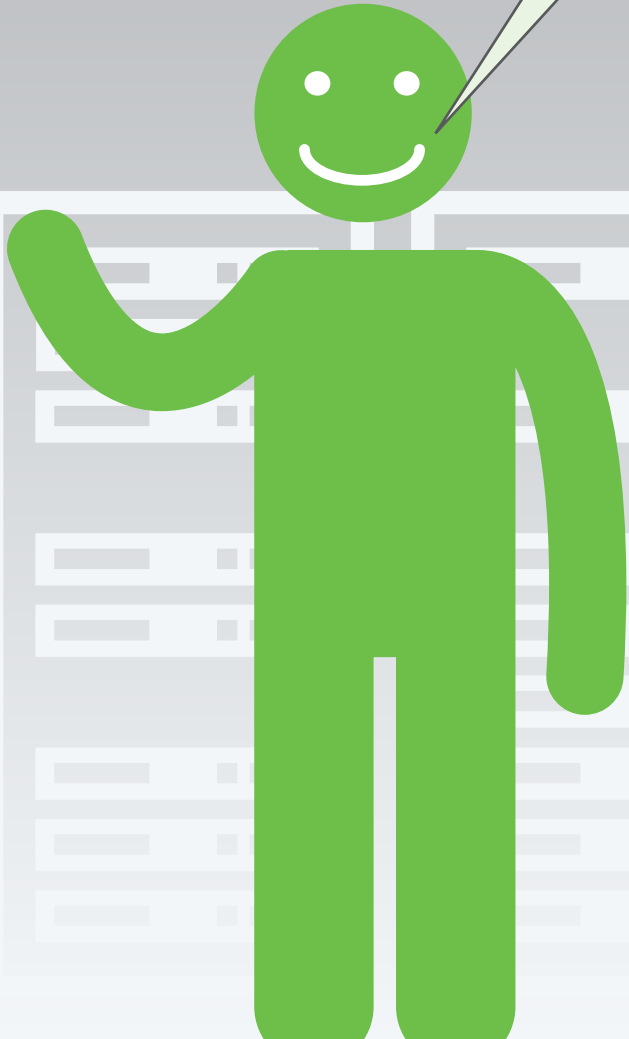



Don't Risk Public Sector IT

- ▶ Meet Jack and Zach
- ▶ Improving the Customer Experience
- ▶ Public Sector Security
- ▶ Modernizing Infrastructure and Applications
- ▶ Climbing the Mountain of Big Data
- ▶ Internet of Things

Meet Jack and Zach



Hi, I'm Zach! I'm an IT leader at a federal agency. My department is halfway through a digital transformation, and I'm working hard to keep up with all the moving parts!



Hello there. I'm Jack. I'm a federal IT manager too. We're also working on a digital transformation, but I'm having a hard time with it. There's too much happening at once!

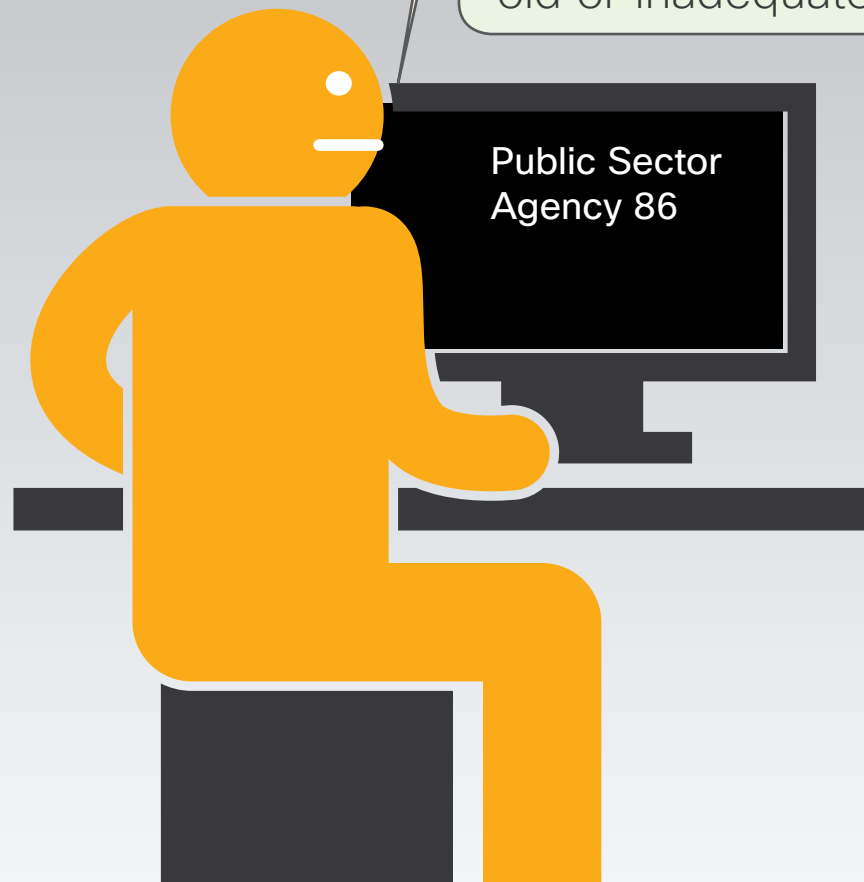
Meet Jack and Zach

My agency has been hit with budget cuts and we've lost some good people, but I still have as much to do as ever. Sometimes it feels overwhelming.

I think I can help. I've had some of the same worries you do, and found some good solutions. I'll share some of my success secrets with you, if you're interested in learning them.

You bet I am! I mean ... IT modernization ... data center analytics ... the customer experience... the Internet of Things ... and keeping it all secure. It's a lot to plan and track.

Your digital assets are really important, and you can't entrust them to old or inadequate technologies. As they say at Cisco, Don't Risk IT.

