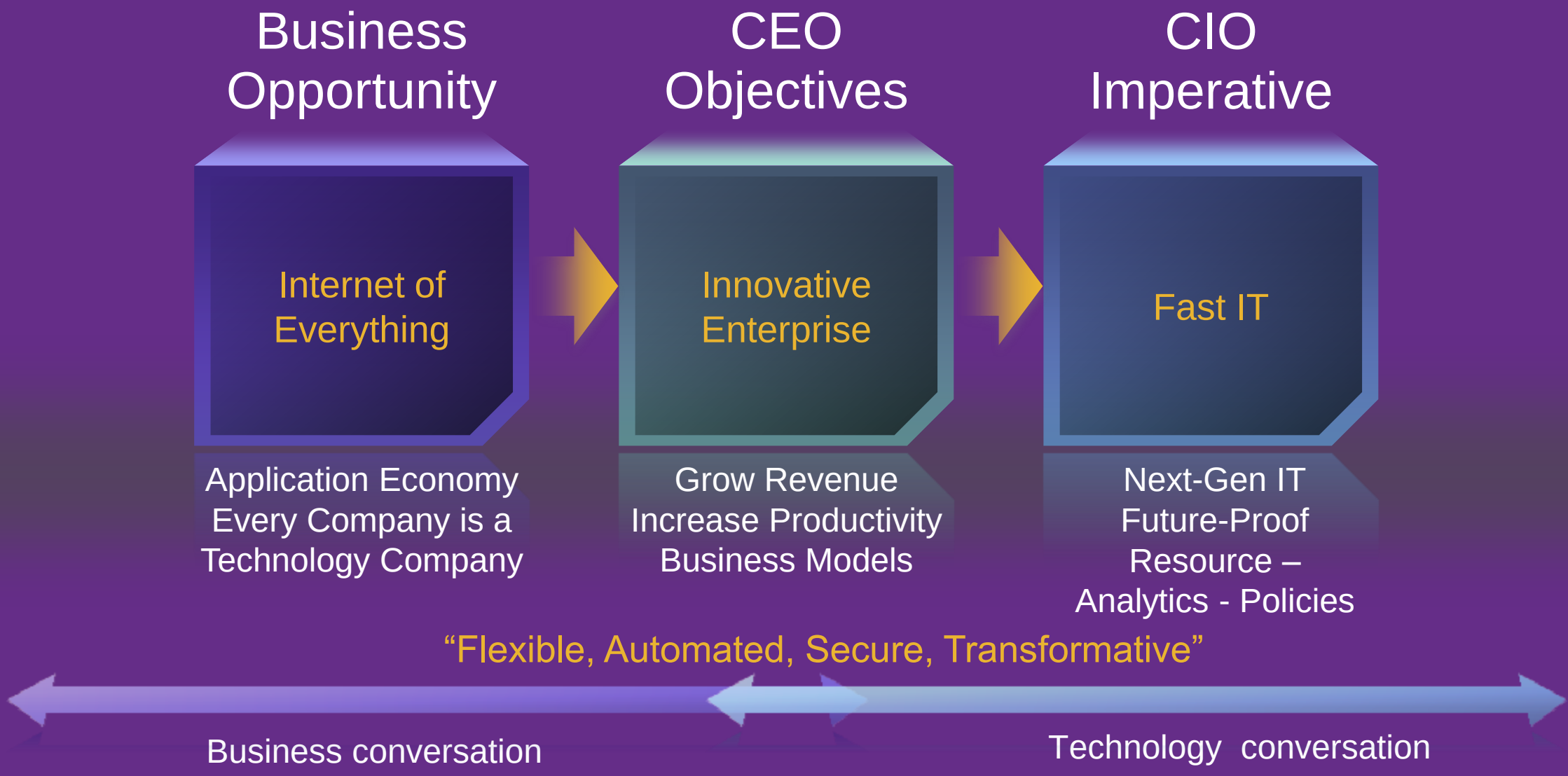
# The Next Generation of IT





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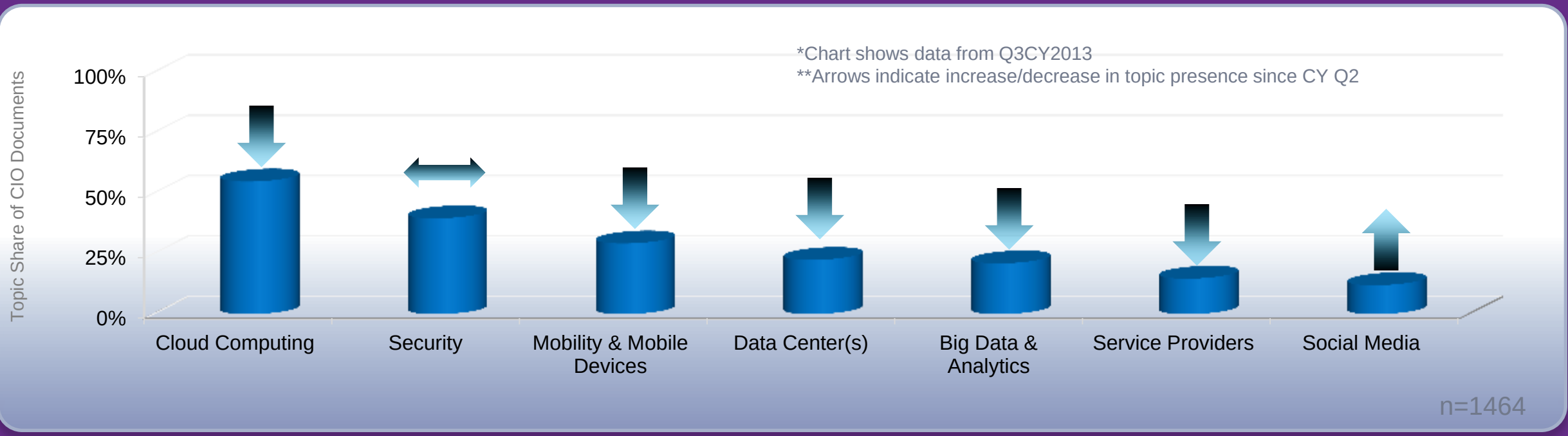
# Big Topics in CIO Conversations



Cloud Computing

Mobile Platforms & BYOT

Data Centers

Security

Big Data & Analytics

## Also Need Heightened Focus on Efficiency and Productivity

Source: SMO Text Analytics Team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# Innovation Driving Growth… Cisco IT Responses Top Three CIO Themes on:

## Cloud

- Private cloud for internal productivity
- External cloud for specific business purposes
- Cisco-on-Cisco use

- Cisco IT Elastic Infrastructure (CITEIS)
- Enterprise application migration
- New business models

**Ongoing TCO Reduction and Easier Management**

## Mobility

- Multiple form factors across enterprise
- Pervasive BYOT
- Flexible support models

- BYOD deployment 4 years ago… workforce evolution a key factor
- Security policies at infrastructure level
- Adoption success story

**Virtualization of Work and Workplace**

## Big Data

- Key enabler for IoT/IoE
- Analytics for operational improvement
- Localisation frameworks

