



Cisco in FY11 – solid performance in macroeconomically challenging year

Total \$43.2B | 8% Y/Y

19% Y/Y

Service
Provider

16% Y/Y

Commercial

15% Y/Y

Enterprise

-4% Y/Y

Public

Product orders and
revenues

Cisco in the last 90 days – strong results

Q1 FY'12 Product Orders: Geographic Regions & Customer Segments

Geographic Region	Y/Y Growth %
Americas	12%
EMEA	13%
APJC	13%
Total Cisco	13%

Customer Segment	Y/Y Growth %
Enterprise	11%
Public Sector	10%
Commercial*	12%
Service Provider	16%
Total Cisco	13%

The New York Times: Cisco's First-Quarter Results Beat Estimates

Wall Street Journal/MarketBeat: Cisco Systems Beats Estimates, Shares Edge Higher

Financial Times: Cisco Systems aided by quickening order growth

MarketWatch: Cisco shares jump on results, outlook

MarketWatch: Europe is one pall over Cisco forecast

Dow Jones: Cisco CEO: Americas Orders Grew By 12% In Q1

Bloomberg: Cisco Profit Tops Estimates on Cloud Growth

Associated Press: Cisco's Latest Results Show Signs of Turnaround

Reuters: UPDATE 3-Cisco Q2 outlook beats cautious Street view

Investor's Business Daily: Cisco Q1 Profit, Sales Beat Views

Cisco in FY11 – solid performance, major growth in new areas

Total \$43.2B

8% Y/Y



11% Y/Y

Collaboration

33% Y/Y

Wireless

32% Y/Y

Data Center

7% Y/Y

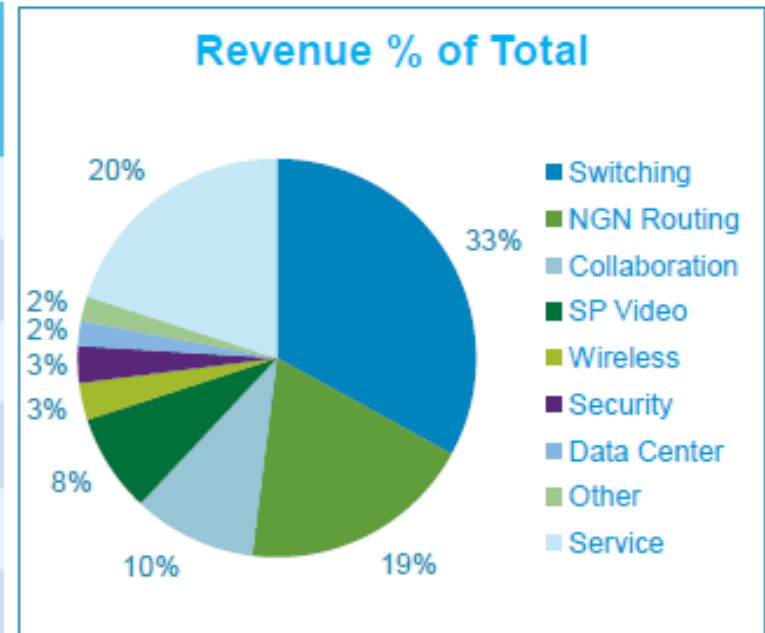
New Products
Total

Product orders and
revenues

When deciding about your own business – think about our growth areas

Q1 FY'12 – Revenue Highlights

	Y/Y Growth	
	\$M	%
Switching	\$3,675	0%
NGN Routing	2,108	(3%)
Collaboration	1,093	12%
Service Provider Video	879	13%
Wireless	362	8%
Security	320	10%
Data Center	259	107%
Other Product	256	(22%)
Service	2,304	12%
Total Cisco	\$11,256	5%



Our Strategy and Goal

Strategy

Solve our customers' most important business problems by delivering intelligent networks and technology architectures built on integrated products, services and software platforms.

