cisco Live!
Let's go
#CiscoLive

The bridge to possible

Business Automation Using Devnet

Soumya Dey – Systems Engineer(Sales)

DEVNET - 2112

Cisco Webex App

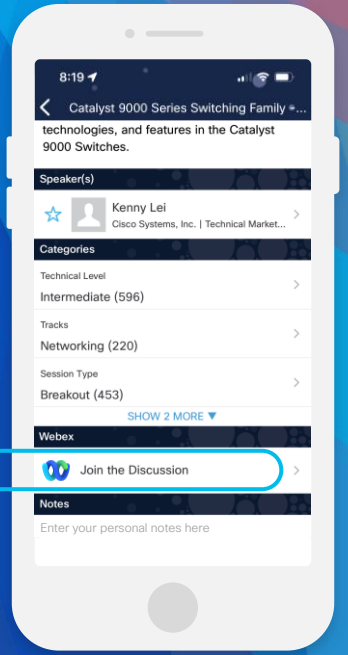
Questions?

Use Cisco Webex App to chat
with the speaker after the session

How

1. Find this session in the Cisco Live Mobile App
2. Click “Join the Discussion”
3. Install the Webex App or go directly to the Webex space
4. Enter messages/questions in the Webex space

Webex spaces will be moderated by the speaker until June 9, 2023.



https://ciscolive.ciscoevents.com/ciscolivebot/#DEVNET-2112

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Agenda

- Digital Transformation – The “Value” Dilemma
- Potential for Automation
- Cisco DevNet Brief & Use Cases
- Demo
- Call to Action

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Digital Transformation – The “Value” Dilemma

Cost Center or Profit Center ?

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“Automation is Voldemort: the terrifying force nobody is willing to name.”

Jerry Michalski

Founder – Rex, The Relationship Economy Expedition

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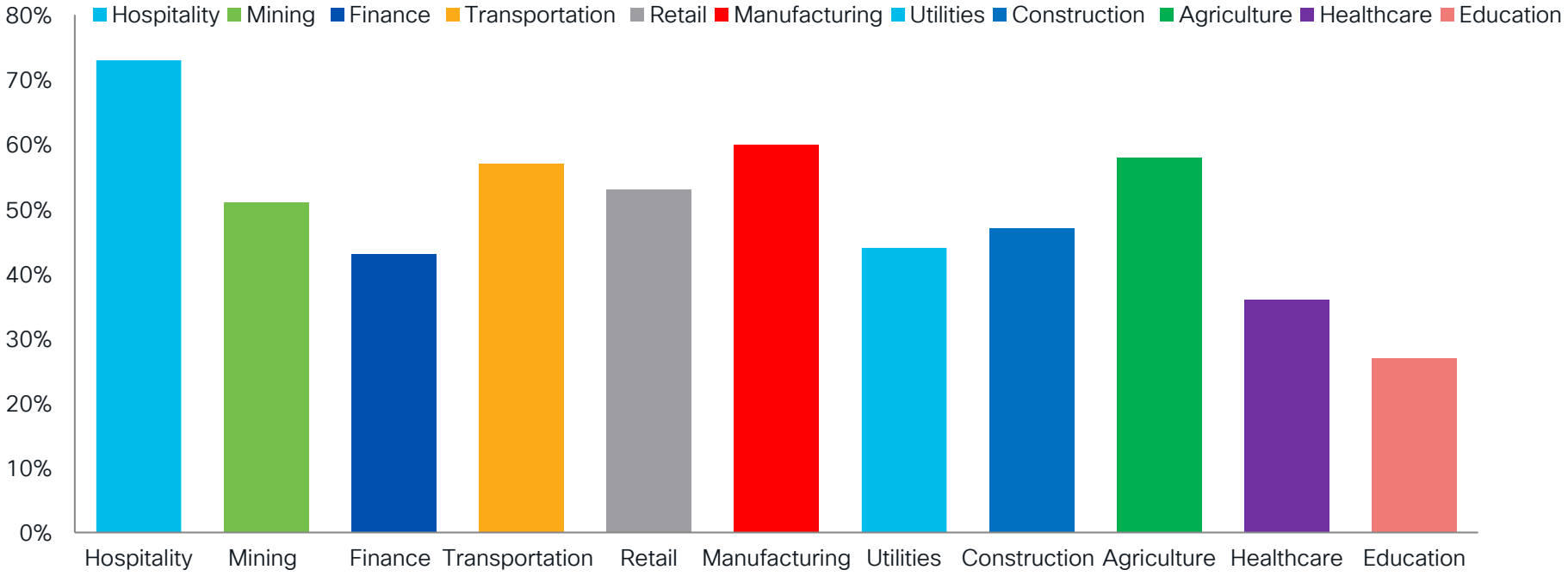
Potential for Automation



