Cisco Mobile Pilot

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Productivity Gains from Internet Business Solutions (FY2001)

Internet Business Solutions	Productivity Gains
Customer Care	$827 million
Workforce Optimization	$551 million
Supply Chain Management	$284 million
E-Learning	$42 million
Total Productivity Gains	**$1,704 million**

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Workforce Optimisation at Cisco

Cisco.com

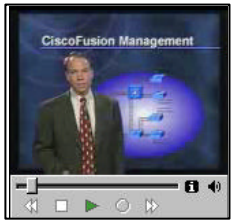
Directory

CiscoCast

Infocenter

Employee Connection

IP TV



Executive Information System

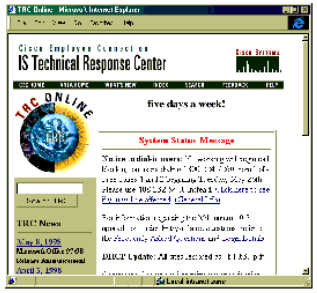
FAST Start

VoD Training

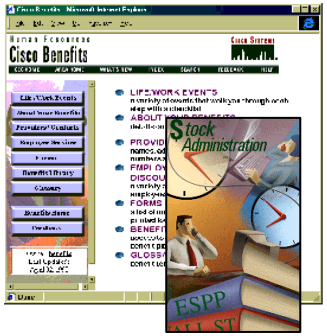
Travel & Expense

End-to-End Staffing

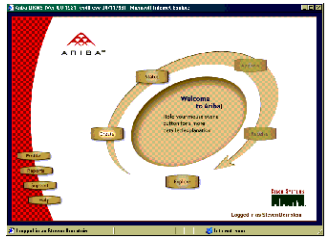
Technical Support



Benefits Enrollment



Corporate Procurement



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Scope

Cisco.com

User Type	Business + IT
# of users	20 + 20 + 18
Groups	Mobile Sales Team, Channel Sales, ESMB
Funding	Client Funded Model
Geography	UK
Channels	Wireless PDA, WAP phone, SMS, Speech recognition
Applications	eSales, elearning, CiscoCast, Exchange 2K, Directory etc
Technology	WML, SMS, HTML etc
Vendors	Target is to be brand/vendor agnostic as far as possible
PDA	Compaq iPaq 3660 (PocketPC) and iPaq 3700 (Pocket PC2002)
WAP phone	Motorola T260 GPRS phone and Ericsson R520
Carrier	BT Cellnet
Support	Client Services - best effort basis plus GSTS helpdesk

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Phases

Phase	Description	Summary
1	Companion Device	PocketPC - synchronise with laptop / desktop
2	Simple Client	PocketPC - access network via aironet or cable
3	Mobile Client	PocketPC - access network via GPRS with VPN GPRS WAP Phone – access via IOS WAP g/w Laptop – using GPRS phone as a modem
4	Full Client	Pocket PC - access to more network resources
5	Expand Pilot	PocketPC & WAP - Increase in number of apps, users and geographies.
6	Alerts	SMS - Push technology
7	Voice Services	VoiceXML - assessment of platform requirement

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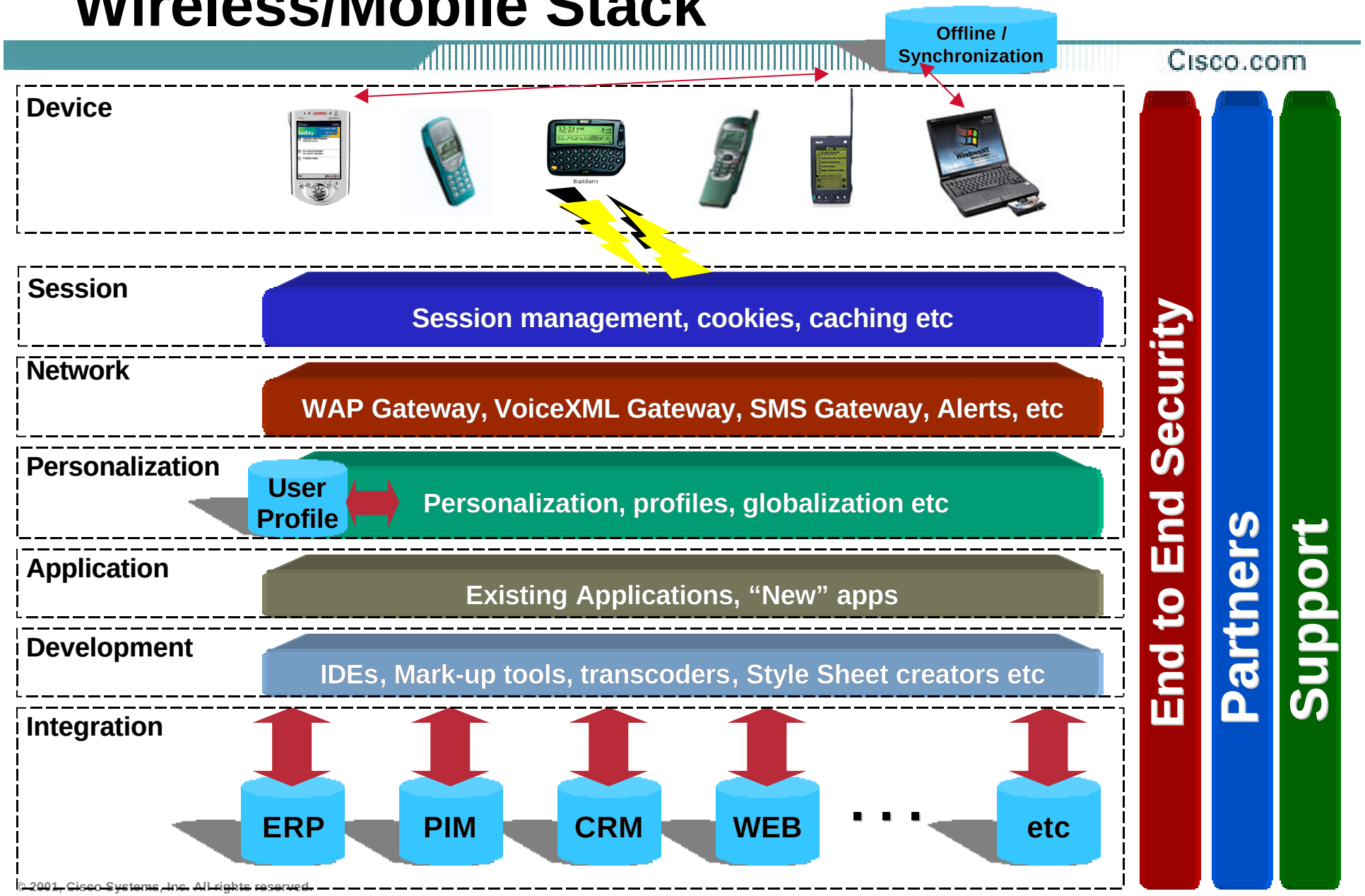
Wireless/Mobile Stack



