The Cisco India Story

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December 5, 2013

TRANSFORMING THE LIFE EXPERIENCES FOR 1.2 BN PEOPLE:

OUR VISION

#1 IT COMPANY…
OUR GOAL

Cisco in India: Sustained and long-term commitment

Foundational → Strategic

1995: Tactical
Focus on Distribution / Sales

2005: $1B Commit
- R&D
- Business Development
- Support / Services

2007: Globalisation Centre East (1,700 people)
- Goal… All Functions / 10,000+ People
- Expansion: Executives / Resources (20+)
- Additional $100M Venture Capital

2009: Major Innovation Expansion
- Focus on Emerging Countries / Markets
- Smart+Connected Communities and Inclusive Growth
- Additional Product Families

2013: 2nd Global HQ (11,800 people)
- Expansion of Major Functions
- Profile of a mature MNC HQ
- Consolidated India Leadership

Sales-Oriented → Product Innovation → Business Innovation

Enabling India's Social and Economic Development

Strategic partner to GOI: National Infrastructure & Public Safety & Security Projects

Infusion of $220Mn+ of Cisco Capital into India

Top 3 Stock Exchanges run on Cisco

Enabled 8200+ commercial partners across India

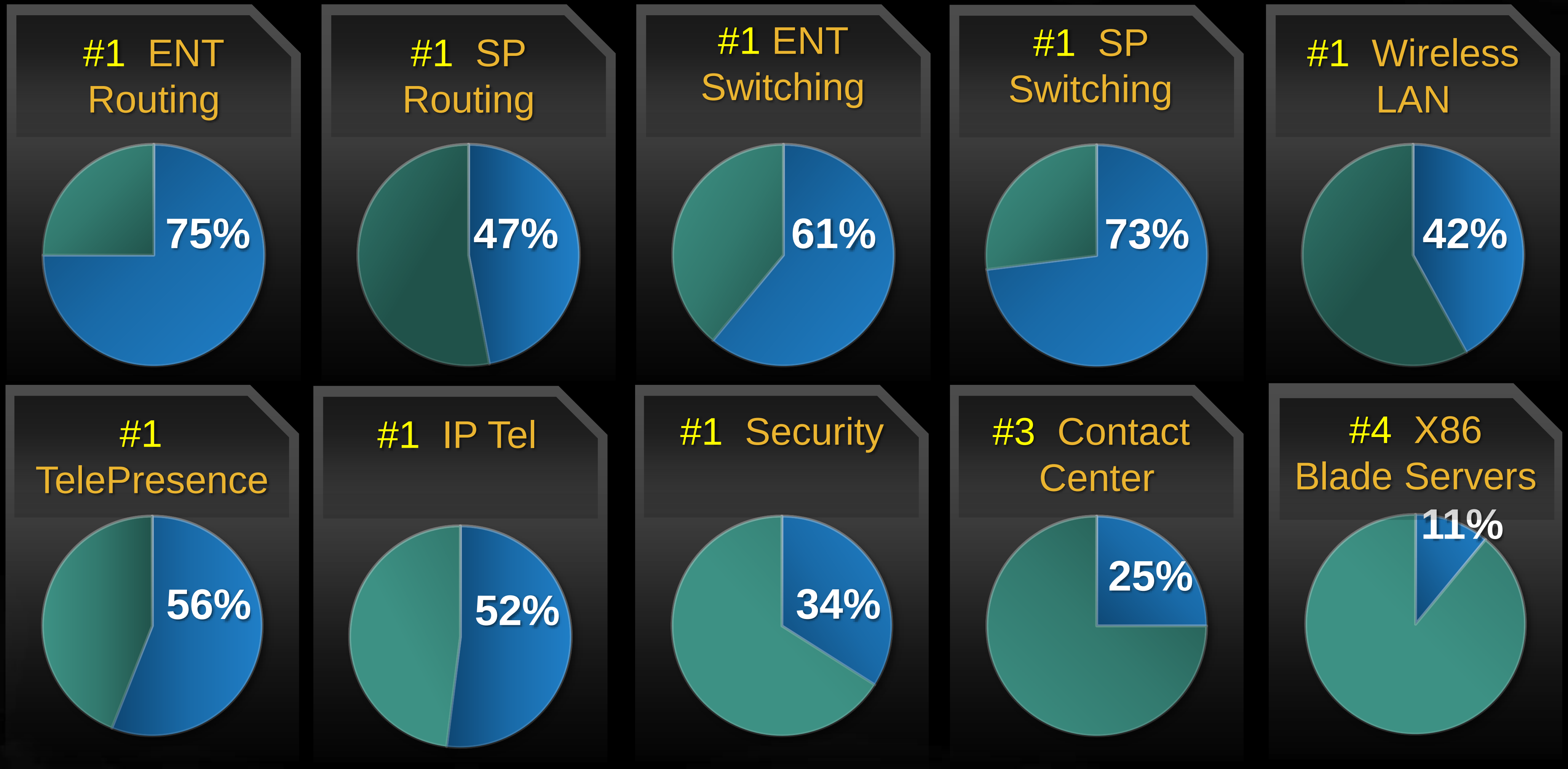
BFSI: 24 of the Top 25 banks in India are on Cisco's network infrastructure

