

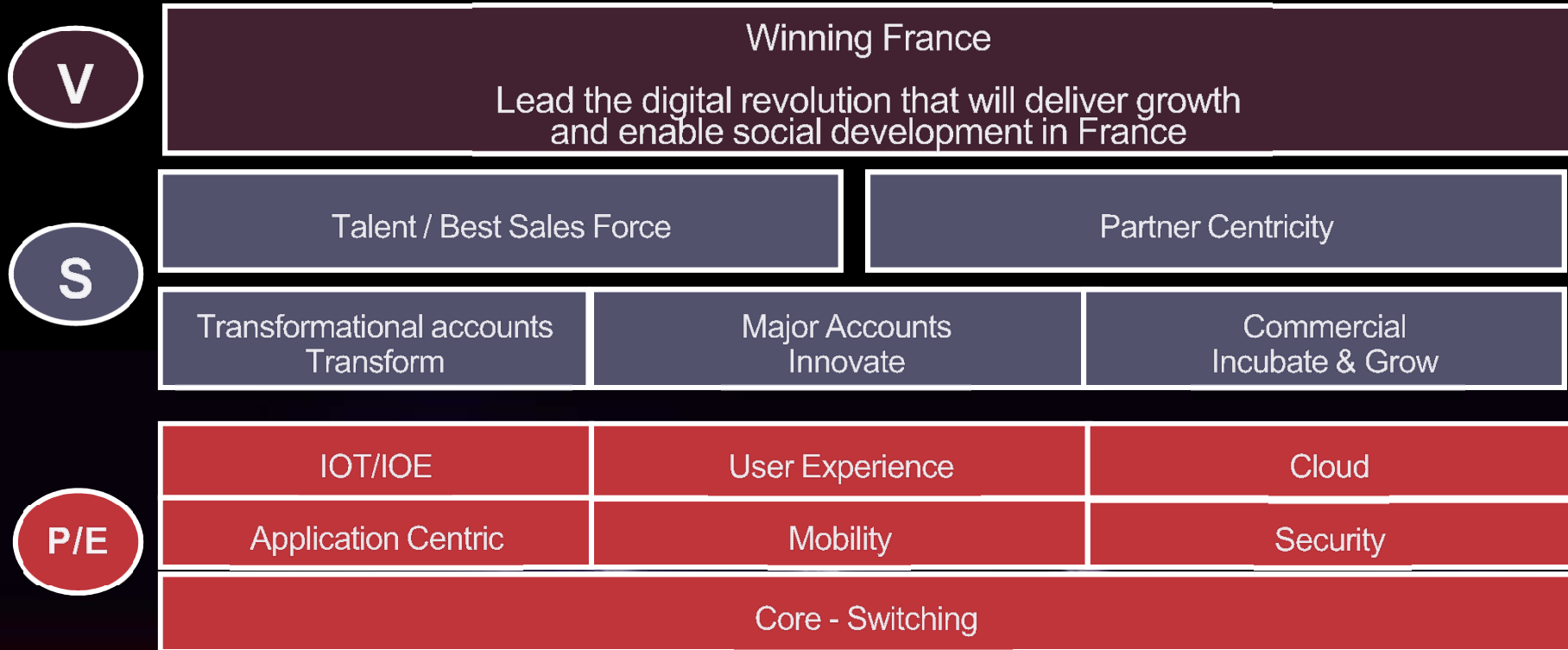


France Partners eXperience Amazing Together



Robert Vassoyan
Directeur Général Cisco France

Vision, Strategy, Plays & Execution





Eric Greffier

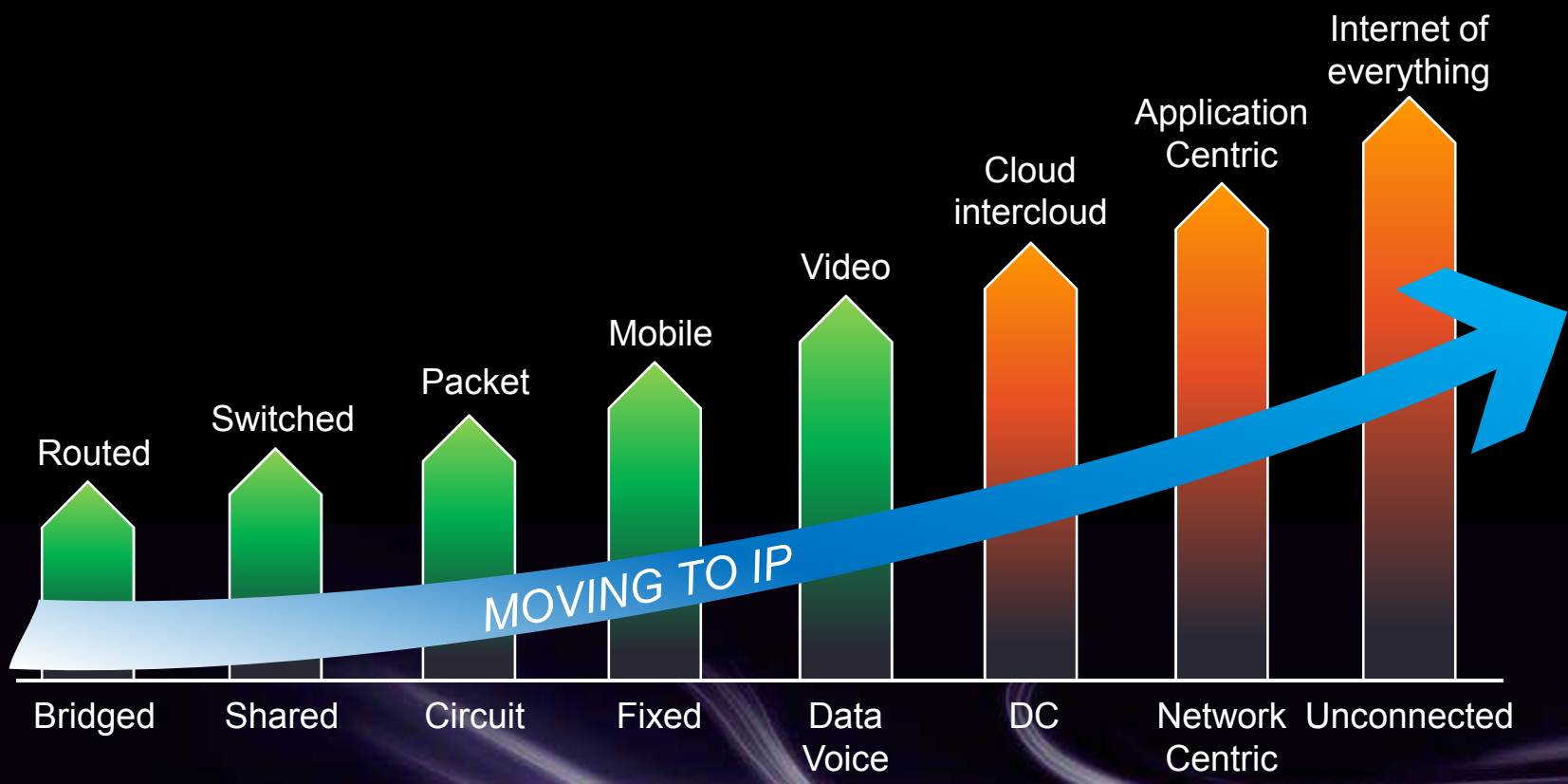
Directeur, Business Solutions & Expertise



Les transitions de marché et les solutions Cisco

Eric Greffier
Directeur, Business Solutions & Expertise

26 Novembre 2014

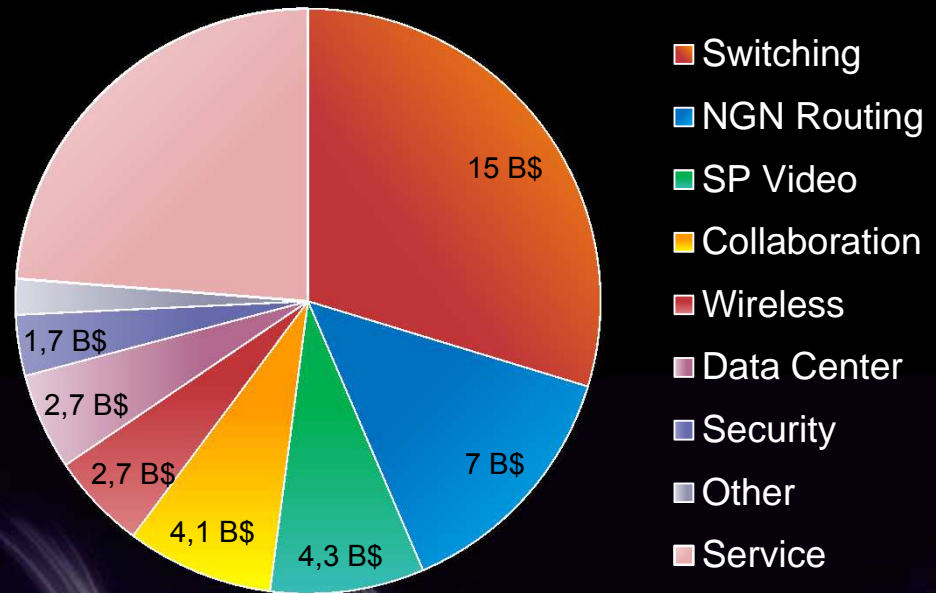


Les résultats Cisco FY14

Revenue: \$47.1B -3% Y-Y Growth

Total Cash: \$50+B

Product Revenue: \$36B



7 leviers de croissance pour 2015

1:: CLOUD DEMAND

INTERCLOUD
& HYBRID IT



2:: USER EXPERIENCE

EMPLOYEE &
CUSTOMER
EXPERIENCE



3:: IOT / IOE



4:: SECURITY

SECURITY &
COMPLIANCY



5:: APPLICATION CENTRIC

ENTERPRISE
APPLICATIONS, ACI
& BIG DATA ANALYTICS



6:: MOBILITY

ENTERPRISE
MOBILITY
& CLOUD
MANAGED
(MERAki)

