

APJC Services Analyst Roundtable

September 17th, 2013

APJC Services Leadership Team

- Richard Kitts, VP Services Sales, APJC
- Karen McFadzen, VP Technical Services, APJC
- Chris Heckscher, VP Advanced Services, APJC

Agenda

Introductions

FY13 Cisco Services Highlights

FY14 APJC Services Strategy & Plan

Q&A



FY13 Services Highlights

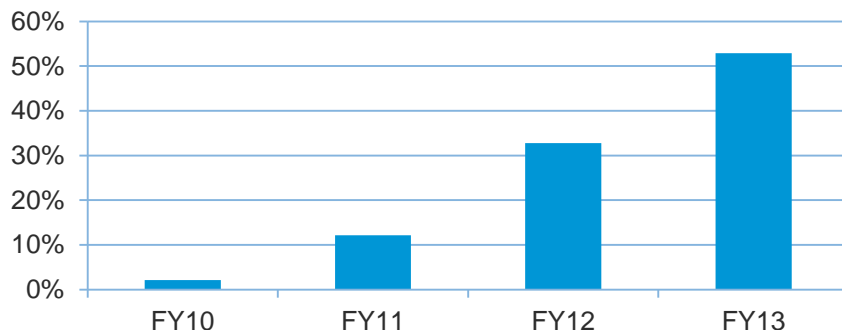
FY13 – Cisco Revenue Highlights

| \$M (except percentages) | FY'13 \$M | % | GM |
|--------------------------|-----------|----|-------|
| Net Sales | 48,607 | | 62.5% |
| Product | 38,029 | 78 | 61.3% |
| Services | 10,578 | 22 | 67.0% |

Q4 FY13 Earnings Call Outs

- Services revenue grew 6%
- Investing in the future growth of Services
- Committed to our long-term growth rate to 9% to 11% in Services

APJC Smart Net Total Care Bookings %

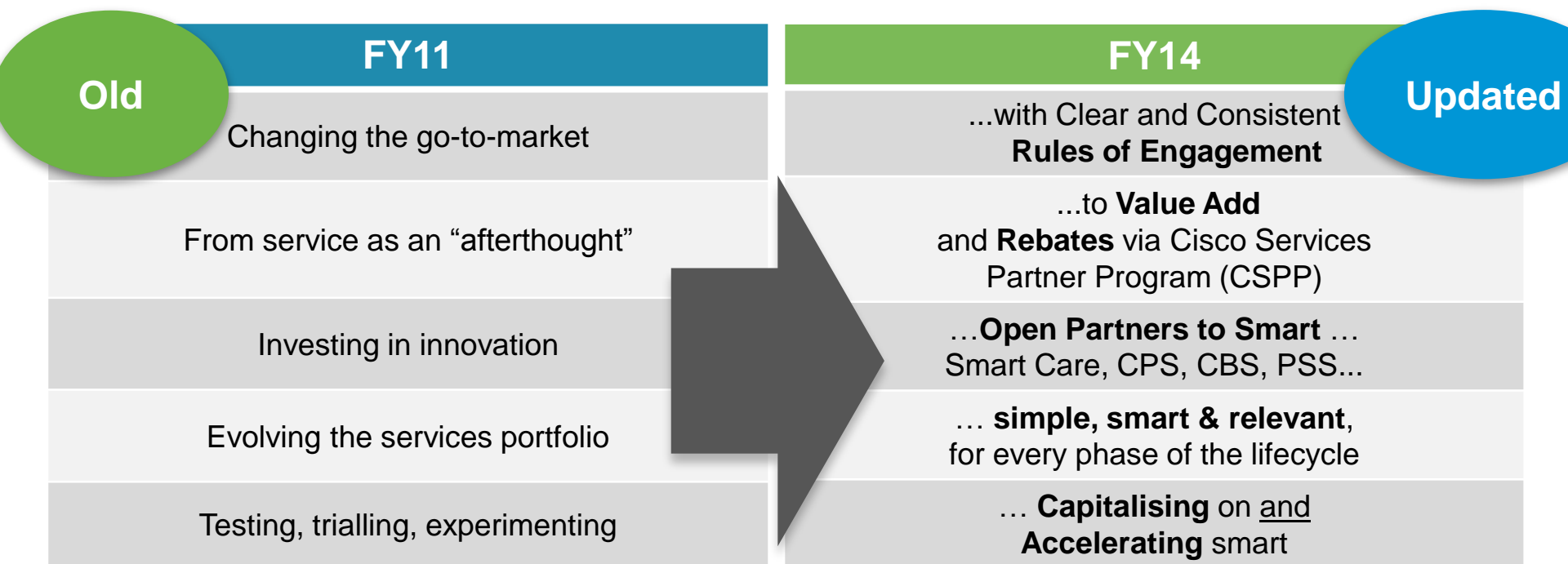


APJC FY13 Revenue By Theatre

| \$M (except percentages) | Products | Services | Services % |
|--------------------------|----------|----------|------------|
| Total | 38,029 | 10,578 | 22 |
| Americas | 21,653 | 6,986 | 24 |
| EMEA | 10,049 | 2,161 | 18 |
| APJC | 6,327 | 1,431 | 18 |

