



Cisco Live US 2018

Service Provider

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31MAY2018



#CLUS



INTUITIVE

Agenda

- Your Actions
- Theme / Venue
- Week at a Glance
- Speaking Slots
- Demos
- Mobile App
- Customer Appreciation Event

Cisco *live!*

Your Actions

1. Come join us in Orlando!
2. Attend SP Power Session
3. Security-minded to SP Secure DC Workshop
4. Demos? Start at SP Zone
5. Questions?

Cisco Live U.S.
June 10 - 14, 2018
Orange County Convention Center
Orlando, Florida

10 Days to go!





26,000+ attendees in person
and 350,000+ watching online
300 partner sponsors

Premier Sponsor



Google Cloud

Diamond Sponsors



Theme: Secure, Intelligent Platform for Digital Business

Embrace a
Multicloud
World



Reinvent the
Network



Unlock the
Power of Data



Security is
Foundational



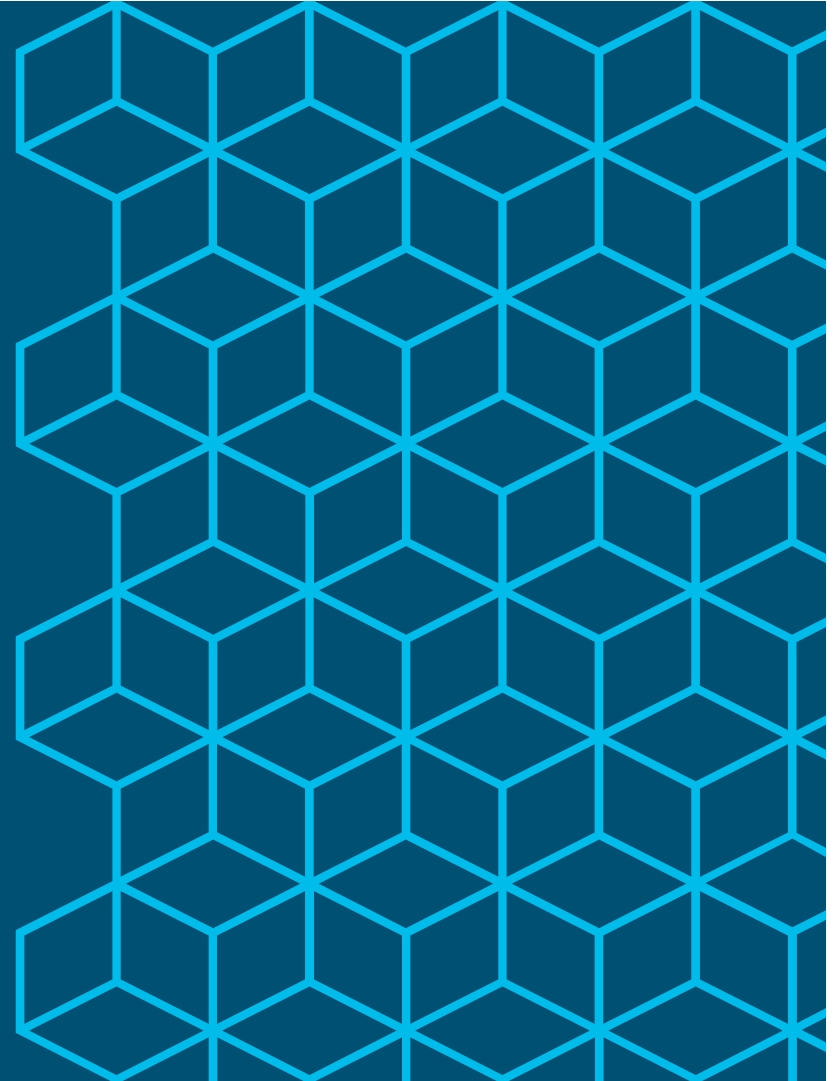
Employee and
Customer
Experience



One Cisco Story

Speaking Sessions:
Keynotes, labs,
presentations, workshops

Cisco *live!*



Keynotes



Chuck Robbins

Chairman and Chief Executive Officer, Cisco



David Goeckeler

Executive Vice President and General Manager, Networking and Security Business, Cisco



Dr. Michio Kaku

Theoretical physicist and futurist



Amy Webb

Futurist, author and founder of the Future Today Institute

Monday, June 11

Opening Keynote
Chuck Robbins

10:30am – 11:30am

Tuesday June 12

Technology Keynote
David Goeckeler

10:30am – 11:30am

Thursday, June 14

What Science Can Tell Us
about Our Future

Dr. Michio Kaku
Amy Webb

3:00pm – 4:00pm

Service Provider 30 Minute Innovation Talk

*Monday
1:00-1:30 pm
Innovation Showcase Theater*

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Yvette Kanouff, SVP
Service Provider
Business Unit

Monday Afternoon SP Power Session

- Day one, 2-hour session, 3:00-5:00 PM prior to World of Solutions reception
- Registration via CLUS registration tool
- Agenda:
 - SP Strategy & Innovations
 - Trends in Network & Automation
 - Success with Cisco Services
 - Industry Panel – Hear from your colleagues
- Chance to win Ipad Pro with keyboard!!