Goal

“ Cisco's intelligent networks become our customers' most strategic communications, IT and business asset, helping solve their most important technology and business issues. ”

Oxford Dictionaries

The world's most trusted dictionaries

- 2 the complex or carefully designed structure of something:
the chemical architecture of the human brain
 - the conceptual structure and logical organization of a computer or computer-based system.

Our Top 5 Company Priorities

We Need to Change so Sales Can Focus on the Top 5 FY12 Company Priorities

1

Leadership in the Core... Routing / Switching / Services including Security and Mobility

2

Collaboration

3

Data Center / Virtualization / Cloud

4

Video

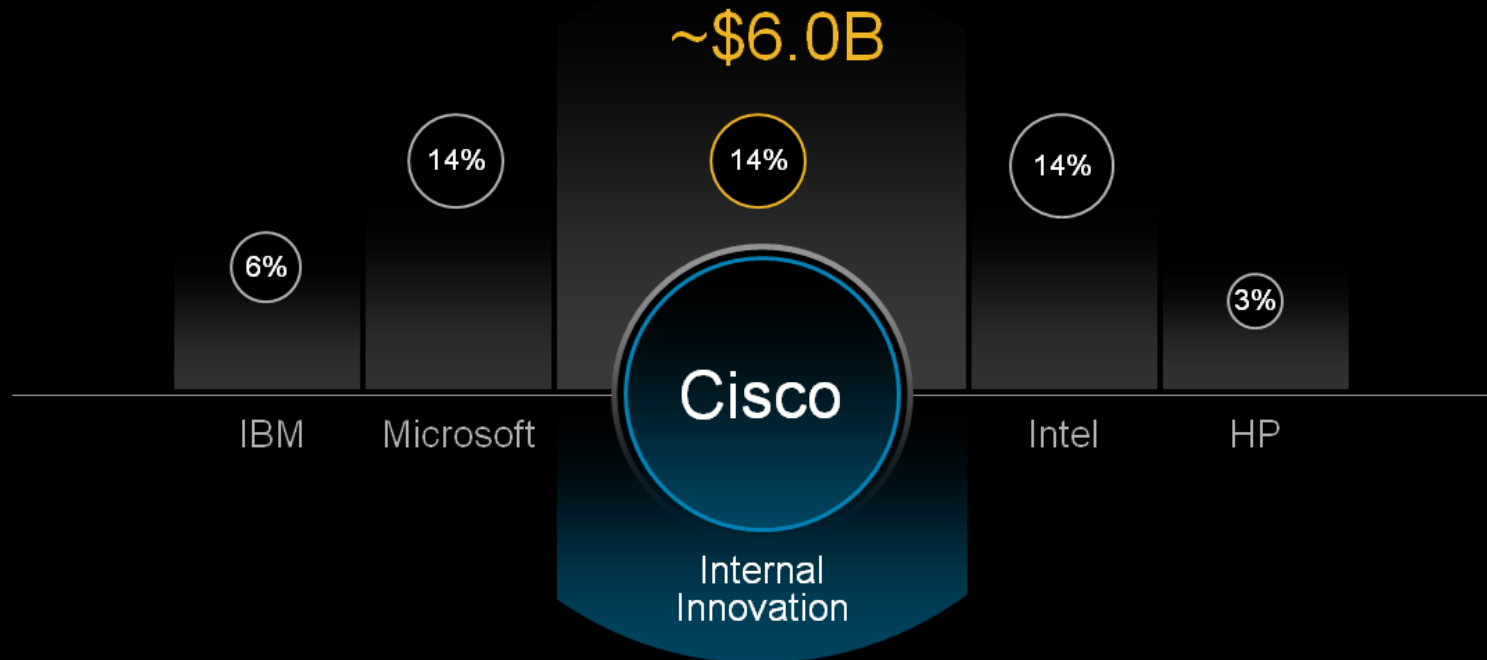
5

Architectures for Business Transformation



With Cisco you are signing up for a major future pipeline

R&D Commitment



R&D as Percent of Revenue