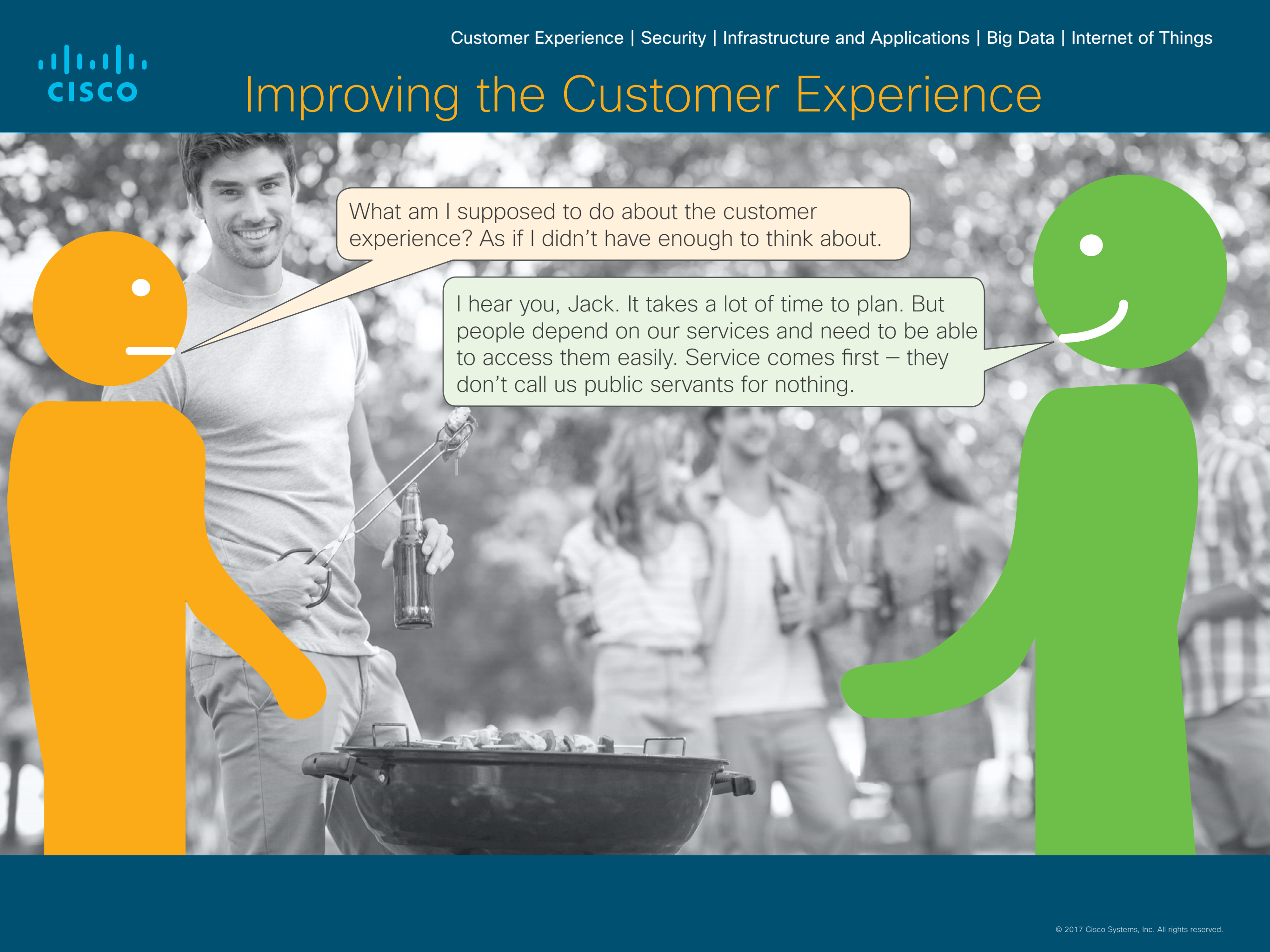


Service Comes First

Zach and Jack on Improving
the Customer Experience



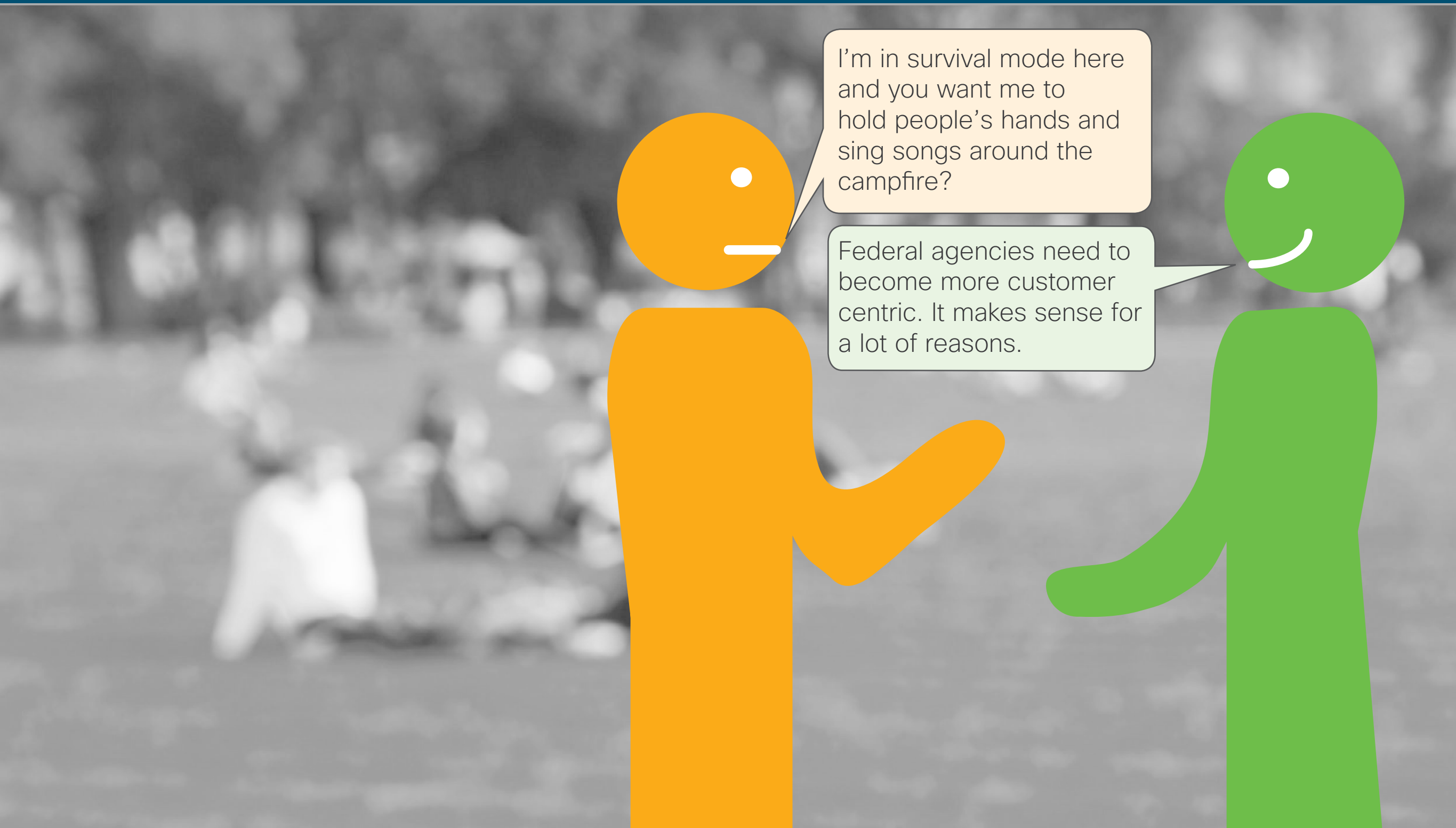
Improving the Customer Experience



What am I supposed to do about the customer experience? As if I didn't have enough to think about.

I hear you, Jack. It takes a lot of time to plan. But people depend on our services and need to be able to access them easily. Service comes first – they don't call us public servants for nothing.

Improving the Customer Experience




I'm in survival mode here and you want me to hold people's hands and sing songs around the campfire?

Federal agencies need to become more customer centric. It makes sense for a lot of reasons.

Improving the Customer Experience



Improving the Customer Experience



Cisco provided a tool that scans all our social media accounts. It finds complaints, so we can respond and help people out, and it finds positive messages, so we can say thank you. It helps us be proactive.

Hmm. I guess I could look into something like that.

It's one way to make things better. There's a lot more, and Cisco can help..

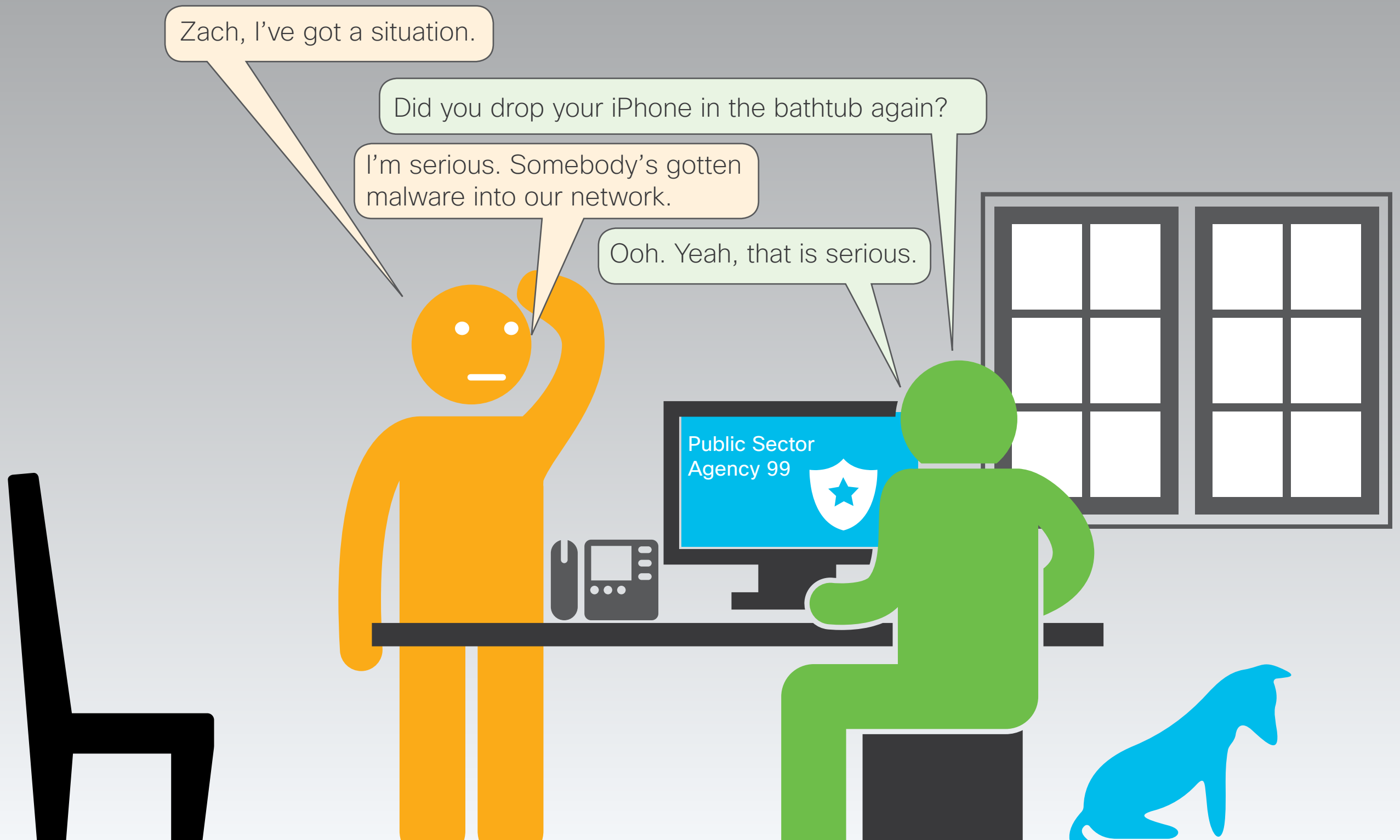
Make it easy for the public to get what they need from you.
Call your Cisco representative today.

