Your Time Is Now

Cisco Connect

5 - 7 April, 2017

Pula, Croatia

Ready to Enter the New Era of Digital Enterprise?

Petr Pavlu, Cisco Eastern Europe

Digital Vortex

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Source: Cisco & IMD Global Center for Digital Business Transformation, 2015

Vortex Speed And Impact

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4/10

Companies will be displaced by digital disruption in the next 5 years

45% ignore

25% proactive

Source: Cisco & IMD Global Center for Digital Business Transformation, 2015

74%

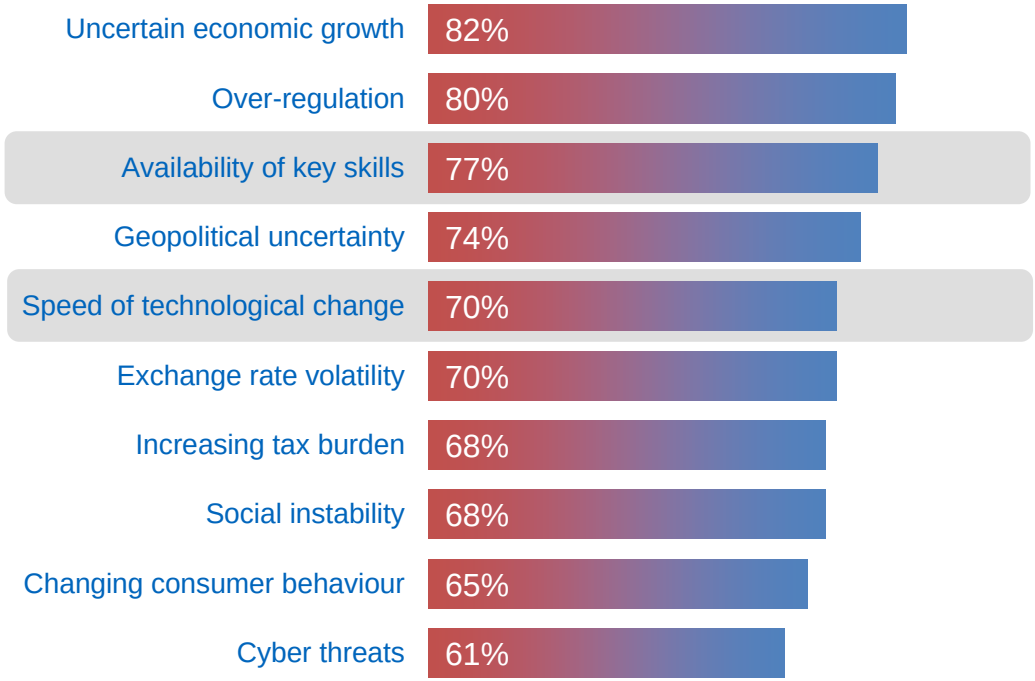
CEO‘s believe they will be disrupted

6%

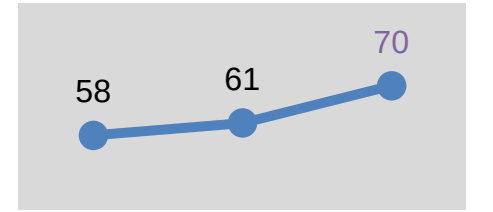
Satisfied with their innovation

Source: Cisco & IMD Global Center for Digital Business Transformation, 2017

Top Concerns for CEO's



Top riser since 2015:
Speed of Technological Change



Respondents who answered somewhat or extremely concerned

Source: PWC 20th Annual Global CEO Survey

Disruption at Scale: Goldman Sachs Example

"At its height back in 2000, the U.S. cash equities trading desk at Goldman Sachs's New York headquarters employed 600 traders, buying and selling stock on the orders of the investment bank's large clients. Today there are just two equity traders left.

Automated trading programs have taken over the rest of the work, supported by 200 computer engineers.

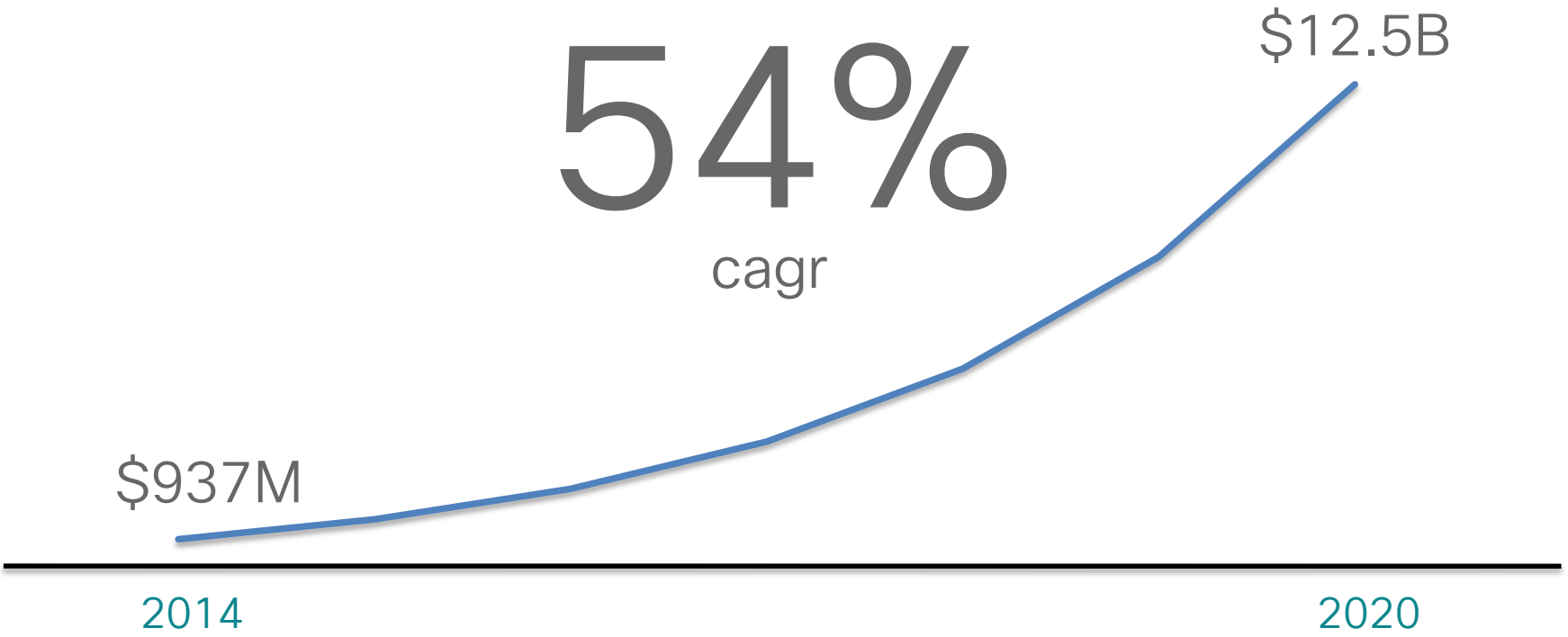
…

Some 9,000 people, about one-third of Goldman's staff, are computer engineers."

