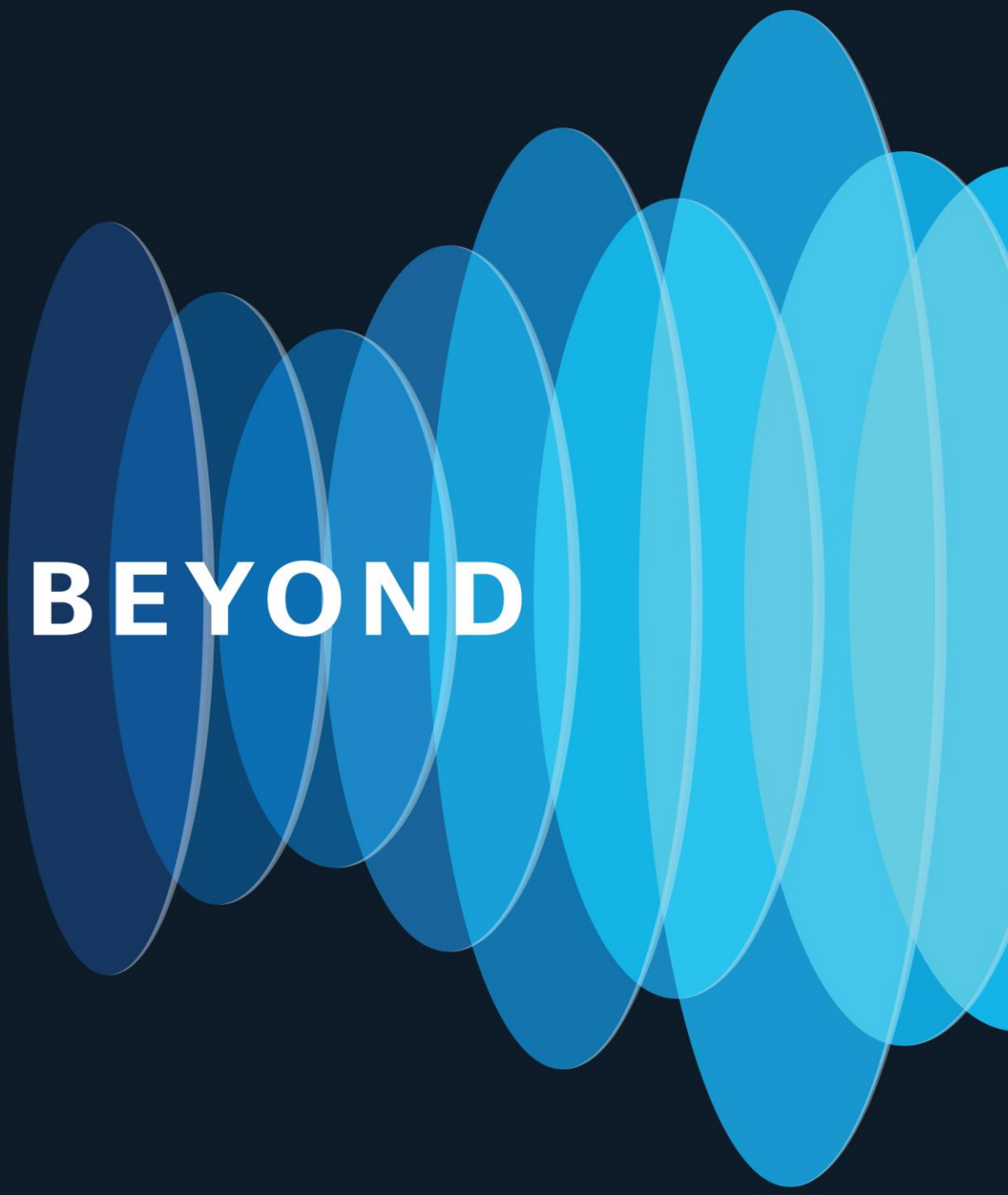
cisco Live!



Cisco Live 2024 Melbourne

Stand Demo Guide

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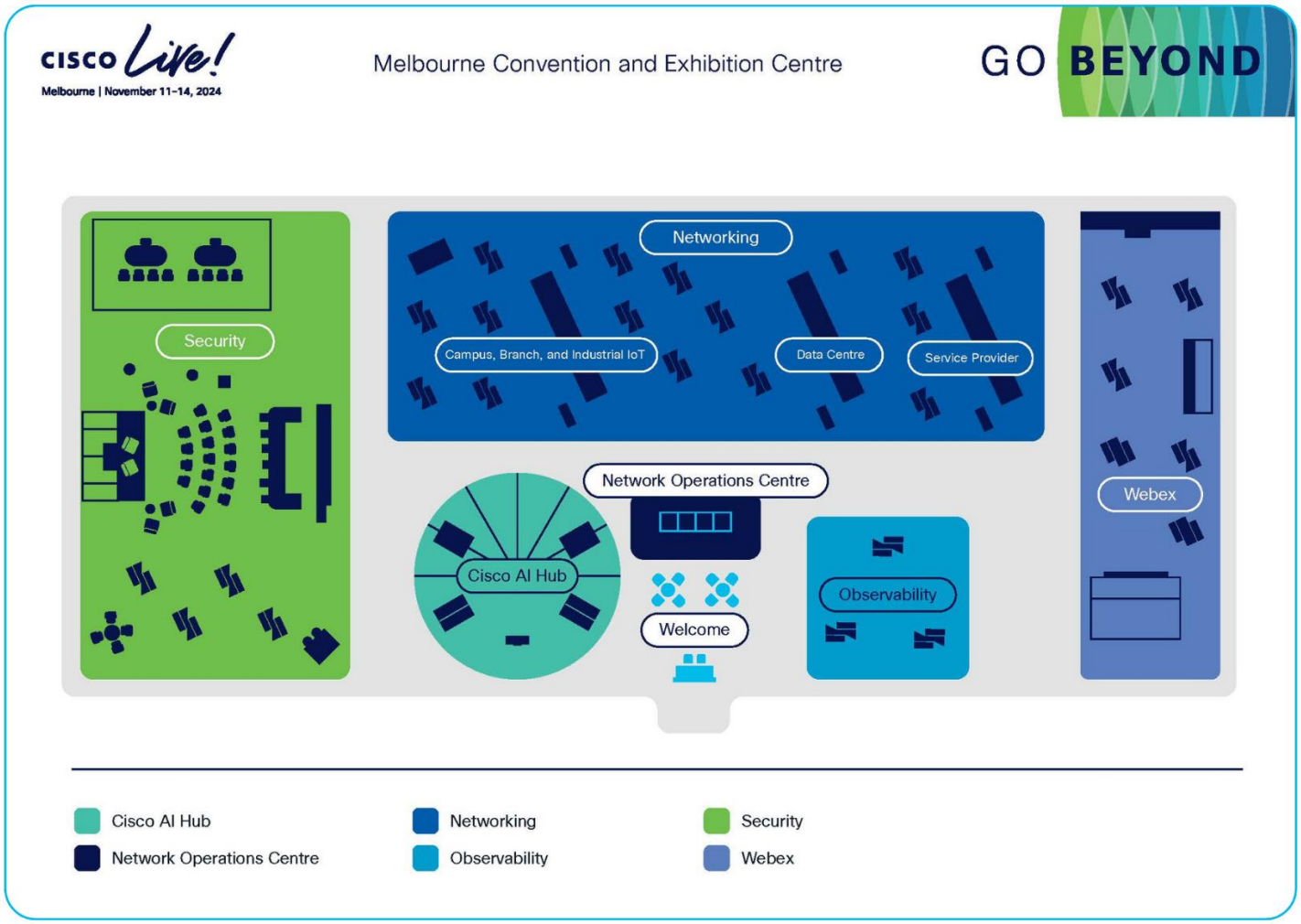
[Cisco Stand> Cisco Stand Map > Location: World of Solutions]



Welcome to the Cisco Stand

Connect with Cisco experts and explore 70+ industry-leading technology demos, interactive product zones, and immersive experiences that show how you can build and scale modern infrastructure, future-proof your workplaces, and make your organisation digitally resilient in the AI era.

The Cisco Stand is in the World of Solutions. Discover these areas and experiences.

Cisco Stand > Cisco AI Hub

How AI-ready is your organisation? Take the Cisco AI Readiness Assessment to understand your level of readiness across strategy, data, governance, talent, and culture. Then, connect with Cisco experts and experience why Cisco is the only company to combine networking with security, observability, and collaboration to power AI-ready data centers, future-proofed workplaces, and digital resilience.

