



Corporate Overview: Cisco India & SAARC - Growing Together



KAUSHIK BELLANI

Vice President – Commercial

Cisco Systems India

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DHAKA

kaushikb@cisco.com

Agenda

Cisco - Evolution of a Global Platform

Cisco's Strategic Approach

Delivering Customer Value



Cisco - Evolution of A Global Platform



Cisco Systems Historical Perspective

- Founded 1984
- Named for San Francisco
- San Jose, CA is Cisco headquarters
- \$2.5M venture capital investment from Sequoia Capital

Cisco's Beginning... 1984

Enable disparate campus networks to talk
... multi-protocol router born



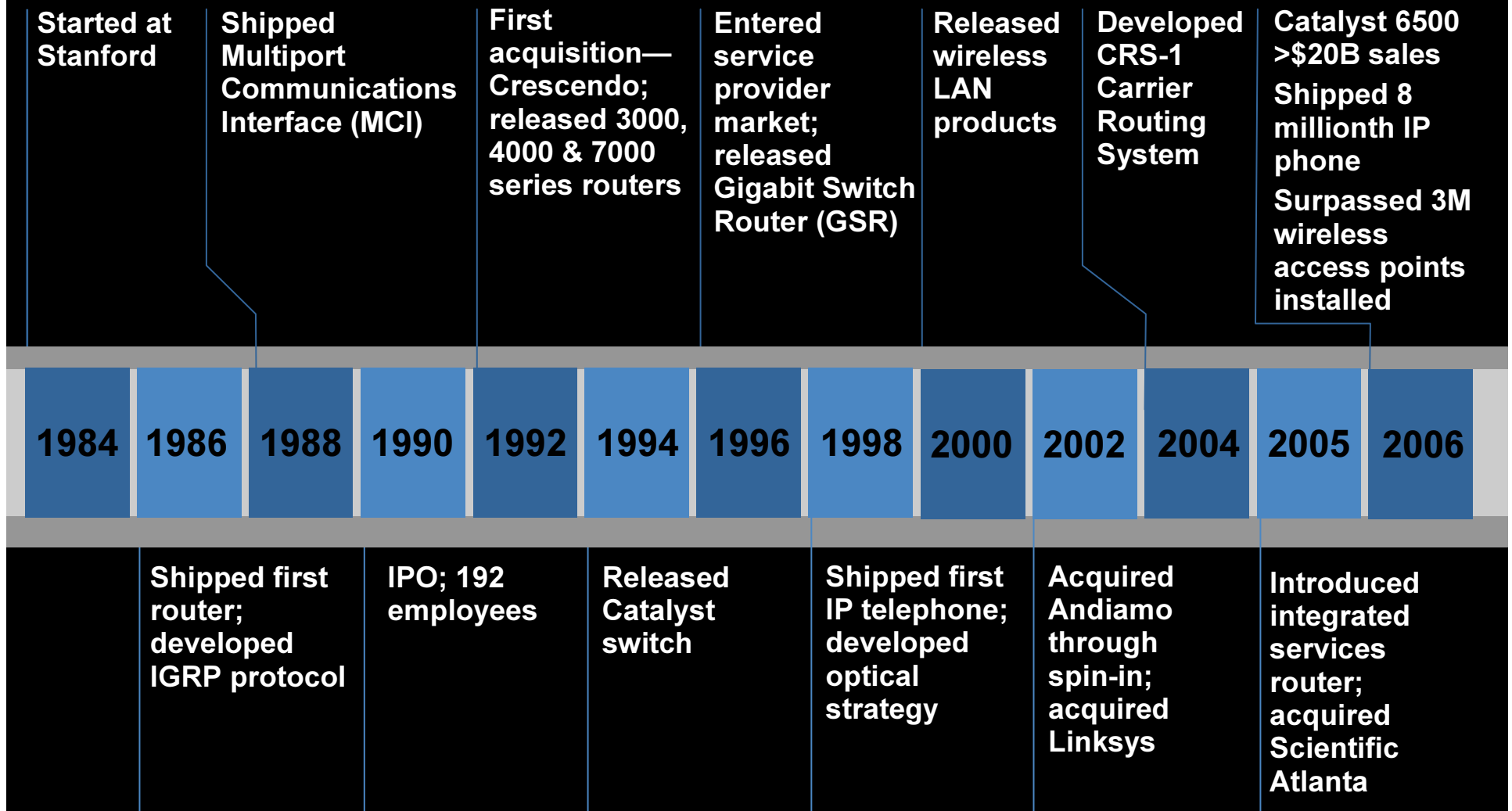
Sandy Lerner and Len Bosack



Atherton, CA



Innovation Milestones



History of Globalization

Dynamic Force

1492–1800



