

## As Digital booms in India, Cisco DNA is ready to power great Digital outcomes

If there is one country where technology bridges gaps as well as the old and the new, it's India. A business organization may see India as one of the largest markets in the world, while the Indian government sees one of the world's largest populations to deliver citizen services to bring about smarter governance. Two different perceptions, two different needs, yet there's only one reality that can fuel answers to both these needs—Digital. Digital isn't simply 'technology as a tool,' but rather a philosophy of innovation which enables connectivity, engagement and development.

### Mobile & Internet

Digital has truly reached the tipping point in India. One of the most penetrated mobile ecosystems in the world means businesses and the government can leverage mobility to imagine new marketplaces or create efficient citizen services that cut red tape. Deep mobile penetration has resulted in among the lowest tariffs in the world. Customer preferences too are shifting to mobile app platforms. Some large online retailers like Myntra are shifting to a mobile app-only strategy. New players like Grofers (a grocery shopping service) are starting out as app-only.

Affordability of services, expansion of internet infrastructure and the average India's need to engage digitally has set Internet usage on fire in India. According to the 2015 IAMAI Report on Internet usage, Indian Internet users have shot up from 225 million to 402 million in just one year and the number will further rise to 700 million users by 2020 (Google India Report, 2016). In her report on Internet users, veteran Internet analyst Mary Meeker says India now tops the list of countries in adding new Internet users. And what's even more interesting is that 65% of India's Internet traffic comes from mobile.

According to a research report from Cisco VNI Mobile Forecast 2015-2020, the number of smartphone users in India crossed 239 million, firmly placing India ahead of the US. The report also showed that the year 2015 witnessed India achieving an 89 percent growth in its mobile data traffic, much higher than the global average of 74 percent. Within this usage, over 10 percent of India's mobile traffic was from businesses, which was an 85 per cent rise over the last year. Even the speed performance of Indian networks is projected to dramatically rise three-fold at a compounded annual growth rate of 25 percent in 2020. Cisco VNI anticipates the overall rise in mobile usage to continue with the compounded annual growth rate to reach 83 percent in 2020.

India even has more internet users in general than the population of the US, and has become the second largest country by the number of internet users after China. And social media on mobile connects over 134 million users in India.

### E-Commerce

This online boom has generated over \$81 billion in business and Goldman Sachs predicts the Indian online market will cross \$100 billion by 2020 with over 100 million shoppers joining up. In preparation for the implications of these changes on financial systems, the Reserve Bank of India has already issued 11 payment bank licenses which will assist in secure banking services. M-Wallet usage is also at an all-time high.

### The rural Digital boom

A vital component of India's growth strategy is the inclusion of rural areas. Mahatma Gandhi was right when he said that the future of India lies in its villages. For businesses, this is a massive opportunity as incomes and aspirations rise in rural India. The best medium to capture this opportunity? Digital. 2015 ended with over 117 million rural users on the Internet, and 30 million more are expected to join the opportunity by mid-2016. Besides ever-increasing mobile penetration, the Indian government is working on extremely ambitious projects like BharatNet, which is being rolled out to connect the farthest reaches of the country across a network of 250,000

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Gram Panchayats (village councils). This will introduce nearly 700 million rural users into the national online network. Digital will break the stranglehold of traditional rural markets by improving efficiencies in Indian markets, improving market access and removing middlemen.

The Prime Minister's Digital India vision is also making waves across the world for the opportunities it will bring and its promise to transform India.

The massive business opportunity here? Worth over \$1 trillion.

From a business standpoint, Digital is helping leading organizations manage their back-end processes and also address customer facing operations. From optimizing supply chains to data analytics that help deliver better products and services to customers.

All of this has made the networking market boom in India. According to IDC, the Networking market has just witnessed its highest revenue growth since CY 2008, with over 20 percent growth year-on-year. Research firm Gartner says that the biggest investment for enterprises in the coming years will continue to be in the networking segment with revenues expected to cross USD 963 million in 2016.

It's clear—what's happening is amazing, the opportunities in Digital are enormous and mindboggling, and what businesses and the government need to accelerate Digital even faster in India, are dynamic and agile network services as fundamental IT resources. Businesses require a vendor with whom they can partner for a stable and robust future. Cisco, under its new Digital Network Architecture (DNA), has designed solutions that address these very concerns and will help India accelerate its Digital journey.

Cisco's Digital Network Architecture (DNA) enables the digitization of business processes. Open and software-based Cisco DNA solutions help augment, adapt, scale and network across platforms. The integrity of Cisco's solutions is built on a backbone of enhanced security which is accomplished by embedding reaction points across the network for immediate threat neutralization, allowing businesses to focus on revenue generation.

The Cisco DNA approach also keeps enterprise goals front and center, ensuring that the C-suite isn't beholden to inflexible technologies. Features such as Plug-and-Play improve network management and reduce operational overhead by up to 50 percent by utilizing automation solutions. These advancements ensure that organizations obtain the maximum return on their investments by enacting automation wherever possible across the entirety of the network.

As the Digital race gathers more steam in India, businesses and government need a reliable and operations-focused IT partner to power Digital networks. Cisco DNA, based on Cisco's decades of leadership in network management and technology innovation, is the clear answer.



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