LOCATION	DEMO NAME	DESCRIPTION	PRODUCTS AND SERVICES
AI-01	**AI for simplified security management: Cisco Security Cloud Control**	Discover how you can reclaim control of your environment with centralized, AI-embedded security management, unifying point solutions into the security fabric and streamlining workflows for simplified operations and enhanced protection.	Cisco Security Cloud Control, Secure Firewall, Multicloud Defense, Cisco Hypershield
AI-02	**AI for collaboration: Cisco AI Assistant for Webex**	Explore how the Cisco AI Assistant boosts productivity for hybrid workers, optimizing every meeting and communication. From summarisation to crafting communications—the AI Assistant improves collaboration with every interaction.	Webex App, Control Hub
AI-03	**Splunk AI assistants: Enterprise Security | Observability Cloud | SPL**	Learn about the generative AI assistants that Splunk is developing, which enable you to onboard users quickly and gain even more value from the Splunk platform.	Splunk
AI-04	**AI for customer support: Cisco TAC GenAI innovations**	Experience the future of support with TAC GenAI innovations and transform the way you manage and resolve technical challenges. With our reimagined support system, you can achieve greater efficiency, reliability, and customer satisfaction.	AI, Cisco Customer Experiences, Services CX, Cisco TAC GenAI
AI-05	**Internet outage detection and analysis: ThousandEyes**	By utilizing data, AI, and automation, ThousandEyes Digital Experience Assurance helps customers collect, analyze, and automate actions based on data from all network domains. This demo shows how customers can quickly activate pre-built operations to detect, diagnose, isolate fault domains, and perform root cause analysis for any internet-delivered service or application.	ThousandEyes Digital Experience Assurance
AI-06	**Infrastructure for AI: Cisco Nexus Hyperfabric AI Cluster**	Deliver AI results and free yourself of IT headaches. Cisco Nexus Hyperfabric democratizes AI deployments for the enterprise using cloud management to minimize errors and complexity.	Cisco Nexus Hyperfabric, AI, Cisco Catalyst 6000 Series Switches, Cisco UCS, NVIDIA NVAIE, VAST Data
AI-07	**Computer Vision at the Edge: Meraki Smart Cameras**	Learn how Cisco Meraki smart cameras harness the power of computer vision and machine learning—whether out-of-the-box or using your own custom model—to quickly detect, search, and track objects, vehicles, and people.	Meraki Smart Cameras

AI-08	**Networking for AI: Cisco Silicon One**	Cisco Silicon One is helping the industry meet rapid large-scale buildouts of AI/ML that networks of the past were unable to handle. Power your AI/ML networks and configure them to deploy standard Ethernet, enhanced Ethernet, or scheduled Ethernet to achieve best-in-class characteristics for each use case.	Cisco Silicon One Chip

Cisco Stand > Cisco Customer Experience

LOCATION	DEMO NAME	DESCRIPTION	PRODUCTS AND SERVICES
CX-01 in Observability area	**Cisco Customer Experience: Speed your path to IT value**	Learn how Cisco Services and Support not only helps you accelerate your transformation journey but how we go beyond to help you speed technology adoption and ensure its optimised at every step of your journey—so you realize the full value of your Cisco investments and fast-track business outcomes.	Cisco Customer Experiences, Services CX

Cisco Stand > Networking and Product Zones

How do you ensure quality digital experiences across owned and unowned networks? Cisco Networking Cloud—our vision to power digital resilience across the global area network, simplify IT, and securely connect the world. It's time to unlock AI-native IT operations, deliver secure networking, and assure every user experience is exceptional.

LOCATION	DEMO NAME	DESCRIPTION	PRODUCTS AND SERVICES
NET-01	**Scale and manage utility networks: Cisco SD-WAN**	Employ Cisco SD-WAN to deploy and manage IT security and management policies to thousands of industrial devices with agility, all while reducing complexity, improving IT and OT collaboration, and delivering advanced security outcomes.	Cyber Vision, ZTNA, Secure Equipment Access
NET-02	**Unify IT/OT security: Cisco Industrial Threat Defense**	Learn how Cisco Industrial Threat Defense offers visibility into OT assets and security posture with Cyber Vision, enabling automated network segmentation with Cisco ISE and Secure Firewall, securing remote access with Cisco SEA, and unifying IT and OT security to build a universal approach to detect threats and orchestrate responses with Cisco XDR and Splunk.	Cisco SD-WAN Manager
NET-03	**Assuring network experiences: ThousandEyes Digital Assurance**	ThousandEyes Digital Experience Assurance delivers a unified approach to collecting, analysing, and automating actions based on data from every network domain to provide a clear view of application performance. This demo will highlight how ThousandEyes can assist in troubleshooting complex network issues by precisely identifying where problems are located.	ThousandEyes Digital Experience Assurance

NET-04	**Optimise campus experiences: Digital Experience Assurance**	Ready to ensure superior digital experiences with Cisco Secure Connect, ThousandEyes DXA, and the Meraki dashboard? These solutions optimise IT visibility and control across campus, branch, and remote environments, empowering administrators to enhance application performance while addressing server and end-user device issues. The result? Seamless service delivery for employees and customers.	Catalyst Center, Meraki Dashboard, ThousandEyes
NET-05	**Scale campus and branch networks: Meraki | Catalyst | Wi-Fi 7**	Is your small business experiencing rapid growth? Harness the enhanced wireless capabilities of Wi-Fi 7 through a simple, cloud-managed platform tailored to meet your scaling needs.	Cisco Wireless, Cisco Switching, Catalyst Switching, Meraki Dashboard, Meraki Switching
NET-06	**Distributed WAN edge security: Cisco Catalyst and Meraki SD-WAN**	Embrace powerful, secure connectivity for any user to any app, anywhere. Explore just how easy it is to interconnect Catalyst and Meraki SD-WAN and see our latest innovations in cloud, SD-Routing, and AI-driven visibility.	Cisco SD-WAN, Cisco Routing, Meraki MX
NET-07	**Make networking simple: Cisco Networking Cloud**	Demonstrate a complex hybrid network (Catalyst and Meraki) across domains (router/switch/wireless) and check out how Cisco Networking Cloud makes it easy to see your entire estate in one dashboard, capture data, and drive automation.	Catalyst Switching, Meraki Switching, Catalyst Center, Meraki Dashboard, Cisco Wireless
NET-08	**AI-native campus networking: Catalyst Center and the Meraki dashboard**	Complex campus deployments need sophisticated solutions to assure experiences, enhance resilience, and optimise performance for every user and every app. See how the latest Cisco switching and wireless innovations can power a truly autonomous campus network.	Catalyst Center, Meraki Dashboard
NET-09	**Industrial Product Portfolio**	Industry-leading solutions to simplify and scale IT for industrial networks. Rely on tougher, smarter IT solutions that bring IT and OT together, enhance efficiencies, and pave the way for AI-ready industrial operations.	Cyber Vision, ZTNA, Secure Equipment Access, Ultra Reliable Wireless Backhaul, Catalyst Center, SD-WAN Manager
NET-10	**Scale and manage roadway assets: Scale Ops with SD-WAN**	Managing hundreds, or even thousands of industrial assets require an approach that utilises the best of IT and OT systems. Discover how Cisco SD-WAN can scale across your operational use cases with advanced security and management deployed across the operational environment.	IR8340, SD-WAN Manager
NET-11	**Industrial wireless anywhere: URWB and Wi-Fi 6E**	Frustrated about your wireless network? Connecting a growing number of devices wirelessly or moving assets that need real-time response? See how Wi-Fi 6E and Ultra-Reliable Wireless Backhaul (URWB) technologies improve reliability and latency for wireless networks. Join our experts to experience both outdoor and industrial wireless solutions in action.	Ultra Reliable Wireless Backhaul

NET-12	**Getting SASE with Cisco: Cisco SASE**	Powering hybrid work has never been easier. See how secure access service edge (SASE) solutions from Cisco can securely connect users to the apps they need from anywhere in just a few clicks. Explore advanced zero-trust capabilities—powered by Cisco Secure Access—and start your SASE journey today.	Cisco SASE, Secure Connect
NET-13	**Universal security translator: Common policy**	Implementing consistent policies for user access, devices, and applications is challenging because they aren't integrated. Common policy removes the language barrier to pervasive network security. Learn how to use the perfect formula of Catalyst Center, Meraki dashboard, ISE, and SDA to deliver common policy across on-prem, cloud, or hybrid networks.	ISE, SDA, Catalyst Center, Meraki Dashboard
NET-14	**Power sustainable outcomes: Cisco Catalyst | Meraki | ThousandEyes | Splunk**	Build smarter, more sustainable buildings with Catalyst and Meraki. Together with Cisco Spaces, Webex, ThousandEyes, and Splunk solutions, you can measure and manage intelligent, dynamic workplaces. Learn how you can take control of energy consumption, automate systems, and maintain ideal environmental conditions.	Catalyst 9000 Switching, Cisco Wireless, Cisco Spaces, Splunk, Meraki Cameras, Meraki Sensors, Catalyst Center, Meraki Dashboard, Cisco Collaboration (Webex)
NET-15	**Next-gen wireless experiences: Wi-Fi 7**	Ready for next-generation wireless? Enter Wi-Fi 7. Discover advancements like Multi-Link Operation, which enables devices to send and receive data across different frequency bands and channels. Plus, see how preamble puncturing in Wi-Fi 7 delivers efficient spectrum utilisation in environments with wireless interference from overlapping Wi-Fi or non-Wi-Fi incumbents.	Cisco Wireless, Catalyst Wireless (CW), Meraki Wireless (MR)
NET-16	**Data centre network fabric aaS: Cisco Nexus Hyperfabric**	Cisco Nexus Hyperfabric offers cloud-managed, plug-and-play guidance for the full lifecycle of data centre operations, ensuring easy design, deployment, and management of multiple fabrics.	Cisco Nexus 9000, Cisco Nexus Hyperfabric, Cisco Hypershield
NET-17	**Consistent user experiences: Cisco Nexus One**	Learn how to deploy entire data centre fabrics with zero touch and use micro segmentation to implement security policies and service-chaining rules. Monitor, visualise, and troubleshoot with the Cisco Nexus One Fabric experience across Cisco ACI and NX-OS.	Cisco ACI, Cisco NX-OS, Cisco Nexus Dashboard
NET-18	**Boost your AI/ML deployments: Cisco Validated Designs**	Deploy AI-native infrastructure in your data centre using Cisco Validated Designs. Utilise proven designs to implement network and compute solutions tailored for AI workloads with leading GPU systems for optimal performance and scalability.	Cisco Nexus 9000, Cisco Nexus Dashboard, Cisco Optics
NET-19	**Simplify data centre network operations: Cisco Nexus Dashboard**	Centralise and automate data centre networks with Cisco Nexus Dashboard. Manage LAN, SAN, IP Fabric for Media, and AI/ML fabrics from an on-premises managed solution.	Cisco Nexus Hyperfabric, Cisco 6000 Series Switches, Cisco Nexus Dashboard, Nexus 9000 Series Switches, Cisco Optics

