

# Why Simplicity For Digital Transformation?

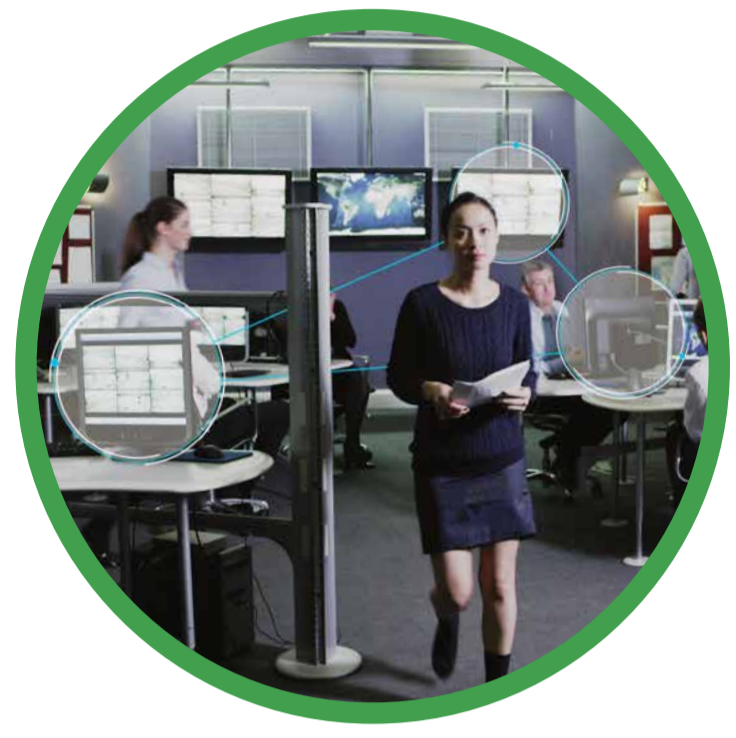
2 reasons

for increase in complexity



Millions of endpoints and disparate data sources are getting connected

50% increase in connectivity across industry value chains in 2016<sup>1</sup>



Businesses are becoming more dynamic and distributed

50% of IT spending will be cloud based by 2018<sup>1</sup>

Simplicity is the cornerstone of Digital Transformation

## Why Cisco for Simplicity



### Cisco drives simplicity for Digital Transformation



Simplicity of a single vendor

A typical customer has 30+ vendors just for security today



New flexible consumption models

without price changes



Everything cloud ready

with cloud managed products to SaaS

*“With Cisco infrastructure, we can deliver high-availability solutions with industry-leading uptime.”*

Pat O’Day, CTO, Bluelock

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