

CONNECTED REAL ESTATE

Las redes y el edificio



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Changing the Game

Cambiamos la forma en la que
diseñamos, construimos,
gestionamos **y** utilizamos **los**
edificios

Video – Peter packet

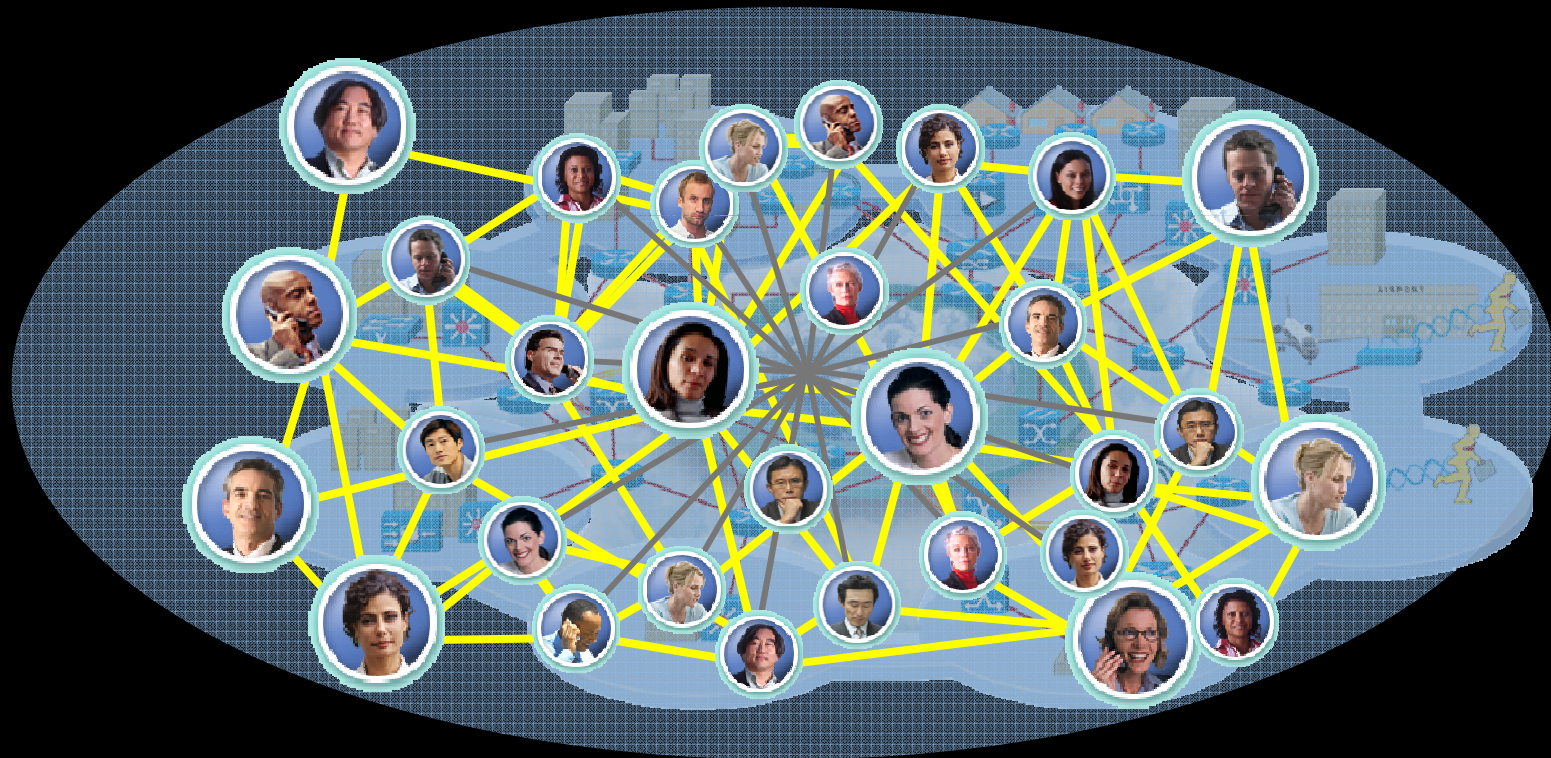
Agenda



- **Cisco – Introducción**
- **Smart connected Communities**
- **Connected Real Estate**
- **Eficiencia energética – Energywise**
- **Conclusiones**

Cisco: El innovador de la convergencia

El protocolo de Internet (IP)
es el idioma técnico que utilizan



las redes que posibilitan la red humana.

