



Building the Resilient Enterprise For Service Providers

Joel Pogar – Enterprise Networking, Americas SP Leader

January 2021

Before We Begin

START



This is NOT a “sales presentation” ...designed to be educational.

Will talk about “sell-to” and “sell-thru” applications for SP’s.

Ask questions, be interactive...some cool stuff to give away.

Dictionary Definition:

Resilience *noun*

re·sil·ience | \ ri-'zil-yən(t)s

an ability to recover from or adjust easily to change





POLL

Poll Question 1 – What is the biggest concern about business resiliency in YOUR environment today?

Pandemic **accelerated** key technology trends

“What used to take a decade, we had to do in 8 weeks¹”



Ecommerce grew to 27% of retail in US in March/April from 6% - >16% in past 10 years



Cloud Services grew 30-50% during pandemic months



Videoconferencing platforms saw growth of up to 30X



Cybersecurity top of mind – cyberattacks spiking 600% with work from home

A group of seven business professionals, including men and women of various ages, are gathered around a table. They are all looking intently at a glowing, translucent blue sphere that sits on the table in front of them. The scene is overlaid with a semi-transparent blue filter. The text 'Current Thinking on the Next Normal' is written in white, bold, sans-serif font on the left side of the image.

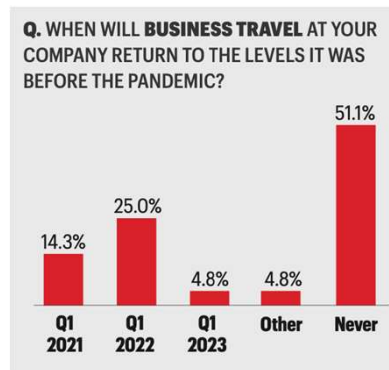
Current Thinking on the Next Normal

Fortune 500 CEO Survey highlighted post-COVID thinking and trends

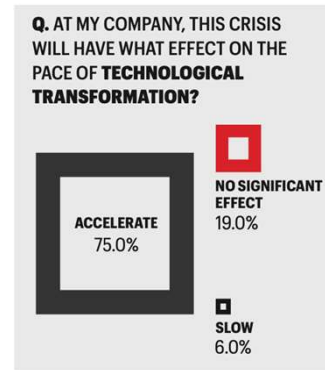
Not everyone will return to the usual workplace ... Remote work is here to stay (and it works)



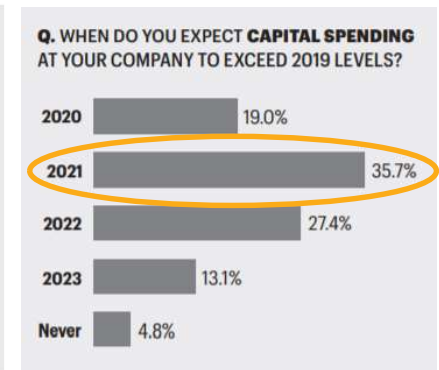
Business travel may never return to pre-pandemic levels



Technological transformation should be accelerated



Capital spending will only increase in 2021 or beyond, challenged in short term





Momentum

SP Enterprise Drivers



Elasticity - Like many other IT departments, SP's were not prepared for the unprecedented demand.

Cloud Adoption - 2020 was the largest migration from internal applications to the cloud.

Bandwidth, Control and Visibility - WiFi 6, SDWAN, cloud edge in high demand.

Sell-Thru Opportunity



Companies are taking advantage of 'downtime' for upgrades.

Excess budget / projects from money not spent in 2020.

New budget cycles in January with specific initiatives.

Key Themes for 2021

© 2019 Cisco and/or its affiliates. All rights reserved.

Confidential



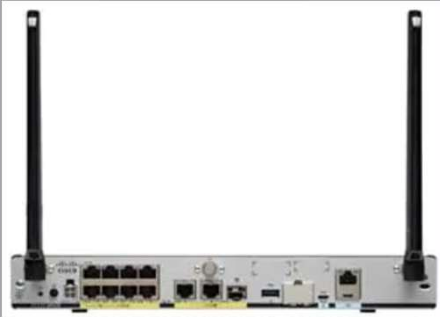


POLL


Poll Question 2 – What resiliency driver brought you top this presentation today?