Source: Yahoo Finance, Company Financial Statements, analyst estimates

Cisco changes for good

Simplification

Three Geographic
Regions

Americas, EMEAR,
Gr. China/AsiaPac/Japan

Accountability

Two Global Market
Segments

*Enterprise &
Service Provider*

Concistency

Two Go-to-Market
Models

*Customer-Led &
Partner-Led*



What you will feel is that it is better, easier to do business with us

Move Decisions
Closer to the
Customer

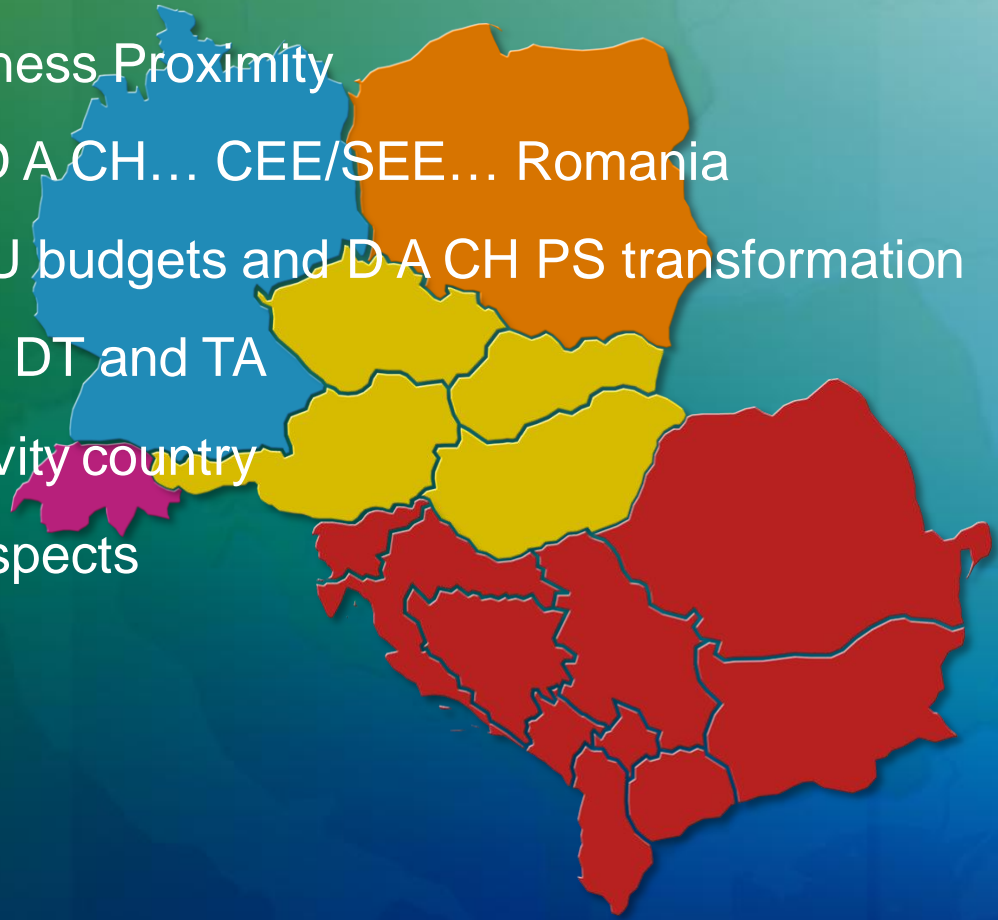
Better Focus on
Business Priorities

Return to Sales
Excellence
Faster to Yes



EMEA – Central Theater

- Geography... Culture... Business Proximity
- Manufacturing value-chain D A CH... CEE/SEE... Romania
- Public Sector leverage.... EU budgets and D A CH PS transformation
- SP territory growth evolution DT and TA
- Highest and lowest productivity country
- Provide regional growth prospects



Is the decision on PC business final for HP?