Countries Globalizing for Resources and Imperial Conquest

1800–2000



Companies Globalizing for Markets and Labor

2000–Present



Individuals and Small Groups Globalizing



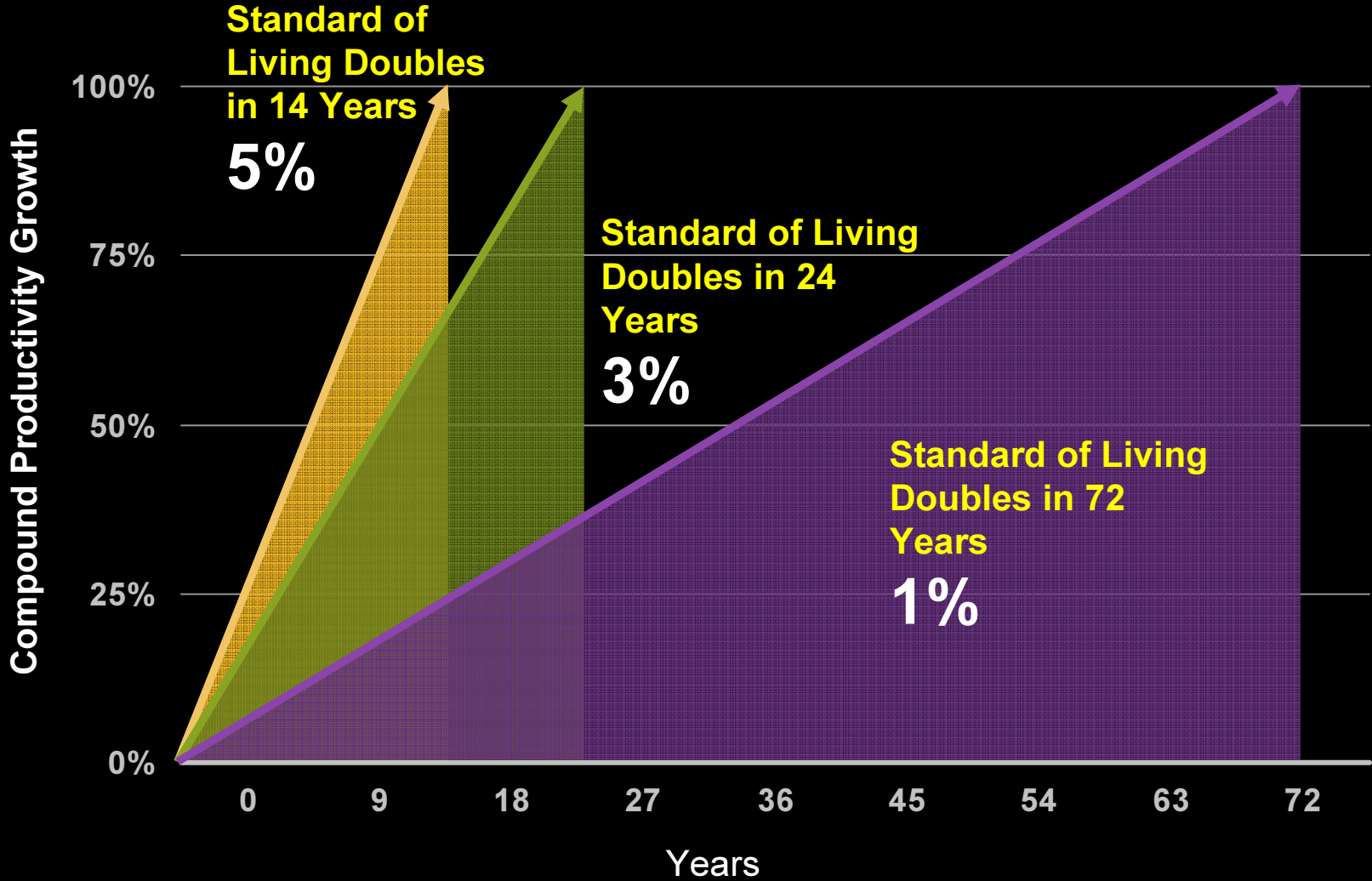
Source: Thomas Friedman, *The World Is Flat* (April, 2006)

In the Race for Global Competitiveness, Technology Is the Difference



Changing the Way the World
Works, Lives, Plays and Learns

Productivity Drives Standard of Living



Source: Net Impact Study

Technology Driving Global Business, Political, Economic Transformation

**“The Playing Field is Being Levelled.
The World is Flat!”**



**Global Networks Open New Possibilities...
Interaction Anytime, Anyplace**

Leader in World-Changing Technology that Improves Our Everyday Experience



=

The Network Is the Platform
for Life's Experiences

The Cisco Vision...

