



Leverage Big Data with User Interface Evolution

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- 20+ year veteran of the Telecom industry
- History of Professional Services & Product Development/Management
- Strategic partner to several of the top 10 CSPs in the US
- Currently Head of Product Management for gen-E Technologies

gen-E is on a Mission to Enable The Growth of Big Data Networks

Innovative Solutions

Collaborating with strategic clients to promote innovation, addressing real-world issues in a working LAB environment.



Strategic Partner

Nurturing strategic partnerships with trusted vendors to create agile service delivery and build service assurance

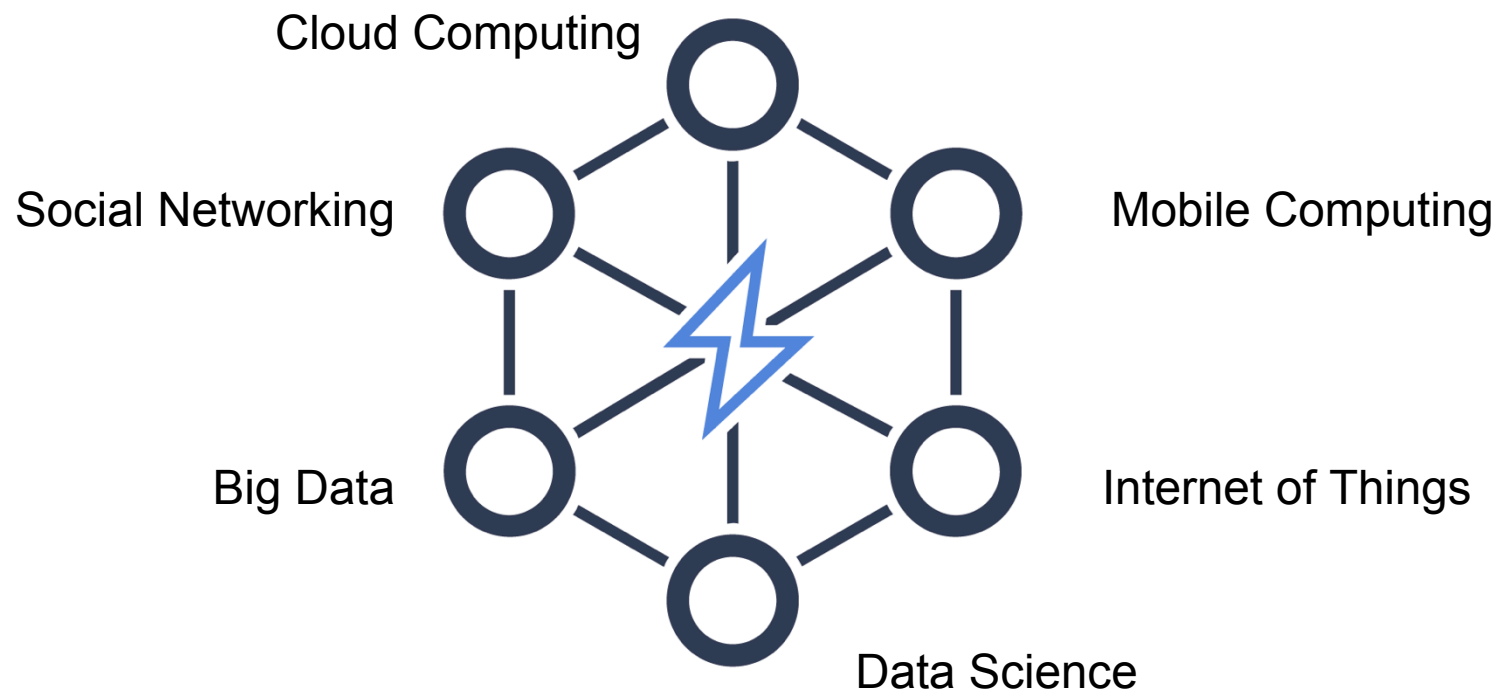
Next Gen Networks

Laying the foundation for next-gen networks by implementing SDN & NFV solutions that enable end-to-end visibility in a virtualized environment.

