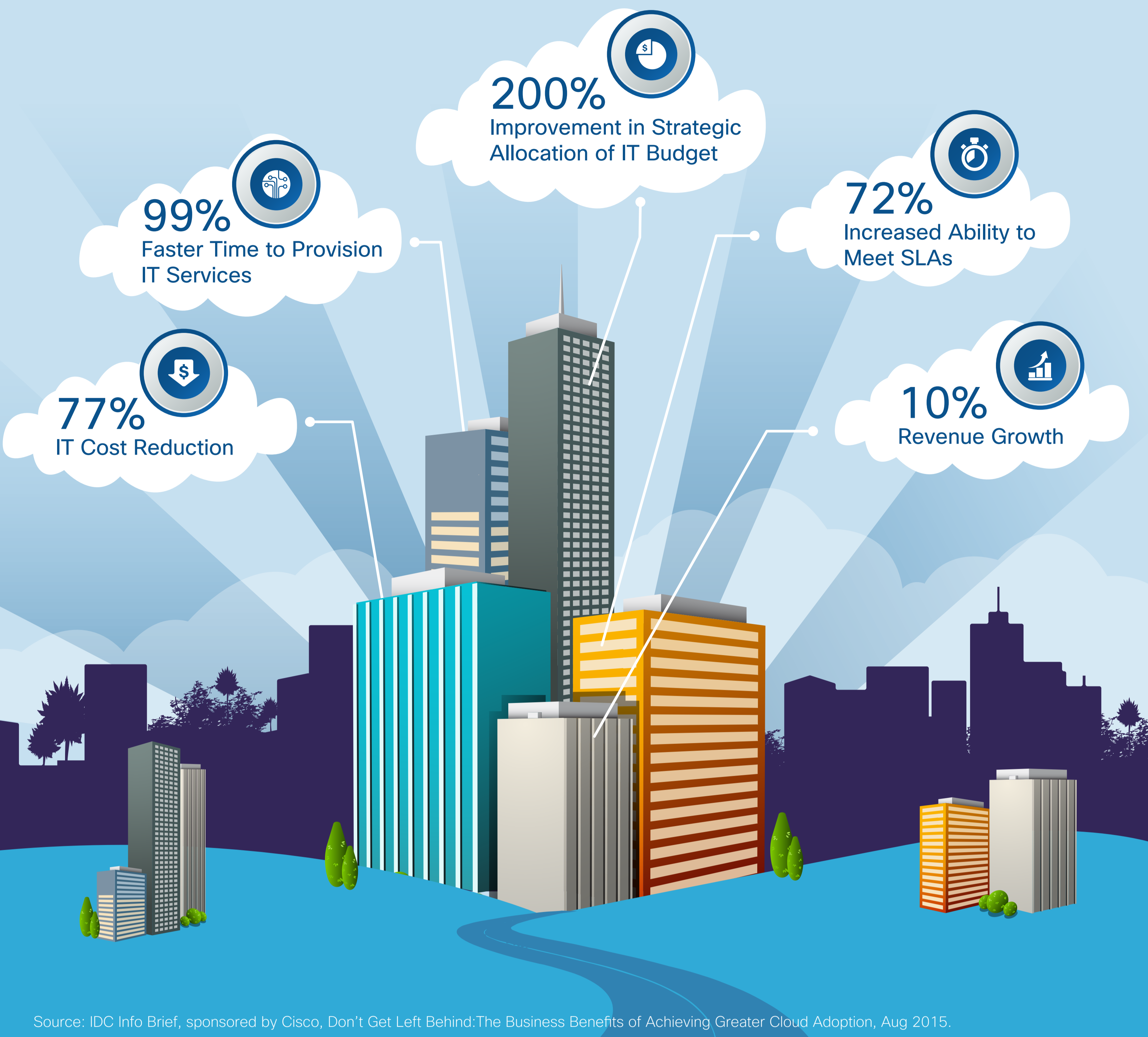


# Greater Business Impact with an Optimized Cloud Strategy

Companies expect cloud to drive key and strategic business outcomes.

According to a recent IDC study, an Optimized Cloud Strategy leads to significant business benefits...



