



C-Scape  
14-15 January 2014 | Bedfont Lakes, UK

# Capturing the Services Opportunity

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# EMEAR Services Business

## 6 Theatres

North  
Central  
South  
Emerging  
UKI  
Strategic SP

## EMEAR Team

Sales  
Consulting Services  
AS and TS Delivery

## 3 Segments

Enterprise (including Public Sector)  
Service Provider  
Partner and Partner-Led

Clear Go-To-Market  
Customer-Led  
Partner-Led

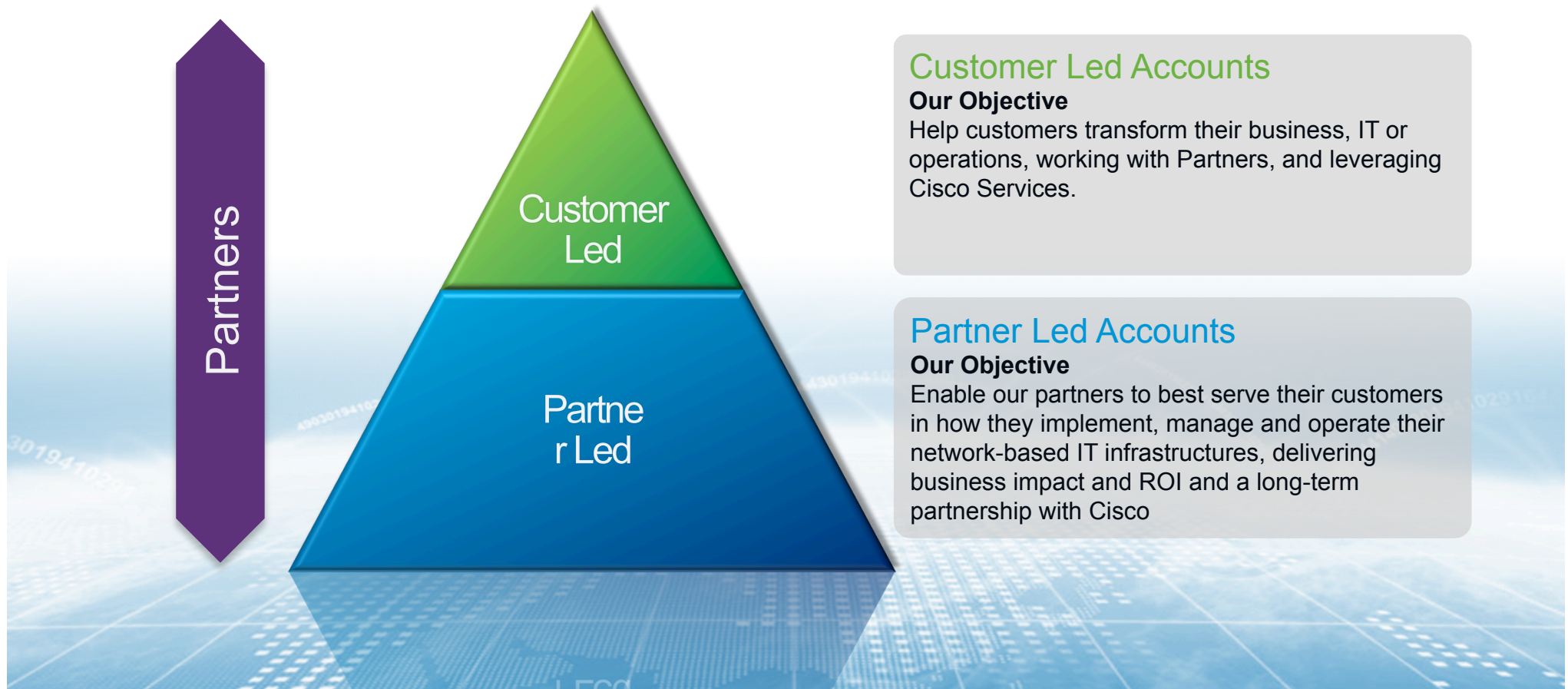
121 Countries  
>270 Languages

AS/TS Split - FY13  
22% AS  
78% TS

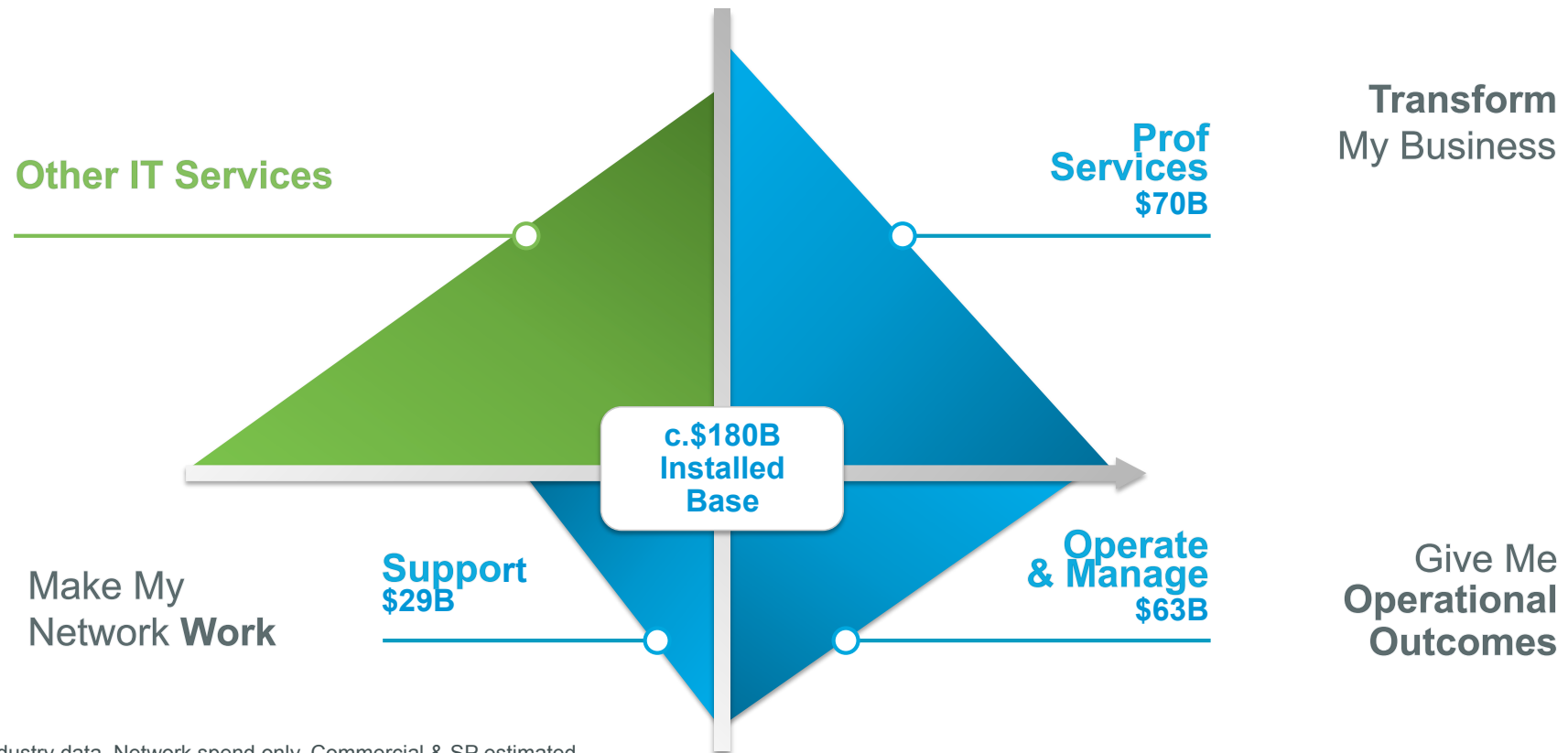
Global Services  
Percentage of Cisco Revenue –  
FY13 22%