Changing the Way We
Work, Live, Play, and Learn SM

Work

Live

Play

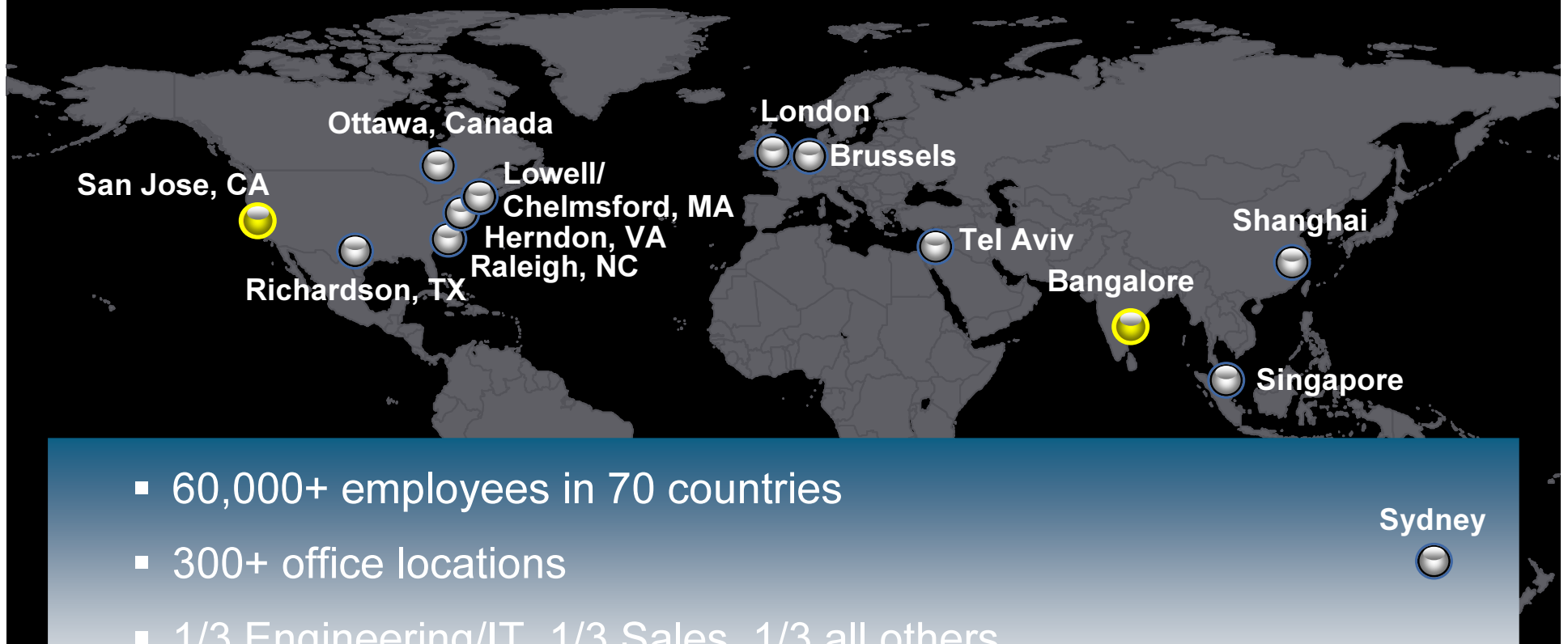
Learn



...and Mission

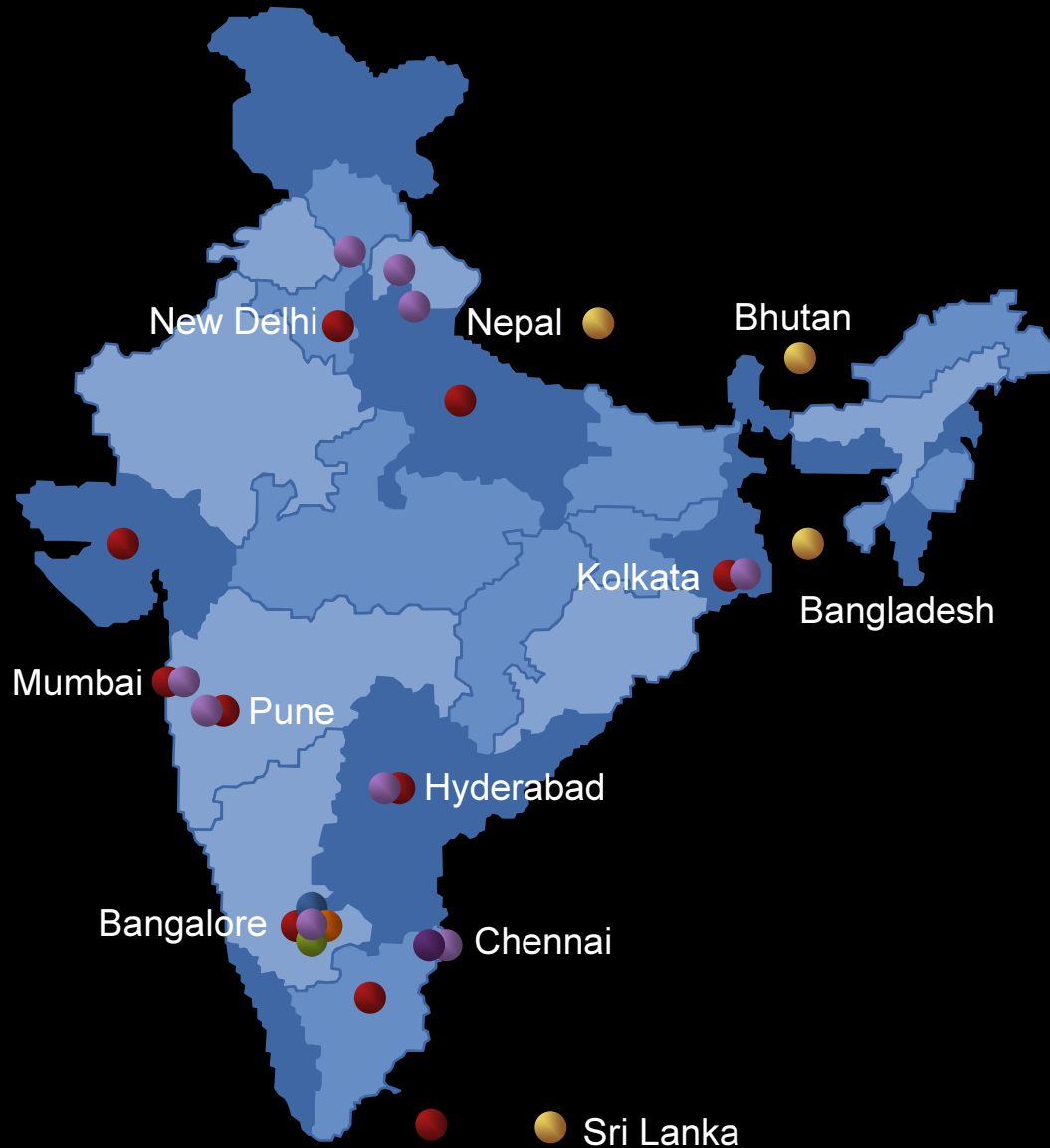
Shape The Future of The Internet by
Creating Unprecedented Value and
Opportunity for Our Customers, Employees,
Investors and Ecosystem Partners