Changing the Game

La Red Humana

Cisco: El innovador de la convergencia

La innovación de Cisco comenzó con el protocolo IP



Y el routing multiprotocolo en la empresa.

Gracias a su continua labor, pudo implementarse el protocolo IP en redes comerciales, de proveedores de servicios y de consumo.

Cisco: El innovador de la convergencia

A fines de los años noventa, Cisco impulsó la creación de una nueva industria,



la telefonía IP o VoIP. Comenzó en la empresa y posteriormente se extendió a los mercados comercial, de proveedores de servicios y de consumo.

Cisco: El innovador de la convergencia

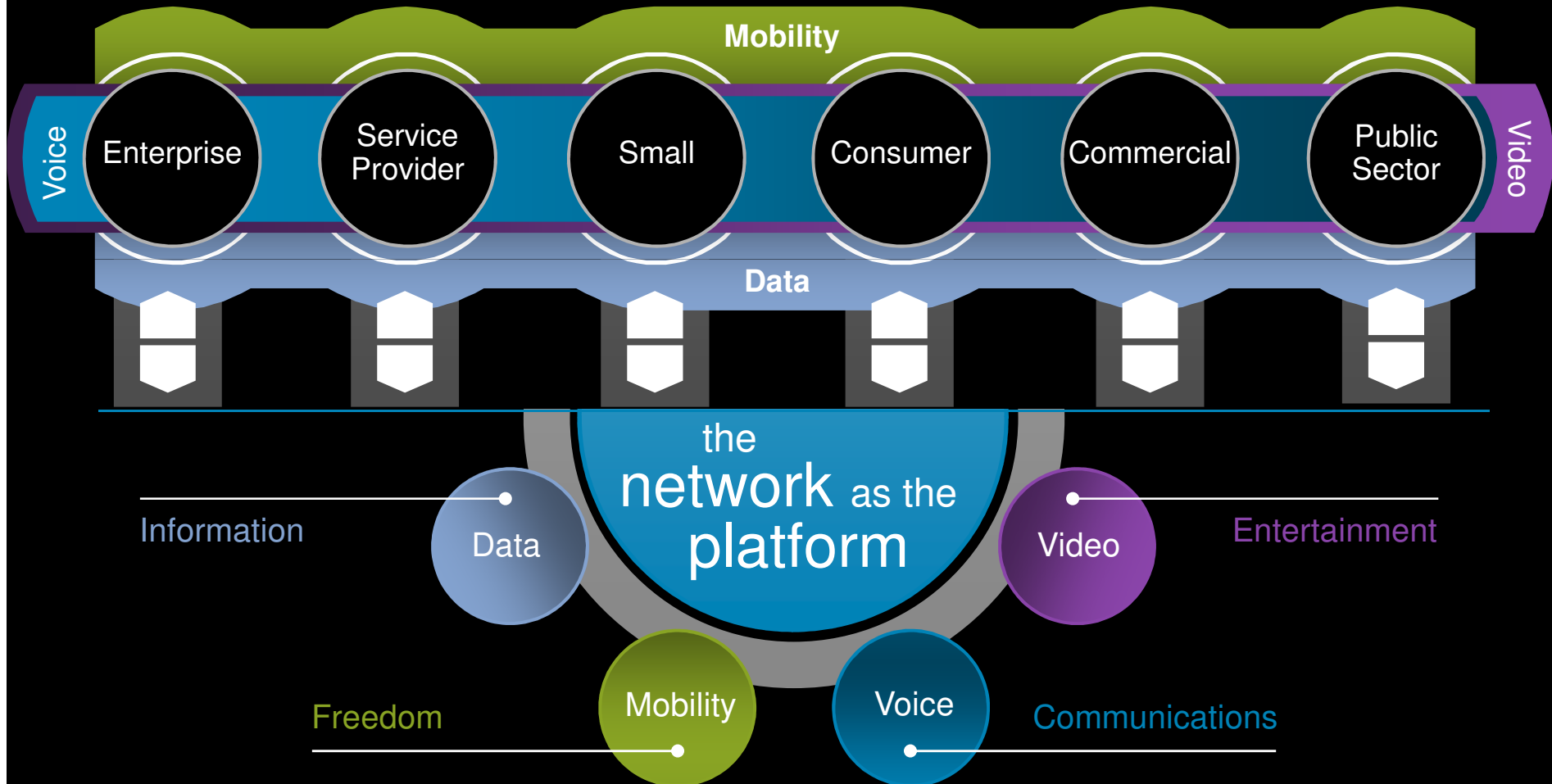
Hoy, la innovación de Cisco se traduce en el *Quad Play Everywhere*



Y sólo Cisco ofrece datos, voz, video y movilidad convergentes en todos los segmentos del mercado.