Strategic themes: Empower distributed work in a cloud-accelerated world


Secure Remote Work



Return to Workplace



Achieve Flexible Multi-Cloud



Key Capabilities

FREE ISR and WFH Solutions

Automation and Zero Touch Provisioning

Employee and Site Safety

Optimized Connectivity and Scalable Capacity

Common Policy and Zero Trust Security

Catalyst 8K & SD-WAN

Services Experience

Visibility and Assurance

Resilient Distributed Enterprise Infrastructure

Enable **work flexibility** without compromise

Today



Tomorrow



Build a Resilient Distributed Infrastructure for the new normal to prepare for any future shocks

Distributed Workers and Things



Temporary Workplace



Branch or Campus



Remote Worker



Devices

SMB
Enterprises
Public
Sector

Source: Cisco Analysis

Secure Cloud-First Infrastructure

Work Securely from Anywhere

Collaborate from Any Device

Manage from Anywhere:
Visibility, Automation, Analytics

Maximize Experience & Productivity

Connectivity | Zero Trust Security | Cloud Services | Collaboration
Visibility | Automation | Policy | Analytics (AI/ML)

Distributed Applications and Cloud Services



Datacenter



Public Cloud



Hybrid Cloud



SaaS / VDI

Applications
Cloud
On Premise

MYTH: I have to buy a lot of expensive hardware.

TRUTH: Free hardware promotions are available to minimize CAPEX investments.

FY21 Free ISR1100-4G or ISR1100-6G Offer
Hardware Specifications



ISR1100-4GPM20



ISR1100-6GPM20

ISR1100-4GPM20
Up to 100 Mbps

ISR1100-6GPM20
Up to 1Gbps

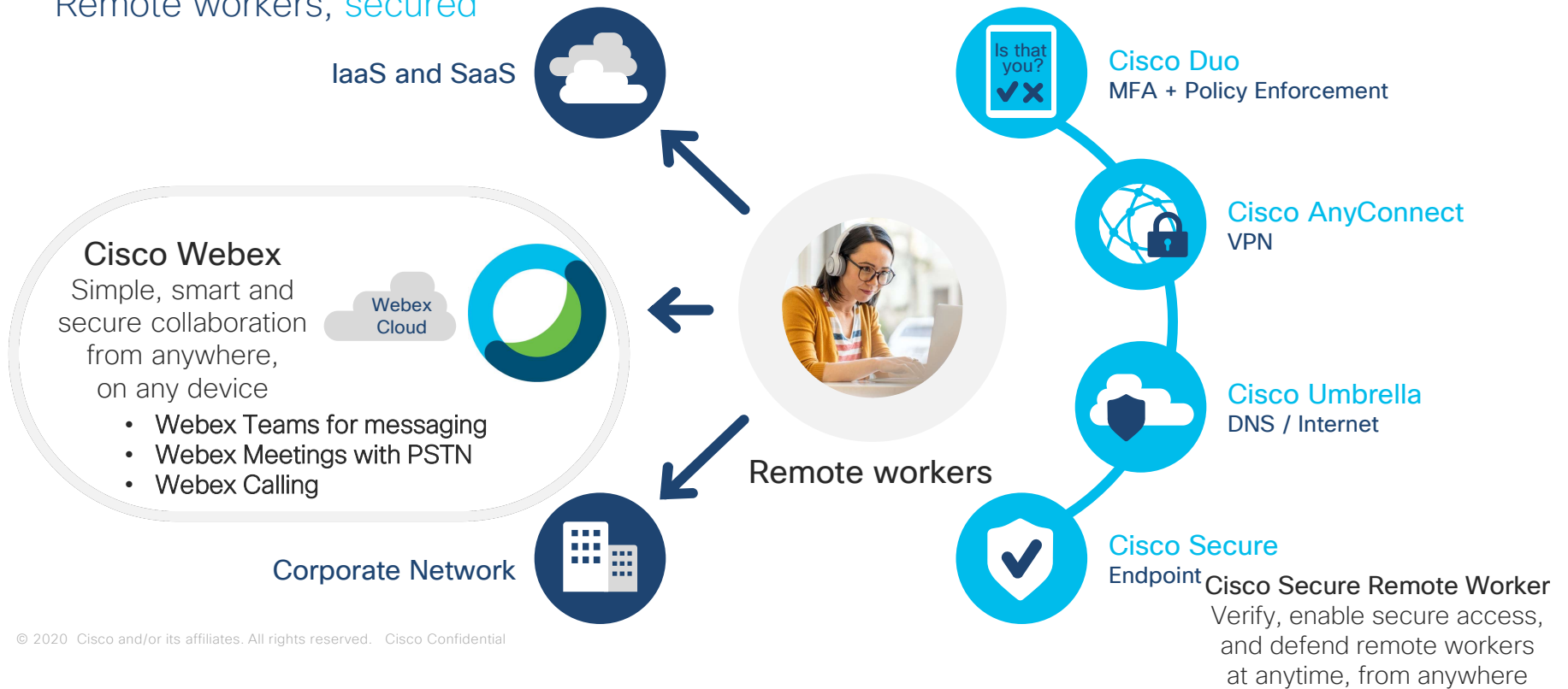
	ISR1100-4GPM20 Up to 100 Mbps	ISR1100-6GPM20 Up to 1Gbps
SD-WAN with Viptela OS	●	●
LTE Bands	-	-
Power Supply	External Adapter 30W 341-100891-01	External Adapter 30W 341-100891-01
Form Factor	10.2" x 7" x 1.1"	10.2" x 7" x 1.1"
SFP+ WAN Ports	-	2
WAN Ports	4	4
Memory/Flash	4G DDR4, 8G Flash	4G DDR4, 8G Flash