Cisco Globally



Cisco India and SAARC—FY'08

Most Comprehensive IT Sales Infrastructure in India-SAARC



- 1994: Cisco Established SAARC Presence
- 2800+ Today
- 9 Gold and Silver Certified System Integrators in India and SAARC—All Specialized
- 9 Premier Select / 35 Premier Partners
- 1500+ Resellers
- 2 Distributors
- Comprehensive Service and Support throughout the entire region
- 9 Product Depots
- Advance Replacement Next Business Day (ARNBD) for resellers—only from Cisco

Cisco—The Technology Innovator

\$4+ Billion R&D Investment Annually

More than 17,000 Engineers Working in
More than 10 Major Labs Worldwide

110+ Acquisitions to Quickly Enter New
Markets and Add Talent

More than 4200 Patents Have Been
Issued to Cisco Inventors

99 issued patents and 386 patents
pending from India-based R&D

Recent Innovations

CRS-1
Carrier Routing
System

IOS XR
Self-Defending,
Self-Healing
Operating System
Software

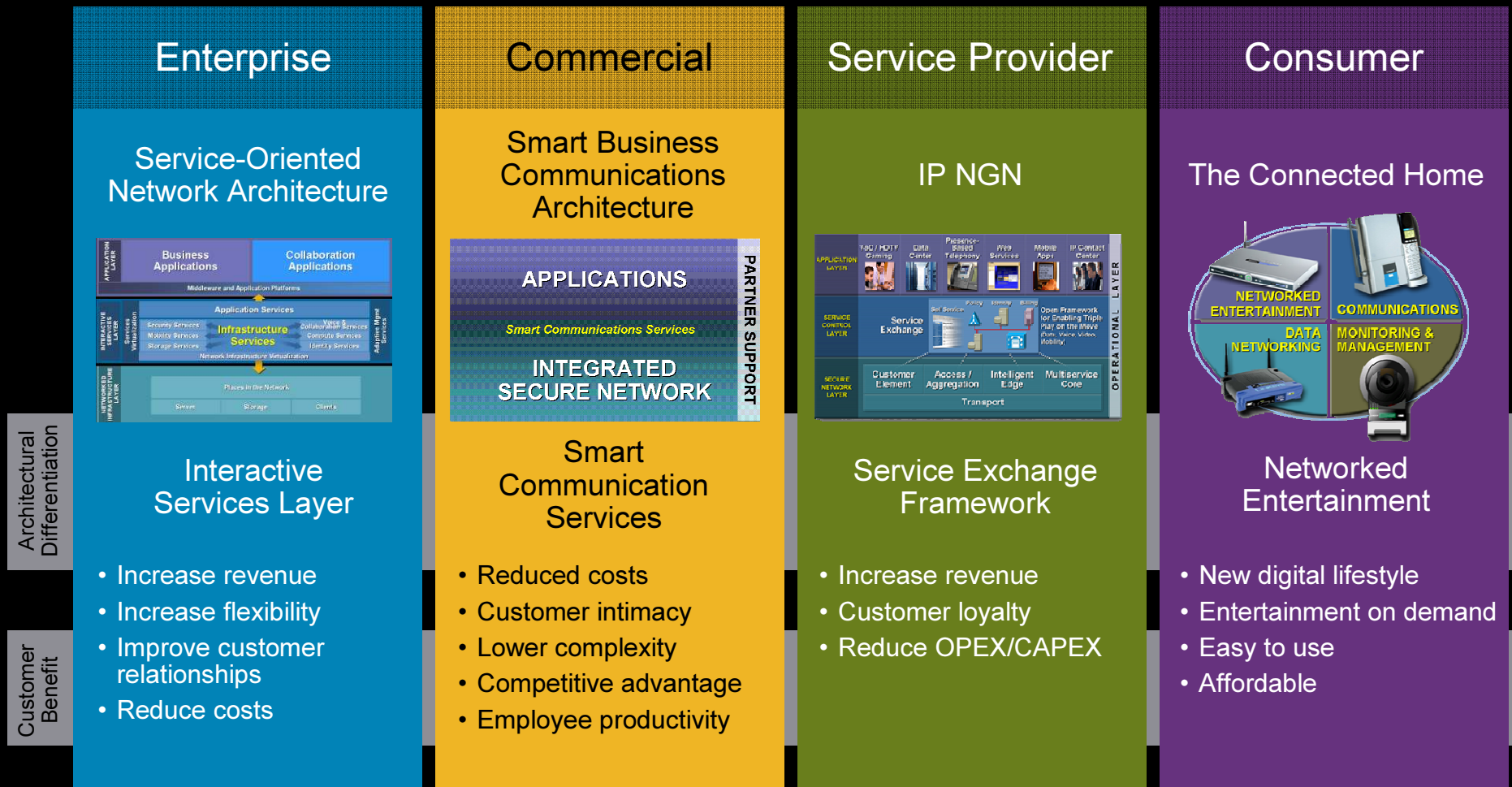
TelePresence
High-Definition
Network-Based
Meeting Solution

