



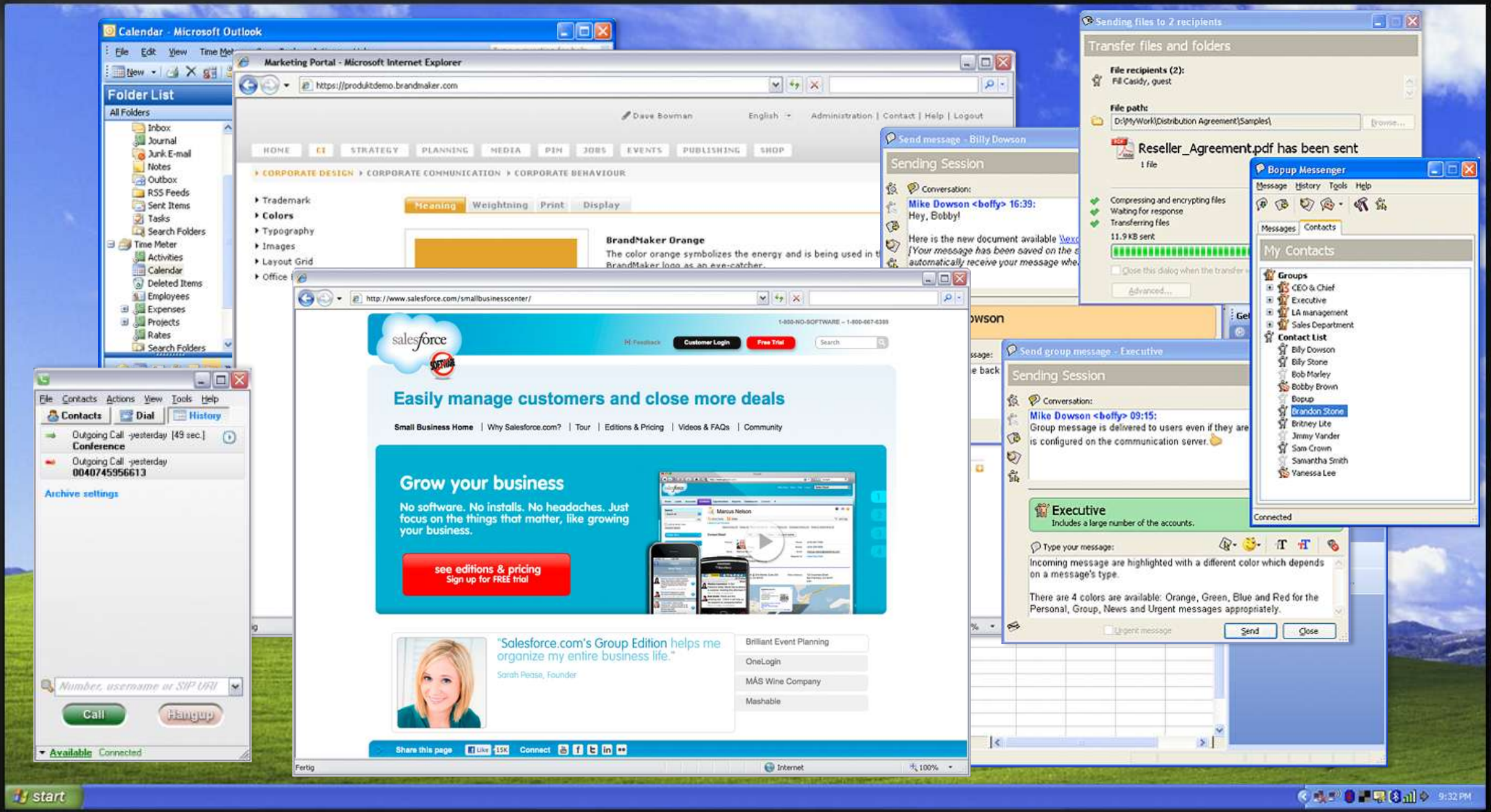
# Come cambia il modo di lavorare

Mobile – Social – Visual - Virtual

**Paolo Campoli**  
**Head of SP Architectures and SP CTO**  
**Cisco EMEAR**



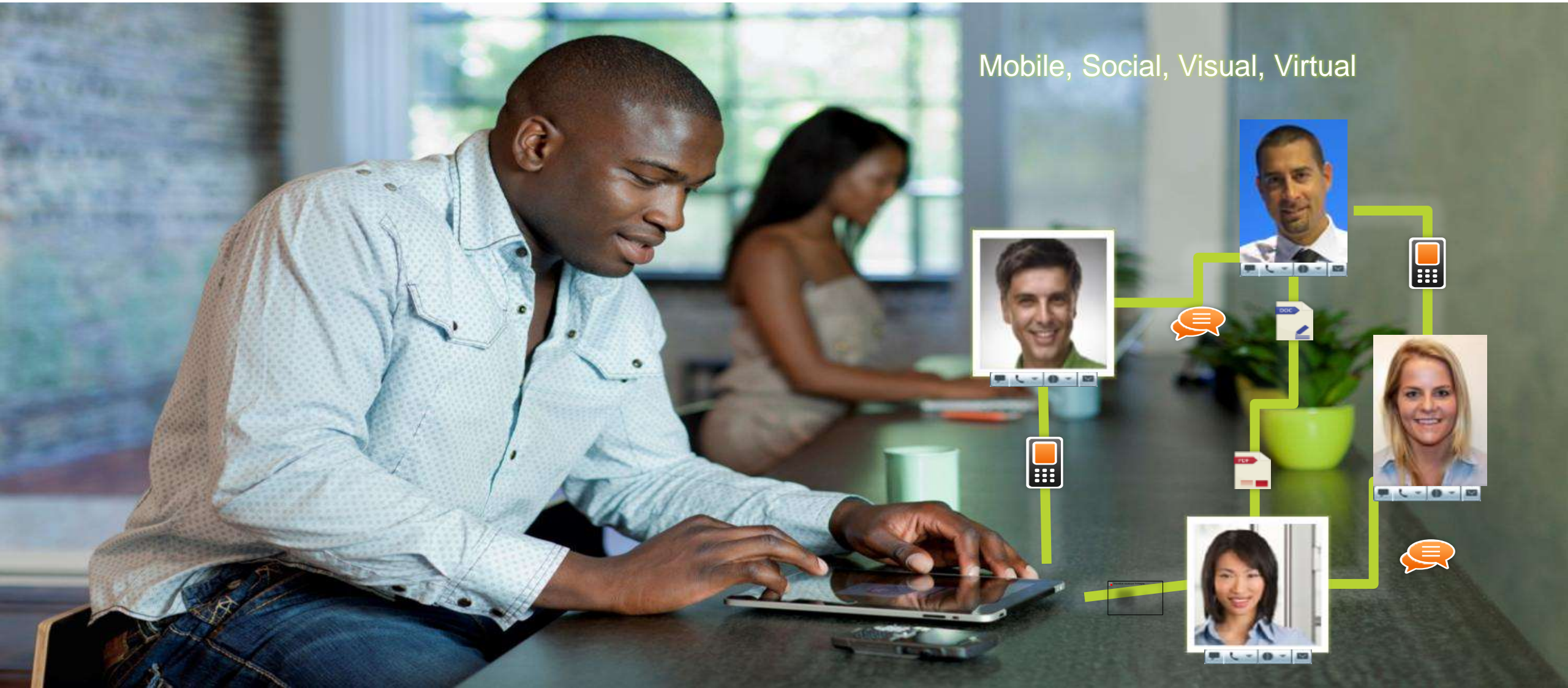






# The New Collaborative Workspace

Mobile, Social, Visual, Virtual



# La transizione verso il mondo Post-PC

Nuove scelte su ogni livello dello Stack tradizionale

PC World

Post-PC World

Applications



Google docs



Client OS



symbian OS



Server Architecture



Devices





# Le necessità di Business si sono evolute

Si richiedono nuove capacità per l'efficienza e la competitività

## Mobile

Accesso sicuro alle persone ed informazioni ovunque e da ogni device

## Social

Expertise & localizzazione delle informazioni, interazioni proattive con i clienti

## Visual

Interazioni in alta qualità ovunque, realtime

## Virtual

Agilità e scalabilità on-demand  
Rich media con i vantaggi economici del VDI (VXI)



3 fundamental transitions  
Bring Your Own Device (BYOD)  
Virtual Desktop / VDI  
Mobile Collaboration