Reduced OpEx

Mitigating OpEx by improving the efficiency of existing tools and processes, leveraging current investment in technology.

Everyone in Telecom is Getting Struck With Disruptive Thunder



The Future of Operations Requires More Agility

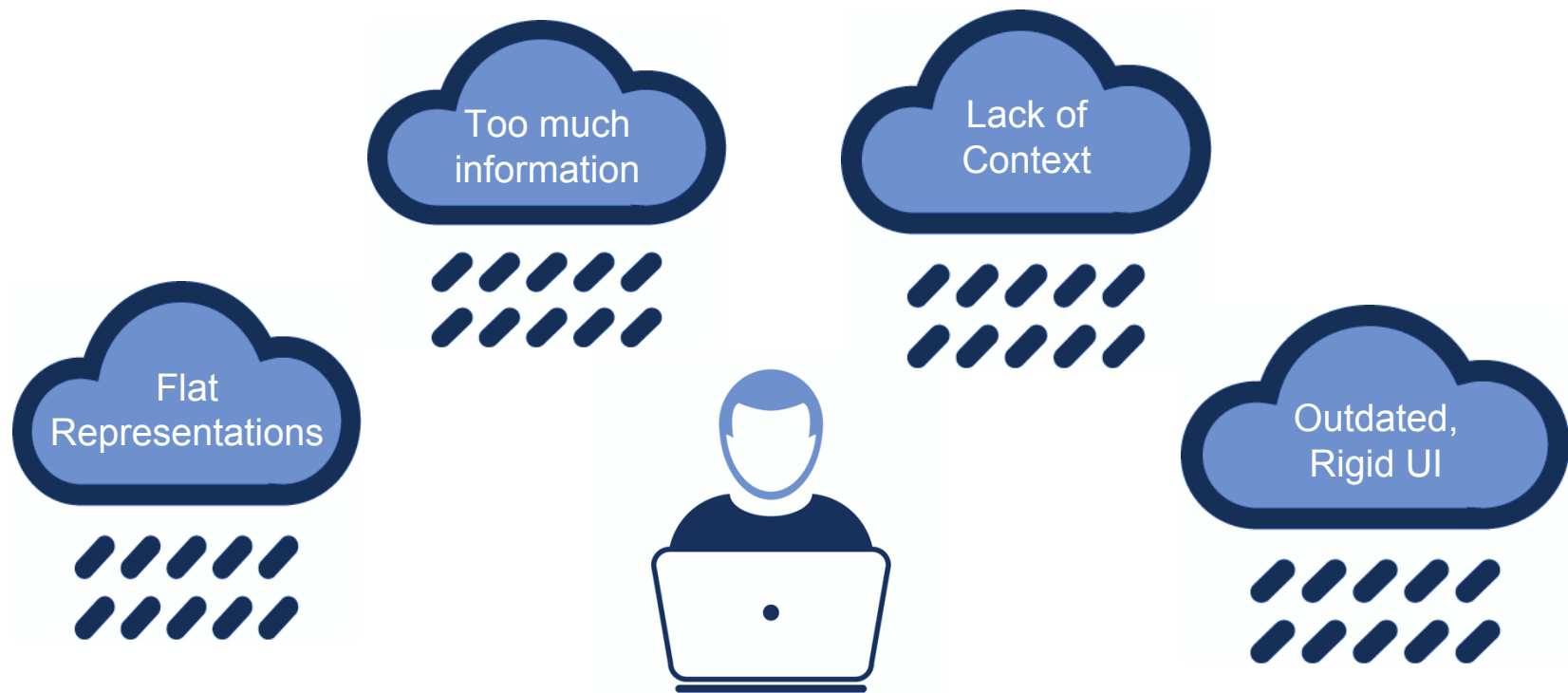
Current Operations

physical network elements
thousands of elements to manage
waterfall centric new service delivery
fixed resources for network and IT
reliant on tribal knowledge of skilled workers
disjointed processes & application-focused monitoring

Future Requirements

software-based with common infrastructure
millions of elements to manage
agile delivery of new services impacts
on-demand, performance-based deployment
dynamic topology w/ inventory of all resources
integrated, real-time operations focused on customer

Customers Require a Modern, Sophisticated UI - What About the NOC User?



