

"I would like to give my sincere thanks to HKBN for their excellent support at Cisco Connect. HKBN is a first-rate and forward-looking service provider, and we truly enjoyed working with them to make connecting the unconnected real."

Barbara Chiu  
Managing Director  
Hong Kong and Macau, Cisco Systems (HK) Limited



## Designed for Global Shine

### Challenges and Solutions

Themed, "Your Vision Made Possible", Cisco Connect 2013 was a top industry event in Hong Kong. Over two days, it showcased how Cisco's latest innovations could help businesses capture the many benefits brought on by the "Internet of Everything" - an intelligent connection of people, processes and data over a network. This major gathering of IT professionals alone was enough to put Cisco under the spotlight. But the year's main draw was to be a direct video feed from Owen Chan, Chairman and CEO of Cisco in Greater China, held via Cisco Jabber over the open Internet in order to celebrate Cisco Hong Kong's 20<sup>th</sup> anniversary. Cisco needed fast, reliable Internet connectivity they could trust to pull off the event and their star attraction without a hitch.

For this reason, Cisco turned to HKBN Dedicated Internet Access (DIA) service. Delivering 100Mbps of speed over HKBN's proprietary dual ring fibre network, it successfully demonstrated the power behind "Internet of Everything" through a remarkable live demonstration on-stage, making Cisco's event the year's hot industry topic. All this, and it offered comprehensive Wi-Fi coverage at the whole venue too. As a worldwide pioneer in network technologies, Cisco needed an Internet Service Provider capable of joining them on the global stage, which HKBN's premium DIA solution was amply able to do.

### Bringing Everything Together - To Scale and on Time

On the first day of Cisco Connect 2013, the event attracted nearly a thousand participants. The big draw, a live keynote address over Cisco Jabber by Owen Chan, impressed all the attendees, and it relied greatly on HKBN's premium Internet service to make it happen. The instant reception and high resolution video call over Jabber through an open Internet connection thoroughly wowed the audience.

Before and during the event, Cisco Hong Kong was backed by HKBN's professional setup and support. Smooth preparations ensured all demonstrations ran perfectly on the big day. With its customer-focused mindset, HKBN proved how its flexible network management and thorough understanding of clients' needs could help Cisco shine.

#### Use of HKBN Solutions

- **Facility Management** - Operational support for Cisco Data Centre
- **Dedicated Internet Access (DIA)** - Cisco Connect Opening Keynote: Instant product demonstrations and streaming video conference over Cisco Jabber by Owen Chan in China
- **Wi-Fi Solution** - Cisco Connect Luncheon: Instant wireless product demonstrations for hundreds of IT professionals