Revolutionary Journey

Platform For Long Term, Sustained Growth



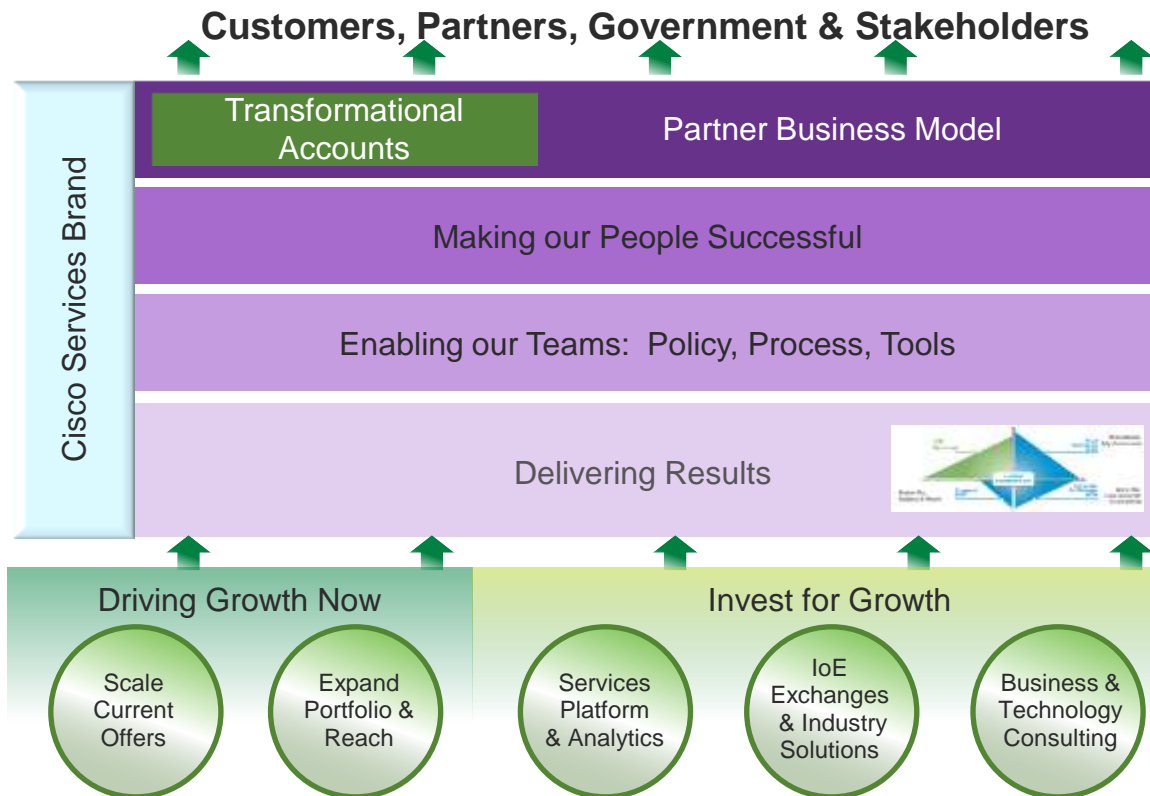
APJC Services FY14 Plan

APJC Vision

Helping to improve the life experiences of two-thirds of the world's population

APJC Strategy

Become the most relevant and trusted partner for APJC business and government leaders by delivering the best IT solutions and services with value and simplicity.