Current Assets

Including millions of \$\$\$ Invested in Operations



Human Capital



Big Data



Experiences



Best Practices

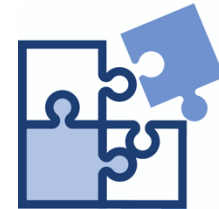
Companies Need to Innovate To Enable All Employees to be Agile



Dynamic
Tree



Event Wall & Live
Stream



Visual
Correlations

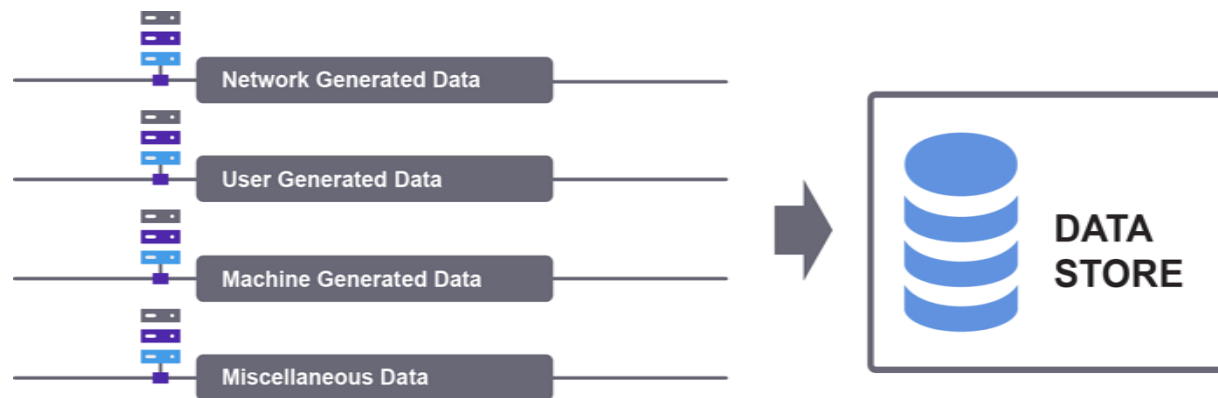


Unified Console



Interactions

Companies Need to Capture and Leverage All of the Data being Generated



Log Every Detail



Search Data



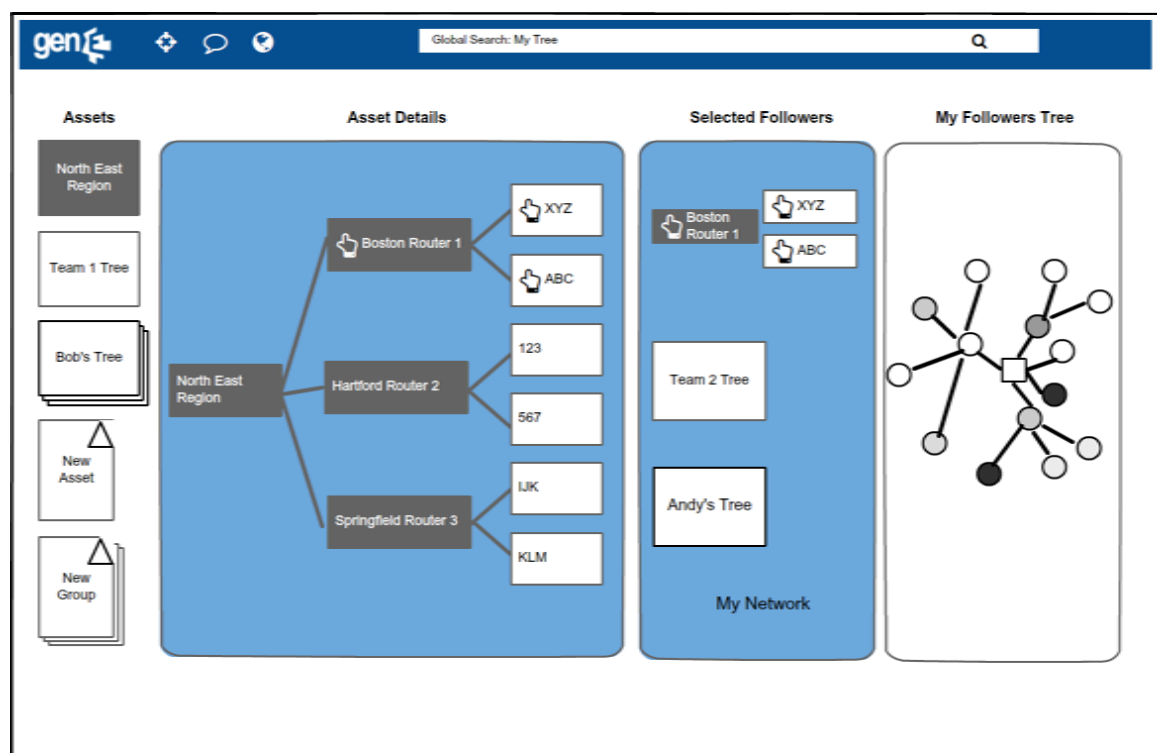
Baseline Data



Eliminate Noise



Dynamic Tree Enables Knowledge Transfer Between Groups and Removes Noise



Features

Followers from Assets

- Physical
- Virtual

Assets Types

- Elements
- Groups
- Others

Knowledge Transfer

Reduced Noise

Improved Efficiency



Unified Console Provides a Modern, Search-based, Multi-dimensional Experience



Features

Search-based Views

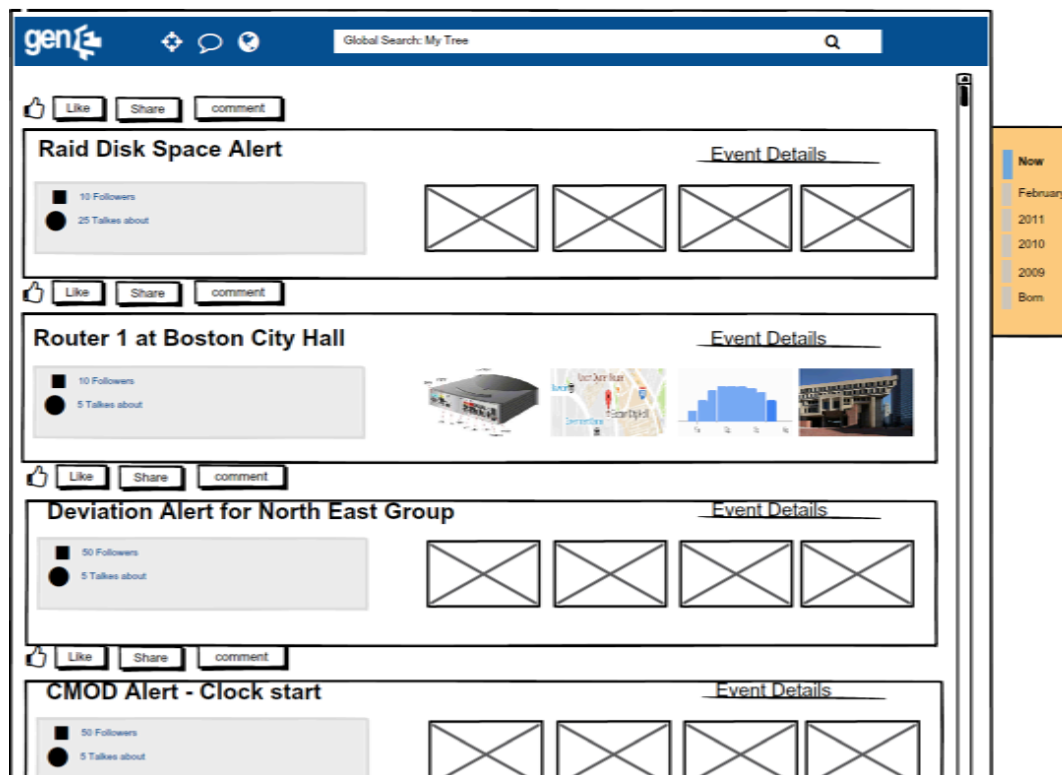
- Console Level
- Localized

Relevant Information to User's Tree

Multi-Dimensional and Rich Media
Static and Live Streaming Data
User-Defined

Decision Making with Relevant Content

Live Streaming Event Wall Displays Contextual Data from Disparate Sources



Features

Live Stream of All Data

- network and machine
- user and miscellaneous

Search Based

In-line collaboration

Relevant Content that Supports Decisions

Rapid Decision Making

Reduced Swivel Chair

Event Wall Posts & Interactions Enable Real-time Collaboration



