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Cisco Names Winners of 'Think Inside the Box' Developer Contest

Worldwide Contest Showcases Innovative and Creative Business Applications Built on Best-Selling Router's Application Extension Platform

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SAN JOSE, CA--(Marketwire - October 8, 2009) - Today Cisco (NASDAQ: CSCO) announced the winners of its "Think Inside the Box" Developer Contest. Launched last fall, the competition challenged application developers around the world to develop applications that run on the [Cisco® Application Extension Platform \(AXP\)](#), which resides on the popular [Cisco Integrated Services Router \(ISR\)](#).

Cisco launched this contest to encourage collaborative development through the use of Web 2.0 technologies, promoting what Cisco calls the Human Network Effect. The winning teams were determined by a panel of seven industry experts who selected the following applications as the most innovative, implementable and relevant to businesses. More than 100 qualified teams from 75 countries entered the competition. The finalists demonstrated the business relevance of the AXP in solving real-world problems, in areas of unified communications, security, advertising, cloud architectures and energy management.

Highlights / Key Facts:

The Winners:

The panel of seven judges narrowed the 100 submissions down to eight finalists. You can view the demos of their applications [here](#). The criteria for selection were innovation, effective use of the AXP platform, feasibility, and project plan documentation. From those finalists, the following winners were selected:

- **First Place:** Team MADnetwork, led by David Perez in Spain, won US\$50,000 for the Building Automation Service application (BAS). Created with branch offices and multitenant units in mind, BAS helps businesses remotely monitor and manage building operations.

By integrating the service management capabilities on AXP, the application minimizes the need for external servers to manage disparate facilities (HVAC, lighting, plumbing, presence, fire, flooding and smoke detectors), which reduces capital and operational costs. The solution also saves energy costs by determining,

in real time, which resources are being consumed, and to what degree, by working with a remote management solution.

- **Second Place:** Team Enhancers, led by Rajesh Kotagiri in India, won US\$30,000 for the Local Advertising Mesh Network Platform (LAMP) application. LAMP creates a distributed ad-serving platform hosted on the AXP. This platform will reside on ISRs targeted initially toward retail deployments: For instance, retail stores can display ads on LCD units in various locations. With this solution, businesses can tap potential new revenue streams by shifting some of their advertising efforts to their existing networking infrastructures.
- **Third Place:** Team BugsBernie, led by Bernhard Beckmann in Germany, won US\$20,000 for the Integrated Surveillance System application. With this application, Internet Protocol phones can be turned on during nonworking hours to monitor any audio signals in the offices. When abnormal audio signal patterns are detected (crossing a configurable threshold), the application notifies external security services or devices such as mobile phones, computers and video monitoring systems. Sabotage of telephony equipment is also detected.

The Integrated Surveillance System is a simple and cost-effective means to enable a security solution in branch offices by taking advantage of an existing IP-telephony network. The application improves manageability of security systems by providing an integrated security framework to an existing network.

The ISR and AXP Platform:

- The Cisco AXP offers tighter integration between the network and business applications to help branch-office customers achieve greater business efficiencies and innovation. As a result, in tandem with the Cisco Integrated Services Router, the AXP helps lower the total cost of ownership in the branch.
- Cisco opened its industry-leading [access routing](#) platform to third-party developers in April 2008 with the introduction of the [Cisco AXP](#).

Cisco Developer Network:

- The Cisco AXP is part of the [Cisco Developer Network](#), which offers a fast-growing social networking community of more than 14,000 individuals who collaborate via wikis, blogs and forums to share development ideas, support and feedback on Cisco networking technologies.

Quotes from the Cisco "Think Inside the Box" judges panel:

- **Marie Hattar, vice president of network systems and security solutions at Cisco**

"This contest has proven to be a vibrant approach to sparking innovation. Finalists developed their applications in a span of 90 days with no formal training or router knowledge," commented Marie Hattar. "And with the [Cisco Developer Network \(CDN\)](#), this opens up a whole new way to engage the developer community as we expand on the vision of the network as a platform. We look forward to the CDN

community being able to deliver more value to our customers by building more intelligence and capability into our routers."

- **Brett Galloway, senior vice president, Wireless and Security Technology Group at Cisco and executive sponsor of the developer contest**

"I am extremely impressed with the breadth and depth of the applications the teams brought to the table in this contest. It's exciting to see innovation outside of the company matching that of inside the company and clearly solving real customer business problems. We saw applications ranging from unified communications, to interesting new business models, as well as new opportunities to take our current network infrastructure and expand it to other technology domains."

- **Paul McNab, vice president, Enterprise Mid-Market Solutions Marketing at Cisco**

"The AXP contest was a true proof point for leveraging the network as the platform for business responsiveness. If you look at CEOs today, in this current climate, they want to know how they can respond to opportunities globally in 90 days. I was amazed at what could be accomplished on the AXP within this time. Looking at the proposals submitted, I think the three we chose show the breadth of the approach we take to stimulate creativity and innovation."

- **Dominic M. Del Balso, vice president, Enterprise Technology and Operations at KeyCorp, Cisco customer and judge**

"Cisco continues to impress me with the level of thought and innovation that goes into its portfolio. A contest such as this highlights their thought process with regard to looking for multiple sources for their next solution or building blocks for their next solution."

- **Brian Proffitt, community manager for the Linux Developer Network and Linux.com, on behalf of the Linux Foundation**

"Cisco is providing an open door for people to come in and innovate, and this contest demonstrates that innovation can come from anywhere or anybody. Innovation has not been taken out of the hands of developers, and the sheer number of submissions to the contest tells me that there is significant interest in developing on the AXP."

- **Zeus Kerravala, senior vice president, Yankee Group**

"Resulting applications from the AXP contest show the ability to manage branch offices remotely on the AXP, allowing companies to put in a centralized policy to turn off and on business systems automatically, lessening the need for on-site management."

- **Bola Rotibi, principal analyst, MWD Advisors**

"Sometimes the challenge of applications is determining how you feed it into the market and get people to adopt it. In this situation, the ISR is already in place for many. You don't have to create the market. The market is there."

Useful Links:

- [Cisco CTO Congratulates AXP Developer Winners](#)
- [View and share the finalists' applications with this presentation](#)
- [Cisco "Think Inside the Box" developer contest home page](#)
- Contest: [Terms and Conditions](#)
- Feature Article: [Cisco Courting Developers to Make Routers Smarter, More Valuable](#)
- Twitter: Follow [CiscoGeeks](#) for up to date information on Cisco routing and switching
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- [Cisco Developer Network website](#)

Tags / Keywords:

Cisco Think Inside the Box Developer Contest, Cisco, AXP, ISR, router, routers, access routers, applications, developers, branch optimization, branch, application integration, network as a platform, MADnetwork, BugsBernie, Enhancers

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