NET-20	**Simplify your AIOps: CI with Red Hat OpenShift AI**	Learn how Red Hat OpenShift AI, running on Converged Infrastructure, streamlines the MLOps process, enabling efficient model delivery and management. Practical use cases like fraud detection, object detection, and text-to-image generation illustrate the platform's capabilities in handling diverse AI/ML applications.	UCS X-Series
NET-21	**Webex chatbot: powering GenAI: Converged infrastructure for RAG**	See how the integration of advanced AI techniques with robust infrastructure enhances data retrieval and generation capabilities. RAG can be used to improve the accuracy and relevance of generated content by leveraging Cisco Webex Chat Box interface to a large-scale data retrieval process for document summarisation and enhanced search capabilities.	UCS X-Series
NET-22	**Turbocharge AI inferencing: Cisco Compute Hyperconverged with Nutanix**	Discover a turnkey AI-ready infrastructure combining UCS servers, Nutanix software, and NVIDIA GPUs for easy deployment and management. This solution features a single-cloud operating model, supporting popular AI/ML frameworks and LLMs, enabling quick deployment of off-the-shelf AI applications or custom development, and providing robust performance for on-premises AI solutions.	UCS C-Series
NET-23	**Fast-track Splunk deployment: Splunk deployments on Cisco**	Experience the power of Splunk on Cisco Compute Hyperconverged with Nutanix. See how the combined strengths of Nutanix and Cisco simplify infrastructure management, enhance performance, and accelerate time to value for Splunk deployments, at scale.	UCS C-Series
NET-24	**UCS X-Series & 100G Fabric Interconnect**	The UCS X-Series provides functionalities of both blade and rack servers by offering compute density, storage capacity, and expandability in a single system and are engineered to be adaptable and future ready.	UCS X-Series
NET-25	**UCS C885a M8**	This is a GPU-dense server based on Nvidia HGX architecture that is purpose built for AI training with eight NVIDIA H100 GPUs. It is the first in a line of servers aimed at simplifying data centres to power all AI workloads.	UCS C885a M8
NET-26	**Cisco Nexus 9808**	An eight-slot chassis which can scale from 57 Tbps to 115 Tbps with a combination of up to eight various line cards that offer 400GE or 100GE ports now, with higher speeds in the future.	Cisco Nexus 9808

NET-27	**Reduce costs and complexity: Cisco Routed Optical Networking**	Simplify your transport architecture with optical and IP network convergence using Cisco coherent pluggable optics and lay the foundation for service layer convergence with Private Line Emulation. See how pairing this architecture with automation and real-time telemetry provides insights and assurance facilitated by multilayer and multivendor management to simplify operations.	Crosswork, NCS 1010, NCS 1014, Coherent Optics, Cisco QSFP-DD OLS, CIM 8
NET-28	**Enhance customer experience with Splunk: A telecommunications focus**	This demo showcases how leveraging machine data in Splunk can enhance customer experience (CX) strategies for communications service providers. It introduces key concepts like CX scoring and lifetime revenue with phase 1 focusing on telecommunications use cases such as truck roll prevention, churn reduction, and real-time proactive maintenance.	Provider connectivity assurance, Splunk, Customer Experience
NET-29	**Deliver differentiated services: Cisco Converged SDN Transport**	Change the economics of your network with a simplified architecture for scalability and agility. In this demo, we show how converged access lets you reimagine broadband connectivity through differentiated services to drive revenue and competitive SLAs with Routed PON, assurance, and SLA monitoring.	Crosswork, Pluggable OLT, Assurance SFP, NCS 540, Cisco 8711, Cisco 8608, Cisco 8202, ASR 9903, NCS 57C3, Cisco 8712, Cisco 8011
NET-30	**Digital resilience with AIOps: From network design to issue resolution**	Learn the combined power of Crosswork and Provider Connectivity Assurance in delivering the digital resilience necessary for uninterrupted connected experiences. AIOps enables more precise forecasting and allocation of network capacity and resources to adapt to changing service requirements. Furthermore, advanced performance analytics address network issues proactively, preventing potential service disruptions.	Crosswork, Provider Connectivity Assurance
NET-31	**Deliver more sustainable networks: Optimise network efficiency**	Prime your network for energy efficiency and reduce CapEx. Enhance network models for efficient topology design, collect and store energy metrics, and visualise consumption effortlessly with sustainability dashboards. Additionally, help minimise your carbon footprint with VPN optimisation services and sustainability KPIs—all available on systems powered by Silicon One.	Crosswork, Provider Connectivity Assurance
NET-32	**Grow 5G and IoT aaS revenue: Cisco Mobility Services Platform**	Rapidly deploy and monetise 5G and IoT services. The Cisco Mobility Services Platform enables service providers to unlock new revenue streams, streamline operations, and support enterprise digital transformation. Discover how Cisco's technology and API ecosystem maximises your 5G and IoT investments, driving growth like never before.	IoT Control Center, 5G UPF - Cisco Ultra Packet Core, 5G Core - Cisco Ultra Cloud Core

NPZ-01	**Networking Product Zone: Campus, Branch, and Industrial IoT**	Ready to explore networking solutions for campus, branch, and industrial sites? Interact with a full-stack hardware showcase from access to edge to core and see how Cisco empowers you to simplify operations, secure your network, and build smarter spaces in the office and beyond.	Catalyst 9163E Catalyst 9300X-M Catalyst 9200CX Cisco MG52E Meraki MS130R Meraki MT10 Meraki MT15 Meraki MT20 Meraki MT40 Meraki MV23 Meraki MV73 Meraki MV63 Meraki MV93 Meraki Z4C Catalyst 8500 Cisco 9178I CW9800H1 Catalyst 9400X Catalyst 9500X Catalyst 9600X Meraki MX650 Catalyst 8300-UCPE-1N20 Cisco 9176D1 Catalyst 9300L-M Cisco Firewall 1200 Meraki MS130 Catalyst IE-3100 Catalyst IE-3105 Catalyst IE3300 Catalyst IE3400 Catalyst IE9300 Catalyst IR1100 Catalyst IR8300 Catalyst IW9165D Catalyst IW9165E Catalyst IW9167
NPZ-02	**Networking Product Zone: Data Centre**	Looking for operational simplicity, advanced AI, and greater sustainability in your networking and computing infrastructure? Cisco has you covered. Cisco UCS servers, Nexus switches, and MDS SAN switches bring together compute, networking, storage, and management with Cisco Intersight and Nexus Dashboard to modernise your data centres and power your applications.	UCS X-Series UCS C225 M8 UCS C245 M8 UCS C220 M7 UCS C240 M7 UCS C885a M8 Nexus 9364D-GX2A Cisco MDS 9396V Cisco MDS 9148V Nexus 93400LD-H1 Nexus 93180YC-FX3 Cisco Nexus 9408 Nexus 9332D-H2R Cisco HF6100-60L4D Cisco HF6100-32D Cisco Nexus 9364E-SG2 Cisco Nexus 9808

NPZ-03	**Networking Product Zone: Service Provider**	Check out advances in silicon, optics, routing, AI, assurance, and automation, all designed to help change the economics of your network. Plus, learn how Cisco can help you reduce capital and operational costs, expedite new service delivery, and leverage AI for the future.	Pluggable OLT Assurance SFP Assurance module NCS 540 Cisco 8711-32FH-M Cisco 8608 Cisco 8202-32FH-M ASR 9903 NCS 57C3 Cisco 88-LC1-12TH24FH-E Cisco 88-LC1-52Y8H-EM Cisco 8712-MOD-M Cisco 8011 Coherent optics Cisco QSFP-DD OLS Cisco 8212-48FH-M Cisco 8201-32FH NCS 1010 NCS 1014 CIM 8 Cisco Silicon One MPO to LC breakout QSFP-DD 2x400G FR4 QSFP-DD 8x100G FR Cisco 8122-64EH Cisco 88-LC1-36EH

Cisco Stand > Network Operations Centre
Experience the heartbeat of Cisco Live – the Network Operations Centre (NOC). See live event network metrics and talk to Cisco experts about what it takes to deploy, manage, and secure the Cisco Live network in real time.

Cisco Stand > Observability
Bringing together innovations around application observability, security, and cloud native platforms, so organisations can deliver always-on, secure, and exceptional digital experiences.