LTE models for these ISR1100's coming later in Q2 at an incremental cost

MYTH: I have to invest in expensive software.

TRUTH: Many Cisco customers can just activate / upgrade software licenses

Remote workers, secured



MYTH: DNA licensing is too complicated.

TRUTH: Simplified offers, under a single PID, at significant discounts.

Wireless Solution
Remote Teleworker
Top Level PID:
DNA-RW-WI

AP HW + SW Bundle

- Up to 33% bundle discount with C91xx/18xx* + Cisco DNA
- PoE injector/power adapter included for free with 1815t/9105w bundle

Software Only (for customers with existing HW)

- Up to 33% discount on Wireless DNA Software

Routing Solution
Remote Teleworker
Top Level PID:
DNA-RW-R

Subscription Only (for existing ISR1K customers)

- DNA RW subscription with 3 VPN Segments(2+1), IP Multicast & No site limitations.

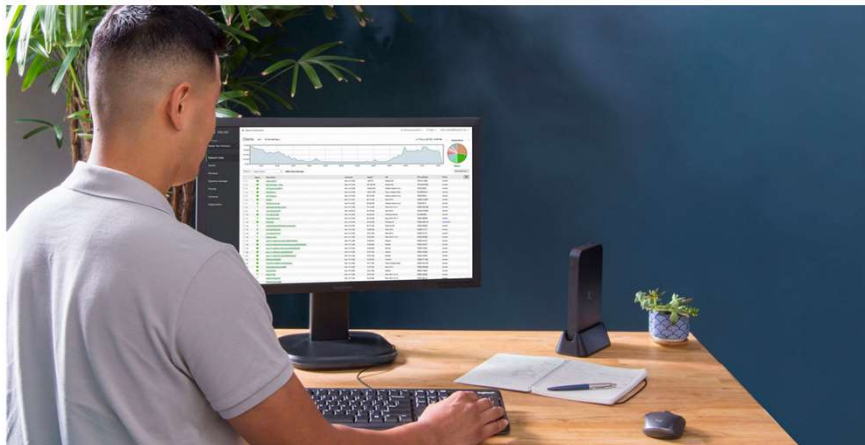
Single Box(Integrated Wi-Fi & LTE Pluggable) + Subscription Bundle