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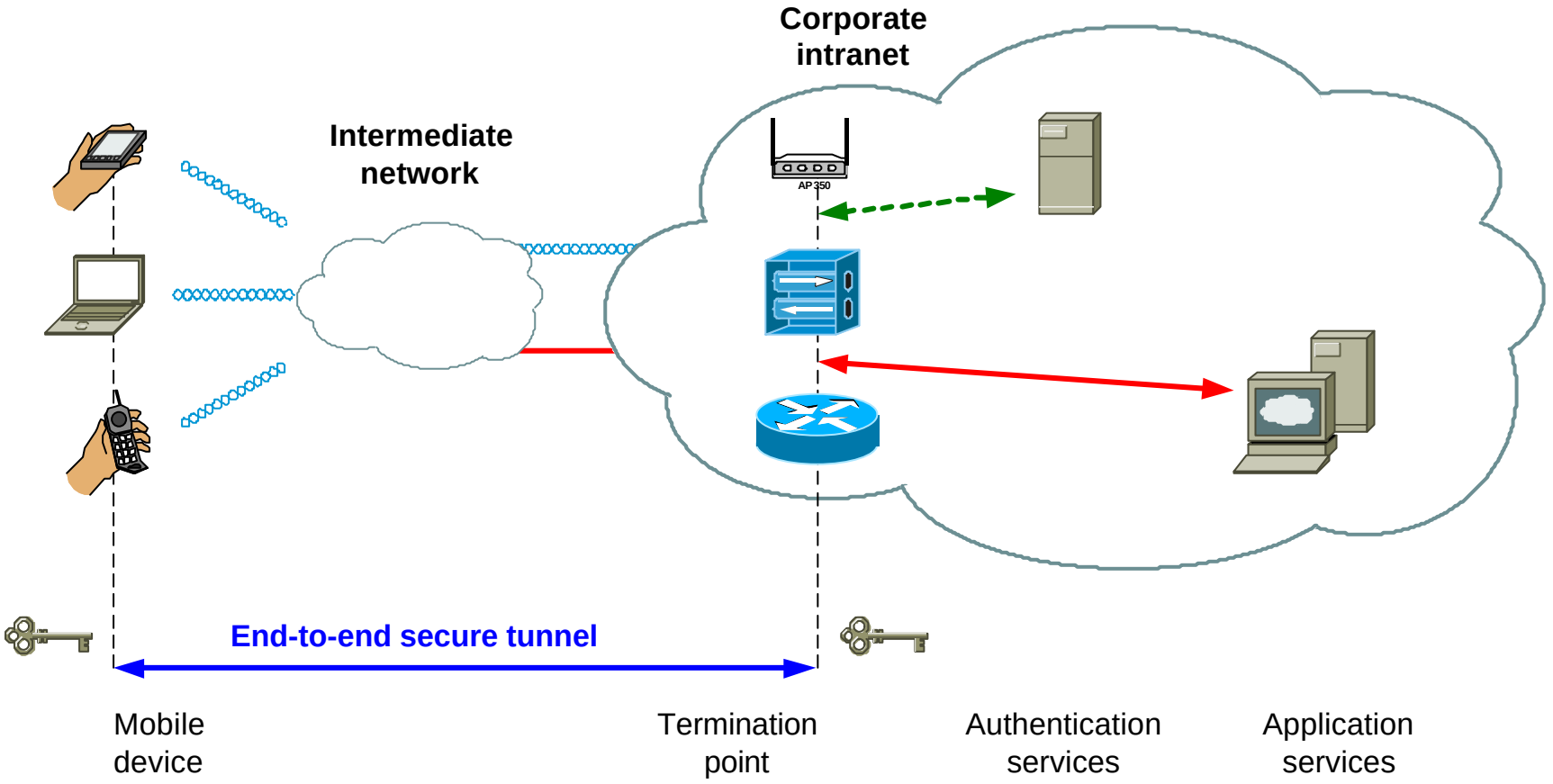
High-level wireless network architecture