Our Strategic Approach

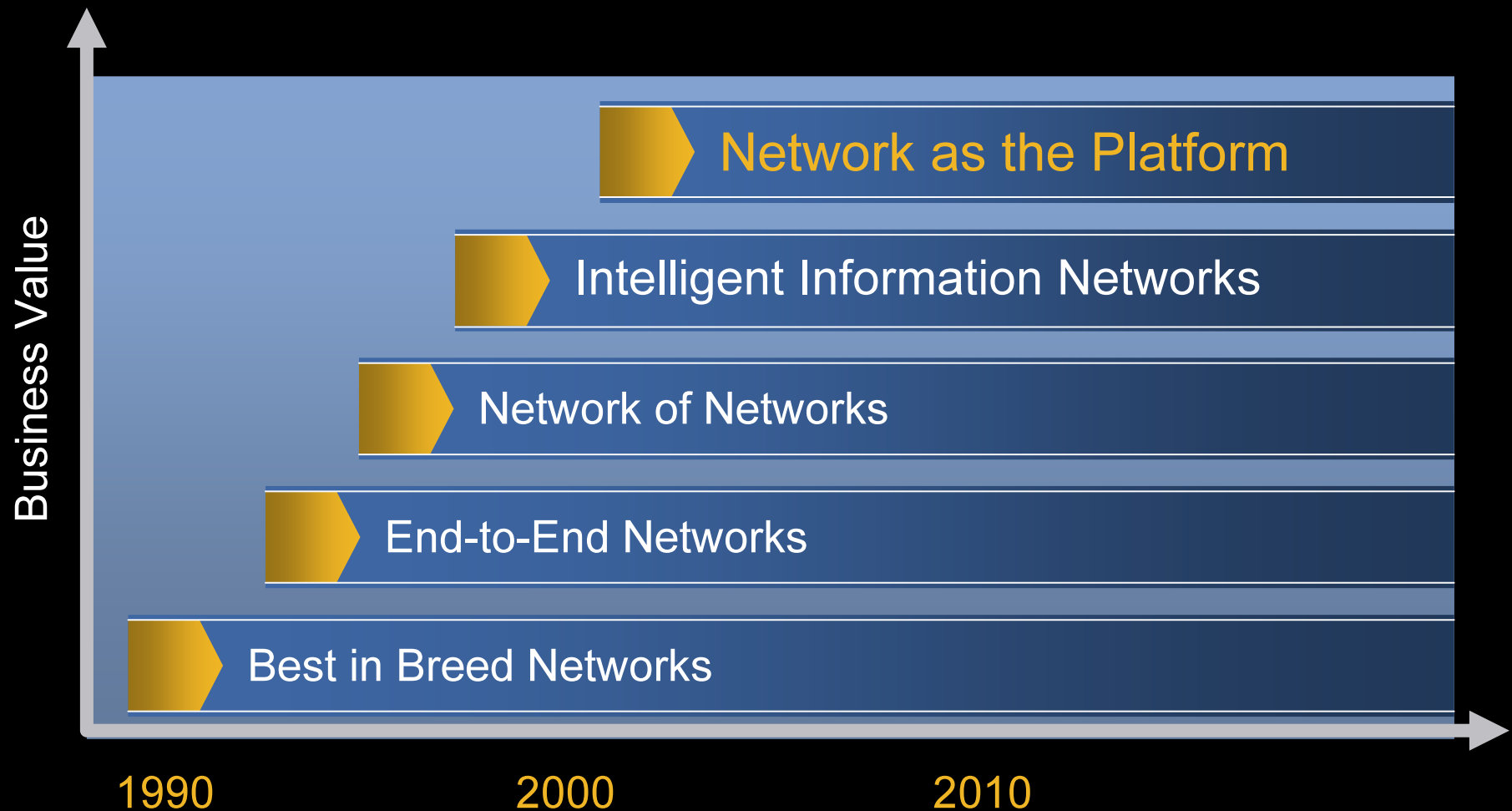


Cisco Technology Strategy: Customer Segment Architectures

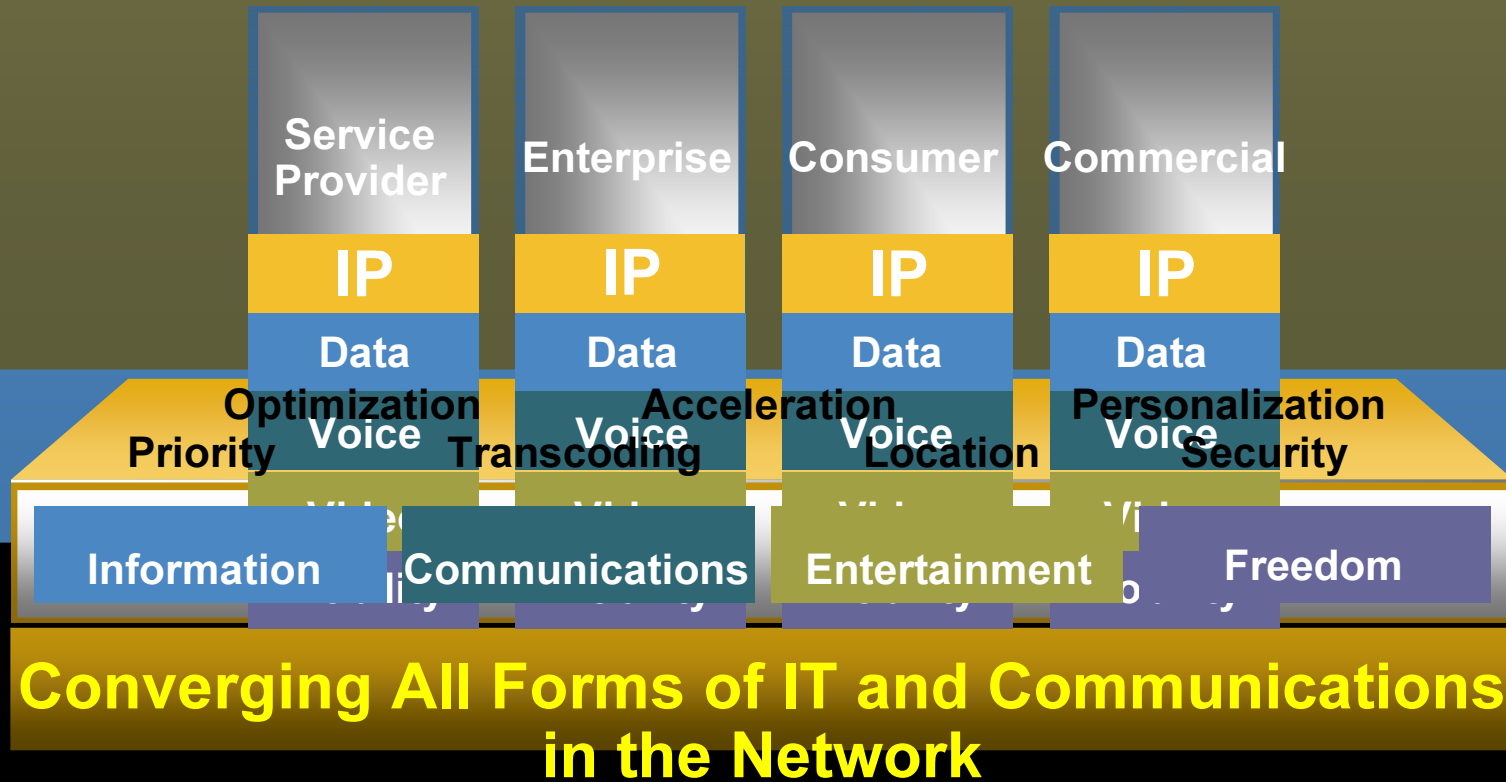
Intelligent Information Network



Network Evolution: Enabled by Technology Advancement Driven by Evolving Business Needs



Cisco Technology Vision: The Network As The Platform



What Does This Mean? The Network as a Platform

Collaboration



What Does This Mean? The Network as a Platform

Collaboration

Consolidation of Silos

New Business Models

Internal

External



What Does This Mean? The Network as a Platform

Collaboration

Consolidation of Silos

New Business Models

Uniform Delivery of Apps/Services

Welcome to the Human Network – not a network of computers, but a network of people



Network As The Platform

Any Device to Any Application, Anytime, Anywhere...
