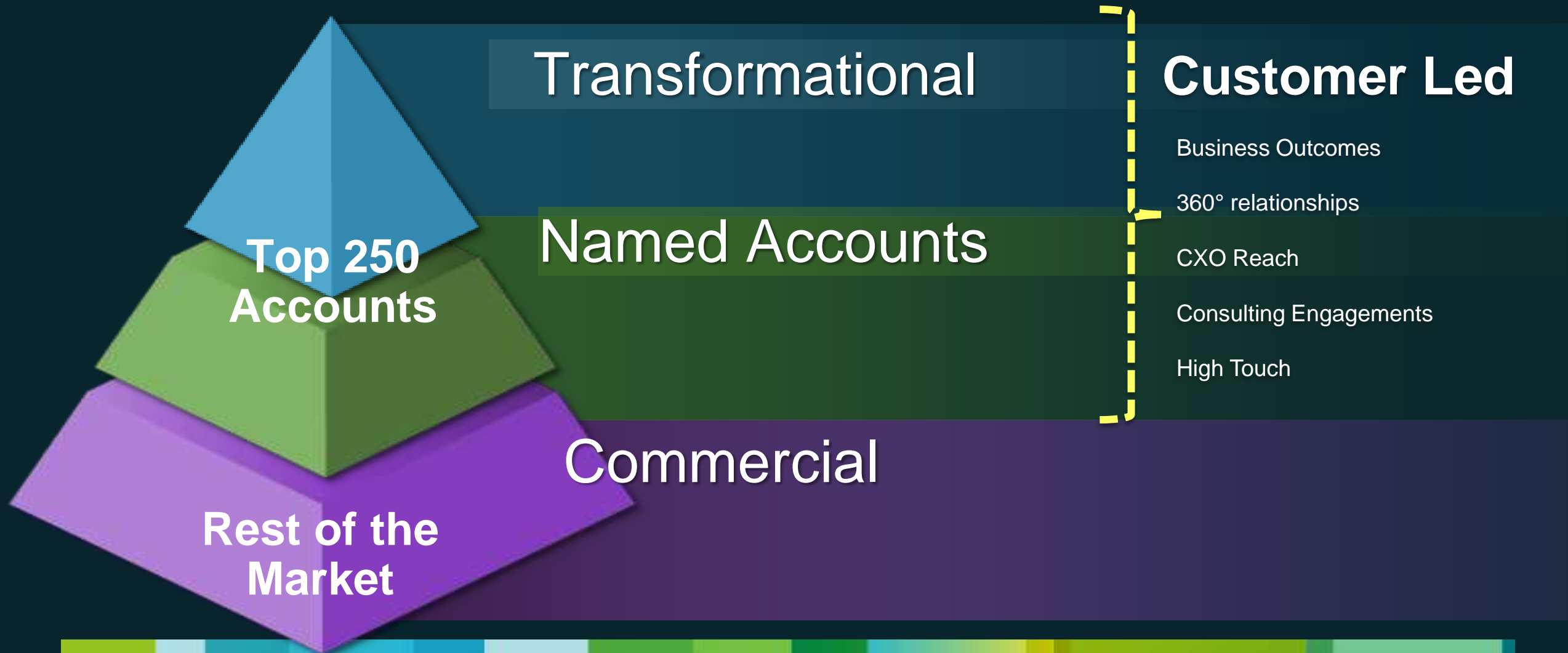


# Transformation & Named Accounts Go-To-Market

Dinesh Malkani  
Vice President, Sales

5<sup>th</sup> December, 2013

# Introducing Transformation and Named Accounts



# Transformation and Named Accounts Pillars



## Enterprise

- Financial Services
- IT Services
- Manufacturing
- Retail
- Oil and Gas



## Public Sector

- Central Government
- State Government
- Defense
- Urban Local Bodies
- Top Educational Institutions



## Service Provider

- Telco's
- Cable Operators
- Broadcasters
- Internet Service Providers

# Integral to India's Success Story

- Cisco has been integral part of India's ITS growth story
- Made the transition from "cost arbitrage" to value creation
- End to End Cisco networks
- Customer Business Models enabled by Collaboration and Data Center – Virtualization technologies

- 360° Relationships – Sell to ; Buy From ; Sell With
- Joint Solution Development
- Mutually strategic partnerships
- Global Go To Market

- Core Banking to Branch banking to ATM networks in FSI
- Transaction Automation to Shopfloor networks in manufacturing
- Customer Experience Transformation – Omnichannel, Kiosks, Virtual Dealership
- 95 % of transactions run on Cisco

- Integral to national agenda
- Foundational to E Gov Initiatives
- SWAN projects, SDC and Mission Mode projects
- Trusted technology partner for Defence forces
- Securing cities and critical infrastructure – Connected Surveillance

- Partner of Choice for business critical needs
- Helping the top Telco's drive IP Transformation initiatives
- Riding the Cable Digitization Wave – Together
- New Business Models – Monetization of Cloud, SP Wifi



**CUSTOMER LED**



# Success Stories



# Solving our customers' most vexing challenges

## CUSTOMER BUSINESS CHALLENGE

## CISCO SOLUTION

## BUSINESS BENEFIT



- Quicker access to real-time operational information
- Improve planning and forecasting
- Need to strengthen existing investments in SAP software

### Unified Computing Datacenter Solution

- Accelerated real-time decision making
- Dramatic improvement in planning, forecasting and pricing optimization



- Thousands of employees dispersed across geographies and time zones
- Widespread travelling for business meetings
- Delayed decision making / time to market

### Immersive Telepresence Desktop & Studio

- Budget Cycles slashed by 25%
- Improved Decision making and time to market
- Travel cost optimization and reduced carbon footprint



### ARMY WAR COLLEGE, MHOW

- Multiple training tools ( simulators, smart cards, e books ) on disparate networks
- Provide secure access to classified and critical content to the right users

### E2E Networking – Wireless & Mobility

- Easy management of learning tools
- Highly secure access to content
- Ease of use and administration
- Productivity gains through mobility



- Transitioning from analog to Digital cable technology
- Capture the opportunity from the digitization mandate
- Enabling consumer services at competitive pricing

### Cable Digitization Solution + Cisco Capital Financing

- Differentiated offering for customers
- Services like Gaming, HDTV, Video recording for customers
- Transformation from a cable provider to a lifestyle experience company

Thank you.