Reference : [US Bureau of Labor Statistics; McKinsey Global Institute analysis]

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developer.cisco.com

Programmability and APIs are the engine that enable customers automate their business

Business Automation – Deliver New Experiences

Employees / Partners

Mobile Devices Equipment

Users Applications

Stores / Branches

Applications / Business Data

Customers

Integrate with workflows

Integrate with 3rd party apps

Build custom dashboards

Partners

Developer APIs

DevNet

Collaboration

IoT

SD-Access

SD-WAN

SD-Data Center

Infrastructure

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Use Cases

The spark you needed !!

Use Case 1: Automation Enabling Congestion Avoidance

The “3Cs”:
closed spaces
crowded places
close-contact environment

Restaurants become very crowded...

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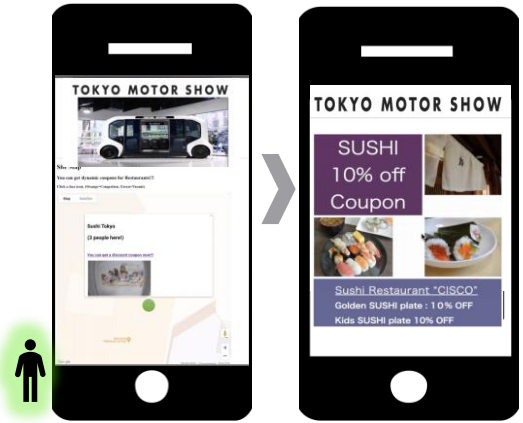
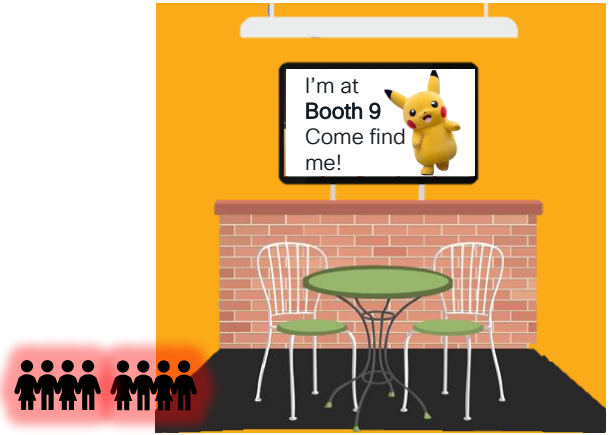
Use Case 1: Automation Enabling Congestion Avoidance