I've Got a Bad Feeling About This

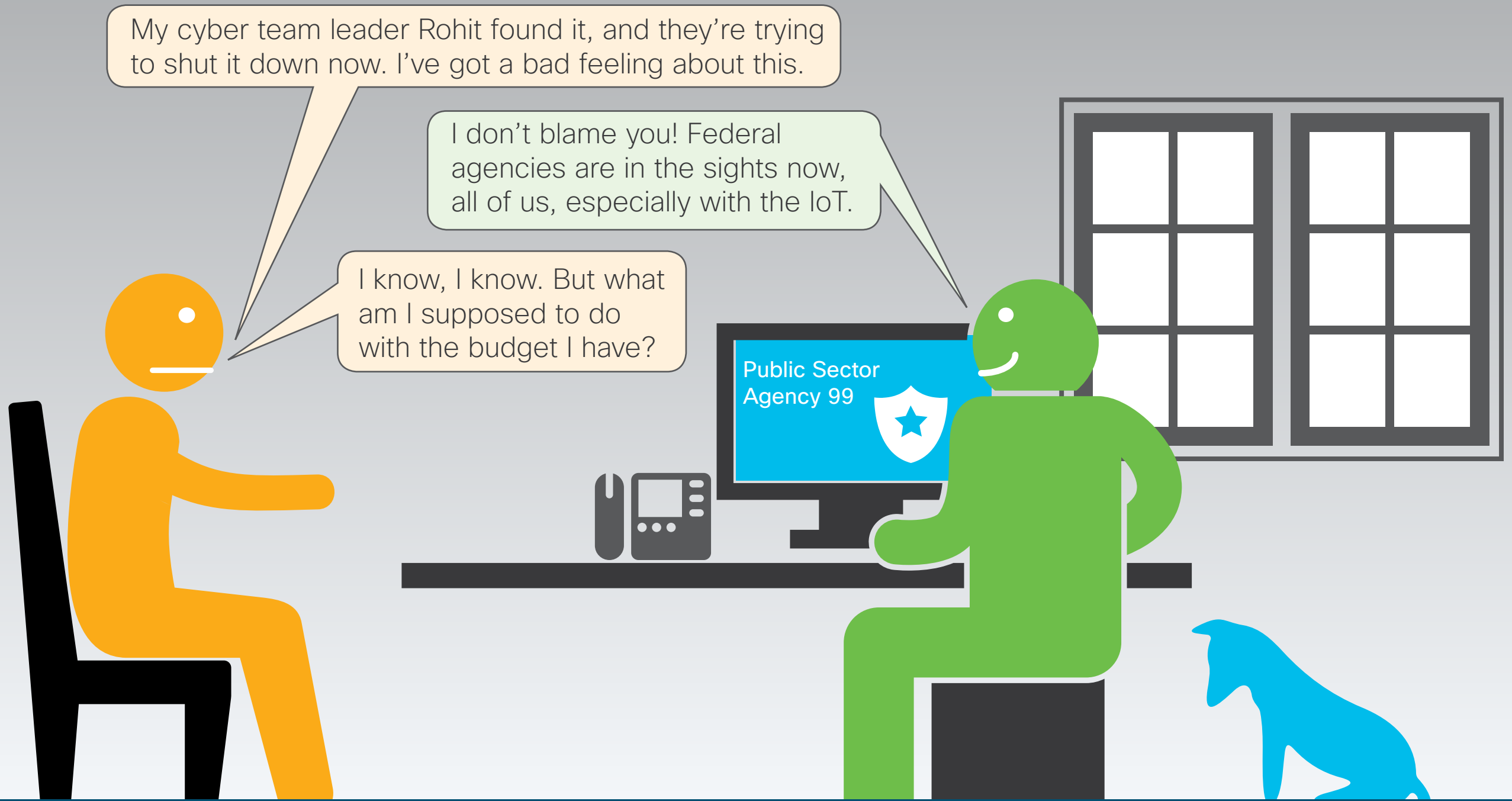
Zach and Jack on Public Sector Security



Public Sector Security



Public Sector Security



Public Sector Security

Do what we did. Call Cisco. It's not like we have unlimited money either, but they worked with us. We got total protection against the most advanced attacks.

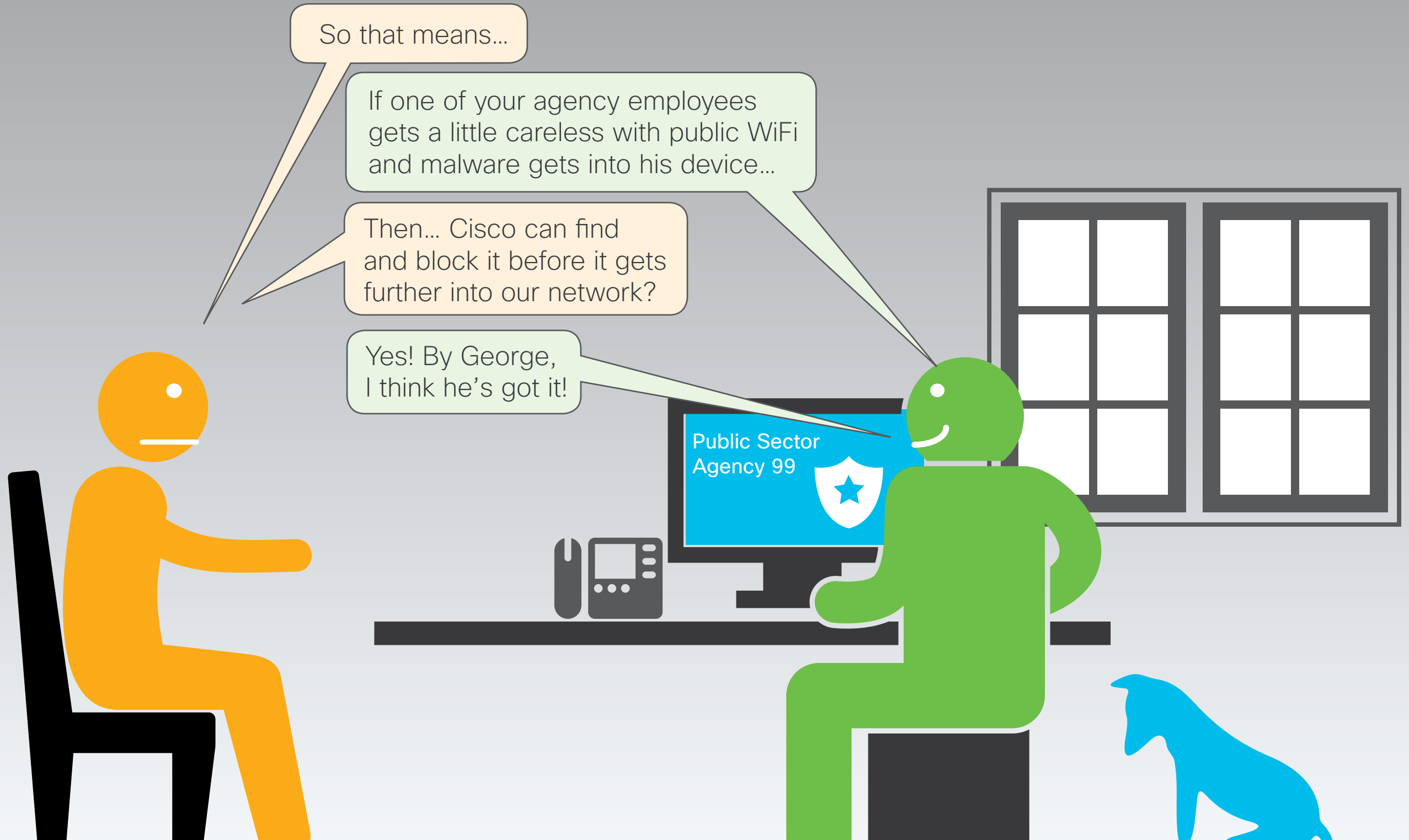


Public Sector Security

We have complete visibility into our network, so we can detect malware right at the point of entry. If something does manage to get in, Cisco's solution finds and contains it. Then we get analytics so we can toughen up our protection for next time.



Public Sector Security



Public Sector Security



Don't Risk IT. Call your Cisco representative today.

