New business models and partnerships for productivity, competitiveness and innovation gains

Massimo Migliuolo
VP, Emerging Markets
Future of Countries, Companies, Jobs…
Pillars of National Competitiveness

- Education
- Infrastructure (highlighted)
- Innovation / Market Transitions
- Supportive Government
- Collaboration
ICT Infrastructure drives Productivity Gains and Competitiveness

1. The Network is Pervasive – Dismantling Barriers
2. Intelligent IP Networks Enable All Forms of Communication / IT
3. IP Networks Enable Collaboration, Social Networking and Convergence

Network as the Platform
Broadband is Crucial to Boost Economic Development and Productivity

- Public Welfare
- National Security
- Tax/Revenue
- Education
- Healthcare
- Economic Development

Broadband is crucial to boost economic development and productivity.
Funding Country Transformation and Development Projects

- World Bank has dramatically increased ICT funding available
- PDVSA oil company driving Connected Healthcare in Venezuela
- Homeland Security funding projects in Mexico
World Economic Forum (WEF)
Network Readiness Index 2006-2007

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Leveraging the Railway Infrastructure

- Trend of the disaggregation of the Service Provider value chain
- Next Generation Networks needed to meet demand for IP Traffic and IP Services
- In Europe nearly 70% of CAPEX invested in telco infrastructure is spent on civil engineering to develop passive infrastructure
- Opportunity to build IPoDWDM network, benefits manifold
Connecting Collaborative SMBs

**Turkish Textile Industry**

- Turkey’s largest employer and second largest exporter
- ICT-enabled collaboration platform (webex) to integrate 30,000+ SMB suppliers and outsourcers with 17,000+ exporters
- The industry can keep pace with fast fashion changes
- SMBs have a voice and can foster relationships. Suppliers have a better focus and productivity
Virtual Service Providers (VSPs) Enabling SMBs

Du, Dubai, UAE

- A new integrated telecommunications service provider with a fresh approach
- Wanted to increase their competitive advantage and revenues by targeting the SMB market
- Embraced a new Cisco business model (VSP) to offer a “white-labelled” managed and hosted services to SMBs
- Widening the SP value chain brings ROI for the SP which in turn can fund BB roll-out, boosting country productivity
- WiMAX accelerated time to market
Tourism 3.0
The Pearl Of Qatar

- 400 hectares
- 32 km of new coastline
- 350 meters from the mainland
- $50 billion project
- 40,000 residents by 2010

Cisco end to end solution: Metro (fiber to home), Data centre, security, wireless, voice (BTS), IPCC, CIC, ISC, Linksys, Scientific Atlanta Head-End & STB, CDS VoD
The Network is an Enabler for Country Transformation

National ICT Agenda

Network as the Platform

National Economic and Social Development Agenda

Health

Energy

Finance

Public Safety

Transportation

Entrepreneurs

Education

Community

Health

Energy

Finance

Public Safety

Transportation

Entrepreneurs

Education

Community
Addressing the Skills and Talent Gap

- 7 Cisco Networking Academies in Ghana since 2000
- 535 Students Enrolled Since Inception
- 249 Academies and 42,011 Students Enrolled across Africa