Addressing Challenges via APIs

1.1 Guide attendees to uncrowded restaurants → **Dynamic Pricing**



1.2 Move attendees out of crowded restaurants → **Dynamic Digital Signage**



APIs In use:
Meraki, Webex Teams, Google Maps & Microsoft Azure Face APIs

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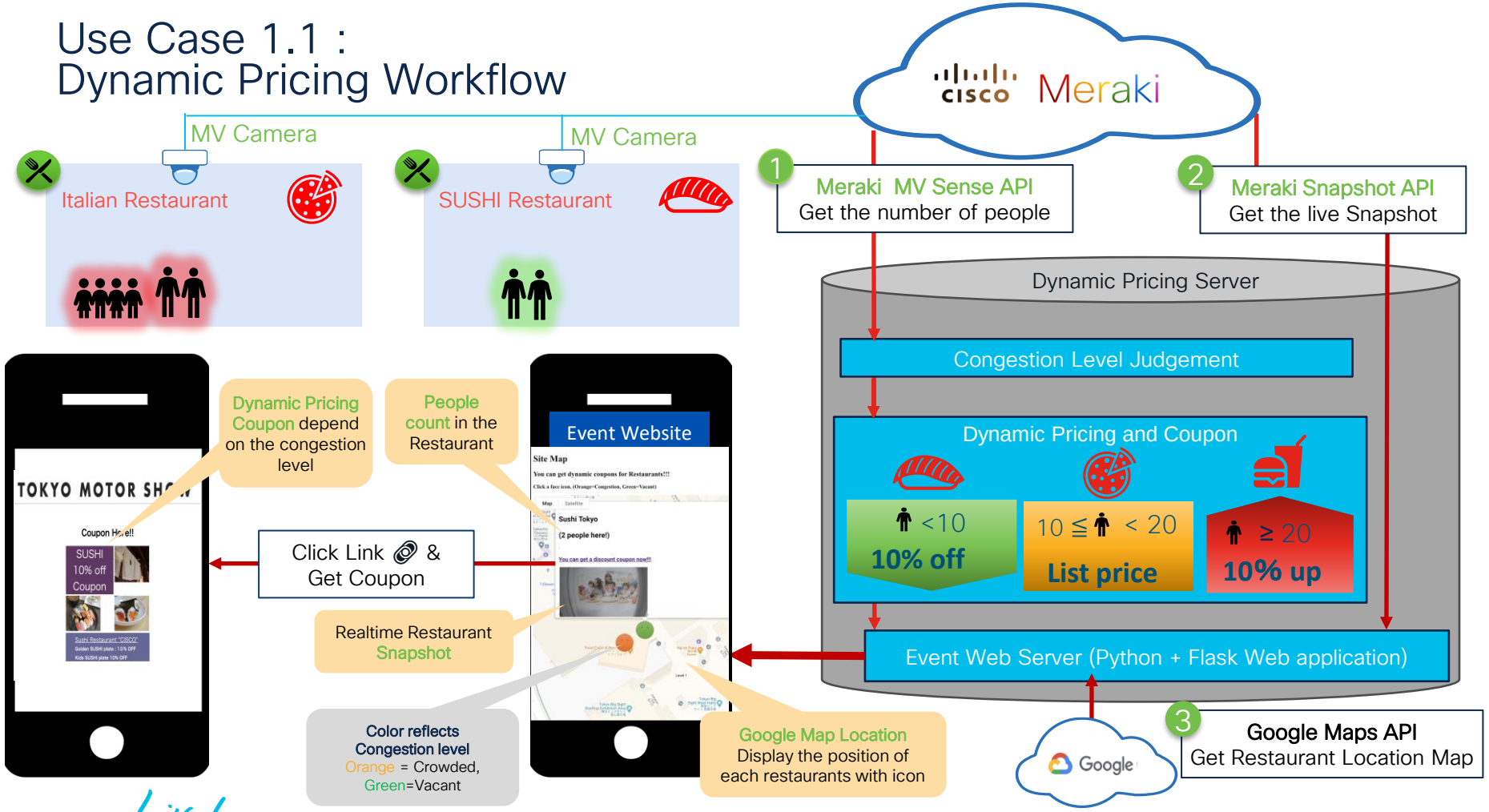
Use Case 1.1 : Dynamic Pricing Workflow