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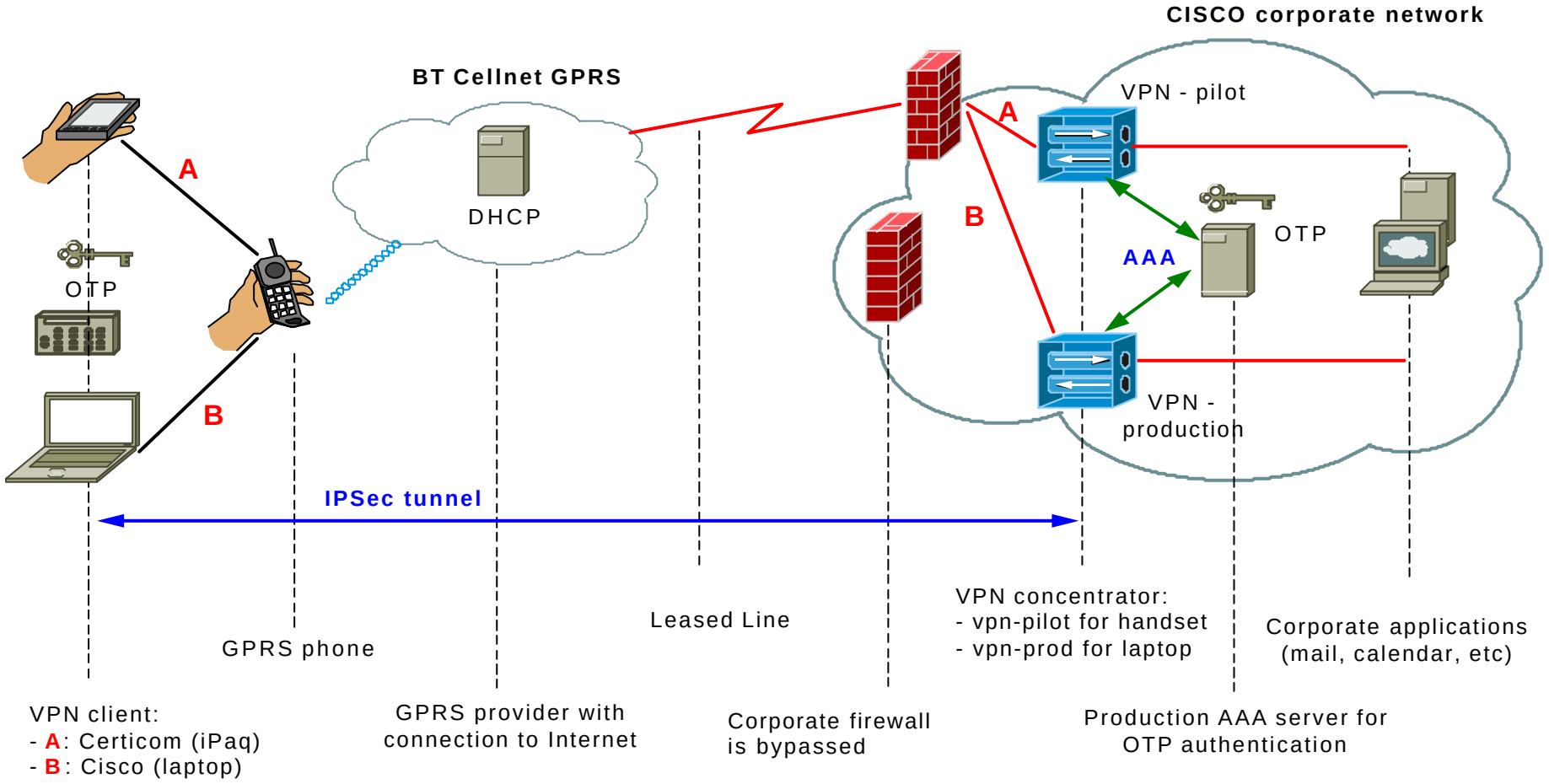
VPN over GPRS - Current

