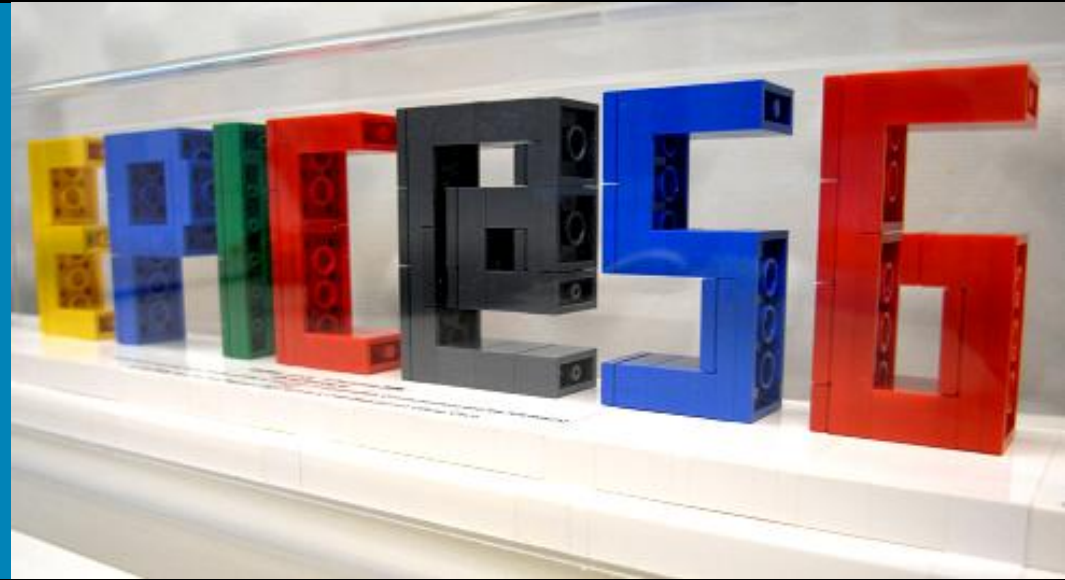




# EPIC Value Proposition and Offerings



**Young Fong**  
**23 Sep 2009**

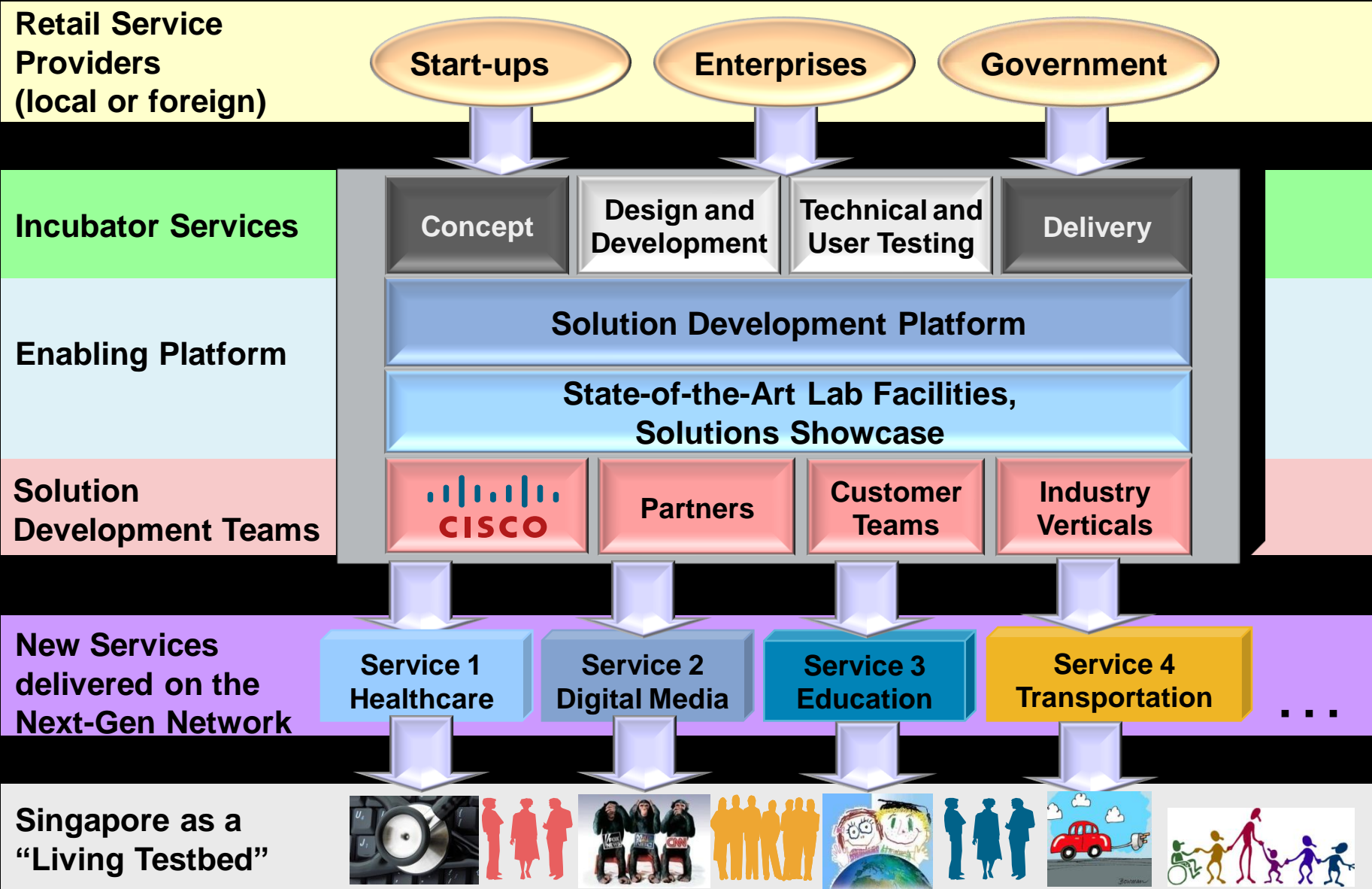
# 1

## Quick Recap



# Enabling Platform Innovation Center (EPIC)

Incubator for next-generation services and solutions



# What projects are suitable for EPIC?

## What EPIC is not for ....

- The next ERP implementation
- Legacy systems integration
- Accounting and back office systems development and implementation
- Network design and testing
- Data center design and build

## What EPIC is for ...

- Build next generation services that fully utilize the cheaper and faster bandwidth to the home and office
- Design collaborative and distributed applications that leverage the network to create new business models
- Use business intelligence in the network to create new services that increase customer intimacy, or improve efficiency



Application-centric development with the network as just a delivery infrastructure



Innovation at all layers: from applications to the network, beyond what's available today

# 2

## EPIC Offerings



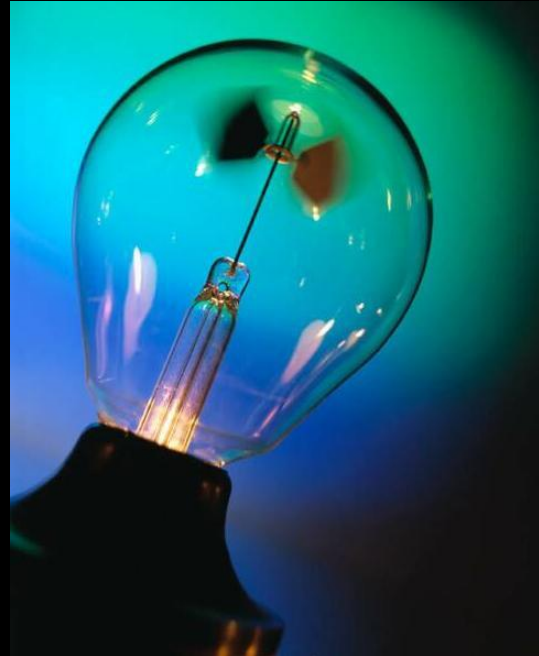
# 1

## Incubation Services

EPIC focus  
High value services

EPIC will offer the full range of services, from concept development, service design and development, service testing and finally service delivery.

Cost	w/o EPIC	with EPIC
Incubation	\$\$\$\$	\$



## 2 Service Hosting

Hosting capability available for jointly developed solutions during proof of concept or/and pilot phases.

Cost	w/o EPIC	with EPIC
Incubation	\$\$\$\$	\$
Hosting	\$\$\$	\$

Reserved for you



## 3 Technical Support

Availability of EPIC engineering resources and subject matter experts during development, proof of concept and pilot phases.

Cost	w/o EPIC	with EPIC
Incubation	\$\$\$\$	\$
Hosting	\$\$\$	\$
Support	\$\$\$	\$



