



Technology Drivers for Small Business

Subtitle goes here

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Small Business Segment Vision and Strategy

Cisco's brand Vision

The Big Company
that loves
Small Businesses



Global Small Segment FY22 Strategy

Build data-driven
Land and Expand
customer sales
motions

Customer-first,
have the right
offers, pricing and
flexible consumption
models.

Focus on Cisco
Designed portfolio

Accelerate Partners
and Distribution,
SPaaCH &
eCommerce

Establish Brand
leadership amongst
Small businesses

Increase Cisco SaaS
sales through
Marketplaces

Executed Jointly with Cisco Distributors and Partners

The world of Small Businesses



SMBs represent 35% of global IT spending

The fastest growing sectors in the world of small businesses include auto repair shops, dry cleaners, and beauty salons

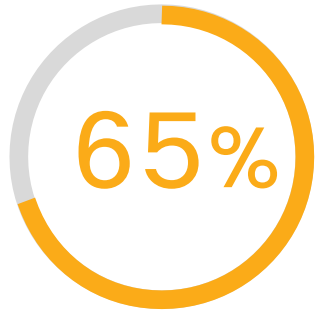
Approximately 543,000 new businesses are started each month

Average lifetime of SBs globally is 4,5 years, 30% of SBs globally will not “survive” longer than two years.

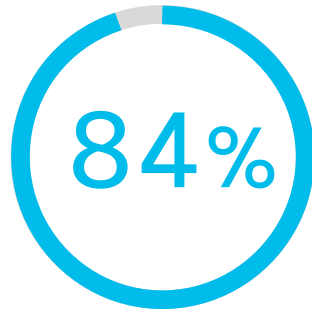
Small businesses inspire innovative ideas twice as much as big businesses, and tend to produce environmentally-friendly products

Source: IDC Futurescape & Forbes

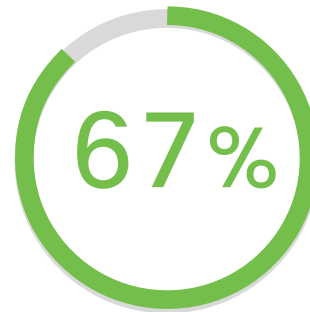
SMBs recovery post pandemic



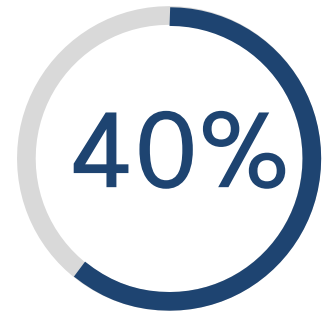
Employee's citing positive impact on motivation



Adopt a "work from anywhere" policy



See Security as their biggest concern

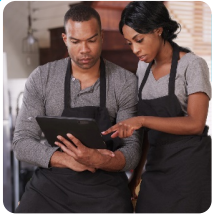


Remote Working as a key challenge

Four technology needs of Small businesses that Cisco meets

Connect – Collaborate – Analyze – Secure

Connect



Bring the internet to wherever they choose to work and establish Wi-Fi and Wired **connection**

Collaborate



Enable them to **talk, meet and exchange** with each other and their customers

Analyze



Offer **analytics** on their business performance and customer activity

Secure



... and provide a wrapper for them to do all those things and run their business **securely anywhere**

CISCO DESIGNED

NOTE: A Cisco account ID is required to access SalesConnect content

A curated set of products from Cisco portfolio, considered ideal for Small Businesses

Key Takeaways

1

SMB Investments in technology are more aligned to immediate business priority needs to survive COVID and transition the business

2

New implementation needs to help solve needs, consolidate legacy tools and provide advanced functionality

3

Tremendous opportunity for partners to help SMBs overcome internal barriers



TURN
IT
UP

CISCO *Connect* ASEAN

#CiscoConnectASEAN