VPN over GPRS - current set-up via BT Cellnet



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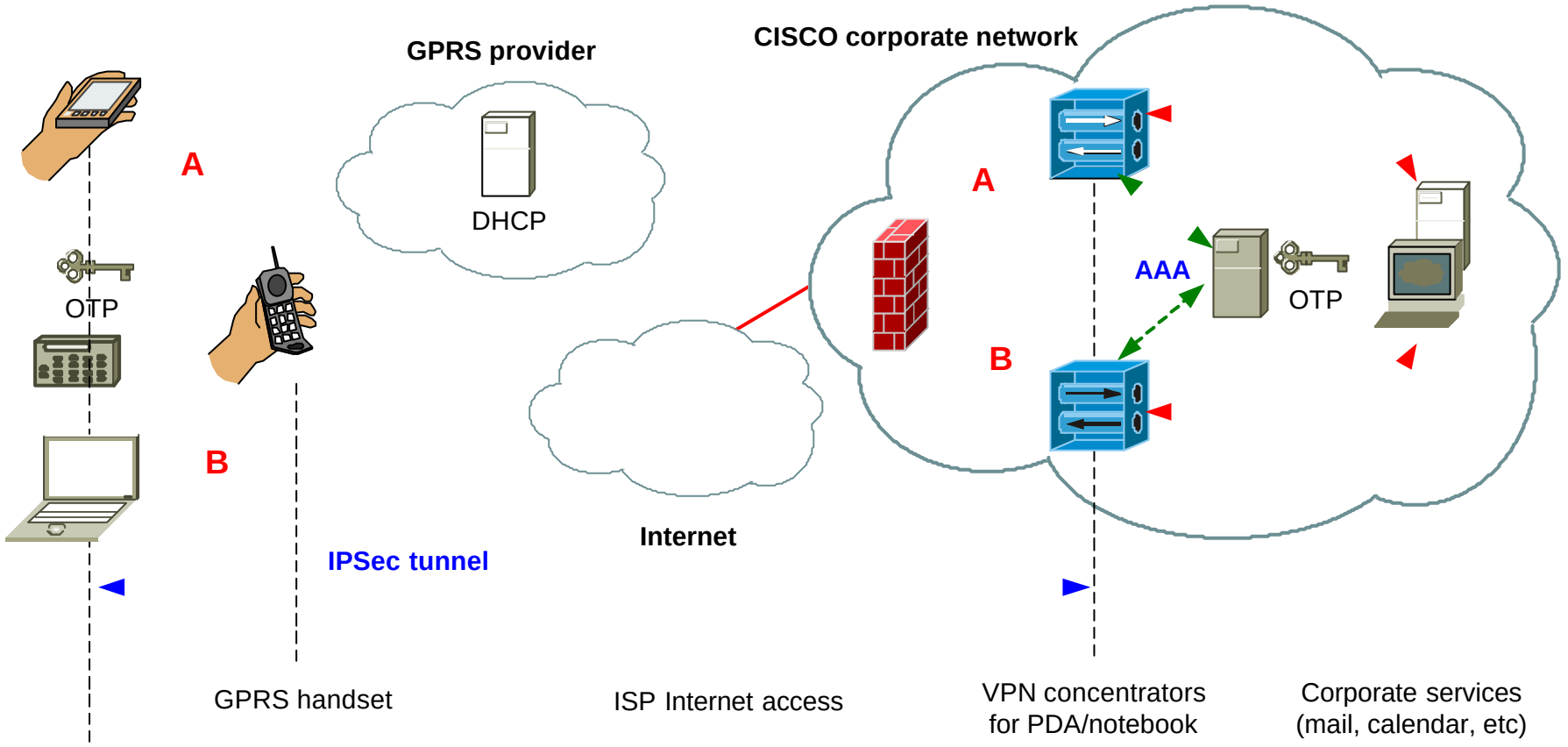
VPN over GPRS - Proposed



VPN client:
- **A**: Certicom (iPaq)
- **B**: Cisco (laptop)