Woody
Sessoms



Yvette
Kanouff



Jonathan
Davidson



Steve
Yager

Registration Link

<https://sppowersessionciscolive.app.rsvpify.com/>

Product & Solution Sessions (60-minute sessions)

TITLE	DATE	TIME	SPEAKERS
Meeting the Need for Secure Critical Infrastructure PSOSPG-2007	6/12	16:30:00	Jonathan Davidson
Enhanced Visibility and Breach Detection in LTE and 5G Networks PSOSPM-2037	6/12	15:00:00	Andrew Turner, Srikant Ramachandran
Secure, Collaborative, Software Defined Networking PSOSPG-1008 [Verizon]	6/11	16:30:00	Anuj Dutia (Verizon), Ramesh Prabakaran
Analytics as An Enabler for Real-time Assurance and Network Automation PSOSPG-2006	6/12	08:00:00	Paola Arosio
Data Center Interconnect (DCI) Architectures Leveraging Dark Fiber & Dense Wave Division Multiplexing (DWDM) PSOOPT-2100	6/12	13:30:00	Kevin Johnson
The 3 Stages of Network Automation and Orchestration PSOSPG-2941	6/13	09:30:00	Carl Moberg
Cisco Policy Suite PCRF in a Cloud Native Architecture for 5G PSOSPM-2030	6/13	14:00:00	Mario Meraz, Rohit Jain
Service Provider Infrastructure - Next Generation Building Blocks PSOSPG-2005	6/13	11:00:00	Sumeet Arora
Team Collaboration: The Foundation of your Future PSOSPG-1009	6/14	08:30:00	Doug Jones, AT&T
Cisco's Transport Software Defined Networking (T-SDN) Controller Architecture PSOSPG-2004	6/14	08:30:00	Ian Emsley
5G Investment monetization (Trends & Technology) BSOSPM-1000	6/14	10:00:00	Mark Gallagher

Secure Data Center Customer Workshop

Tuesday June 12, 3-5pm

Why Should You Attend?

Secure Data Center workshop for Service Providers – along with a content-rich security innovation talk by Jeff Reed and Roland Acra – provide a phenomenal opportunity for your customers to:

- Learn how Cisco is redefining security for the Service Providers' production data center
- Engage with Cisco Security Experts in person and cultivate greater security architecture awareness that tie back to SP care abouts and deployments across 5G mobility, video broadcast, media production, and cloud/managed services DC environments
- Gain confidence and see how Cisco solutions can uniquely integrate and work together through real world use cases
- Understand Cisco's new validated design & reference architecture for the SAFE Secure Data Center

Trusted Critical Infrastructure Session



Wed 6/13
3:00-5:00

See You There!!

WHAT IS IT?

Exclusive session for Partners who develop Trusted Critical Infrastructure solutions for Enterprise, Public Sector & Service Providers

Trusted Critical Infrastructure is the information technology and cybersecurity systems required to run mission critical systems to support the continuity of business or government operations. These systems provide the resiliency to avoid vital network interruptions and non-recoverable failures.

Win with Cisco Trusted Critical Infrastructure

Wednesday, June 13, 2018 | 3:00 - 5:00 pm | Rosen Centre Hotel
Salon 2 Meeting Room | 9840 International Drive | Orlando, Florida 32819