Cisco: The Convergence Innovator

One Seamless, Transparent Customer Experience



Everything Becomes Connected



Evolution of the internet

400M devices connected - cars, buildings, hospitals, schools, government... **everything** is connected!

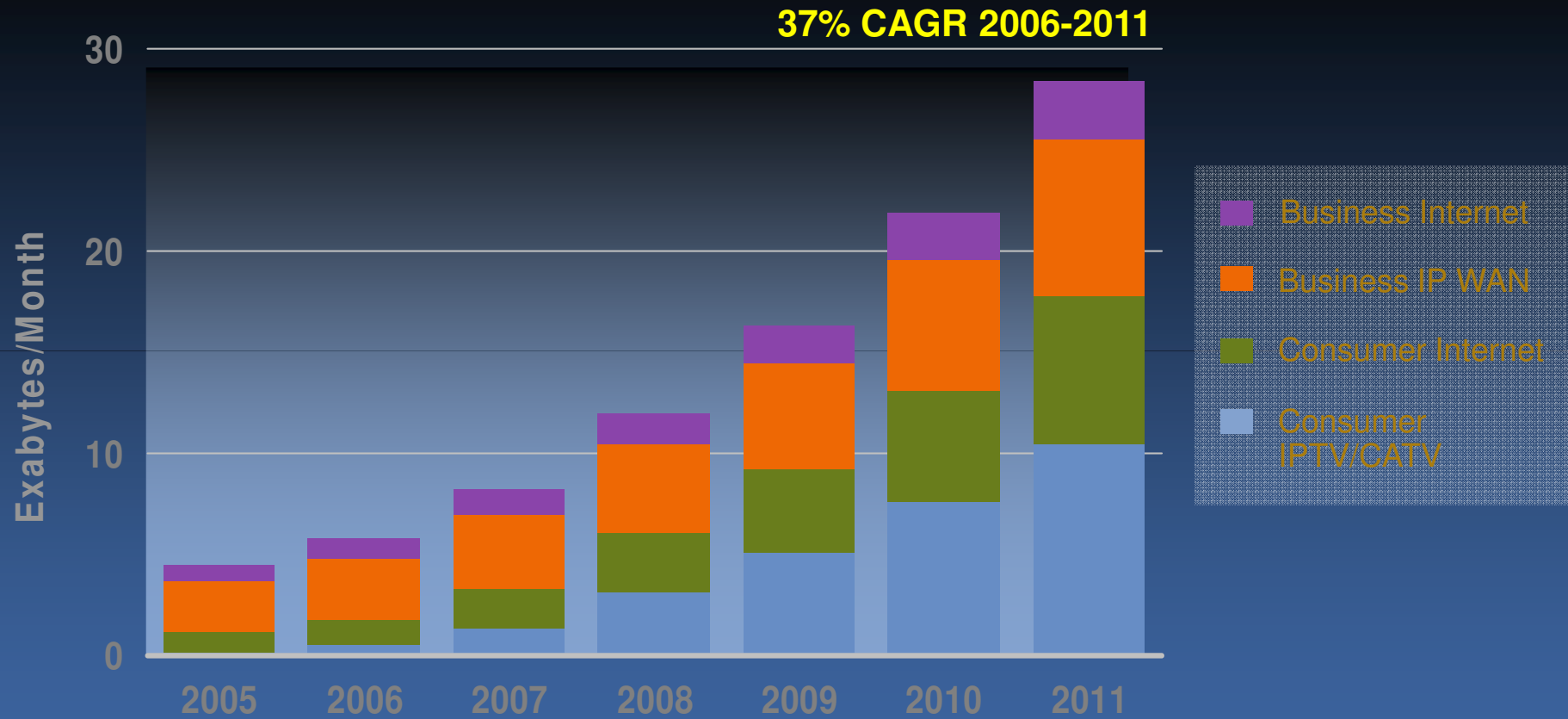
Source: Forrester Research, Cisco

Esta demanda seguirá creciendo Mayor nivel de complejidad tecnológica



The touch points are endless...

