



Cisco Enterprise BLE (eBLE)

How IT Network Leaders Start
Championing IoT for Facilities, Ops and
other Business Functions across verticals



Example: Hospitals are Adopting Dozens of IoT Use-Cases

Improving quality of care, enhancing security, reducing cost and incremental revenues

1



Mobile Wayfinding

Patients & Visitors

*Non-managed Consumer BLE
Network & iBeacons*

2

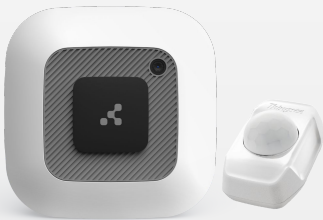


Tracking Medical Devices

Biomed & Ops

*Legacy on-prem Wifi-based
RFID Networks*

3



Occupancy & CO2 Monitoring Facilities

*Vendor proprietary gateways
mostly using LORA*

**PROPRIETARY
CONNECTIVITY**

Forest of Networks

Without the Right Network, Hospitals Face High Cost & Chaos

Vendor proprietary implementation of IoT use-cases create problems for IT

**Non-managed
Consumer (iBeacon)
BLE Networks**

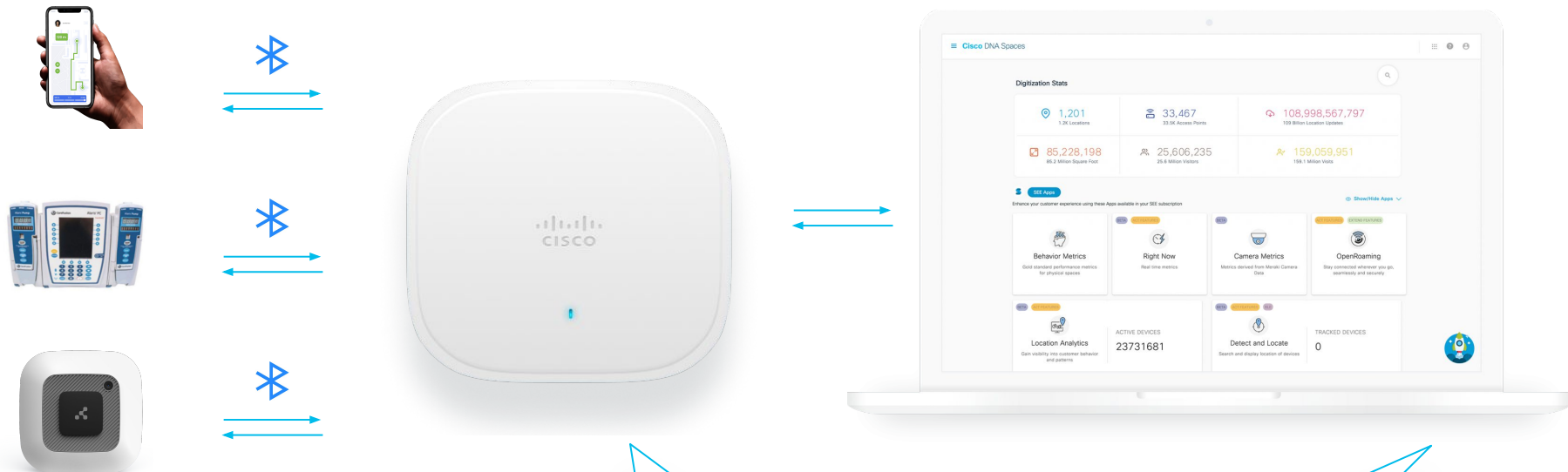
**Legacy on-prem
Wifi-based RFID
Network**

**Vendor Proprietary
LORA networks**



Leverage the Infrastructure & Cloud You Already Have in Place

Only way to build an IoT environment ready for cost effective, secure, scalable success



Rapid Deployment: 1 dedicated Network for all IoT use-cases.

No Extra Hardware Saving 3X the Costs: Dynamic BLE Gateway

Unlimited flexibility: Multi-Vendor Cloud Managed via DNAS

Cisco eBLE Enables a Common Framework for all Use-Cases

Providing the entire organisation an IoT model to work with

Cisco eBLE by DNAS

- A DNAS Cloud Product; part of DNA Spaces Act License
- Compatible with all Catalyst APs
- Allowing the BLE radio of the Wifi 6 APs, a Dynamic BLE Gateway, and the DNAS Cloud to talk and listen to any Bluetooth LE (BLE) device
- IoT Middleware to discover, deploy, manage, secure and monitor BLE devices from different vendors
- Connect device condition, utilisation, sensor and location data back to partner apps or internal systems via Firehouse API

Making IT the IoT Hero

Move from reactive to proactive and enable digitalization. Create the framework for secure, scalable and cost effective rollouts of any use-case.

Empowering Business Success

No hustle to install overlay networks. Increase time to value. Rapid turn around for pilots. No more conflicts.