Common denom: CLOUD



Annie brings new  
iPad to office



Powers  
WLAN

Provides  
Access

Configures  
Network

Establishes  
Policies

Secures  
Device

Enforces  
Policy

**CISCO  
INTELLIGENT  
NETWORK**



Catalyst  
UPoE



Unified  
WLAN



PRIME  
NCS



ISE



AnyConnect



TrustSec



Annie brings new  
iPad to office



Provisions  
Device, Apps

Provisions  
Device, Apps

Collaborate

Contextualizes  
Security

CISCO  
INTELLIGENT  
NETWORK



MDM



VXI



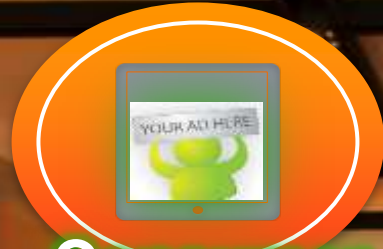
Collaboration  
Applications



ASA



Annie moves  
to a cafe



Consumer  
Location-based  
Services



Connects to  
Untrusted  
Wi-Fi network

Develops  
New Services  
Quickly

CISCO  
INTELLIGENT  
NETWORK



AnyConnect



ISE



Next Gen  
Hotspot



Packet  
Core



Collaboration  
Applications



Annie heads  
home



**Videoscape**  
**Turbo Boost**

Aggregates  
Small Cell,  
Macro Traffic

Delivers  
Premium  
Content

Handoff – Wi-Fi  
to 3G/4G  
Cellular

**CISCO**  
**INTELLIGENT**  
**NETWORK**



Unified RAN  
Backhaul



CDN



Next Gen  
Hotspot



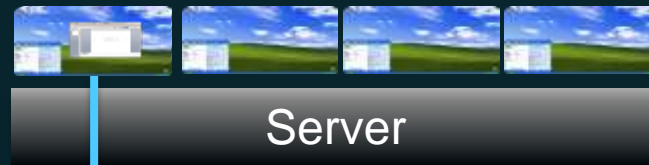
Packet  
Core

# What is VXI?

## Traditional Desktop Model



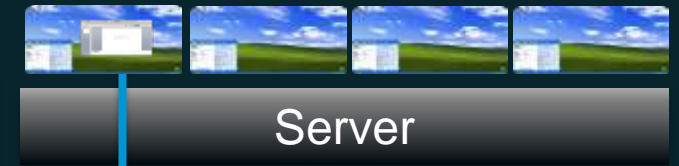
## VDI Virtual Desktop Infrastructure



Network



## VXI Virtual Experience Infrastructure



Virtualisation Ready Network

Voice/Video



End-to-End Integrated solution, Validated Design,  
End-to-End Security, Single Support Number



A glowing lightbulb is positioned on the right side of the slide, set against a solid blue background. The lightbulb is illuminated, with a bright yellow-orange glow emanating from its filament, and its glass surface shows some reflections. The base of the bulb is visible at the bottom right.