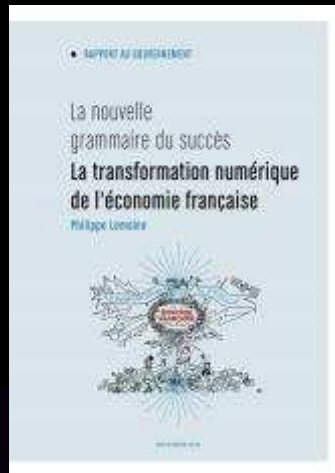


7:: CORE - NEXT GEN NETWORKS

CISCO ONE & IWAN



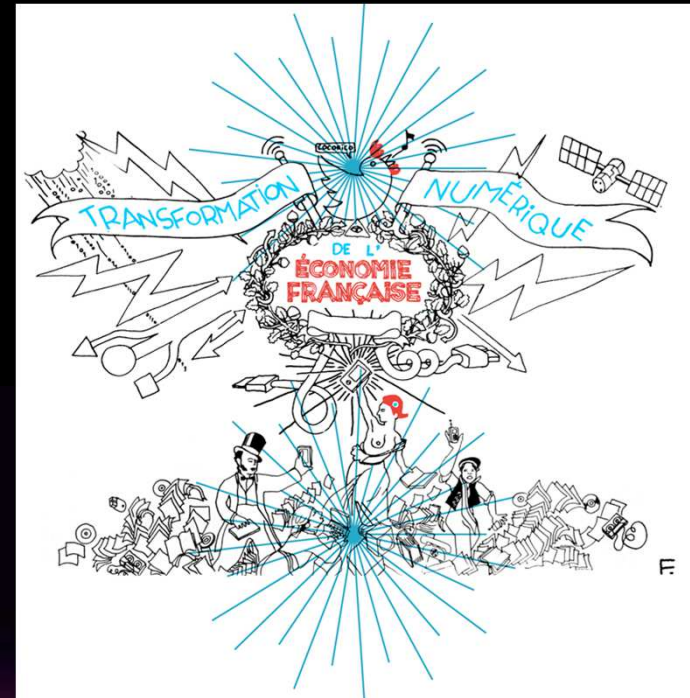
Le rapport Lemoine sur la transformation numérique



“Le numérique peut être une chance pour la France.”

“La transformation numérique est la chance que la France doit saisir.”

Rapport du 7 Novembre 2014



Les enjeux des Entreprises



•4

Les entreprises face au numérique : les dirigeants dos au mur, les salariés démunis.

M28

Généraliser la mise en place d'une fonction de responsable du numérique (*Chief Digital Officer*) au sein des entreprises et des administrations, siégeant au comité exécutif.

1:: Cloud... vers l'Hybrid IT



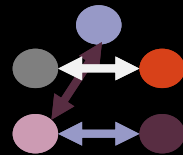
R 88 Promouvoir des standards d'interopérabilité des *clouds* afin de faciliter l'entrée et la sortie des utilisateurs de toute plateforme de partage de données.



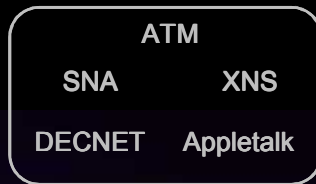
Intercloud: nouvelle révolution?

Internet

World of Isolated Networks



Using Multitude of Protocols



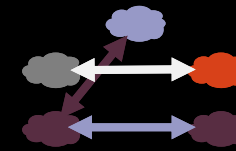
The Internet



- IP based
- Open standards

Intercloud

World of Isolated Clouds



Built Using Customized Cloud Infrastructure and Services



The Intercloud



- Web-scale architecture
- API driven automation
- Open, secure, hybrid



- Catalog
- Services
- Approvals
- Organization
- Virtual Resources**
- Physical Resources
- Accounting
- CloudSense™

Virtual Resources

- Summary
- VM Stat's
- vDCs
- Application Containers
- VM**
- VMs
- VM Action Requests
- Images
- Resource Pools
- Desktops
- More Reports

- Refresh
- View Details
- Power ON
- Power Off
- Reboot
- Terminate
- Migrate VM on Premise

VM



Cloud	Instance ID	IP Address	Power State	vDC	Category	Tunnel Status
AWS	app-ordering-dev01	10.5.120.50	ON	AWSApp	Generic VM	up
PrivateDataCenter	app-ordering-prod01	10.1.11.21	ON	DC	Discovered VM	poweredOn
PrivateDataCenter	db-ordering-prod01	10.1.12.21	ON	DC	Discovered VM	poweredOn
PrivateDataCenter	web-ordering-prod01	10.1.10.21	ON	DC	Discovered VM	poweredOn
PrivateDataCenter	db-ordering-prod02	10.1.12.22	ON	DC	Discovered VM	poweredOn
PrivateDataCenter	app-ordering-prod02	10.1.11.22	ON	DC	Discovered VM	poweredOn

Total 6 items

2:: User Experience

UX



- R 4** Miser sur l'agilité, la viralité et la vitesse d'exécution pour gagner la bataille des usages.
- R 1** Ériger l'expérience client en juge des stratégies numériques.



Browser/
mobile

Home Office

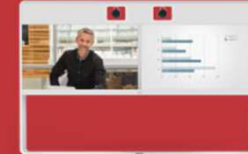
Work Office

Small Group
Spaces

Larger
Spaces

Boardrooms

Consistent Experience



Collaboration Services

Voice and Video

Content Sharing

Scheduling and Calendaring

Edge

IM and Presence

Conferencing

Messaging and Recording

Workflow

Network-Based Platform

Security

Data Center

Network

Medianet

Management

Deployment Models



On Premises

+



Cloud

3::

Internet des Objets



M 44 Assurer un leadership français sur l'internet des objets intégrant les objets connectés : réseau, système d'exploitation optimisant les interactions avec les objets connectés, développement d'une filière, émission de standards technologiques, concentration des investissements, formations.

R 13 Développer l'intelligence des infrastructures industrielles en réseau en s'appuyant sur les objets connectés et les drones.

R 36 Créer une alliance entre les acteurs traditionnels du commerce et des entreprises du monde des objets connectés.



Fabien Esdouburail

Enterprise Business Sales Director - Intel



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About

Founding Members



**The Industrial Internet Consortium™:
A Nonprofit Partnership Of Industry, Government And Academia**

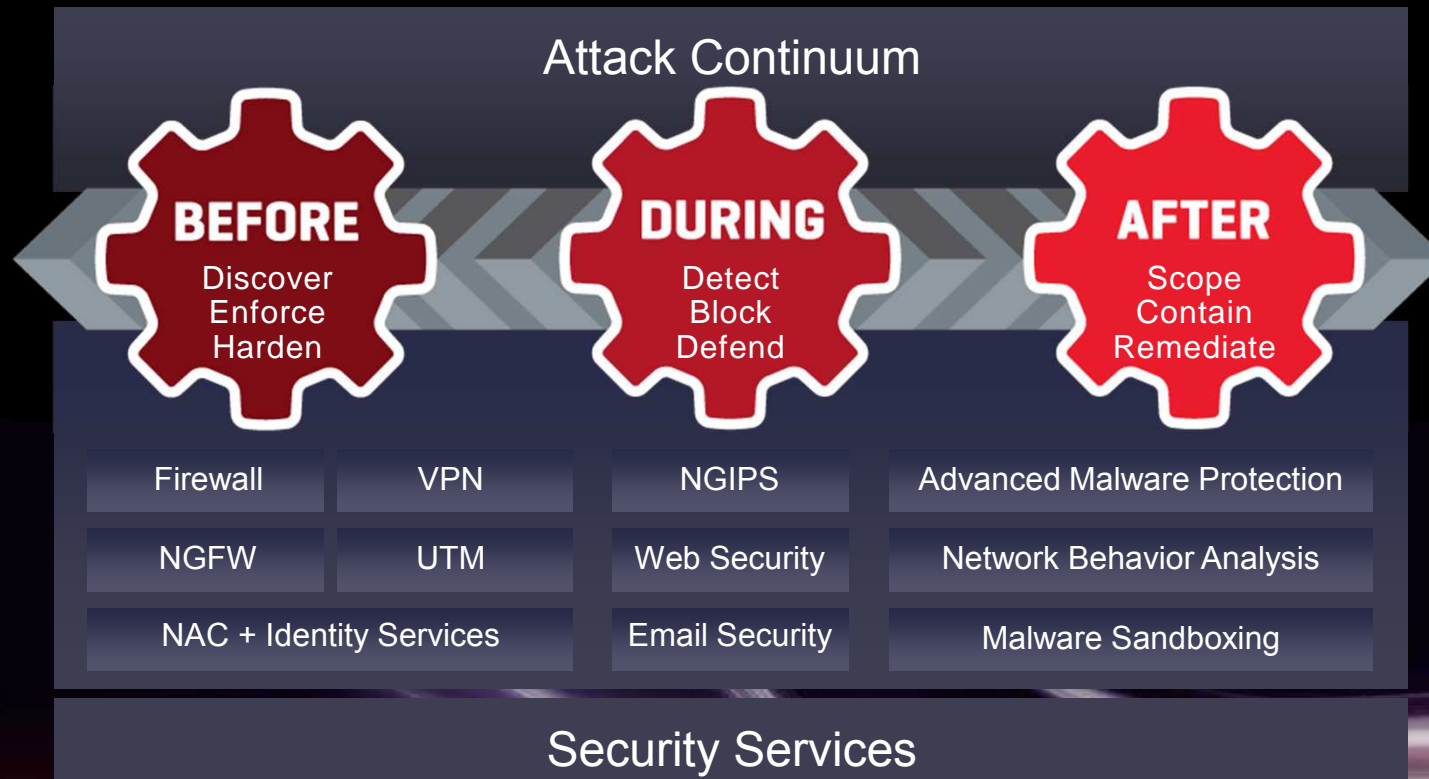
4::

Sécurité



- R 16** Investir dans une stratégie industrielle de cyber-défense soutenue par l'État pour des raisons de souveraineté.
- R 86** Mettre en place des solutions d'authentification qui permettent aux individus de combiner des preuves qui assurent leur identité, en fonction des services demandés et hébergés par un tiers de confiance, segmentées, dans l'esprit du projet France Connect, « Mon trousseau de clé numérique ».

