



C-Scape Program  
at **Cisco** *live!*

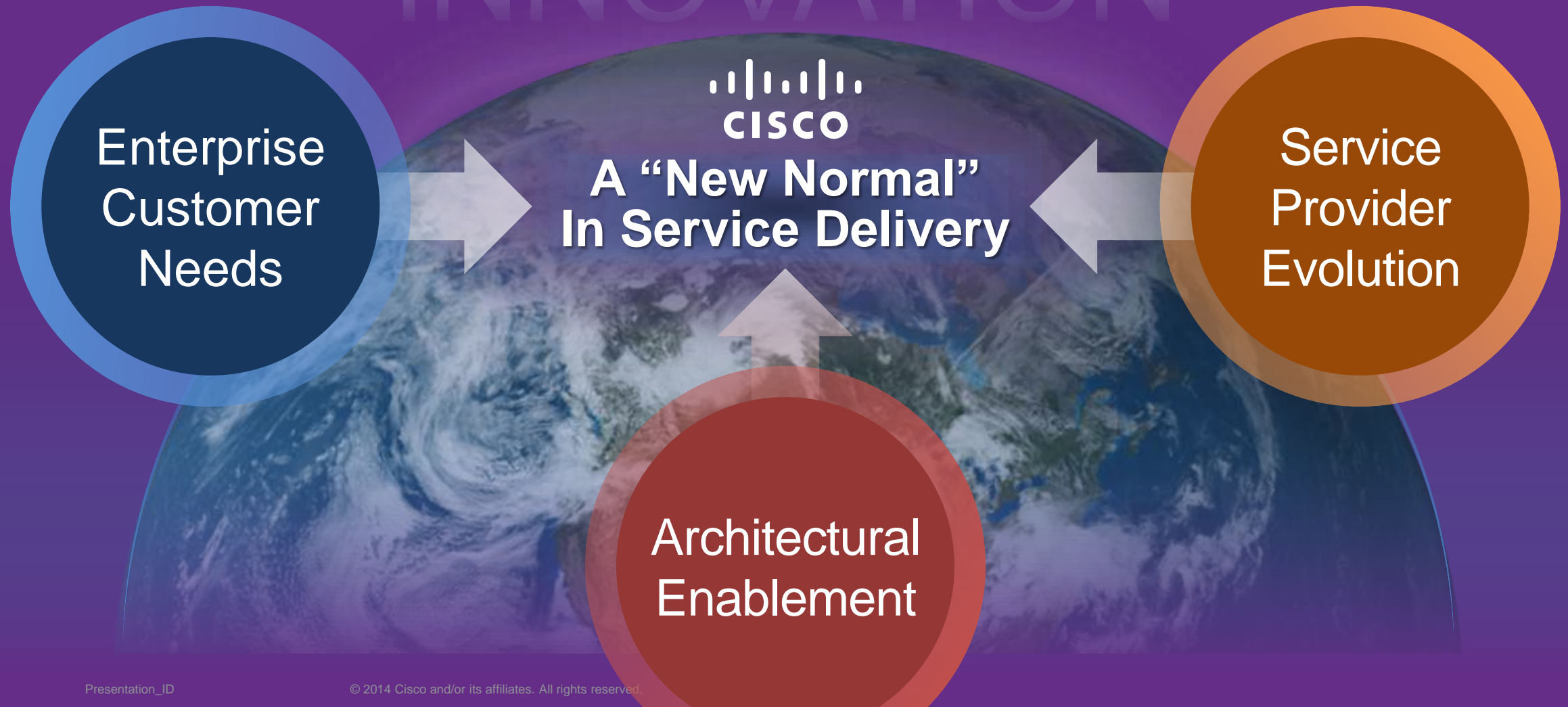
# Cisco Cross Architecture: A Discussion

