

Cisco Tactical Operations

Public Private Partnerships



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What's In It for Us?
2011 Leadership Conference and Workshop

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The “Whole Community”

"Perhaps the most important initiative we must undertake, regardless of the budget environment, is to recognize our efforts are part of an interconnected plan of action. This "Whole Community" approach to emergency management provides the appropriate framework for leveraging the expertise and resources of our stakeholders at all levels, both governmental and non-governmental.

...We know that non-governmental organizations - like faith-based and non-profit groups - and private sector entities possess knowledge, assets and services that government simply cannot provide. An effective disaster response involves tapping into all of these resources.

...Through engaging the "Whole Community," we maximize our limited funding and leverage the capabilities of our partners, who play a critical role in the process."

Craig Fugate, FEMA
House Committee on Homeland Security, Subcommittee on Emergency Preparedness 2012



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“We don’t just get involved in something and leave ...

... we get involved in ways nobody else does.”

John Chambers Office of the Chairman & CEO, Cisco



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Who Is TacOps Emergency Response?

- Works with Cisco incident management teams to keep Cisco updated as incidents unfold and coordinate company response to affected customers, partners, governments and relief agencies
- TacOps personnel have a variety of skills including technical, operational, first responder, military and logistics
- Consulting, designing and promoting innovative technology solutions for disaster response and other hardship situations.
- Partnering with like agencies for best in class global solutions



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Why We Do It



Evolution of Customer Support

- As more of our customers started depending on IT for critical operation, it became necessary for Cisco to be able to support these customers
 - Imagine if hospitals, EMS, law enforcement, communications etc. were unavailable due to technology outages
- Since its founding Cisco has always had an aggressive and proactive attitude towards customer support which we call “Customer Advocacy”
- This has served Cisco well in terms of customer loyalty and repeat customers
- TacOps grew out of this attitude
- When everyone else is running away, TacOps is running towards you. For government and critical infrastructure customers, this is very important



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How Does Cisco Justify this Program

- Development/Engineering Support
 - The team provides best in class real-world evaluation of architectures and technologies
 - Provides an environment for rugged “field testing” products
 - Works in the field directly with customers and can provide real-world feedback to engineers on product recommendations and improvements
- Sales support
 - When TacOps engages to support a sales engagement, the customer knows we understand exactly what they need and our solutions will work
 - This will create a better solution for the customer resulting in better sales



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How Does Cisco Justify this Program

- Brand Recognition and Loyalty
 - Every time TacOps supports a disaster customer, weather they are a Cisco shop or not – you can guarantee they will not forget it
 - Few of our competitors do this
 - The next time a customer is in the market, they will likely at least offer you a chance
- Market Enhancement and Growth
 - The more companies who invest in this technology, the greater adoption by consumers
 - This creates a larger market = more \$ for everyone



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Giving Back

- Corporate Social Responsibility
 - Supports the community in time of need creating good will and desire for communities to have the company in their area and do business with them
 - We don't just give money, but go into the field with a trained equipped team to provide augmentation of resources
 - The faster a community gets back on its feet, the faster business will get back to normal
 - Many new talent is interested not just what a company does, but how good a global citizen they are. Having such programs ensures Cisco continues to attract the best and brightest
 - Many employees tell us this type of team is one of the reasons they stay at Cisco
- It's not just good for the community – it's good for Cisco



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What Prompted the Creation of TacOps Emergency Response?

- Initially, support Cisco activities in “extreme risk” environments (Iraq, Afghanistan, etc) and coordinate Cisco response for incidents (e.g. 9/11)
- Expanded mission: To have a scalable, coordinated, reliable response to disasters (2005) ... because:
- Hurricane Katrina - What Cisco did:
 - Cisco sends hundreds of volunteers and tons of equipment to Gulf region.
 - We were successful, but...
- Hurricane Katrina - Lessons Learned:
 - There were many willing engineers but few trained for the environment.
 - Less effective due to the Cisco-wide uncoordinated response.
 - Poor situational awareness across dozens of Cisco teams which sometimes contradicted each other and confused customers.
 - No standardized Cisco mobile platform for disaster response.



Tactical Operations

Team Mission

To deliver a unique level of service in corporate and individual risk mitigation, critical network availability, and rapid recovery from natural or man-made disasters through a highly skilled team of operational and technical experts.

Team Focus Areas

- Corporate Social Responsibility / Emergency Response
- Business Enablement
- Internal Support (sales, marketing, councils, etc.)

