BBBT Roundup

Cisco Composite

Twitter:	**#CompositeSW**
Event Date:	**August 16, 2013**
Event Type:	**In person Event**
Podcast:	**Audio** **Transcript**
Video:	**Event Video**
Press Release:	**Press Release**

Company Short Profile:

[From Cisco Composite] Cisco (NASDAQ: CSCO) is the worldwide leader in IT that helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the previously unconnected. On July 30, 2013, Cisco announced it has completed the acquisition of privately held Composite Software, Inc., a market leader in data virtualization software and services. Headquartered in San Mateo, Calif., Composite provides software technology that connects many types

of data from across the network and makes it appear as if it's in one place.

Presentation Topic:

Cisco Plus Composite Opportunities and Synergies

We plan to use the first session to educate the BBBT members on Cisco including Cisco's overall business and strategy, the role of the Services division and the Integration Brokerage Technology Group (IBTG), and the logic behind the acquiring Composite. We will use the second half as an interactive forum to brainstorm with BBBT members the "possibilities and what if's" that can come from combining the world's leading networking and data virtualization companies.

Presenter(s):

Mike Flannagan

Senior Director & General Manager, IBT Group

Mike Flannagan leads Cisco's software platforms that enable Managed Services capabilities for Enterprises and Service Providers, with a focus on intelligent automation.

Mike joined Cisco in 2000, from a consulting start-up, where he served as a Senior Consultant to large healthcare and pharmaceutical firms. He previously held IT leadership positions at Clear Channel subsidiaries SFX Entertainment and SJS Radio Network, and founded several start-ups. Mike is a Cisco Certified Internetwork Engineer, attended the University of Texas – San Antonio as an undergraduate, and earned a Masters in Business Administration from Auburn University. Mike maintains involvement with Auburn University, serving as an Advisory Board member for the College of Business and also serves on the Managed Services Advisory Board for the Technology Services Industry Association (TSIA).

Bob Eve

Data Virtualization Marketing Director

Bob's experience includes executive level marketing and business development roles at leading enterprise software companies such as Oracle, PeopleSoft, and Mercury Interactive (Kintana), as well as management roles at Ernst & Young and Intel. Bob help establish the data virtualization

category and is the co-author of Data Virtualization: Going Beyond Traditional Data Integration to Achieve Business Agility. Bob holds a MS degree in Management from the Massachusetts Institute of Technology and a BS degree in Business Administration from the University of California at Berkeley.

Case Studies:

Several customer case studies can be found at this link

Pricing Model:

First customer ASP averages approximately $350,000. Lower for project style deployments. Higher for enterprise data layer implementations.