The Mod Squad

Zach and Jack on Modernizing their Infrastructure and Applications

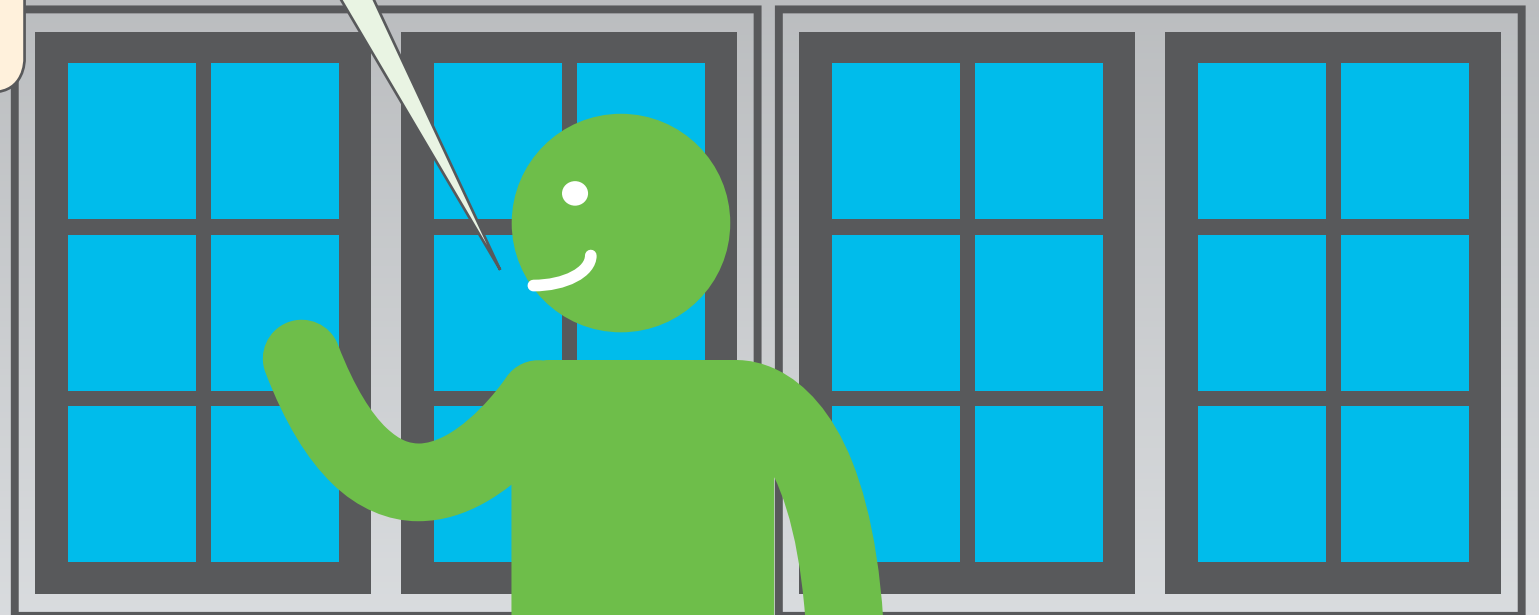


Infrastructure and Applications

OK Jack, you're in charge of the modernization initiative. I want to see some real results.

I understand.
I'll get started right now.

Public Sector
Agency 86



Infrastructure and Applications

That same evening...

This is good salad. They know how to balance the ingredients.

Zach, it's coming.

What's coming? Christmas?
The 8:17 bus? A giant meteor?
Another salad?



Infrastructure and Applications

No man, really. My shop has to modernize. Brenda put me in charge, so it's on me to make it work.

OK, Jack, breathe. You have to take this in bites, just like this chicken salad. You can't do it all in one go. Sort out what you have to do and balance the tasks.



Infrastructure and Applications

FAOYKALRE

Gah! It just seems like so much. I do not want to mess this up, know what I mean?

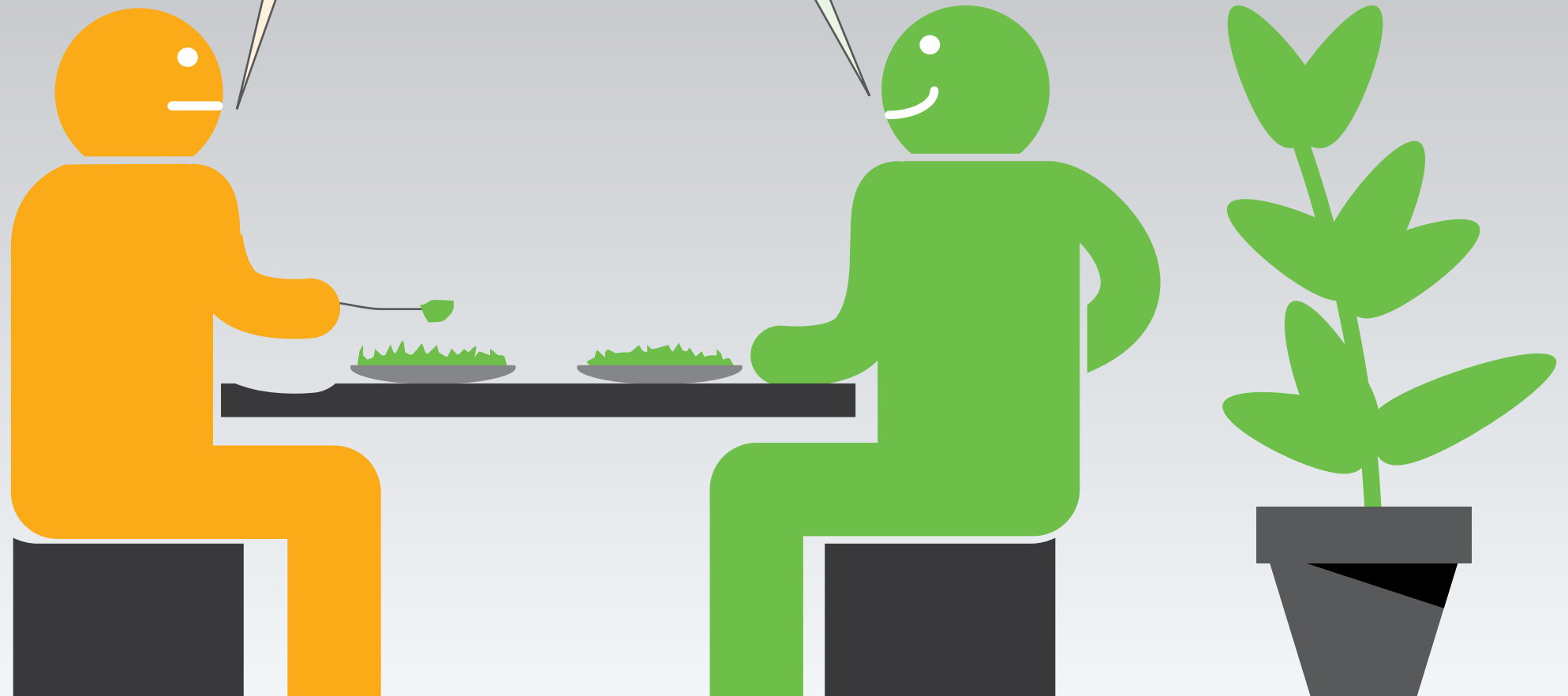
Jack, I've got one word for you: Cisco.



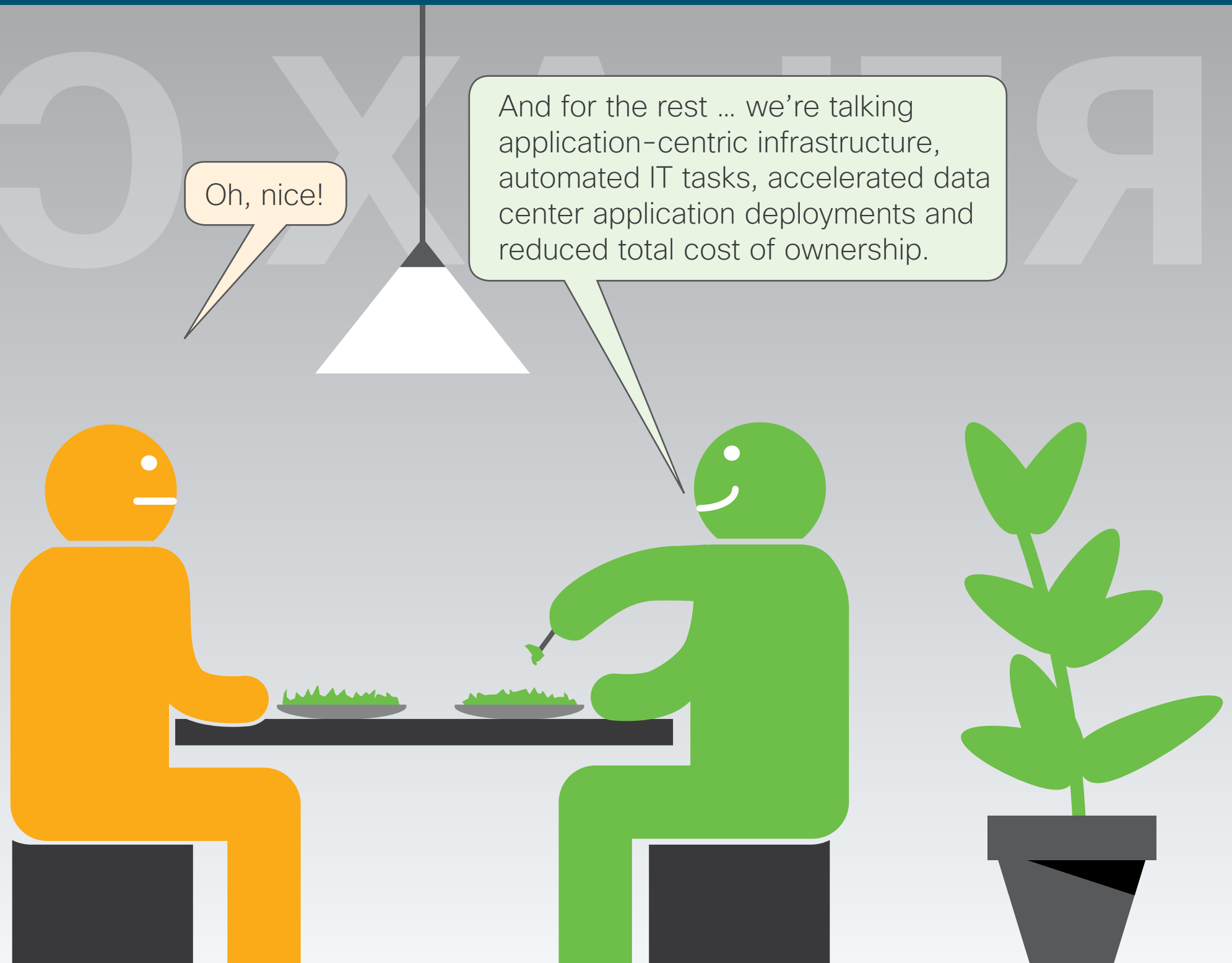
Infrastructure and Applications

I knew you were gonna say that. OK, what can they do?

