



Top 5 ways to get intelligence out of your network—and become a hero in the process.



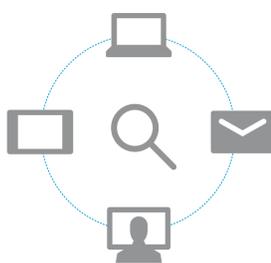
“By 2020, information will be used to reinvent, digitalize, or eliminate 80% of business processes from a decade earlier.”

— Doug Laney, VP research, business analytics, and performance management, Gartner

1

Know where to look.

Recognizing the network’s ability to deliver insights is the first step in harnessing its value, and no one is more capable of doing this than you.



New sources of intelligence:

- Connected devices
- Applications
- Users
- Machines
- Sensors

You have the power to turn information into intelligence.

2

Show business partners what they’re missing.

Your coworkers in sales, marketing, product management, and operations are struggling to make decisions without all of the available information. Your network can help them collect and make sense out of data so they can use it to achieve real business outcomes.



Sales – Real-time customer interactions.



Marketing – Target, understand, and engage with customers.

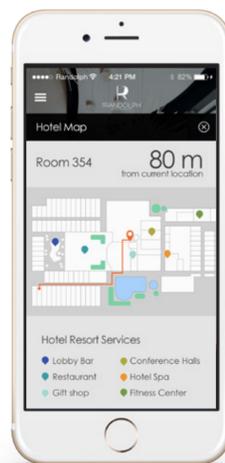


Operations – Supply-chain efficiency.

3

Give sales and marketing insights they can use.

Tap into real-time context that only the network can provide—your customers’ location, interests, and needs. **Cisco® Connected Mobile Experiences (CMX)** helps you collect and analyze data so you can provide relevant and personal mobile content for a better customer experience.



“We saw an opportunity to transform our Wi-Fi infrastructure from a cost center to a revenue generator.”

— Dania Duke, general manager, Hyatt Regency Santa Clara

4

Move at the speed of data.

Data from the network can help you make decisions quickly to increase revenue. Place products or advertisements in high-traffic areas, put the right staff in the right place, and get instant feedback on what’s working and what’s not so you can make improvements.



Just so you know

Global IP traffic will triple by 2019.¹
That’s a lot of information.

5

Choose the right partner.

Extracting value from your network requires expertise. Know what is available and how to convert it into actionable intelligence. Our consultants and partners offer services that can help you access information and insights more quickly.



The right network used the right way will produce useful, usable insights. See how Cisco can help turn your network into a source of information and innovation.

[Learn More](#)

Additional resources

[5 steps to delivering a perfect customer experience](#)

[5 steps to a digital workplace that’s anywhere, anytime](#)

1. Cisco Visual Networking Index: Forecast and Methodology, 2014-2019 White Paper, Cisco, May 27, 2015.