

Network is the Platform for the Agile Enterprise - Part 1

Hi, this is Michael Astle, Manager of Content Strategy in Cisco's Executive Thought Leadership Group. And this is part one of a two-part podcast where we'll be speaking with three thought leaders - Charlie Feld and Mike Childress from EDS and Gary Moore from Cisco.

They'll discuss the network as the platform for the agile enterprise. In part one, they'll provide an overview of EDS and the agile enterprise. In part two, they'll discuss managed services and how the network is the platform.

Charlie Feld is a Senior Executive Vice President of Application Services at EDS with responsibility for the office of the CIO, the Chief Technology Officer and global alliances. And I understand *CIO Magazine* named him one of the eight most influential IT executives of the past decade.

Mike Childress is EDS's Vice President of Application Services Engineering and Portfolio. He has responsibility for the development of applications, processes and tools for EDS's Global Applications Business. And Gary Moore is joining us from Cisco. Gary is Senior Vice President of Cisco Advanced Services, and a member of the Cisco Operating Committee. He's responsible for networking devices, applications and infrastructure. Gary is also a 27-year veteran of EDS and is the Executive Sponsor for the EDS Alliance. EDS has developed a vision that they call Agile Enterprise which includes simplified business processes, scalable secure networks, streamlined applications and centralized data management. Today we're talking about how the network serves as the platform for this Agile enterprise. Welcome to each of you.

ASTLE: Charlie, let's start with you. Why don't you give us a sense of EDS, the EDS strategy and how you serve customers.

FELD: The EDS is a global services company and when I say global, I mean global. We're just about in every continent in 70, 80 countries and we service massive clients like military, financial institutions, major manufacturing companies like General Motors, Xerox, etc. And those clients of ours are truly experiencing the globalization effects of virtualizing workforces, reducing fixed cost, having more variability in their workforce, more supply chain fluidity and really much more self service toward their customers and their employees. And as we look to service those customers which were the most successful clients of the 20th century, as they try to become 21st century enterprises, they're going through massive change. And the underpinning of that is truly zero outage, always-on kind of network utility that can surge up, surge down, and have the kind of responsiveness to customer and employee self service and supply chain fluidity all across the globe so that most manufacturers will not design cars or products, make them in the same place and sell them in the same place. So truly creating a virtual corporation for our clients requires the network as the base foundation to be able to move work as if you're in the next room as opposed to 22 hours away.

ASTLE: Good. So Charlie, you mentioned that this was all based on the network. Gary, why don't you tell us what you mean when you say network as the platform.

MOORE: I think the term network as the platform is becoming more and more widely used and it

has to do with the network's evolved from connecting desktops to really moving from just the point-to-point connection of desktops to now actually enabling the flow of information in the form of voice, video, data securely anywhere any time to any device, is the real short answer. I think at Cisco, when we think about what makes the network a platform, it's really that combination of the open standards based nature of the infrastructure, the fact that we integrate wired and wireless connectivity options and just any number of compatible end devices that carry applications and features and make all of those available. So through all of these elements, the network has really emerged more than just that medium for simple connectivity. It's really emerged as a flexible secure platform for the delivery of those intelligent services. And Cisco's vision, what we call the blueprint, Cisco's blueprint is really the intelligent information network which is that platform.

ASTLE: That makes sense. So let's go back a little bit. We were talking about the agile enterprise on the network as the platform. Charlie, what does EDS mean by agile enterprise and how does the network serve as a platform for the agile enterprise?