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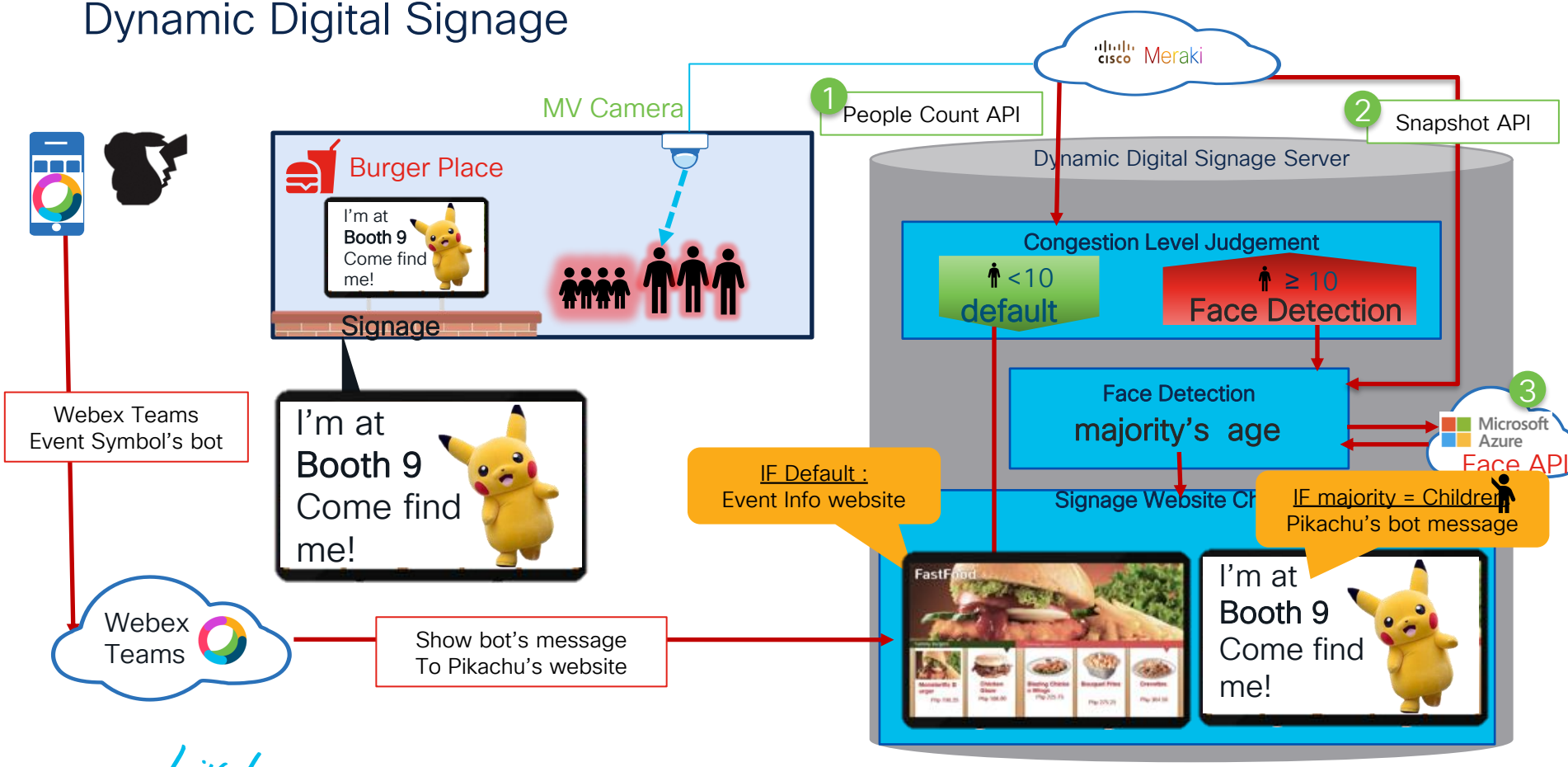
Use Case 1.2 : Dynamic Digital Signage



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Demo

Augmented Retail Merchandising with Cisco Meraki Camera

Credits

- Raveesh Malyavantham V (Technical Solutions Specialist, Cisco)
- Shweta Palande(Software Engineer, Cisco)