Divest/Spin-off PC Business

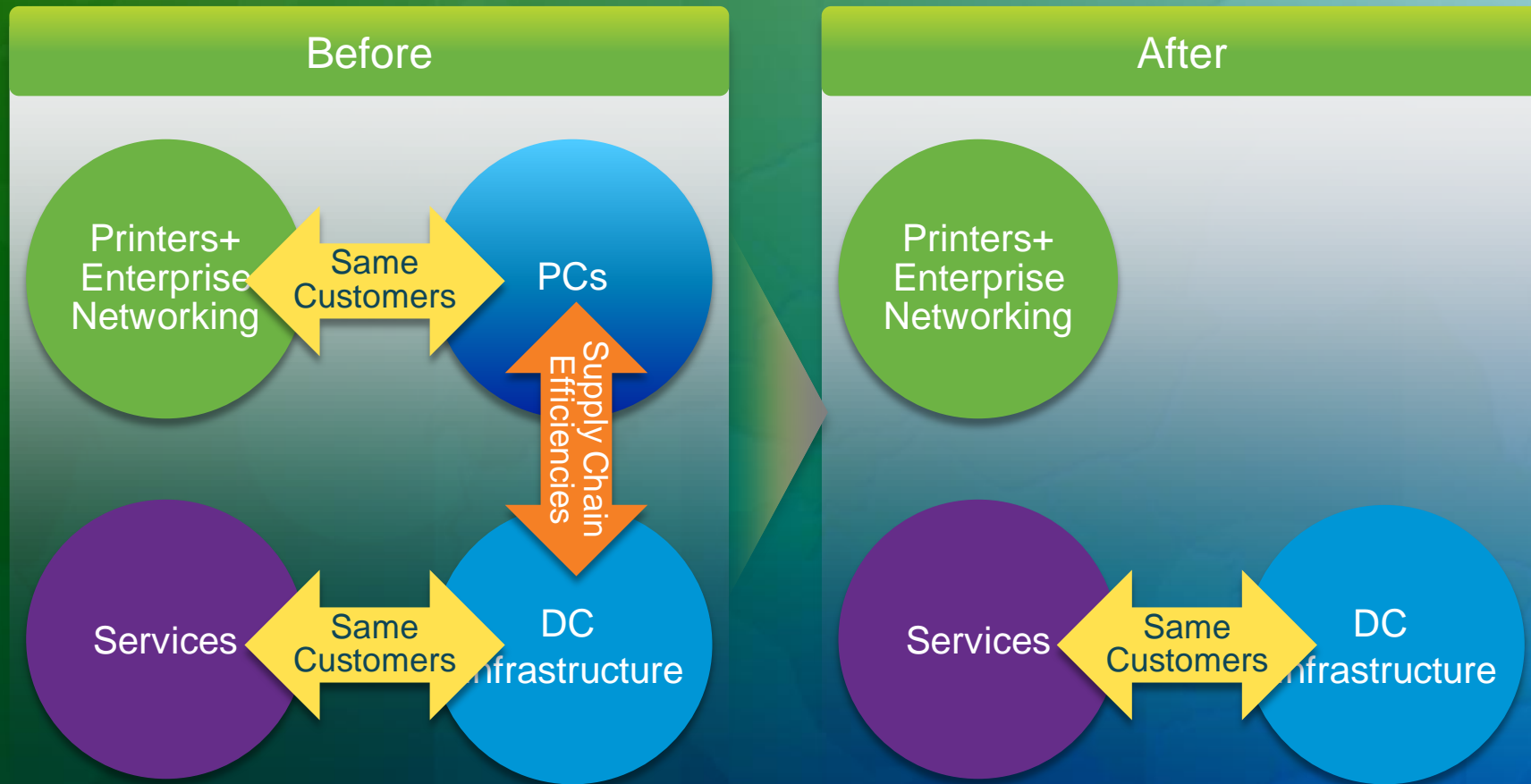
- PC market is forecasted to decline
- PC margins are getting commoditized
- Lowest margin of all businesses in the portfolio
- No play in tablet market which will cannibalize PCs
- Will negatively impact revenue and EPS growth in the future
- Need to monetize asset to invest in future growth
- Inconsistent with future strategy of focusing on Software and Cloud
- Hard for BOD to reverse its decision