Top 10 ITS Customers in India run on Cisco

Cable & DTH Revolution – touching over 150 Million Consumers Across 30 Mn Homes

60% of mobile internet runs on Cisco infrastructure

How We Disrupt…Innovation…India Market Share & Architectures



Note: Market Share is 4Q Rolling share for Q2CY13 for all technologies except NW Security where it is for CY12
Source: IDC, Frost & Sullivan: Q2CY13 tracker data for all technologies except NW Security where data is for Q4CY12.


The World is
CHANGING
IT as the Next Wave of Relevance

And is CHANGING FAST

Market Transitions

Technology Transitions

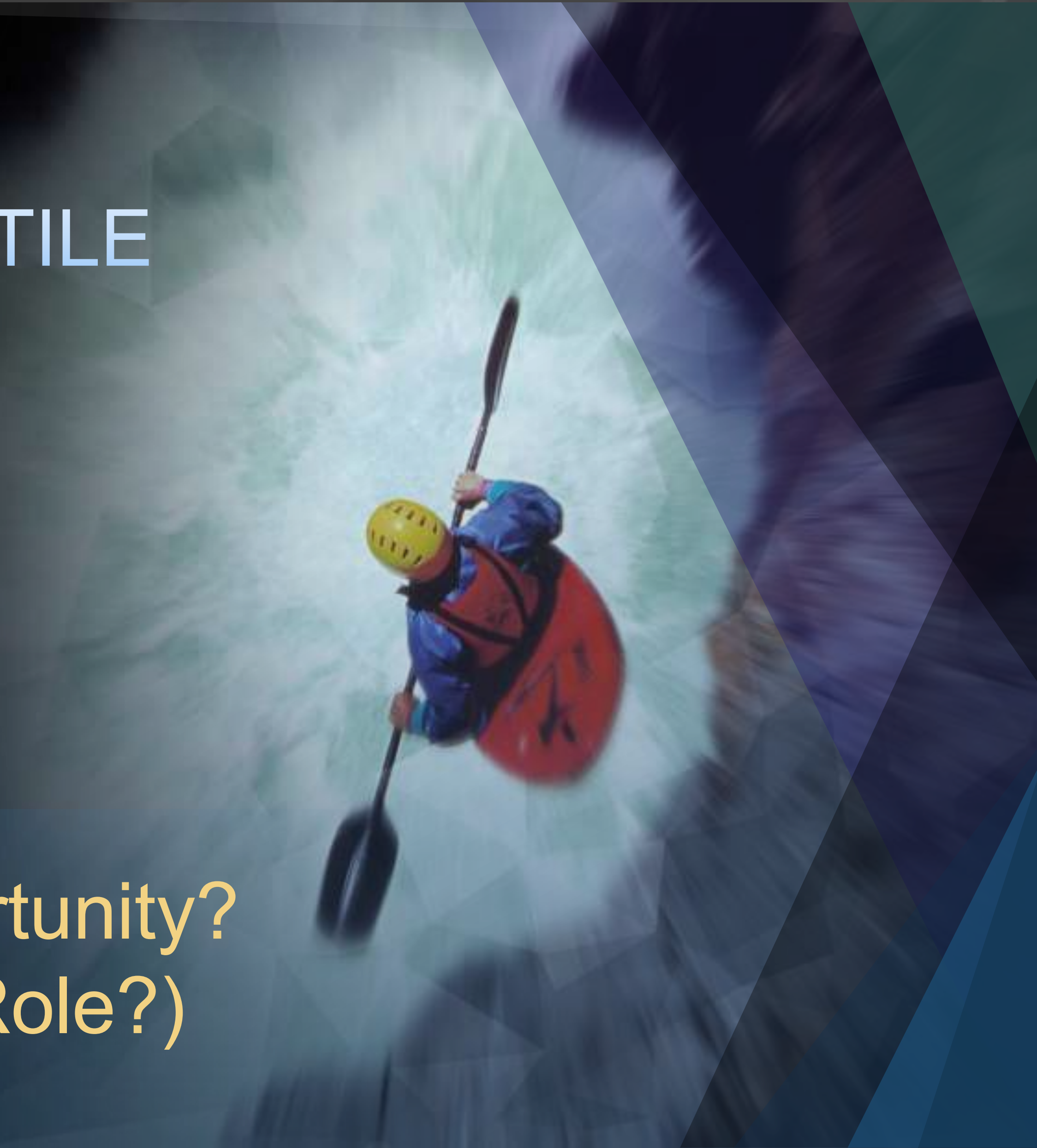
Economic Transitions

PACE OF CHANGE ^{2}

Customers' Survival → Innovation, Speed, Prioritization, Execution

MARKETS INCREASINGLY VOLATILE

- 24% Fortune 500… 25 Years Earlier
- 87% Severe Stall… 11% Recover
- 1/3 Companies… Survive… 25 Years



Fear… Required Change… Opportunity?
Transform Their Business (IT's Role?)

Source: Olson and van Bever, Stall Points, 2008, Baselinemag.com, 2009, Cisco IBSG, 2011; Fortune 500, 1987, 2011.

What a Changing World Means for India's Biggest Verticals

Service Provider	• Smartphone Proliferation and primary connectivity through mobiles • 99% of incremental revenues accruing to the 'Top 3' operators • Better Monetization of Video (avoid commoditization)
BFSI	• 41% of India unbanked → Complying to Financial Inclusion norms profitably • Rapidly changing customer usage → 227% YoY growth in mobile banking ; Branchless banking among high net-worth customers