Why BLE? A Proven & Scalable 2.4 GHz Protocol for IoT

That has become the communication protocol of choice for buildings and indoors



Low Cost
1/3 the Cost of Wifi



Low Power
4x Power vs. RFID

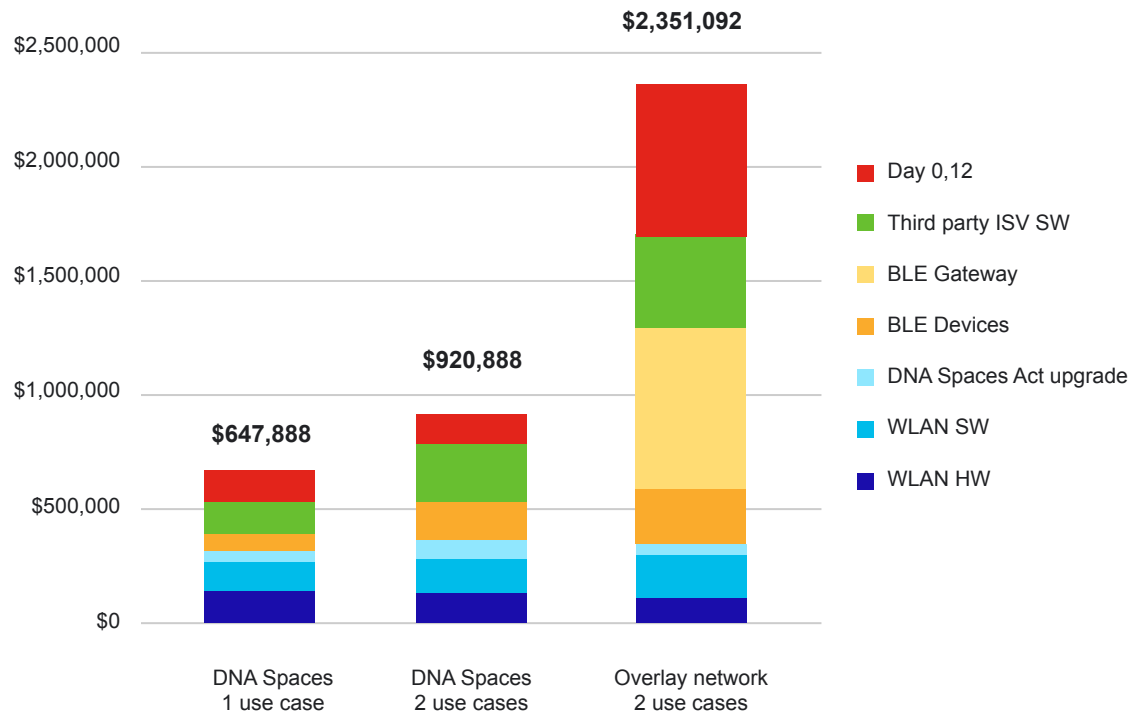


Ubiquitous
18:1 Ratio vs. Wifi



Adoption
Vendors Shifting

With eBLE, IT Can Save the Hospital 70% of the Cost of Clinical IoT Services by Eliminating Overlay IoT Gateways



- Actual pricing comparison for Facilities lead at leading healthcare organization
- Project:
 - 500k sq ft hospital
 - 333 APs
 - 275 beds
 - Use case 1: Wayfinding for Customer Experience
 - Use case 2: IV Pump & Medical Device Tracking for Bio Med
- Cisco + 3rd party DNA Spaces based solution: \$0.25 / sq ft / year + \$0.11 / sq ft / year to add asset management
- Overlay network \$0.94 / sq ft / year

Cisco is the Only Vendor with a Scalable BLE Offering

		Cisco eBLE	Mist Juniper	HPE Aruba	RFID
BLE Network for Guest Experience	iBeacon for Wayfinding	✓	✓	✓	✗
	Add and Manage 3d Party Beacons	✓	✗	✗	✗
BLE Network for Medical Devices	Condition, Utilisation & Location Data	✓	✗	⚠ Proprietary	⚠ Proprietary
	Add Room Level Certainty Sensors	✓	✗	✗	⚠ Proprietary
BLE Network for Facilities	Environmental & Occupancy Data	✓	✗	⚠ Proprietary	✗
	Calibration & OTA Firmware Updates	✓	✗	✗	✗
Enterprise BLE Dynamic Gateway and DNAS Cloud Capabilities	BLE Low-Cost and Power Advantage	✓	✓	✓	✗
	Separated Scalable Network & Data	✓	✓	✓	✗
	1-Click Device Onboarding to DNAS	✓	✗	✗	✗
	Device Management & Provisioning	✓	✗	✗	✗
	Cisco DNAS Firehouse API	✓	✗	✗	✗
	50+ validated Partner Devices & Apps	✓	✗	✗	✗