LOCATION	DEMO NAME	DESCRIPTION	PRODUCTS AND SERVICES
OBS-01	**Splunk AppDynamics: For hybrid applications**	Gain unified visibility across any environment and any stack with the power of Observability with Splunk AppDynamics, spanning the network, infrastructure, and monolithic to microservices applications. Learn how Splunk Observability Cloud, Splunk ITSI and Splunk Platform integrate with AppDynamics for deeper insights and faster troubleshooting across your entire hybrid environment.	Splunk AppDynamics, Splunk Observability Cloud, Splunk ITSI, Splunk Platform
OBS-02	**Debug problems in microservices: Observability Cloud**	Changes to the application environment happen all the time. They can be planned (e.g., developers releasing new code), somewhat planned (e.g., a spike in traffic due to an upcoming sale), or completely unplanned (e.g., third-party provider changed their API). Learn how to quickly identify the impact of these changes to your environment, identify the right team to fix it, and provide them with the context to do so easily to address issues fast and ensure performance of key customer transactions.	Splunk

OBS-03	**Cisco and Splunk: Splunk Platform and ITSI**	Cisco, the leader in networking infrastructure and Splunk, the leader in IT observability have joined forces to provide unparalleled visibility into a myriad of Cisco devices. Look at how IT organizations can get better visibility into Cisco solutions through Splunk ITSI.	Splunk Platform, Splunk ITSI
OBS-04	**Align IT and business: Splunk Service Monitoring**	Business stakeholders need an executive-level, real-time view of what they care about and understand how IT service and application health impacts the health of the business, including meeting emerging digital governance requirements. Learn how ITOps and engineering teams can deliver executive-level visibility into critical, non-digital business services and understand how outages and issues in IT and engineering assets impact the business.	Splunk Service Monitoring
OBS-05	**Customer Digital Experience: Monitoring with ThousandEyes and AppDynamics**	Modern applications are complex, with modular architectures and third-party services. When performance issues arise, it is hard to pinpoint the root cause, leading to unnecessary blame-shifting between application and network teams. This demo showcases the enhanced integration between ThousandEyes and AppDynamics, leveraging auto-discovery of monitored domains to identify app domains. This integration provides accurate recommendations for app dependencies and comprehensive test templates.	ThousandEyes, AppDynamics

Cisco Stand > Cisco Security Zone

Discover how Cisco and Splunk bring security and the network together to deliver practical, resilient solutions for your business. Explore demos and talks on Zero Trust, Data Centre Security, Security Operations, Hypershield, and Security Cloud Control. Make sure to tour the Security Operations Centre with live monitoring of network traffic across Cisco Live.

LOCATION	DEMO NAME	DESCRIPTION	PRODUCTS AND SERVICES
SEC-01	Secure data centre networking: Secure Firewall | Secure Workload | ISE | Hypershield	Master data center segmentation by closing visibility gaps, maintaining consistent security policies, and enhancing cyber defense through AI-driven dependency mapping, security fabric enforcement, and continuous monitoring. Achieve comprehensive protection and robust security measures to safeguard your infrastructure effectively.	Cisco Security Cloud Control, Secure Firewall, ISE, Secure Workload, Cisco Hypershield
SEC-02	Security for the AI-scale data centre: Hypershield	Accelerate vulnerability management with full visibility across workloads and networks, reducing attack surface mitigation time, and enhancing system controls. Utilize AI-augmented contextual vulnerability information and verified policy enforcement workflows to ensure comprehensive protection, streamline security operations, and improve overall resilience and response times against potential threats in your infrastructure.	Cisco Hypershield

SEC-03	Simplify security management with AI: Cisco Security Cloud Control	Reclaim control of your environment with centralized, AI-embedded security management, unifying point solutions into the security fabric and streamlining workflows for simplified operations and enhanced protection.	Cisco Security Cloud Control, Secure Firewall, Multicloud Defense, Cisco Hypershield
SEC-04	Assuring a secure digital experience: ThousandEyes	To assure security and a seamless digital experience, organisations need to adapt to the constantly changing ways people and devices move. This involves consistently measuring and benchmarking the effects of various security measures on user experience. This demonstration will explore how intelligence can be gathered and understood by visualizing the user experience end-to-end across any network.	ThousandEyes
SEC-05	Accelerate Zero Trust access: Cisco Secure Access | Duo | ThousandEyes	Cisco embeds zero trust with an identity-first approach to Security Services Edge (SSE), providing a secure experience and comprehensive coverage for any workplace. Enable seamless, secure connectivity, simplified policy management, and digital resilience with end-to-end visibility from the endpoint to the application.	Cisco Duo, Duo Passport, Identity Intelligence, Cisco Secure Access Experience Insights, ThousandEyes
SEC-06	Mitigate identity attacks: Duo | Identity Intelligence	Learn how new Cisco Duo capabilities and Cisco Identity Intelligence raise the bar to stop identity targeting attacks with Continuous Identity Security.	DUO, DUO Passport, Identity, Email
SEC-07	Power security operations: Cisco XDR | Meraki MX	The unified security and network operations center (SNOC) is where security meets the network. Discover how the Cisco XDR Incidents view in the Meraki dashboard simplifies network security operations, providing a seamless user experience that improves threat detection and incident response. Experience the unified visibility and enhanced threat detection the Cisco XDR integration with Meraki MX offers to security and network defenders.	Cisco XDR, Meraki MX, Meraki Dashboard
SEC-08	Power security operations: Cisco XDR | Splunk ES	Your security operations teams are at the heart of breach defense for your organization. No matter what maturity level you are in, you require capabilities across threat detection, investigation, and response to best defend against a growing list of threats. You are being asked to do more with less, and we are here to help power your security operations.	Cisco XDR, Splunk ES
SEC-09	Security Operations Centre: Protecting Cisco Live	The Security Operations Centre provides a real-time view of live traffic from the Cisco Live network. We use several Cisco security tools to show a variety of security analytics and traffic statistics throughout the week, partially anonymized for the display, and with technical staff on hand to answer questions.	

Cisco Stand >Webex

Reimagine Hybrid Work and Customer Experience with Webex and our purpose-built AI solutions. Empower employees at work with industry-leading technology across the Webex Suite and Cisco devices. Deliver personalised customer experiences with Webex Contact Center and Communications Platform (CPaaS) solutions. Learn how you can reimagine collaboration with Webex.

LOCATION	DEMO NAME	DESCRIPTION	PRODUCTS AND SERVICES
WBX-01	Cinematic meetings: Room Kit EQX | Ceiling Microphone Pro	Get the best view at any moment with cinematic meeting experiences powered by Cisco devices and NVIDIA AI/ML processors. Discover how features like Cross-View, Group & Speaker, People Focus, and Frames create distance zero experiences that drive equity in hybrid meetings.	Cisco Room Kit EQX Wall Mounted, Mic Pros or Ceiling Mic Pro Table Navigator, Wall Navigators, PTZ4K Cameras
WBX-02	Microsoft Teams Rooms: Cisco Room Bar Pro	Experience Microsoft Teams Rooms on the Cisco Room Bar Pro. Enjoy more equitable meetings with built-in audio and camera intelligence. Join fully featured Teams and Webex meetings on the same device—with no reboot required.	Microsoft Teams Rooms, Microsoft Calling Integrations, Webex for Microsoft Teams, Microsoft in Webex App
WBX-03	Join any meeting: Cisco Board Pro G2	Join any Webex, Microsoft Teams, Google Meet, or Zoom meeting with the touch of a button. Discover Cisco Board Pro G2—remarkable video meetings and collaborative teamwork in the ultimate all-in-one device. The new generation is packed with new dual cameras, AI virtual lens, and upgraded performance—in an easily deployable, all-in-one solution.	Cisco RoomOS, Cisco Board Pro G2, Custom Booking Panel
WBX-04	Reimagine workspaces: Cisco Spaces | Control Hub	Leverage the real-time occupancy and environmental data from Cisco devices (leveraging RoomOS & MTR) along with Cisco network and software investments to deliver a future-proofed workplace, driving great employee experiences and delivering critical building insights.	Cisco Spaces, Cisco Board Pro G2
WBX-05	Generative AI for speech: Webex AI Codec	The new AI Audio Codec delivers crystal-clear, uninterrupted audio even in poor network conditions, requiring 16X less bandwidth than the industry standard codec. Plus, it eliminates audio choppiness due to packet loss by applying generative AI to reconstruct lost audio.	Desk Cam 4K
WBX-06	Webex integrations: Build with Webex	Webex integrates with hundreds of industry-leading apps to power hybrid work. Explore how Webex's comprehensive integrations can revolutionise your business operations and workforce dynamics.	Cisco Desk Pro
WBX-07	Webex platform: Control Hub	Secure and manage your hybrid work via a single pane of glass administration for all Webex Services—meetings, messaging, calling, devices, and more. With everything you need, all in one place, you can easily onboard users, drive adoption, and increase ROI while ensuring all communications remain secure and compliant.	Control Hub, Cisco Spaces, Webex APIs, ThousandEyes for Webex and Devices
WBX-08	End-to-end visibility: ThousandEyes Webex Monitoring	The demonstration will display the integration of ThousandEyes with Webex. This integration delivers detailed insights into end-to-end	ThousandEyes Webex Monitoring