Marty Chavez, Goldman Sachs's incoming CFO (and former CIO)

https://www.technologyreview.com/s/603431/as-goldman-embraces-automation-even-the-masters-of-the-universe-are-threatened/

Network Programmability



IDC, Worldwide Datacenter SDN Market Expected to Reach $12.5 billion by 2020, 03 Feb 2016

Developer sites or open APIs

34%

Fortune 100

28%

Global 100

Forrester, APIs Foster Innovation at the Largest Global Firms, Developers Help Connect Digital Ecosystems with open Web APIs , Jan 4, 2017

How Much New Software?

111 Billion

Lines of new code in 2017

Cybersecurity Business Report, World will need to secure 111 billion lines of new software code in 2017, Dec 19 2016

Why Network Programmability Matters?

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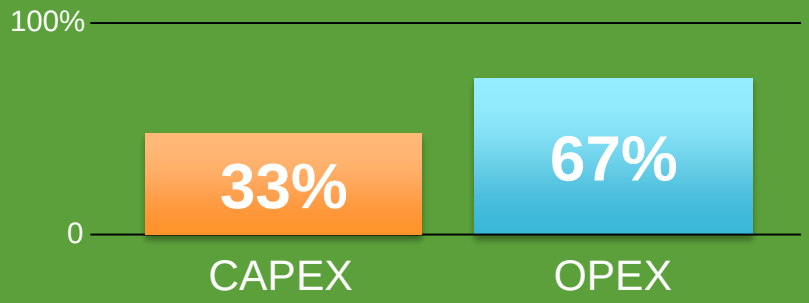
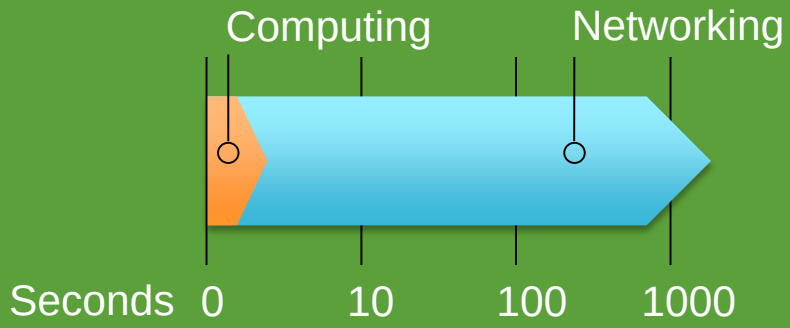
Network Expenses



Source: Forrester

Deployment Speed



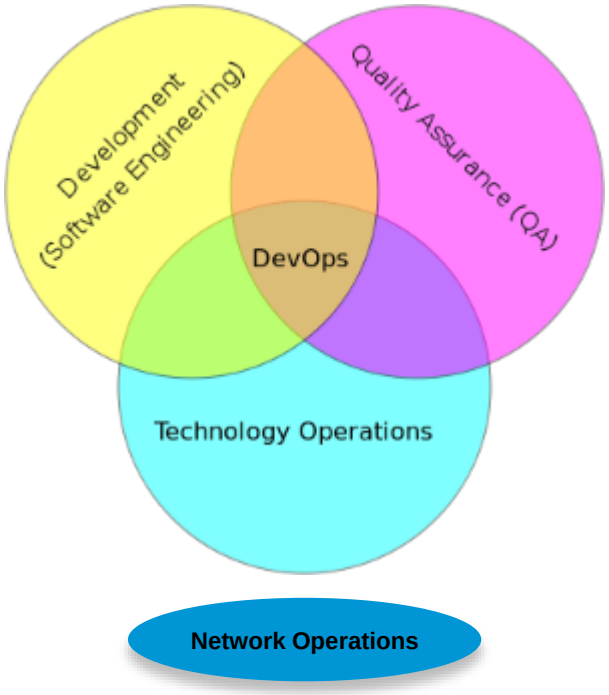
Source: Open Compute Project

Network Operations Seemed Exempts…

OS and Sys Admins Did It First - DevOps

- A change from manually configuring every server, operating system, and virtual machine to operating a nimble set of infrastructure at scale

100-200 servers per 1 Admin	→	5,000-10,000 servers per 1 Admin
CLI + Bash + reactive configuration	→	Orchestrated config & integration with development



…Not Any Longer

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“Software is eating the world”

-- The Wall Street Journal (2011)
Marc Andreesen

“Everything that can be automated will be automated.”

-- In the Age of the Smart Machine: The Future of Work and Power (1988)
Shoshana Zuboff - http://en.wikipedia.org/wiki/Shoshana_Zuboff

A.k.a. 1st Zuboff’s Law

Why Automation?

