

Transform into a Digital Business with Cisco



75%

of the S&P 500
will turn over in the
next 10 years

*“It is not the strongest
of the species that survives,
nor the most intelligent
that survives. It is the
one that is most adaptable
to change.”*

— From an analysis of Charles Darwin's The Origin of Species

Digital Transformation Leads to Business Reimagined

Unlocking the power of digital transformation requires new ways of doing business that are fundamentally different from previous methods.



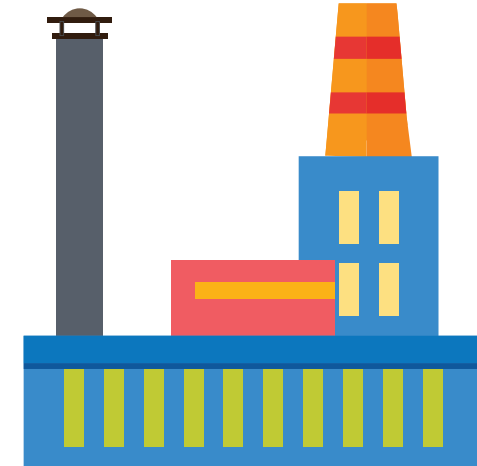
Digital Banking

■ **95%** of retail sales
in Sweden are cashless,
cash will become
obsolete



Digital Retail

■ **3D** virtual reality
improves customer
experience by
creating endless
aisles for shoppers



Digital Manufacturing

■ **\$23 billion** is the size
of the 3D printing market
in 2020, compared to
\$4.8B in 2015

Building a Digital Strategy

Evolving into a digital business must be a top initiative for all corporate and IT leaders. Digital transformation must be technology led.

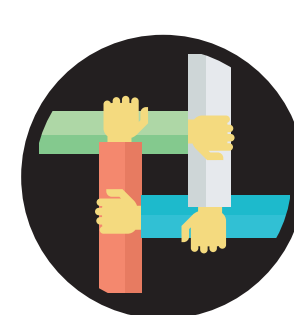
Critical Capabilities of Digital Organizations



Transform
business models



Create new experiences
for customers, workers
and citizens



Empower
workforce
innovation

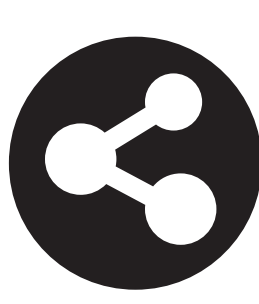
Six Steps to Becoming a Digital Organization



Identify
business
outcomes



Build a
digital-first
culture



Connect
everything
touching
the outcome
and collect
data



Shift to a
threat-centric
security
strategy



Automate
as many
processes
as possible



Analyze
data and
gain new
insights

Cisco. Your Foundation for Digital Transformation

Cisco provides outcome-driven products, solutions and services that help companies reimagine their business.

Cisco's Portfolio



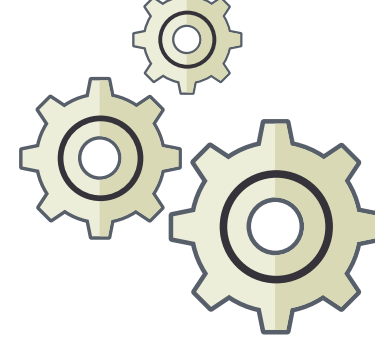
Connectivity



Security



Analytics



Automation



Collaboration

To view full report click here
<http://www.cisco.com/go/digital>



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