Your Business. Our Ecosystem. The Cisco Partner Ecosystem Delivers.

May 2015
Agenda

Internet of Everything

$19 Trillion Opportunity

Cisco Partner Ecosystem

Partner with Partners
Internet of Everything is the networked connection of People, Processes, Data, and Things. Only Cisco is uniquely positioned to connect the unconnected with an open-standard, integrated architecture from the cloud to end devices.
The Internet of Everything Has the Potential to Grow Global Corporate Profits by 21% in Aggregate by 2022

Our Biggest Opportunity

$4.6 Trillion
PUBLIC SECTOR

$19 Trillion
Value at Stake

$14.4 Trillion
Private Sector

Five Drivers that Fuel the Value at Stake

- Asset Utilization
- Employee Productivity
- Supply Chain/Logistics Efficiency
- Improved Customer Experience
- Innovation

The Internet of Everything Has the Potential to Grow Global Corporate Profits by 21% in Aggregate by 2022
It Takes an Ecosystem

“A system, or a group of interconnected elements, formed by the interaction of a community of organisms with their environment."

“Any system or network of interconnecting and interacting parts, as in a business.”

Cisco Partner Ecosystem

The Cisco Partner Ecosystem brings together a network of trusted partners to deliver the right solutions, software and services that provide business outcomes and the promise of the Internet of Everything.
The total Cisco Partner Ecosystem will experience **11% growth** over the next four years.

IDC predicts that... 

**Cloud**  **Big Data**  **Mobile**  **Social**

...will drive over **90% IT spend growth through 2020.**
# Cisco Partner Ecosystem Snapshot

## Internet of Everything

<table>
<thead>
<tr>
<th>Manufacturing</th>
<th>Energy</th>
<th>Financial</th>
<th>Retail</th>
<th>Government</th>
<th>Healthcare</th>
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<tbody>
<tr>
<td>OSIsoft</td>
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## Solutions

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<thead>
<tr>
<th>Workforce Experience</th>
<th>Customer Experience</th>
<th>Business Innovation</th>
<th>IT Transformation</th>
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<tr>
<td>MobileIron</td>
<td>Citrix</td>
<td>accenture</td>
<td>SmartTAC</td>
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<td>VDX</td>
<td>frog design</td>
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## Innovations

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<thead>
<tr>
<th>ACI</th>
<th>InterCloud</th>
<th>Analytics</th>
<th>Mobility</th>
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<tbody>
<tr>
<td>Citrix</td>
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<td>Cloudera</td>
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<td>Red Hat</td>
<td>Microsoft</td>
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## Architectures

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<tr>
<th>Enterprise Networking</th>
<th>Data Center</th>
<th>Collaboration</th>
<th>Security</th>
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<tr>
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<td>Aviatrix</td>
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Partner with other Cisco Partners

Add New Consumption Models to Your Portfolio

Develop Solutions, Software, and Lifecycle Practices

Enhance Business Architect and Lob Sales Skills

Let’s Engage, Empower, and Innovate Together

We help partners navigate technology transitions and new buying and consumption models, like LOB buyers and Software as a Service, by offering programs, incentives, enablement, and training as well as access to the best software, solutions, and services to deliver business outcomes.
No Matter What Your Focus Is, There’s a Place for You in Our Ecosystem

http://www.cisco.com/go/partnerecosystem
TOMORROW starts here.