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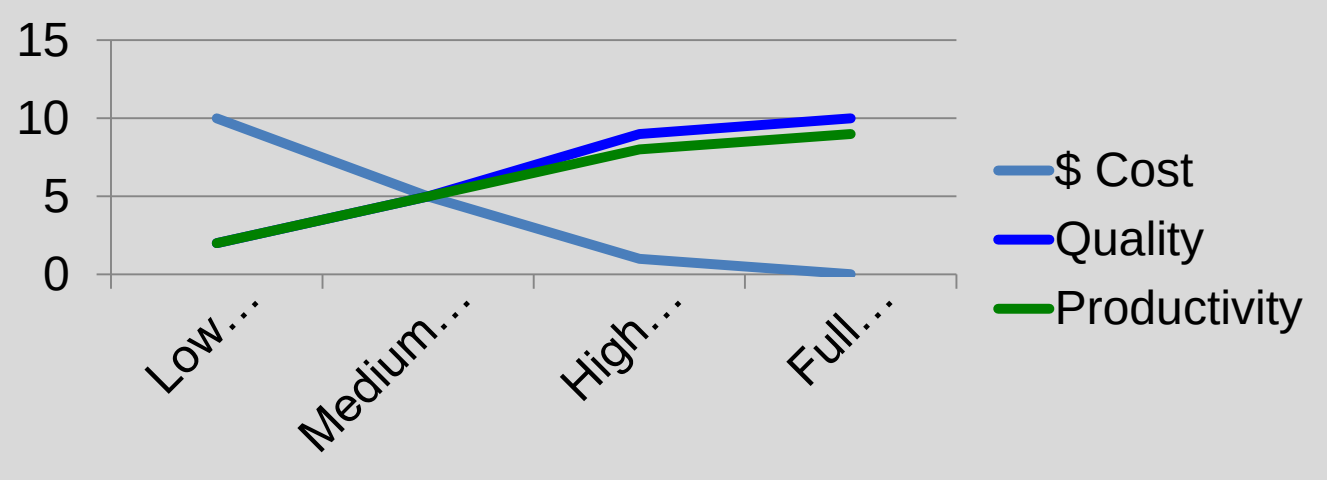
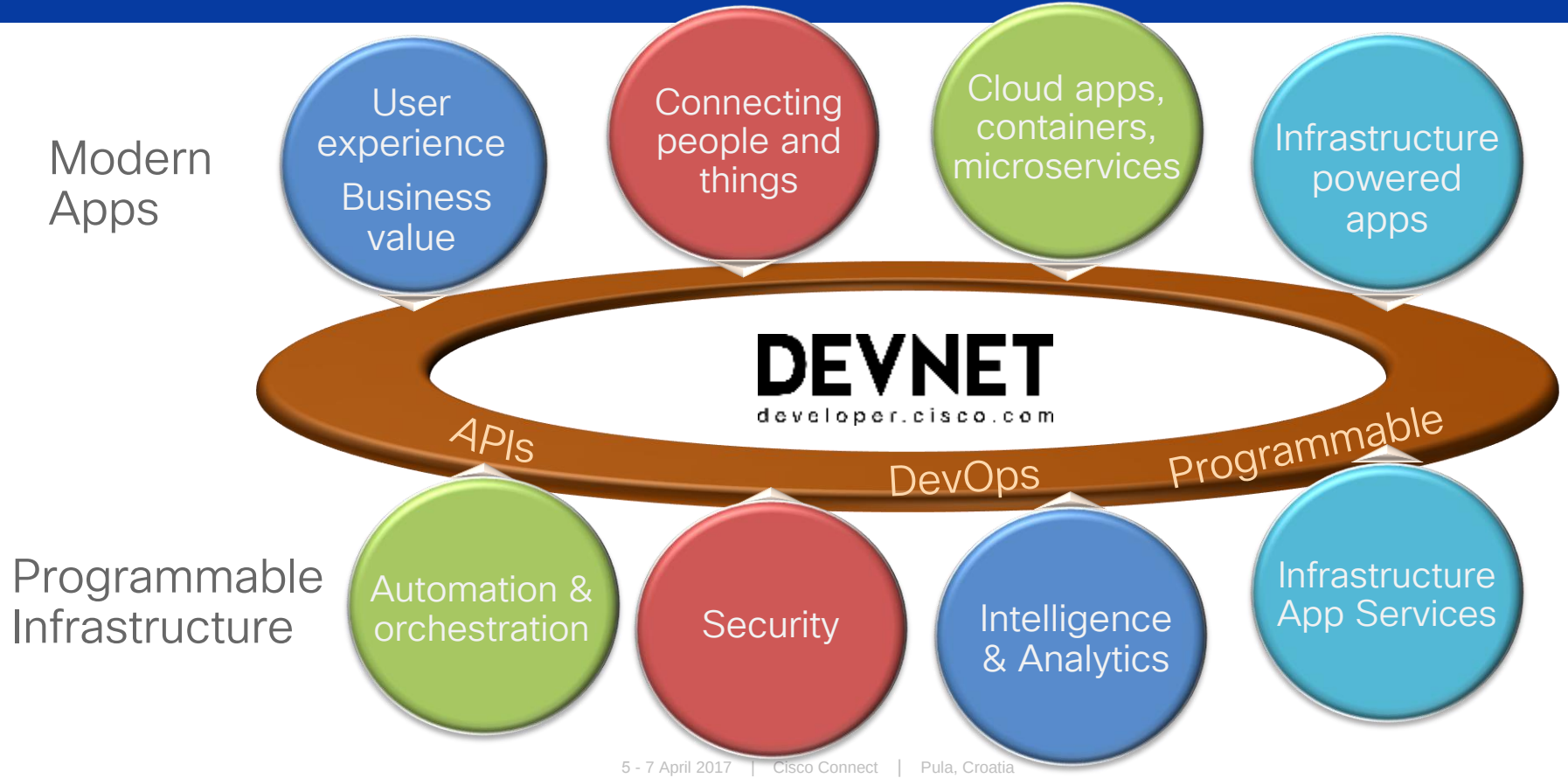
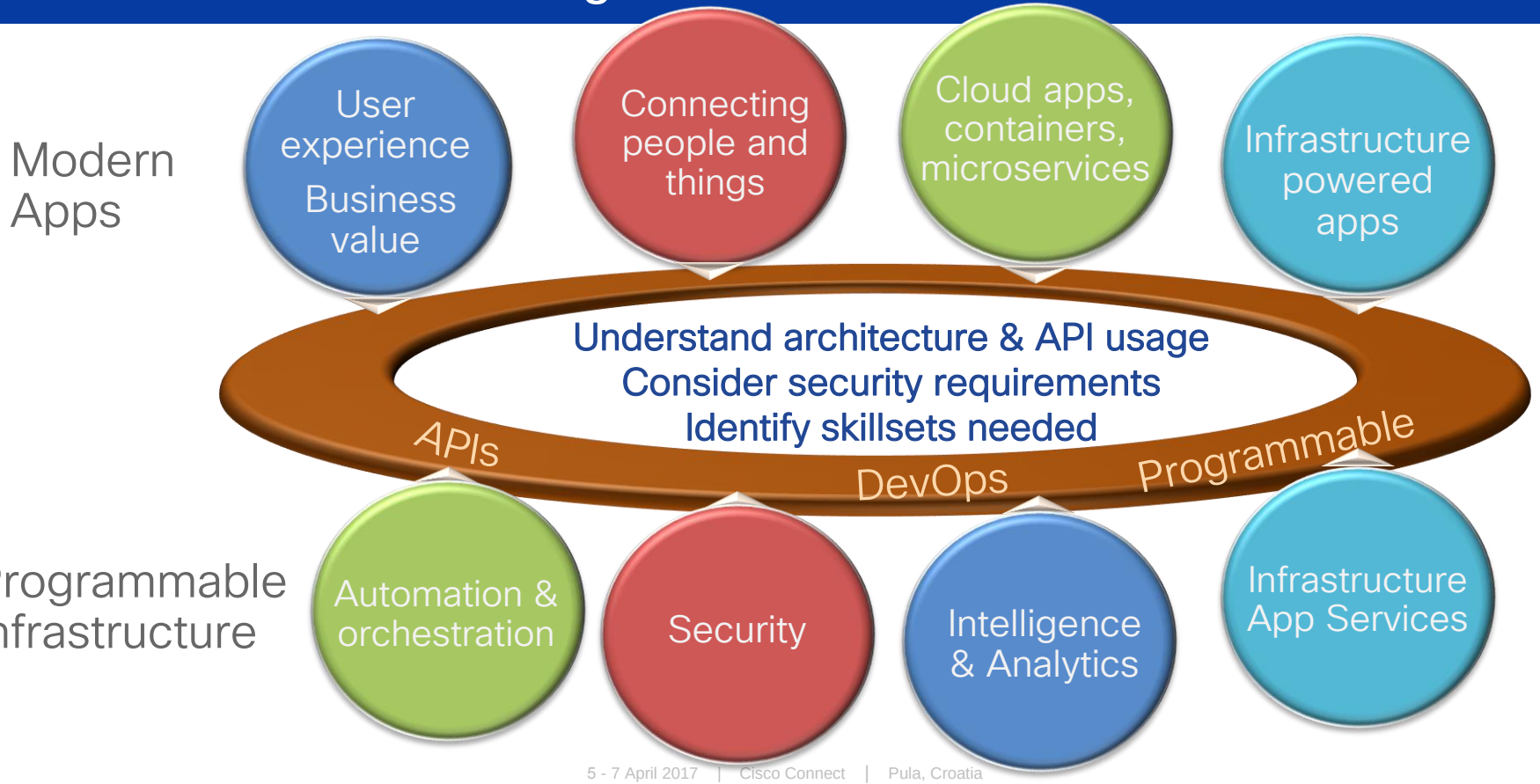