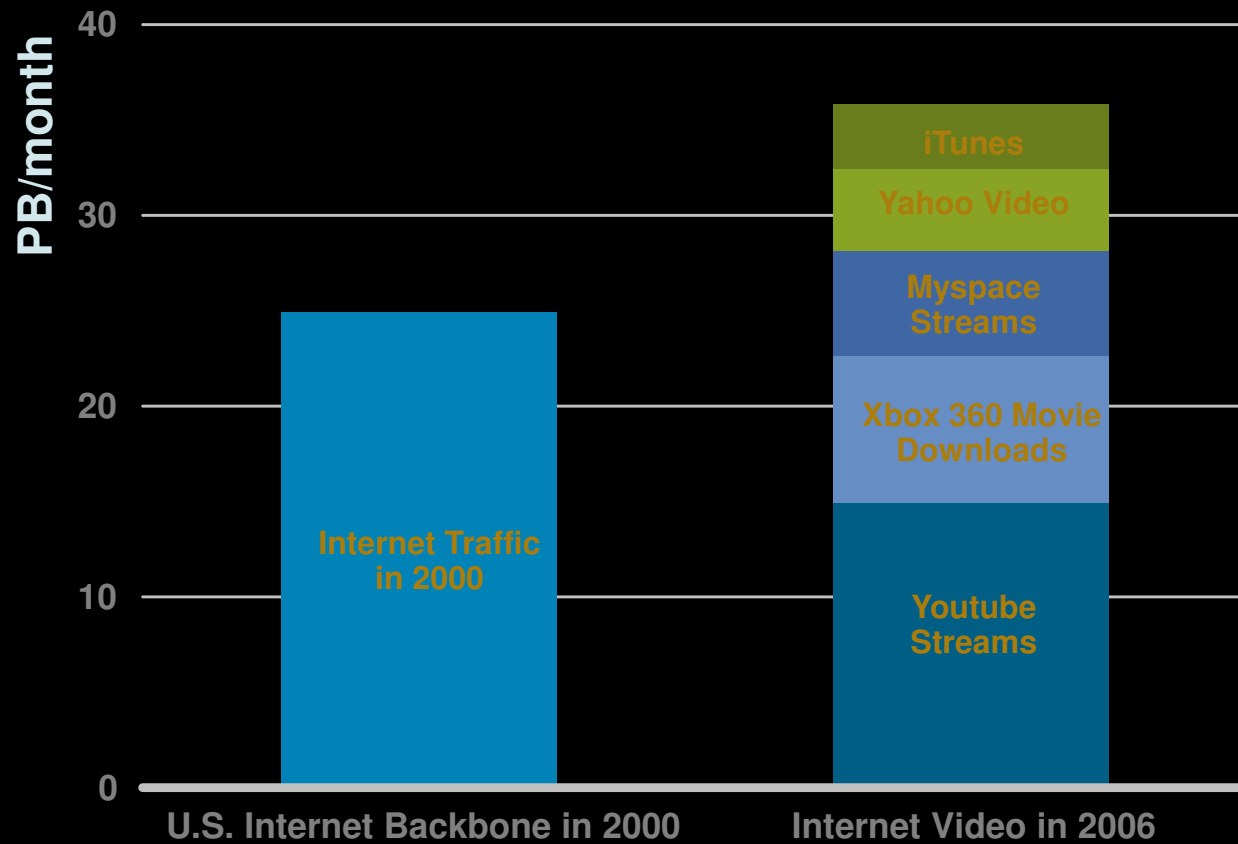
El tráfico IP se quintuplica desde 2006 a 2011



1 Exabyte = 1,000,000,000,000,000,000 Bytes

Source: Cisco Global IP Traffic Forecast, 2007

EI Video



Personalización

Calidad

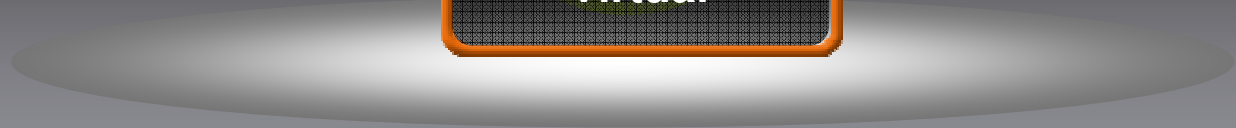
Global

Las necesidades de los consumidores cambian

Sencillo

Innovación

Virtual



Changing the Game

Nuestras necesidades están
cambiando....