Cisco Services APJC FY14 Priorities

- Improve the yield from Cisco's **installed base**
- **Smart Services** in everything we do
- **Partner led** business management
- Focus and execute on **Transformational Accounts**
- Expand portfolio and business relevance of **Cisco architectures**
- Build **agility and scalability** into our operating models
- Drive **customer value**

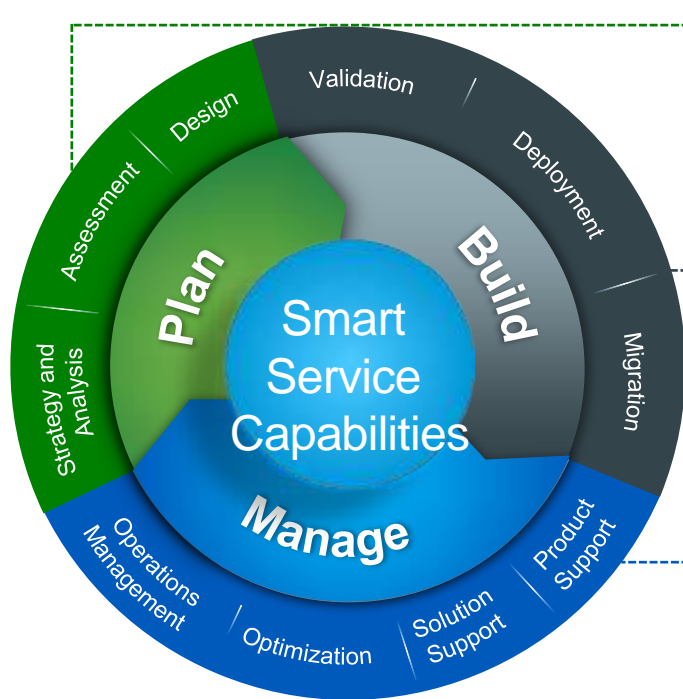
A Unique & Value-Based Ecosystem

Customers, Partners & Cisco → Jointly Innovating



Partner & Integrate

Cisco Services Alignment with Your Lifecycle Approach



Plan

- Create an agile infrastructure
- Develop a cost effective strategy
- Prepare to support new solutions

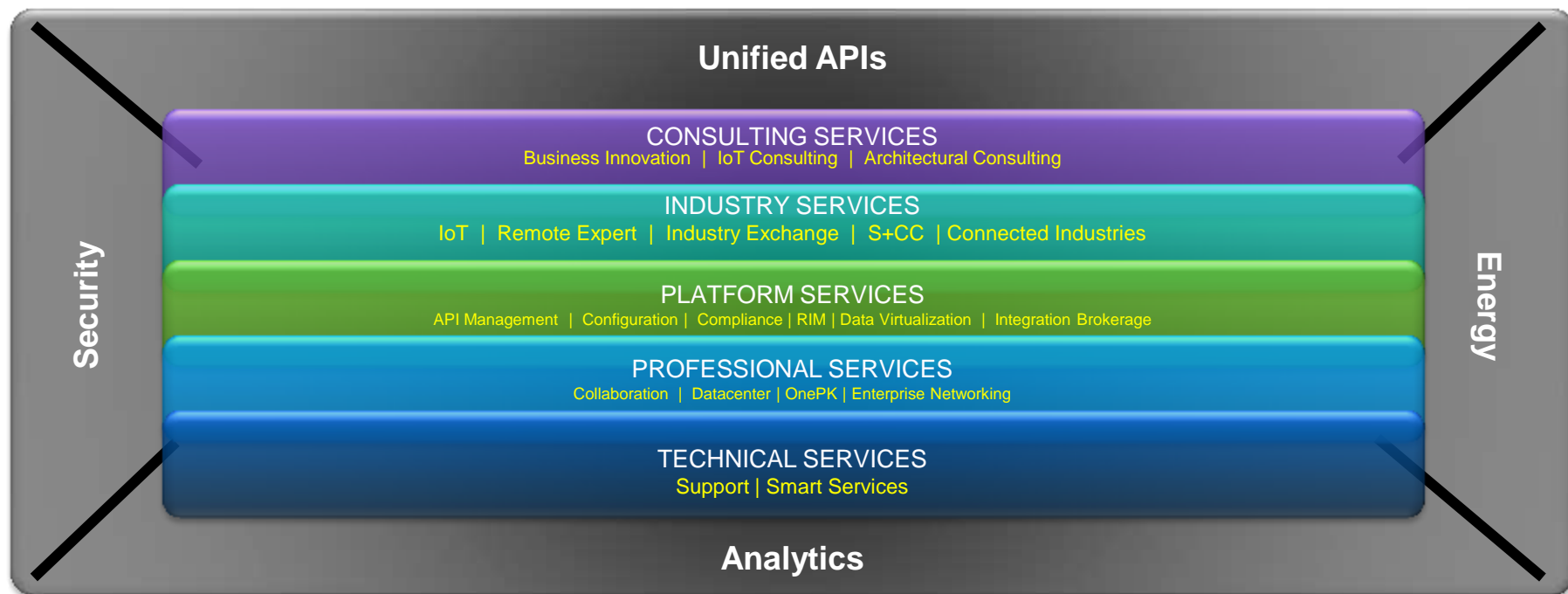
Build

- Speed time to value
- Reduce deployment costs
- Maintain availability during deployment and migration