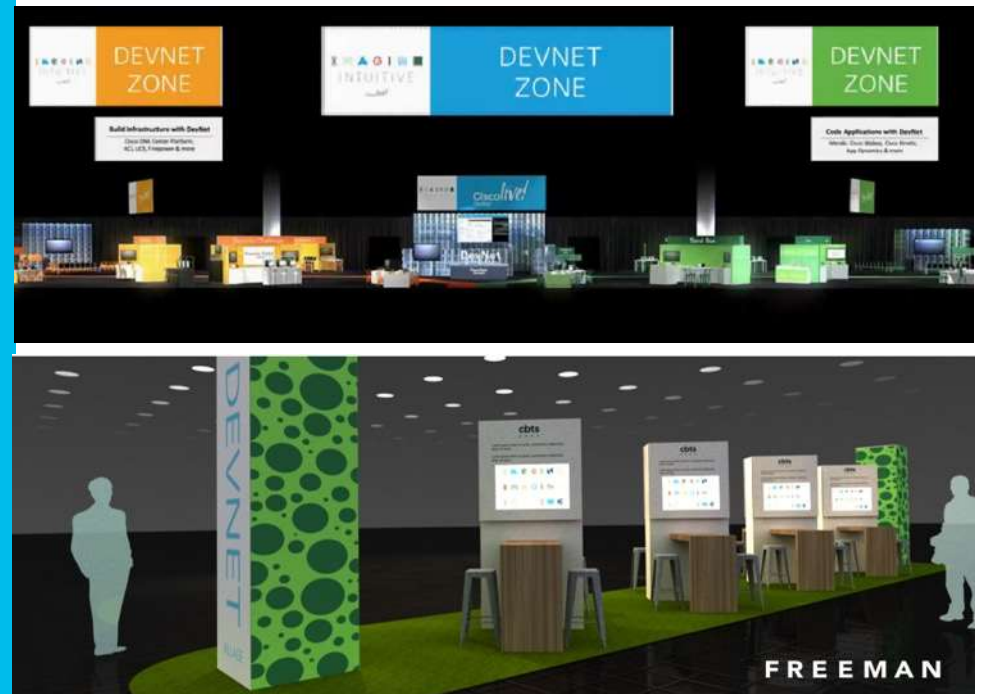
[Register Today--Trusted Critical Infrastructure](#)

DevNet

Featuring over 220 Sessions!

- DevNet Express Pre-event on DNA
- 60 theater and classroom sessions and 80 workshops
- By demand, 8 Workshops now in the DevNet Zone!
- Learning labs split by topic area with interactive demos for more onsite focus and support
- Co-creation demos and inspirational panels
- Two sessions in the Leadership and Equality track
- Two-hour Breakouts, one four-hour Technical Seminar, and two four-hour Instructor-Led Labs

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New DevNet Partner Village!

Technical Content



Breakouts

500+ technical sessions focused on deployment, troubleshooting, case studies

PSOs

90 product and strategy sessions including industry content

Seminars and Labs

150 deep dive and hands-on sessions

Content Café

30 min sessions focused on new technologies

Beers with Engineers

Speaker led, small group discussions on Wednesday

Flip Sessions

New format this year leveraging Cisco Live online pre-event and small group sessions onsite

2018: SP Summary

- 6 Walk in Self-Paced labs (each 45 minutes)
- 5 Business Solutions/Customer case studies (each 30-60 minutes)
- 8 Instructor led labs (each 6 hours)
- 8 Technical Seminars (each 6 hours)
- 11 Product and Solution Overviews (each 60 minutes)
- 77 Technical Breakout sessions (each 90-120 minutes)