Cisco & Sourcefire: plus fort ensemble



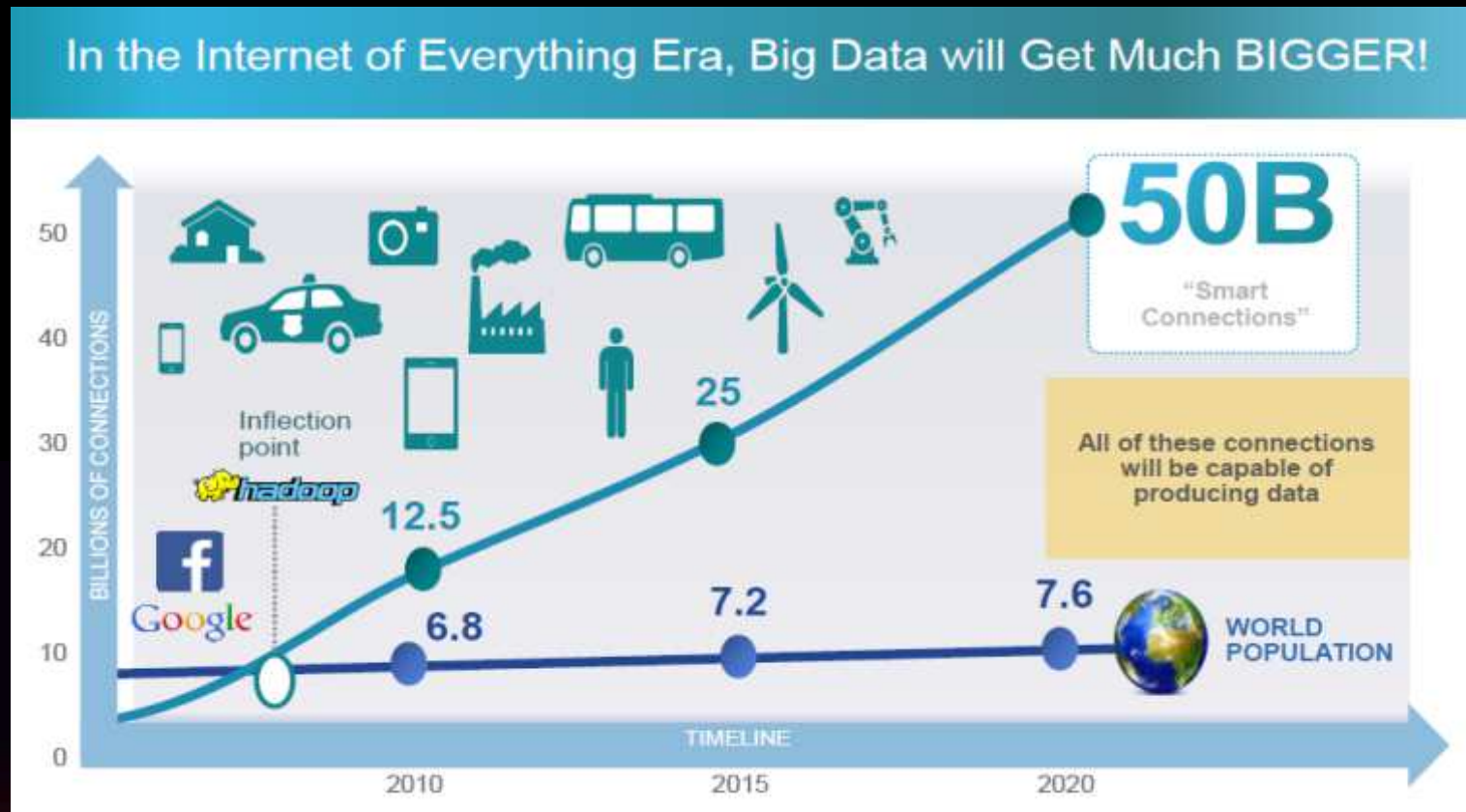
5::

Application Centric (exemple Big Data)

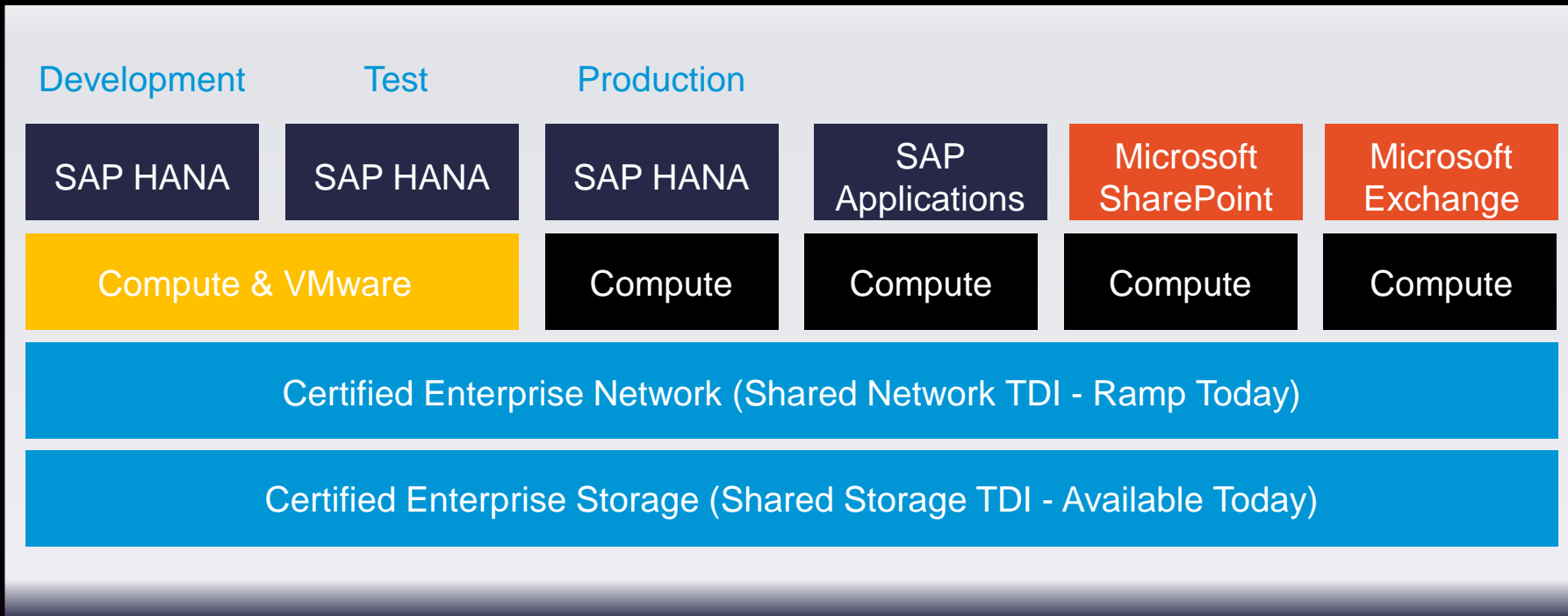


- R 102** Fédérer un écosystème de *start-ups* et de développeurs pour enrichir l'expérience de challenges *Big Data* sur la base d'ouverture de données des grandes entreprises.
- R 15** Améliorer l'efficacité de la production grâce à *Big Data* (exemples : non qualité, pilotage des procédés, maintenance prédictive).
- R 27** Développer des modèles prédictifs d'identification pour lutter contre la fraude et le blanchiment d'argent (*Big Data*)

Évolution des enjeux



Application Centric (exemple SAP)



6::

Enterprise Mobility

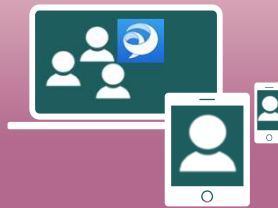


Enabling the Mobility Journey

Accès WiFi
sécurisé - BYOD



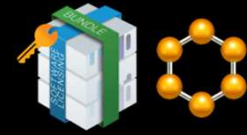
Espace de Travail et
applications Mobile



Monétisation du Wifi
Optimisation de processus métiers



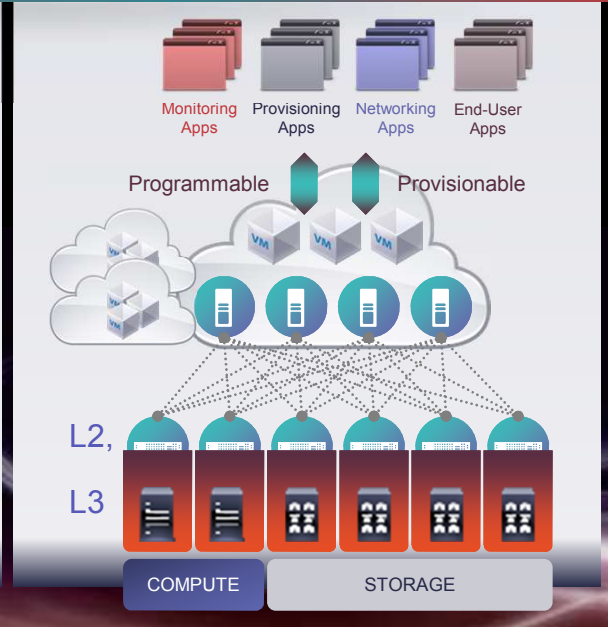
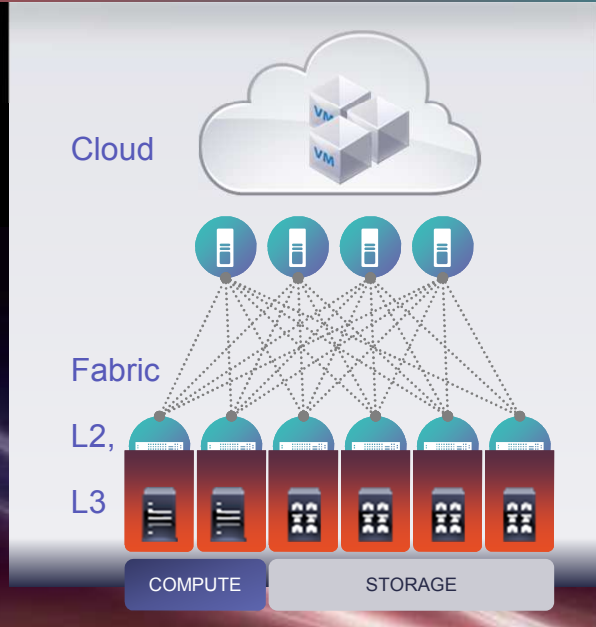
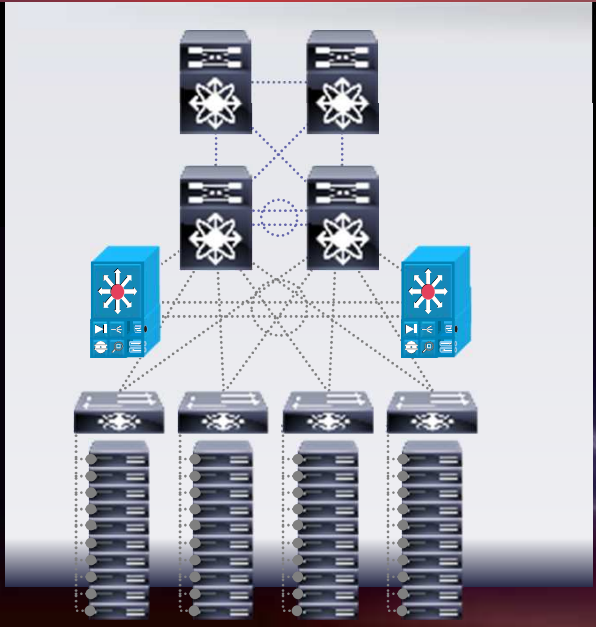
7:: Next Generation Networks... DataCenter