CLOUD ... SCALE, next

## 3 Paths

Strength: Network, UC, Mobile, BYoD

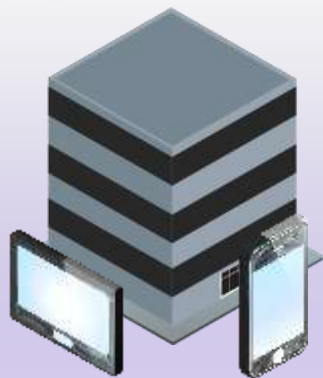
Assets: CPE ... Cloud Connector

Relevance: Vertical offers

Video, the next voice

# Optimal Experience

## Users

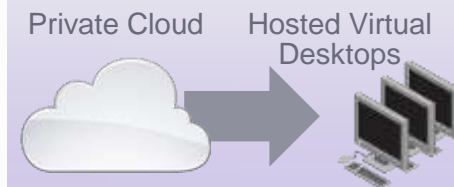


Branch/  
Remote User

## Cloud Services



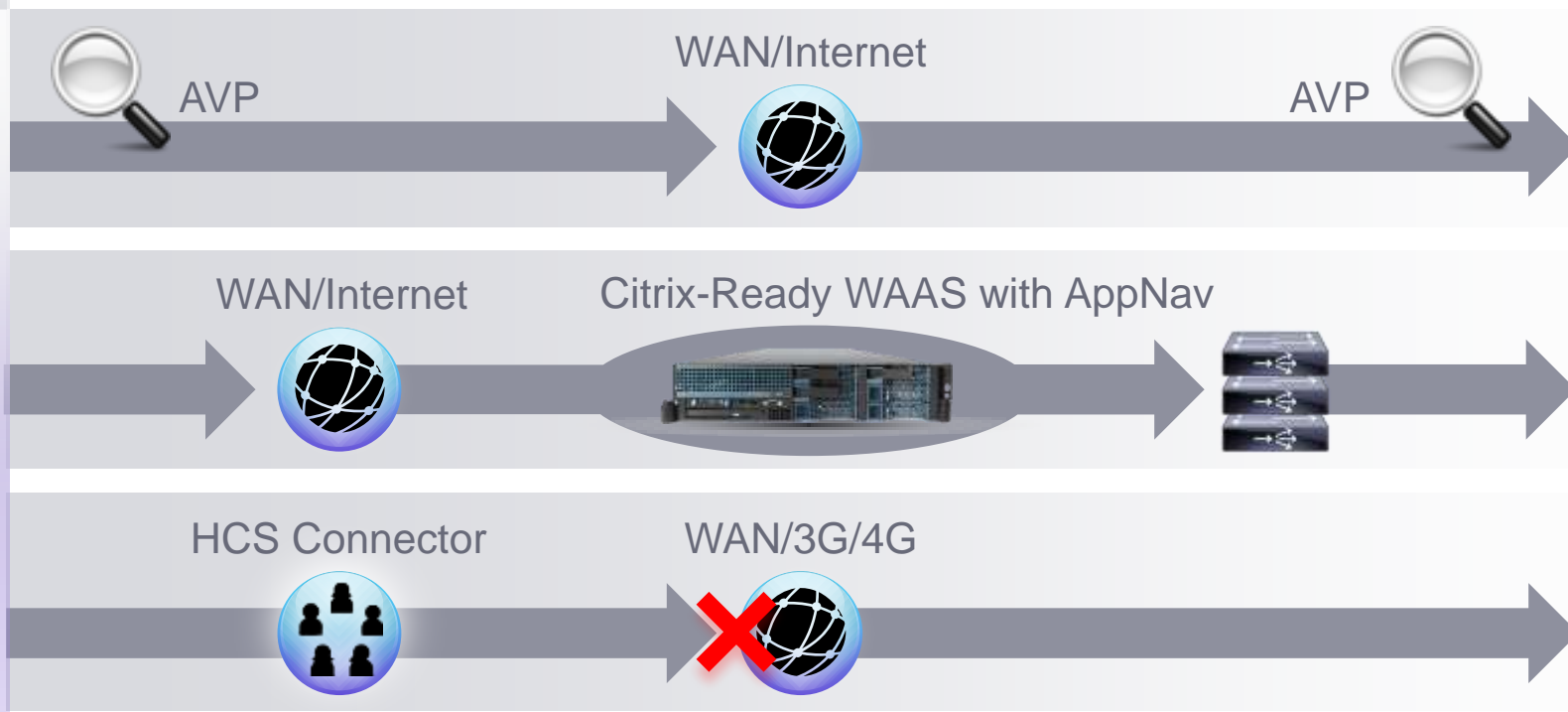
HQ/DC



Private Cloud    Hosted Virtual  
Desktops



Hosted Collaboration  
Solution (HCS)



APPLICATION VISIBILITY & PERFORMANCE  
APPLICATION OPTIMIZATION  
SURVIVABILITY

Cisco AVP on ISR G2 / ASR 1000  
AppNav for WAAS (WAN Optimization)  
HCS Connector on ISR G2