GPRS provider with connection to Internet

Corporate firewall: allow IPSec/IKE

AAA server for OTP authentication

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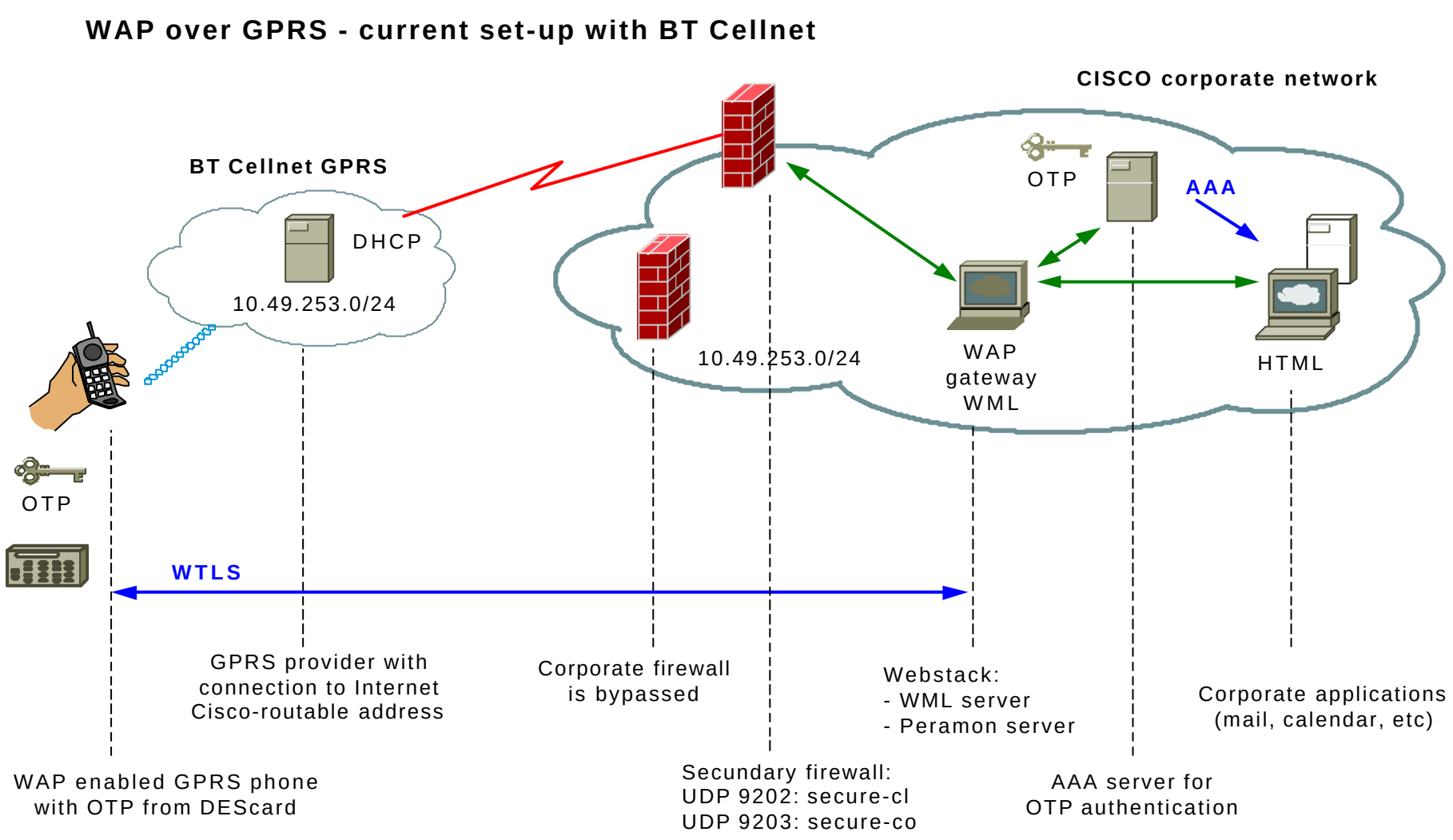
WAP over GPRS - Current



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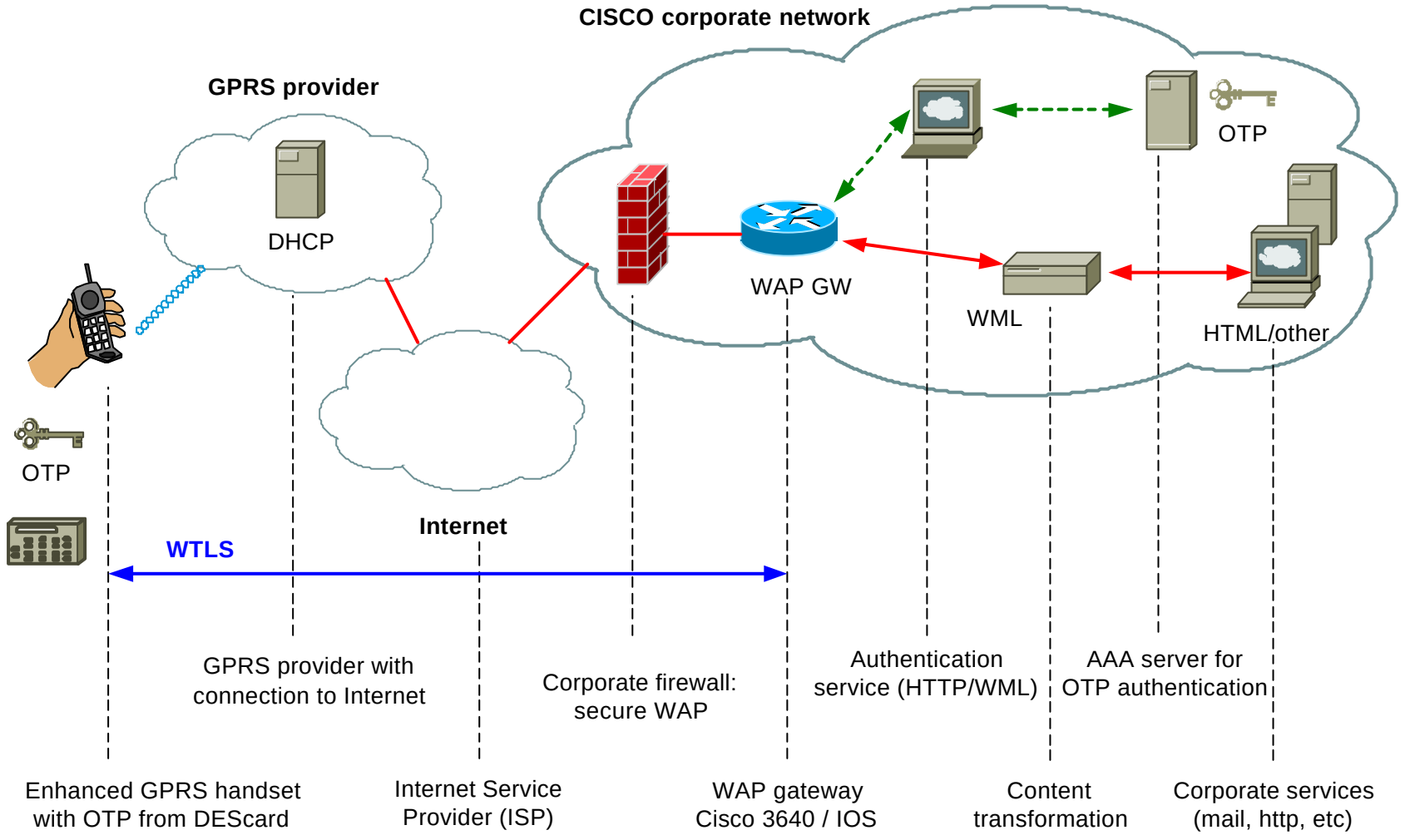
WAP over GPRS - Proposed