Source: Various, e.g. http://www.methodsandtools.com/archive/archive.php?id=94, http://www.infoq.com/articles/test-automation-continuous-delivery, http://devopsanywhere.blogspot.com/2013/02/sysadmin-productivity-and-chef.html

How Cisco enables this transformation



Infrastructure Knowledge & Skillset Transformation



The Cisco Challenge

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The Cisco Solution

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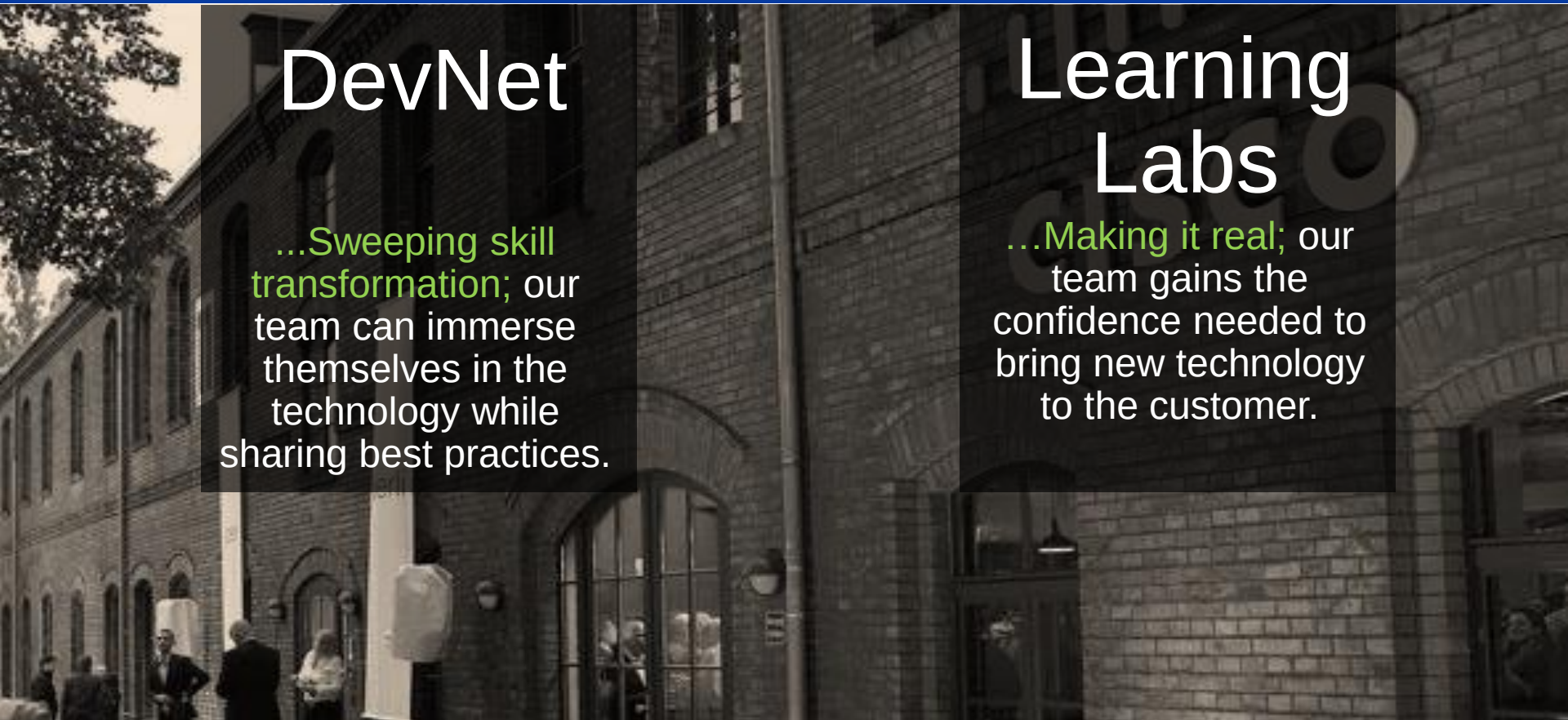

DevNet

...Sweeping skill transformation; our team can immerse themselves in the technology while sharing best practices.

Learning Labs

…Making it real; our team gains the confidence needed to bring new technology to the customer.

Systems Engineer Transformation

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5331

SE Participation

20,796

Learning Labs completed

“I've tried looking into these topics before, but would usually get frustrated or unable to find a starting point. This session introduced the topics, provided background and hands on, as well as continued learning opportunities on the DevNet site. I can't stress how valuable this session was”

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Are the Skills Enough?

