

# Why Migrate *Standalone to Controller Based*



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Cisco Account Manager



## Defining Mobility



## Why Controller Based Wireless Networks



## How Do I Protect Our Standalone AP Investment



# Cisco Vision...Mobility Redefined... Feb. 2008

## **Mobility is...**

- ....not a device
- ....not a technology
- ....not a service

## **Rather, Mobility is about...**

- ....people
- ....network enablement
- ....experience

**Mobility: Any... Device / Time / Mode /  
Place / Network / Technology / Services...Content  
“Connected Life”**



# From Wireless To Mobility

## Third Wave



### Enterprise-wide Wireless/Mobility

*Deliver Benefits for Everyday Workers via Business Process Improvement, Sustained Competitive Advantage, and Revenue Growth*

**Controller Based**



## Second Wave



### Opportunistic Wireless Deployment

*Augment Employee Productivity*

**Standalone AP or Controller Based**



## First Wave



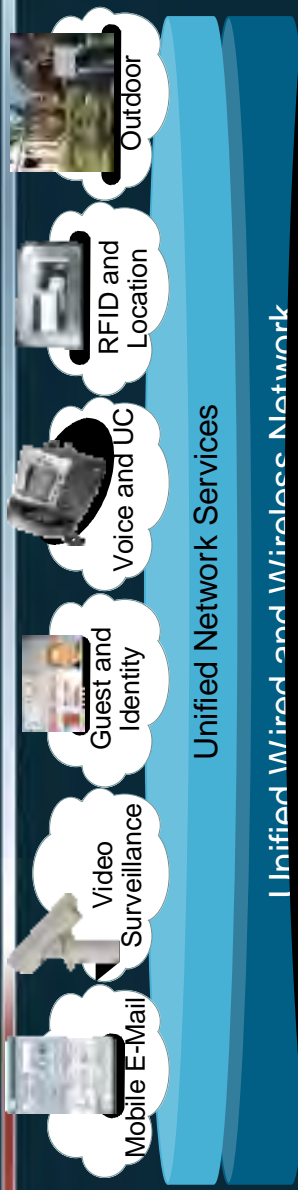
### Silo'd Vertical Applications

*Deliver Departmental Benefit*

**Standalone AP**



# Controller Based Wireless Network Intelligent Network Services

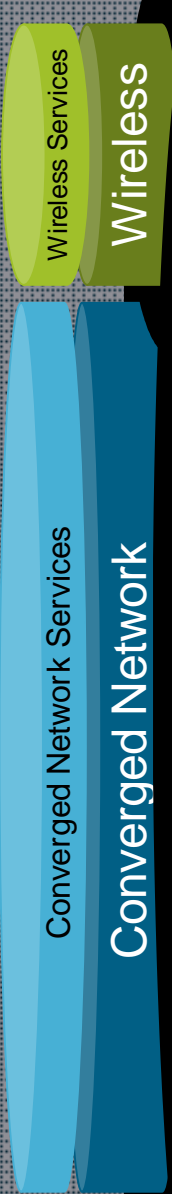


- 2005+**
- Common services platform
  - Greatest efficiencies and lowest TCO
  - Extensive application support common across entire network

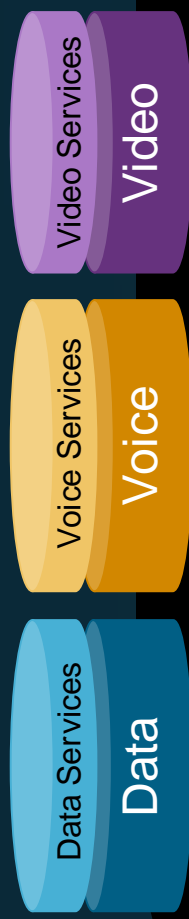
- 2000-2005**
- Converged IP network lowers TCO
  - Some application efficiencies, not optimized
  - Overlay wireless support and management burden

- 1980s-2000**
- Separate communications networks
  - No common services
  - High support costs and limited efficiency
  - Siloed applications

Enterprise Communications Infrastructure



Enterprise Communications Infrastructure

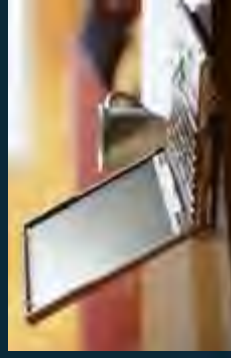


Enterprise Communications Infrastructure



# Cisco Controller Based Wireless Network

*A Flexible Architecture  
that Provides Common Services Across the  
Wired and Wireless Network*