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New Devices/New Requirements

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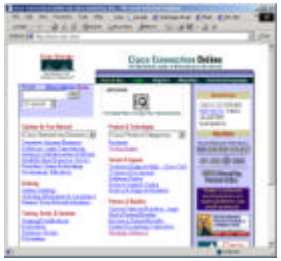
?ML Browsers

HTML/XML Content



HTML

XML

WML

cHTML

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CTE Solution

Cisco.com

?ML Browsers

HTML/XML Content

HTML

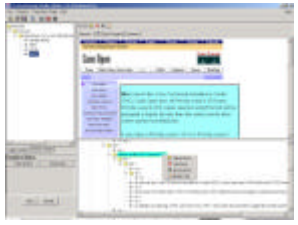
XML

HTML/XML

WML

Cisco Content Transformation Engine 1400

cHTML



Design Studio GUI Application

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Mobile Cisco.com

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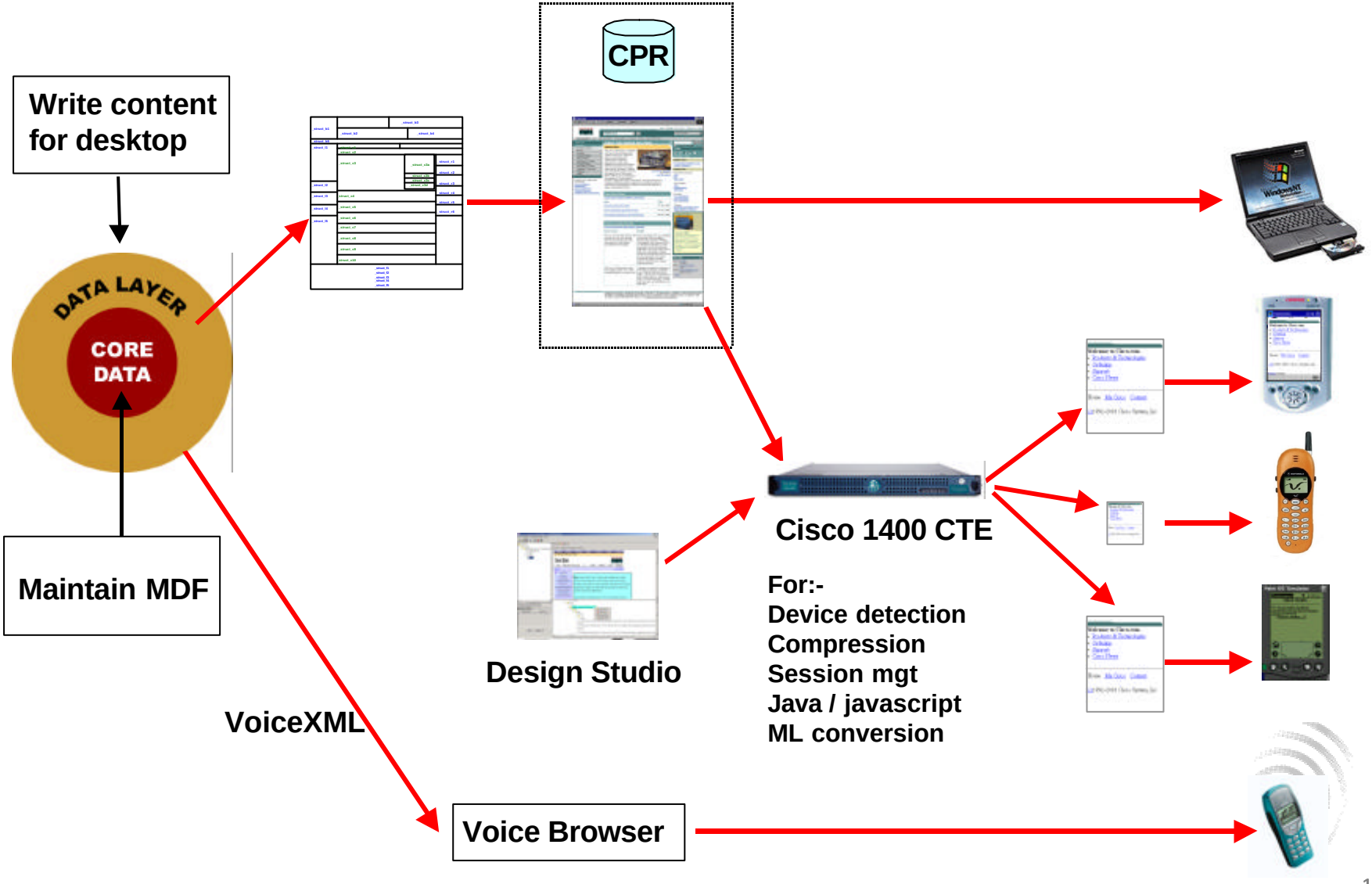
Phase 1: Repurpose with CTE