Demo Workflow

2. Image Processing is applied to the snapshot to analyse the age, gender and emotions

4. Personalized recommendations are displayed

1. Person is detected via camera and snapshot is generated

3. Response is saved to the database

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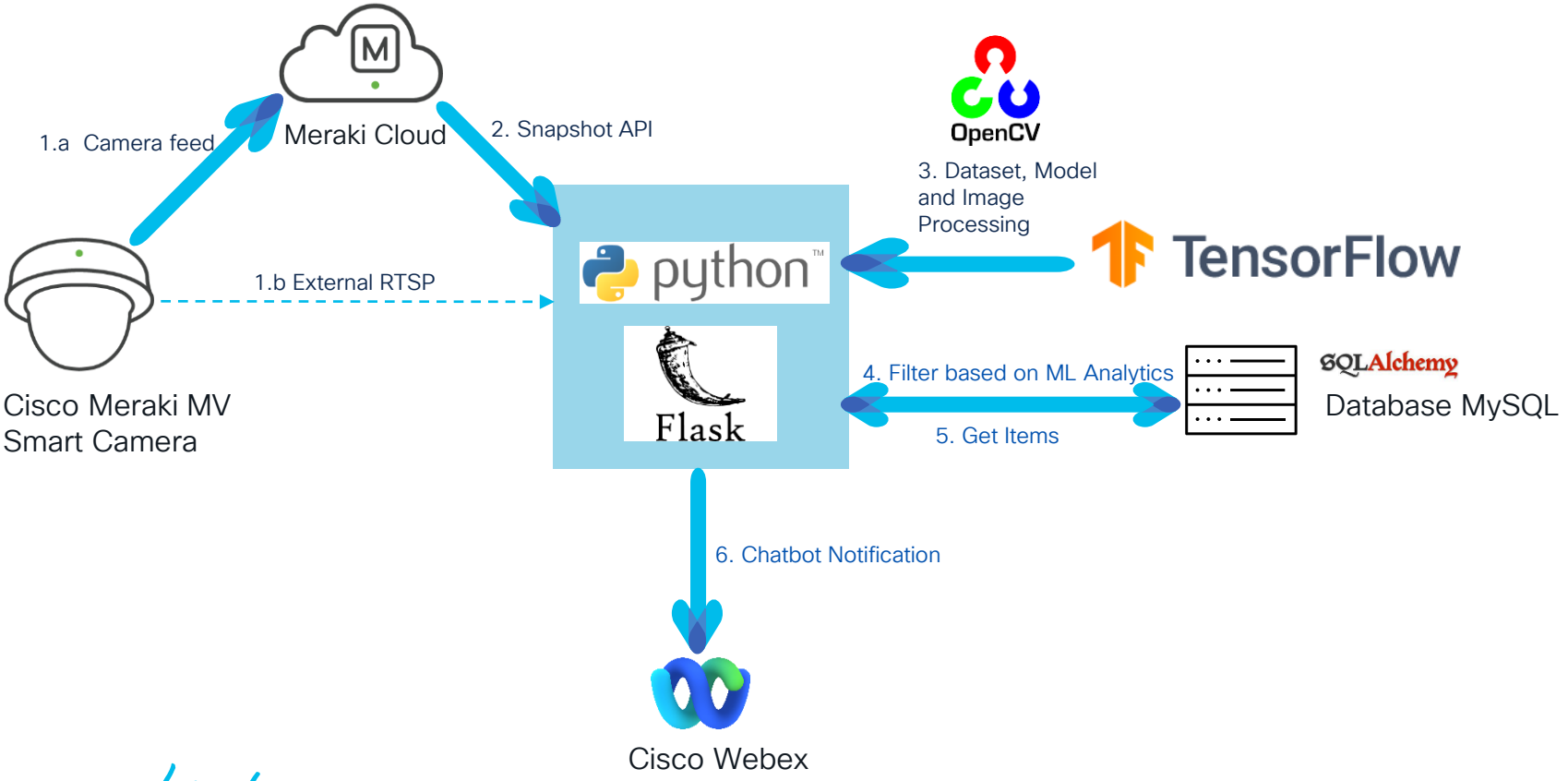
```
soudey@SOUDEY-M-L4YS app %
```

Demo Architecture



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Hmm What's Next ?

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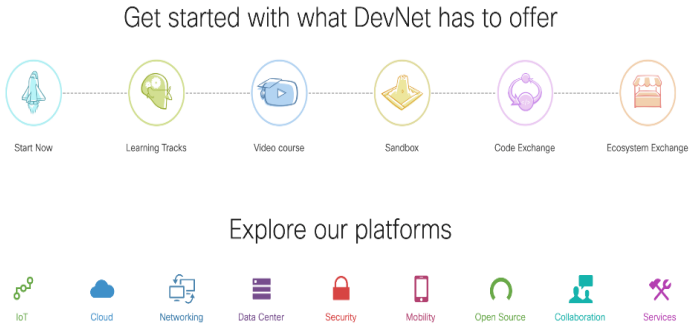
Call to Action – Start Your journey !

- Explore the platform

  https://developer.cisco.com/
- Learning Paths (Start Now)