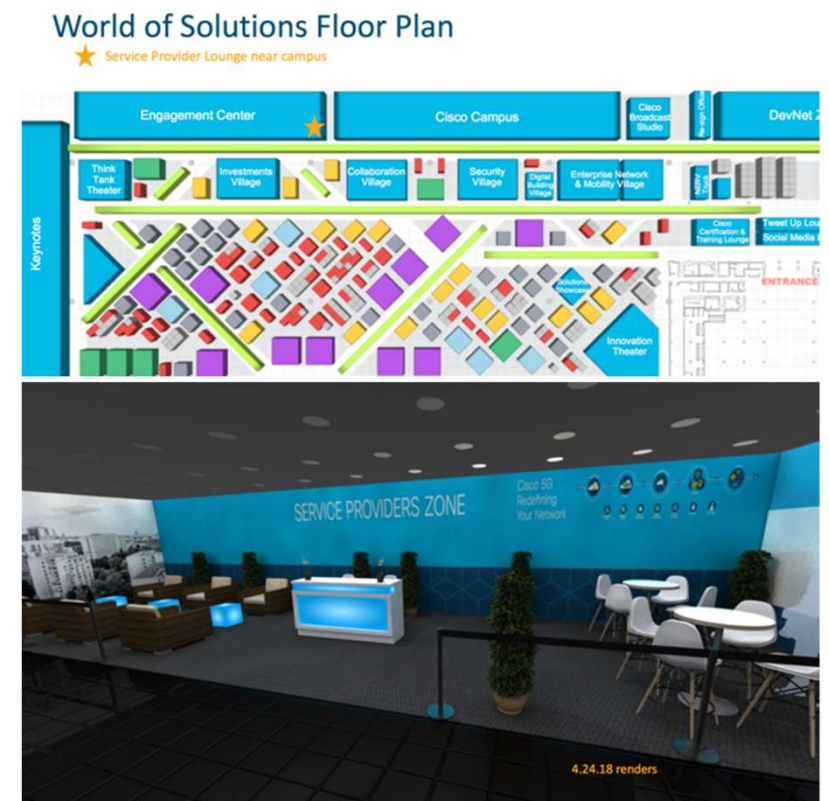


Demonstrations

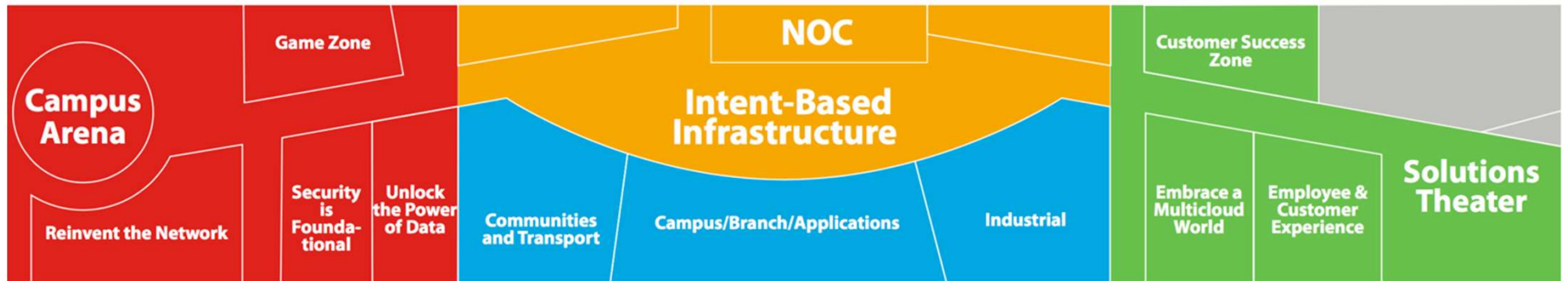
Cisco *live!*

Service Provider Zone

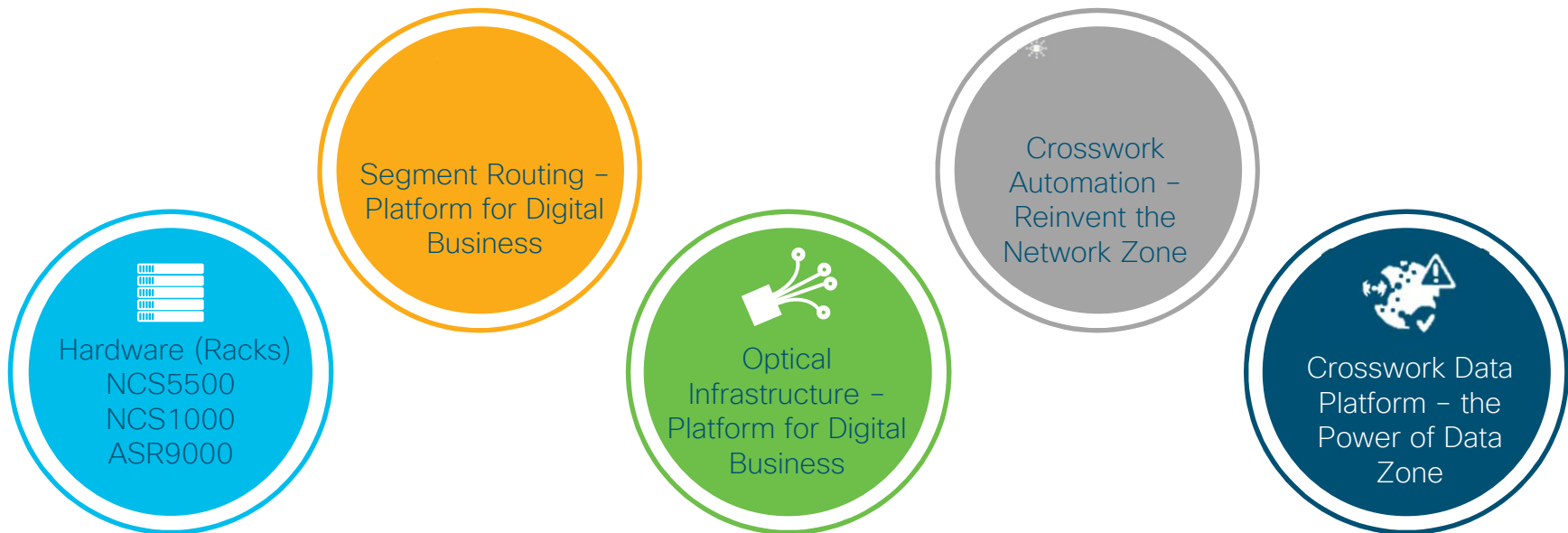
- Landing Space for Service Providers to navigate show floor
- White Board Sessions/Meet SP Experts
- Hosting demo tours – scheduled and walk-up
- Executives to be present after SP Power Session Monday at 5pm ET
- *“Go to the SP Zone”*