Strong customer and  
partner demand

# Cisco's Unique Go to Market Approach

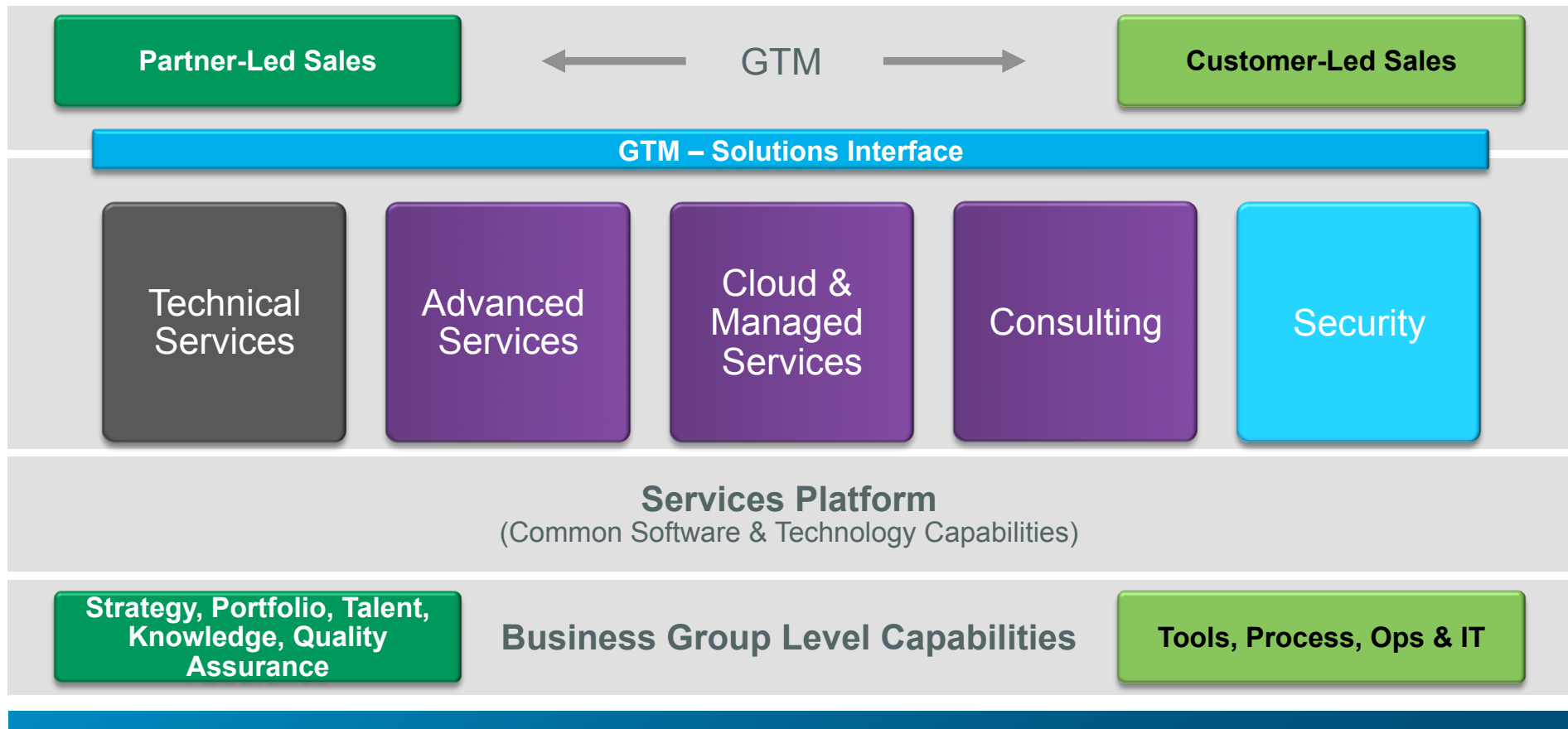


# Global Services Market Dynamics

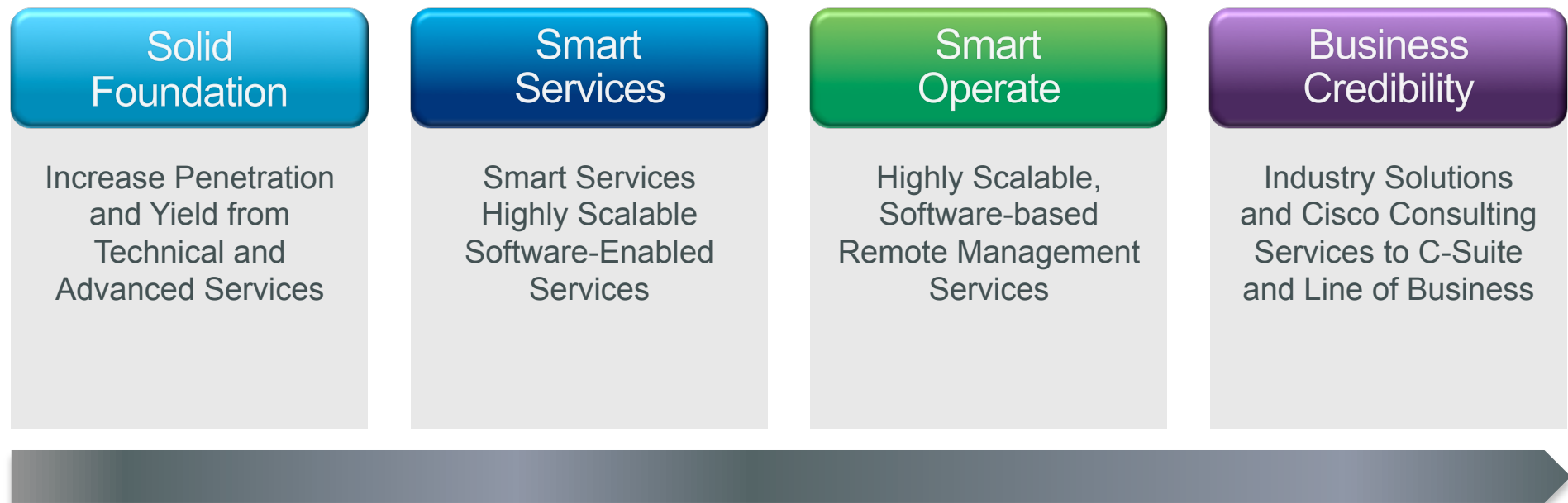


Note: Industry data. Network spend only. Commercial & SP estimated

# Services Operating Model and Our Focus Today



# Cisco's Services Journey in EMEAR



# Customer Impact and Partner Value

## Technical Services

### Ongoing Network Visibility

- 10% of installed base (around 50 million devices globally) goes end of life every year

### Increase Partner Profitability and Differentiation

- up to 40% margin on Services practice
- up to 50% of revenues and 70% of profits

### Drive Customer Loyalty

- network outages cost large customers average 3.6% of annual revenues
- 95% technical problems are human error rather than device failure

