Unprecedented Value Through Technology

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Today’s Landscape: Challenges or Opportunities?

- Video adoption will increase IP traffic to a CAGR of 18%, growing a factor of 2 by 2018.
- CIOs report that at least 25% of IT spending will happen outside the IT budget in 2014.
- Today, malicious traffic is visible on 100% of corporate networks.
- By 2018, over 55% of all Internet traffic will cross content delivery networks.
- By 2017, Cloud to grow to 69% of total DC Traffic.
- Over 50% of all IP traffic will originate with non-PC devices (e.g. smartphones, tablets) by 2018.

Source: Visual Networking Index 2013 - 2018
Services Everything: Key Technology Transitions

Communications and Collaboration as an Experience

- IP Telephony
- Unified Communications
- Departmental Collaboration
- Enterprise Collaboration
- Pervasive Collaboration

Mobility as an Experience

- Voice/Laptop
- Smartphones
- Secured Multiple Devices
- Next-generation Mobile Experience
- Lifestyle

Data as a Service

- Foundation
- Data Services
- Knowledge Management
- Big Data
- Network Data

Applications as a Service

- Foundation
- Basic Services
- Complex Services
- Multi-sourced Services
- Secured Collaborative Services

Infrastructure as a Service

- Consolidation
- Virtualization
- Automation
- Utility
- Market
Opportunity: Unprecedented Value

Connectivity

- Things
- Data
- Collaboration
- Mobile Cloud
- Internet

Participants

- Inter Company
- Ecosystem
- Globalization
- Social
- IT/OT Overlap

Email
E-commerce
Application Economy
Digitization
IoE
Digitization
Eliminating Physical Space Constraints

Decentralization of Business Process

IoT
Virtual Ecosystem
Customer/Expert
Branch Model
Global Multi-Function

Data Center/SaaS
Local Interaction
Social/Video
Multi-Source Interaction
Sensors

Decentralization of Data Source
Cisco Stakeholder & IT Landscape

Business Capabilities:
- Productivity
- Growth
- Enablement
- Innovation
- Security

Data and Things:
- 135K Laptops
- 66K Mobile Devices
- 18PB Data
- 31 Data Centers

Stakeholders:
- 71K+ Employees
- 500K+ Customers
- 17K+ Sales
- 70K Partners
- 4,469 Cloud Partner Services
Fast IT Model: Adaptive & Policy-Driven

The foundation that orchestrates the movement of services within and between cloud “platforms”

InterCloud Fabric

Infinite source of value spurring innovation in areas of acquisition, storage, analytics, usage

Data

First and best use case for adaptive architecture

Security

Source of productivity for workforce, enabler of trust with customers

Collaboration
Stakeholder Situation: Connected Supply Chain
Capturing Value in Quality, Collaboration, and Productivity

- **Stakeholders:**
  - 800+ Suppliers
  - 140 Mfg & Logistics Sites
  - 7000+ Production Servers

- **Data and Things:**
  - 45+TB & Growing
  - 68K Components
  - 2.5M Test Records Daily

- **Capabilities:**
  - 29 Supply Chain Services
  - 1M SW Licenses a Month
  - 160K HW Shipments
Foundational Technologies
Enabling New Value in the Supply Chain

Value Experience
- Access: ISE
- Dashboard
- Mobile
- Community
- Document Sharing

Data Virtualization – Composite

Data & Policy Ecosystem
- Fine Grain Access: CEPM
- Data Platforms: Hadoop/Hana
- Business Rules: Pega
- Predictive Analytics

Security

Core Foundation
- FireAMP
- Intercloud – ACI
- ERP
- Master Data
- Factory Data
- Unified Fabric
Supply Chain Value Trajectory

- **Connectivity**
  - Things
  - Data
  - Collaboration
  - Mobile Cloud
  - Internet

- **Participants**
  - Inter Company
  - Ecosystem
  - Globalization
  - Social
  - IT/OT Overlap

- **Predictive Quality**
- Adaptive Test
- Automated Data Feedback
- Virtual Test

- **Adaptive Foundation**
- Industry Standard Process

- **Scaled from**
- $25M to $50B

- **35% Capital Reduction**
- Opportunity to $45M annual benefit

- **20% Productivity Increase**
- (Cost of Poor Quality via Predictive Quality Analytics)
Stakeholder Situation: Sales & Partner Enablement
Capturing Value via Application Intercloud

Idea to offer
Market to demand
Lead to opportunity
Quote to order
Fulfill to activation/provision
Monitor to usage
Invoice to cash
Issue to resolution

Stakeholders:
18K+ Sales
500K+ Customers
70K+ Partners

Data and Things:
4.5K+ Cloud Services
20K+ Collaterals/Training
1M+ SKUs

Capabilities:
Analytics
Content
Collaboration

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Adaptive and Context-Aware Commerce Experience
# Foundational Technologies
Enabling New Value in Sales & Partner Enablement