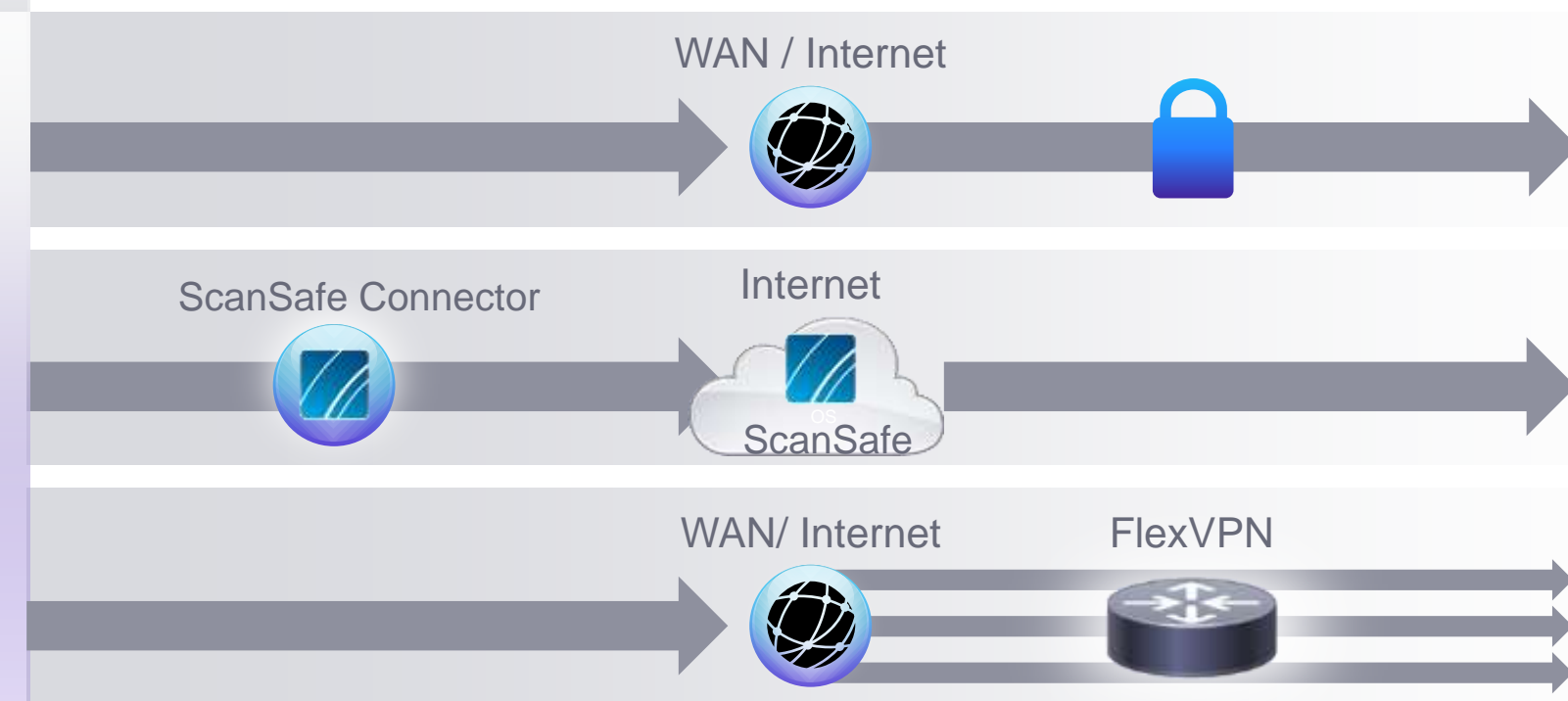
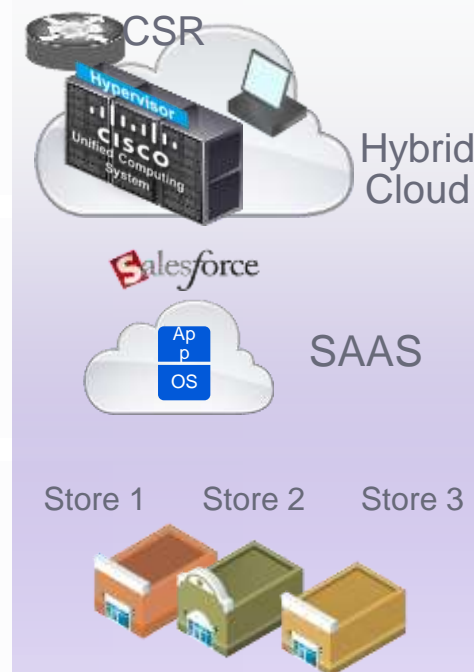


