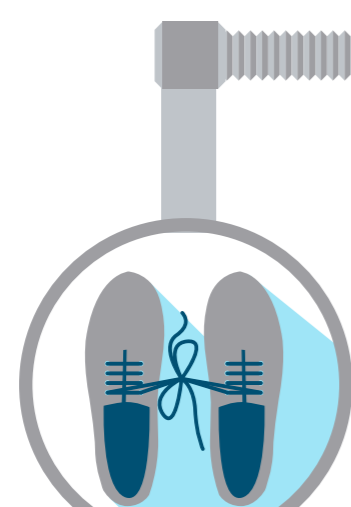




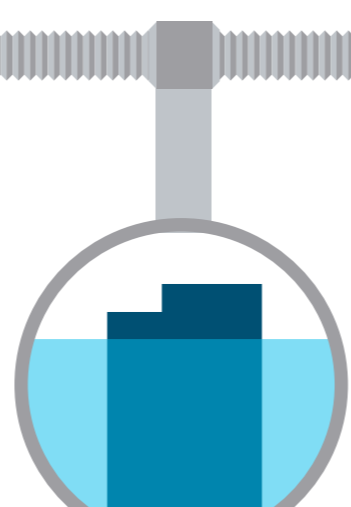
# Under pressure

Cisco Services help businesses achieve extraordinary outcomes in competitive environments.



## Too slow?

Fortune 500 CEOs were asked about the biggest challenge facing their companies. The most cited answer: **“the rapid pace of technological change.”**<sup>1</sup>



## Too much data?

**44.9 percent** of companies say that big data capabilities are important to their company today, but only **23.5 percent** actually have developed a clear strategy for it.<sup>2</sup>



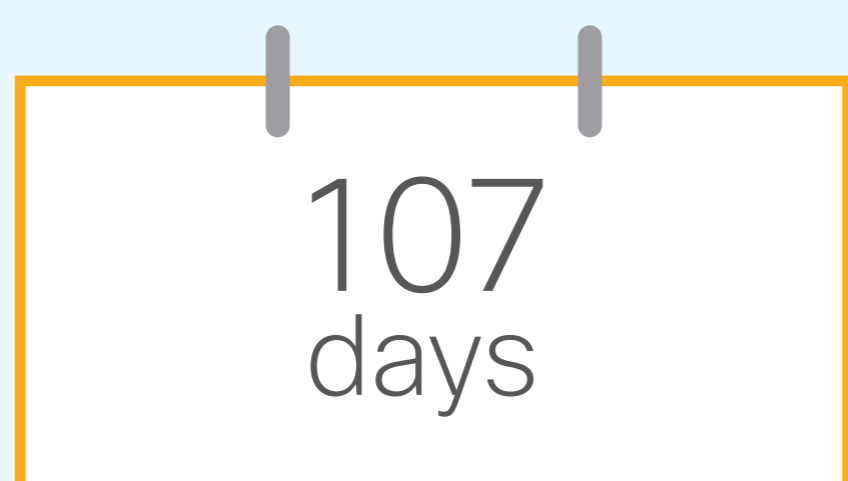
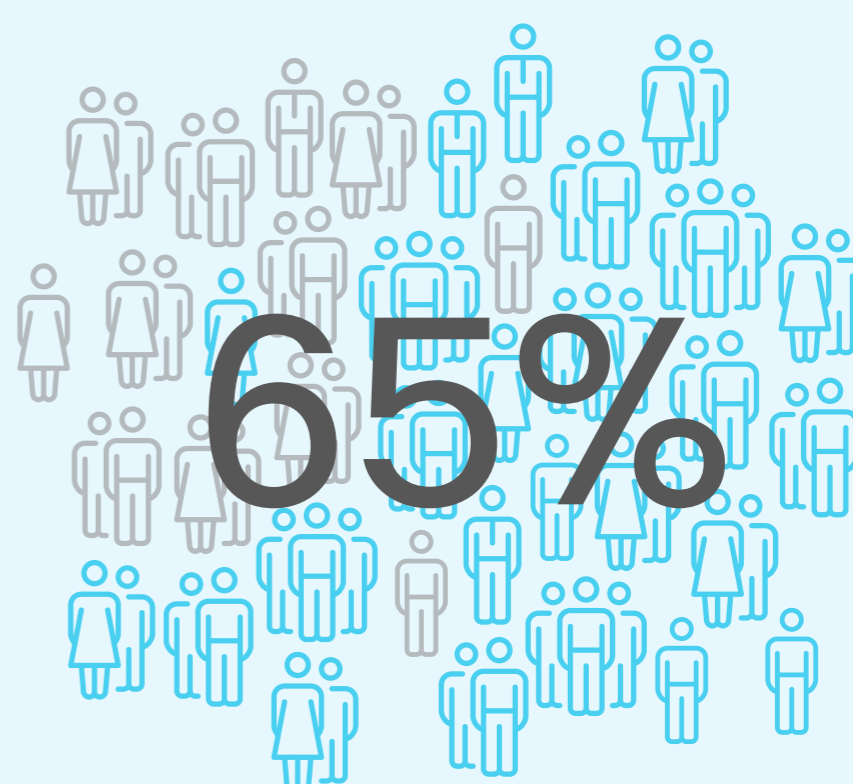
## Too much risk?