## Value Experience
- **Access:** ISE
- Discount Guidance & Approvals
- Context-Aware Collaboration & Content
- New Business & Renewal Pipeline

## Data & Policy Ecosystem
- **Fine Grain Access:** CEPM
- Services Platform
- Search Attivio
- Business Rules Pega/Drools
- Predictive Analytics

## Core Foundation
- Commerce
- FireAMP
- Intercloud – ACI
- Unified Communication & Collaboration

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Data Virtualization – Composite
Sales Commerce Value Trajectory

- **Faster Approvals**
  - 35% Faster Approvals
  - 1-2% Discount Leakage Avoidance

- **Content & Collaboration**
  - 15% Improved Productivity for Sellers
  - Improved Customer and Partner Satisfaction

- **Adaptive & Context Aware Business Experience**
  - 10 – 15% Incremental Revenue Growth

**Participants**

- Connectivity
  - Things
  - Data
  - Collaboration
  - Mobile Cloud
  - Internet

- **Company Ecosystem**
  - Mobile Cloud
  - Content & Collaboration
  - Adaptive & Context Aware Business Experience

Faster Approvals

- 35% Faster Approvals
- 1-2% Discount Leakage Avoidance

Improved Customer and Partner Satisfaction

- 15% Improved Productivity for Sellers

10 – 15% Incremental Revenue Growth

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Evolution of the Intercloud Fabric Foundation

Biz Process Freedom

Value from Community

Value with Security and Flexibility

Value from New Biz Models

Utility

Market

Adaptive

Autonomic

Pervasive

OpFlex: Multi-Vendor Innovation

Policy Based Fabric Control

Scalable Analytics/Distributed Processing

Learning Network

Intercloud

Enterprise-Class Clouds
Core Foundational Technologies Value Trajectory

- **Unified Fabric**: Provision infrastructure in minutes. Growing definition of standard for flexibility (83%). Additional 35% reduction in TCO.
- **Automation to Cloud**: ACI-enabled Intercloud projected to reduce DC Network Service TCO 40% and ultimately accommodate exponential change.
- **Intercloud / ACI**: Improved Service Delivery

- **Standardization & Asset Optimization**: Reduced TCO for the compute service 35%.
Continuous Delivery: A New Mindset

From...

Risk

- Initiative
- Business Requirements Docs
- Conference Room Pilots
- Vanilla/Custom Apps
- IT Centric User Experience
- Separate Apps by Device
- Manual, Sequential Processes

To...

Speed

- Capability
- Active Stakeholders
- Innovation Circles
- Architectural Frameworks
- Collaborative Visualization
- Any Device/Platform
- Reusable Services/Automated Testing
Changing the Way We Work
Continuous Delivery – The Process

- Plan
- Develop and Build Continuous Integration, On-demand
- Automated Testing Built by Developers No Separate Q/A
- Deploy and Release Configurable Control Gates, Regularity Compliance
- Adapt and Scale Policy Enforced Network Adaptive Infrastructure Workload Mobility

Changing the Way We Work
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Changing the Way We Work
Continuous Delivery

Delivery Centric
- SDaaS Capability for Cloud Applications
- Transforms leverage of Developer Tool Sets
- Testing Automation: 25% Increase in Efficiency

Plan
Develop and Build Continuous Integration, On-demand
Automated Testing Built by Developers-No Separate Q/A
Deploy and Release Configurable Control Gates, Regularity Compliance
Adapt and Scale Policy Enforced Network Adaptive Infrastructure Workload Mobility
Changing the Way We Work
Continuous Delivery

Stakeholder Centric: Secure, Contextual Collaboration

- High business value interactions to drive clarity, productivity, and team effectiveness
- Seamless collaboration beyond corporate boundaries with customers, partners & consultants
- Enabling workplace transformations with a blend of physical and virtual service capabilities

Plan
Develop and Build Continuous Integration, On-demand
Automated Testing Built by Developers-No Separate Q/A
Deploy and Release Configurable Control Gates, Regularity Compliance
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Continuous Delivery Value: Beyond Agile

- Infrastructure Provisioning from weeks to minutes. Closed loop QA & increased efficiencies 25%.
- Optimization & Reuse of Services produces 5-10% productivity per year. Agile increases release windows 3x.
- Rapid Prototypes reduce cycle time 40%-50%. Collaboration improves productivity 5-10%.

Stakeholder Participation

Services Everything

Automation

Connectivity

Participants

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Business Results

IT Operating Model

Value so far:

- Cost to Serve
  - Survival

- Services everything
  - Flexibility

Run the biz

Potential value:

- Growth capabilities
- Speed to outcome
  - Differentiation

- Continuous delivery
  - Speed/Usability

Change the biz

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- Cost to Serve
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Change the biz
Internet of Everything is Everywhere

It’s about technology, process, culture, and constant, rapid change...

Challenge AND Opportunity!
Thank you