First, there's an analytics system that identifies all of the links and dependences in your application ecosystem, so when you move them to the cloud you can be sure they're all accounted for.

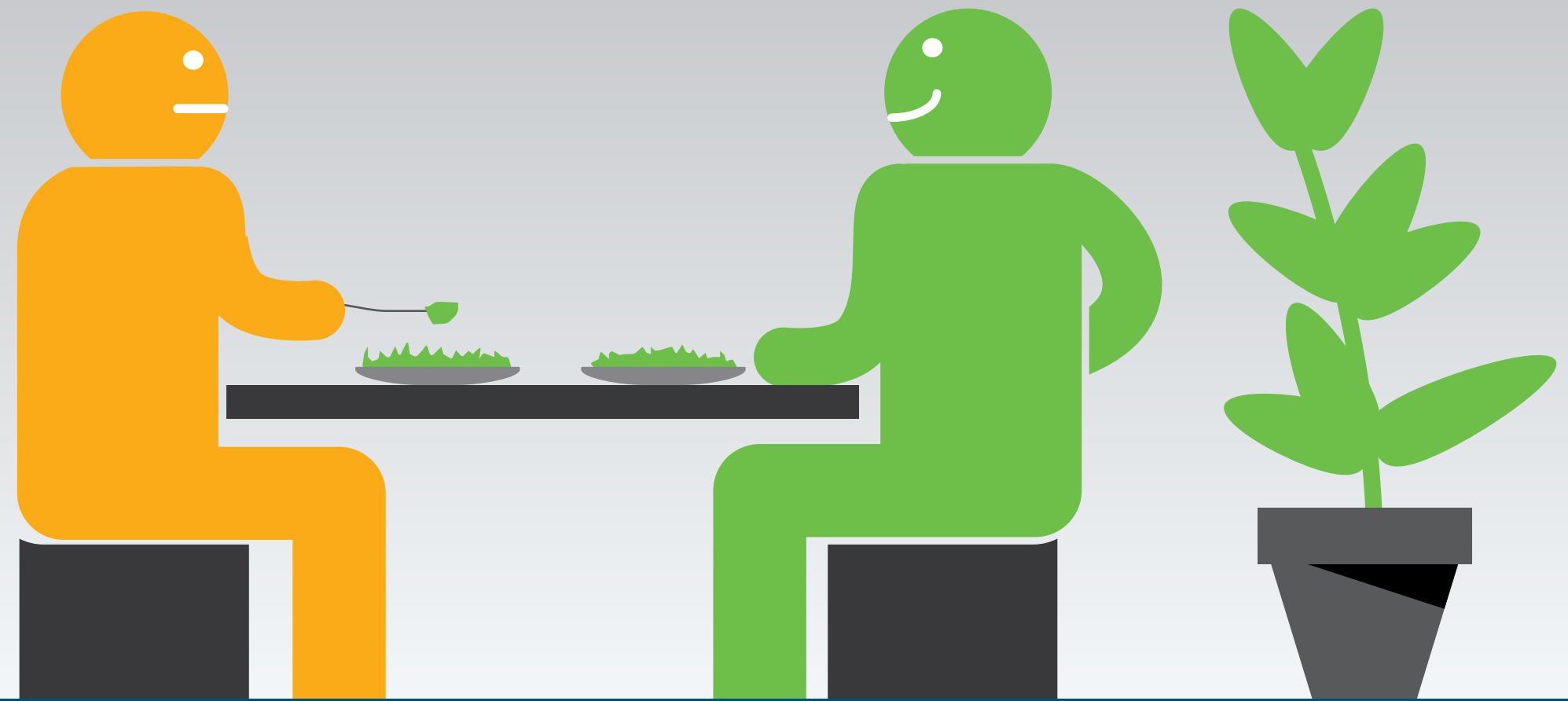


Infrastructure and Applications



Infrastructure and Applications

RELEAF CACXIA



Infrastructure and Applications

You know what they say?
When something sounds
too good to be true ...

No, seriously. They use what Cisco calls a
business-relevant, software-defined policy
across networks, servers, storage, security and
services, all tied together by a Cisco infrastructure
controller. It doesn't get any more modern.



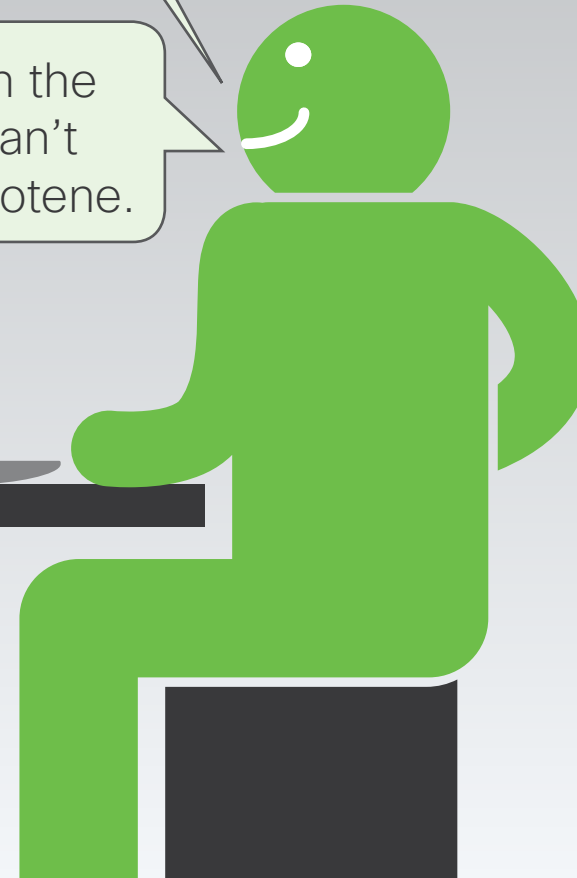
Infrastructure and Applications

Wait, go slower. I'm trying to write that down.

Just write that it means everything works like you need it to, everything is fast and everything is flexible.

Flexible ... like this overcooked carrot?

Well, you've hit on the one thing Cisco can't provide: Beta-carotene.



Welcome to the Future. Call your Cisco representative today.