- Upto 32% bundle C1121-8PLTEPWE, Routing/Wireless Cisco DNA Software

Optional: Cloud OnRamp & Cloud Security

Provide Hardware Acceleration for Power Users

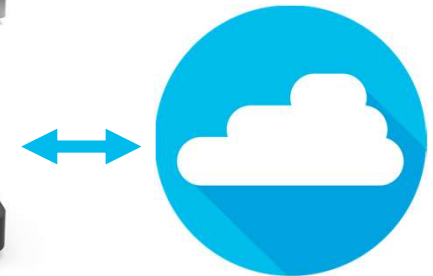
Secure Home Connectivity and Collaboration with Meraki and Webex Endpoints



Meraki MX



Meraki Z3



Internet



Room Kit Mini



DeskPro



DX80



Headset



Meraki MR

Return to the Workplace

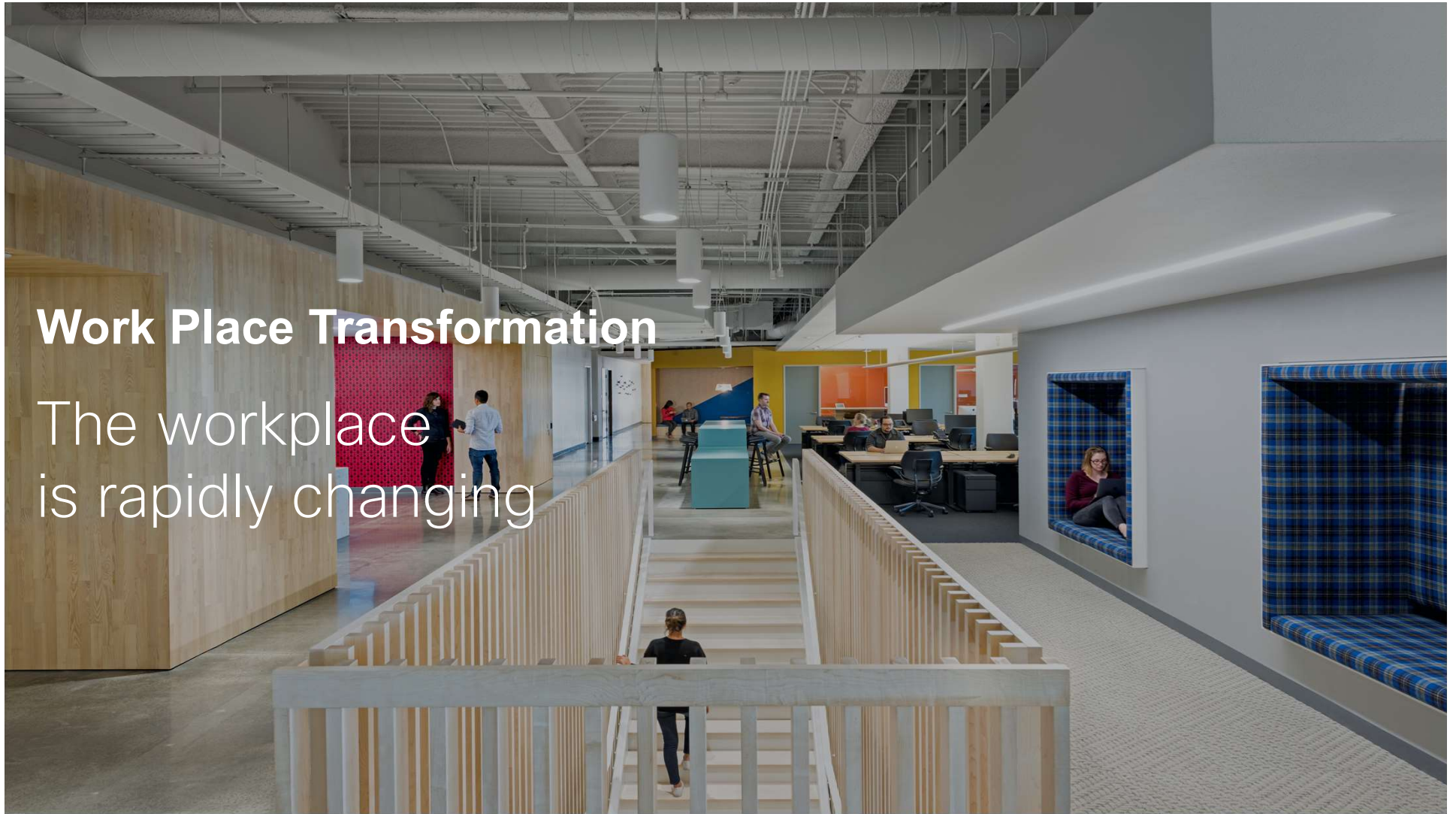
© 2019 Cisco and/or its affiliates. All rights reserved.

