

# Why Intelligence For Digital Transformation?



## Contextual awareness

Top investments in this area by 2017<sup>1</sup>

## Top 3 reasons for having an intelligent infrastructure



## Adaptive infrastructure

By 2020, there will be more than 40 zettabytes of data



## Predictive and prescriptive insights

49% say analytics help in better decision-making<sup>2</sup>

Intelligence drives better decisions

## Why Cisco for Intelligent Infrastructure

### Provides end to end analytics from end point to cloud

#### Built in analytics and telemetry

Embedded analytics and deep telemetry in every product



#### Contextual insights to understand your business better

Cisco provides contextual awareness of users, apps, threats and location

#### Make it easier and faster to act on data

Ability to gather, process, prepare, and aggregate data



*“A great multichannel experience means helping customers use technology to get what they want.”*

Andy Beale, Head of Multichannel and Digital Development, F&F, Tesco

To learn more about how Cisco can help you, visit  
[www.cisco.com/go/digital](http://www.cisco.com/go/digital)  
[#CiscoDigital](https://twitter.com/CiscoDigital)