		connectivity and user experience across the internet. It offers a proactive approach that arms IT teams with the information needed to mitigate disruptions before users are impacted, supporting the seamless operation of a hybrid work model.	
WBX-09	Webex Calling: Multi-tenant | Dedicated instance	Empower workers to connect and collaborate anywhere, on any device, with our enterprise grade cloud calling solutions. Webex Calling integrates with your existing productivity environment like Microsoft Teams and Google Chrome for seamless workflows. Also, enjoy the flexibility to connect across a network of multi-tenant and dedicated cloud calling services.	Cisco Cloud Calling
WBX-10	Webex Calling: Customer Experience Essentials	Our all-new Webex Customer Experience Essentials offer bridges the gap between UCaaS and CCaaS by combining the enterprise-grade Webex Calling experience with an essential selection of contact center tools—all in the easy-to-use Webex App.	Webex Customer Experience Essentials, MS Teams Integration, Call Recording / Summaries
WBX-11	Reserve and hot desk: Cisco Phones and Desk Series	Find a solution for managing individual workspaces. Cisco Desk and Desk Phone 9800 Series devices offer hot desking to personalise desk space. Plus, the ability to reserve desk spaces in advance or onsite using Cisco Spaces. Discover how you can turn space allocation on its head.	Cisco Desk Phone 9800, Cisco Desk Pro, Cisco Desk, Cisco Desk Mini, Cisco Spaces, Cisco Desk Camera 4K
WBX-12	Webex Suite: Meetings | Messaging	Seamlessly connect, collaborate, and engage in real-time with Webex Meetings and Messaging. Discover the latest AI innovations that will elevate your experiences and boost productivity and teamwork, anywhere, on any device.	Webex Meetings, Webex App for Mobile and Desktop
WBX-13	Webex Suite: Webinars | Events | Polling	Experience Webex's cutting-edge solutions for unforgettable in-person, hybrid, and virtual events. Boost engagement with AI-powered polling, quizzes, and Q&A, and create interactive video messaging for meaningful connections. Elevate every event with workflows designed to inspire participation and deliver results.	Webex Webinars, Webex Events, Webex Polling, Webex Video Messaging
WBX-14	Webex Connect: Cloud communications platform	Automate and orchestrate richer customer journeys. Explore a variety of digital engagement use cases such as appointment scheduling, call deflection, and a few of our most recent AI-powered innovations.	Webex Connect
WBX-15	Webex Contact Center: Virtual agents | Analytics	Reimagine customer experiences by meeting customers where they are, with industry leading digital channels, personalised interactions, and an intelligent understanding of their needs. The cloud-based, AI-powered Webex Contact Center empowers businesses to create memorable customer engagement, enhance agent and team performance, and empower supervisors and business users to continually optimise service.	Webex Contact Center
WBX-16	Cisco Devices: AI-powered collaboration for any workspace	Elevate your meetings and remove friction with intelligent peripherals. Explore our range of headsets and room accessories designed for every workstyle and workspace.	Cisco Headset 730, Cisco Headset 980, Cisco Headset 950, Cisco Headset 722 for Webex, PTZ4K, Quad Camera, Ceiling Mic Pro, Table Mic Pro

Alphabetical Index of Products, Solutions, and Acronyms

PRODUCTS / SOLUTIONS	AREA NAME	DEMO #	DEMO NAME
#			
5G	Networking	NET-32	Grow 5G and IoT aaS revenue: Cisco Mobility Services Platform
730, 950, 980, 722 for Webex Headsets	Webex	WBX-16	Cisco Devices: AI-powered collaboration for any workspace
A			
ACI	Networking	NET-17	Consistent user experiences: Cisco Nexus One
AI/ML	Cisco AI Hub	AI-08	Networking for AI: Cisco Silicon One
	Networking	NET-18	Boost your AI/ML deployments: Cisco Validated Designs
	Networking	NET-19	Simplify data centre network operations: Cisco Nexus Dashboard
	Networking	NET-20	Simplify your AIOps: CI with Red Hat OpenShift AI
	Networking	NET-22	Turbocharge AI inferencing: Cisco Compute Hyperconverged with Nutanix
	Webex	WBX-01	Cinematic meetings: Room Kit EQX | Ceiling Microphone Pro
AI-Native	Networking	NET-08	AI-native campus networking: Catalyst Center and the Meraki dashboard
	Networking	NET-18	Boost your AI/ML deployments: Cisco Validated Designs
AIOps	Networking	NET-20	Simplify your AIOps: CI with Red Hat OpenShift AI
	Networking	NET-30	Digital resilience with AIOps: From network design to issue resolution
AppDynamics	Observability	OBS-01	Splunk AppDynamics: For hybrid applications
	Observability	OBS-05	Customer Digital Experience: Monitoring with ThousandEyes and AppDynamics
Assurance	Cisco AI Hub	AI-05	Internet outage detection and analysis:

			ThousandEyes
	Networking	NET-03	Assuring network experiences: ThousandEyes Digital Assurance
	Networking	NET-04	Optimise campus experiences: Digital Experience Assurance
	Networking	NET-27	Reduce costs and complexity: Cisco Routed Optical Networking
	Networking	NET-28	Enhance customer experience with Splunk: A telecommunications focus
	Networking	NET-29	Deliver differentiated services: Cisco Converged SDN Transport
	Networking	NET-30	Digital resilience with AIOps: From network design to issue resolution
	Networking	NET-31	Deliver more sustainable networks: Optimise network efficiency
	Networking Product Zones	NPZ-03	Networking Product Zone: Service Provider
Automation	Cisco AI Hub	AI-05	Internet outage detection and analysis: ThousandEyes
	Networking	NET-07	Make networking simple: Cisco Networking Cloud
	Networking	NET-10	Scale and manage roadway assets: Scale Ops with SD-WAN
	Networking	NET-27	Reduce costs and complexity: Cisco Routed Optical Networking
	Networking Product Zones	NPZ -03	Networking Product Zone: Service Provider
B			
Board Pro G2	Webex	WBX-03	Join any meeting: Cisco Board Pro G2
	Webex	WBX-04	Reimagine workspaces: Cisco Spaces | Control Hub
C			
Calling	Webex	WBX-02	Microsoft Teams Rooms: Cisco Room Bar
	Webex	WBX-07	Webex platform: Control Hub
	Webex	WBX-09	Webex Calling: Multi-tenant | Dedicated instance
	Webex	WBX-10	Webex Calling: Customer Experience

			Essentials
Cisco AI Assistant	Cisco AI Hub	AI -02	AI for collaboration: Cisco AI Assistant for Webex
	Observability	OBS-03	Cisco and Splunk: Splunk Platform and ITSI
Cisco AI Hub	Cisco AI Hub	AI-01	AI for simplified security management: Cisco Security Cloud Control
	Cisco AI Hub	AI-02	AI for collaboration: Cisco AI Assistant for Webex
	Cisco AI Hub	AI-03	Splunk AI assistants: Enterprise Security | Observability Cloud | SPL
	Cisco AI Hub	AI-04	AI for customer support: Cisco TAC GenAI innovations
	Cisco AI Hub	AI-05	Internet outage detection and analysis: ThousandEyes
	Cisco AI Hub	AI-06	Infrastructure for AI: Cisco Nexus Hyperfabric AI Cluster
	Cisco AI Hub	AI-07	Computer vision at the Edge: Meraki Smart Cameras
	Cisco AI Hub	AI-08	Networking for AI: Cisco Silicon One
Cisco Board Pro G2	Webex	WBX-03	Join any meeting: Cisco Board Pro G2
	Webex	WBX-04	Reimagine workspaces: Cisco Spaces | Control Hub
Cisco Catalyst	Networking	NET-04	Optimise campus experiences: Digital Experience Assurance
	Networking	NET-05	Scale campus and branch networks: Meraki | Catalyst | Wi-Fi 7
	Networking	NET-06	Distributed WAN edge security: Cisco Catalyst and Meraki SD-WAN
	Networking	NET-07	Make networking simple: Cisco Networking Cloud
	Networking	NET-14	Power sustainable outcomes: Cisco Catalyst | Meraki | ThousandEyes | Splunk
	Networking	NET-15	Next-gen wireless experiences: Wi-Fi 7
Cisco Catalyst 9163E, 9300X-M, 9200CX, 8500, 9400X, 9500X, 9600X, 8300-UCPE-1N20, 9300L-M, IE-3100, IE-310, IE3300, IE3400, IE9300, IR1100, IR8340, IW9165D, IW9165E, IW9167, CW9800H1, 9176D1, 91781	Networking Product Zones	NPZ-01	Networking Product Zone: Campus, Branch, and Industrial IoT

Cisco Catalyst Center	Networking	NET-04	Optimise campus experiences: Digital Experience Assurance
	Networking	NET-07	Make networking simple: Cisco Networking Cloud
	Networking	NET-08	AI-native campus networking: Catalyst Center and the Meraki dashboard
	Networking	NET-09	Industrial Product Portfolio
	Networking	NET-13	Universal security translator: Common policy
	Networking	NET-14	Power sustainable outcomes: Cisco Catalyst | Meraki | ThousandEyes | Splunk
Cisco Catalyst Wireless	Networking	NET-15	Next-gen wireless experiences: Wi-Fi 7
	Networking Product Zones	NPZ-01	Networking Product Zone: Campus, Branch, and Industrial IoT
Cisco Customer Experience	Cisco AI Hub	AI-04	AI for customer support: Cisco TAC GenAI innovations
	Cisco Customer Experience	CX-01	Cisco Customer Experience: Speed your path to IT value
Cisco Cyber Vision	Networking	NET-01	Scale and manage utility networks: Cisco SD-WAN
	Networking	NET-02	Unify IT/OT security: Cisco Industrial Threat Defense
	Networking	NET-09	Industrial Product Portfolio
Cisco Desk	Webex	WBX-11	Reserve and hot desk: Cisco Phones and Desk Series
Cisco Desk Camera 4K	Webex	WBX-11	Reserve and hot desk: Cisco Phones and Desk Series
Cisco Desk Mini	Webex	WBX-11	Reserve and hot desk: Cisco Phones and Desk Series
Cisco Desk Phone 9800	Webex	WBX-11	Reserve and hot desk: Cisco Phones and Desk Series
Cisco Desk Pro	Webex	WBX-06	Webex integrations: Build with Webex
	Webex	WBX-11	Reserve and hot desk: Cisco Phones and Desk Series

