

# Cisco Case Study — A presentation of the Cisco Developer Network

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Thursday, September 4, 2008, 10:45 AM to 11:30AM [[Add to My Calendar](#)]

**Location:** [Conservatory](#) (4th Floor)

**Speaker:** Jim Shepard (Cisco)

**Content:** In this session we will examine how Cisco leveraged enterprise software to infuse their developer network with social collaborative capabilities. We'll also discuss how this new enterprise 2.0 community delivers real value to Cisco over and above the intangible benefits of social networking. Finally, we'll discuss the evolution and convergence of the portal, content, and social collaboration markets and how this will affect future enterprise 2.0 initiatives.

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