  https://developer.cisco.com/startnow/
- Reserve FREE Sandbox Environments

  https://developer.cisco.com/site/sandbox/
- Join the DevNET Community



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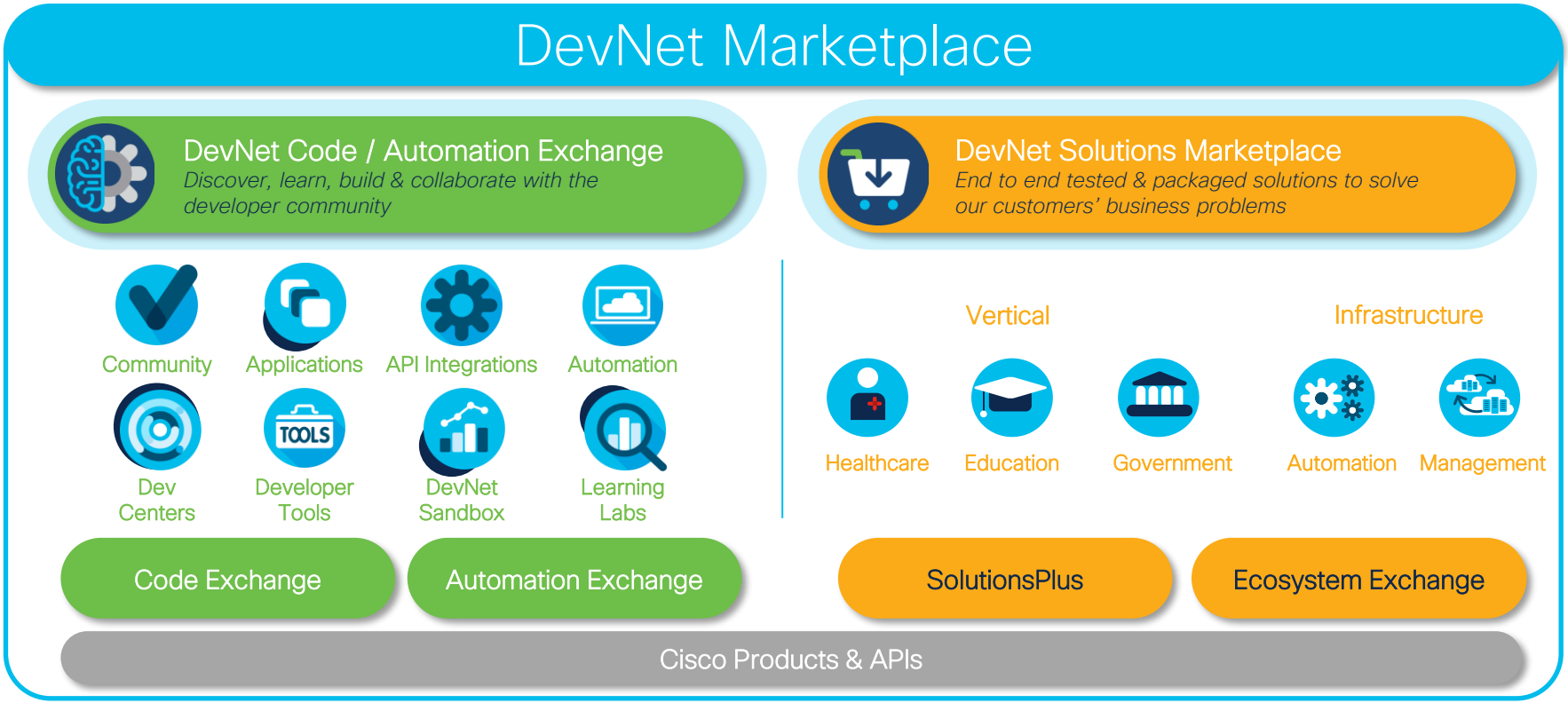
Cisco DevNet Marketplace