# Cloud Security

## Users



## Cloud Services

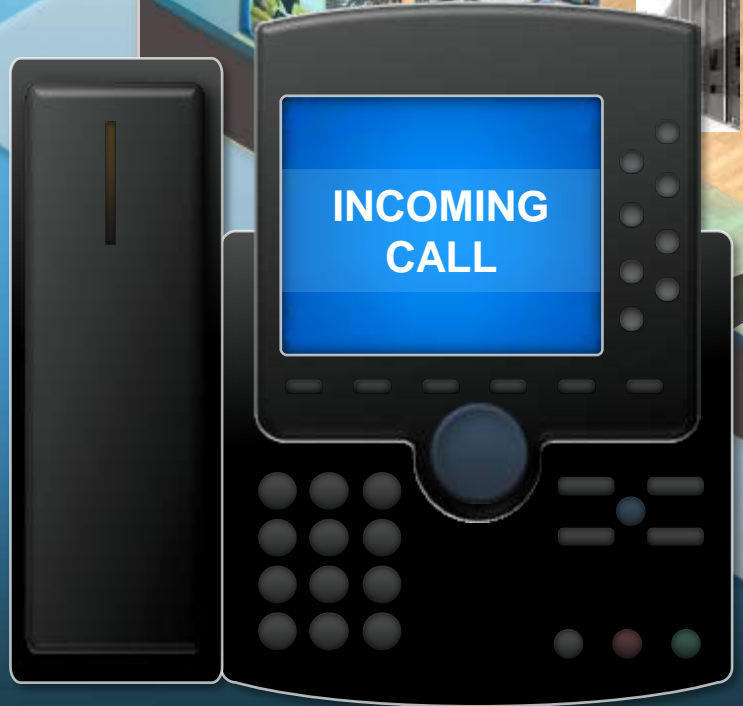


**VIRTUAL SECURITY SERVICES  
CLOUD-BASED SECURITY SERVICE  
UNIFIED VPN FOR CLOUD**

**Cloud Services Router (CSR)  
Scan Safe Connector on ISR G2  
FlexVPN on ASR 1000**

# Cloud In Retail





Public Cloud

IaaS

VPC

Cisco  
HCS



HCS  
Connector

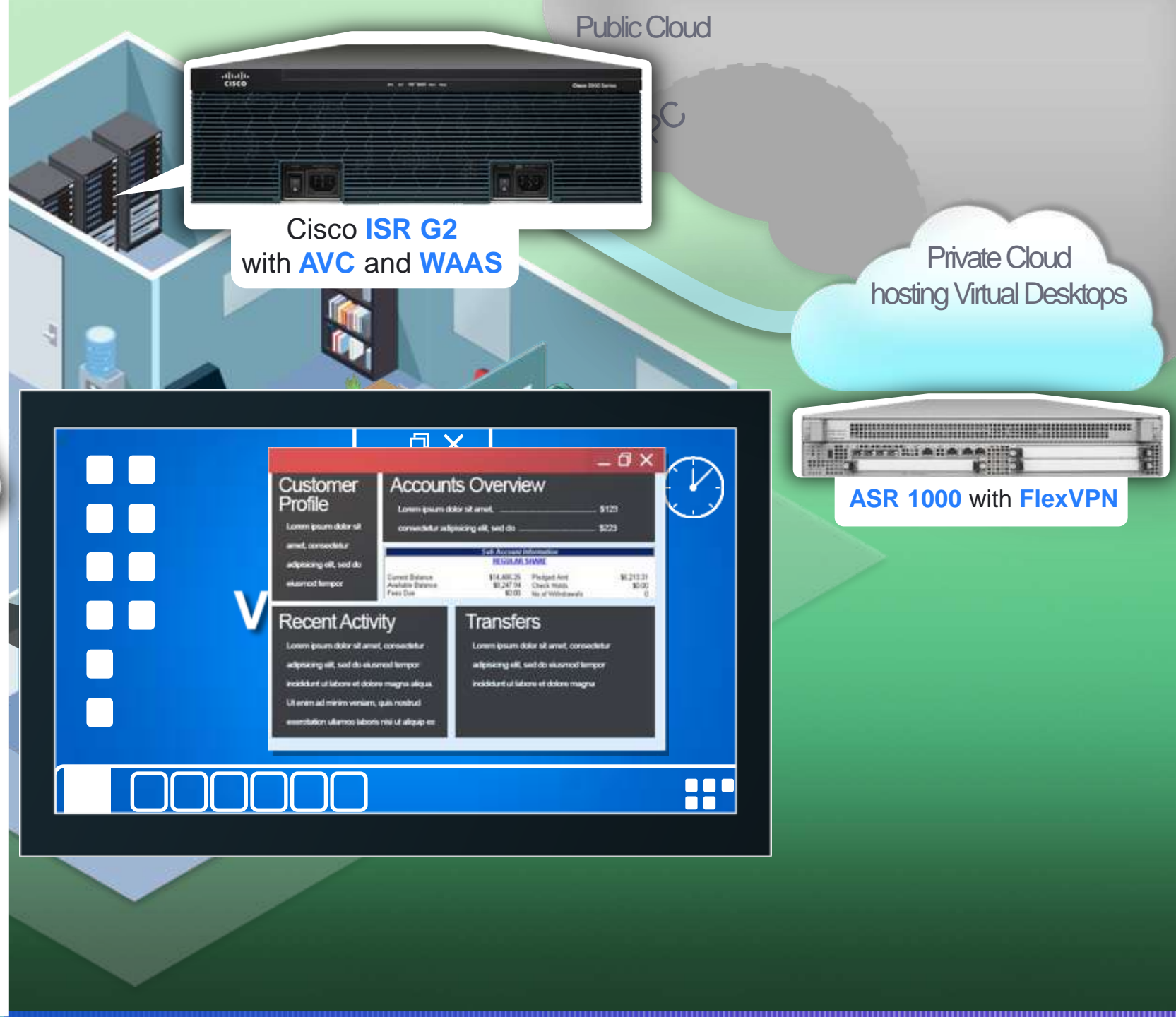


Cisco UCS E Series on ISR  
G2



# Cloud In Financial Services

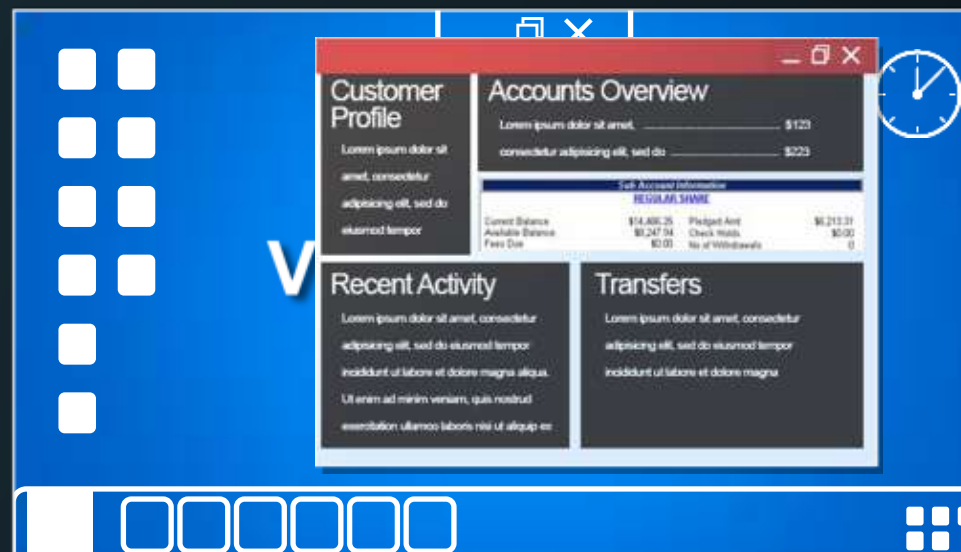




Cisco **ISR G2**  
with **AVC** and **WAAS**

Private Cloud  
hosting Virtual Desktops

**ASR 1000** with **FlexVPN**



Public Cloud



Cisco **ISR G2**  
with **AVC** and **WAAS**

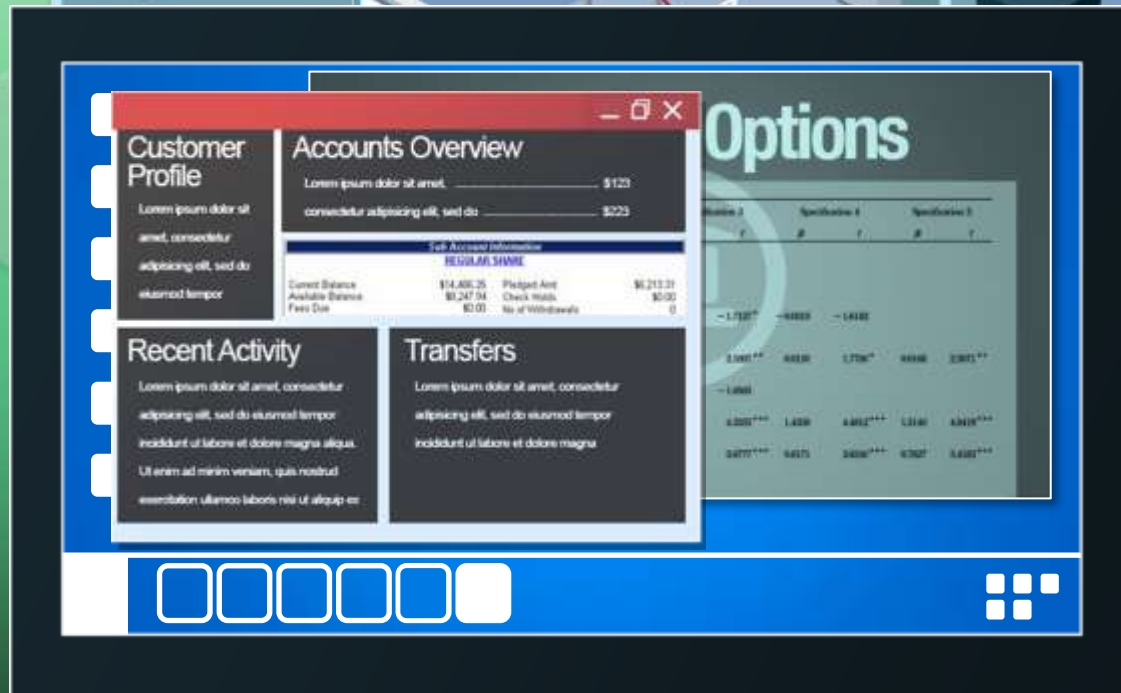