¿Se adaptan los edificios los a
nosotros?

The Network as the Platform...

3–5 Year Goals

Cisco Strategy

FY '10 Initiatives



**Intelligent
Information Network**



**3-5 Year
Goals**

Initiatives

Changing the Game

ARQUITECTURAS

Changing the Game

Vídeos – Borderless
Vídeo – Collaboration

Acquisition Summary

1993



1994



1996



1997



1998



1999



1999(cont)



2000



2000(cont)



2001



2002



2003



2004



2005



2005(cont)



2006



2007



2007



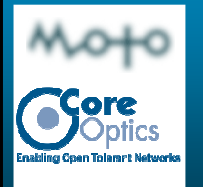
2008



2009



2010

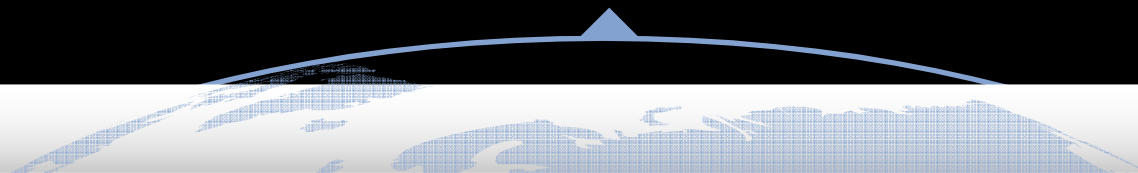


FY10 Fiscal Year Revenue

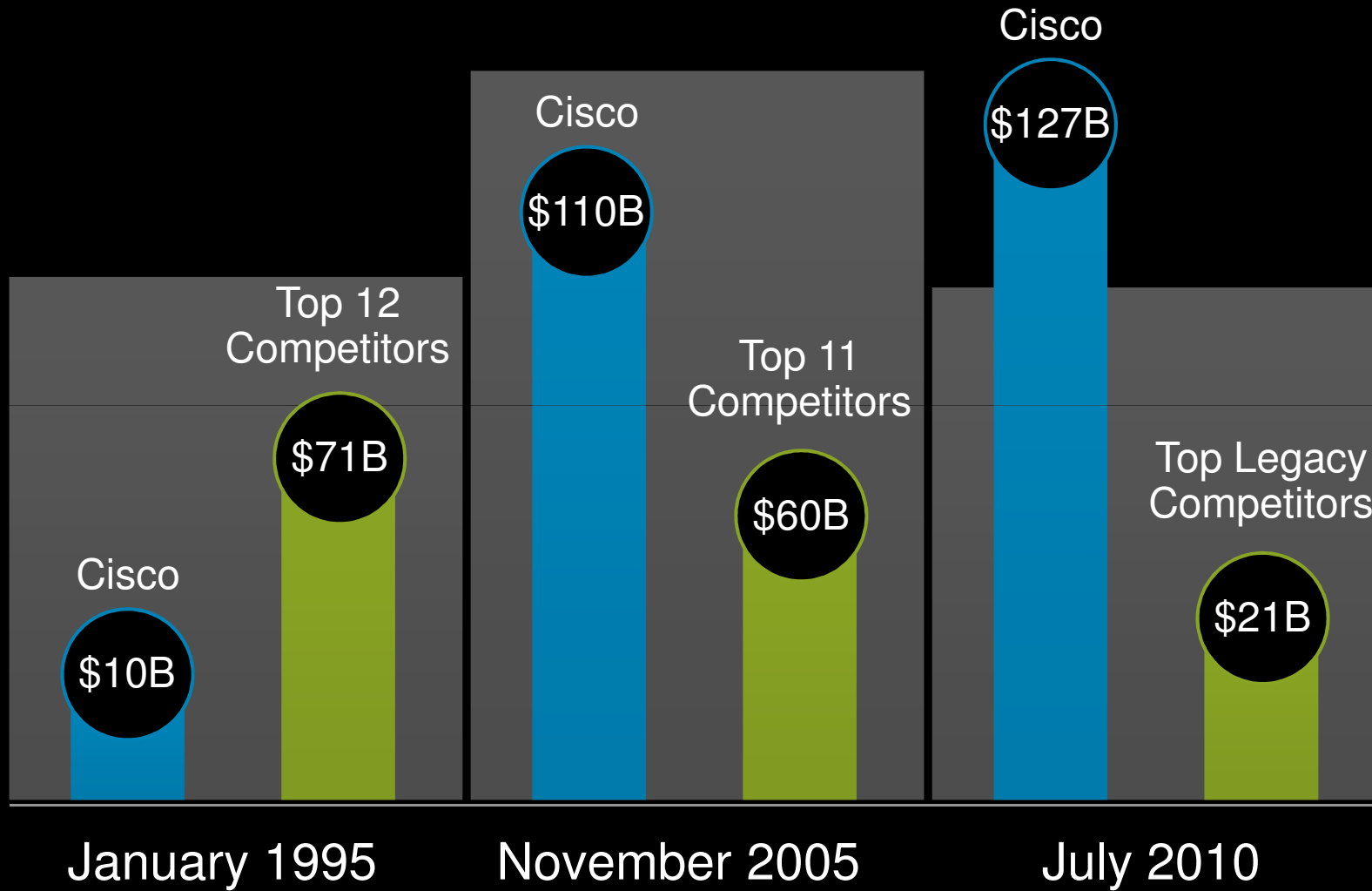
Total \$40B

11% Y/Y

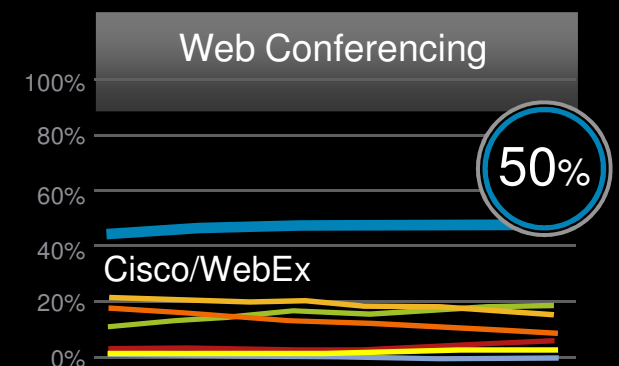
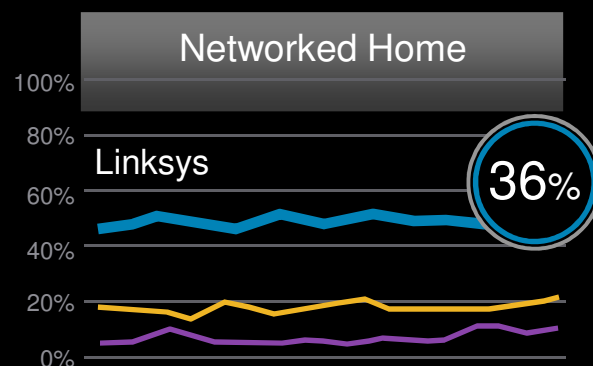
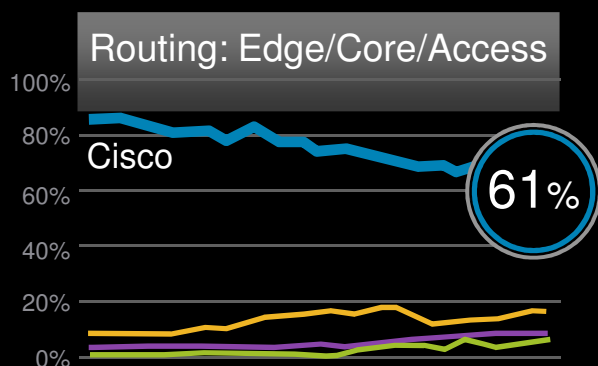
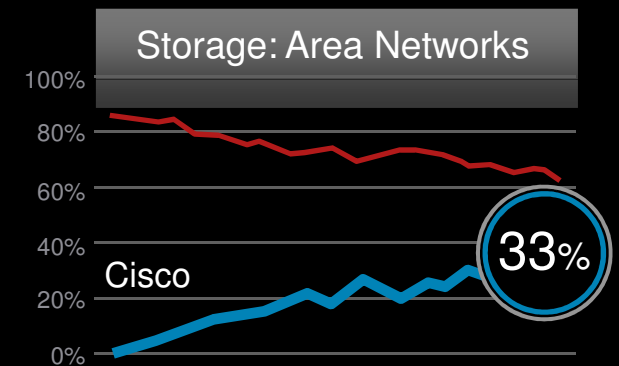
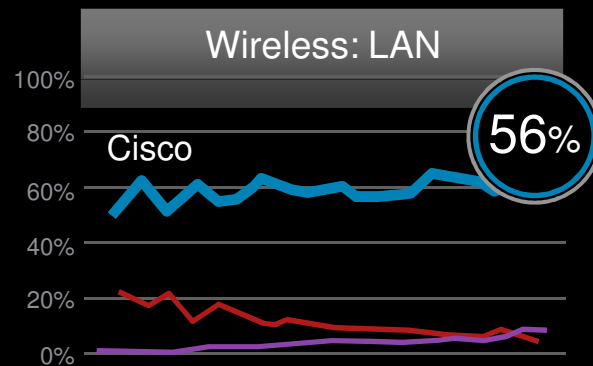
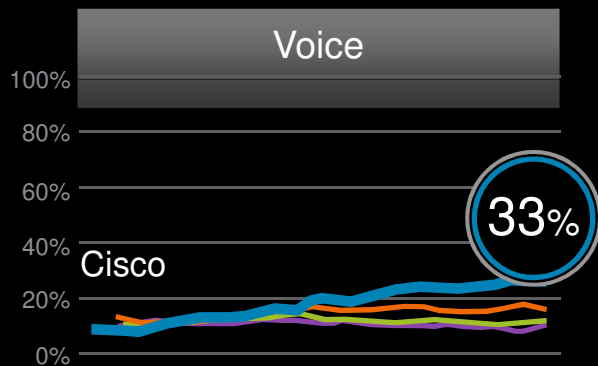
