



The Cisco IP NGN Vision and Architecture

Enabling the Service Provider to
Experience Provider Transition



Frank Tuhus

Market Transition... Consumers...“Web / Video 2.0” Content / Device Boundaries Blurring

Content / Applications



Experiences

At Home, At Work, On the Move

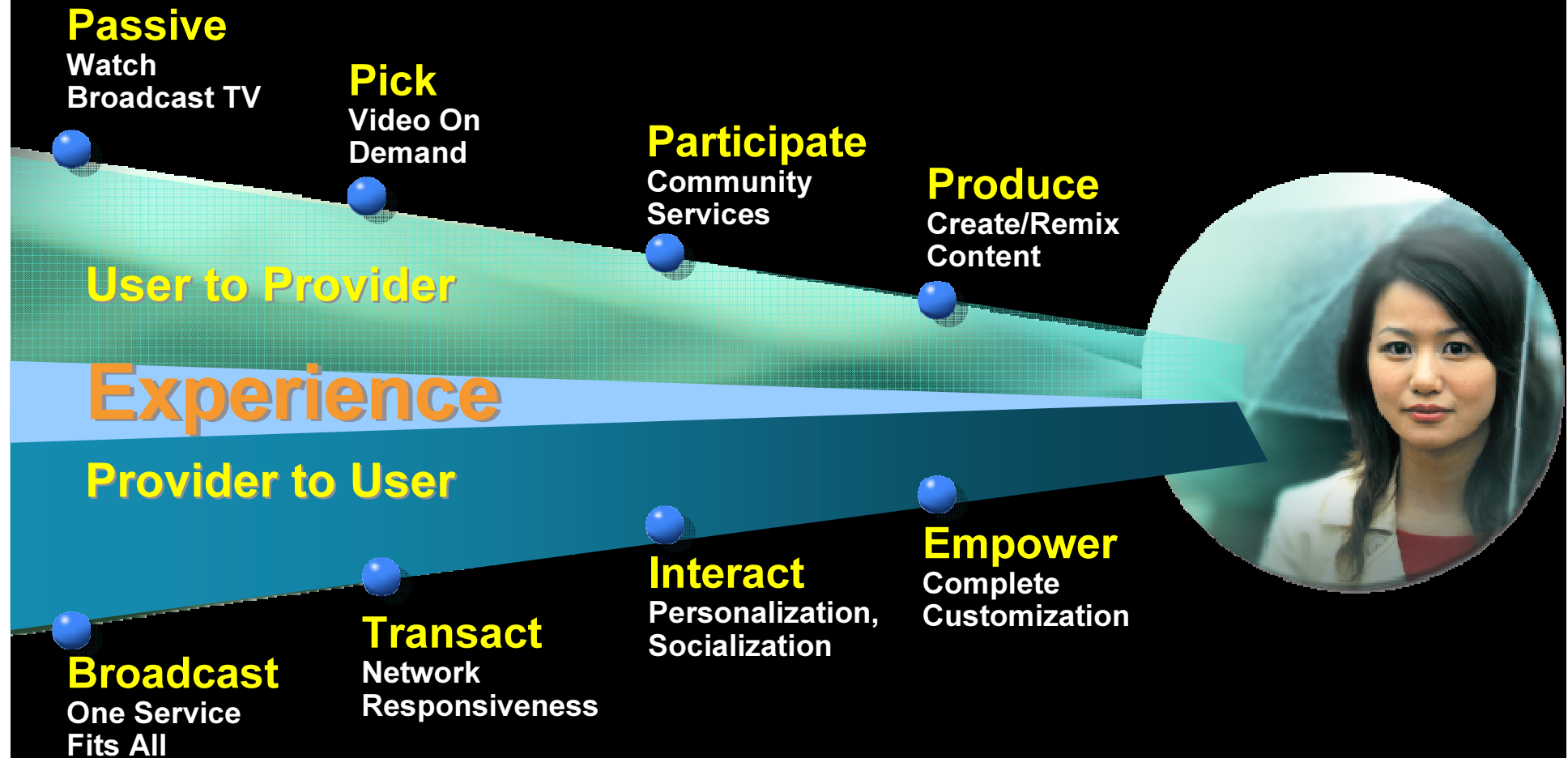


Devices

CONSUMER DRIVEN

Customer Transition...