## Advanced Services

### Prepare and Plan Transformation

- IT discovery sessions
- strategy and readiness assessments

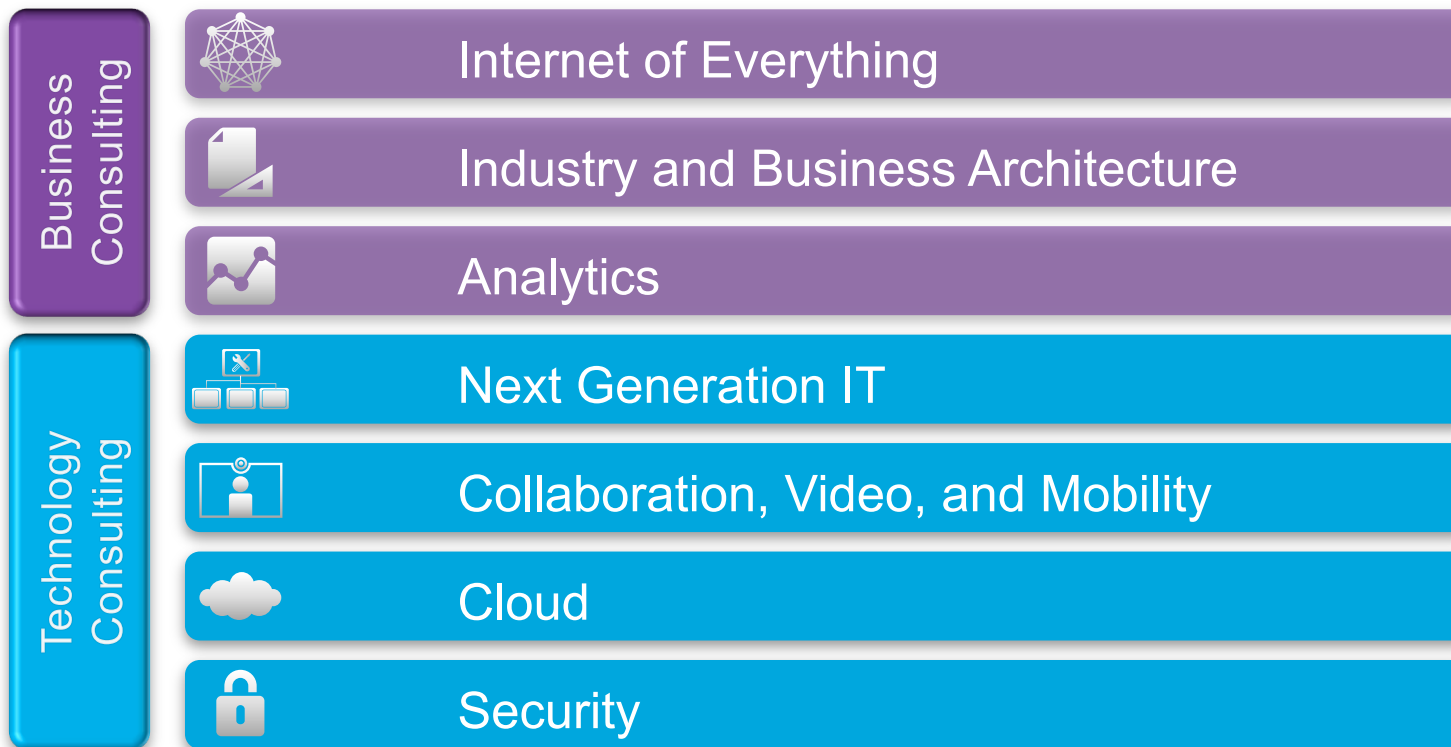
### Build and Migrate

- custom design and deployments
- migration services to new platforms
- software risk analysis

### Manage and Optimise

- Software-driven architectural and optimisation services for performance and availability

# Driving Relevance with Cisco Consulting










C-Scape

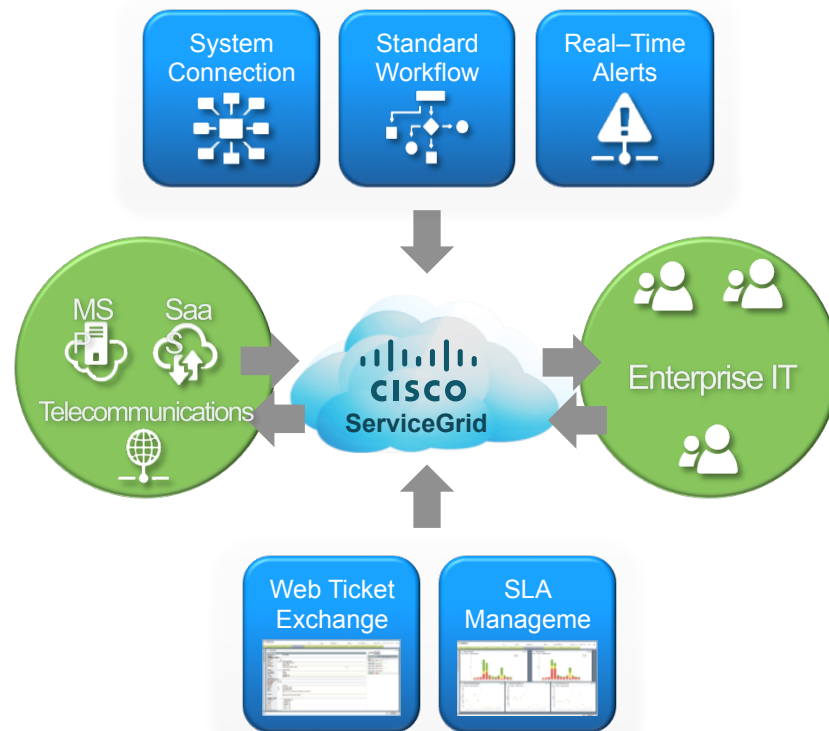
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# Strong and Growing Portfolio