## 4

### Service Interoperability Testing

Interoperability testing on Cisco network infrastructure and solution products with third party end user devices.

Cost	w/o EPIC	with EPIC
Incubation	\$\$\$\$	\$
Hosting	\$\$\$	\$
Support	\$\$\$	\$
Interoperability	\$\$\$	\$



## 5

### Co-Marketing

Leverage Cisco's brand and marketing channels to reach new markets through joint press releases, industry white papers and co-branding activities.

Cost	w/o EPIC	with EPIC
Incubation	\$\$\$\$	\$
Hosting	\$\$\$	\$
Support	\$\$\$	\$
Interoperability	\$\$\$	\$
Marketing	\$\$	\$



## 6 Cisco Capital

Cisco Capital can help RSP and customer to acquire a Next Gen IT infrastructure; minimizing upfront capital investment.

Cost	w/o EPIC	with EPIC
Incubation	\$\$\$\$	\$
Hosting	\$\$\$	\$
Support	\$\$\$	\$
Interoperability	\$\$\$	\$
Marketing	\$\$	\$
Upfront	\$\$\$\$\$	\$



# 7

## New Business Modeling

Enable new business models with RSPs that can be productized locally and deployed across APAC and beyond.

Cost	w/o EPIC	with EPIC
Incubation	\$\$\$\$\$	\$
Hosting	\$\$\$	\$
Support	\$\$\$	\$
Interoperability	\$\$\$	\$
Marketing	\$\$	\$
Upfront	\$\$\$\$\$	\$
Biz Modeling	\$	\$



# 3

## EPIC Engagement Model



# EPIC's QUICK START



## Criteria for RSP

- Innovative idea for Next Gen service
- Commitment on joint development with EPIC
- Viable business plan
- Customer POC/Pilot

1



Support from Cisco to work on projects of interest with RSP

2



Access to excess equipment and space capacity at EPIC

3



Development grants and venture capital funds for service development and testing at EPIC

4



Support for RSP as they work alongside EPIC team

# Call to Action



- Reach out to us today if you have questions
- Exchange of business cards
- Leverage EPIC's offerings and discuss on partnership and collaboration





CISCO

CISCO

CISCO

CISCO

CISCO