Steep Climb

Zach and Jack Scale
the Big Data Mountain

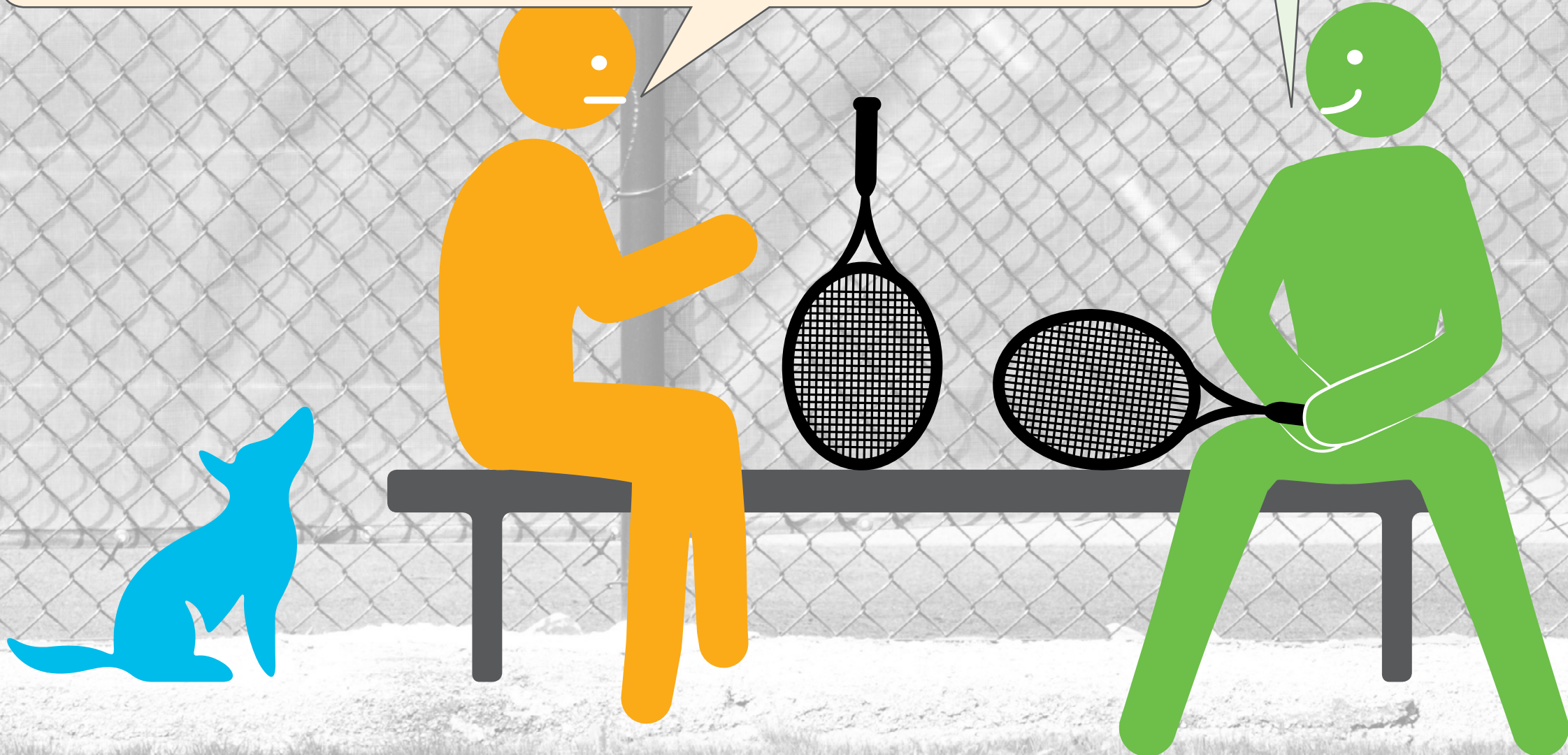




Big Data

Zach, help me out with something, would you? As far as I can tell, this stuff I'm hearing about Big Data and Analytics is doing great things for Amazon or those huge consumer products companies, but I can't figure out how to make it useful for my agency. At least not with the resources I have to put to it.

Can't you? We're finding it really amazing.





Big Data

All I know is we collect all this data and it's just piling up faster than we can analyze it. It's a steep climb to get to a place where we can turn it into something useful.

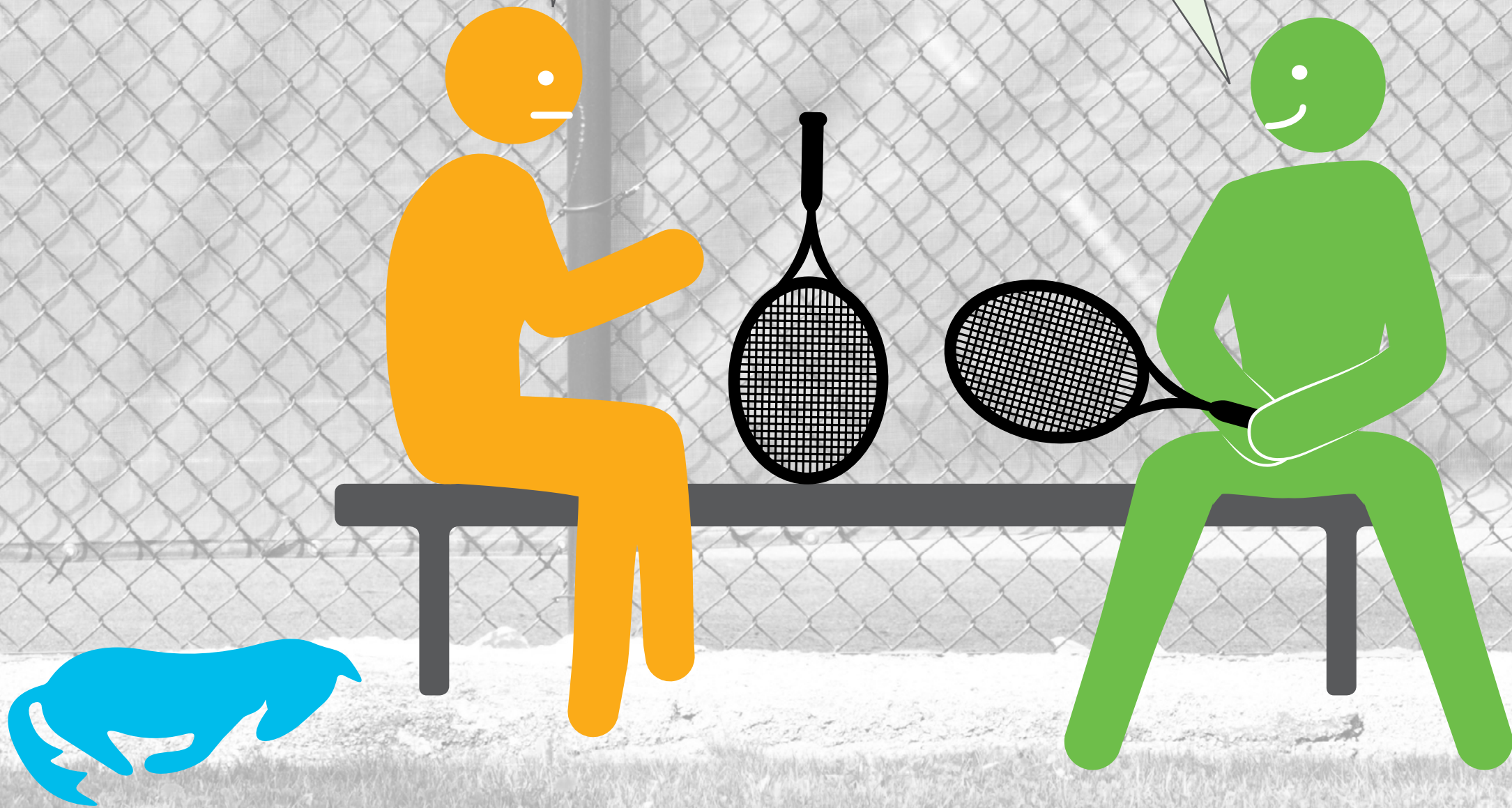
Look Jack, we all know analytics can provide actionable insights, and that drives infrastructure decisions and things like 'data as a service.' So it's worth the effort to use it. It's not your fault you're not there yet. It's not easy, especially in a time of tight budgets and understaffed offices.



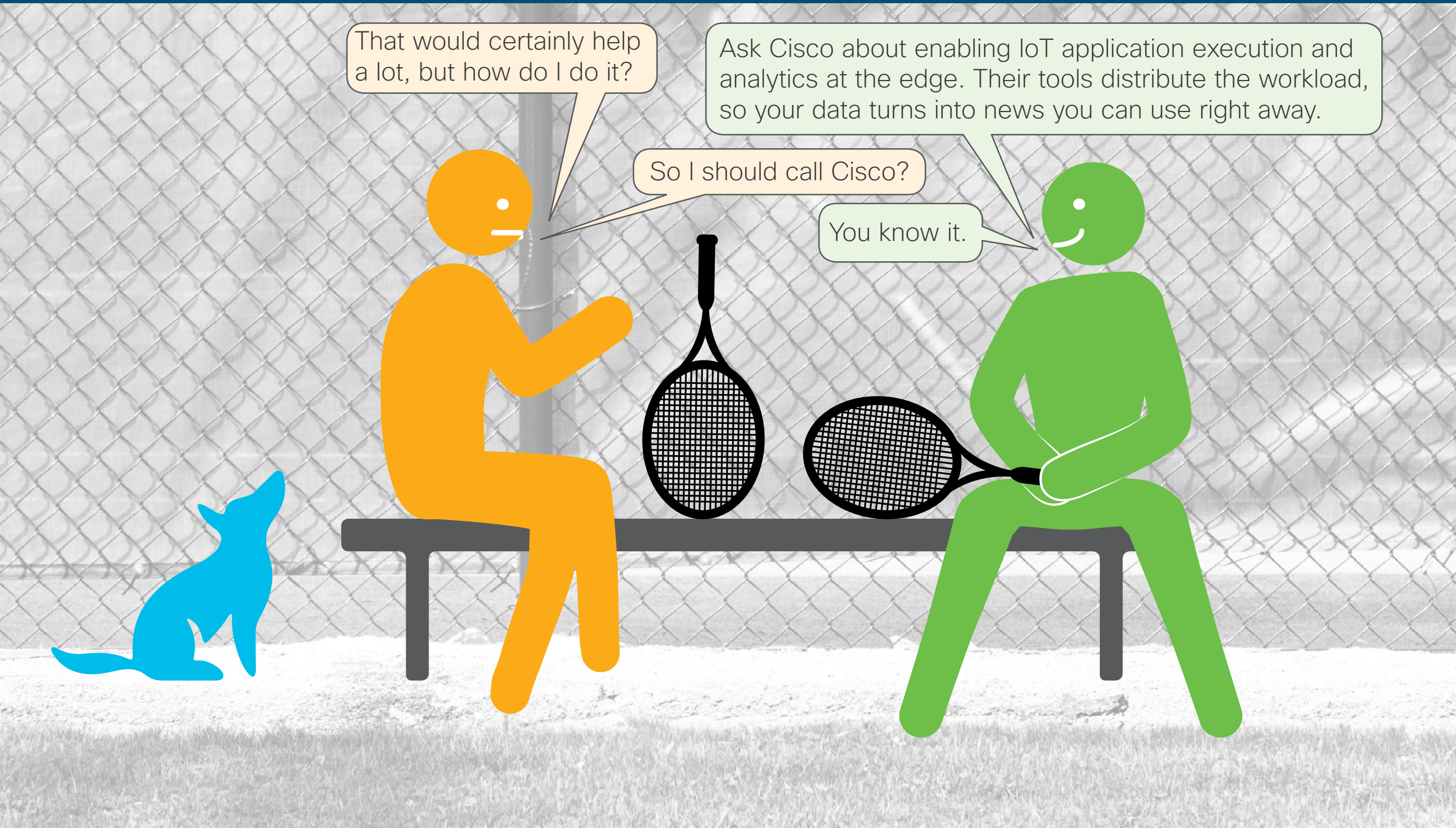
Big Data

So what do I do?