IT Services	• Transition from a systems integrator to a 'service provider' with Cloud & as-a-service • Emphasis on productivity gains through non-linear business models → Increasing emphasis on SMAC (Social, Mobile, Analytics and Cloud)
Public Sector	• Tech-enabled welfare schemes and services → Direct Cash Transfers with Aadhaar • Need for citizen safety and security as well as incident management for City infrastructure → 25 RFPs in play for City Safety and Security across India
Commercial	• Increasing digitization and automation needs of SMBs → ITaaS / IT-in-a-box • Growth in SMBs outside Metros (80% of the SMB economy in non-Metro clusters) • Vertical solutions delivered at scale

The Only Constant is Change

Technology Transitions

- Mobile
- Cloud
- New Breed of Apps
- Data & Analytics
- Internet of Things

Changing Role of IT: From Enabler to Differentiator

- Growth & Innovation
- New Business Models
- Experience Expectations
- Globalization
- Security & Privacy

Business Implications

Evolution of the Internet

Amazing Things Happen…

Connect the Unconnected

And an expected
77,000,000,000
downloads in 2014

Number of DEVICES

1984:	1,000
1992:	1 million
2008:	1 billion
2010:	10+ billion
2013:	# mobile devices > # people
2020:	50 billion → 500 billion

Source: Telefonica I&D 2011 Cisco Visual Networking Index 2012

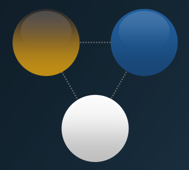
Power of NETWORKS

It's All About the Application

Business Models	Web Economy	Application Economy
Consumption Models	On Premise IT	Cloud Based IT
Service Models	IT Delivered as a Service	Applications Delivered as a Service… Scale / Security
Operational Models	Development vs. Operations	Integrated, Automation, Analytics, Open
Management Models	Box-Centric	Application-Centric

