Two Cables and a Desire to Connect
Intelligent Connections at the Heart of Cisco

Connectivity
Digitize Access to Information
- Email
- Web Browser
- Search

Networked Economy
Digitize Business Process
- E-commerce
- Digital Supply Chain
- Collaboration

Immersive Experiences
Digitize Interactions (Business & Social)
- Social
- Mobility
- Cloud
- Video

Internet of Everything
Digitize the World
Connecting:
- People
- Process
- Data
- Things
Cisco within the Internet of Everything

CISCO VISION
Changing the Way We Work, Live, Play and Learn

INTERNET OF EVERYTHING & INDUSTRIES
Explosion of newly connected people, processes, data and things –
The Internet of Everything – is putting a $19 trillion revenue generation and productivity opportunity within reach.

Market Industry Trends
CLOUD, MOBILITY, BIG DATA, SDN, SOCIAL

Products, Services and Solutions
Data Center + UCS, Collaboration, Enterprise Networking, Analytics, Security,

Fast IT Infrastructure

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Customers Rely on Cisco for Innovation

- **1986**: 1st multi-protocol router, the Advanced Gateway Server
- **1989**: Border Gateway Protocol (BGP) for Service Providers
- **1992**: Groundbreaking Interior Gateway Routing Protocol patent
- **1994**: 1st major supplier of multiprotocol products awarded ISO 9001 cert.
- **1998**: 1st small office/home/telecommuting cable modem
- **1999**: IP Telephony Patent
- **2004**: Cisco Carrier Routing System (CRS-1)
- **2006**: TelePresence
- **2008**: Collaboration Portfolio
- **2009**: UCS
- **2011**: ASR 9000 Series (1st Terabit-router)
- **2013**: Network Convergence System (Planet’s Fastest Router)
- **2014**: Application-Centric Infrastructure
Cisco
At-a-Glance

FY14 Stats
Revenue: $47.1B, -3% Y-Y Growth, $36B Products, $11B Services
*$5.9 R&D, 12% of Cisco Revenue

Other Stats
More than 71,000 employees
Nearly 70,000 channel partners
380 global sites doing business in 165+ countries
More than 17,000 patents
28,000 engineers (39% of our workforce)
#1 or #2 in most market segments we serve
More than 170 acquisitions since 1993
Broad portfolio of integrated products and solutions

*R&D Spend
IBM: 6%* Intel: 19%* HP: 3%*
Acquisitions: An Extension of Cisco’s Innovation Engine

More than 170 Across Architectures
Market Leadership Matters

No. 1
Routing
Edge/Core/Access
51%

No. 1
TelePresence
44%

No. 1
Wireless LAN
50%

No. 1
Switching
Modular/Fixed
66%

No. 2
x86 Blade Servers
26%

No. 2
Storage Area Networks
41%

No. 1
Voice
35%

No. 1
Web Conferencing
41%

No. 1
Security
32%

Q1CY14
Our Greatest Supporters: Our Customers

Source: Cisco annual survey; measured on a scale of 1 to 5 in fiscal years

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## What you can expect to see at Cisco Connect

### Plenary
- Keynote
- ICT Association

### Breakout Tracks Based on Customer Top of Mind

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