Confidential



Work Place Transformation

The workplace
is rapidly changing

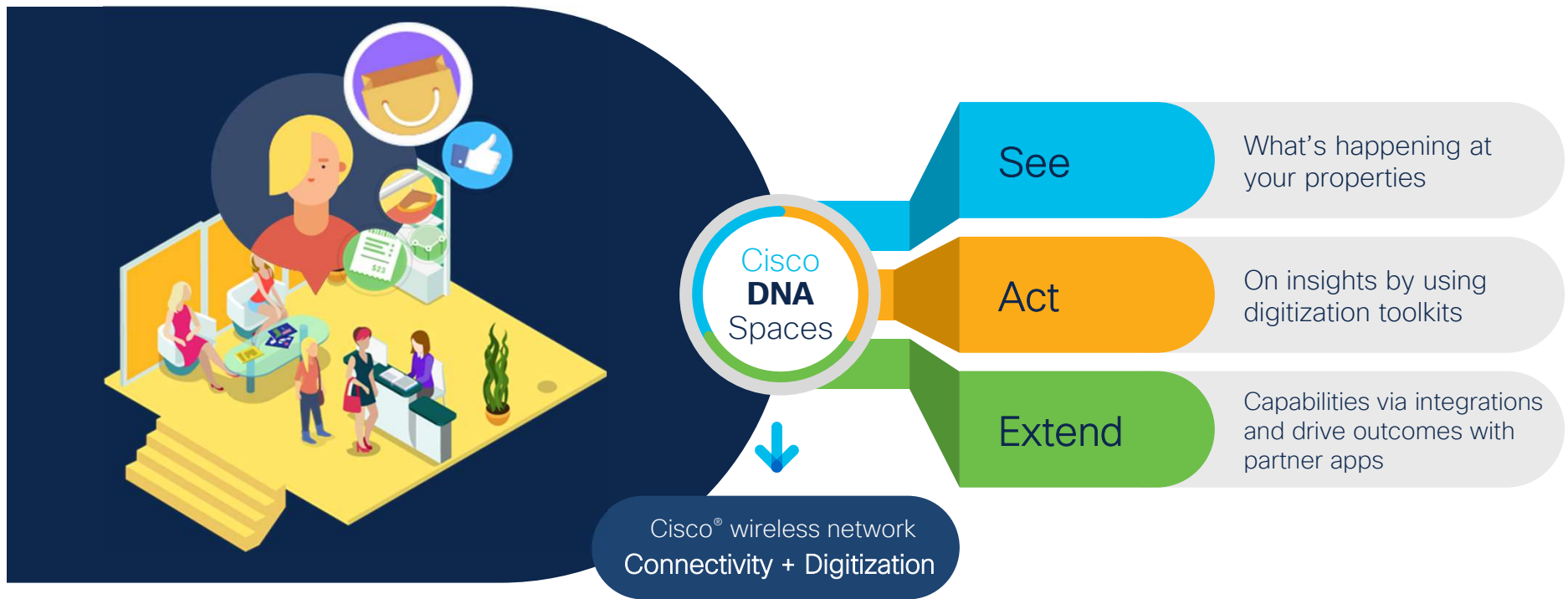




POLL

Poll Question 3 – How far along is YOUR company in their return-to-work plan?