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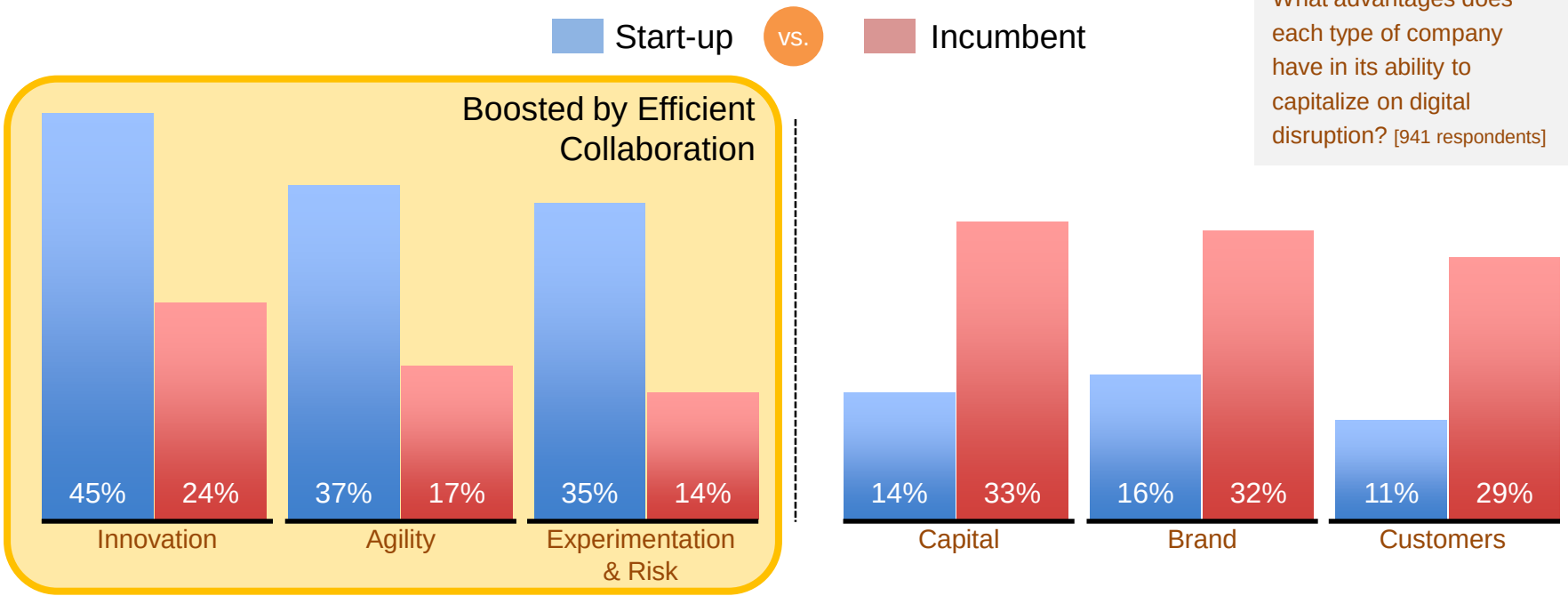
Winning in Digital Vortex



Survey

What advantages does each type of company have in its ability to capitalize on digital disruption? [941 respondents]

Source: Digital Vortex: How Digital Disruption Is Redefining Industries, DBT Center, 2015

"I don't believe you can build a digitization strategy without collaboration technologies."

Chuck Robbins, CEO

Team Engagement Dynamics

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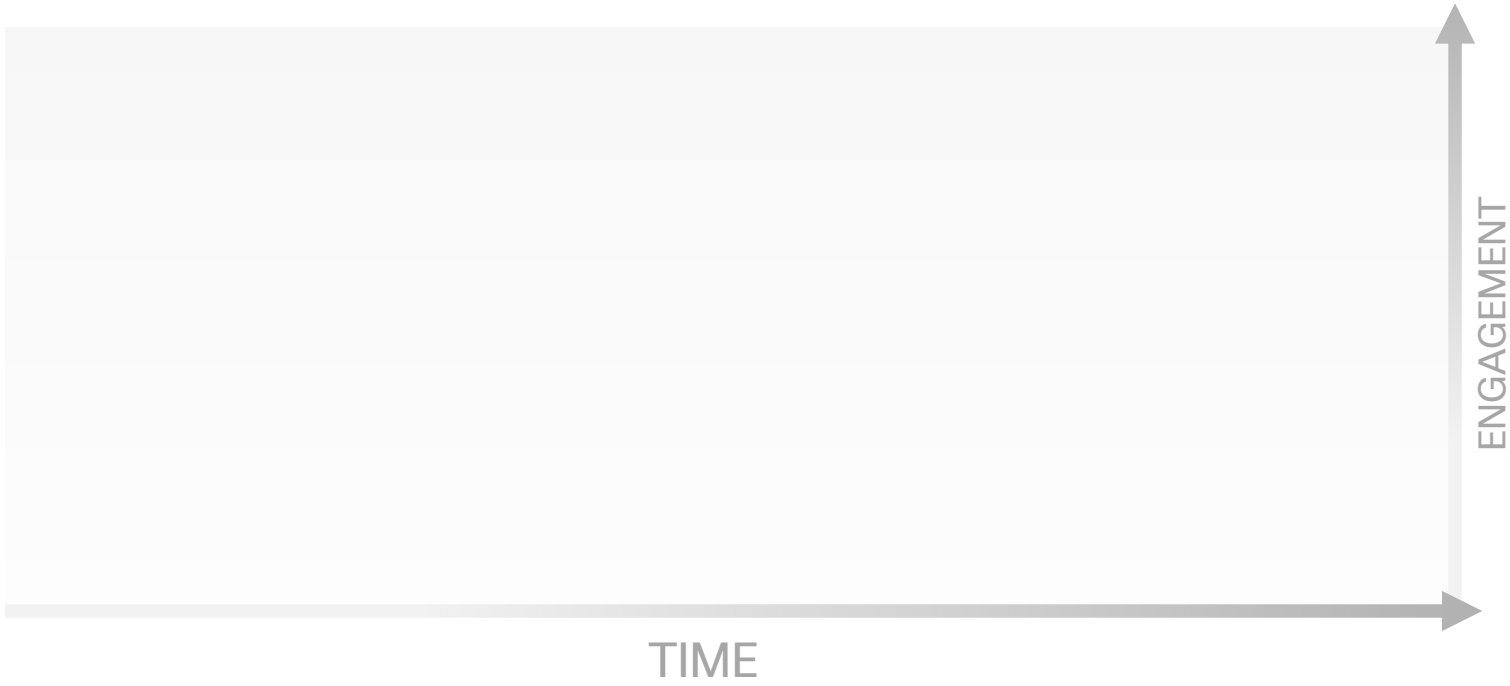

