



**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



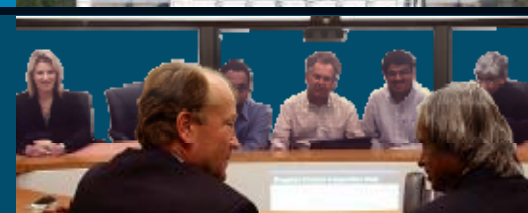
Innovation / Market Transitions



Supportive Government



Collaboration

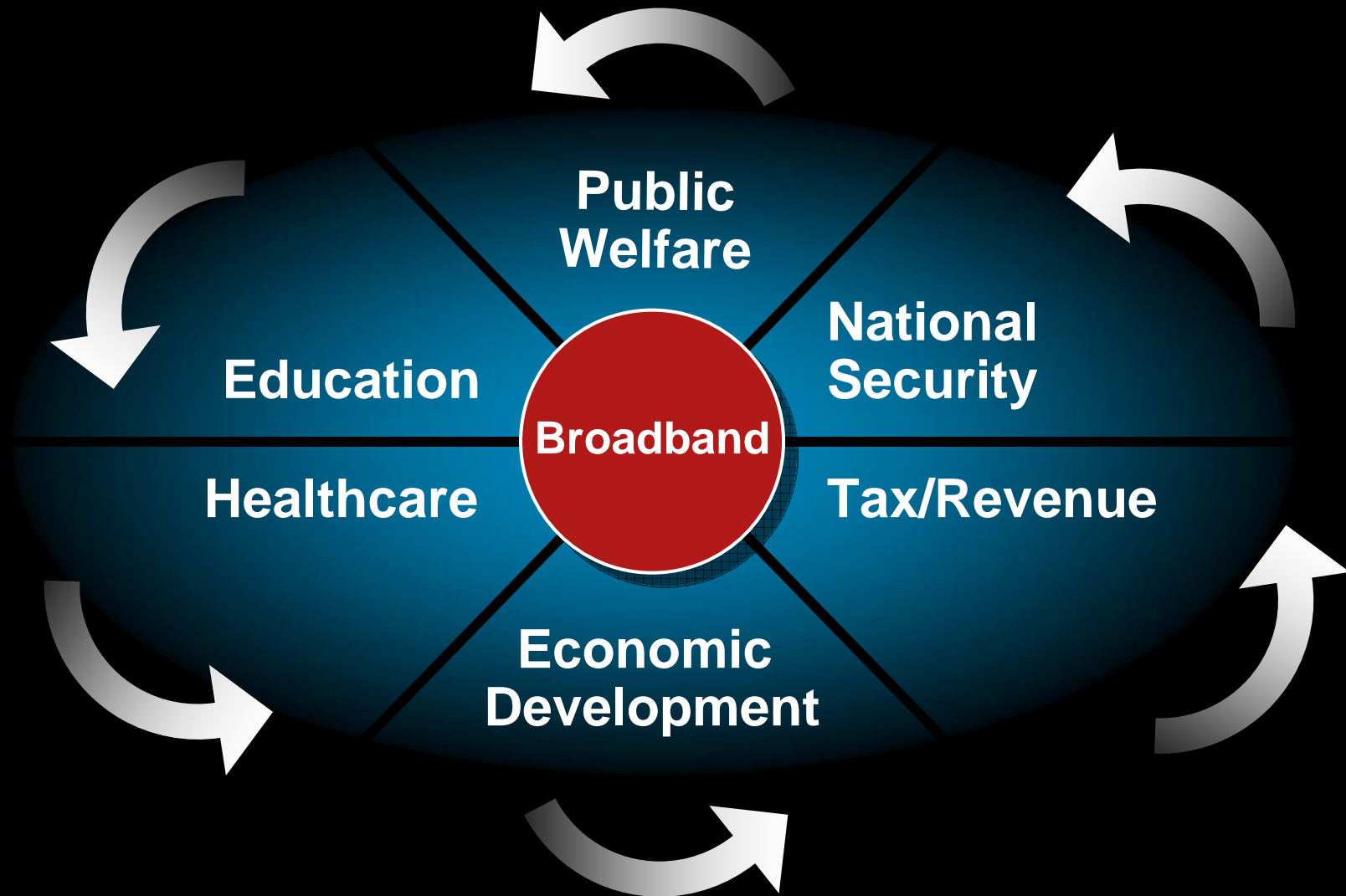


ICT Infrastructure drives Productivity Gains and Competitiveness

- 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



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

9	UK
29	UAE
31	Chile
33	Hungary
44	India
47	South Africa
51	Mauritius
71	Azerbaijan
88	Nigeria
91	Tanzania
95	Kenya
100	Uganda
113	Cameroon
119	Ethiopia



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 targetting 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

Health



Energy



Finance



Public Safety



Transportation



National
ICT
Agenda



National
Economic
and Social
Development
Agenda

Entrepreneurs



Education



Community



Network as the Platform

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

Centre for Information and Communication Tech. +

University of Ghana +

Advanced Information Technology Institute +

Kofi Annan Centre of Excellence for Advanced Information Technology +

Accra

GLOBAL MAP AFRICA GHANA

Summary Leader Boards Help

Search

