



Cisco Tablet Video

Working Script

Draft 3

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INTRO

NARRATOR: IMAGINE if you could empower employees to be more mobile, productive.

TEXT FX: Mobile Productive

NARRATOR: How? By letting THEM choose which devices to use at work.

TEXT FX: Bring Your Own Device (fades on) Freedom

NARRATOR: But how do you FEEL about unmanaged devices accessing your network?

TEXT FX: How Will You Manage

The Sea of Devices?

ACT I

NARRATOR: This...is IT.

DEVICES rain down.

This is what's happening.

TEXT FX: Tablets Sold:
55 MILLION in 2011
102 MILLION estimated in 2013

NARRATOR: Personal devices are FLOODING corporate networks as employees bring them to the workplace.

The FLOOD OF DEVICES become a rolling sea.

They expect their devices to work whenever AND wherever they do business.

TEXT FX: 75% of tablets are personally owned.

Floating PIE CHART shows adoption of tablets.

NARRATOR: Are YOU going to ignore the trends?

25% of pie BREAKS OFF. IT finds himself stranded.

Or will you CHARGE forward to always on connectivity...

TEXT FX: Always-on connectivity.

*Beat—stop forward action. Show IT thinking
...thought bubble overhead.*

NARRATOR: Of course, YOU may be wondering...

ACT II

NARRATOR: Can it scale?

TEXT FX: Can it scale?

NARRATOR: When already, up to 30 percent of IT budgets become consumed by device management and troubleshooting?

TEXT FX: Up to 30% of IT budgets spent managing and troubleshooting devices.

NARRATOR: Is it secure?

TEXT FX: Is it secure?

NARRATOR: Do you dare compromise network and device security or company intellectual property?

TEXT FX: Compromise?

A toothy MOUTH opens in the ocean wave and eats "COMPROMISE?"

NARRATOR: No compromises! Data and networks MUST be protected and compliancy standards MUST be met.

TEXT FX: Standards Compliance

ACT III

NARRATOR: Efficient access policies and control become crucial.

TEXT FX: Access policy and control.

NARRATOR: What makes Cisco different?

TEXT FX: CISCO
"S.S. Borderless" appears on the scene.

NARRATOR: It all starts with device fingerprinting.

TEXT FX: Device Fingerprinting

NARRATOR: The Cisco Identity Services Engine identifies the device so you know what is accessing your network.

A "PROFILING" SPYGLASS reveals a blurry device that can't be identified until spyglass makes image of device clear.

And it enforces policy, denying or confining access based on variables such as role, device, time, location, and more...

TEXT FX: Policy Enforcement

ICONS appear representing "device, time, location," etc.

TEXT FX: Simplicity. Flexibility. Scale.

NARRATOR: But what about remote employees?

TEXT FX: Remote employees?

NARRATOR: Cisco AnyConnect has you covered, automatically providing a secure tunnel back to the organization regardless of where your employees connect.

TEXT FX: Cisco AnyConnect Secure Mobility Solutions

Show that even remote devices are connected to VPN automatically.

NARRATOR: So now you're free to focus on providing the best user experience possible.

TEXT FX: Best User Experience

NARRATOR: Here's how:

Improve throughput in more places.

Show that the Access Point is directing the signal directly to the client and throughput increases by 65%.

Maximize network reliability by mitigating interference.

Show that interference created from microwave ovens or cordless phones is automatically mitigated.

TEXT FX: Increase Reliability

(fades on) Cisco CleanAir Technology

NARRATOR: Optimize multicast video delivery over wireless.

TEXT FX: Optimize Video
(fades on) Cisco VideoStream Technology

NARRATOR: That is how you delight users!

So...How will you navigate a sea of devices?

TEXT FX: How do you navigate a sea of devices?

NARRATOR: With a system that puts YOU in control...

TEXT FX: Control

NARRATOR: ...A system that gives you wired or wireless device
VISIBILITY and speeds up troubleshooting.

TEXT FX: Cisco Prime Network Control System

NARRATOR: Control that gives you the FREEDOM to execute
your plan with confidence.

TEXT FX: Control Equals Freedom

Incorporate CISCO LOGO.

TEXT FX: Tablets Welcomed on Cisco Wireless

NARRATOR: With CISCO, you can easily manage anytime,
anywhere access.

END