|   |                 | Growth Now  | Future Growth   |
|---|-----------------|---|---|
|    | <b>Cloud</b>    | <ul style="list-style-type: none"> <li>• Domain 10<sup>SM</sup></li> <li>• Cloud Consumption (analytics, consulting)</li> <li>• CaaS</li> </ul>           | <ul style="list-style-type: none"> <li>• Cloud Service Broker</li> <li>• Cloud Onboarding</li> <li>• Platform-as-a-service</li> </ul>   |
|    | <b>Mobility</b> | <ul style="list-style-type: none"> <li>• Small cell / Wifi</li> <li>• MDM-aas</li> <li>• BYOD</li> <li>• Connected Stadium</li> </ul>                     | <ul style="list-style-type: none"> <li>• Mobile analytics</li> <li>• Location-based services</li> <li>• Machine-to-Machine</li> </ul>   |
|    | <b>IoE</b>      | <ul style="list-style-type: none"> <li>• IoE strategy (w/ Consulting)</li> </ul>  | <ul style="list-style-type: none"> <li>• Analytics-as-a-Service</li> <li>• Services platform</li> </ul>   |
|  | <b>Security</b> | <ul style="list-style-type: none"> <li>• Secure Infrastructure</li> <li>• Compliance &amp; Risk Assessment</li> <li>• Email &amp; Web Security</li> </ul> | <ul style="list-style-type: none"> <li>• Managed Threat Defense</li> <li>• Application-based security (via SDN)</li> <li>• IOE Security</li> </ul>  |
|  | <b>SDN</b>      | <ul style="list-style-type: none"> <li>• SDN strategy</li> <li>• SDN use case pilots</li> </ul>   | <ul style="list-style-type: none"> <li>• SDN Readiness Assessment</li> <li>• SDN infrastructure optimization</li> <li>• SDN App Marketplace</li> <li>• SDN operations consulting</li> </ul> |

# Solve Direct (ServiceGrid)



ServiceGrid is a cloud integration platform that seamlessly connects organizations to enable real time multi-party support collaboration.

**50% Lower**

## Average Cost to Serve

Automating multi-party support processes eliminates duplicate entry and manual errors

**27% Faster**

## Mean Time to Resolve

B2B integration accelerates time to resolve incidents and simplifies SLA monitoring

**10% Higher**

## Customer Satisfaction

A single unified user experience improves collaboration and satisfaction

# JouleX – IT Energy Management

Energy Consumption  
Carbon Emissions  
Energy Costs  
Energy/Carbon Reduction



IP-based  
Network  
& IT  
Infra-  
structure

## ENERGY DOMAINS

### CAMPUS



### DATA CENTER

### BUILDING DOMAINS



Building Protocols/Devices

Building  
Management  
Systems &  
Gateways Via  
Cisco EnergyWise

## Distributed Office



30% Lower Costs

### Key Drivers

- Identify energy waste
- Establish control policy
- Automatically manage power manage personal productivity devices

## Data Center



16% Increased Efficiency

### Key Drivers

- Lifecycle & Capacity management
- Sustainable reporting, procurement
- Find “dead servers” and “stranded power”
- Power Manage virtual and physical devices

## Time to Value



3 – 6 Month ROI

### Key Drivers

- Ease of Deployment
- Device agnostic and Agent-less Architecture
- Energy Savings through automated policies