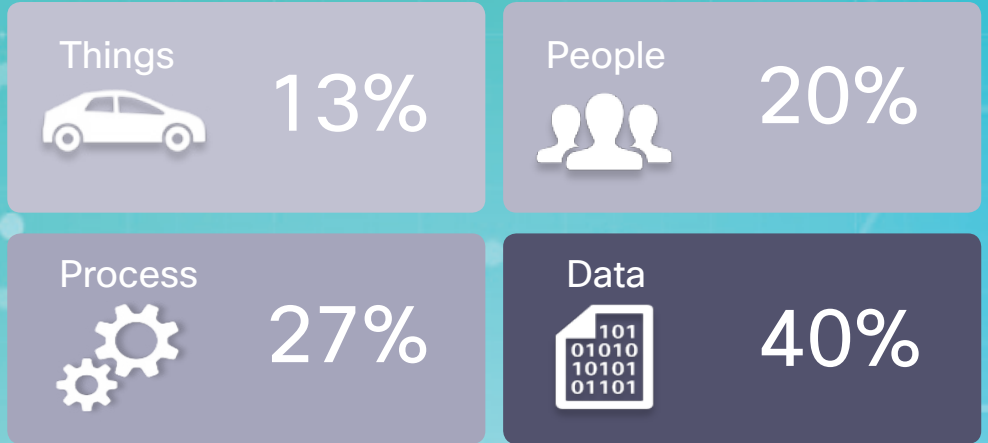


# Connect Analytics to Data

89% of enterprises believe that companies that do not adopt a data and analytics strategy in the next year risk losing market share and momentum. (Forbes)

The biggest challenge in realizing value from the Internet of Everything is uncovering insights from the millions of connected things.

In which of these areas do organizations need to improve the most to make effective use of IoT solutions?



(Cisco IoT Global Study)

99.5%

of data collected is never analyzed

(MIT Technology Review)

## The Analytics Imperative

Extract meaning and outcomes from the 99.5% of data that is never analyzed

65% of data generated by connected devices travels across Cisco networks



The infrastructure over which data travels stretches from the data center to the branch office to the network edge to the cloud

Data is massive, messy, and everywhere



Optimize what you store and reach what you need

90% of assets from data analytics efforts are siloed and un-leverageable (Gartner)



Bring the volume and variety of data together into a unified view, no matter where it lives

Agility at the edge, scale in the data center



Connect analytics to data, in the data center and at the edge, so you can deliver insight and action when and where they are needed most

Develop insights for better business outcomes



Change behavior, capture opportunities, respond to threats, and improve your business

Only Cisco has the infrastructure reach to deliver connected analytics from the data center to the edge



Real-time analytics at the edge

Hardware



Packaged analytics for rapid value

Software



Connect people, processes, and data

Services



Expertise to develop a customized strategy

Consulting



Cisco connects all types of things, bringing analytics from the data center to the edge for faster insights and action—and it all starts with your infrastructure.