Team Engagement Dynamics

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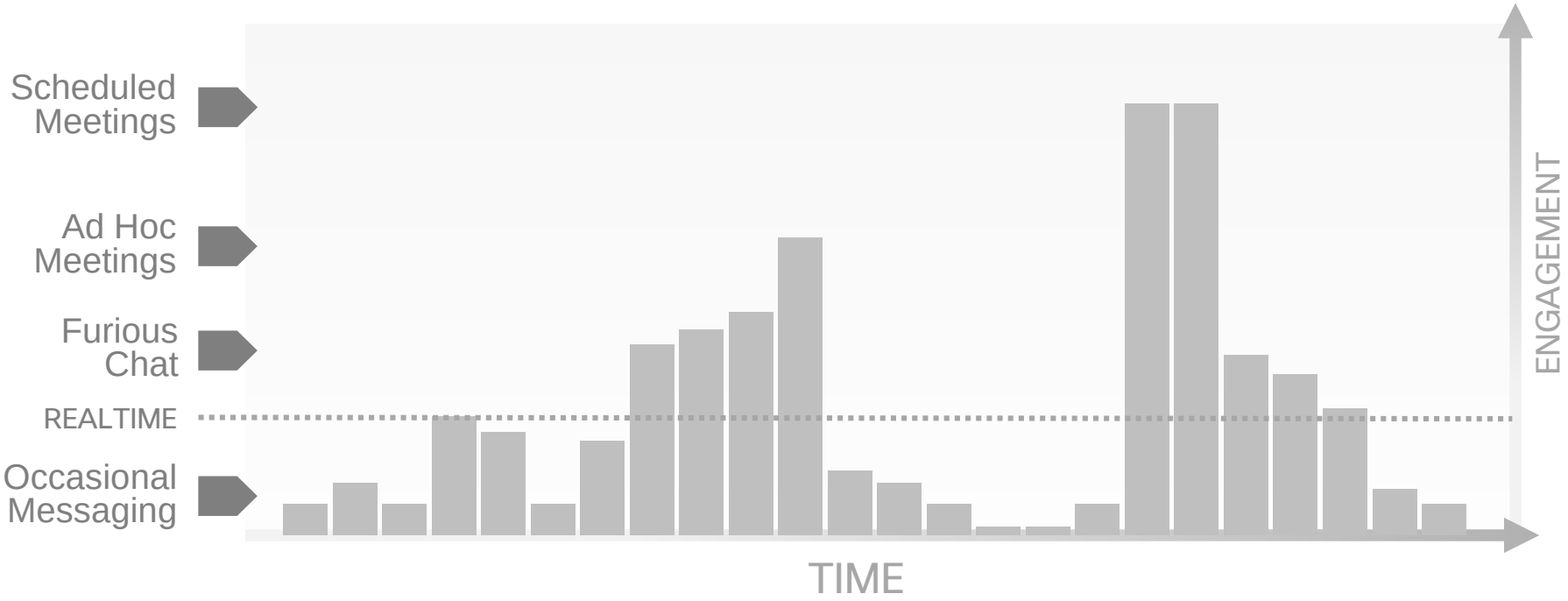

Meetings Tool

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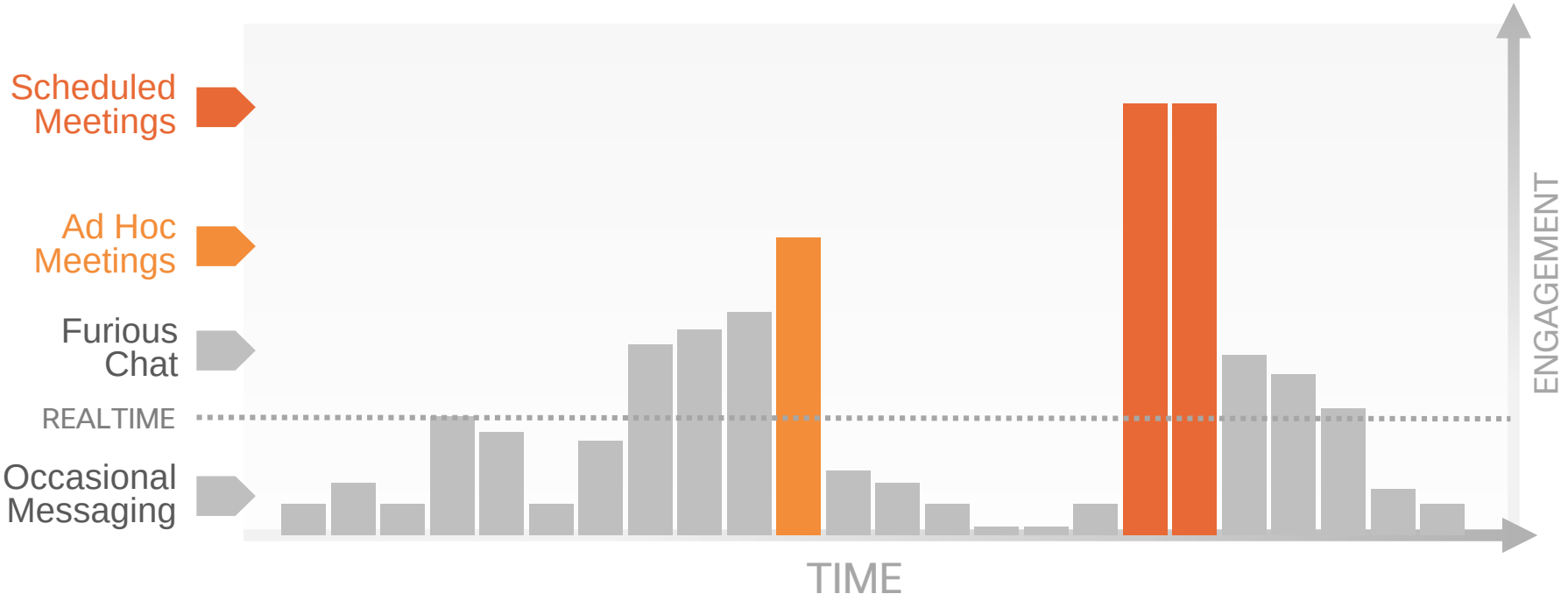