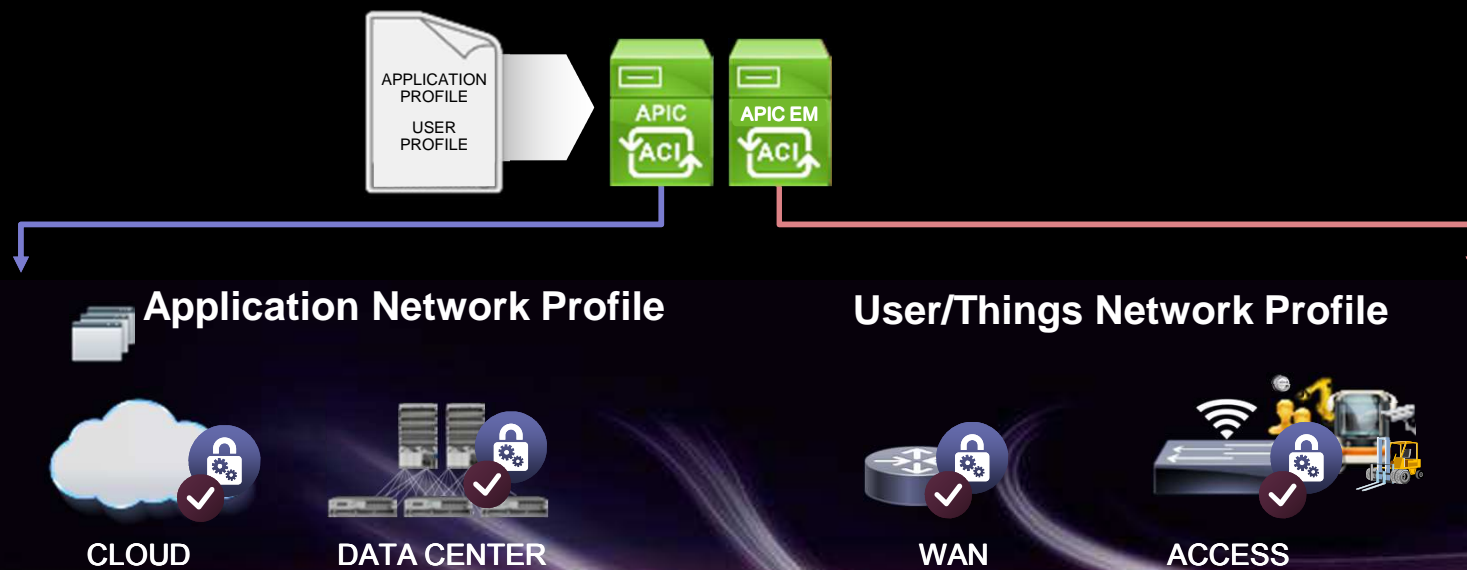
DISTRIBUTED

FABRIC BASED

APPLICATION DRIVEN

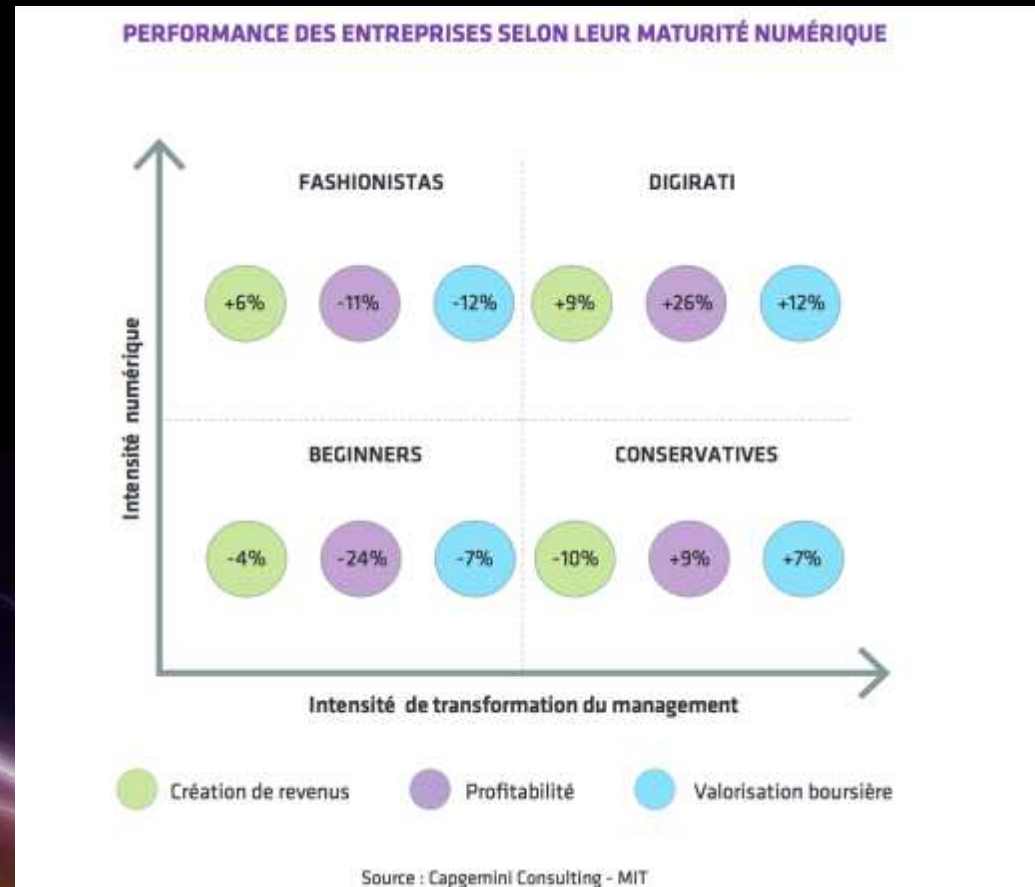


Une seule stratégie pour toutes les composantes réseau



Transformons nos clients... ensemble !

1. Expertise, expertise, expertise
2. Cibler sa/ses valeurs ajoutées
- 3... Au plus près du besoin métier initial



Cisco Live 2015, Milan – At A Glance

Monday, January 26 – Friday, January 30, 2015
Fiera Milano Congressi, Mico Conference Center
Milan, Italy

Event Theme:

“**TOMORROW** Starts Here”

Attendance
Projection

8,000 +	In-Person Attendees
100	Partner Sponsors
30	Press

Thank you.





Yves Mertens

Directeur Général des Partenaires France



Winning Together



4.65

*THANK
YOU*



A word cloud graphic on a dark background with glowing light trails. The words are arranged in a circular pattern around two central, larger words: 'Transformation' and 'Partnership'. Other words include 'Growth Business Models', 'Internet of Everything', 'SDN', 'Trust', 'Talent Cloud', 'Vision', 'Future', 'Innovation', 'Opportunity', 'Differentiation', 'Confidence', and 'Industry Leadership'. The word 'Ease of Doing Business' is written vertically on the right side.

Growth Business Models
Internet of Everything SDN Trust
Talent Cloud
Transformation
Future Innovation
Partnership Opportunity
Differentiation
Confidence Industry Leadership
Ease of Doing Business

Customers Want...

Outcomes



Relevance



Innovation



Our Business Demands...

