

Cisco Architectural Approach to enabling Digital Transformation

The notion that Digital is only a priority for tech and media-based industries has already been proven false. Research has shown that efficient Digital systems can lead to more than 26 percent rise in profitability, which makes tools like data analytics, mobile, networking, cloud computing and IoT technology essential to every industry.

India's Digital Transformation over the last few years has seen this shift with record-breaking adoption of networking technologies and mobile services. And with over 65 percent of the population belonging to the under-35 age bracket, it isn't surprising that India's hunger for Digital is consistently rising. Reports from NASSCOM 2015 show India to be the youngest start-up nation in the world. More than 72 percent of new businesses in India are launched by this young segment and in 2015 more than 1,200 start-ups leveraged some form of Digital transformation to achieve their business outcomes. The ability to provide differentiated services in a highly competitive market using customized and personalized solutions is only possible by leveraging Digital tools.

The networked economy has unveiled opportunities for both big and small businesses to enjoy the benefits of a more expansive and limitless platform — thereby facilitating the rise of India's billion-dollar start-ups. This radical change in paradigm offers opportunities for all businesses to benefit from a platform which is flexible and borderless.

A successful transition to Digital requires solutions that go beyond the hardware, towards network-based software solutions. By looking beyond simple connectivity and leveraging the vast informational assets generated by networks, companies can significantly impact their business outcomes. Cisco has launched the Digital Network Architecture approach, which utilizes the open, flexible and software-driven network architecture to enhance business goals.

This approach to Digital enterprise is designed with the modern network in mind - a system that enables innovation across verticals, generates insights, automates essential processes, defends against threats and enables enhanced customer experiences. By utilizing network-enabled management solutions, managers can identify problem areas across the entirety of their organization. All of this at a reduced operational costs and lesser complexity than ever before - which allows IT managers to focus on generating business opportunities rather than being caught in the mire of system maintenance.

Cisco DNA allows their enterprise partners to retain their existing infrastructure, thereby helping minimize risks and maximize their investments. In addition to this, features such as network function virtualization (NFV), analytics, open APIs, cloud computing management, orchestration, model-driven programming and automation processes give managers more control over their IT resources. Cisco even provides training to IT managers and professionals which builds Digital capabilities within every client organization by 'future-proofing' their staff. Cisco DNA offers enterprises end-to-end solutions based on turnkey layers of products, which can be customized and primed for each organization's unique needs based on their strategic objectives.

The need to access business information that directly helps improve productivity, enhance efficiency, access new markets and optimize supply chains is especially hard in India where the emerging network systems span diverse regions across vast distances. The ability to share insights and best practices from one area to another is of special importance to improve overall company profitability, and this is where Cisco DNA proves to hold unique promise.

The Cisco DNA solution understands that each business has its own unique set of challenges and opportunities which require organizations to form their own Digital goals. Utilizing the vast range of DNA-enabled services, Cisco helps organizations define a holistic approach to networking solutions that add value to business outcomes. This can all be accomplished by utilizing Cisco DNA which addresses customer satisfaction while keeping capital expenses in check and increasing returns on investment.

Some of the new challenges faced by Indian businesses involve the inclusion of hundreds of millions of new customers such as in the case of financial systems. According to Dr. Sanjeev Kumar Gupta, AGM Department of IT at the Reserve Bank of India, information technology is a critical component towards achieving this goal. His analysis shows that networking technology is at the heart of financial inclusion since it can help include the farthest reaches of the country into modern financial systems.

Digital Network Architecture can help organizations manage millions of new customers and secure their internal systems in an efficient and speedy manner. Indian banks can utilize mobile platforms to provide real-time access to financial services for poor farmers and large businesses alike using virtual branches and ATMs. Similarly, hospitality enterprises can observe their customers in real-time and fulfil their demands for services quickly, gaining higher customer satisfaction metrics. Online retailers can utilize data analytics and systems automation protocols with the secure knowledge that they can predict customer behavior and ready their supply chain to be fully prepared in advance of market changes. Government and public sector organizations can also rely on the security and integrity of their network and trust the system to protect sensitive data against outside threats.

The range of benefits that arises from the adoption of Cisco Digital Network Architecture is not about adding another tool to the IT department but reinventing it as a whole. It is a system that utilizes open and extensible software solutions to control costs, improve response time, guarantee security and reduce downtime so organizations can take control of IT as a resource of innovation, rather than a cumbersome tool.

Indian businesses in the age of Digital transformation shouldn't be satisfied with technology as simple infrastructure. It is high time that they convert their Digital challenges into opportunities that directly contribute to their business outcomes. To accomplish these goals, there is no better solution than Cisco DNA.



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