

Why Intelligence For Digital Transformation?



Contextual awareness

Top investments in this area by 2017¹

Top 3 reasons for having an intelligent infrastructure



Adaptive infrastructure

By 2020, there will be more than 40 zettabytes of data



Predictive and prescriptive insights

49% say analytics help in better decision-making²

Intelligence drives better decisions

Why Cisco for Intelligent Infrastructure

Provides end to end analytics from end point to cloud

Built in analytics and telemetry

Embedded analytics and deep telemetry in every product



Contextual insights to understand your business better

Cisco provides contextual awareness of users, apps, threats and location

Make it easier and faster to act on data

Ability to gather, process, prepare, and aggregate data



“A great multichannel experience means helping customers use technology to get what they want.”

Andy Beale, Head of Multichannel and Digital Development, F&F, Tesco

To learn more about how Cisco can help you, visit

www.cisco.com/go/digital
[#CiscoDigital](https://twitter.com/CiscoDigital)