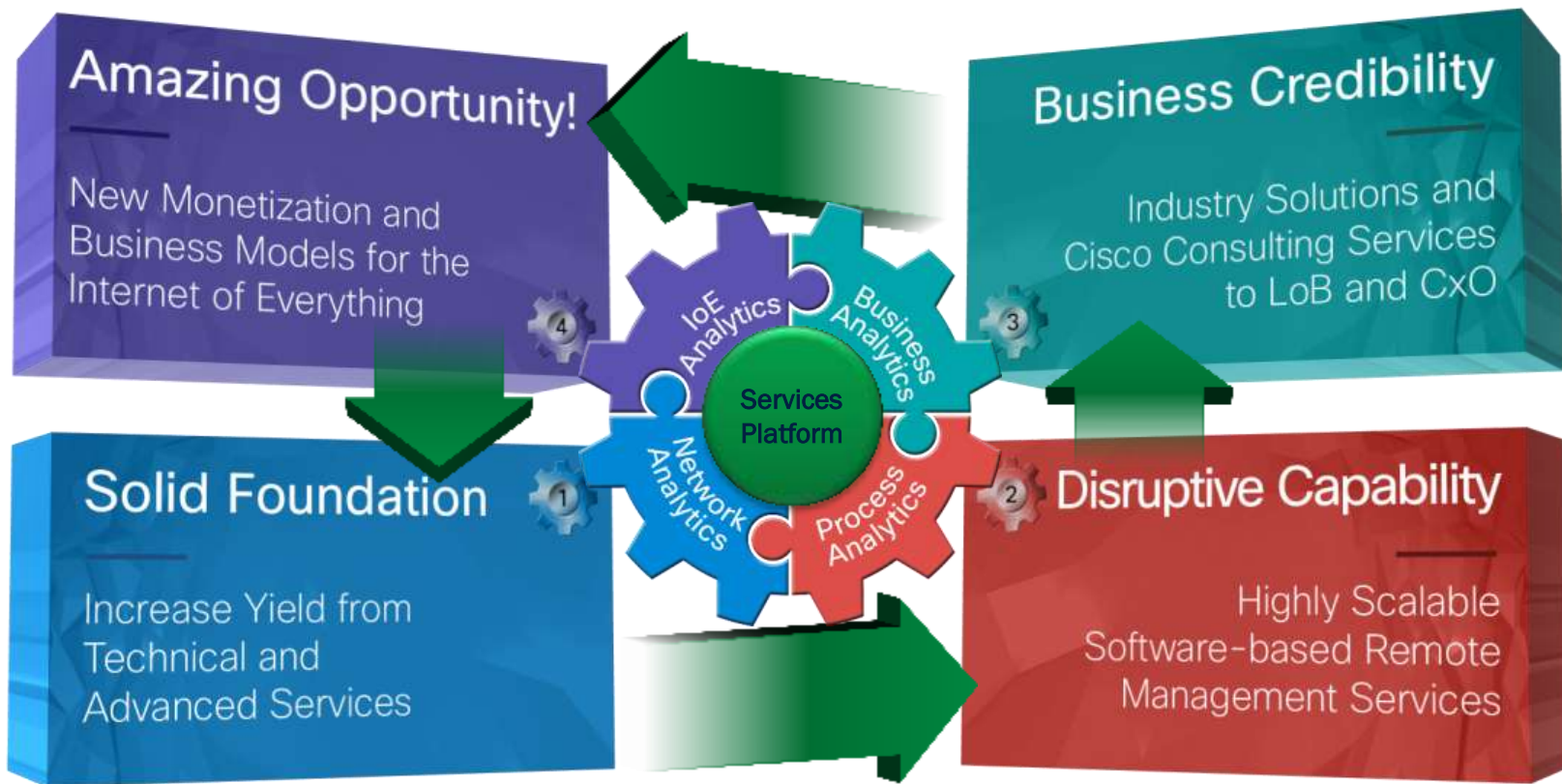
Manage

- Improve performance, availability, resiliency
- Increase efficiency and reduce costs
- Mitigate risk

Creating the Next Generation of IT



The Services Enabled Journey to IoE



Q&A