Cisco Campus: Explore solutions and products



Most Important SP Demonstrations



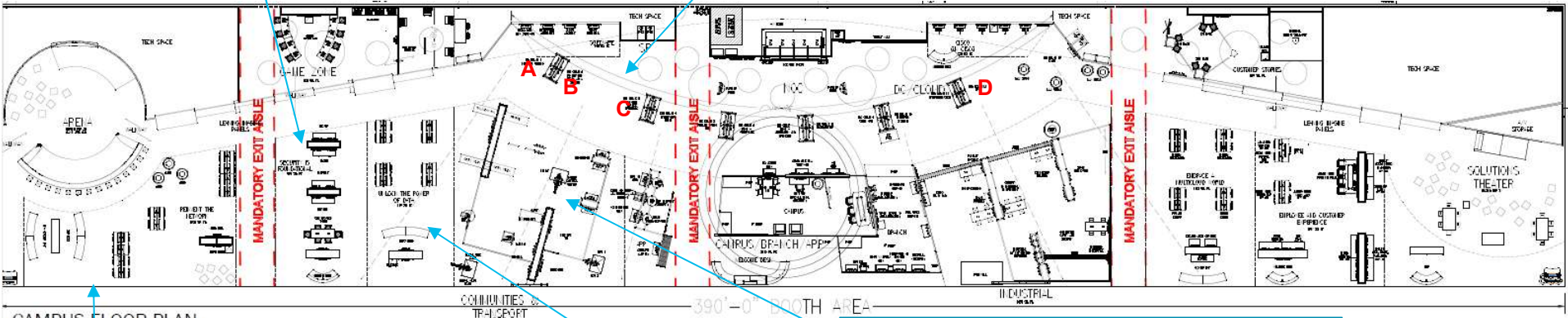
Campus Floor Plan Strategic Demos

Security

- Integrating 3 MSSP use cases into exiting Security demo pods

Intent-based Infrastructure

- SP NOC
 - 2 Racks (NCS5500, ASR9000, NCS540, NCS4200, NCS1002/4)
- 4 Big Solves
 - A. Deliver Managed Services Quickly and Easily
 - B. Critical Infrastructure Optical
 - C. Simplify and Scale with Segment Routing w/SR
 - D. Network Function Virtualization Infrastructure



Reinvent the Network

- Machine Learning for Augmented Intelligence (incl. Crosswork Situation Manager)
- Automate and Optimize IP Transport (Bandwidth and Management (BAM) Suite for Transport SDN -- WAE/NSO/XTC)
- Hero/theater Demo:** Automation for SPs

Communities & Transport

- Mobile IoT Platforms (incl. Ultra IoT + Jasper + Kinetic; use cases: Smart Meter/Lighting)

Unlock Power of Data

- Optimize Data Performance (incl. Crosswork Data Platform)

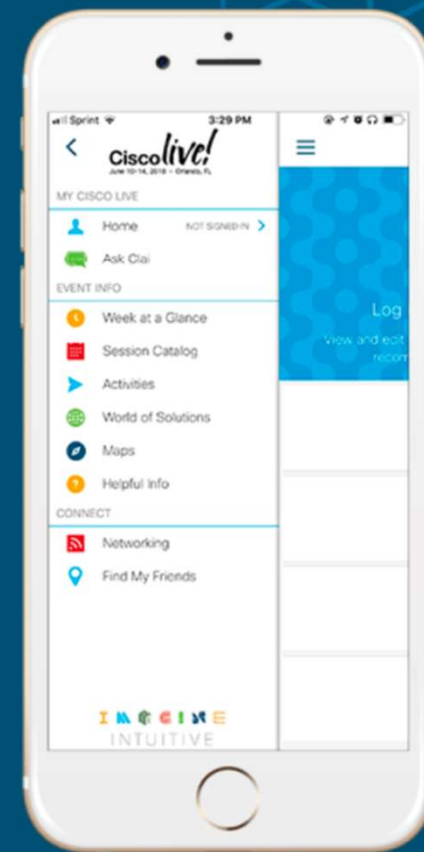
Mobile App

Cisco Live U.S. 2018 Mobile App Available June 4

Access your schedule, personalized recommendations, surveys, maps, and more.

Be sure to check out all the new features this year including:

- Find My Friends
- Interactive Recommendations
- Track Your Steps
- Nearby Recommendations with Augmented Reality
- Add Personal Time