## What is an Optimized Cloud Strategy?

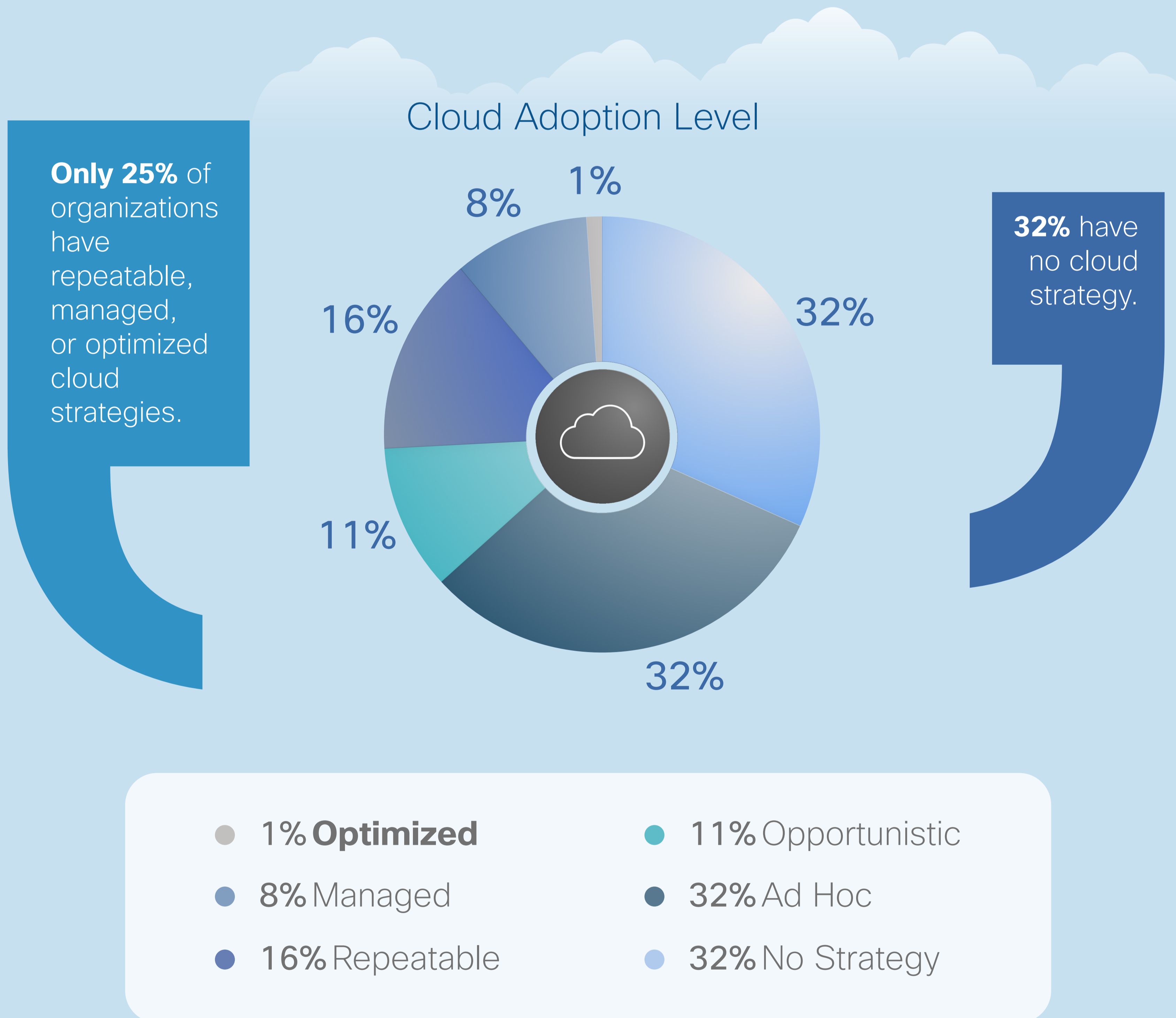


Deliver innovative IT-enabled products and services from internal and external providers



Drive business innovation through transparent access to IT capability based on value to business and transparent cost measures

Only **1%** of organizations have an Optimized Cloud Strategy.



## What's Your Cloud Strategy?

Where are you in your cloud journey? Let Cisco help you preview the possibilities. Receive your personalized cloud adoption summary (enabled by IDC).

[www.cisco.com/go/bca](http://www.cisco.com/go/bca)