Rise of the Empowered Consumer / Employee



Transition of Expectations

New Digital Culture... New SP Opportunities

What
They Want

When
They Want It

Where
They Want It

How
They Want It



Broad Choice
Personalized
Simple

On Demand
Available
Always

Everywhere
“Follow Me”

Flexible
No Platform,
Access or Bundle
Restrictions

The Connected Life

Many Experiences from Many Screens



Providing a Differentiated Customer Experience

Quality and Value are Key Elements

Branded

Quality of Experience

- Access ubiquity
- Personalized
- Speed/resolution
- Subscriber aware

Quality of Service

- Security
- Reliability
- Ease-of-use/control
- Multi-device support

Customer
Experience

Value-Added Content

- Premium Content
- Customized
- Device optimized
- Share with others

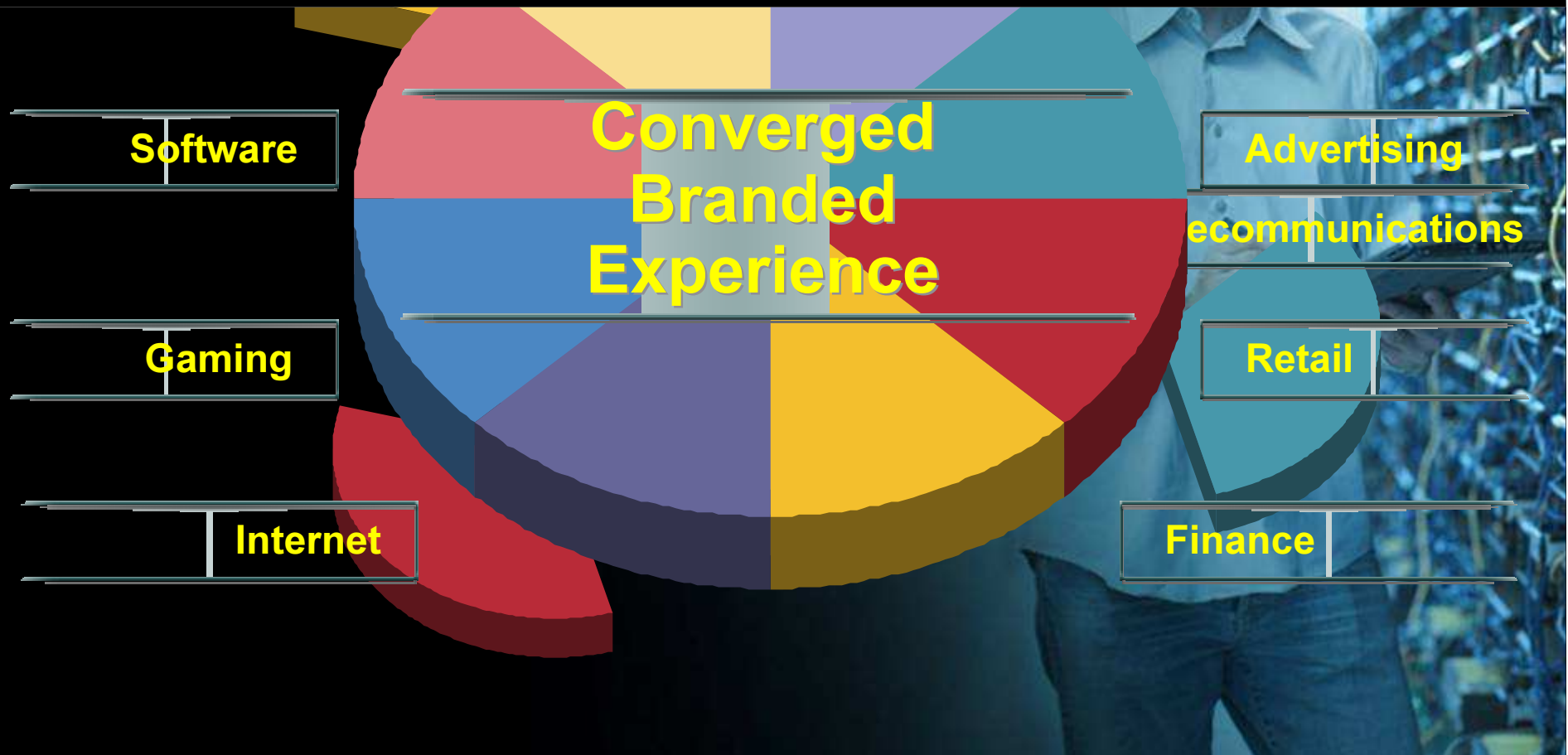
Value Added Services

- Blended voice/video/data
- Next-gen (e.g., e-Commerce)
- Convenient / time-saving
- Flexible billing options