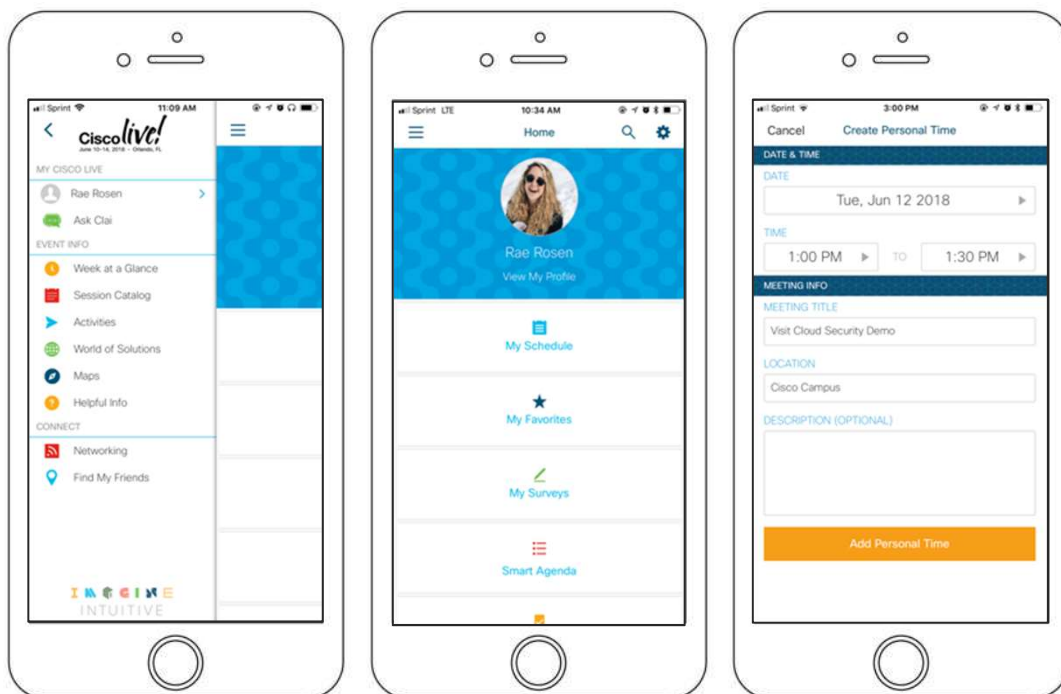
Download on the
App Store



GET IT ON
Google Play

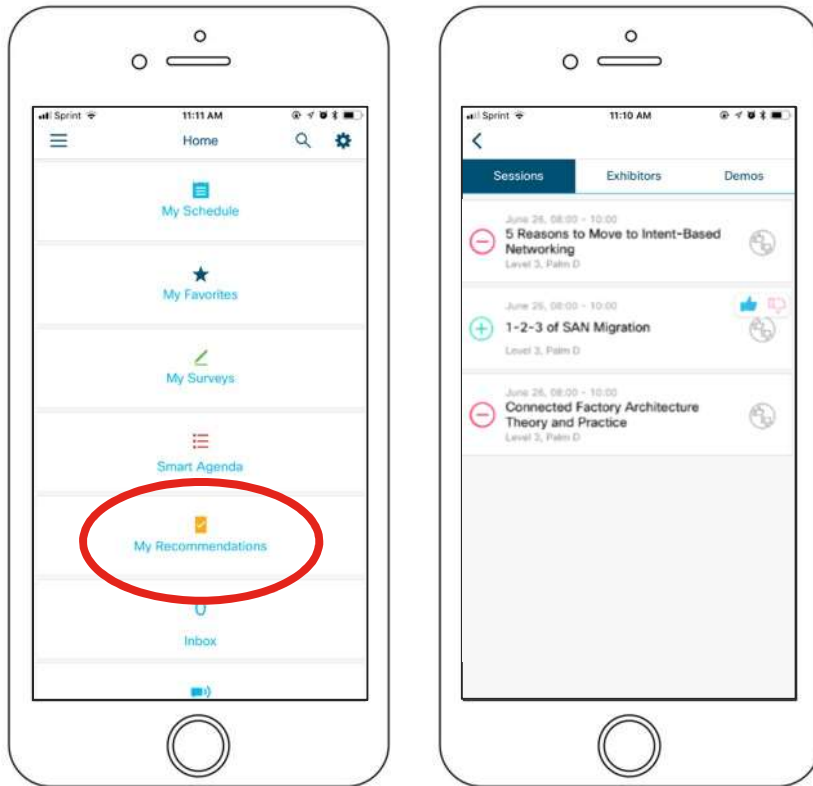
Search Cisco Events

New Home Page and Adding Personal Time



- Homepage: One place to see schedule, favorites, view recommendations, take surveys, etc.
- Surveys will automatically add to your pending surveys queue after you attend a session.
- Add personal time to your schedule as reminders for other conference activities.