- Dynamic insights for Sales & Marketing
- Operational analytics (infrastructure) for key business processes
- Rules engines

**Data to Intelligence and Wisdom**

## SDN/ACI

- Market transition
- Application performance & management
- Internal adoption

- Holistic approach – SDN subset of ACI
- Programmability & application visibility
- Cisco IT implementations by end FY14

**Transformational Leadership**

## IoT/IoE

- Cisco point of view
- Proof points
- Platform-based InfoSec

- Solutions approach across industry verticals
- Cisco campuses– a living showcase of solutions

**Cisco IT – Connected Everything**

## SECURITY – 40% OF CIO CONVERSATIONS


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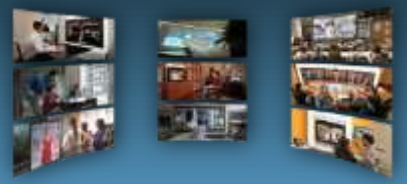
# Ongoing Efficiency and Productivity…Cisco IT Responses

## Investments and Costs

- One Portfolio
- ITaaS
- Benchmarking



## Collaboration

- Pervasive Video
- Complete Interoperability
- Collaborative Workplaces

## Enterprise Platforms

- Large-Scale Services and Governed Capabilities
- eStore
- Run the Business/ Change the Business Continuum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Thank you.