

Connect & Protect Your Organization in the AI Era



Jennifer Kirkpatrick, VP Americas Networking Sales

Who is Jen Kirkpatrick?



FY25 Cisco regional market revenue

Americas



\$33.7 billion
FY25 revenue

59.4%
of FY25 revenue

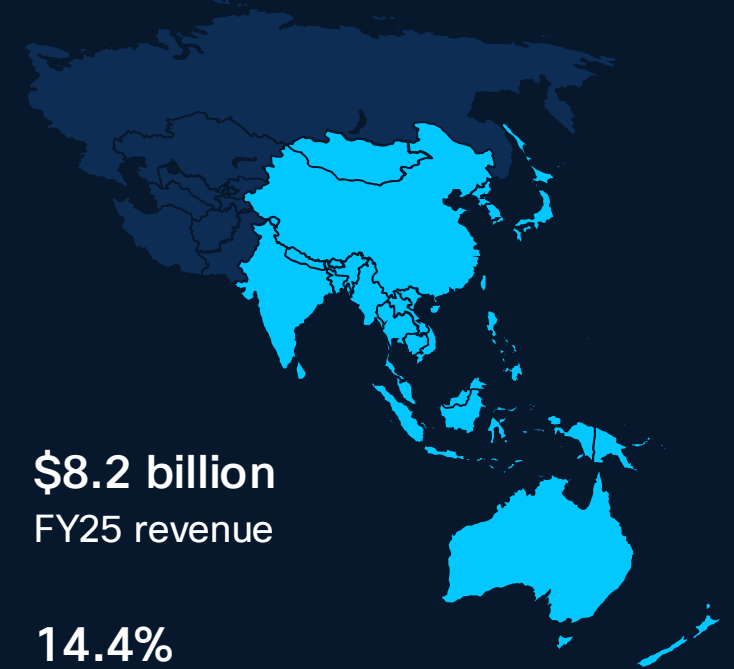
EMEA



\$14.8 billion
FY25 revenue

26.2%
of FY25 revenue

APJC



\$8.2 billion
FY25 revenue

14.4%
of FY25 revenue

#1 in market share



SD-Branch Routing



Wireless LAN



Total Managed Switching



Campus Managed Switching



IP Call Control (On-Prem)



X86 Blade Servers



Video Endpoints



SP Core + Edge Routing



Advanced Authentication Security



Connection Management



IP Phones

*Source: Dell'Oro Group, Omdia, Synergy

Cisco's acquisitions through FY25

ACCEDIAN

 **Armorblox**

 **Code BGP**

{deepfactor}

 **DEEPER
INSIGHTS**

 **DORT**

 **Lightspin**

ISOVALENT

 **ROBUST
INTELLIGENCE**

SamKnows

smartlook

splunk>

 **SNAPATTACK**

 **VALTIX**

 **wgtwo**

The AI Revolution and Pace of Change



1990: Motorola CelluLink
Mobile Phone



2007: The 1st Generation iPhone



2000: The Motorola Flip Phone



2025: iPhone 17

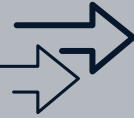
AI is transforming every industry. And fast.

What leaders are really thinking about AI and networking



AI isn't optional, it's an economic imperative.

By 2030, AI will drive \$19.4 trillion in global economic impact.



We're moving fast. But need to integrate smarter.

50% of early GenAI adopters plan to embed it into 10–20 apps.



Our networks need to think for themselves.

40% of enterprises are already embedding Agentic AI into their network operations.



AI AGENTS

AI APPS

ROBOTS

HUMANOIDS



AI demands architectural shifts



AI is network bound

Bottlenecks and latency stall AI investments



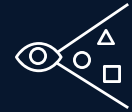
Private data center “re-acceleration”