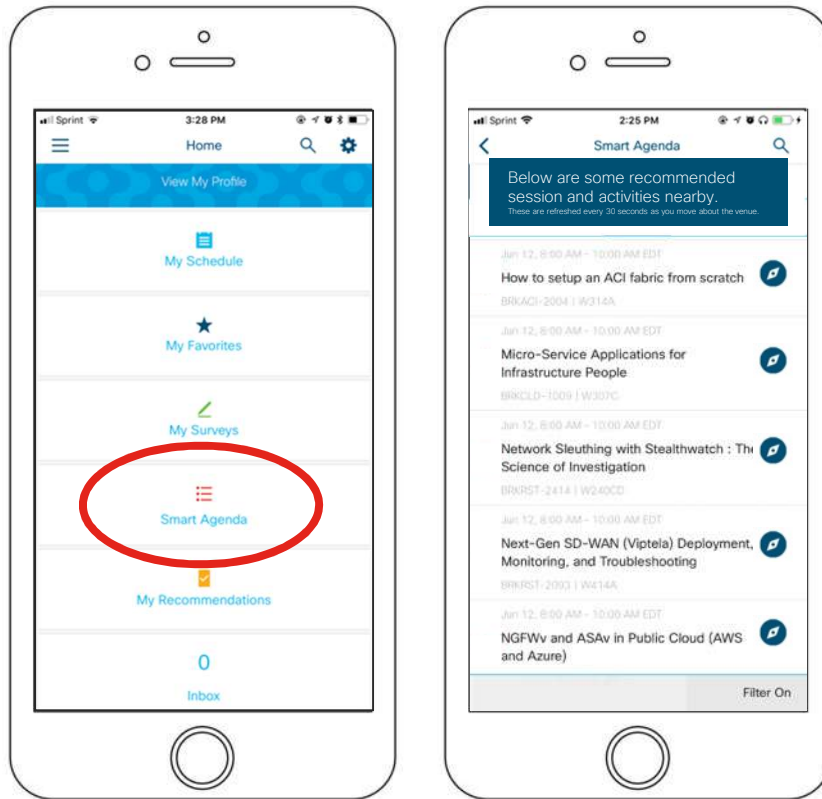
Your new and improved customized recommendations



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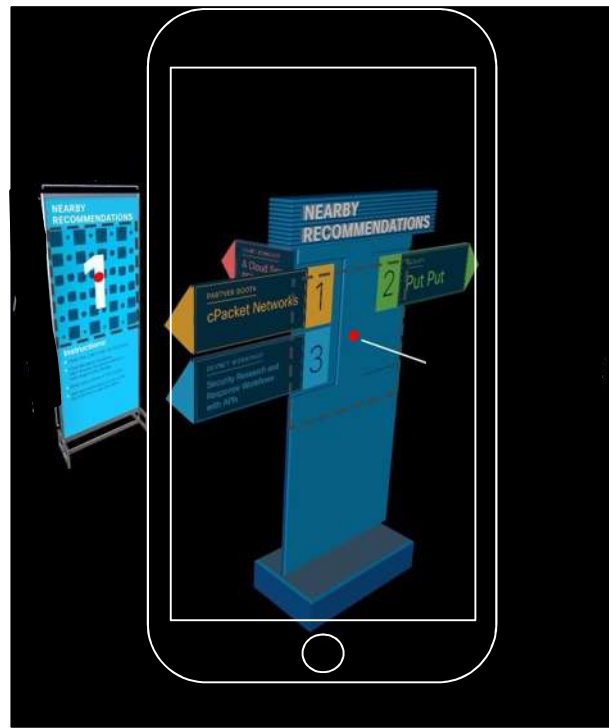
- Considers your technology interests and the sessions you have already scheduled or favorited and gaps in your schedule.
- See recommendations for sessions, demos, and exhibitors in the mobile app
- Give feedback with a simple thumbs up or thumbs down
- Recommendations change dynamically from your feedback and activities

Smart Agenda – proximity based recommendations



- While onsite, customized recommendations with an additional location filter – see what’s going on close by!
- Recommendations are updated every 30 seconds as you move around the venue.
- Click on the compass to get directions from your exact location

Nearby Recommendations with Augmented Reality



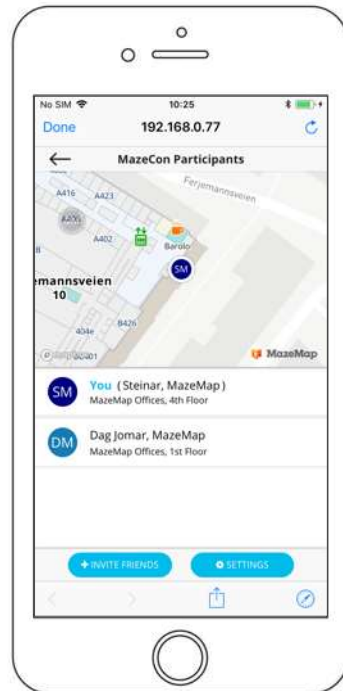
- 13 targets in World of Solutions.
- Using app, scan the targets to get nearby recommendations that are personalized to your interests.
- Each recommendation has an associated button that will take you to the map location to get directions.