Solutions/Architectures

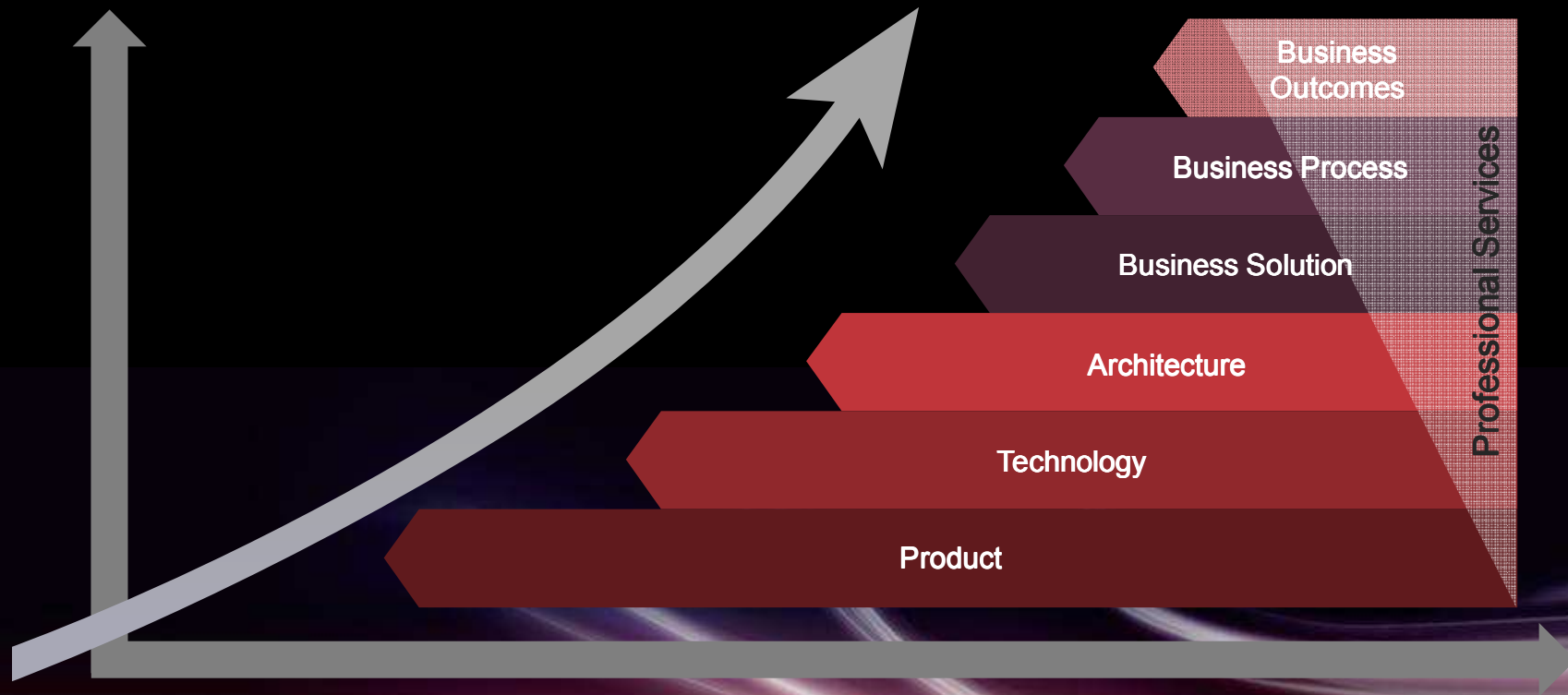
LOB

Consumption Models

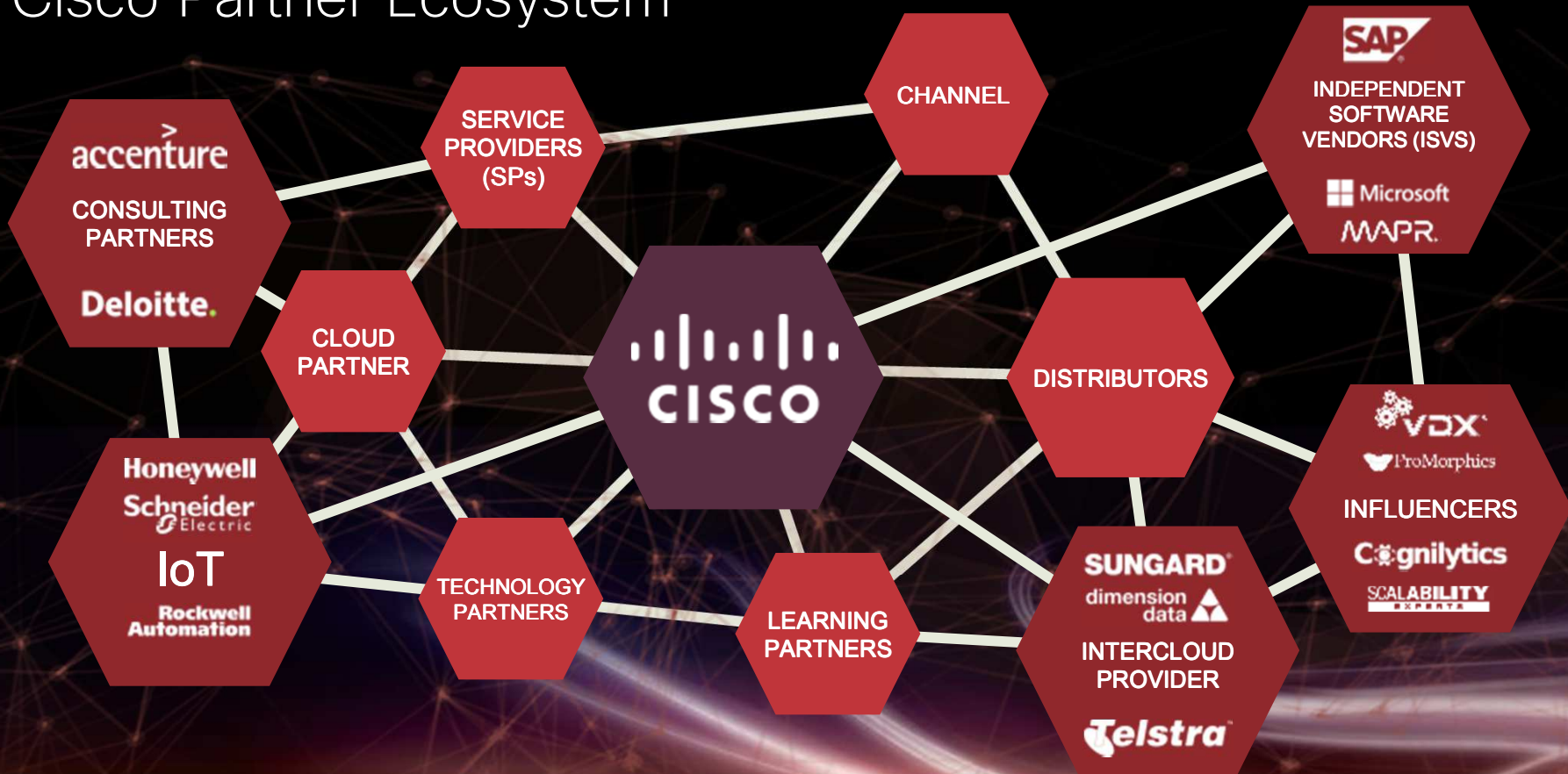
Cisco Strategy – Race to Deliver Business Outcomes

<p>Business-Outcomes Vertically Focused</p>						
<p>Horizontal Solutions Strength</p>	 Employee Experience	 Customer Experience	 IoT	 Enterprise Apps	 Big Data Analytics	 Security & Compliance
<p>Technology and Business Model Disruptions</p>	 ACI	 InterCloud	 IWAN	 Cloud Managed (Meraki)	 Mobility	 Cisco ONE
<p>Foundational Architectures</p>	 Enterprise Networking	 Data Center	 Security	 Collaboration	 Service Provider	

