Technology for Business Transformation

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Cisco Confidential

Productivity

New Normal

IT as a Service (ITaaS)

Virtualization/Cloud
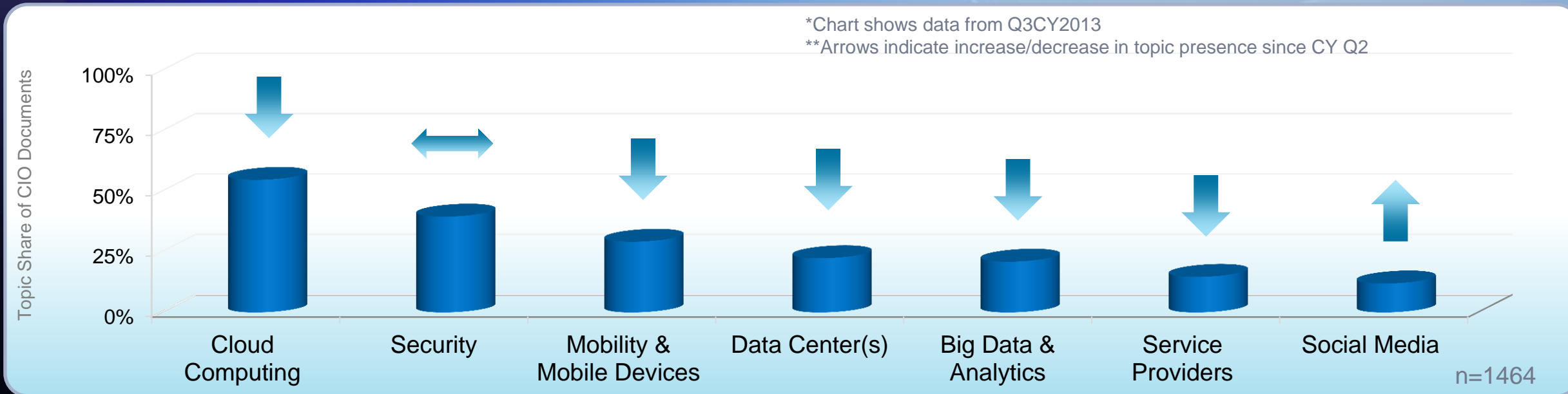
Globalisation

New Business Models

Governance

Security

Consumerisation

Bring Your Own Technology (BYOT)

People Interactions

Collaboration/Demographics

Big Topics in CIO Conversations

*Chart shows data from Q3CY2013
**Arrows indicate increase/decrease in topic presence since CY Q2

Topic Share of CIO Documents

100%						
75%						
50%						
25%						
0%						

Cloud Computing | Security | Mobility & Mobile Devices | Data Center(s) | Big Data & Analytics | Service Providers | Social Media

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CLOUD COMPUTING   **MOBILE DEVICES & BYOD**   **DATA CENTERS**   **SECURITY**

ALSO NEED HEIGHTENED FOCUS ON EFFICIENCY AND PRODUCTIVITY

Innovation Driving Growth…Cisco IT responses

Top Three CIO Themes on:

CLOUD	MOBILITY	BIG DATA	SDN	IoT
• Cloud-enabling technology • Cloud adoption • Cloud services	• Mobility services • BYOD • On-prem vs. Off-prem	• Growth enablement • Operational analytics • Policy and rules frameworks	• Market transition • Approach to SDN and programmability • Cisco adoption and approach	• Cisco point of view • Proof points • Services deployed

SECURITY – 40% OF CIO CONVERSATIONS

▪ Cisco IT Elastic Infrastructure (CITEIS) ▪ Enterprise application deployment ▪ New Business Models **Ongoing TCO reduction**	▪ BYOD deployment 4 years ago… workforce evolution a key factor ▪ Security policies at infrastructure level ▪ Cisco-on-Cisco success story **Virtualization of Work and Workplace**	▪ Dynamic insights for Sales… opportunity, bookings, geo, segment, sensitivity analysis ▪ In-memory analytics, infrastructure log analytics, sentiment analysis ▪ Business-rules engines **Data to Intelligence to Wisdom**	▪ Holistic approach – SDN subset of ACI ▪ Network and infrastructure programmability ▪ Cisco IT implementations by end FY14 **Transformational Leadership**	▪ Solutions approach across industry verticals ▪ Cisco Bangalore campus – a living showcase of vertical solutions ▪ Cisco IT will become largest use case of IoT **Connected Everything**

Ongoing Efficiency and Productivity…Cisco IT Responses

EFFICIENCY and PRODUCTIVITY

Investments and Costs

- One Portfolio
- ITaaS
- TCO/Benchmarking

Collaboration

- Pervasive Video
- Complete Interoperability
- Social Platforms, IM, Blogs, Wikis, Communities
- Connected Workplace

Standardization

- Large Scale Services and Governed Capabilities
- Country Enablement
- Cisco App Stores
- Pervasive Experience and Security

Thank you.