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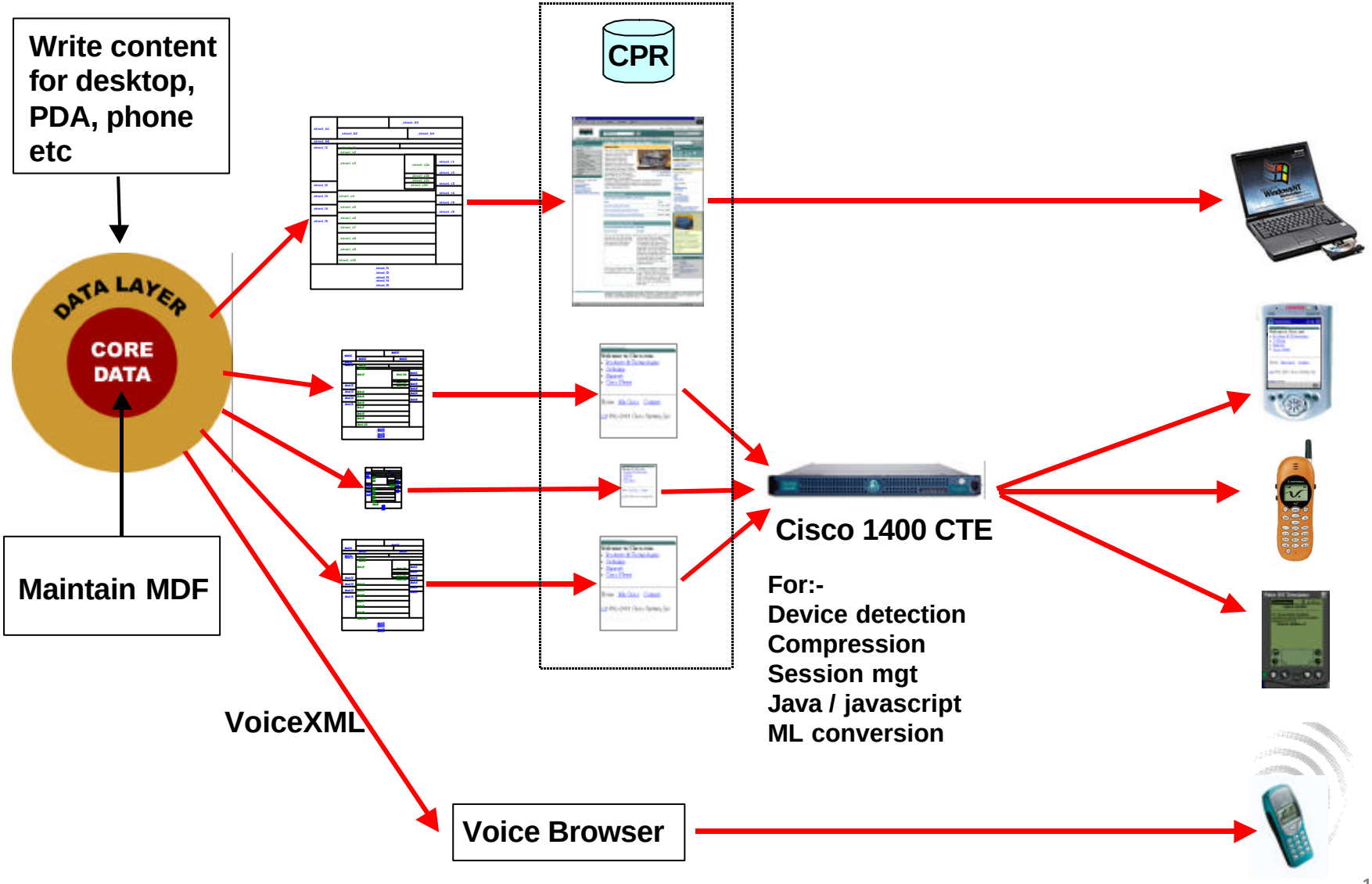
Phase 2: Dynamic page construction