The screenshot displays the gen-E web application interface. At the top, there is a navigation bar with the 'gen-E' logo, a search bar labeled 'Global Search: My Tree', and icons for home, messages, and notifications. Below the navigation bar, the main content area features two event wall posts. The first post, titled 'Router 45 at Woburn', includes a profile picture, a 'Like' button, a 'Share' button, and a 'comment' button. It also shows '10 Followers' and '5 Talks about'. To the right of the post are four placeholder boxes for images. The second post, titled 'Router 1 at Boston City Hall', includes a profile picture, a 'Like' button, a 'Share' button, and a 'comment' button. It also shows '10 Followers' and '5 Talks about'. To the right of the post are four placeholder boxes for images. Below the event wall posts, there is a section for user-generated content. It includes a 'Post' button, a 'Picture' button, and a 'post by Andy' label. The post content reads: 'Please help explain the changes made during maintenance window'. Below this, there is a 'Reply by Tom' label. The reply content reads: 'Information from the Maintenance Window' followed by 'Applied software release 12.1.12.1 last night due to security bug' and a URL: 'http://www.cisco.com/c/en/us/td/docs/ios/12_4/12_4JK/m3200jkupdate.html'. At the bottom of the reply, there are 'Like', 'Comment', and 'Share' buttons, and a text input field labeled 'Write a comment...'. On the right side of the interface, there is a vertical sidebar with a calendar view showing months from 'Now' to 'Born'.

Features

Holistic view of relevant data