Keep PC Business

- Large business
- Currently profitable
- Market leader
- Supply chain efficiencies with Server and other Hardware businesses
- Common Customers with Printer business

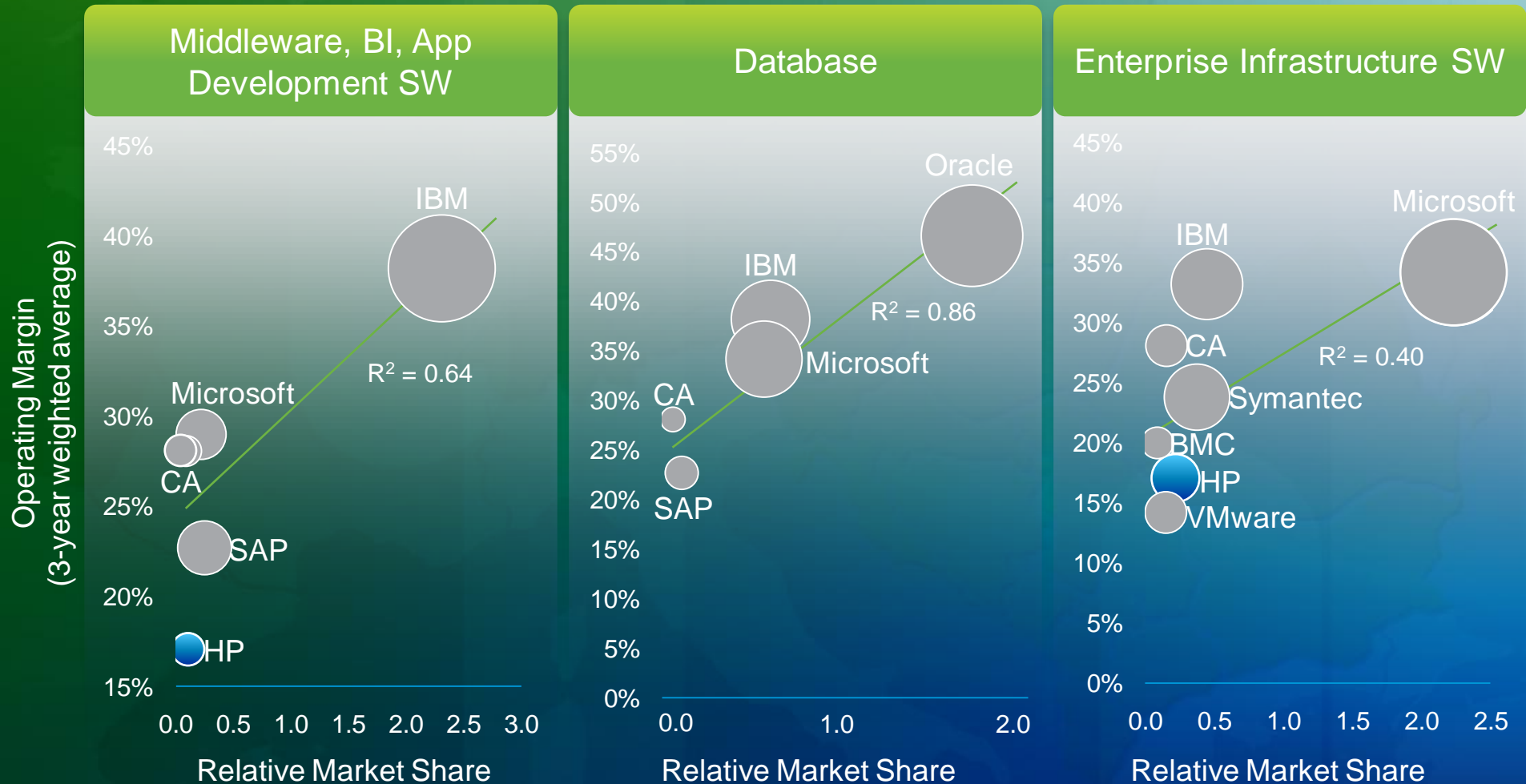
What would you do?