Getting around: Cisco Connected Mobile Experience (CMX)

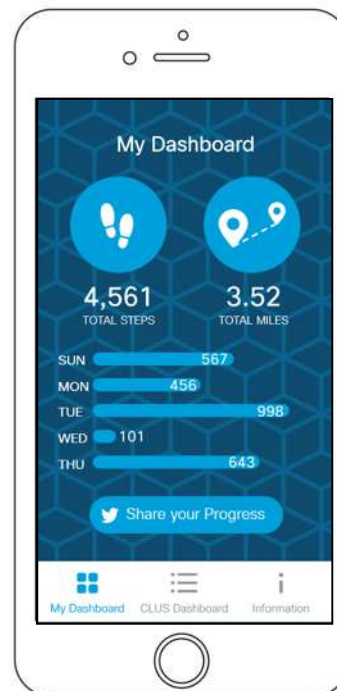
Improved Blue Dot Wayfinding



Find My Friends



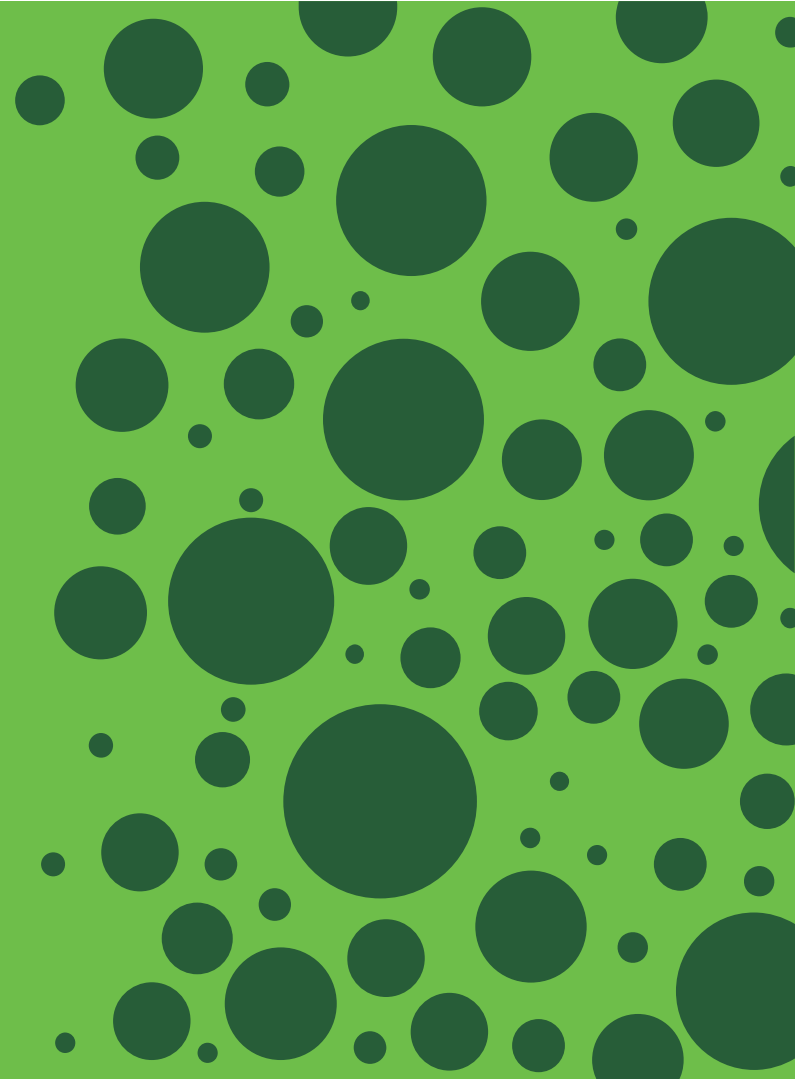
Track Your Steps



- Navigate the conference with interactive maps – get your current location and navigate to anywhere in the venue
- Create private groups and share your location with friends
- See how many steps and miles you have walked at Cisco Live by opting in to the Track Your Steps activity

Fun times
at Universal Studios!

Cisco *live!*



Customer Appreciation Event

TAKING OVER UNIVERSAL STUDIOS IN ORLANDO



Musical Performances



SAM HUNT



CAKE



LEON BRIDGES



REFUGEE
TOM PETTY TRIBUTE BAND



SLIPPERY WHEN WET
BON JOVI TRIBUTE BAND

Entrances

Good to Know:

- Pick up PARTY wristband at Convention Center on Tuesday or Wednesday
(bring your Cisco Live badge and photo ID)
- Party wristband **REQUIRED** at Universal...leave your Cisco Live badge at home
- Grab a shuttle bus and enjoy the night!
- The colored entrance matches your shuttle route color #BOOM



Call to Action

1. Please Attend
2. Join us at SP Power Session
3. Send security-minded to SP Secure DC Workshop
4. Demos? Start at SP Zone

Questions?



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Thank You!

