

The Internet of Everything (IoE): Case Studies

Retail, Manufacturing, Public Sector, Service
Provider

Cisco Consulting Services

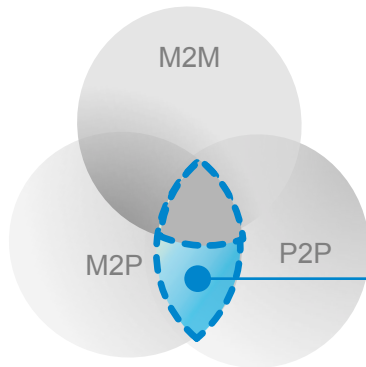
January 17, 2014

Retail



Bencom Retail

UNITED COLORS
OF BENETTON.



Challenge

- Enable push marketing by offering Wi-Fi to shoppers
- Connect employees through secure wireless access
- Add wireless services without increasing complexity

Cisco Solution

Cisco Meraki cloud-managed wireless LAN, including:

- Dual radio 802.11n access points
- Integrated AP firewall to enable secure employee access alongside public guest network
- Centralized Meraki dashboard for multi-site management and reporting

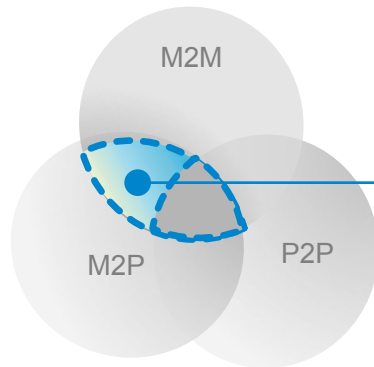


New and Better Connections

- Open public network in store directs shoppers to Benetton splash page and then to Twitter page. Next step is to direct shoppers to Facebook page, promotions, and vouchers
- Cisco Meraki dashboard enables IT department to see how many mobile connections are used and which types of devices are connected. This is useful for strategic planning purposes as Benetton deploys new in-store mobile experiences.
- Bencom Retail can use built-in analytics and Google maps to centrally configure and manage the network across all of its stores, no matter where they are located



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Challenge

- Engage, entertain, and inspire guests, and enhance the resort experience, by providing personalized mobile services to access information

Cisco Solution

- Cisco Connected Mobile Experiences solution provides high-performance Wi-Fi, indoor location capabilities, and personalized mobile apps



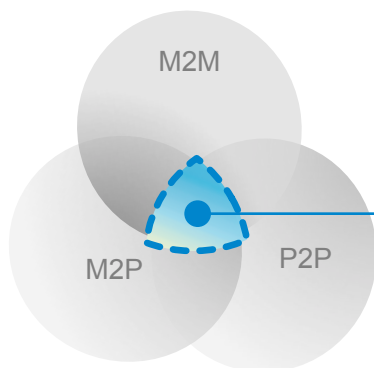
New and Better Connections

- Delivers high-performance, tiered Wi-Fi access to guests and conference attendees
- Provides personalized information on activities and amenities with pinpoint location accuracy
- Delivers new business opportunities through innovative mobile communications and marketing

Manufacturing



Dundee Precious Metals



Challenge

- Improve production quality and output without increasing headcount and resources
- Make underground operations automated and visible
- Create replicable model for optimal efficiency within mining sector

Cisco Solution

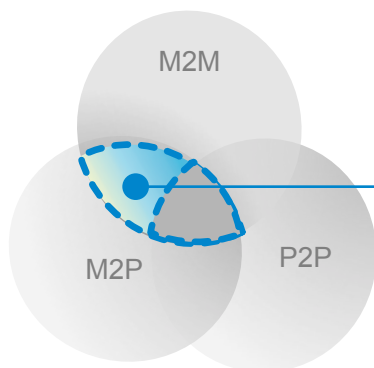
- **Networking:** Catalyst Switches, Aironet Access points, 5508 Wireless Controllers
- **UC and Collaboration:** UC Manager, Unified Wireless IP Phone 7925G, Cisco Jabber, WebEx, and TelePresence
- **Data Center:** Cisco UCS blade servers
- **Security:** Cisco AnyConnect and ASA 5500
- **Management:** Cisco Prime Infrastructure



New and Better Connections

- Production up 30%, costs down \$2.5 million in first year
- Instant video collaboration among miners and engineers underground, on-site supervisors, and Toronto-based experts
- Real-time visibility of miners and improved safety
- Equipment maintenance scheduled based on real-time wireless monitoring, reducing outages and increasing production

General Motors



Challenge

- Accelerate entry into emerging markets
- Improve product quality while cutting costs
- Create a globally integrated, standards-based engineering and manufacturing platform

Cisco Solution

- **Networking:** Cisco Catalyst Switches — 6500, 3750, 2955, 2960
- **UC and Collaboration:** Cisco Unified Collaboration Server
- **Management:** CiscoWorks Network Management Suite
- **Services:** Data center optimization and CE test



