

## Cisco Overview

**Cisco** is the worldwide leader in IT that helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the previously unconnected. At Cisco customers come first and an integral part of our DNA is creating long-lasting customer partnerships and working with them to identify their needs and provide solutions that support their success.

Founded in 1984 by a small group of computer scientists from Stanford University, Cisco engineers have been leaders in the development of Internet Protocol (IP)-based networking technologies since the company's inception.

This tradition of innovation continues with industry-leading products in the core areas of routing and switching, as well as advanced technologies in areas such as Unified Communications, Network Security, Video, Virtualization and Cloud Computing.

### Cisco Global Facts

- Incorporated on December 10, 1984 in California
- Went public on February 16, 1990. NASDAQ NM: CSCO (Common Stock)
- Chuck Robbins is the Chief Executive Officer, Cisco
- FY'15 revenue was \$49 billion

### Cisco India Facts

- Cisco India commenced operations in 1995; India, as a region, is part of the APAC theater
- Cisco has seven sales offices in the region - New Delhi, Mumbai, Bangalore, Chennai, Pune, Kolkata and Hyderabad.
- The Cisco Global Development Center is in Bangalore; the largest outside of the US. The centre houses Cisco's Research and Development (R&D), IT, Services and Customer Support teams and develops disruptive business models for Cisco to create new go-to-market channels, markets, processes and technologies for emerging markets. The Advanced Global Briefing Center located here showcases Cisco's latest technology solutions and proof-of-concepts.
- Currently 1000+ patents have been filed from India and 600 issued for innovations across all technologies.
- The Cisco ASR 901 Router developed by Cisco's engineering team in India received the NASSCOM Innovation Award 2012 for innovation in creating a unified platform to serve the needs of 2G/3G/4G mobile backhaul and Carrier Ethernet applications.
- Cisco India has won Aegis Graham Bell Awards 2014 for one of the SAN platforms developed out of India. The product is 9250i (Alishan) which is a storage services switch that offers 16G FC, 10G FCoE and 10G FCIP capabilities. In 2012 Cisco India won two Aegis Graham Bell Awards.

- Cisco's Unified Computing System (UCS) C series 2 socket M3 Server software and Nexus 3000 Series Switch software won awards for innovation in the Cloud Services and Telecom Infrastructure categories respectively.
- Cisco has joint Development Centers with Wipro Technologies and Infosys Technologies in Bangalore; HCL Technologies in Chennai and Zensar Technologies in Pune.
- Cisco's go-to-Market strategy is through partners
  - 2500+ Partners
  - 16 Gold Partners – Accenture Services Pvt Ltd, British Telecom India Pvt Ltd, Tech Mahindra, Dimension Data India Ltd, HCL Comnet , HCL Infosystems Ltd, IBM, Orange
  - Business Services, AGC Networks, Velocis , Wipro, TCS, Proactive , Intec Infonet,
  - Syndrome Technologies , Millennium IT (Sri Lanka)
  - 4 Silver Partners – Locuz, PC Solutions, Allied Digital Services Ltd, Central Data Systems P. Ltd,
  - 4 Distributors– Ingram Micro, Redington, Compuage and Inflow Technologies
- Support and Service: Extensive support system for customers with 23 premium depots and 1 Next Business Day Depot (logistics centres). Besides that, Cisco is the only vendor to have a support program called ARNBD (advance replacement next business day) for its resellers.
- Cisco Capital was launched in 2005 to offer flexible leasing and financial services to customers and partners.
- Currently, there are 176 Active Cisco Networking Academies across India with 24,138 active students. Overall, 1, 093,204 Students (32% female) have been impacted since the program inception and there are 32,946 Cisco certification ready graduates through the program.

## India Market Share Leadership

### Core Technologies

- ENT Router: 78%; SP Router: 60%; Switch (L2-L3): 73% (CY Q3'15, IDC)

### Advanced Technologies

- WLAN: 45% (CY Q3'15, IDC)
- Security: 32% (CY Q3'15, Frost & Sullivan)
- X86 Blade: 19% (CY Q3'15, IDC)
- IP PBX: 51% (CY Q3'15, Frost & Sullivan)

### Some key customers across India

- Corporate - Tata Group, Mahindra & Mahindra, Larsen & Toubro, Gas Authority of India, Indian Oil Corporation, Hindustan Lever
- Service Providers - Tata, Reliance, Bharti, VSNL, BSNL, MTNL, SIFY and IDEA Cellular
- Banking and Financial Services - HDFC Bank, State Bank of India, Punjab National Bank, Unite India Insurance Corporation, New India Assurance, National Insurance Corporation, Life Insurance Corporation, Bank of Baroda, Bank of India, IDBI Bank, ICICI, IDRB, Vysya Bank and Yes Bank.
- Government - State Governments of Gujarat, West Bengal and Andhra Pradesh, Supreme Court, National Highway Authority, CDAC and APDRP (Accelerated Power Development and Reform Programme)

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- IT Services - Infosys, Wipro, Digital GlobalSoft, IBM, Adobe, Intel, Cognizant Technologies, Tata Consultancy Services, Texas Instruments, Tesco, Unisys, US Technologies, Mahindra, First India Insurance, Symphony Technology, Thomson Reuters and HCL.

For further information about Cisco India, please visit: <http://www.cisco.com/in>