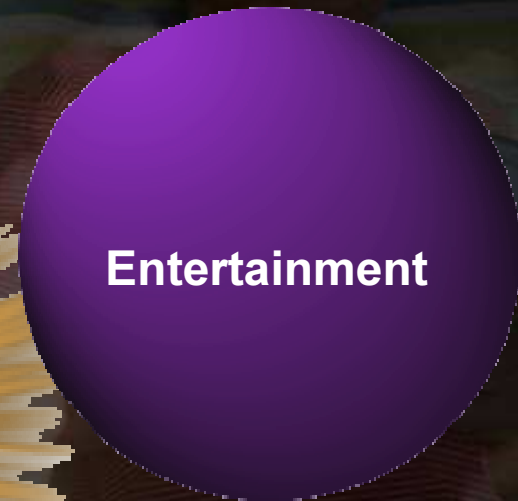
Unique

Transition of Addressable Markets

Requires New Business Models and Alliances



Industry Transition... New Type of Provider



Beyond Access Technology

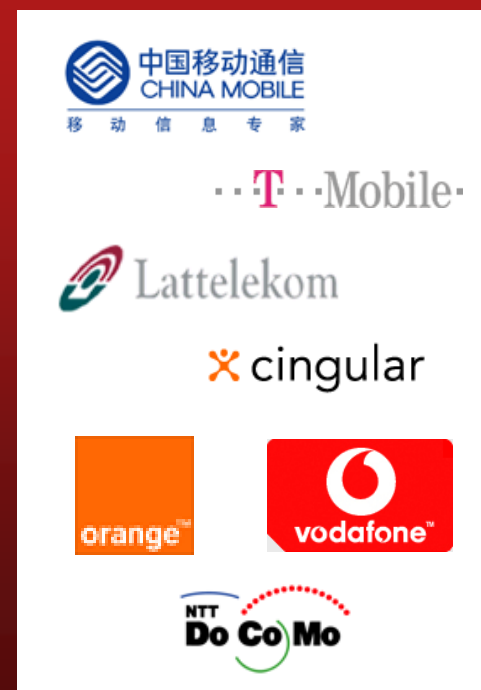
Wireline



Cable



Mobile



**Crossing segment boundaries:
Not just wireline, mobile, cable, or fixed mobile anymore**

A World of Agile Attackers And Potential Partners...

Value
Chain

Content
Providers

“Over the
Top”
Players

Facilities-
Based
Players

Device
Services

SONY
PICTURES

BBC

VIACOM

The
Walt Disney
Company

UA
UNIVERSAL

Metro Goldwyn Mayer
TRADE MARK
EST. 1927

Google™

eBay®

msn™

YAHOO!®

FASTWEB

ntl:

YAHOO! BB
JAPAN Broadband

at&t

verizon
wireless



sling
media

XBOX™

The Experience Provider Transition

Requires New Business Models for Growth and Success

BUILD...



IP NGNs support more services, provide greater efficiencies, and enable better network, service, and business control

PARTNER...



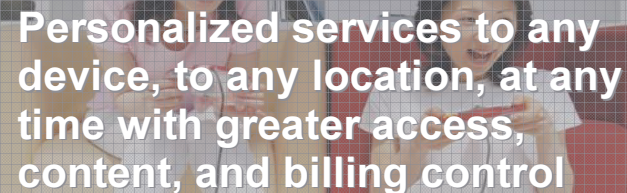
With content, OTT, facilities-based, device, and financial partners (et al.) to open new markets and opportunities

INNOVATE...



By blending services, content, and convenience to create unique experiences that build brand recognition and loyalty

DELIVER...



Personalized services to any device, to any location, at any time with greater access, content, and billing control

