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Capturing the rebound

Robin Llamas
Interim Country Leader, Cisco Philippines



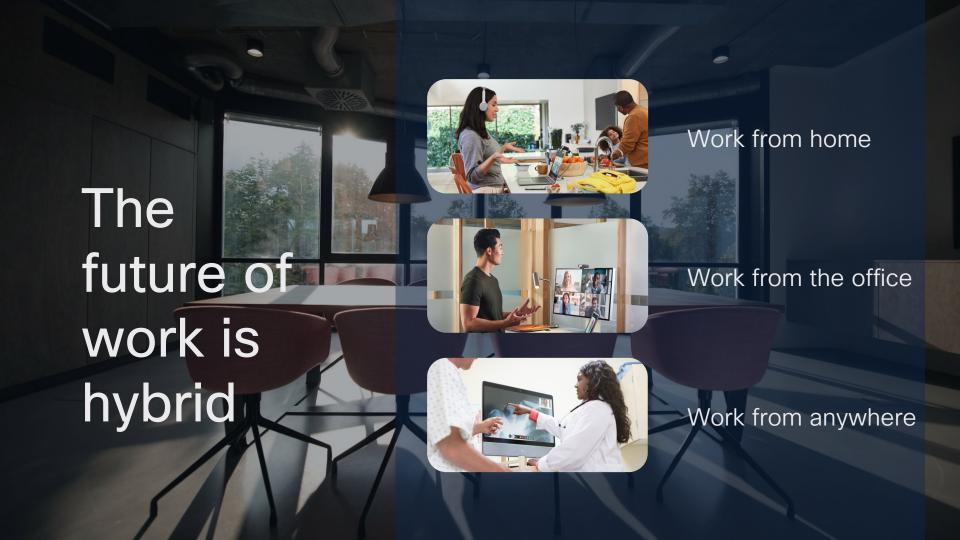




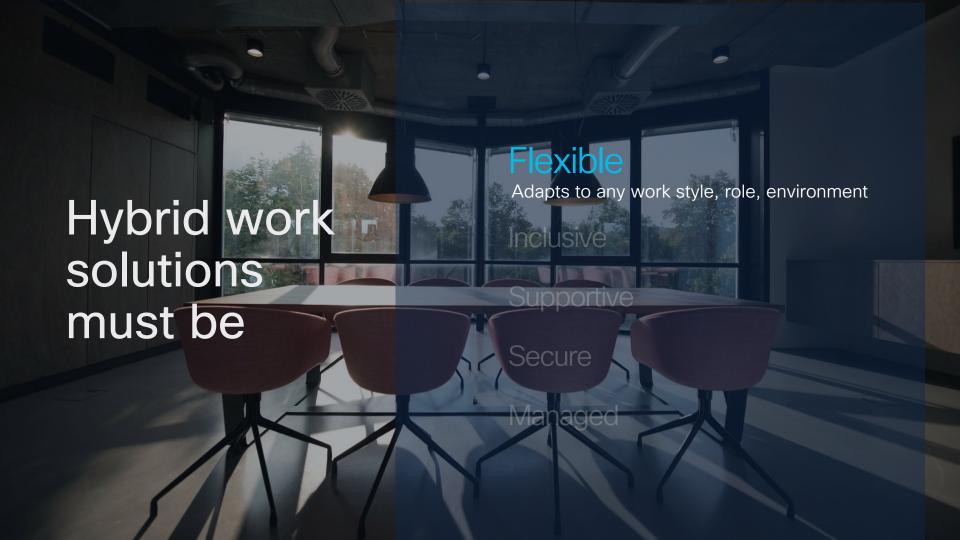


Future of Work



















Future of Modern Enterprise



## Key IT Trends

- Adoption of a Cloud Experience
- Applications are the Lifeline of Every Business
- Apps & Workloads Moving Closer to Users & Devices
- Security is Moving to the Cloud
- Transition to 5G & Wi-Fi 6

### It is all about the experience

72% think customer experience is about delighting the customer

89% say ensuring a consistent application performance is key to great user experience

88% find creating optimized application experiences important









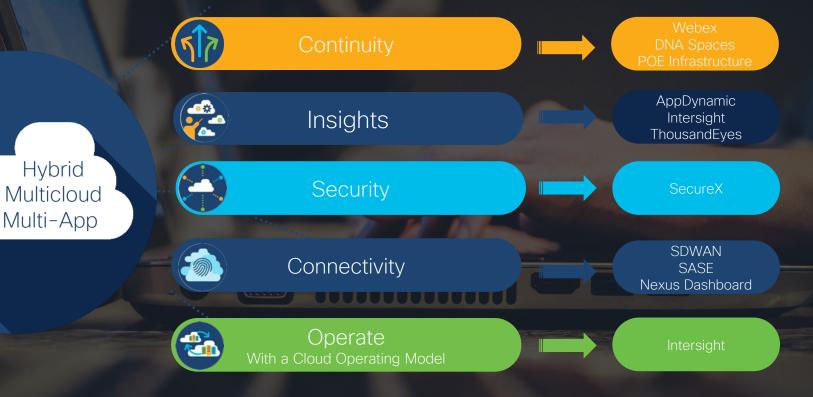






But islands of technology and operations can get in the way

### What enterprises need to succeed



















### PILLARS OF DIGITAL RESILIENCE AND ONGOING PROJECTS



#### **Connectivity**

a high-speed and reliable information highway

Cisco-PLDT Joint Private 5G Trial



#### Collaboration

an integrated and inclusive ecosystem

- Digital Healthcare
- Smart Cities

- Konektado Disaster Response Technology
- Digital Learning



#### Cybersecurity

a secure network and protected data

COVID-19 IATF
Cybersecurity Assessment



#### **COVID-19 SUPPORT**

Cisco Meraki COVID-19 Vaccine Distribution Solution a suite of smart technology designed to have better control over communications, access, field operations, and administration over a secure network that protects sensitive patient data and healthcare information.



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# Thank you