Digitizing spaces: People and things



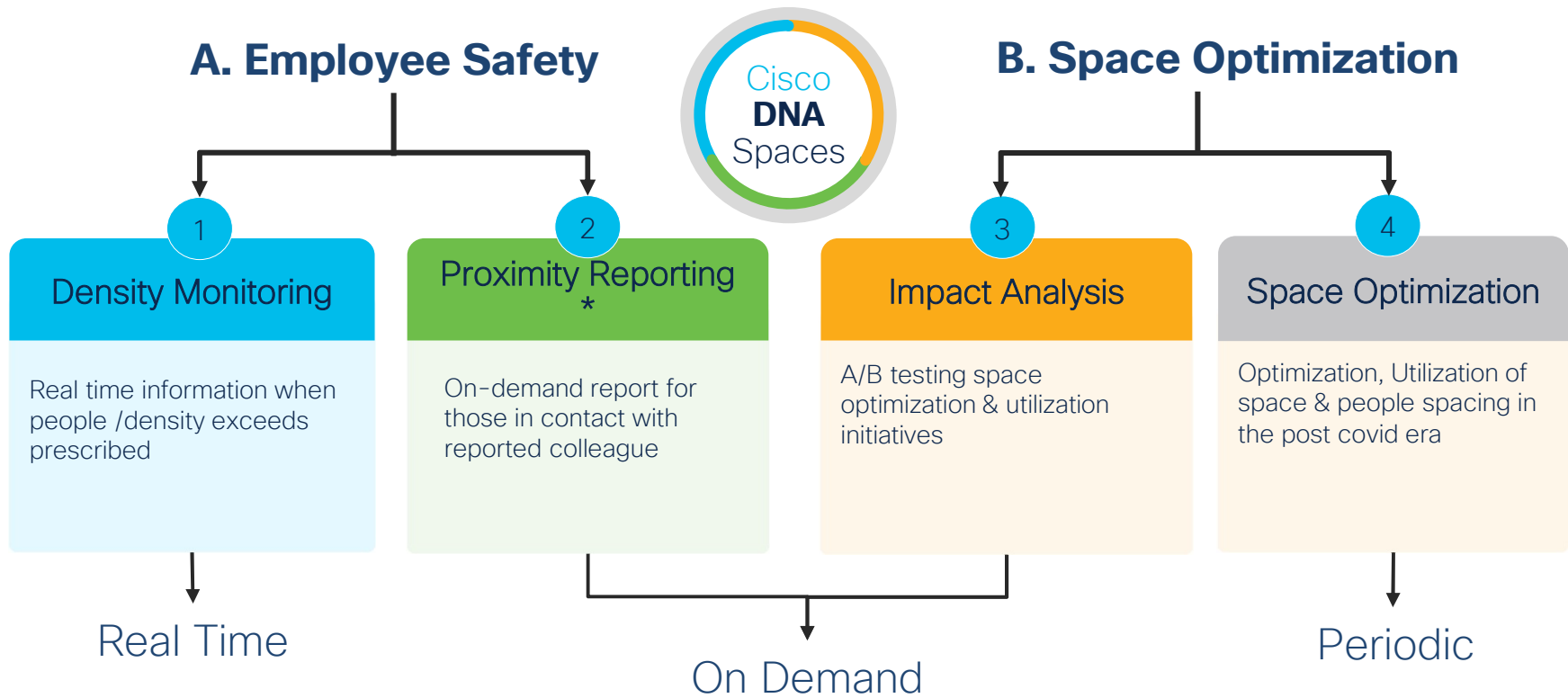


Real time digital signage

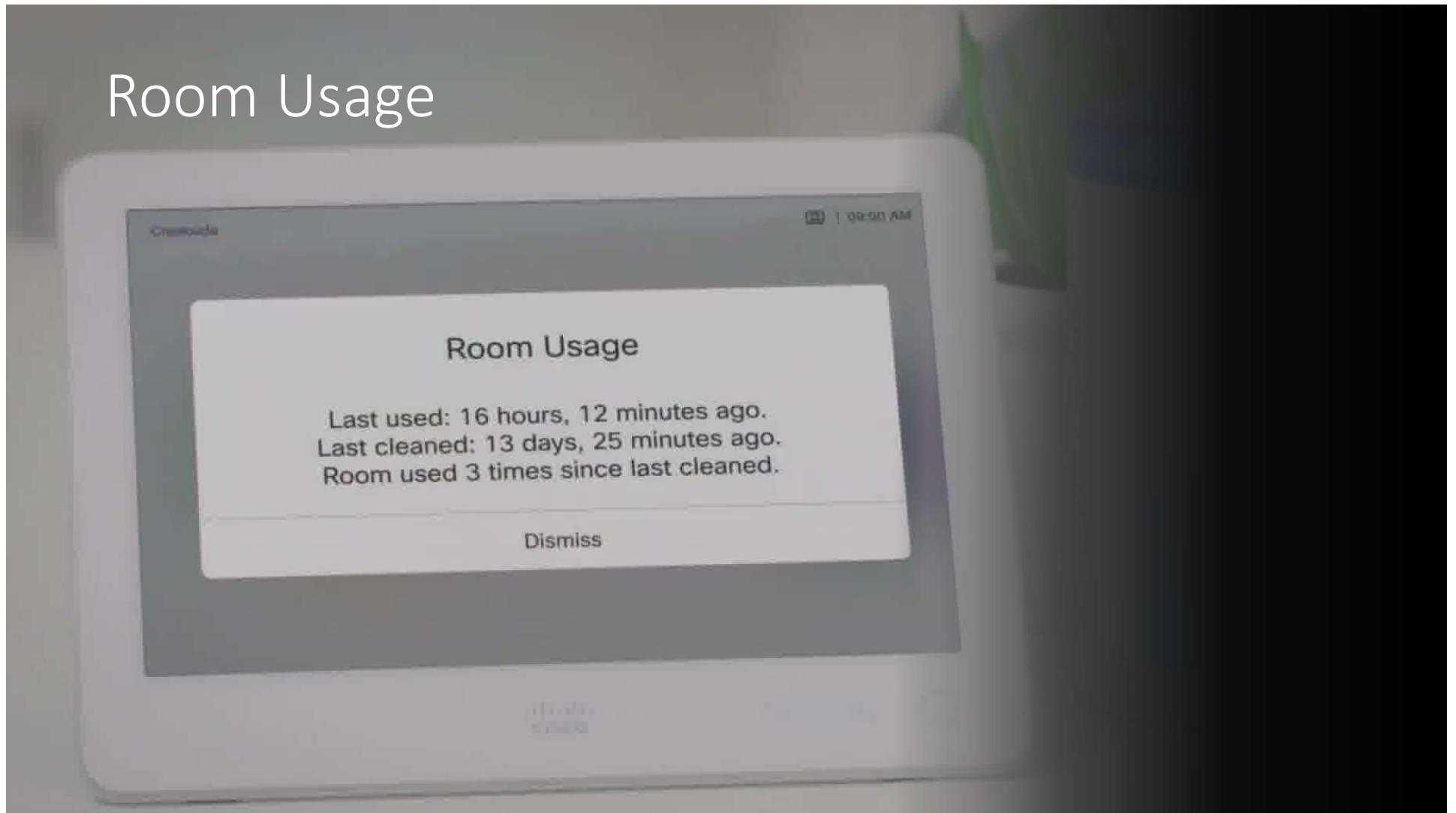
- ✓ Use People count in DNA Spaces
- ✓ Display safety reminders
- ✓ Leverage sensors and intelligence for space utilization



Return to Workplace: Ensuring employee and site safety and optimizing physical space