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*TOMORROW starts here.*

# The lines are blurring... and the Pace is Accelerating

## INNOVATION





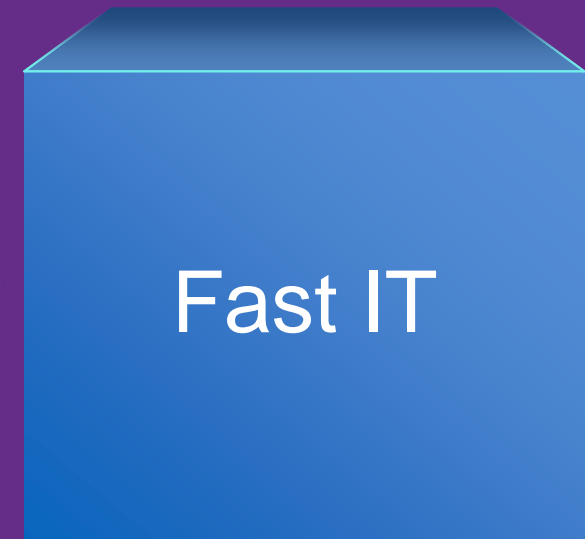
# The Next Generation of IT



New Business Models



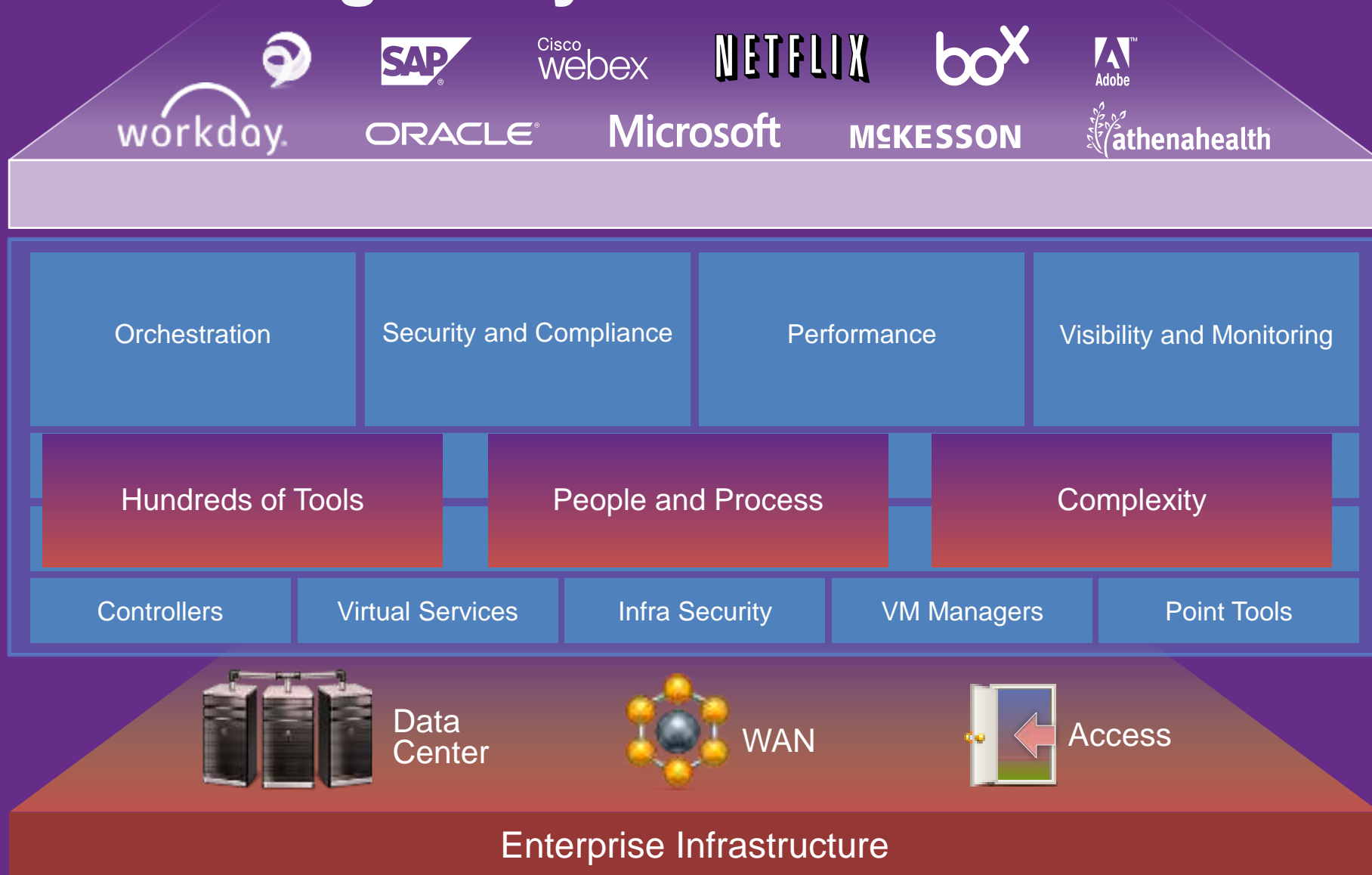
Growth



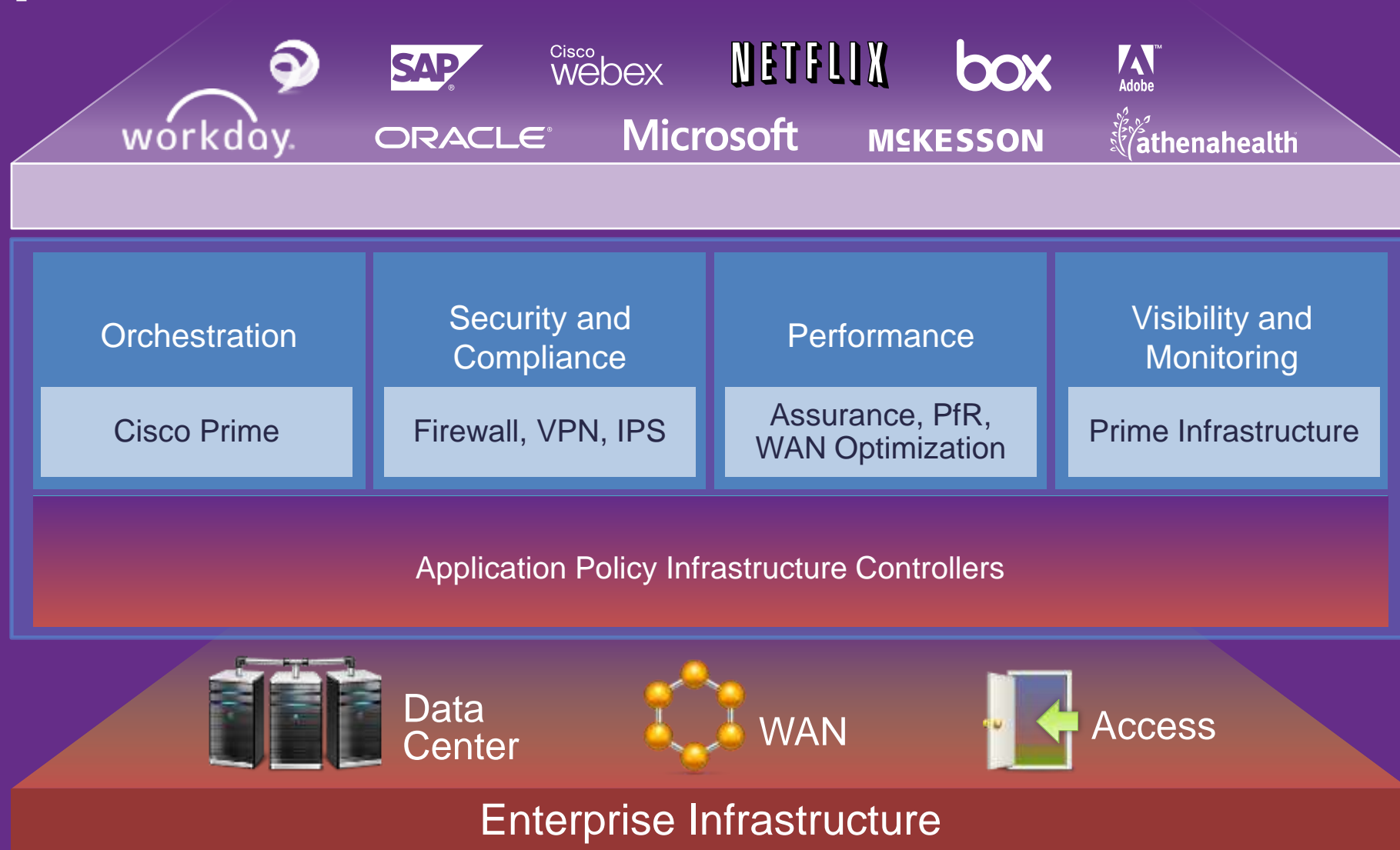
Simplicity and Speed



# What's Wrong? Why is IT Slow?



# Application Centric Infrastructure



# Fast IT



Simple

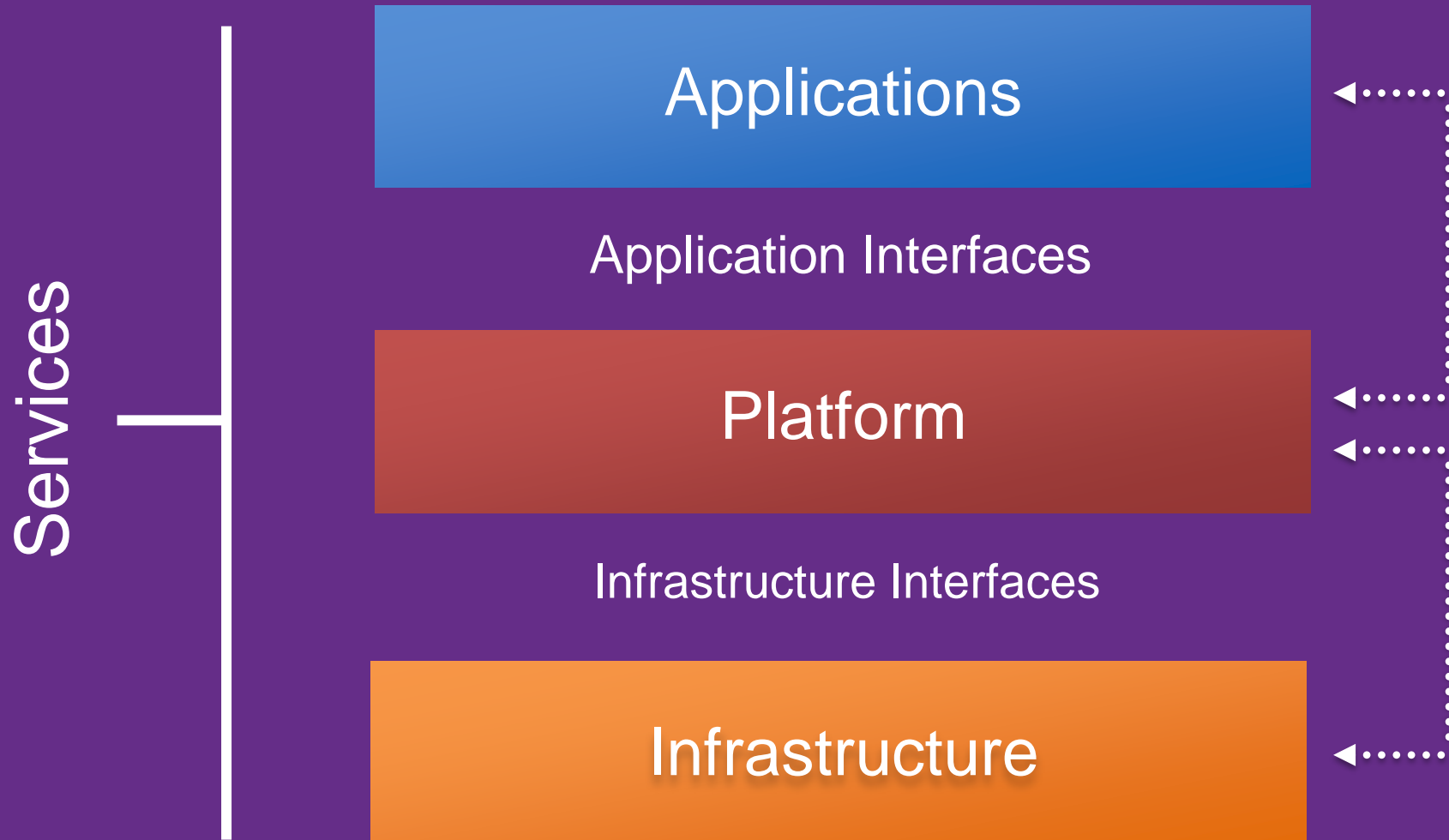


Smart



Secure

# Fast IT



# Roadmap to Fast IT

.....

Create  
Programmability

Automate &  
Orchestrate

Automate  
Threat Detection

Bridge Virtual  
& Physical

Increase  
Visibility

Build Application  
Centricity

.....