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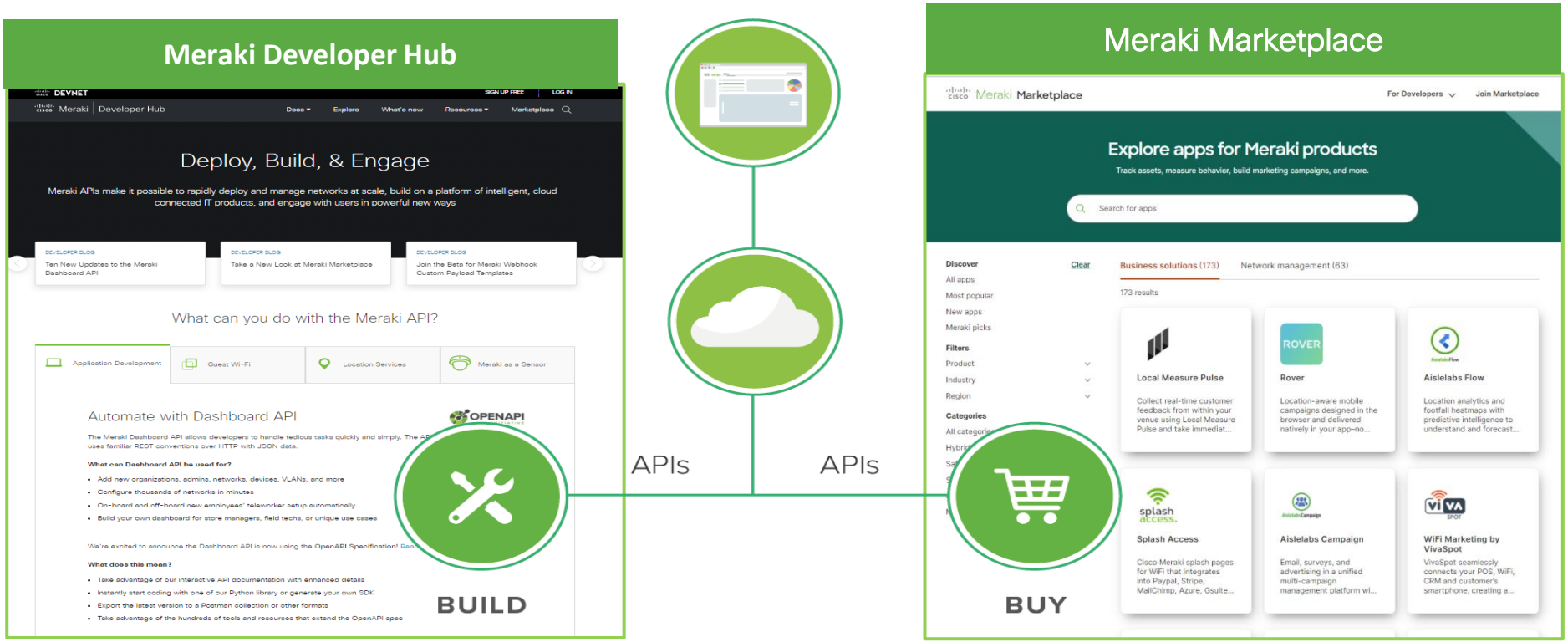
Cisco DevNet + Meraki Marketplace



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Engage with us !

soudey@cisco.com

Soumya Dey

https://github.com/CiscoDevNet

Cisco Devnet

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Cisco Devnet on Youtube

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Fill out your session surveys!

Attendees who fill out a minimum of four session surveys and the overall event survey will get **Cisco Live-branded socks** (while supplies last)!

Attendees will also earn 100 points in the **Cisco Live Challenge** for every survey completed.

These points help you get on the leaderboard and increase your chances of winning daily and grand prizes

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Continue your education

- Visit the Cisco Showcase for related demos
- Book your one-on-one Meet the Engineer meeting
- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs
- Visit the On-Demand Library for more sessions at www.CiscoLive.com/on-demand

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The bridge to possible

Thank you

cisco Live!

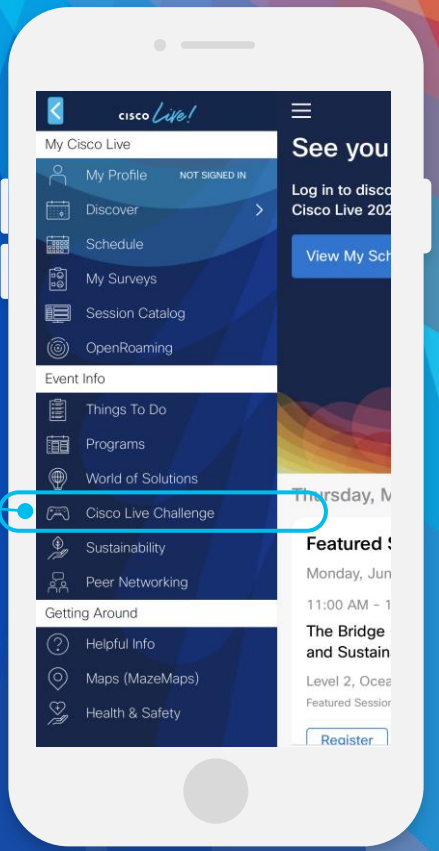
Cisco Live
Challenge

Gamify your Cisco Live experience!

Get points for attending this session!

How:

1. Open the Cisco Events App.
2. Click on 'Cisco Live Challenge' in the side menu.
3. Click on View Your Badges at the top.
4. Click the + at the bottom of the screen and scan the QR code:



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