How We Do It



TacOps Delivery Platforms

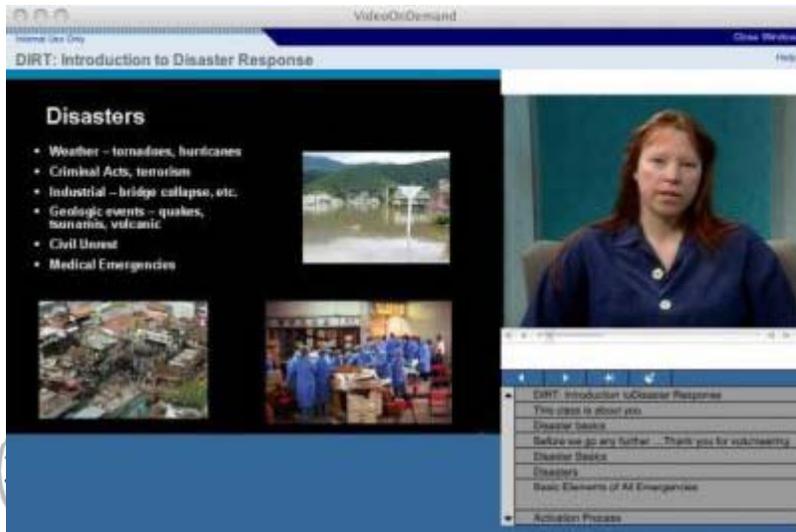
- Network Emergency Response Vehicle (NERV)
 - NIMS Type II Mobile Communications Center.
 - Large scale network services core
 - “Respond locally, communicate globally”
- Mobile Communicator Vehicle (MC2)
 - NIMS Type IV (with satellite, VoIP) MCC
 - Medium scale network services core
- Emergency Communications Kit (ECK)
 - Rapidly deployable communications capability



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Trained Disaster Response Program

- TacOps sponsors the Disaster Incident Response Team (DIRT) program.
- Takes Cisco engineers, trains them for disaster response.
- NIMS certified, hands on, VOD training
- DIRT members deploy with NERVs/ECKs



Back-End Operations Support



Operations Center, Raleigh NC



Specialized tools, intelligence feeds, training

Comprehensive program covers People, Process, and Technology

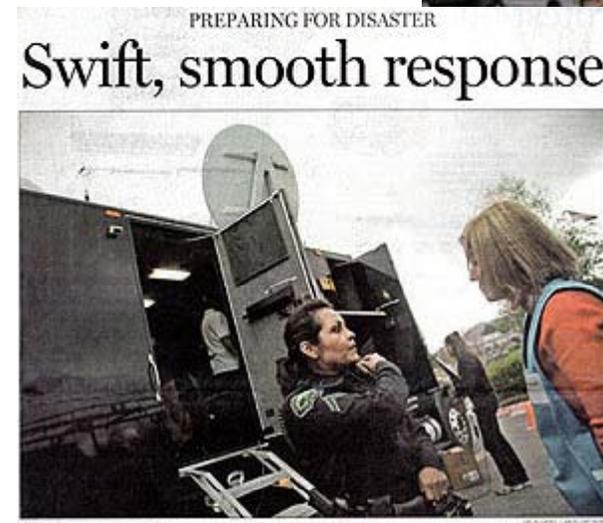


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Deployments

- Tornados, AL, NC, Joplin
- Earthquake/Tsunami, Japan
- Earthquakes, Christchurch New Zealand
- Flooding, Brazil
- Flooding, Queensland Australia
- Fourmile Canyon Fire, Boulder CO
- Gas Pipeline Explosion, San Bruno CA
- Plane Crash, Palo Alto CA
- Earthquake, Port-Au-Prince Haiti
- Fiber-Optic Cut, SF Bay Area CA
- Flooding, Cedar Rapids IA
- Evans Road Fire, NC
- Harris Fire, San Diego CA
- Hurricanes Katrina, Gustav, Ike
- Iraq, Pakistan, Indonesia, Philippines



Morgan Hill police acting Sgt. Melinda Zim, center, talks to Jennifer Ponce, the department's emergency operation center coordinator, near Casco Systems' emergency response vehicle Thursday. The vehicle provides telephone, Internet and other communications systems.

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The Results...

“On behalf of the City of Boulder, I wanted to thank you and Cisco for the excellent support provided during the recent fire. The support you provided at the Boulder Reservoir Incident Command Center was very much appreciated ... as was Cisco’s broader willingness to donate equipment to make telephone service available to impacted citizens.

—Don Ingle, Director of IT, City of Boulder CO

“I can unequivocally say that the NERV was instrumental in helping us manage the Harris Fire properly. Without it, we probably would have lost structures and lives.”

—Captain Guy Chambers, San Diego County Sheriff’s Department

“Having Cisco NERV at the epicenter of the disaster area saved lives and property, and was very helpful in reducing the overall impact of the fires.”

— Bill Ross, Secretary of North Carolina Dept. of Environment & Natural Resources

“The County of Santa Clara’s partnership with Cisco is a valuable asset for our emergency preparedness, response and recovery efforts.”

— Gary Graves, County Executive, Santa Clara County CA



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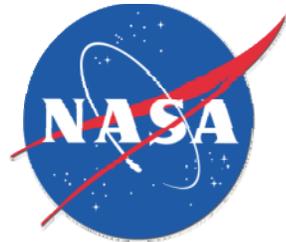
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American Red Cross



Office Emergency Services

Carnegie Mellon

Google Crisis Response
a google.org project

TacOps US Relationships



TacOps Global Relationships

Why You Should Do It



Benefits of Public Private Partnerships

- Real world understanding of customers needs
- Better products
- Customer loyalty
- Brand recognition
- Growing your market
- Sales improvements
- Employee satisfaction and retention
- Partnering with and learning from other best in class organizations
- Community support and appreciation
- *“maximize our limited funding and leverage the capabilities of our partners”*
- It's the right thing to do



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