PC Business Is the Connecting Link Between HP's Four Main Businesses



Will HP Divest Other Businesses
in the Future to Fund Software Business?

HP Lacks Scale in Software



Large Investment (M&A) Required to Scale Software Business

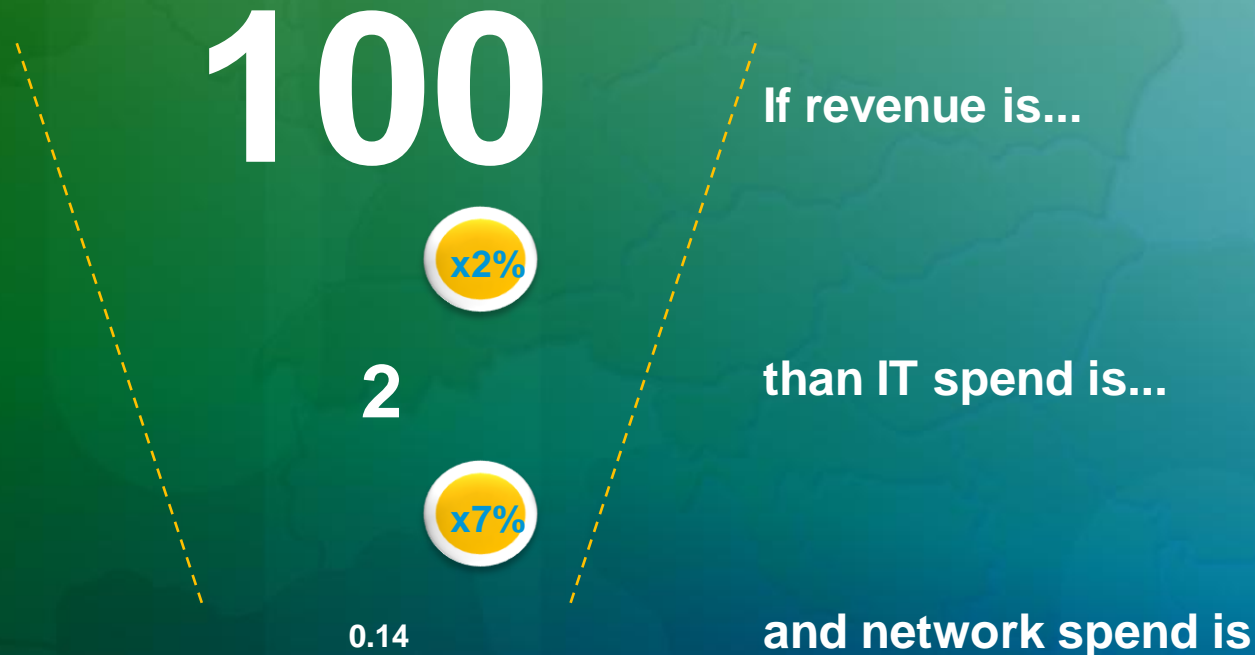
Thank you.



CEO „Careabouts“... Technology matters

- Growth – how can we increase the profit?
- Change – how can we navigate through?
- Innovation – how to increase speed?
- Risks – economy, commodity prices, security
- Government – regulations, social needs and costs

At last – we need to focus on the right things



We all fight for the 0.14% of revenue, controlled by IT and networking departments, while the true value of this investment is somewhere else...

The true value of our technology is in productivity gain

Manufacturing example

