Connecting the Unconnected

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Amazing Things Happen When You Connect the Unconnected

99% of the World is Still Not Connected
The Evolution of the Internet

Connectivity
Digitize Access to Information
- Email
- Web Browser
- Search

Networked Economy
Digitize Business Process
- E-commerce
- Digital Supply Chain
- Collaboration

Immersive Experiences
Digitize Interactions (Business & Social)
- Social
- Mobility
- Cloud
- Video

Business and Societal Impact
1995 “Fixed” computing (You go to the device)
2000 Mobility / BYOD (The device goes with you)
2011 Internet of Things (Age of Devices)
2020 Internet of Everything (People, Process, Data, Things)

Digitize the World
Connecting:
- People
- Process
- Data
- Things

50B things
200M
10B things
50B things
Business Opportunity in an Evolving World

The Internet of Everything

Create and Expand New Markets and Services

Create Better Experiences to Build Better Relationships

Empower People/ Increase Efficiency

Deeper Insights for Greater Decision Making

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The Internet of Everything

- People to people (P2P)
- People to machine (P2M)
- Machine to machine (M2M)
Catalyst for three tech-enabled themes

GROWTH OF NETWORKED ECONOMY
- Private and Public Sector all connected with consumers, citizens, patients and learners
- Enabled by collaboration and social innovation

DEPENDENCE ON THE CLOUD
- To drive business agility, security and lower cost
- Delivery applications faster through Virtualised Data Centre and Application-centric network infrastructure

MOBILITY, DEVICES, VIDEO EXPLOSION
- The consumerisation of everything
- Open and personalised, location, device and application independence
What will the world look like when we connect the unconnected?

Empowered Vibrant Intelligent Relevant Innovation

In an interconnected world even the smallest things will have big implications

Especially to your business
What is the Value at Stake Over the Next Ten Years?

$14.4 TRILLION
Between 2013–2022

What Fuels Internet of Everything Value At Stake?

- Asset Utilization $2.5 T
- Employee Productivity $2.5 T
- Supply Chain/Logistics $2.7 T
- Customer Experience $3.7 T
- Innovation $3.0 T

The Internet of Everything has the potential to grow global corporate profits by 21% in aggregate by 2022.

Source: Cisco Internet Business Solutions Group, 2013
But, We’ve Only just Begun….

… to change the way the world works, lives, plays, and learns
Asia Pacific is undergoing once in a lifetime transitions that will change the world....
We ‘see around corners’…

… and shape markets
Cisco Asia Pacific Vision and Strategy

Vision
Change the way the world works, lives, plays and learns by improving the experience of life of two-thirds of the world’s population.

Strategy
Become the most relevant and trusted partner for APJC business and government leaders and solve our customers’ most important business challenges by delivering the best IT solutions and services with value and simplicity.
One Cisco Asia Pacific:
We are relevant and committed

- FY12 Revenues of $7.3B, 5 Regions
  Asia Pacific, ANZ, Japan, India, Greater China
- Presence in 16 countries, 46 offices
- 16K regular employees, + 18K vendor employees
- ~8,000 engineers, 2 major R&D centers
One Cisco Asia Pacific:
We are relevant and committed

- Supply Chain Operations in 9 countries
- 4 Manufacturing partners, 7 Major OEM/ODM partners, 4 Logistics partners
- 35+ Manufacturing Sites, 10+ Logistic sites, 590 direct jobs, ~21,500 indirect jobs
One Cisco Asia Pacific:
We are relevant and committed

- 3000 corporate and local services team members across Service Sales, Advanced and Technical services
- Major TACs centers in Sydney, Bangalore, with in-country TAC’s in Beijing, Seoul and Tokyo
- 250+ depots across the APJC region
- 50% of APJC TAC engineers are CCIE certified
- 16,000 Registered Partners, 300 Gold and Silver Certified
Technology enablers which help to meet Business needs

**BUSINESS NEEDS**
- Growth / Productivity Opportunities
- Speed of Innovation
  - New Business Models
- Changing Customer & Employee Experiences
- Emerging Markets
  - Global Talent
- Security, Privacy, Regulatory Compliance

**INTELLIGENT NETWORK**
- Harness Network Value
- Drive Business Agility
- Create Operational Simplicity

**TECHNOLOGY ENABLERS**
- Internet of Everything
- Cloud
- New Breed
  - Apps
  - Platforms
  - Operating Systems
- Big Data
- Mobility / Video
We want to Earn our Customer’s Partnership

• We solve today’s business challenges by anticipating tomorrow’s opportunities
  • We develop world-class technology with a history of market changing innovation
    • We possess unrivaled expertise, from our people to our partners
“Cisco helps you make the most of tomorrow’s opportunities.”
Thank you.