Chat Tool

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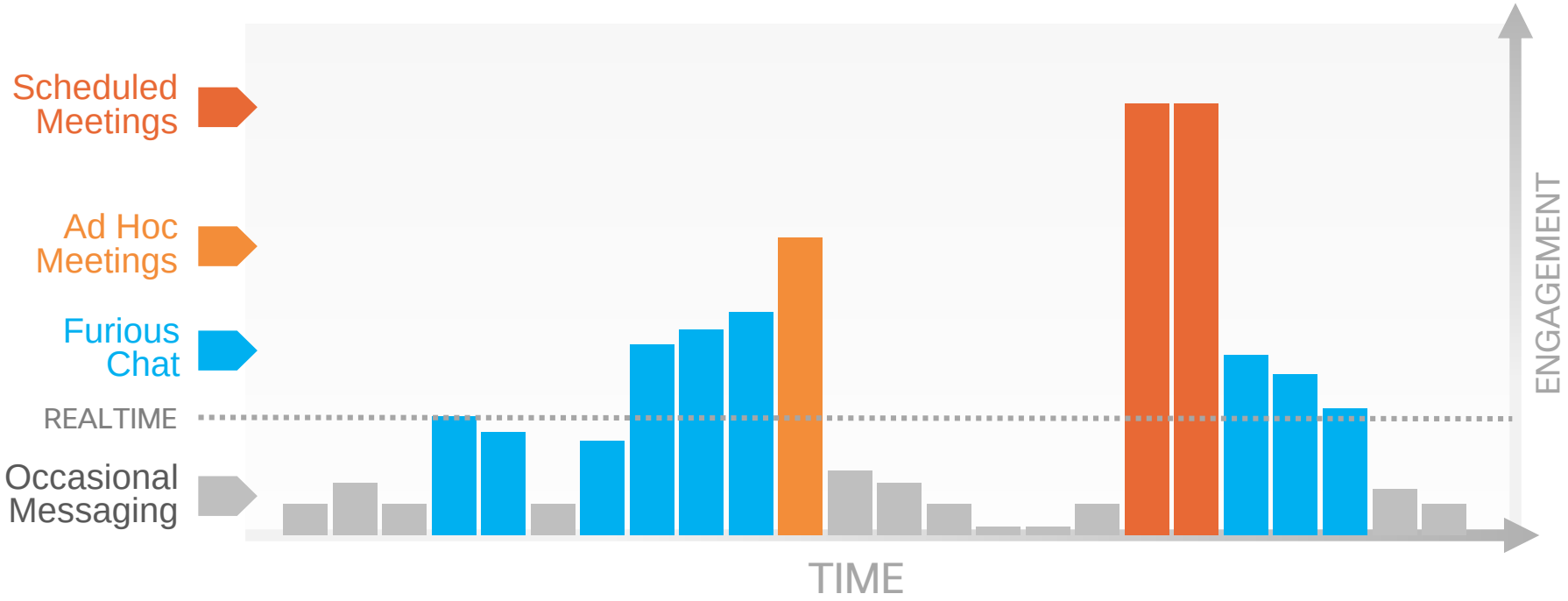

Email Tool

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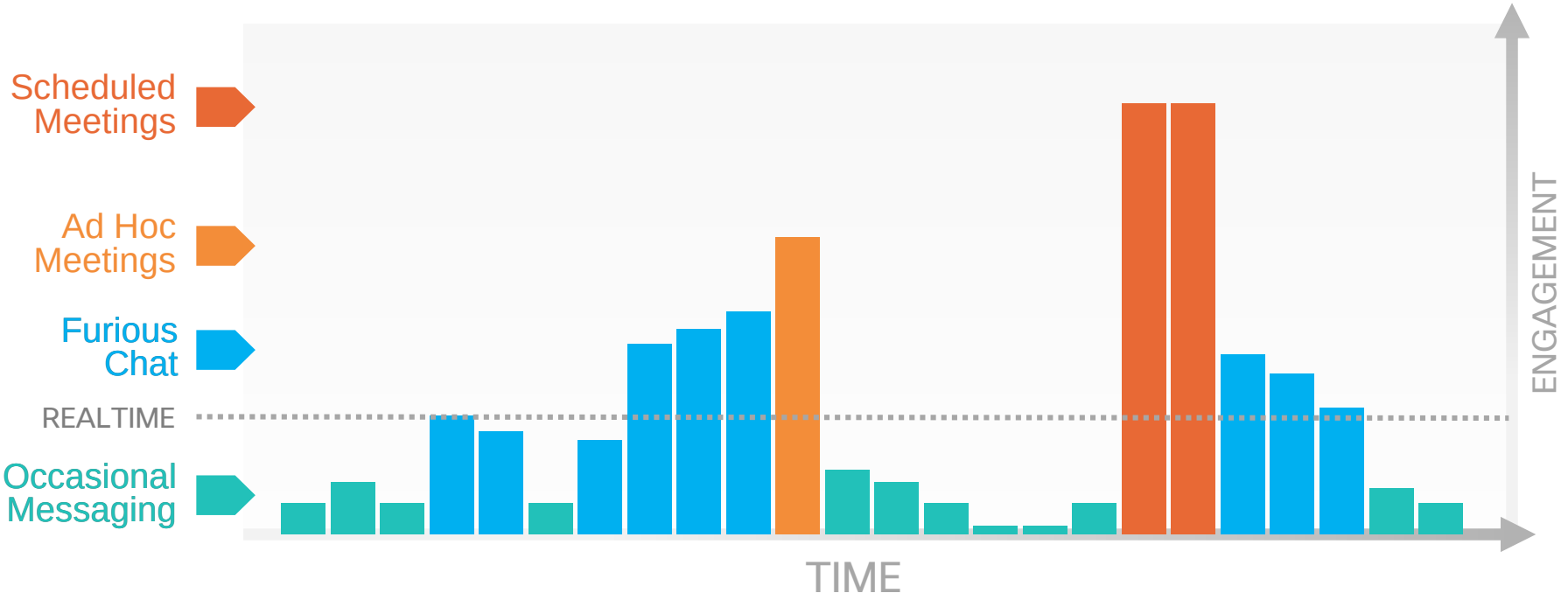