What if data could be analyzed at the edge, as it's gathered, rather than sending it back to a central analytics engine where—as you well know—it joins mountains of data from other sources.



Big Data



That would certainly help a lot, but how do I do it?

Ask Cisco about enabling IoT application execution and analytics at the edge. Their tools distribute the workload, so your data turns into news you can use right away.

So I should call Cisco?

You know it.

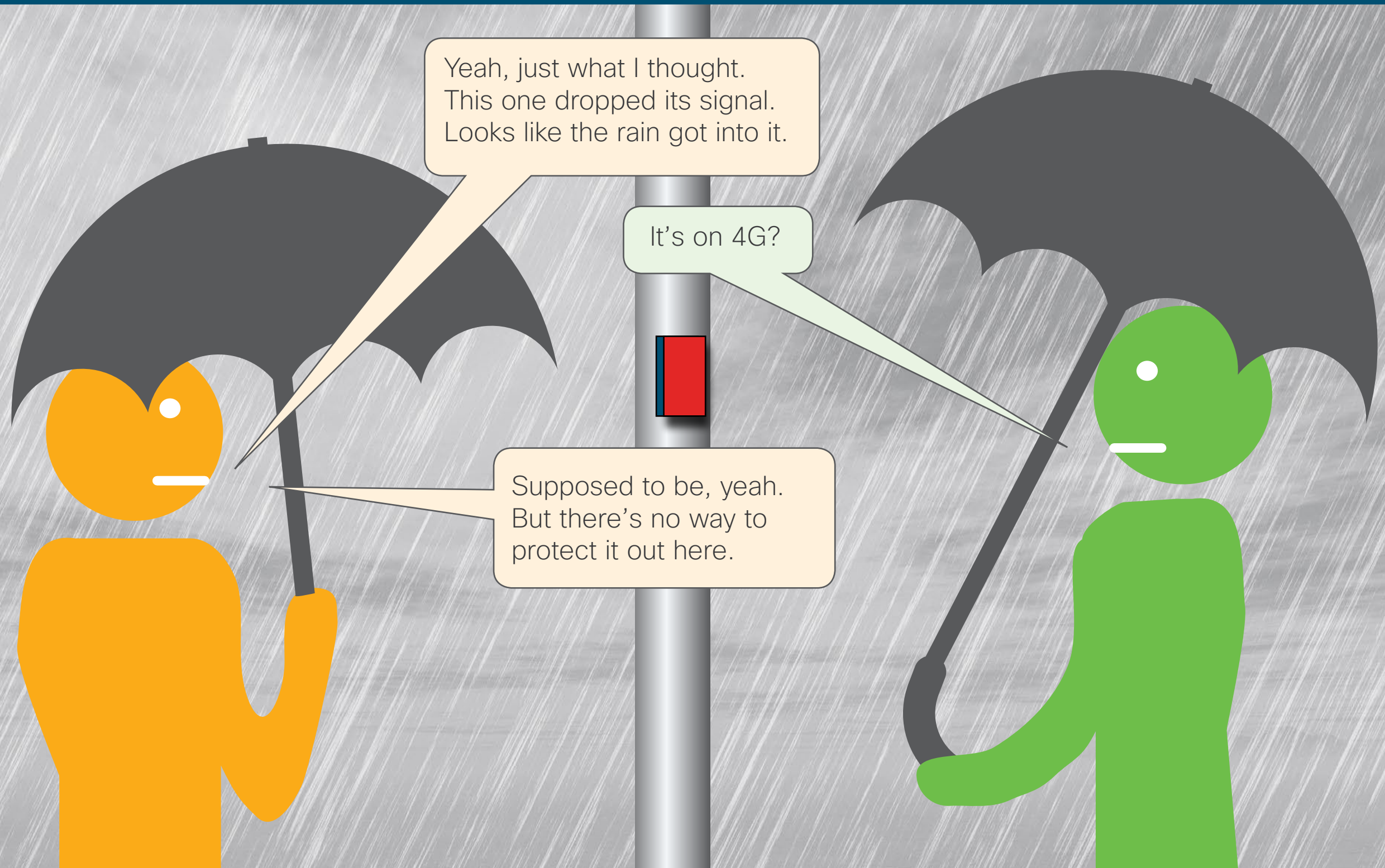
Reach the Peak of Big Data and Analytics.
Call your Cisco representative today.