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RIM versions

Cisco.com

TAC Case Query

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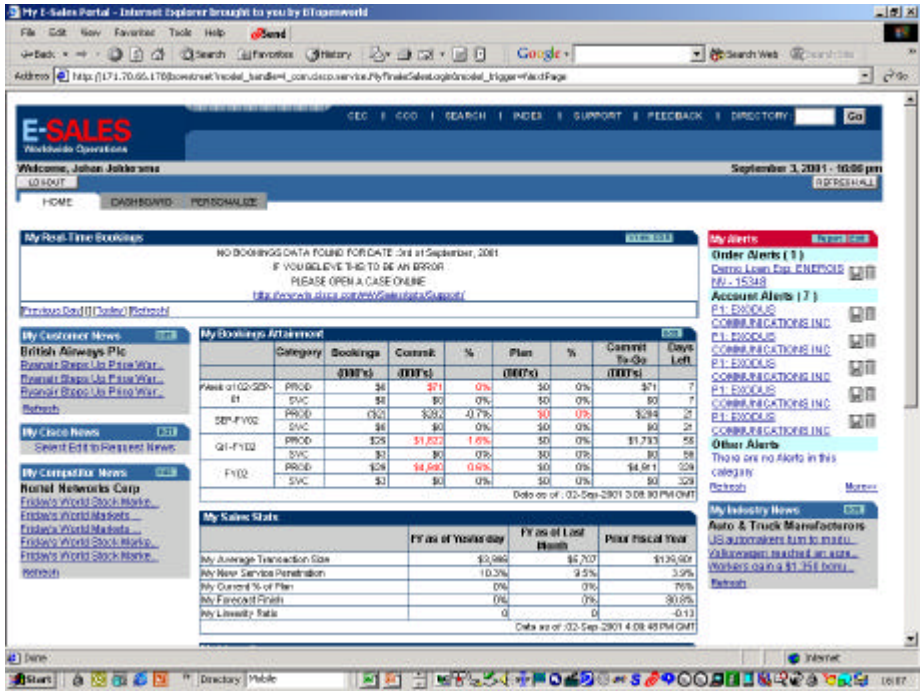
Mobile eSales



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eLearning

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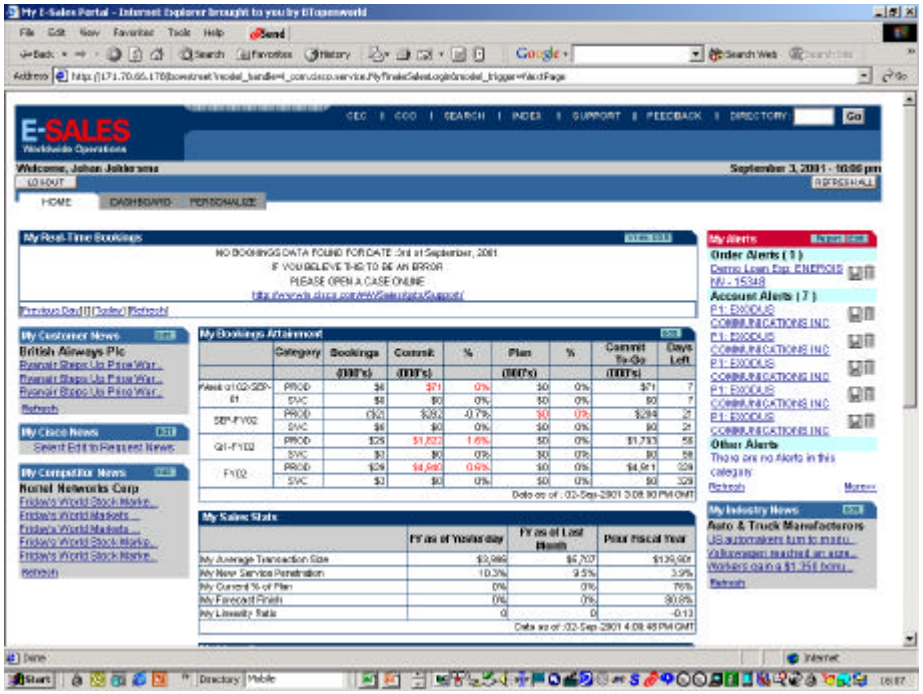
Easier route to mobile apps?



GPRS link from laptop
- **GPRS phone as a modem**
- **GPRS card**

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Global Mobile Pilot

Proposal forwarded end December

Track A – Mobile Devices
EMEA -> US & APAC

Track B – Voice Portal
US -> EMEA & APAC

Track C – Strategy Definition

Track D – Applications

Track E – Production Readiness

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Global Mobile Pilot Scope

- More business applications
- Multi-geography, multi-carrier
- Move to PocketPC 2002
- Investigation of other mobile device e.g. Blackberry, Jornada
- Determination of standard Cisco image for devices
- Evaluation of Bluetooth for PAN
- Voice portal - VoiceXML platform, voice authentication
- Traffic analysis – costs, packets
- Definition of middleware architecture requirements
- Data encryption for end devices, storage cards etc
- Support models - support.com, outsourced, use of OTA

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Summary

- Secure connectivity available from PocketPC, WAP phone and laptop via GPRS and WLAN.
- First applications repurposed for multi-device access.
- Lots of issues still being worked on e.g. support, app development, scalable infrastructure, business case, device strategy etc.
- Mobile Centre of Excellence being established in IT to coordinate and drive activities going forward.

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