**ScanSafe  
Connector**



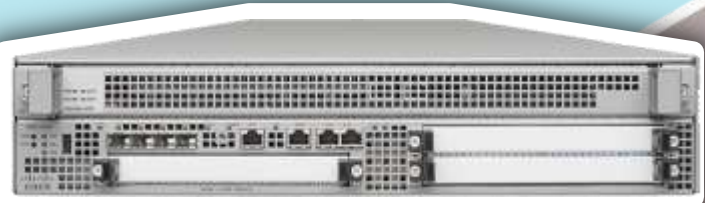
**ScanSafe**

Private Cloud  
hosting Virtual Desktops





# Cloud In Education



FlexVPN on ASR 1002-X



WAAS with Context-Aware DRE and AppNav



A glowing lightbulb is positioned on the right side of the slide, set against a solid blue background. The lightbulb is illuminated, with a bright yellow-orange glow emanating from its filament, and its glass surface shows some reflections. The base of the bulb is visible at the bottom right.

CLOUD ... SCALE, next

3 Paths

Strength: Network, UC, Mobile, BYoD

Assets: CPE ... Cloud Connector

Relevance: Vertical offers

Video, the next voice



# EU Cloud Strategy released !



EUROPEAN COMMISSION

Brussels, XXXX  
COM(2012) 529 /2

**COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN  
PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL  
COMMITTEE AND THE COMMITTEE OF THE REGIONS**

**Unleashing the Potential of Cloud Computing in Europe**

(Text with EEA relevance)

{SWD(2012) 271}

- The global market size is expected to rise steeply – from 21.5bnUSD (2010) to 73BnUSD in 2015 according to IDC
- Cloud computing will boost GDP by between 1 and 2% of GDP in Europe's biggest five economies
- Cost savings for adopting organisations will be in the range of 20 to 50% of ICT spend
- Cloud computing will add 11.3 million jobs to the worldwide economy by 2014

Thank you.