Objects are No Object

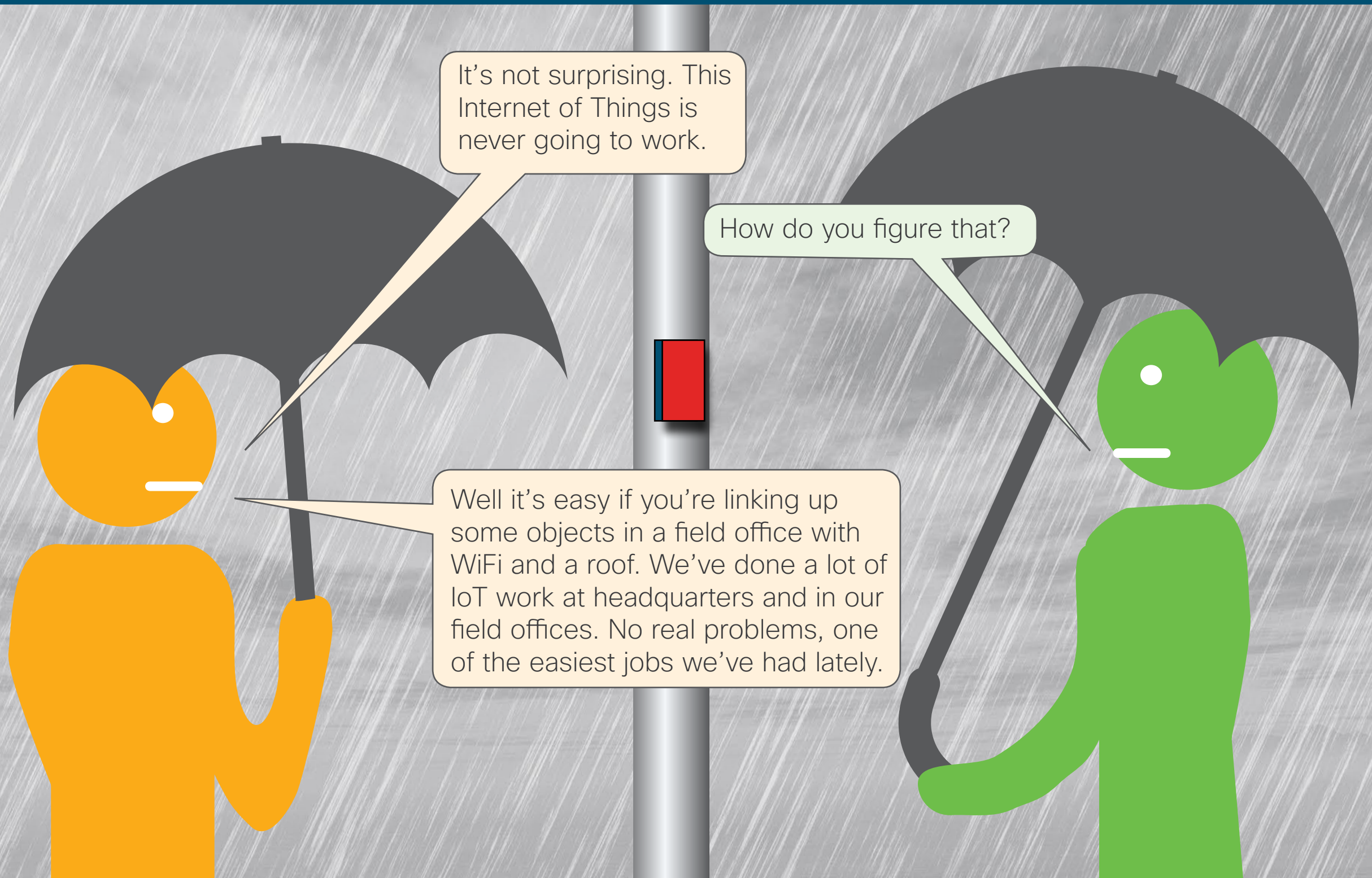
Jack and Zack on the Internet of Things



Internet of Things



Internet of Things

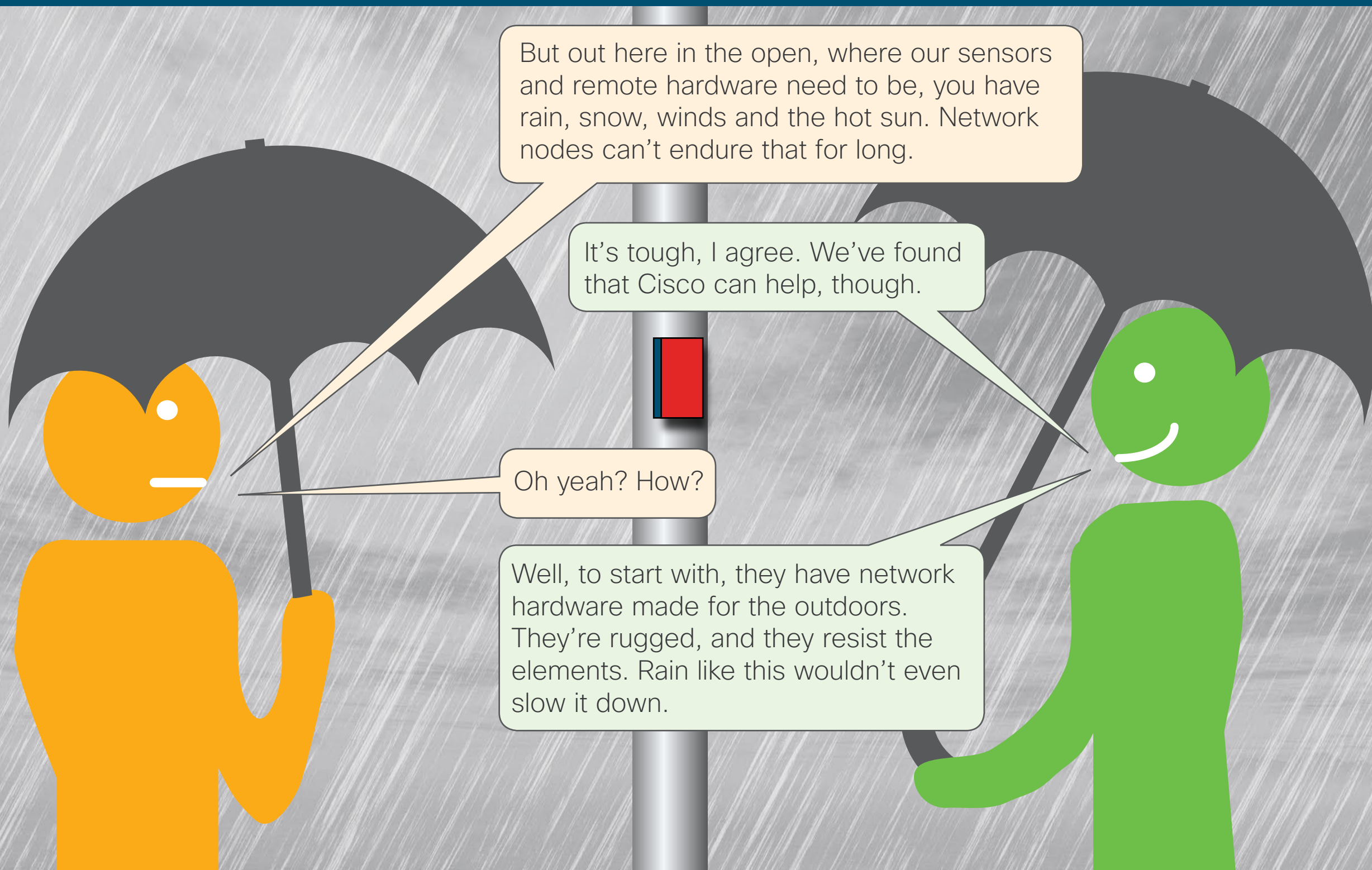


It's not surprising. This Internet of Things is never going to work.

How do you figure that?

Well it's easy if you're linking up some objects in a field office with WiFi and a roof. We've done a lot of IoT work at headquarters and in our field offices. No real problems, one of the easiest jobs we've had lately.

Internet of Things



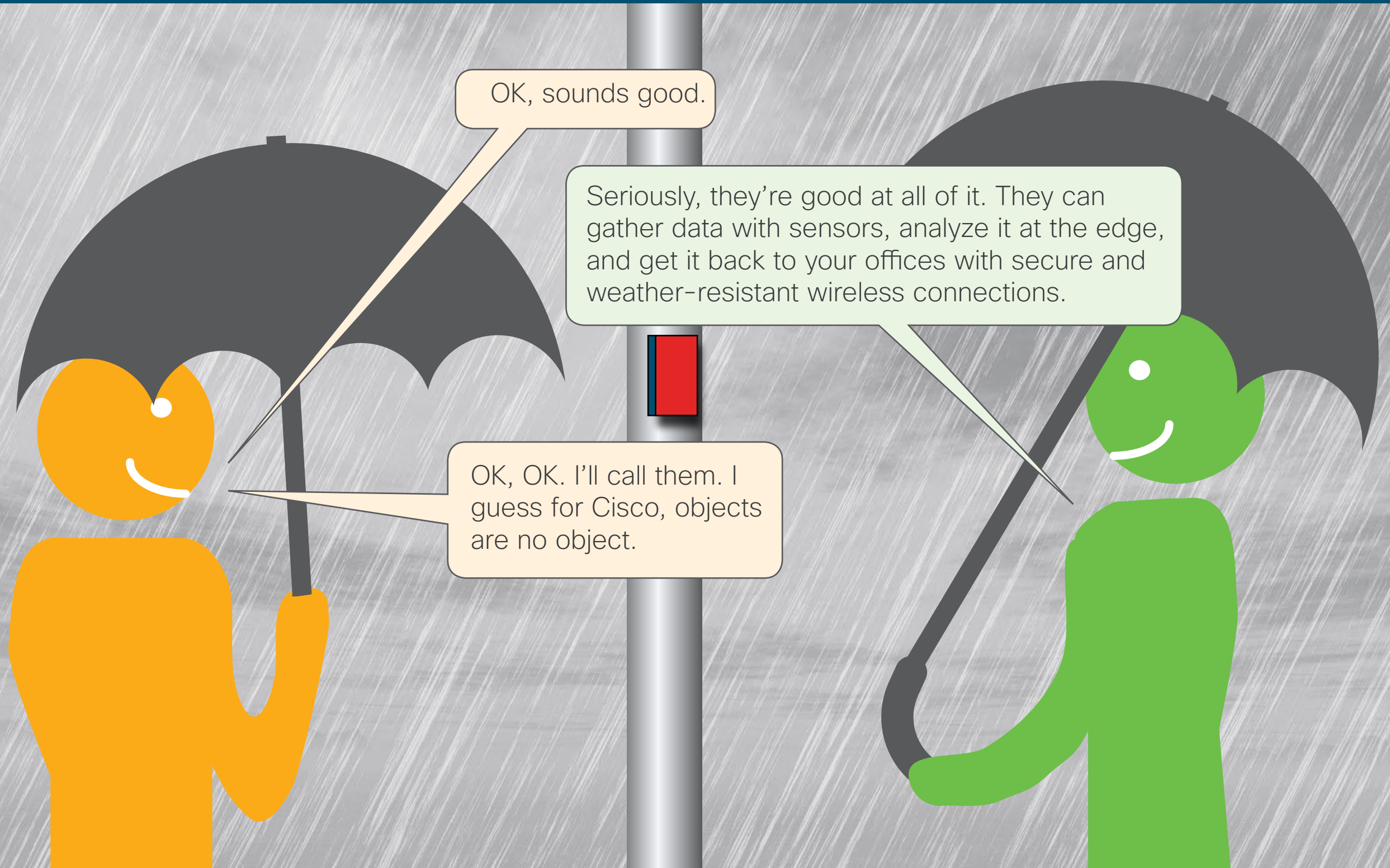
But out here in the open, where our sensors and remote hardware need to be, you have rain, snow, winds and the hot sun. Network nodes can't endure that for long.

It's tough, I agree. We've found that Cisco can help, though.

Oh yeah? How?

Well, to start with, they have network hardware made for the outdoors. They're rugged, and they resist the elements. Rain like this wouldn't even slow it down.

Internet of Things



OK, sounds good.

Seriously, they're good at all of it. They can gather data with sensors, analyze it at the edge, and get it back to your offices with secure and weather-resistant wireless connections.

OK, OK. I'll call them. I guess for Cisco, objects are no object.

Internet of Things



Internet of Things



Groan. Hit the road, Jack.



Don't be out standing in your field. Call Cisco for IoT solutions today!