Room Usage



Shrinking the Edge

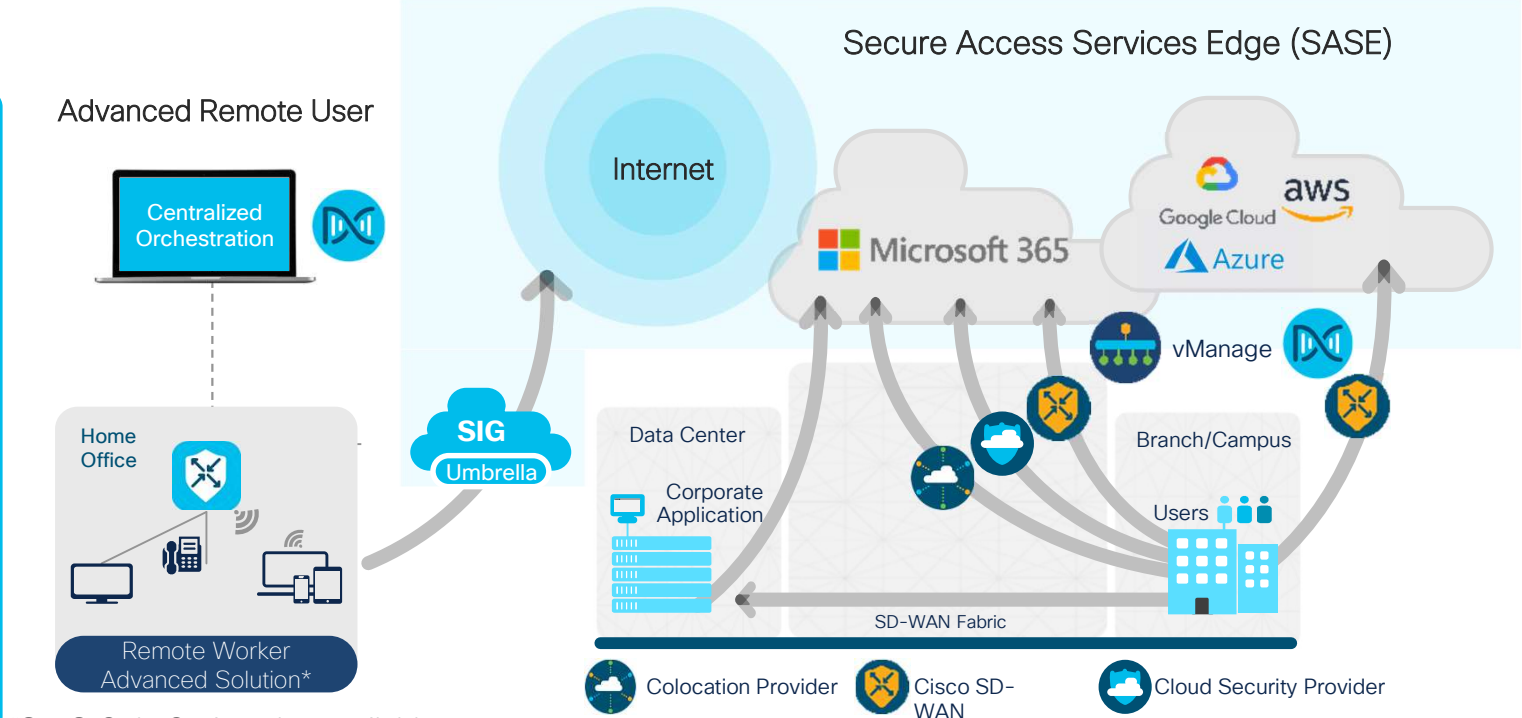
© 2019 Cisco and/or its affiliates. All rights reserved.

Confidential



SDWAN to maximize workplace and remote connectivity, optimize multi-cloud delivery

- 1. E2E Enterprise Security and Segmentation
- 2. Secure Cloud OnRamp
- 3. Enhanced Application QoE
- 4. Easy Setup (ZTP) & Simple Management
- 5. High Availability & Future Investment Protection



"SaaS Only Option also available with cloud-based VPN"

© 2020 Cisco and/or its affiliates. All rights reserved. Cisco Confidential
 Source: Cisco Analysis

* In development

Why Catalyst 8000?



Cloud Native Agility	SASE	Connected Experiences	Business First Resiliency
Higher Scale for Distributed Services Integration with leading Cloud Providers	Support for Cisco Umbrella's cloud security services Integrated security and advanced segmentation to contain threats	Enhanced Wireless capabilities for IoT Scale Improved applications performance - User to Cloud	Resource elasticity for edge compute and virtualization Built to produce massive and rich telemetry capabilities



- Next Generation QFP3.0
- Higher SD-WAN Performance
- Open and programmable IOS XE
- Future Proofed – 5G Ready

Availability:

Oct 2020 : Catalyst 8300, 8500
Dec 2020 : Catalyst 8000V

Public Cloud Applications

AWS Transit VPC, Azure Transit VNET