Quad Play Everywhere

Delivering Customer Value



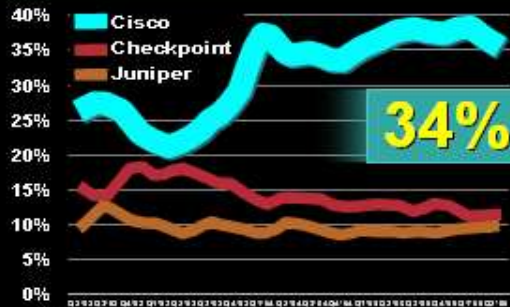
Our Customers Wish To...

- Get closer to their consumers
- Grow their businesses
- Gain customer loyalty
- Remain globally competitive
- Retain profitable customers
- Emerge as a leading player in the global economy



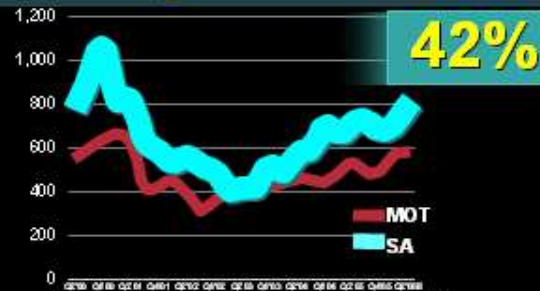
Grow, Profit, Emerge and Compete Globally

Security



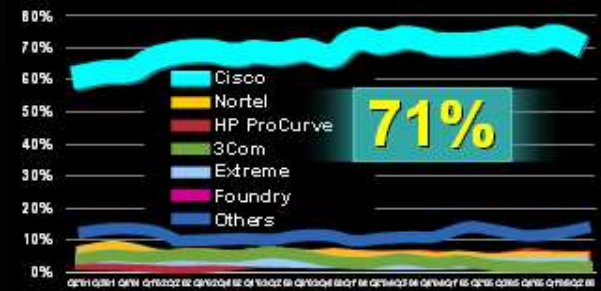
Source: Synergy, Aug 2006, 2QCY06

Digital Video



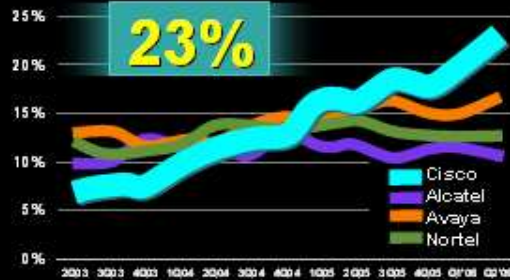
Source: Competitor Financial Statements, SA estimates for 2QCY06

Switching... Modular / Fixed



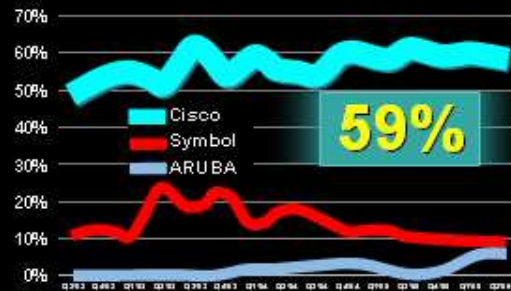
Source: Dell'Oro, Aug 2006; 2QCY06

Enterprise Voice



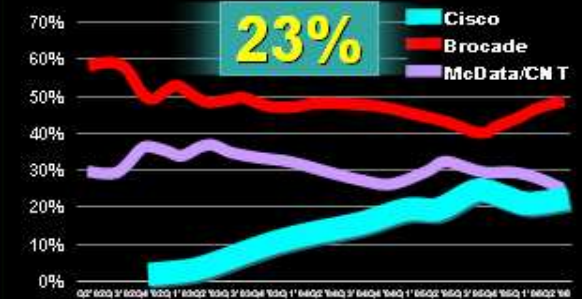
Source: Synergy Research Group, 2006; 2QCY06