Simple

Smart

Secure



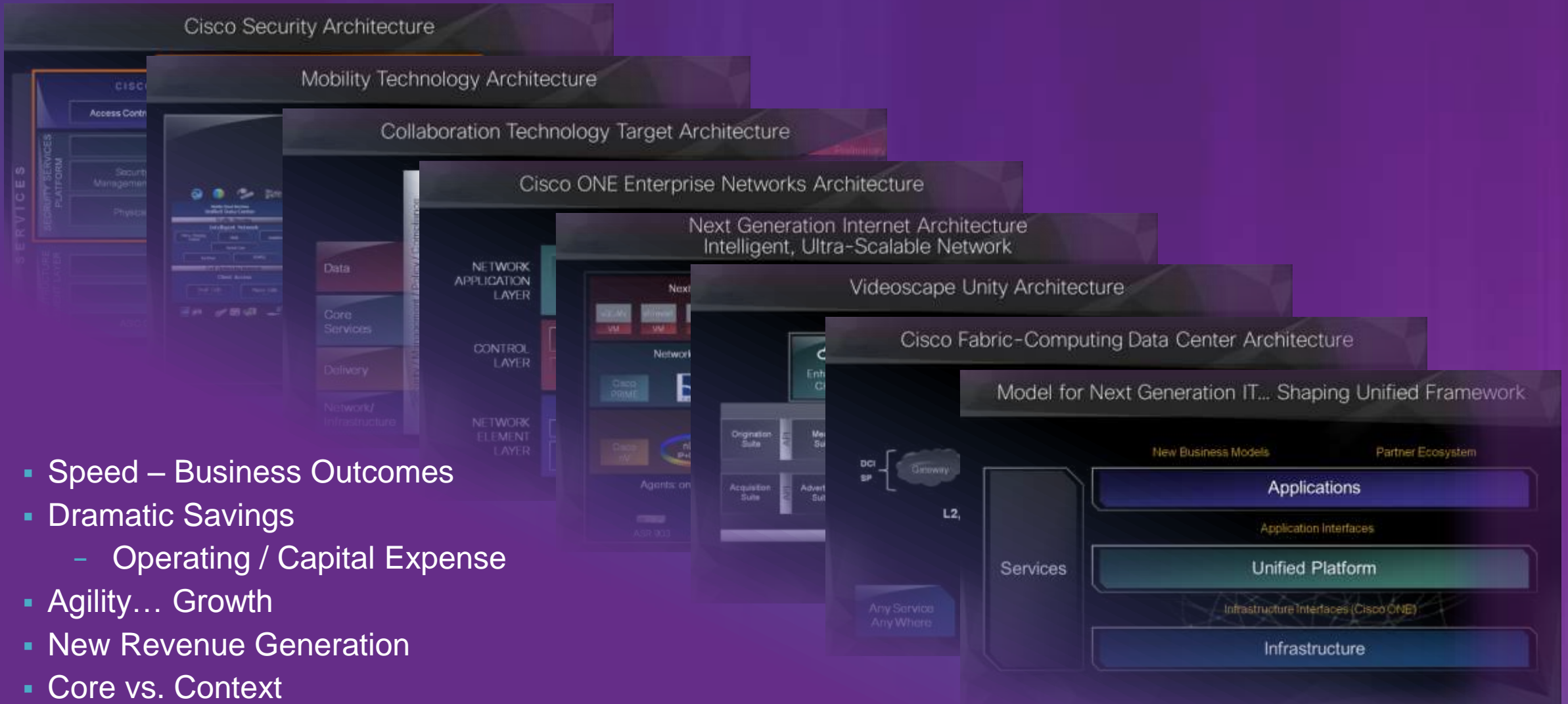
# Aligning to our Customers' Priorities and Market Transitions





**“Architectures Enable Us to Bring Together  
Technologies, Services  
and Solutions Across Silos.”**

# Architectures



- Speed – Business Outcomes
- Dramatic Savings
  - Operating / Capital Expense
- Agility... Growth
- New Revenue Generation
- Core vs. Context



# Architectures Enable Experiences



*Anytime.*

*Anywhere.*

*Any Device.*



# Connecting the Unconnected is our DNA

**#1 or #2**  
Market  
Leadership

**70,000**  
Channel  
Partners

**\$5.9B**  
R&D

**28,000+**  
Engineers

**Build,  
Buy,  
Partner**

**165**  
Countries

**6M**  
Interactions  
per Year



# Open Discussion

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Thank you.