Evolution of Our Partner Strategy



Cisco Partner Ecosystem



FY15 Growth Opportunities

Big Data

IoE

Installed
Based
Migration

Wireless/
Mobility

Commercial

Security

Data Center
& ACI

Cloud

Collaboration

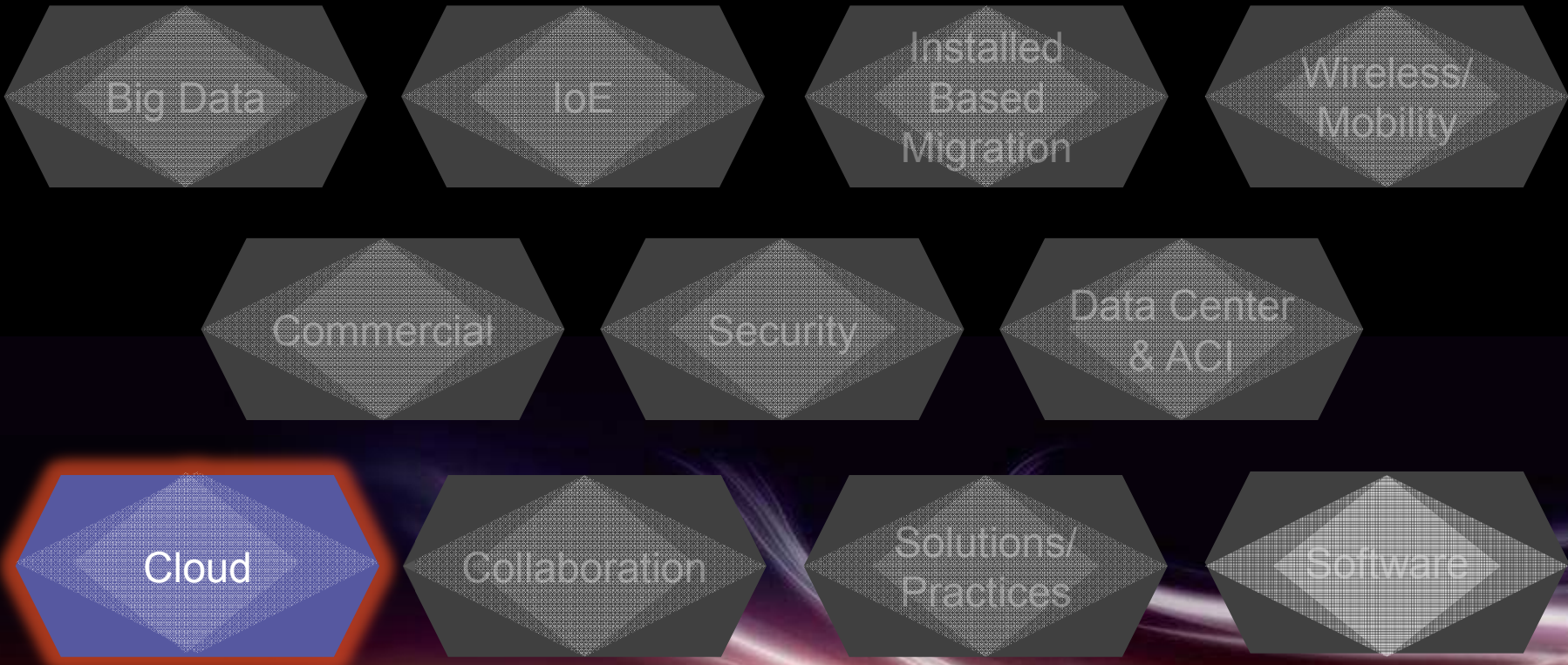
Solutions/
Practices

Software

FY15 Growth Opportunities



FY15 Growth Opportunities



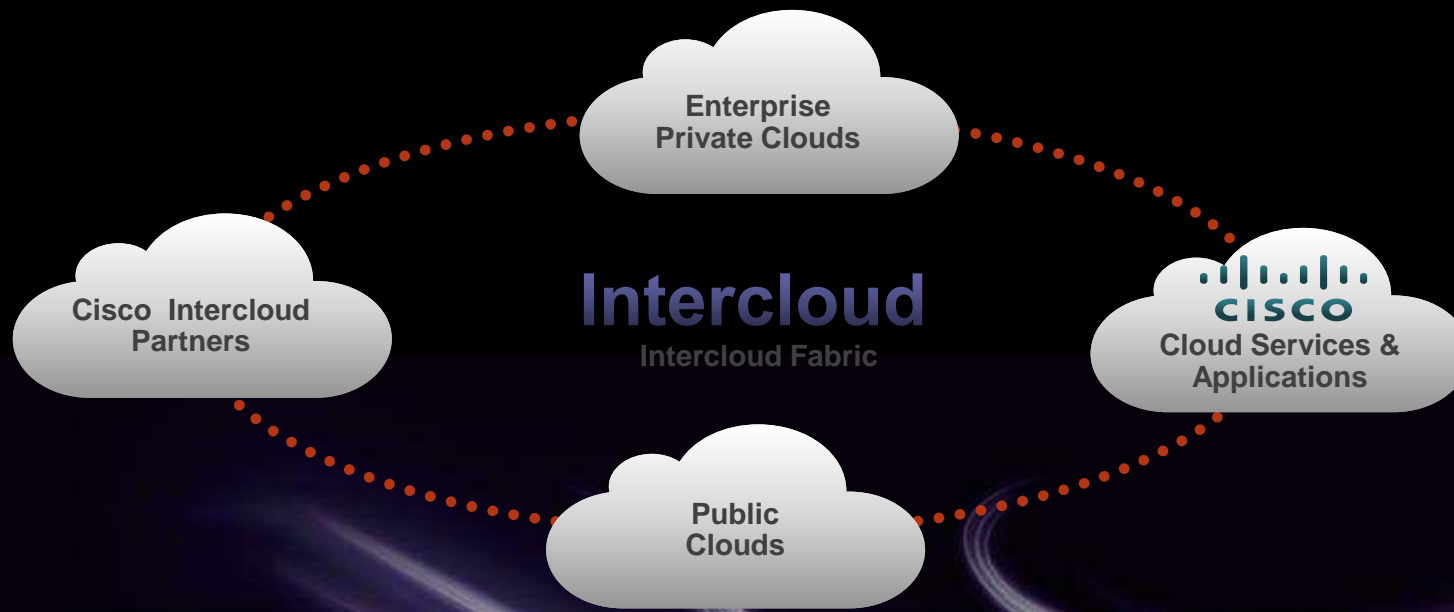


Christophe Labro

Directeur Cloud Services

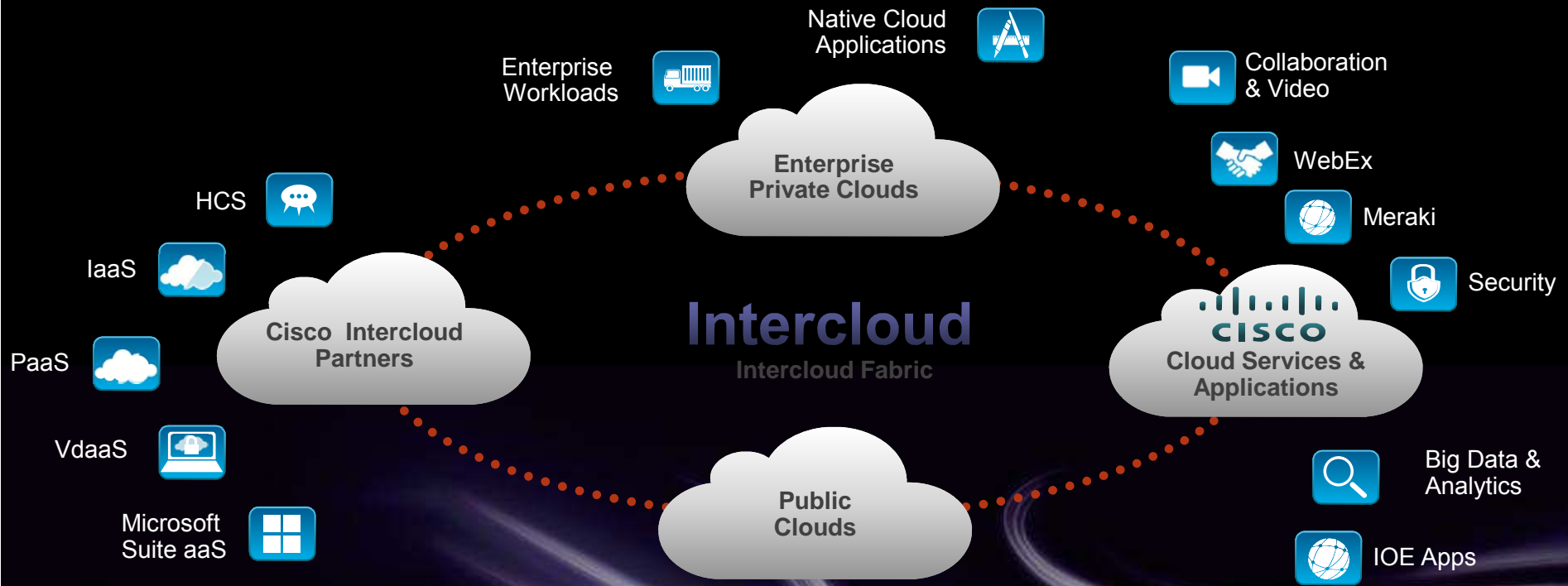


Cisco Intercloud : Build the world of many clouds

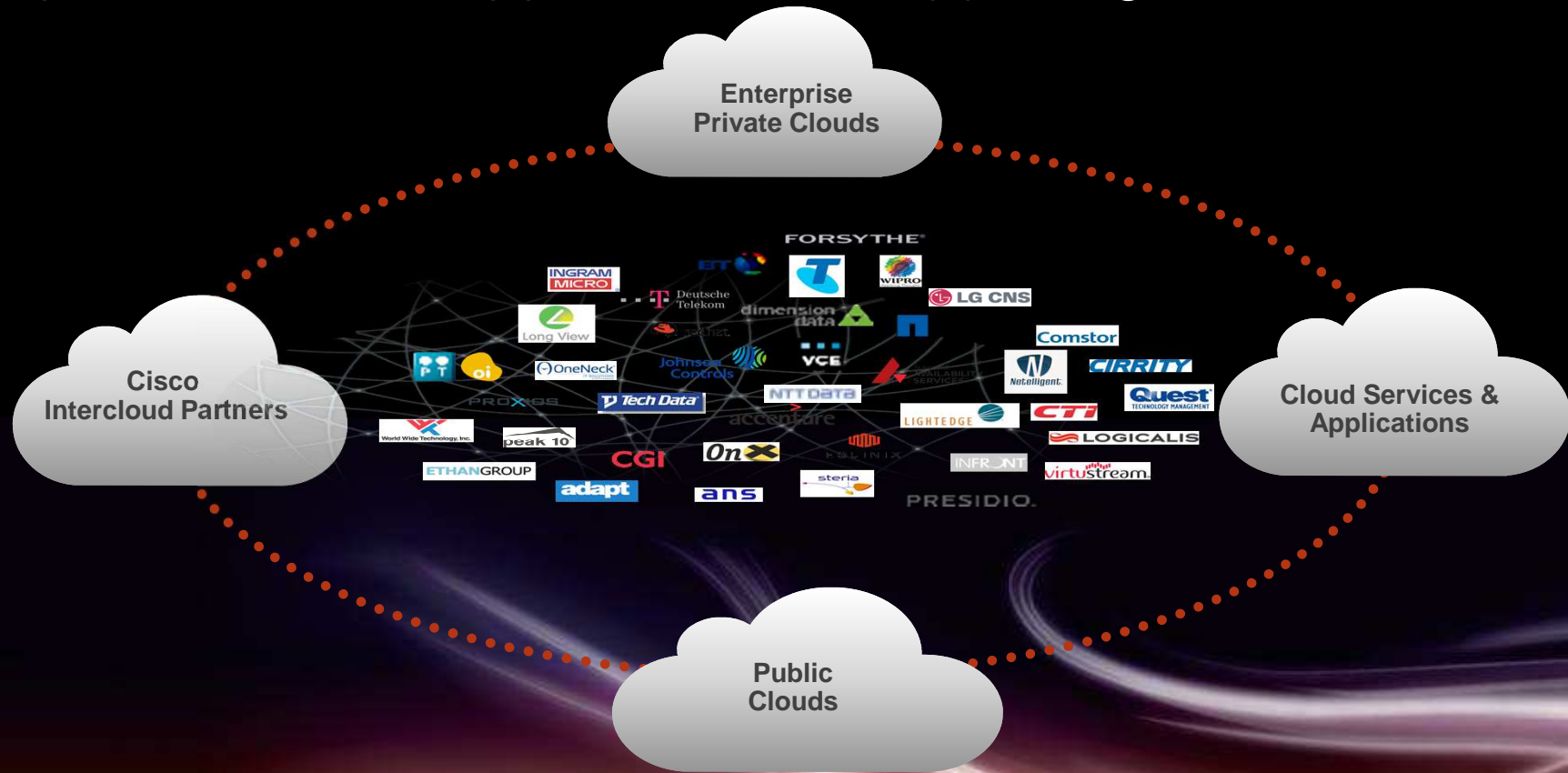


World largest Intercloud

The largest portfolio of Cloud services and applications



A partner centric approach : it's happening !



Why partner with Cisco for Intercloud ?