FELD: If you think about, and I could give many examples, but probably an example that most people can relate to is an airline because most everybody travels. It's a little more obscure when you talk about manufacturing agile enterprise. But an airline has moved from you've got to either call their call center to buy a ticket or call into a travel agent or go to the airport in order to find out if the plane's on time or all of the information you need; the function with an airline. The transformation over the last 10 years has been to much more self service and much more flexibility. And what that means is that if there's a thunderstorm in Dallas, hundreds of thousands of people get on with whatever device they have the way they want to get onto the network and see if the flights are on time or if they can get rebooked. And that's created much more of a consumer-driven model inside of the clients that we serve. And what they have to be able to do, and it's a paradox, they have to be able to be flexible enough to let anybody onto their network, but you've got to have enough security and privacy because now anybody can get on the network. The second part of that problem is this thing can never go down because 2:00 o'clock in the morning on one part of the globe is 2:00 o'clock in the afternoon on another part of the globe. So these always-on, nonstop, consumer-driven models really require the platform of the network to be able to get the security, the privacy and yet the user experience to be instantaneous response.

ASTLE: So let's go to Gary and Charlie mentioned that the network always needs to be on, it always needs to be available any time of the day or night wherever fliers are, I suppose. And there also needs to be security. How is it that the network provides this platform that provides those services?

MOORE: Yeah, I think Charlie's example is right on. And both Charlie and I, I know first hand when that network isn't available to those fliers, both from a user perspective and as a provider of those services. But I think the network has evolved to be the preferred platform for this collaboration and innovation and all of that mainly because of its reliability. And that reliability actually comes from standards based and the openness that I talked about before. When you couple that with the fact that it enables not just a voice, not just data, but now voice, video, data and those applications into a single network that is secured, that is highly reliable, it's because of this network infrastructure and

the fact that it's matured again from that single, that simple if you will, connectivity tool to this thing that's evolved to be the platform. It's really able then to be tailored for those different environments. And if you're a manufacturer versus a bank versus an airline, you have different parameters that you want to put on to this. And the fact that it's open standards based, we have the ability to allow for different levels of security, different levels of performance, etc. So from the networking perspective, many of the benefits of having the secure converged infrastructure are clear. You can lower the cost of ownership or increase it depending on what you're trying to achieve. You can ensure the employee productivity around this by streamlining and standardizing the processes as well as the adaptability and the scalability that I talked about before. And all of this boils into what Charlie mentioned around increased agility.

ASTLE: I like the airline example because I think we can all relate to it. Are there other examples, Charlie, real-life examples from other industries?

FELD: Yeah, I think a really good example comes from work we're doing with some of our manufacturing clients around the product engineering or product lifecycle management, generally referred to as PLM. What's happening is every company, most manufacturers were pretty decentralized and on a regional basis, their own engineers that did design and then they manufactured and they sold in the same place. Now that they're looking to globalize, they're looking for teams of engineers from all over the globe to work collaboratively on engineering new products and getting them to market a lot quicker. So if you look at one of our clients makes jet engines, and the ability to design that jet engine with people from all over the globe, the very best of the best jet engine engineers, is a phenomenal business value to them because they can get designs done quickly. They can keep the operation for design working around the clock instead of shutting down at 5:00 or 6:00 o'clock. The down side is it's very heavily graphical oriented so you're moving a lot of information in order to have that kind of development be collaborative, so the network has got to be able to move that kind of workload where you're moving 3D graphics back and forth and having an engineer talking to an engineer on the other side of the globe saying, "No, I don't think that's going to work. What if we did this?" At the same time, many of these engines are being built for military purposes and could be easily, if you don't have the right kind of network and security, be lifted by people that want to steal the designs. So the bandwidth, the security is enabling companies to be able to manufacture things quicker and better. There's be no way to do this without the kind of networks that are moving into place now.

ASTLE: So when you're designing a met engine globally and graphically, what effect does that have on time to market for example, from past practices?

FELD: It could cut it in half. Basically it's a combination of having the best of the best people and also having this around-the-clock notion; it never sleeps. It doesn't go away. And the time to market is worth hundreds of millions of dollars in many cases.

ASTLE: This ends part one of this podcast – Network as the Platform for the Agile Enterprise. Please listen to part two when Charlie Feld, Mike Childress and Gary Moore will chat about managed services and how the network serves as the platform.



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