Cisco Headsets 730, 950, 980, Cisco Headset 722 for Webex	Webex	WBX-16	Cisco Devices: AI-powered collaboration for any workspace
Cisco Hypershield	Cisco AI Hub	AI-01	AI for simplified security management: Cisco Security Cloud Control
	Networking	NET-16	Data centre network fabric aaS: Cisco Nexus Hyperfabric
	Security	SEC-01	Secure data centre networking: Secure Firewall | Secure Workload | ISE | Hypershield
	Security	SEC-02	Security for the AI-scale data centre: Hypershield
	Security	SEC-03	Simplify security management with AI: Cisco Security Cloud Control
Cisco Identity Intelligence	Security	SEC- 05	Accelerate Zero Trust access: Cisco Secure Access | Duo | ThousandEyes
	Security	SEC-06	Mitigate identity attacks: Duo | Identity Intelligence
Cisco MDS 9396V and 9148V	Networking Product Zones	NPZ-02	Networking Product Zone: Data Centre
Cisco Meraki Smart Cameras, including MV23, MV63, MV73, and MV93	Cisco AI Hub	AI-07	Computer Vision at the Edge: Meraki Smart Cameras
	Networking Product Zones	NPZ-01	Networking Product Zone: Campus, Branch, and Industrial IoT
Cisco NCS 540, 57C3, 1010, 1014	Networking	NET-27	Reduce costs and complexity: Cisco Routed Optical Networking
	Networking	NET-29	Deliver differentiated services: Cisco Converged SDN Transport
	Networking Product Zones	NPZ-03	Networking Product Zone: Service Provider
Cisco Navigator	Webex	WBX-01	Cinematic meetings: Room Kit EQX | Ceiling Microphone Pro
Cisco Nexus	Networking	NET-16	Data centre network fabric aaS: Cisco Nexus Hyperfabric
	Networking	NET-17	Consistent user experiences: Cisco Nexus One
	Networking	NET-18	Boost your AI/ML deployments: Cisco Validated Designs
	Networking	NET-19	Simplify data centre network operations:

			Cisco Nexus Dashboard
	Networking	NET-26	Cisco Nexus 9808
	Networking Product Zones	NPZ-02	Networking Product Zone: Data Centre
Cisco Nexus Hyperfabric	Cisco AI Hub	AI-06	Infrastructure for AI: Cisco Nexus Hyperfabric AI Cluster
	Networking	NET-16	Data centre network fabric aaS: Cisco Nexus Hyperfabric
	Networking	NET-19	Simplify data centre network operations: Cisco Nexus Dashboard
Cisco Optics	Networking	NET-18	Boost your AI/ML deployments: Cisco Validated Designs
	Networking	NET-19	Simplify data centre network operations: Cisco Nexus Dashboard
	Networking	NET-27	Reduce costs and complexity: Cisco Routed Optical Networking
	Networking Product Zones	NPZ-03	Networking Product Zone: Service Provider
Cisco Pluggable Optical Line System	Networking	NET-27	Cisco Pluggable Optical Line System
	Networking	NET-29	Deliver differentiated services: Cisco Converged SDN Transport
	Networking Product Zones	NPZ-03	Networking Product Zone: Service Provider
Cisco Room Bar	Webex	WBX-02	Microsoft Teams Rooms: Cisco Room Bar
Cisco Room Kit EQX Wall-Mounted	Webex	WBX-01	Cinematic meetings: Room Kit EQX | Ceiling Microphone Pro
Cisco SASE	Networking	NET-12	Getting SASE with Cisco: Cisco SASE
Cisco SD-WAN	Networking	NET-01	Scale and manage utility networks: Cisco SD-WAN
	Networking	NET-02	Unify IT/OT security: Cisco Industrial Threat Defense
	Networking	NET-06	Distributed WAN edge security: Cisco Catalyst and Meraki SD-WAN
	Networking	NET-09	Industrial Product Portfolio
	Networking	NET-10	Scale and manage roadway assets: Scale Ops with SD-WAN
Cisco Secure Access	Networking	NET-12	Getting SASE with Cisco: Cisco SASE

	Security	SEC-05	Accelerate Zero Trust access: Cisco Secure Access | Duo | ThousandEyes
Cisco Security Cloud Control	Cisco AI Hub	AI-01	AI for simplified security management: Cisco Security Cloud Control
	Security	SEC-01	Secure data centre networking: Secure Firewall | Secure Workload | ISE | Hypershield
	Security	SEC-03	Simplify security management with AI: Cisco Security Cloud Control
Cisco Secure Firewall	Cisco AI Hub	A1-01	AI for simplified security management: Cisco Security Cloud Control
	Networking	NET-02	Unify IT/OT security: Cisco Industrial Threat Defense
	Networking Product Zones	NPZ-01	Networking Product Zone: Campus, Branch, and Industrial IoT
	Security	SEC-01	Secure data centre networking: Secure Firewall | Secure Workload | ISE | Hypershield
	Security	SEC-03	Simplify security management with AI: Cisco Security Cloud Control
Cisco Secure Workload	Security	SEC-01	Secure data centre networking: Secure Firewall | Secure Workload | ISE | Hypershield
Cisco Silicon One	Cisco AI Hub	AI-08	Networking for AI: Cisco Silicon One
	Networking	NET-31	Deliver more sustainable networks: Optimise network efficiency
	Networking Product Zones	NPZ-03	Networking Product Zone: Service Provider
Cisco Spaces	Networking	NET-14	Power sustainable outcomes: Cisco Catalyst | Meraki | ThousandEyes | Splunk
	Webex	WBX-04	Reimagine workspaces: Cisco Spaces | Control Hub
	Webex	WBX-07	Webex platform: Control Hub
	Webex	WBX-11	Reserve and hot desk: Cisco Phones and Desk

			Series
Cisco SSE	Security	SEC-05	Accelerate Zero Trust access: Cisco Secure Access | Duo | ThousandEyes
Cisco Switching	Networking	NET-05	Scale campus and branch networks: Meraki | Catalyst | Wi-Fi 7
	Networking	NET-08	AI-native campus networking: Catalyst Center and the Meraki dashboard
Cisco TAC GenAI	Cisco AI Hub	AI-04	AI for customer support: Cisco TAC GenAI innovations
Cisco Wireless	Networking	NET-05	Scale campus and branch networks: Meraki | Catalyst | Wi-Fi 7
	Networking	NET-07	Make networking simple: Cisco Networking Cloud
	Networking	NET-14	Power sustainable outcomes: Cisco Catalyst | Meraki | ThousandEyes | Splunk
	Networking	NET-15	Next-gen wireless experiences: Wi-Fi 7
Collaboration	Cisco AI Hub	AI-02	AI for collaboration: Cisco AI Assistant for Webex
	Networking	NET-01	Scale and manage utility networks: Cisco SD-WAN
	Networking	NET-10	Scale and manage roadway assets: Scale Ops with SD-WAN
	Networking	NET-14	Power sustainable outcomes: Cisco Catalyst | Meraki | ThousandEyes | Splunk
	Webex 16	WBX-16	Cisco Devices: AI-powered collaboration for any workspace
Common Policy	Networking	NET-13	Universal security translator: Common policy
Control Hub	Cisco AI Hub	AI-02	AI for Employee Experience: Cisco AI Assistant for Webex
	Webex	WBX-04	Reimagine workspaces: Cisco Spaces | Control Hub
	Webex	WBX-07	Webex platform: Control Hub
Crosswork	Networking	NET-27	Reduce costs and

			complexity: Cisco Routed Optical Networking
	Networking	NET-29	Deliver differentiated services: Cisco Converged SDN Transport
	Networking	NET-30	Digital resilience with AIOps: From network design to issue resolution
	Networking	NET-31	Deliver more sustainable networks: Optimise network efficiency
Customer Experience (CX)	Cisco AI Hub	AI-04	AI for customer support: Cisco TAC GenAI innovations
	Customer Experience	CX-01	Cisco Customer Experience: Speed your path to IT value
	Networking	NET-28	Enhance customer experience with Splunk: A telecommunications focus
	Webex	WBX-10	Webex Calling: Customer Experience Essentials
	Webex	WBX-15	Webex Contact Center: Virtual agents | Analytics
D			
DUO	Security	SEC-05	Stop Identity Attacks: Duo | Identity Intelligence
	Security	SEC-06	Mitigate identity attacks: Duo | Identity Intelligence
F			
Firewall	Cisco AI Hub	AI-01	AI for simplified security management: Cisco Security Cloud Control
	Networking	NET-02	Unify IT/OT security: Cisco Industrial Threat Defense
	Networking Product Zone	NPZ-01	Networking Product Zone: Campus, Branch, and Industrial IoT
	Security	SEC-01	Secure data centre networking: Secure Firewall | Secure Workload | ISE | Hypershield
	Security	SEC-03	Simplify security management with AI: Cisco Security Cloud Control