Because we are #1 for Cloud infrastructure

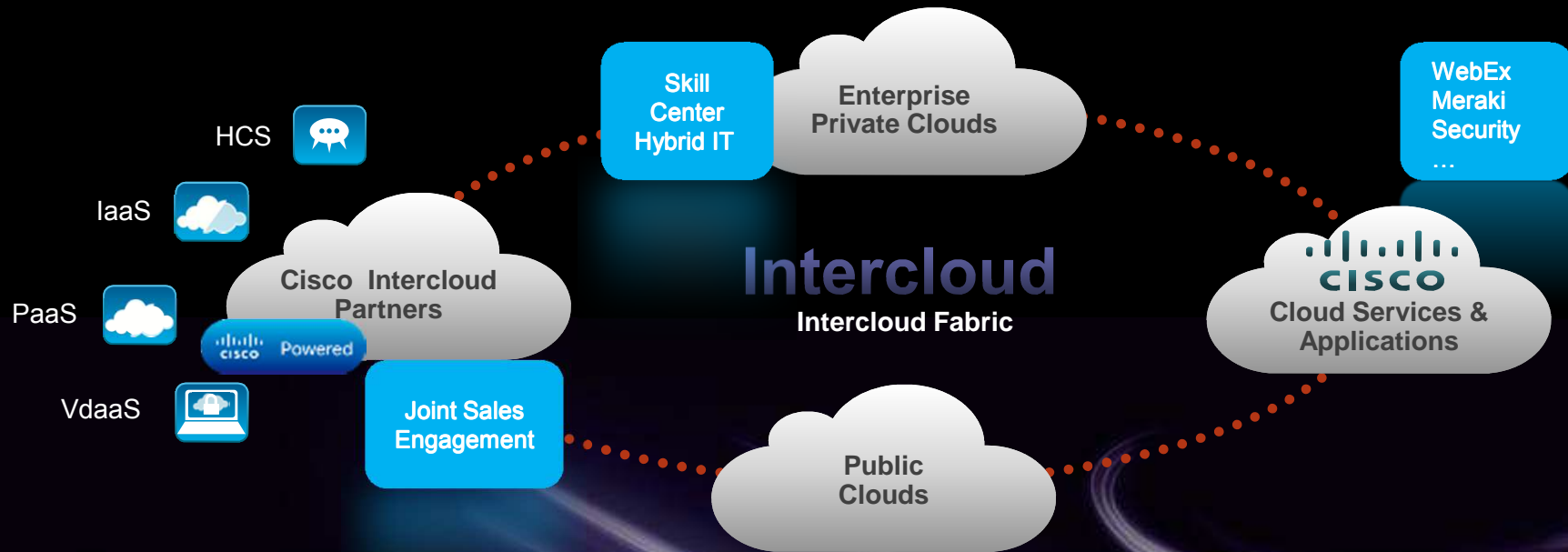
Because we support all cloud models :
Private, Public, Hybrid ...

Because SLAs, Security and Data Sovereignty matter...

Because of the Network...

Because together we can build the cloud of tomorrow

Cisco Intercloud initiatives in France in FY15



FY15 Growth Opportunities





Alain Dubas

Directeur des Opérations – Commercial

Commercial Go To Market Strategy



Customer Focus

Customer analytics and business market intelligence to better understand customer needs and opportunity



Partner Leverage

Partner Plus acceleration, distribution alignment, cloud and new RTMs



Mid-Market Solutions

Architecture priority alignment and marketing interlock to drive customer relevant solutions