Global annual costs of cybercrime will grow to **\$6 trillion by 2021.**<sup>3</sup>

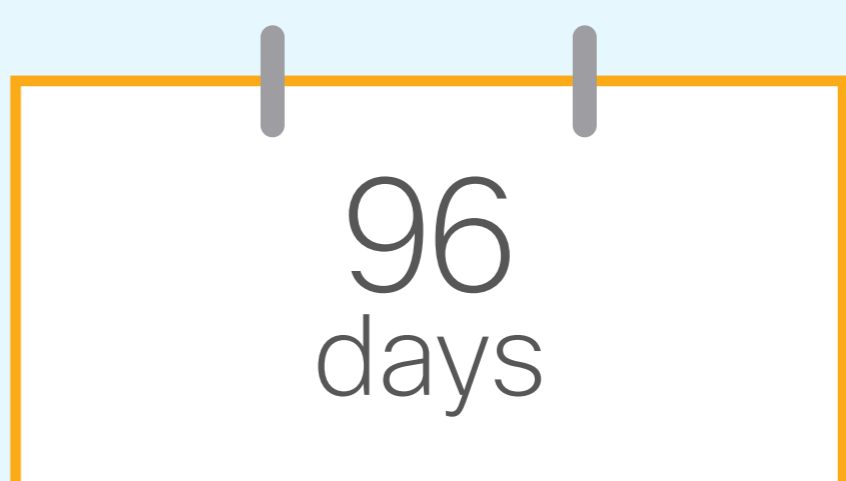
## Relief is hard to find.

Finding or hiring the expertise to meet these growing demands is getting harder.

**65 percent** of CIOs say an IT skills shortage is making it hard to keep up with the pace of tech.<sup>4</sup>



to fill a technical manager/director position<sup>5</sup>



to fill a cloud security skills position<sup>5</sup>

This is great news if you're looking for a job in IT. Not so great if you're trying to run a business.

## Cisco Services can help.

We're an extension of your team. Put our **87,000** years of collective experience to work where you need it across the IT lifecycle.



### Advisory

Identify new technology opportunities, address risk and compliance, boost agility, and map a path to new business outcomes.



### Implementation

Validate, migrate, and integrate new technologies—accelerate time to value while reducing costs and risk.



### Optimization

Get more out of your IT resources. Simplify and streamline with more uptime.



### Training

Build the skills you need for the next generation of IT services, like SDN/ACI and CCIE.



### Managed

Cisco manages networking, security, collaboration, and data centers for you, while proactively analyzing data to detect threats.

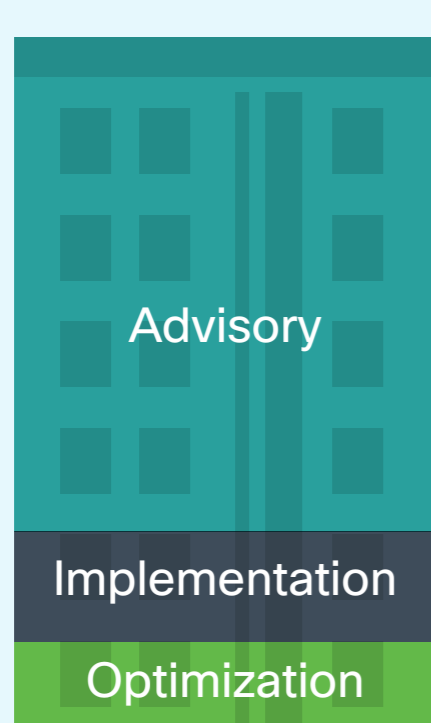


### Technical

Enhance operations, cut complexity, and ensure business continuity with comprehensive technical services.

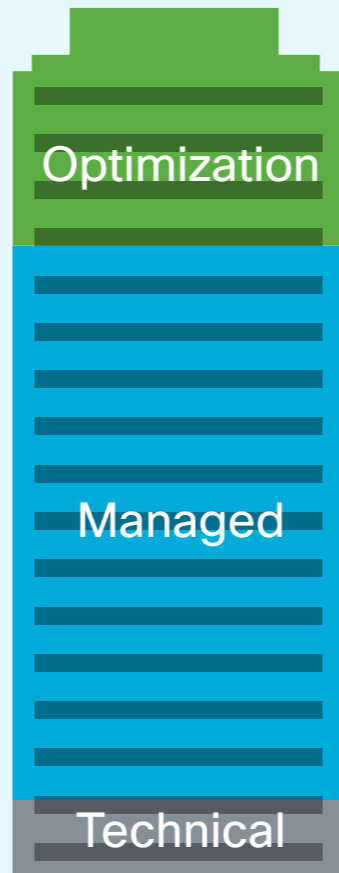
## The right service mix at the right time

Every business has different skills and needs. We augment your IT capabilities, quickly fill expertise gaps, and help you pull more value from your current infrastructure.