A New Operating Model is Required

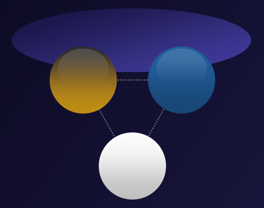
TRADITIONAL NETWORK MODEL



Network of Boxes

- Needs Agility & Time to Applications / Revenues

TODAY'S SDN MODEL



Software-Based Network Virtualization

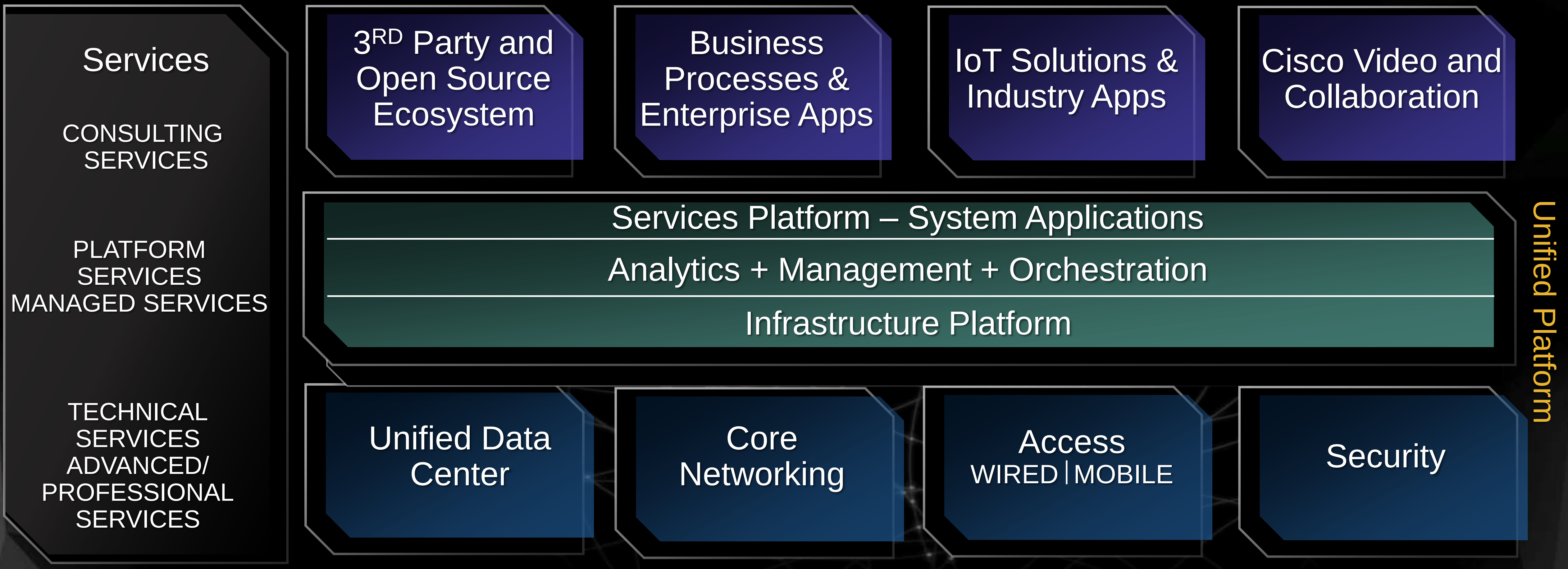
- Lacks Scale, Visibility, Security
- Decreases Reliability
- More Complexity
- More Costly

FUTURE MODEL

Application Centric Infrastructure

- Radical Simplification
- Policy & Automation
- Scale & Security
- Visibility & Troubleshooting (Physical & Virtual)

Cisco Unified Framework…Model for Next Generation IT



What is the Potential Value of IoE in India?

$18 BILLION

What Fuels Internet of Everything Value Realization?

Asset Utilization	Employee Productivity	Supply Chain/Logistics	Customer Experience	Innovation
$1.4 B	$0.9 B	$8.3 B	$2.7 B	$4.7 B

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

Re-inventing Ourselves to Better Address the Opportunity

Products and services innovated out of here for India and our global customers

Local Products & Services

Organisation

Differentiated customer engagement model

Investments in early stage companies
Competitive differentiator in large projects especially in a capex constrained market

Capital & VC

No.1 IT Company in India

Next Gen Partnerships

ISVs evolving beyond our traditional base. Non traditional partners for IoE

Consulting Org

Help companies through changes and create differentiated customer experiences that can be monetized

New Business Models

Allows us to use flexible consumption models to do outcome based models

Our Strategy in India

Bring the Full Power of Cisco to our opportunities at-hand

Linked to National Agenda

- National Broadband
- Public Safety & Security
- eGovernance & Citizen Services

Enable Service Providers to Build Infrastructure

- Market leader
- New acquisitions: increased relevance Revamped product portfolio

Transform Industries through technology

- Significant progress/investments:
  - ITS
  - Banking
  - Bharat+

Contribute to Social Inclusion

- NetAcad
- Global Hunger Relief Campaign
- Project Samudaya
- Inclusive Growth

Thank you.