There’s Never Been a Better Time

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Include this slide for a video. This is our brand campaign video.
The 4th Era of IT: More Digital Disruption

IT Era
- **1960**: Mainframe
- **1980**: PC + Web
- **2005**: Cloud + Mobile
- **2015**: IoT + Analytics + Automation (ML)

Drivers of Innovation
- **Enterprises**
- **Consumer**
- **Digitization (Data) and IoT (Machines)**
Industries are Vulnerable to Digital Disruption

40% of the top incumbents in the industries will be displaced by 2020
Competition has Changed

Xiaomi makes smartphones as well as a growing array of smart home and wearable gadgets.

Flipkart is India’s biggest homegrown ecommerce site.

Coupang is South Korean’s biggest ecommerce site. SoftBank recently invested $1 billion.

Lazada is Amazon-style general ecommerce site for south-east Asia set-up by German startup factory Rocket internet.

Grabtaxi also runs Grabcar, which does Uber-style rides. SoftBank and Didi Kuaidi are recent investors.

China

-$ 46 billion

India

-$ 16 billion

South Korea

-$ 5 billion

Singapore

-$ 1.2 billion

Malaysia

-$ 1.8 billion

Source: CB Insights real-time unicorn tracker
Competition and Opportunity Areas

- Workforce Experience
- Customer Experience
- Branch Agility
- Threat Defense
Are you Digital Ready?

Scale  Security  Service Assurance

Automation  Contextual Insights
THERE’S NEVER BEEN A BETTER TIME to change
Cisco Digital Network Architecture
Open | Extensible | Software-driven
Our Value Proposition

- Simplicity and Automation
- Threat Defense and Compliance
- Digital Capabilities

Digital Processes | Security | Digital Experiences Customer and Workforce
Cisco Digital Network Architecture (DNA)

Network-Enabled Applications

Cloud Service Management
- Policy | Orchestration

Open APIs | Developers Environment

Automation
- Abstraction and Policy Control from Core to Edge

Analytics
- Network Data, Contextual Insights

Open and Programmable | Standards-Based

Virtualization
- Physical and Virtual Infrastructure | App Hosting

Cloud-enabled | Software-delivered

Insights and Experiences

Automation and Assurance

Security and Compliance
DNA at the Heart of an Integrated Architecture
The Evolving Nature of Cisco Acquisitions and Partnerships: Software

Networking  |  Security  |  Collaboration  |  Datacenter and Virtualization

I've added "Splunk" to Security, which also needs to be animated.
What’s New?

- Hyperflex
- Cloud Scale
- Collaboration Anytime, Anywhere
- Security Everywhere
- APIC-EM Automation Platform
APIC-EM: a Network in 10 Clicks

Simple and Fast

Automated and Orchestrated

Open and Agile
Evolution to Hyperconverged Infrastructure

Hyperconverged Infrastructure

- Integrated Compute
- Centralized Management
- Unified Fabric
- Optimized Virtualization
- Scalability
Hybrid Cloud Orchestration
Enabling a Productive Workforce

Simple

Magical

Open

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Every Room

Every Pocket

Every Desk
Activate your Network to protect your Business

Attack Detection
Network as a sensor

Policy Enforcement
Network as an Enforcer

Automatic Policy Reprogramming and Security Reinforcement
Security Everywhere
THERE’S NEVER BEEN A BETTER TIME to Innovate with Cisco!

- Grow Your Business with Digital
- Simplify and Automate with New IT Models
- Collaborate to Innovate
- Secure your business, protect your customers

Cisco Solutions Summit 2016
There’s Never Been A Better Time: Connect, Optimize, Innovate!

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