**Integrates with the Wired Network....  
Ensuring Performance, Preserve Investment and Decrease Complexity**

**Flexible Architecture that Meets Enterprise Requirements**

**Common Management Solution that Scales**

**Unified Client that Simplifies Device Security & Management**

# Ease of Design and Implementation

## Cisco's Wireless Control System (WCS)

*Provides an Easy-to-Use Graphical Interface and Automates Design and Management Functions*

WCS Includes RF Prediction Tools to Assist in Designing a WLAN

- Hierarchical maps: import graphic floor plans
- Suggested AP placement
- Interference identification
- Configuration templates
- View performance and coverage estimates

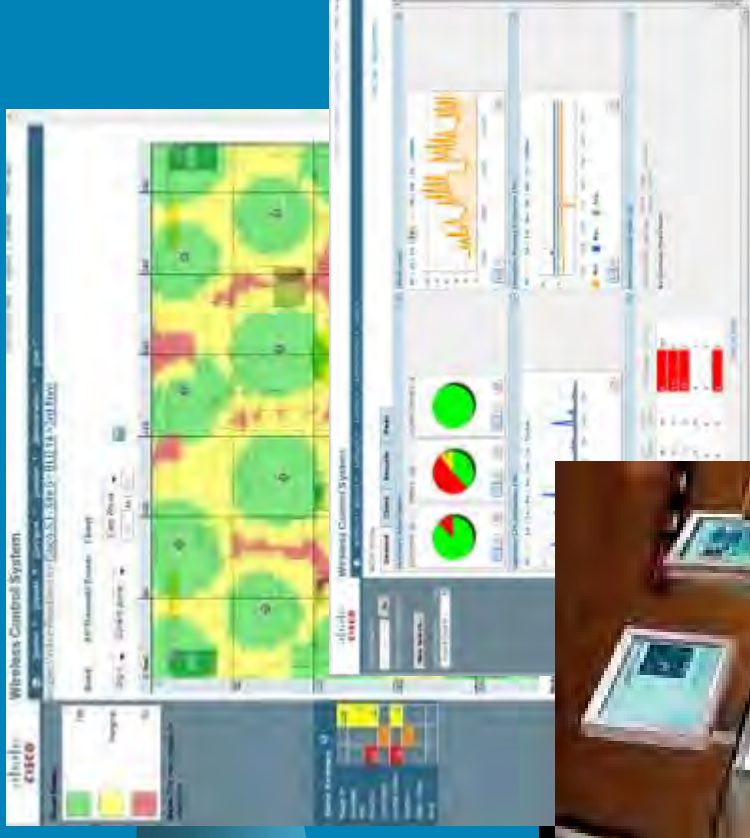


# Centralized Management

*Single View of up to 30,000 APs and 750 Controllers in Any Location*

A Single Solution for RF Prediction, Policy Provisioning, Network Optimization, Troubleshooting, User Tracking, Security Monitoring, and Wireless LAN Systems Management

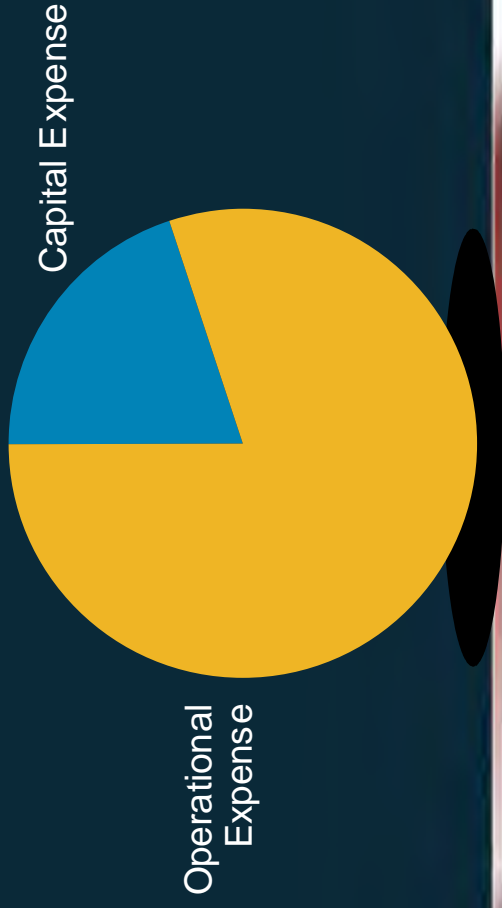
- Multiple user and device type tracking
- Integrated WIPS/IDS
- Real-time event reporting and alarms
- Interference detection
- Reporting with detailed trending and analysis
- Client and infrastructure troubleshooting with suggested actions
- RF heat maps for better visibility