H			
Hyperfabric	Cisco AI Hub	A1-06	Infrastructure for AI: Cisco Nexus Hyperfabric AI Cluster
	Networking	NET-16	Data centre network fabric aaS: Cisco Nexus Hyperfabric
	Networking	NET-19	Simplify data centre network operations: Cisco Nexus Dashboard
Hypershield	Cisco AI Hub	AI-01	AI for simplified security management: Cisco Security Cloud Control
	Networking	NET-16	Data centre network fabric aaS: Cisco Nexus Hyperfabric
	Security	SEC-01	Secure data centre networking: Secure Firewall | Secure Workload | ISE | Hypershield
	Security	SEC-02	Security for the AI-scale data centre: Hypershield
	Security	SEC-03	Simplify security management with AI: Cisco Security Cloud Control
I			
Industrial Rugged Series	Networking Product Zones	NPZ-01	Networking Product Zone: Campus, Branch, and Industrial IoT
Industrial Wireless	Networking	NET-11	Industrial wireless anywhere: URWB and Wi-Fi 6E
	Networking Product Zones	NPZ-01	Networking Product Zone: Campus, Branch, and Industrial IoT
Internet of Things (IoT)	Networking	NET-01	Scale and manage utility networks: Cisco SD-WAN
	Networking	NET-02	Unify IT/OT security: Cisco Industrial Threat Defense
	Networking	NET-09	Industrial Product Portfolio
	Networking	NET-10	Scale and manage roadway assets: Scale Ops with SD-WAN
	Networking	NET-11	Industrial wireless anywhere: URWB and Wi-Fi 6E
	Networking	NET-32	Grow 5G and IoT aaS revenue: Cisco Mobility Services Platform
	Networking Product Zones	NPZ-01	Networking Product Zone: Campus, Branch,

			and Industrial IoT
Intersight	Networking Product Zones	NPZ-02	Networking Product Zone: Data Centre
ISE (Identity Service Engine)	Networking	NET-02	Unify IT/OT security: Cisco Industrial Threat Defense
	Networking	NET-13	Universal security translator: Common policy
	Security	SEC-01	Secure data centre networking: Secure Firewall | Secure Workload | ISE | Hypershield
M			
Meraki Dashboard	Networking	NET-04	Optimise campus experiences: Digital Experience Assurance
	Networking	NET-05	Scale campus and branch networks: Meraki | Catalyst | Wi-Fi 7
	Networking	NET-07	Make networking simple: Cisco Networking Cloud
	Networking	NET-08	AI-native campus networking: Catalyst Center and the Meraki dashboard
	Networking	NET-13	Universal security translator: Common policy
	Networking	NET-14	Power sustainable outcomes: Cisco Catalyst | Meraki | ThousandEyes | Splunk
	Security	SEC-07	Cisco XDR, Meraki MX, Meraki Dashboard
Meraki MS Series Switches, including (MS130-R)	Networking	NET-05	Scale campus and branch networks: Meraki | Catalyst | Wi-Fi 7
	Networking	NET-07	Make networking simple: Cisco Networking Cloud
	Networking Product Zones	NPZ-01	Networking Product Zone: Campus, Branch, and Industrial IoT
Meraki MT Sensors (MT10, MT15, MT20, MT40)	Networking Product Zones	NPZ-01	Networking Product Zone: Campus, Branch, and Industrial IoT
Meraki MX Appliances, incl. MX650	Networking	NET-06	Distributed WAN edge security: Cisco Catalyst and Meraki SD-WAN

	Networking Product Zones	NPZ-01	Networking Product Zone: Campus, Branch, and Industrial IoT
	Security	SEC-07	Power security operations: Cisco XDR | Meraki MX
Meraki Smart Cameras (MV 23, MV63, MV73, MV93)	Cisco AI Hub	AI-07	Computer Vision at the Edge: Meraki Smart Cameras
	Networking Product Zones	NPZ-01	Networking Product Zone: Campus, Branch, and Industrial IoT
Meraki Wireless	Networking	NET-15	Next-gen wireless experiences: Wi-Fi 7
Microsoft Calling Integrations	Webex	WBX-02	Microsoft Teams Rooms: Cisco Room Bar
Mobility Services Platform	Networking	NET-32	Grow 5G and IoT aaS revenue: Cisco Mobility Services Platform
Multicloud	Cisco AI Hub	AI-01	AI for simplified security management: Cisco Security Cloud Control
	Security	SEC-03	Simplify security management with AI: Cisco Security Cloud Control
N			
Navigators	Webex	WBX-01	Cinematic meetings: Room Kit EQX | Ceiling Microphone Pro
Networking	Cisco AI Hub	AI-08	Networking for AI: Cisco Silicon One
	Networking	NET-01	Scale and manage utility networks: Cisco SD-WAN
	Networking	NET-02	Unify IT/OT security: Cisco Industrial Threat Defense
	Networking	NET-03	Assuring network experiences: ThousandEyes Digital Assurance
	Networking	NET-04	Optimise campus experiences: Digital Experience Assurance
	Networking	NET-05	Scale campus and branch networks: Meraki | Catalyst | Wi-Fi 7
	Networking	NET-06	Distributed WAN edge security: Cisco Catalyst and Meraki SD-WAN
	Networking	NET-07	Make networking simple: Cisco Networking Cloud

	Networking	NET-08	AI-native campus networking: Catalyst Center and the Meraki dashboard
	Networking	NET-09	Industrial Product Portfolio
	Networking	NET-10	Scale and manage roadway assets: Scale Ops with SD-WAN
	Networking	NET-11	Industrial wireless anywhere: URWB and Wi-Fi 6E
	Networking	NET-12	Getting SASE with Cisco: Cisco SASE
	Networking	NET-13	Universal security translator: Common policy
	Networking	NET-14	Power sustainable outcomes: Cisco Catalyst | Meraki | ThousandEyes | Splunk
	Networking	NET-15	Next-gen wireless experiences: Wi-Fi 7
	Networking	NET-16	Data centre network fabric aaS: Cisco Nexus Hyperfabric
	Networking	NET-17	Consistent user experiences: Cisco Nexus One
	Networking	NET-18	Boost your AI/ML deployments: Cisco Validated Designs
	Networking	NET-19	Simplify data centre network operations: Cisco Nexus Dashboard
	Networking	NET-20	Simplify your AIOps: CI with Red Hat OpenShift AI
	Networking	NET-21	Webex chatbot: powering GenAI: Converged infrastructure for RAG
	Networking	NET-22	Turbocharge AI inferencing: Cisco Compute Hyperconverged with Nutanix
	Networking	NET-23	Fast-track Splunk deployment: Splunk deployments on Cisco
	Networking	NET-24	UCS X-Series & 100G Fabric Interconnect

	Networking	NET-25	UCS C885a M8
	Networking	NET-26	Cisco Nexus 9808
	Networking	NET-27	Reduce costs and complexity: Cisco Routed Optical Networking
	Networking	NET-28	Enhance customer experience with Splunk: A telecommunications focus
	Networking	NET-29	Deliver differentiated services: Cisco Converged SDN Transport
	Networking	NET-30	Digital resilience with AIOps: From network design to issue resolution
	Networking	NET-31	Deliver more sustainable networks: Optimise network efficiency
	Networking	NET-32	Grow 5G and IoT aaS revenue: Cisco Mobility Services Platform
	Networking Product Zone	NPZ-01	Networking Product Zone: Campus, Branch, and Industrial IoT
	Networking Product Zone	NPZ-02	Networking Product Zone: Data Centre
	Networking Product Zone	NPZ-03	Networking Product Zone: Service Provider
	Observability	OBS-03	Cisco and Splunk: Splunk Platform and ITSI
	Security	SEC-01	Secure data centre networking: Secure Firewall | Secure Workload | ISE | Hypershield
Nexus 9000 Series Switches	Networking	NET-16	Data centre network fabric aaS: Cisco Nexus Hyperfabric
	Networking	NET-18	Boost your AI/ML deployments: Cisco Validated Designs
	Networking	NET-19	Simplify data centre network operations: Cisco Nexus Dashboard
Nexus Dashboard	Networking	NET-17	Consistent user experiences: Cisco Nexus One
	Networking	NET-18	Boost your AI/ML deployments: Cisco Validated Designs
	Networking	NET-19	Simplify data centre network operations: Cisco Nexus Dashboard

	Networking Product Zones	NPZ-02	Networking Product Zone: Data Centre
Nutanix	Networking	NET-22	Turbocharge AI inferencing: Cisco Compute Hyperconverged with Nutanix
	Networking	NET-23	Fast-track Splunk deployment: Splunk deployments on Cisco
NX-OS	Networking	NET-17	Consistent user experiences: Cisco Nexus One
O			
Observability	Observability	OBS-01	Splunk AppDynamics: For hybrid applications
	Observability	OBS-02	Debug problems in microservices: Observability Cloud
	Observability	OBS-03	Cisco and Splunk: Splunk Platform and ITSI
	Observability	OBS-04	Align IT and business: Splunk Service Monitoring
	Observability	OBS-05	Customer Digital Experience: Monitoring with ThousandEyes and AppDynamics
Operations	Cisco AI Hub	AI-01	AI for simplified security management: Cisco Security Cloud Control
	Cisco AI Hub	AI-05	Internet outage detection and analysis: ThousandEyes
	Networking	NET-09	Industrial Product Portfolio
	Networking	NET-16	Data centre network fabric aaS: Cisco Nexus Hyperfabric
	Networking	NET-19	Simplify data centre network operations: Cisco Nexus Dashboard
	Networking	NET-27	Reduce costs and complexity: Cisco Routed Optical Networking
	Networking	NET-32	Grow 5G and IoT aaS revenue: Cisco Mobility Services Platform
	Networking Product Zones	NPZ-01	Networking Product Zone: Campus, Branch, and Industrial IoT
	Network Operations Centre	NOC-01	Network Operations Centre
	Security	SEC-02	Security for the AI-scale data centre: Hypershield

