Social Strategy at Cisco Systems

The Approach

- By taking advantage of Web 2.0 technologies and Social Media Networking, Cisco Systems was able to launch the product "Virtually Visible & Viable"
- Message & Marketing Strategy
- Social Media Communications Strategy creating awareness and interest through digital channels

Background of Cisco Systems

- Founded in 1984
- Responsible for powering networks used by individuals, enterprises, service providers, and governments
- Ranked #1 in networking solutions for the Internet
- 2008: World's most successful technology company with sales of $29.3 billion

Market Place Trends- Rising Demand for Edge Traffic Handling

As people continue to make use of the Internet and other online services, there is a growing demand for better and more efficient ways to handle the increasing amount of data being transmitted. Cisco Systems is well positioned to meet this demand with its innovative solutions and expertise in network management and cloud computing.

Thecasesolutions.com
Launching the ASR 1000 Series Router Using Social Media Marketing

- March 2008—finishing touches added to ASR 1000 Series Edge Router
- What is this new product and why is it exciting?
  - Able to manage interspersed data
  - More cost efficient solution
  - Lower operating costs
  - Uses less space
The Approach

- By taking advantage of Web 2.0 technologies and Social Media Networking, Cisco Systems was able to launch the product “Virtually, Visually, & Virally”
  - Message & Positioning Strategy
  - Social Media Communications Strategy: creating awareness and interest through digital channels

Thecasesolutions.com
Background of Cisco Systems

- Founded in 1984
- Responsible for powering networks used by individuals, enterprises, service providers, and governments
- Brand linked with networking solutions for the internet
- 2008- World’s most successful technology company with sales of $39.5 billion

Thecasesolutions.com
Market Place Trends - Rising Demand for Edge Traffic Handling

As people’s role in the corporate workforce changed, there became an increased need for accessing data from various places at any time.

- Increasing demands on the “edge” of network
- Web 2.0 collaborative tools were more frequently used and which came along with many more requirements (i.e. prioritizing applications and dealing with networking traffic)
- Voice, data, & video applications became more complex, intense, and diverse
- The ASR 1000 series was the solution to the evolving network requirements
The Cisco Aggregation Services Router 1000 Series

- Engaging Service Providers:
  - Capable of delivering “anyplay” services (voice, video, data, mobility)
- Engaging Enterprises:
  - Unlimited access to applications
Features:
Thecasesolutions.com

- Software Virtualization
  - Reduces capital costs, operation expenses, and carbon footprints
- QFP (QuantumFlow Processor)
  - The processing engine that drives the series router
- Cisco IOS®XE Software
  - The operating system

In just 5 years, Cisco spent $250 million in research & development to give way to the ASR 1000 Series.
Validation for the ASR 1000 Series

- Recognition from:
  - Shin Hashimaoto - an executive vice president at Nippon Telegraph and Telephone Corporation
  - Bardo Werum - vice president of cross-industries and operation at Lufthansa Systems
- Significantly reduced the carbon footprint:
  - A single ASR 1000 Series router can save the amount of carbon that is emitted by 89 barrels of oil!

Thecasesolutions.com