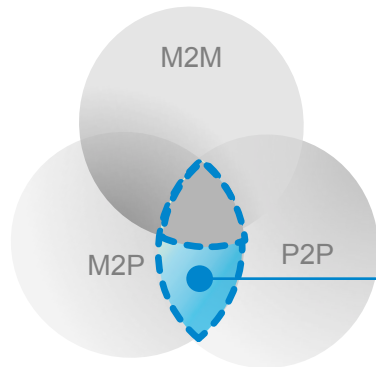
New and Better Connections

- Plant Floor Controls Network rolled out to 150 GM plants globally, based on single set of Cisco-based network designs, equipment
- Replaced aging and unstable legacy plant floor networks
- Enabled GM to standardize plant network design, create a single engineering team that monitors network operations globally
- \$79 million in cost savings
- \$75 million in higher asset utilization due to improved network up-time

Public Sector



Miami Children's Hospital



Challenge

- Support clinicians with real-time fingertip access to electronic medical records
- Create supportive, engaging, and comforting environment for patients and families

Cisco Solution

- Cisco Aironet 3600 Series and 3500 Series 802.11n Access Points with CleanAir technology
- Cisco Mobility Services Engine and Connected Mobile Experience (CMX) software
- Cisco WiSM2 controller on Catalyst 6500 Series
- Cisco Prime Infrastructure wireless management software
- Cisco ASA 5500 Series firewalls



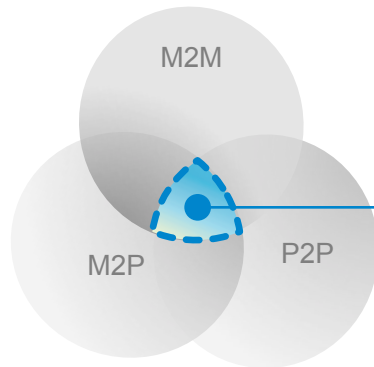
New and Better Connections

- BYOD for clinicians for anywhere, anytime information access
- Mobile robotic TelePresence units for virtual hospital rounds
- Bedside or hallway access for parents for location sensing / wayfinding, e-commerce (e.g., ordering meals), prescription and dosage information, discharge instructions



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City of Busan, South Korea



Challenge

- Grow city's economic base
- Create new jobs and business opportunities
- Improve city services to citizens

Cisco Solution

- Cisco ONS 15454 / 15305 SONET Multiservice Provisioning Platform
- Cisco Catalyst 6500 / 4500 / 3560 Series switches
- Cisco Catalyst 4500 SAN Switching
- Cisco Aironet 1500 / 1200 / 1142 Wireless Access Points
- Cisco UCS



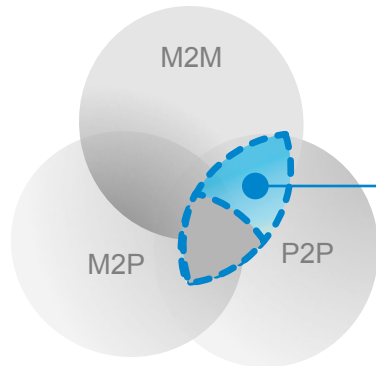
New and Better Connections

- 10-GB infrastructure combined with UCS-based cloud connects metropolitan government, local universities, and mobile application development center—later, kiosks, digital signage, mobile services
- Shared platform as a service (PaaS) for mobile application development, training—spurs economic development
- Intelligent aggregation of public and private data (traffic, facilities, emergency management) enables optimization of city operations

Service Provider



NBC Sports for Sochi Winter Olympics



Challenge

- Ensure highest-quality fan experience
- Real-time video on demand
- Enable customizable user experience: video anywhere on any device

Cisco Solution

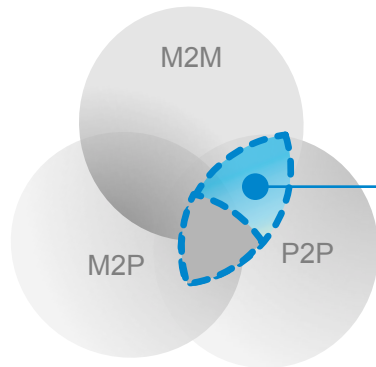
- Combination of private and public cloud
 - Cisco ASR 9000
 - Cisco UCS
- Cisco video solutions
 - Videoscape Acquisition Suite, Media Suite, Distribution Suite
 - Videoscape Clients (RDK-enabled set-top, HTML5)
- Cisco Services



New and Better Connections

- M2M connections: live coverage captured from camera, distributed to cloud
 - Channel information, program listings pulled from Tribune Media Services to send video to right locations
 - Cloud-powered video adds improved agility, portability, flexibility, scalability
- M2P connections: fans select channel or device to enable live streaming

AT&T with Fernbank Museum



Challenge

- Enhance customer experience
- Extract intelligence from customer behaviors
- Improve planning and revenue
- Accommodate large building, large number of people

Cisco Solution

- Cisco Unified Access Infrastructure
- Cisco Connected Mobile Experience
 - Cisco Mobility Services Engine
 - Cisco Wireless Access Points
 - Cisco Wireless Access Controllers



New and Better Connections

- Attendees can immediately see available services on their mobile devices with seamless handoff from 3G/4G to Wi-Fi
- M2P connections capture information about customer interests, promote special offers in retail section
- Automatic triggers bring relevant information to visitors based on location in museum



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Thank you.