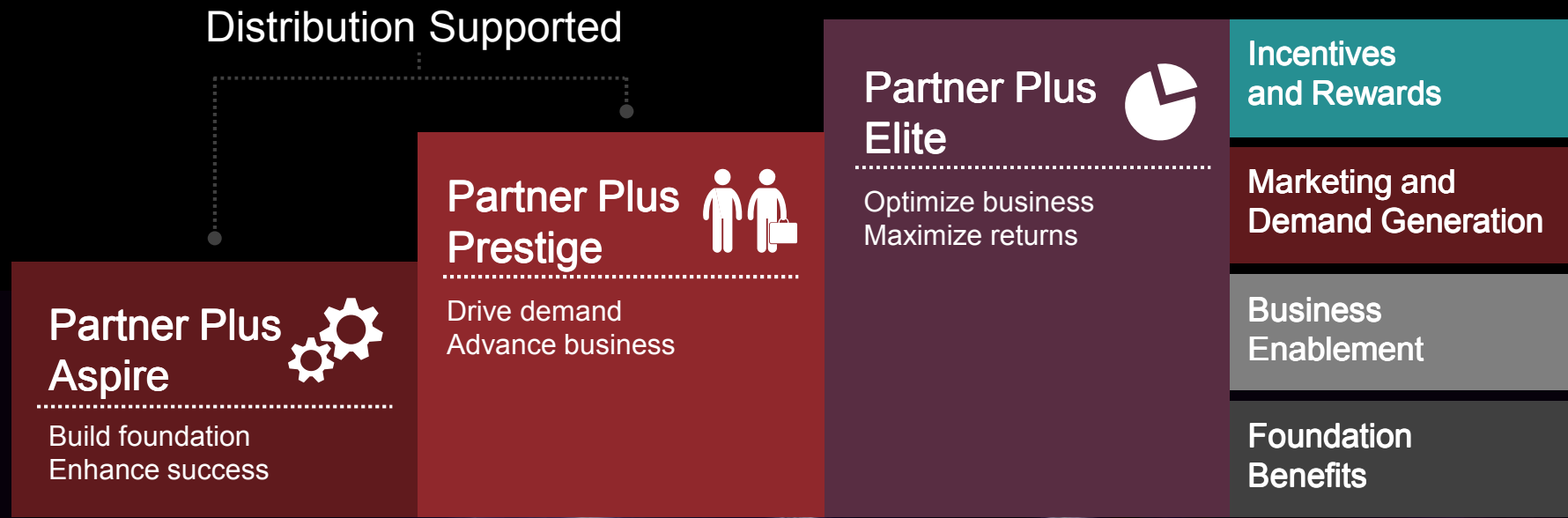


Commercial Business Practice

Excellence in sales and marketing execution -- systematically

Three Level Benefit Model

More Clarity – Stronger Consistency – Tighter Interlock – Better Experience



The more partners achieve, the more they receive

Made for Midmarket Portfolio



Collaboration

BE6K, BE6Ks, BE7K



Wireless & Enterprise Networking

Unified Access Solutions
Meraki product line

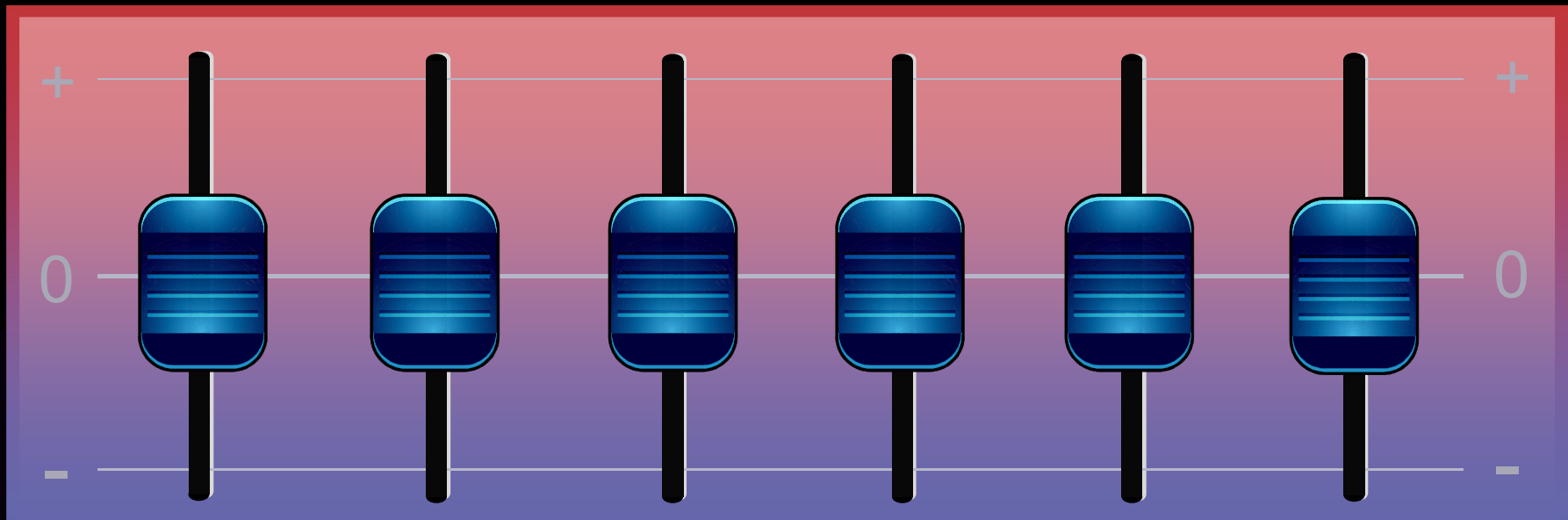


Data Center

UCS Mini

Partner Blueprint

Optimising your organisational-settings for the Commercial segment



Customer-Specific Planning

Data-driven initiatives

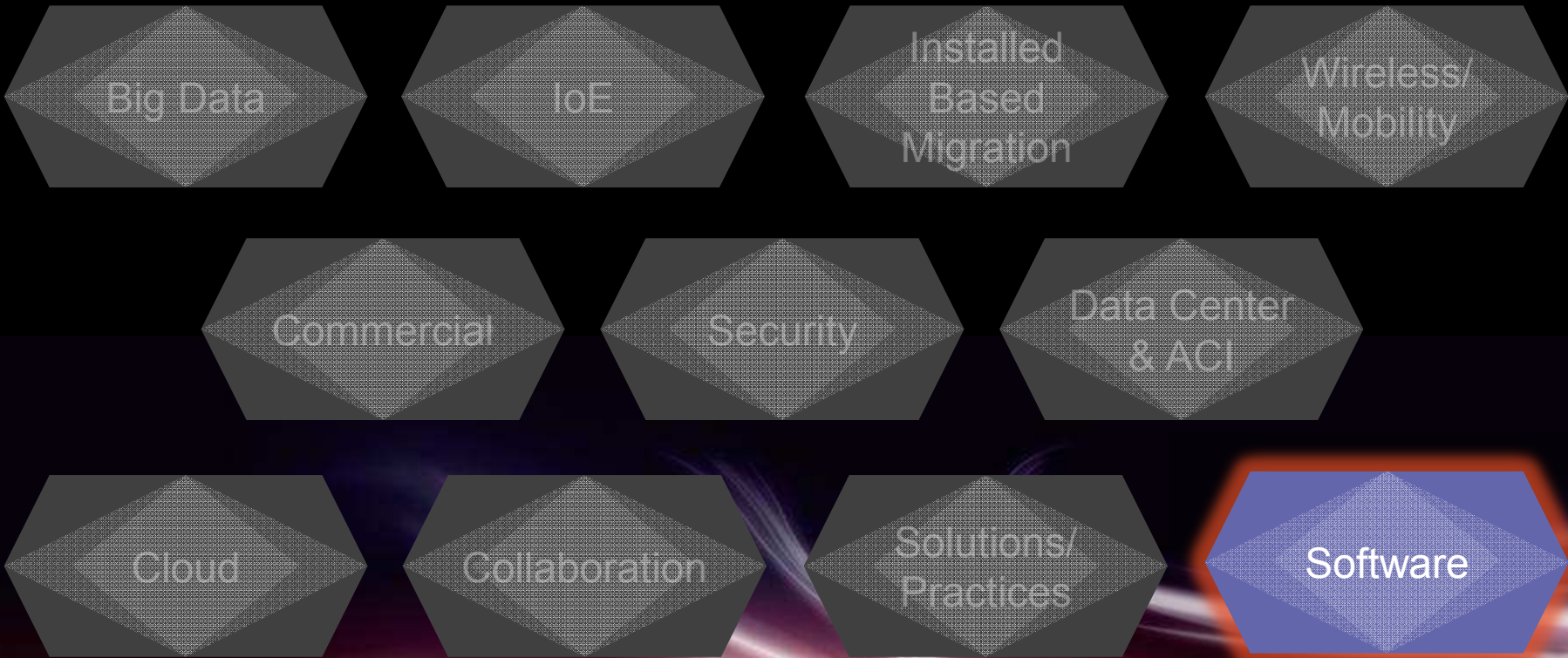
Marketing Practice

Customer Hunting

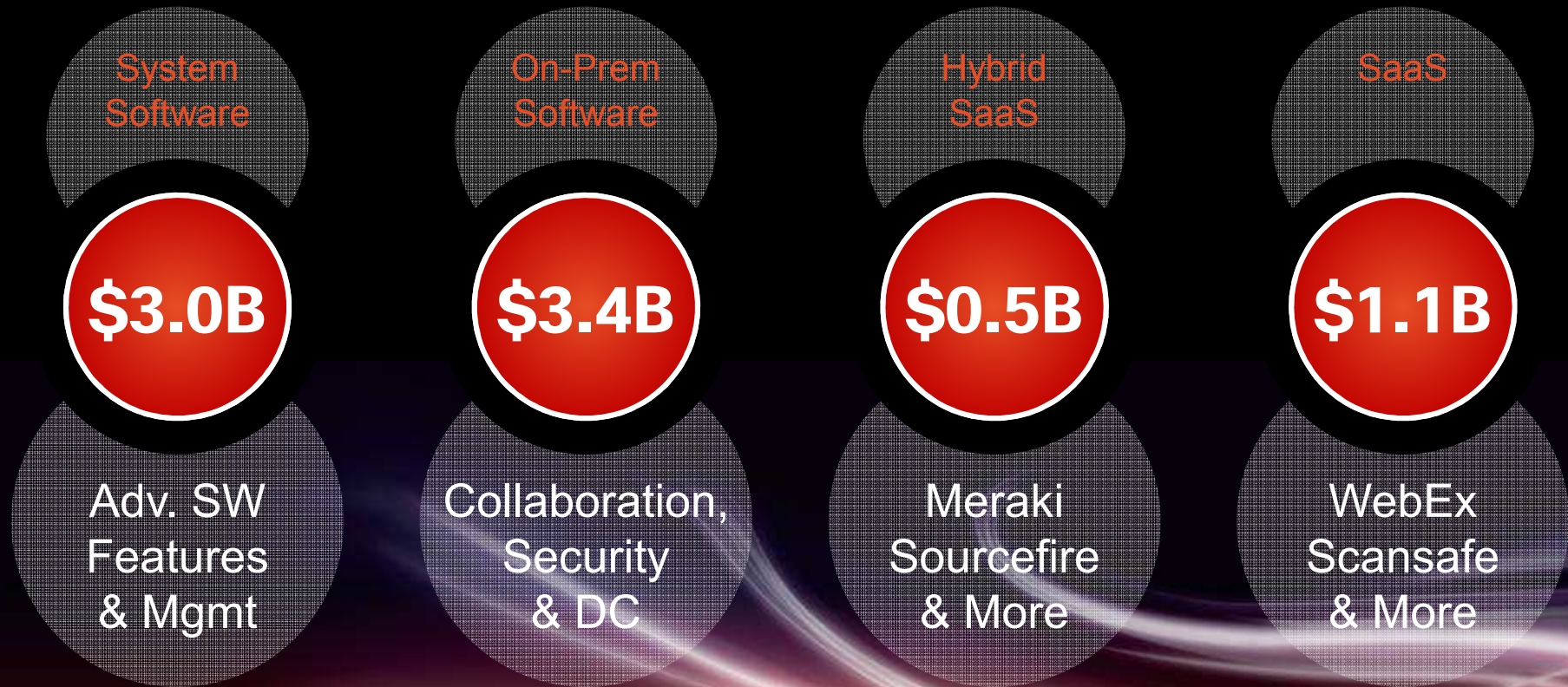
Customer Solution tailoring

Sales Process optimisation

FY15 Growth Opportunities



Cisco Software Business Models



What is Cisco ONE?

A More Valuable and Flexible Way for Partners to Sell Cisco Software

Cisco One Offer

Software Suites
Offered as a solution

License Portability
Access to Ongoing
Innovation

Peperual, Subscription
& ELA Options



Cisco One Partners

Larger Deal Sizes
Business conversations

Faster HW Refresh
Lifecycle Mgmt
Opportunities

Customers Stickiness
Recurring Revenue
Budget flexibility

Partner Program Evolution



Certifications

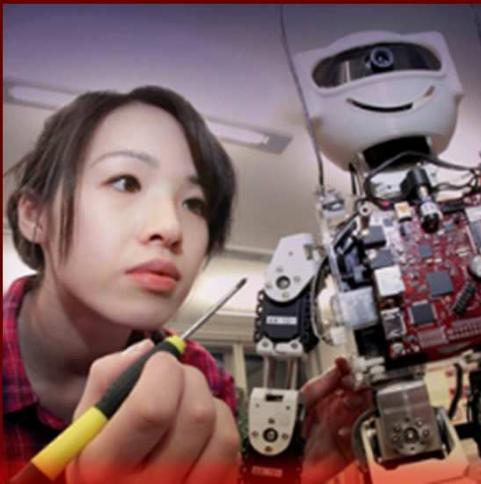


Incentives



Solutions

Partner Program Evolution



Certifications



Incentives



Solutions

The New Gold Requirements



Hybrid IT
Opportunity

Architecture
Specializations

Business
Value
Practitioner

CSAT
Simplification

Evolution of the Certification Program



New Multinational & Global Certification

Partner Program Evolution



Certifications



Incentives



Solutions

Incentives Stacking today



Cisco Deal Registration Program



Hunting
Teaming
New
Accounts

Solutions
Migrations
Assessments

Partner Program Evolution



Certifications

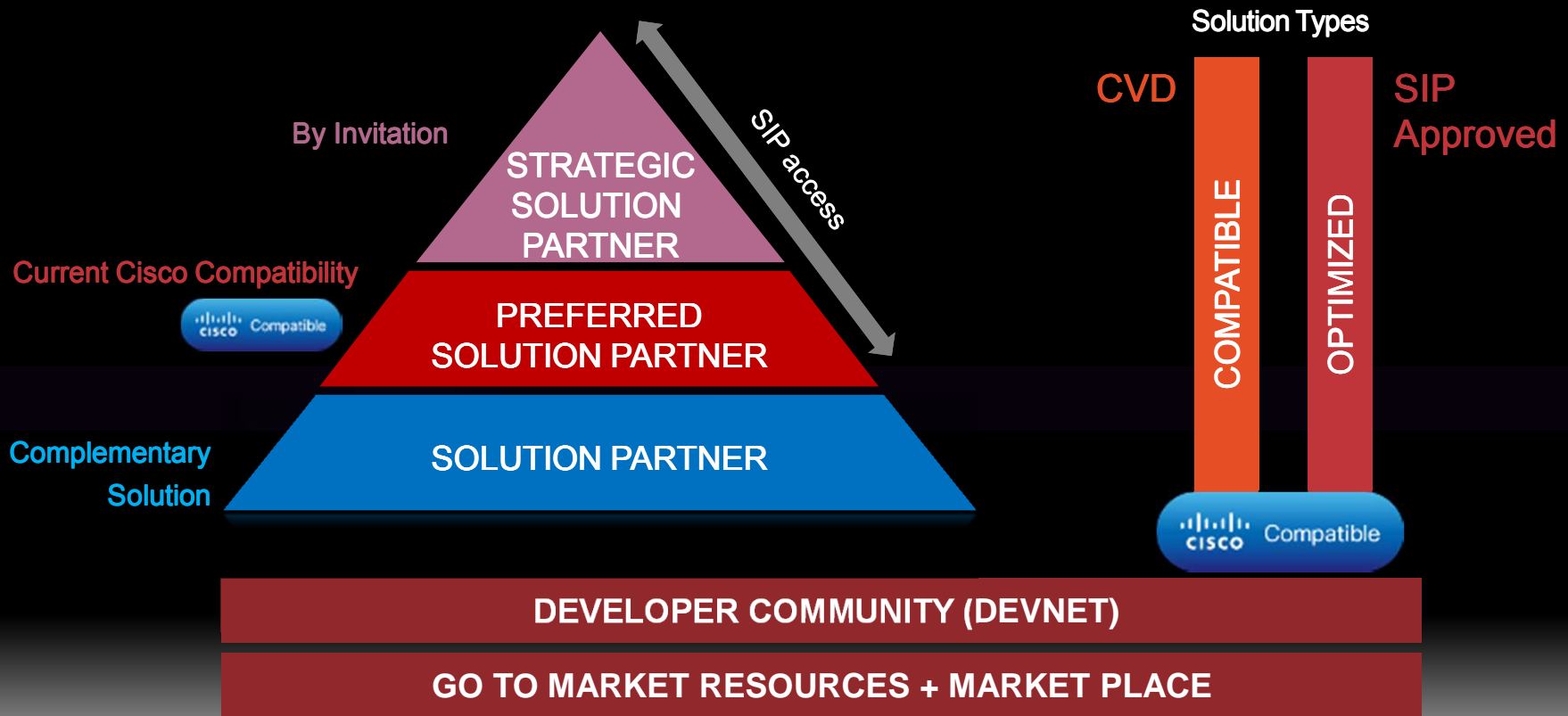


Incentives



Solutions

Solution Partner Program



Partner Enablement Be Constantly Ready

Partner
SALES
Readiness

Partner
TECHNOLOGY
Readiness

Partner
MARKETING
Readiness



SalesConnect

dCLOUD



PH+



Winning together

1 BUILD
NEW PARTNERSHIPS

2 BE BOLD
ON THE GROWTH OPPORTUNITIES

EVOLVE **3**
PARTNER PROGRAM

Thank you.