Related to My Network

@Notifications and Tagging

Rich Interactions

User Generated Searchable
Knowledge Repository

Instant Collaboration

Knowledge Repository Creation

Visual Correlation of Related Information Empowers Decision Making



Features

Visual Representation of Related Information

Text and Graphics of Same Data

Eliminate Visual Noise

Relevant to User

Rich Visual Correlation

Eliminate confusion

Empower Decision-making

Visual Drill Down into critical Information and create searchable knowledge base



gen-E

Global Search: My Tree

Like Share comment

Router 1 at Boston City Hall

10 Followers
5 Talks about

Event Details

Post by Andy

Please help explain the changes made during maintenance window

Post by Tom

Information from the Maintenance Window

Applied software release 12.1.12.1 last night due to security bug
http://www.cisco.com/c/en/us/td/docs/ios/12_4/12_4JK/m3200kupdate.html

Release Notes for Cisco 3200 Series with Cisco IOS Release 12.4(3)JK

Now
February
2011
2010
2009
Born

Features

Sharing of Experiences

Access to Critical Information

Create searchable Knowledge Base

Drill into Root Cause

Eliminate swivel chair

Expedite Root Cause Drill-down

Eliminate Swivel-chair

Empower Users with Access To Big Data By Evolving Your User Interface



Adopt Familiar Concepts
of Social Media



Enable Rapid Knowledge
Transfer with Searchable
Repository



Empower Employees with
Productive Tools



Modern, Search-Based
User Experience



Reduced Time to Solve
Problem



Thank You

www.gen-e.com