Wireless... Local Area Networks



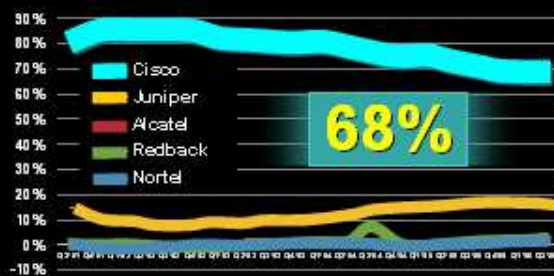
Source: Dell'Oro, Aug 2006; 2QCY06

Storage... Area Networks



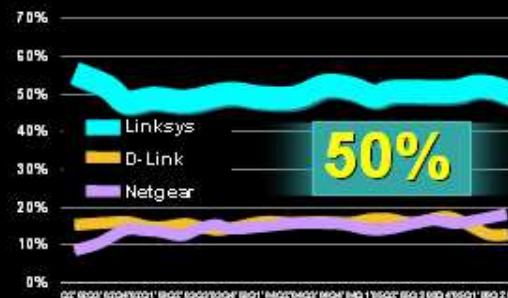
Source: Dell'Oro, Aug 2006; 2QCY06

Routing... Edge / Core / Access



Source: Dell'Oro, Aug 2006; 2QCY06

Networked Home



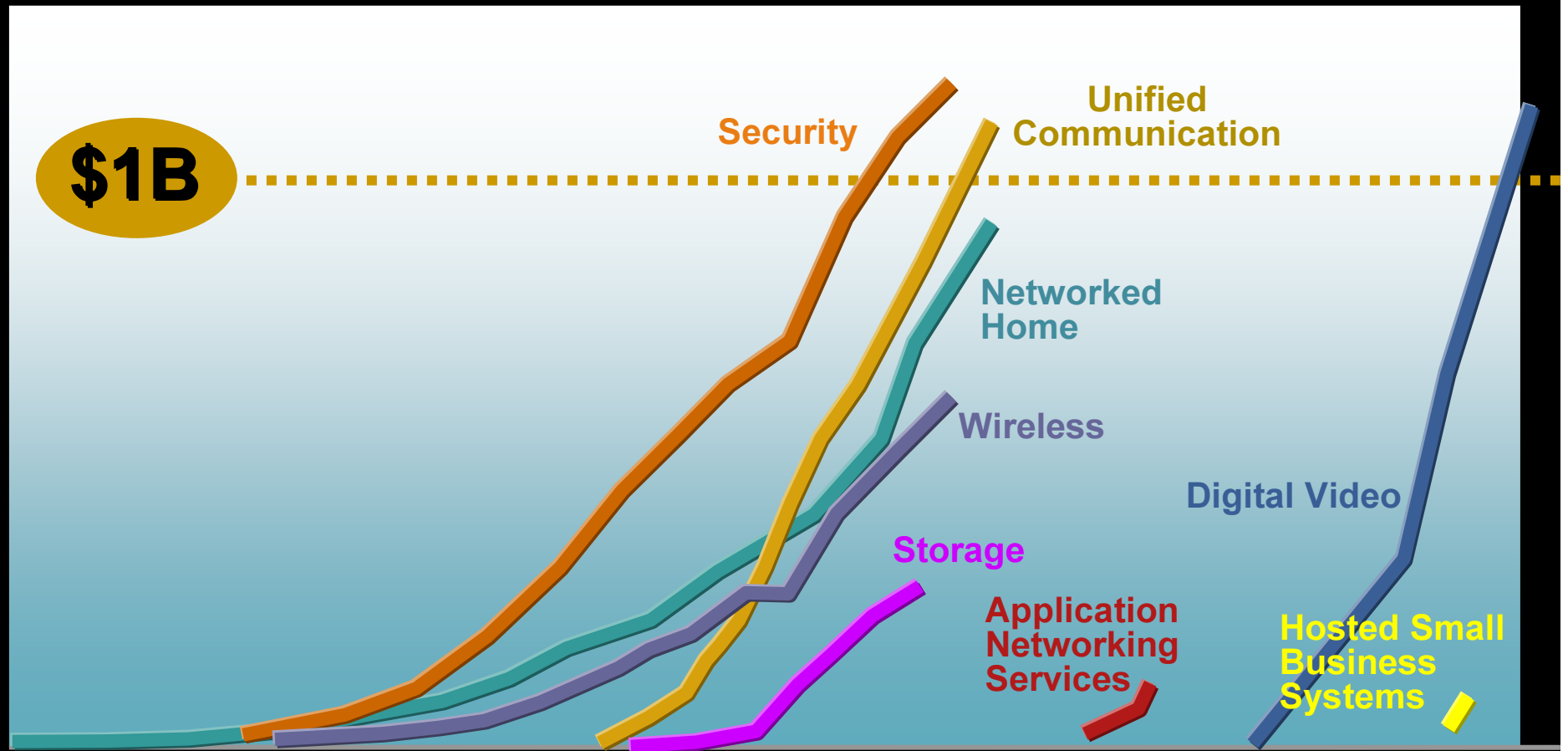
Source: NPD, U.S. Retail July 2006

Market Share

“And”