# The Hidden Cost Dramatically Reduced....

## Controller Based Benefits

- Initial capital investment will decrease operational costs
- Security, management and upgrade costs reduced
- Decrease TCO with common wired and wireless infrastructure



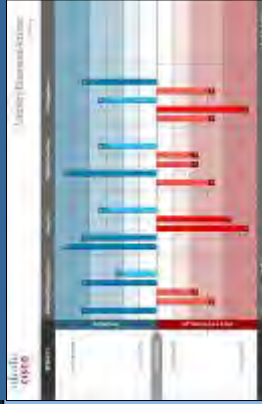
Example WLAN Cost for  
1,200 User Enterprise

Item	Cost
Installation	\$44,000
Infrastructure	\$90,000
Support	\$28,000
Total Year 1	\$162,000
Total Year 2	\$28,000
Total Year 3	\$28,000
Total 3 Years	\$218,000
Amortized Monthly Charge	\$6,055
Cost per User per Day	\$0.17

# Next Steps... To Ensure Investment Protection

1

**Mobility  
Business Advisor**



**Understand Your  
Business &  
Technical  
Expectations**

2

**Network  
Assessment**



**Assess Your  
Wireless Network  
State**

3

**ROI  
Calculator**



**Analyze ROI for  
Migrating to  
Controller Based  
Wireless**

# Prospecting for Standalone Customers



## Standalone History



## Standalone AP's by Vertical



## Benefits of Controller Based



# Standalone History

- Standalone AP's Customers
  - 3.5 Million AP's sold Worldwide
- Standalone AP Vendors
  - Cisco (Aironet), Motorola/Symbol, Intermec, Proxim
- Standalone AP Positioning
  - Customer buy Standalone AP's because of "silo'ed" implementation (of just a specific area) with perceived low cost & ease of installation

# Standalone AP's - Vertical Markets\*

Professional Services	15%
Education- Public/Private	13%
Unknown Vertical Market	12%
Manufacturing	11%
Technical Services	9%
Retail	9%
Health Care	8%
Wholesale/Distribution	6%
Financial Services	5%
Government	4%
Service Provider	2%
Media/Entertainment	2%
Transportation	2%
Hospitality/Hotels & Leisure	1%
Energy/Utilities	1%
Total	100%



# Migrating to Controller Based

- The Benefit of Controller Based Wireless Networks  
CIO's and IT Managers appreciate
  - Easy to Manage
  - Simple to Deploy
  - Extremely Secure
  - Reliable
- Standalone Customers Want the Benefits of Controller Based, but don't want to start all over... Investment Protection is Top of Mind

# Prospecting Summary

- When calling Prospects be sure to mention that you understand how important it is to protect their current investment
- Ask for an appointment to...
  - 1.) Better understand how they're using the technology
  - 2.) Then understand what their needs are
  - 3.) Explain that you may be able to help protect their investment
  - 4.) While reducing their Opex costs
  - 5.) While gaining all the benefits of a controller based wireless network
  - 6.) Ask for an appointment

# Summary

Explosion of Wireless Devices in the Enterprise  
**Over 1 Billion by 2010**

Present: Cisco Market Leader for Wireless  
**Over 5 Million AP's Sold**

Vision: Cisco Motion  
**“Cisco is one of the rare that can accomplish something like Motion”**

Next Steps  
**Mobility Requirements – Network Assessment – ROI Calculator**

# Q & A



The Cisco logo is displayed on a dark blue background. It consists of a stylized bridge icon made of seven vertical bars of varying heights, colored in a light blue. Below the bridge icon, the word "CISCO" is written in a bold, red, sans-serif font.The Logicom logo is shown in a large, blue, 3D-style font. It features a stylized 'L' icon on the left, composed of red and blue geometric shapes, followed by the word "LOGICOM" in a bold, blue, sans-serif font.A smaller version of the Logicom logo is located in the bottom right corner of the slide. It includes the stylized 'L' icon and the word "LOGICOM" in blue.A small Cisco logo is positioned in the top right corner of the slide. It features the stylized bridge icon and the word "CISCO" in red.

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