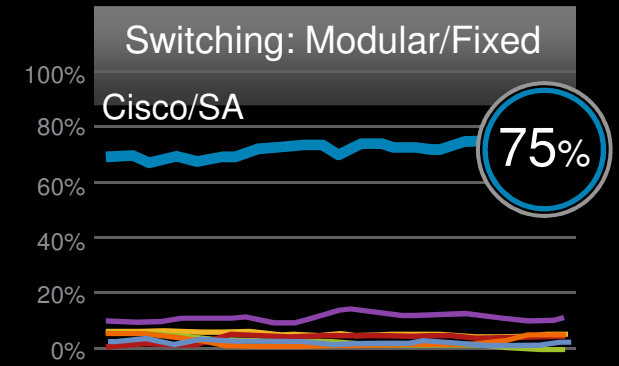
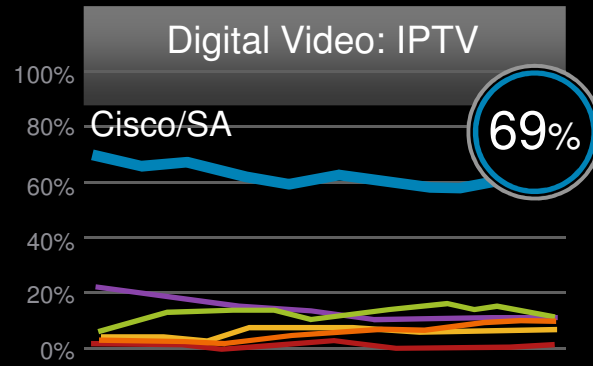
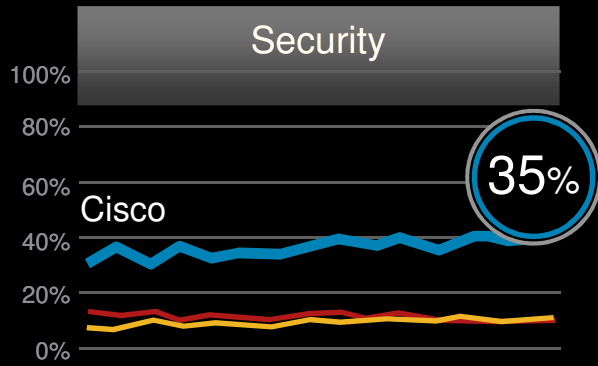
- Routing revenue of \$6.6B, up 4% Y/Y
- Switching revenue of \$13.6B, up 12% Y/Y
- Advanced Technologies revenue of \$9.6B, up 6% Y/Y
- Total Service revenue of \$7.6B, up 9% Y/Y



Market Capitalization Leadership



Market Share Leadership



Market Transitions

Our strategy is guided by the market transitions that affect our customers.