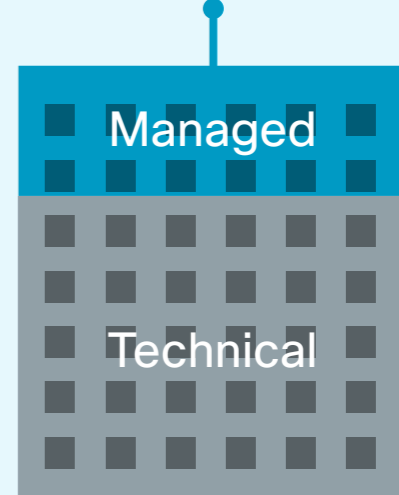
### Seize opportunities.

“We need to move quickly to capitalize on a new business opportunity; however, we're not sure if our legacy infrastructure can handle new IT initiatives. On top of that, our industry is strictly regulated—compliance and security are nonnegotiable.”



### Be agile.

“Our IT needs can fluctuate dramatically. Our day-to-day needs are mild, but we have regular spikes in demand. When these peaks happen, it is critical that we have the resources to support it—but it isn't reasonable or necessary to keep those resources 'always on.'”



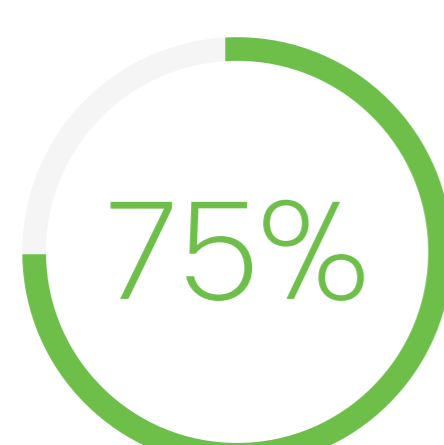
### Grow without stress.

“We're a digital-first company. We're growing fast, but our sudden growth is straining our resources. To continue to support our business, we need to relieve some of the stress on IT, but finding the right talent and expertise has proven difficult.”

## Why is Cisco the right choice for services?

- 10** consecutive J.D. Power and Associates (CTSS) certifications  
A milestone accomplishment no other company (in any industry) has ever achieved
- 20 billion** threats per day stopped  
Our wide-angle view of cybersecurity gives us a clear perspective on how to spot and stop attacks before they escalate

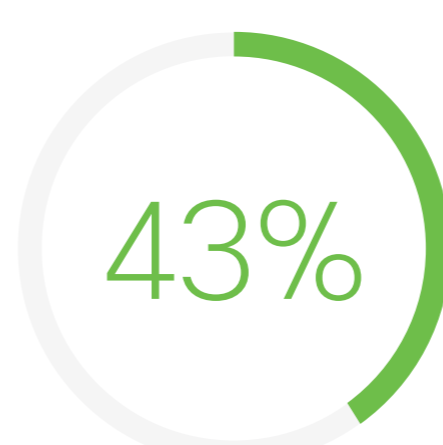
## Our customers are seeing extraordinary results.



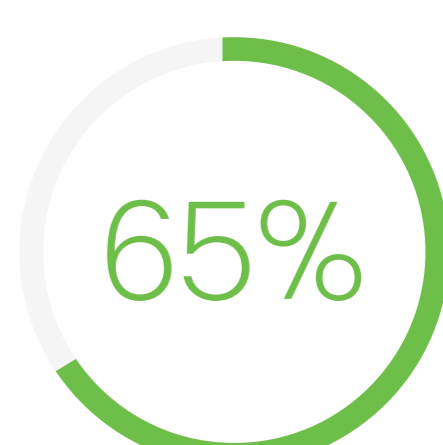
reduction in downtime<sup>6</sup>



faster deployment times<sup>7</sup>



faster complex issue resolution<sup>8</sup>



reduced risk of security breach<sup>6</sup>

Learn how Cisco Services can help you achieve extraordinary outcomes, too.

See the services

1. Alan Murray, “The Biggest Challenges Facing Fortune 500 Companies,” Fortune, June 3, 2016.

2. Business Assurance Viewpoint Report, DNV GL, Apr. 2016.

3. Steve Morgan, “2016 Cybercrime Report,” Cybersecurity Ventures, 2016.

4. The Creative CIO, Harvey Nash/KPMG CIO Survey, 2016.

5. Top 10 Hard-to-Find Tech Skills, Burning Glass Research Report, Oct. 2016.

6. The Total Economic Impact™ of Smart Net Total Care, Forrester, 2017.

7. “Cisco Services,” Cisco internal training, Apr. 2017.

8. Focus on Your Business and Leave Complex Issues to Us, Cisco, Feb. 2017.

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