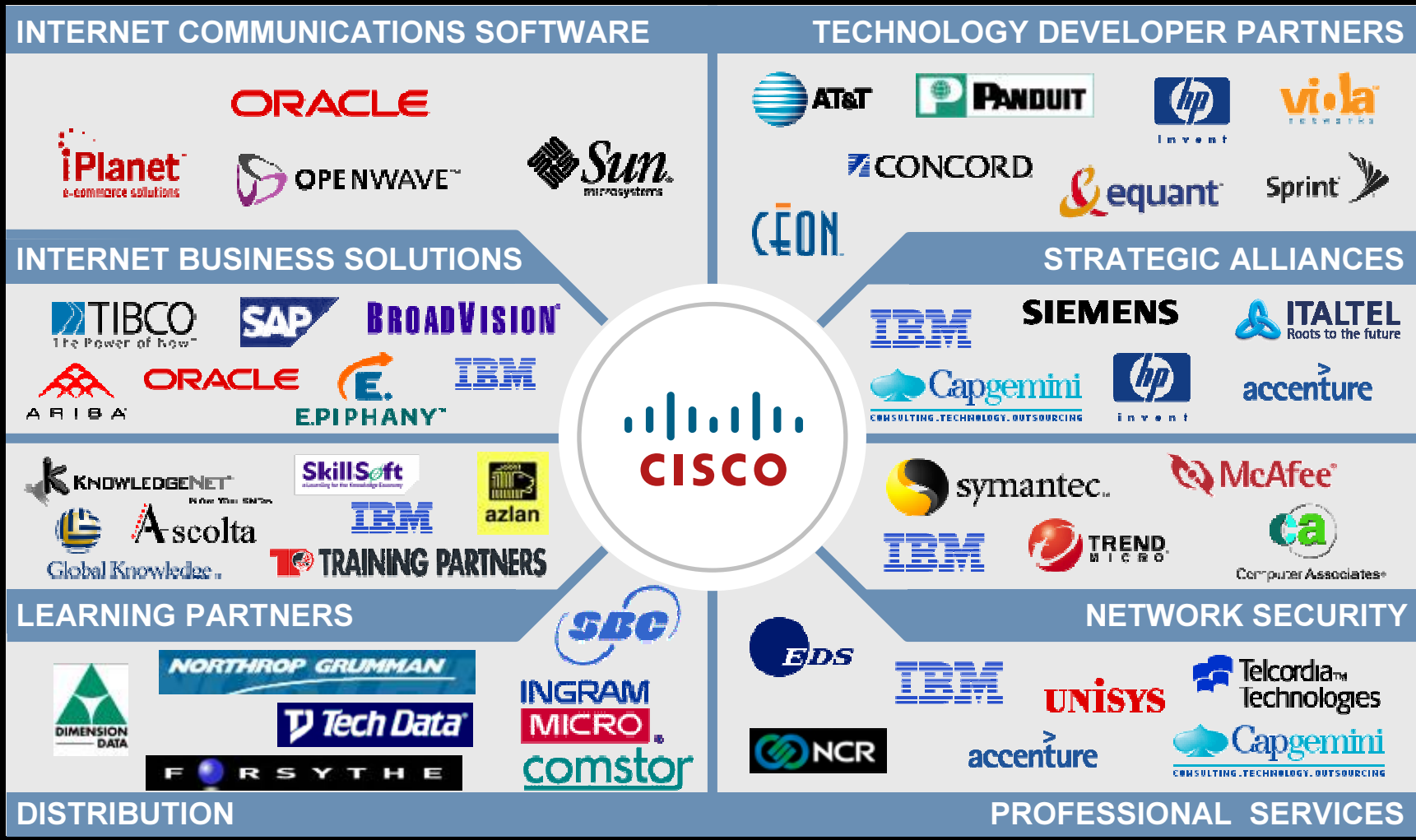
Share of Wallet

Advanced Technologies Gaining Traction



* Annual data

Cisco Business Relationships



Barron's Ranking

“ Cisco has a laser-like focus on areas that could drive revenue growth...collaboration, video, driving demand for new techs that drive network traffic growth.”

JP Morgan 9/2007

BARRON'S

The Dow Jones Business and Financial Weekly

September 2007

**The Most
RESPECTED
COMPANIES**



Barron's Ranking

2007	2006	2007	2006
1. Berkshire Hathaway	5	11. Boeing	19
2. Johnson & Johnson	1	12. PepsiCo	6
3. Toyota Motor	4	13. Coca-Cola	40
4. Procter & Gamble	3	14. United Parcel Service	13
5. General Electric	2	15. Goldman Sachs	8
6. Microsoft	22	16. Wells Fargo	12
7. Nestle	18	17. American Express	21
8. Apple	NA	18. Intel	28
9. Cisco Systems (up from #30)		19. Hewlett-Packard	25
10. ExxonMobil	7	20. Schlumberger	16

Increasing Global Brand Value

BusinessWeek

July 2007

CoverStory

Best Global Brands

*How the **BusinessWeek/Interbrand** Top 100 companies are using their brands to fuel expansion*

Increasing Global Brand Value

1. Coca Cola	11. CITI
2. Microsoft	12. Hewlett-Packard
3. IBM	13. BMW
4. GE	14. Marlboro
5. Nokia	15. American Express
6. Toyota	16. Gillette
7. Intel	17. Louis Vuitton
8. McDonalds	18. Cisco (\$19.1B ▲ 9%)
9. Disney	19. Honda
10. Mercedes-Benz	20. Google

The Network as a Platform...

“Cisco’s strategy is a story based on change—the market transitions that affect our customers. Through multiple transitions in the last decade and over the next 3–5 years, the network will evolve from the plumbing of the Internet—providing connectivity—to the platform that enables people to experience life.”

**John Chambers,
President and CEO, Cisco Systems**



welcome to the human network