Surge in new AI workloads on-premises



Common foundation for AI safety

Responsible AI framework for safe, trustworthy AI



Hyper-distributed security

AI’s unpredictable nature creates new challenges

**One Cisco = Accelerated
Business Outcomes**

Cisco delivers customer outcomes across the physical and digital worlds



AI-Ready Data Centers



Future-Proofed Workplaces

← **Secure Global Connectivity** →



Digital Resilience



Accelerated by Cisco AI

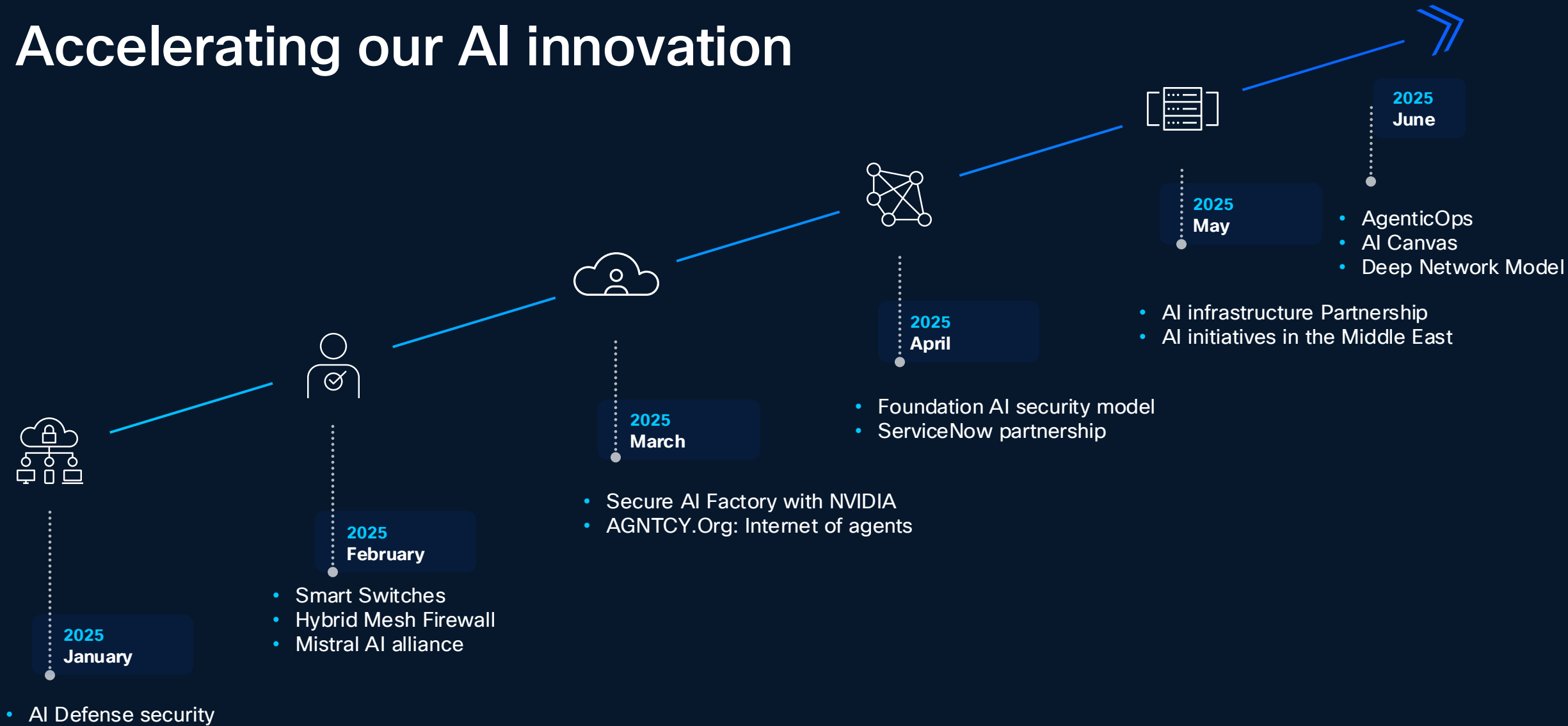


Platform

A consumer example



Accelerating our AI innovation



Why Cisco?

Cisco: Building for Tomorrow

Market-defining technology

Platform, AI, Silicon & Security

AI + human expertise

Accelerating outcomes across the lifecycle

Global scale

Worldwide reach, partner ecosystem

Building on 40+ years of customer trust

**Cisco delivers the critical secure
infrastructure to connect and protect AI**



Only Cisco combines the power of the **network** with **security, observability, and collaboration** to help organizations thrive in the AI era.



**At Cisco, we prove every day that
running a successful business with
a commitment to do good makes
progress possible.**

Chuck Robbins

Chair and Chief Executive Officer

Our Purpose is to Power an Inclusive Future for All

Purpose is core to who we are and what we do



Community resilience

We empower communities to adapt and thrive in the face of change through digital readiness, crisis response, and strategic investments.

Cisco Crisis Response | Cisco Networking Academy | Country Digital Acceleration | Community Enablement | Cisco Foundation & Social Impact Investments



Our people

Our people power the future. They fuel our business – and our award-winning culture – through their commitment to learning, connection, and collaboration.

Real Estate & Future-Proofed Workplaces | Employee Giving and Volunteering | Learning and Talent Development | Inclusion



Responsible innovation

Our technology connects and protects in the AI era. We prioritize security, privacy, trust, and ethics in what we build and how we build it.

Responsible AI | Security, Privacy, and Trust | Accessibility & Inclusive Design | Human Rights & Supply Chain | Public Policy



Energy & sustainability

Through our products, solutions, and operations, we drive energy efficiency and resilience – helping advance sustainability for Cisco, our customers, and communities around the world.

Net Zero | Energy Optimization | Product Takeback | Circular Design | Sustainability Investments

We are dedicated to accelerating
your journey to realizing value



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