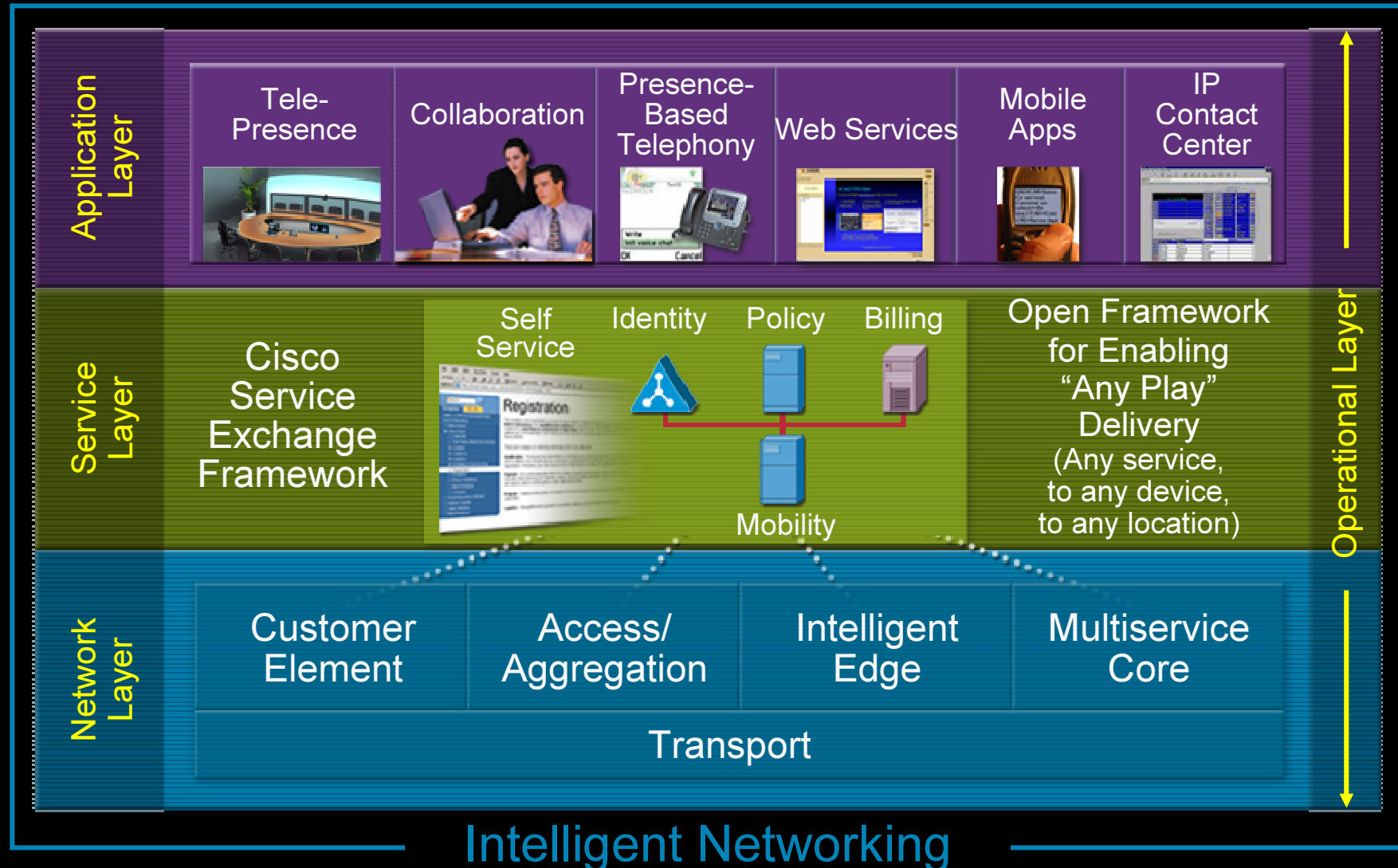
Projected North American Provider Service Diversification:

Provider diversification will drive a huge revenue shift from 90%-95% in telecom today to 70%-80% coming from bundled information and communications solutions by 2016.

Source: Gartner / 2006

Cisco IP NGN Architecture

Achieving a Whole Greater Than the Sum of the Parts



Heightened Provider Expectations...

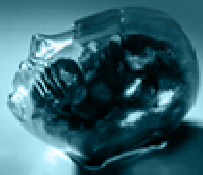
Keys to “Experience Provider” Success

Deploy Services

**Layer
Existing / New
Services**



**Growth,
Faster Time
to Market**



Build Networks

**Intelligent,
Extensible,
Efficient Packet
Infrastructures**



Lower TCO

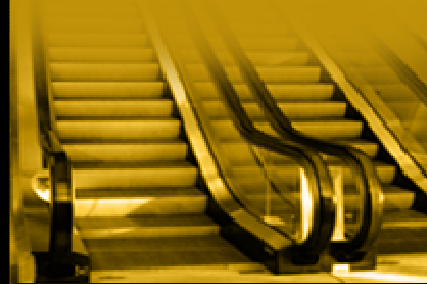


Accelerate Demand

**Connect
SMB and
Enterprises to
SP Services**



Faster ROI



Optimize Business

**Domain
Expertise**



**Support
Business /
Network
Transitions...
Improve
Operational
Efficiencies**



Experience the Human Network

Delivered by Experience Providers... Enabled by Cisco

**Connected
Life**



**At
Home**



**At
Work**



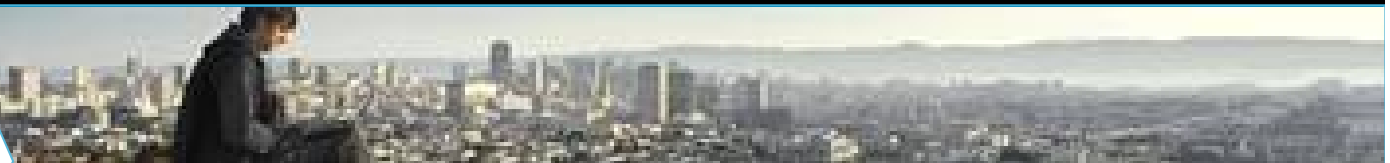
**On
the Move**

Personalized experiences for individual preferences

**Experience
Providers**



Delivers unique, integrated experiences



Provides the enabling IP NGN foundation