	Security	SEC-03	Simplify security management with AI: Cisco Security Cloud Control
	Security	SEC-07	Power security operations: Cisco XDR | Meraki MX
	Security	SEC-08	Power security operations: Cisco XDR | Splunk ES
	Security Operations Centre	SEC-09	Security Operations Centre
	Webex	WBX-06	Webex integrations: Build with Webex
P			
Pluggable OLT	Networking	NET-27	Reduce costs and complexity: Cisco Routed Optical Networking
	Networking	NET-29	Deliver differentiated services: Cisco Converged SDN Transport
	Networking Product Zones	NPZ-03	Networking Product Zone: Service Provider
PTZ4K Cameras	Webex	WBX-01	Cinematic meetings: Room Kit EQX | Ceiling Microphone Pro
	Webex	WBX-16	Cisco Devices: AI-powered collaboration for any workspace
R			
Room Kit EQX	Webex	WBX-01	Cinematic meetings: Room Kit EQX | Ceiling Microphone Pro
RoomOS	Webex	WBX-03	Join any meeting: Cisco Board Pro G2
	Webex	WBX-04	Reimagine workspaces: Cisco Spaces | Control Hub
Routed Optical Networking	Networking	NET-09	Industrial Product Portfolio
	Networking	NET-27	Reduce costs and complexity: Cisco Routed Optical Networking
Routers	Networking	NET-09	Industrial Product Portfolio
	Networking Product Zones	NPZ-01	Networking Product Zone: Campus, Branch, and Industrial IoT
	Networking Product Zones	NPZ-03	Networking Product Zone: Service Provider
S			
SD-WAN	Networking	NET-01	Scale and manage utility networks: Cisco SD-WAN
	Networking	NET-02	Unify IT/OT security:

			Cisco Industrial Threat Defense
	Networking	NET-06	Distributed WAN edge security: Cisco Catalyst and Meraki SD-WAN
	Networking	NET-09	Industrial Product Portfolio
	Networking	NET-10	Scale and manage roadway assets: Scale Ops with SD-WAN
Secure Connect	Networking	NET-04	Optimise campus experiences: Digital Experience Assurance
	Networking	NET-12	Getting SASE with Cisco: Cisco SASE
Secure Equipment Access	Networking	NET-01	Scale and manage utility networks: Cisco SD-WAN
	Networking	NET-09	Industrial Product Portfolio
Secure Workload	Security	SEC-01	Secure data centre networking: Secure Firewall | Secure Workload | ISE | Hypershield
Security	Cisco AI Hub	AI-01	AI for simplified security management: Cisco Security Cloud Control
	Cisco AI Hub	AI-03	Splunk AI assistants: Enterprise Security | Observability Cloud | SPL
	Networking	NET-01	Scale and manage utility networks: Cisco SD-WAN
	Networking	NET-02	Unify IT/OT security: Cisco Industrial Threat Defense
	Networking	NET-06	Distributed WAN edge security: Cisco Catalyst and Meraki SD-WAN
	Networking	NET-10	Scale and manage roadway assets: Scale Ops with SD-WAN
	Networking	NET-13	Universal security translator: Common policy
	Networking	NET-16	Data centre network fabric aaS: Cisco Nexus Hyperfabric
	Networking	NET-17	Consistent user experiences: Cisco Nexus One
	Security	SEC-01	Secure data centre networking: Secure Firewall | Secure Workload | ISE | Hypershield

	Security	SEC-02	Security for the AI-scale data centre: Hypershield
	Security	SEC-03	Simplify security management with AI: Cisco Security Cloud Control
	Security	SEC-04	Assuring a secure digital experience: ThousandEyes
	Security	SEC-05	Accelerate Zero Trust access: Cisco Secure Access | Duo | ThousandEyes
	Security	SEC-06	Mitigate identity attacks: Duo | Identity Intelligence
	Security	SEC-07	Power security operations: Cisco XDR | Meraki MX
	Security	SEC-08	Power security operations: Cisco XDR | Splunk ES
Service Provider	Networking	NET-27	Reduce costs and complexity: Cisco Routed Optical Networking
	Networking	NET-28	Enhance customer experience with Splunk: A telecommunications focus
	Networking	NET-29	Deliver differentiated services: Cisco Converged SDN Transport
	Networking	NET-30	Digital resilience with AIOps: From network design to issue resolution
	Networking	NET-31	Deliver more sustainable networks: Optimise network efficiency
	Networking	NET-32	Grow 5G and IoT aaS revenue: Cisco Mobility Services Platform
	Networking Product Zones	NPZ-03	Networking Product Zone: Service Provider
Silicon One	CIsco AI Hub	AI-08	Networking for AI: Cisco Silicon One
	Networking	NET-31	Deliver more sustainable networks: Optimise network efficiency
	Networking Product Zones	NPZ-03	Networking Product Zone: Service Provider
Software	Networking	NET-22	Turbocharge AI inferencing: Cisco Compute

			Hyperconverged with Nutanix
	Webex	WBX-06	Reimagine workspaces: Cisco Spaces | Control Hub
Splunk	Cisco AI Hub	AI-03	AI Assistants: Powered by Splunk
	Networking	NET-02	Unify IT/OT security: Cisco Industrial Threat Defense
	Networking	NET-14	Power sustainable outcomes: Cisco Catalyst | Meraki | ThousandEyes | Splunk
	Networking	NET-23	Fast-track Splunk deployment: Splunk deployments on Cisco
	Networking	NET-28	Enhance customer experience with Splunk: A telecommunications focus
	Observability	OBS-01	Splunk AppDynamics: For hybrid applications
	Observability	OBS-02	Debug problems in microservices: Observability Cloud
	Observability	OBS-03	Cisco and Splunk: Splunk Platform and ITSI
	Observability	OBS-04	Align IT and business: Splunk Service Monitoring
	Security	SEC-08	Power security operations: Cisco XDR | Splunk ES
T			
ThousandEyes	Cisco AI Hub	AI-05	Internet outage detection and analysis: ThousandEyes
	Networking	NET-03	Assuring network experiences: ThousandEyes Digital Assurance
	Networking	NET-04	Optimise campus experiences: Digital Experience Assurance
	Networking	NET-14	Power sustainable outcomes: Cisco Catalyst | Meraki | ThousandEyes | Splunk
	Observability	OBS-05	Customer Digital Experience: Monitoring with ThousandEyes and AppDynamics
	Security	SEC-04	Assuring a secure digital experience: ThousandEyes
	Security	SEC-05	Accelerate Zero Trust

			access: Cisco Secure Access | Duo | ThousandEyes
	Webex	WBX-07	Webex platform: Control Hub
	Webex	WBX-08	End-to-end visibility: ThousandEyes Webex Monitoring
U			
UCS	Cisco AI Hub	AI-06	Infrastructure for AI: Cisco Nexus Hyperfabric AI cluster
	Networking	NET-20	Simplify your AIOps: CI with Red Hat OpenShift AI
	Networking	NET-21	Webex chatbot: powering GenAI: Converged infrastructure for RAG
	Networking	NET-22	Turbocharge AI inferencing: Cisco Compute Hyperconverged with Nutanix
	Networking	NET-23	Fast-track Splunk deployment: Splunk deployments on Cisco
	Networking	NET-24	UCS X-Series & 100G Fabric Interconnect
	Networking	NET-25	UCS C885a M8
	Networking Product Zones	NPZ-02	Networking Product Zone: Data Centre
Ultra Reliable Wireless Backhaul (URWB)	Networking	NET-09	Industrial Product Portfolio
	Networking	NET-11	Industrial wireless anywhere: URWB and Wi-Fi 6E
V			
Video	Webex	WBX-03	Join any meeting: Cisco Board Pro G2
	Webex	WBX-13	Webex Suite: Webinars | Events | Polling
W			
Webex	Cisco AI Hub	AI-02	AI for collaboration: Cisco AI Assistant for Webex
	Webex	WBX-01	Cinematic meetings: Room Kit EQX | Ceiling Microphone Pro
	Webex	WBX-02	Microsoft Teams Rooms: Cisco Room Bar
	Webex	WBX-03	Join any meeting: Cisco Board Pro G2
	Webex	WBX-04	Reimagine workspaces:

			Cisco Spaces | Control Hub
	Webex	WBX-05	Generative AI for speech: Webex AI Codec
	Webex	WBX-06	Webex integrations: Build with Webex
	Webex	WBX-07	Webex platform: Control Hub
	Webex	WBX-08	End-to-end visibility: ThousandEyes Webex Monitoring
	Webex	WBX-09	Webex Calling: Multi-tenant | Dedicated instance
	Webex	WBX-10	Webex Calling: Customer Experience Essentials
	Webex	WBX-12	Webex Suite: Meetings | Messaging
	Webex	WBX-13	Webex Suite: Webinars | Events | Polling
	Webex	WBX-14	Webex Connect: Cloud communications platform
	Webex	WBX-15	Webex Contact Center: Virtual agents | Analytics
	Webex	WBX-16	Cisco Devices: AI-powered collaboration for any workspace
Webex App	Cisco AI Hub	AI-02	AI for collaboration: Cisco AI Assistant for Webex
	Webex	WBX-02	Microsoft Teams Rooms: Cisco Room Bar Pro
	Webex	WBX-10	Webex Calling: Customer Experience Essentials
	Webex	WBX-12	Webex Suite: Meetings | Messaging
Webex APIs ThousandEyes for Webex and Devices	Webex	WBX-07	Webex platform: Control Hub
Webex Contact Center	Webex	WBX-15	Webex Contact Center: Virtual agents | Analytics
Webex Webinars	Webex	WBX-13	Webex Suite: Webinars | Events | Polling
Wi-Fi 6E	Networking	NET-11	Industrial wireless anywhere: URWB and Wi-Fi 6E
Wi-Fi 7	Networking	NET-05	Scale campus and branch networks: Meraki | Catalyst | Wi-Fi 7
	Networking	NET-15	Next-gen wireless experiences: Wi-Fi 7

X			
XDR	Networking	NET-02	Unify IT/OT security: Cisco Industrial Threat Defense
	Security	SEC-07	Power security operations: Cisco XDR | Meraki MX
	Security	SEC-08	Power security operations: Cisco XDR | Splunk ES
Z			
ZTNA	Networking	NET-01	Scale and manage utility networks: Cisco SD-WAN
		NET-09	Industrial Product Portfolio