Customer Focus for Success
Bruce Pinsky
Distinguished Support Engineer
Customer Assurance/Customer Advocacy
Cisco Systems, Inc
San Jose, CA

Abstract:
Cisco is the worldwide leader in networking for the Internet. As its customers rely more and more on networks – to enable their business or organization strategies and their lifestyles, they are in a unique position to have the opportunity to change the way we work, live, play and learn. And as the network evolves, it must do so on terms defined by customers in order to be embraced as a key enabler to deliver new services and meet today’s business challenges. Over its 20-year history, Cisco has been guided by customer input for nearly every strategic decision and customer focus has always been the number-one priority. Building customer success starts with putting the customer first and foremost, and at Cisco, they don’t just talk about it, they do it.

In this presentation, we will look at how Cisco’s history and culture continue to influence its strategic approach, examine how that translates into its technology direction, and how Cisco is leveraging its industry leading services organization to insure customer success as the network evolves from plumbing to platform. We’ll also look at the role that a technology leader like Mr. Pinsky plays in a complex and diverse company like Cisco.

About the Speaker
Bruce Pinsky is currently a Distinguished Support Engineer (DSE) in the Customer Assurance organization with over 20 years of Internetworking experience. In his current role, Mr. Pinsky specializes in network architectures and design engineering for large scale Service Provider and Enterprise networks focusing on complex routing and MPLS environments. Mr. Pinsky is one of the earliest Cisco Certified Internetwork Experts (#1045) and his expertise spans a wide variety of technologies including IPv4, IPv6, BGP, OSPF, IS-IS, ATM, Ethernet, Frame Relay, DSL, SONET/DWDM, WAN and LAN switching products, server/workstation environments, and network file sharing protocols. With a wide range of expertise, Mr. Pinsky has served in many capacities at Cisco including Senior Internetwork Support Technologist for the TAC resolving complex customer technical issues involving diverse networking and computing environments, an advisor to the development staff on IOS User Interface syntax and structure, and as a representative on IOS Software product development teams.

Prior to returning to Cisco in July 2003, Mr. Pinsky was co-founder of Proficient Networks, a routing and network optimization appliance company where he served as VP of Engineering and CTO. Additionally, Mr. Pinsky was VP of Network Infrastructure for Telegis Networks, Inc, an Internet Data Center and Managed Services company. Mr. Pinsky was also one of the first two employees of Digital Island, Inc. where as Chief Network Strategist, he helped design and deploy the company’s Global E-Business Delivery Network serving more than 25 countries worldwide.

Mr. Pinsky is co-author of the book Cisco Router Configuration: A Practical Introduction to Cisco IOS Configuration, 1st and 2nd edition and co-inventor of U.S. Patents 6,130,890 and 6,870,851, A Method and system for optimizing routing of data packets and U.S. Patent Filings 09/820465, Methods, apparatuses and systems facilitating deployment, support and configuration of network routing policies and 11/013361, Method and system for optimizing routing of data packets.