Pain in the Transitions

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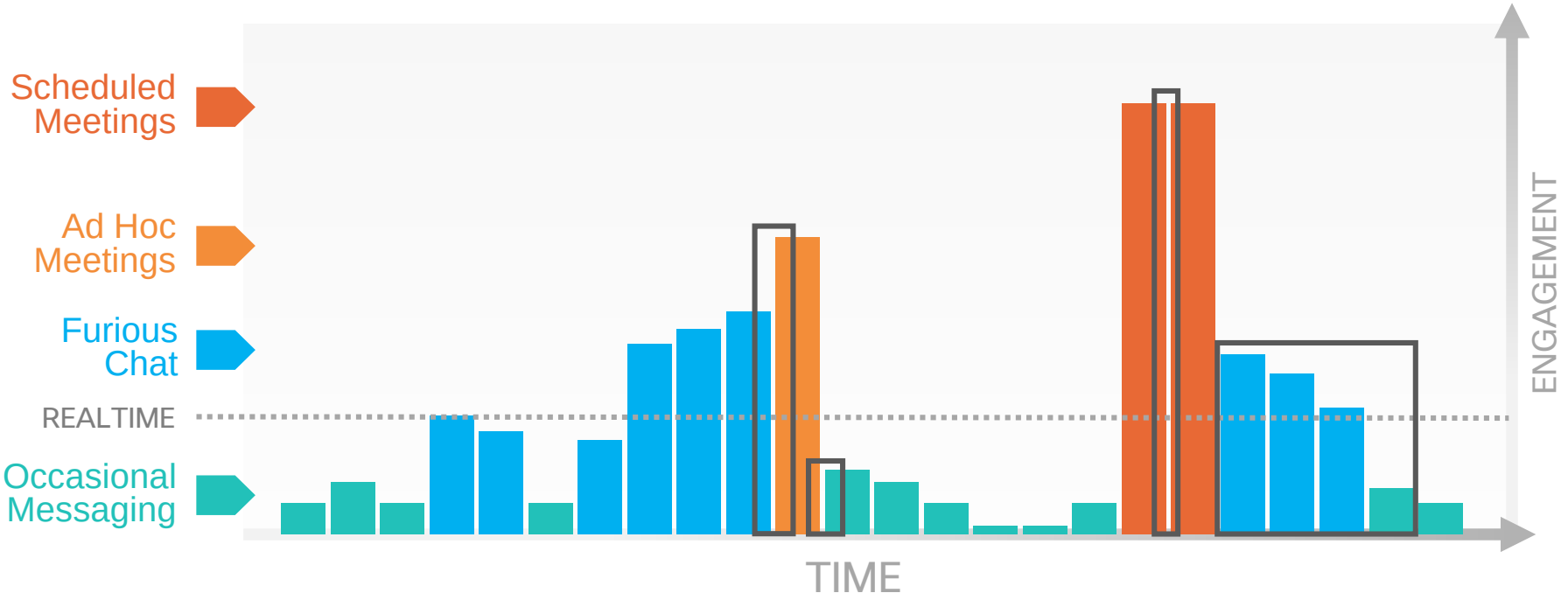
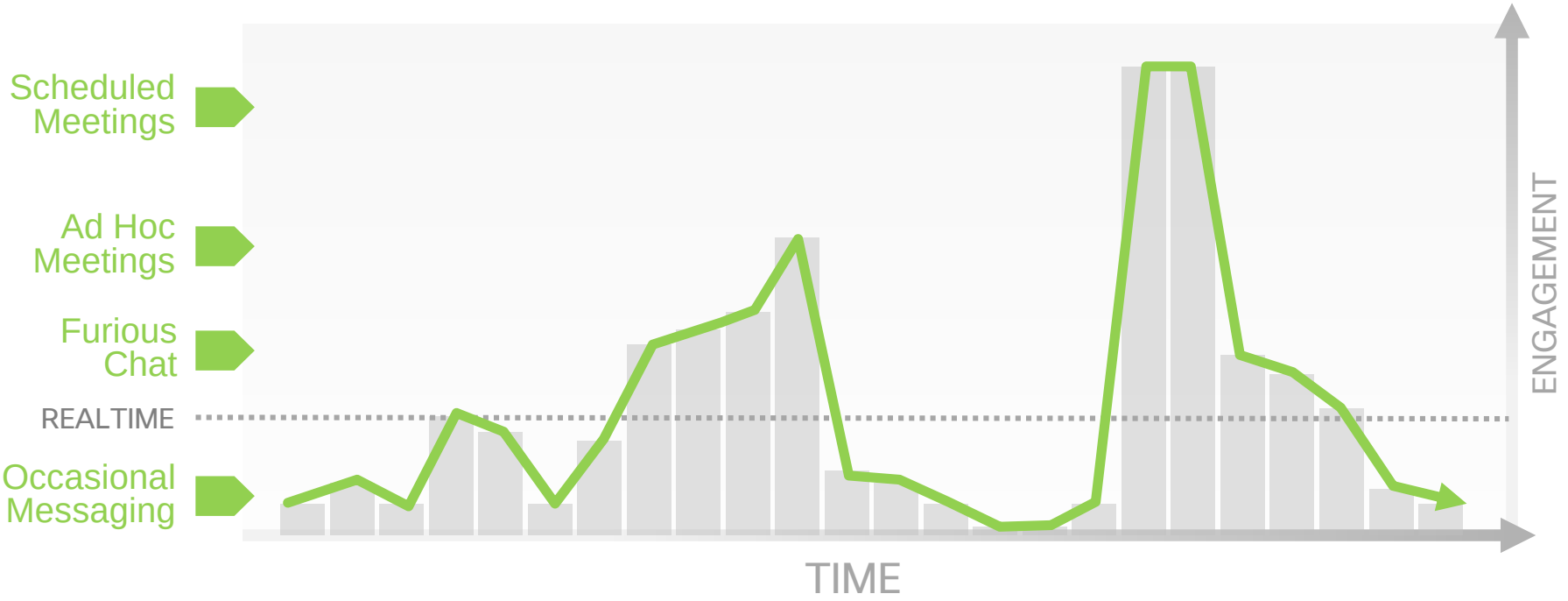


Work Is A Continuous Flow



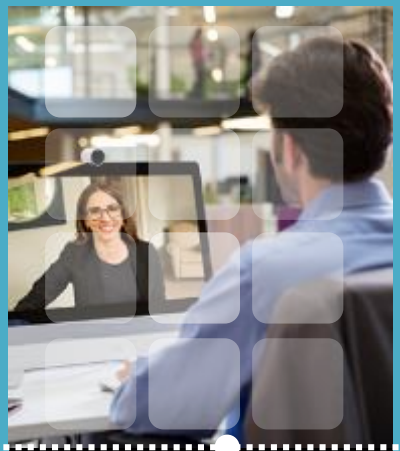
Cisco Spark

Enabling One Continuous Work Stream

before **during** **after**

Platform for Seamless Collaboration

Discuss



Connect

Share

Recall

For teams to excel, they need a common platform that is pervasive and provides a seamless, connected experience

Platform to Integrate Processes And Applications

Integrations & Spark Bots
https://depot.ciscospark.com

APIs & SDKs
https://developer.cisco.com

Available on Any Device

Mobile / Web

Desktop

Conference room

Today's Collaboration Space

Takeaway & call to action

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- Disruption is to be **expected** and **planned** for (Vortex)
- Essential business concerns: Skills availability, Speed of technology changes
- Programmability & Automation are key transitions for networking industry (Devnet)
- Transition demands new ways of collaboration (Spark)

Takeaway & call to action

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- Endorse disruption: Challenge yourself and your company/business
- Champion programmability: Join Devnet, learn, experiment, share
- Adopt new business collaboration paradigm with Cisco Spark
- Listen carefully to the next session: Next generation may show the way

CISCO