



Cisco: Customer Experience Transformation

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Everything About Technology Is Changing



Who Decides...

What You Buy...

How You Consume...

The Shifting Sands Of The Customer Landscape

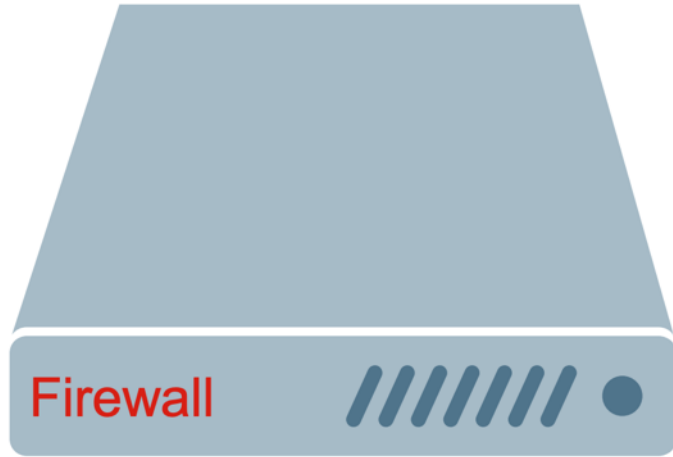


**IT Buys and
Manages Complex
HW and SW**



**LOB Exec Buys
Business Outcomes**





Last 20 years of security:
Got a problem?
Buy a Box

The Evolution of “Services” In Tech

A 2010 Service:

Is something necessary to
extract the value of a
product.



Traditional pre and
post-implementation
services offered by
nearly every tech
supplier

A 2015 Service:

Is how a supplier offers its
value to the customer.
Technology is embedded.



Born in the era of
recurring revenue
business models

A 2020 Service:

Takes an operating
technology and optimizes
its outcome value.



The ultimate outcome
offer from a customer
POV

Technology Industry Revenue | Growth Rates



Our heritage,
their confidence
Leading market
transitions
together

2019



Customer Experience Lifecycle

2018



Intent-Based Networking

2017



Multicloud

2016



Integrated Security

2014



Software Defined Networking

2012



Internet of Things

2009



Unified Computing Systems

2008



Unified Communications

2006



Video/Telepresence

1999



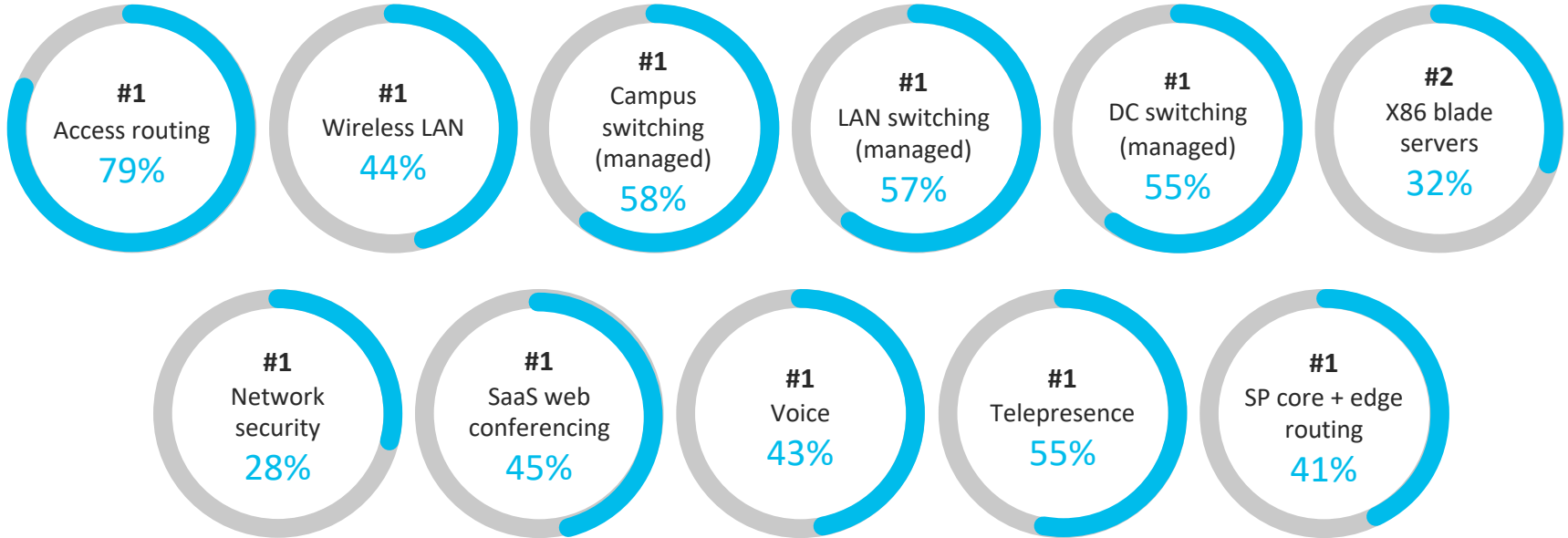
VoIP

1993



Switching

Market leadership matters



Cisco's transformation



Threats →
advantages

Aligning to Our Customers



Reimagine
your applications



Secure
your data



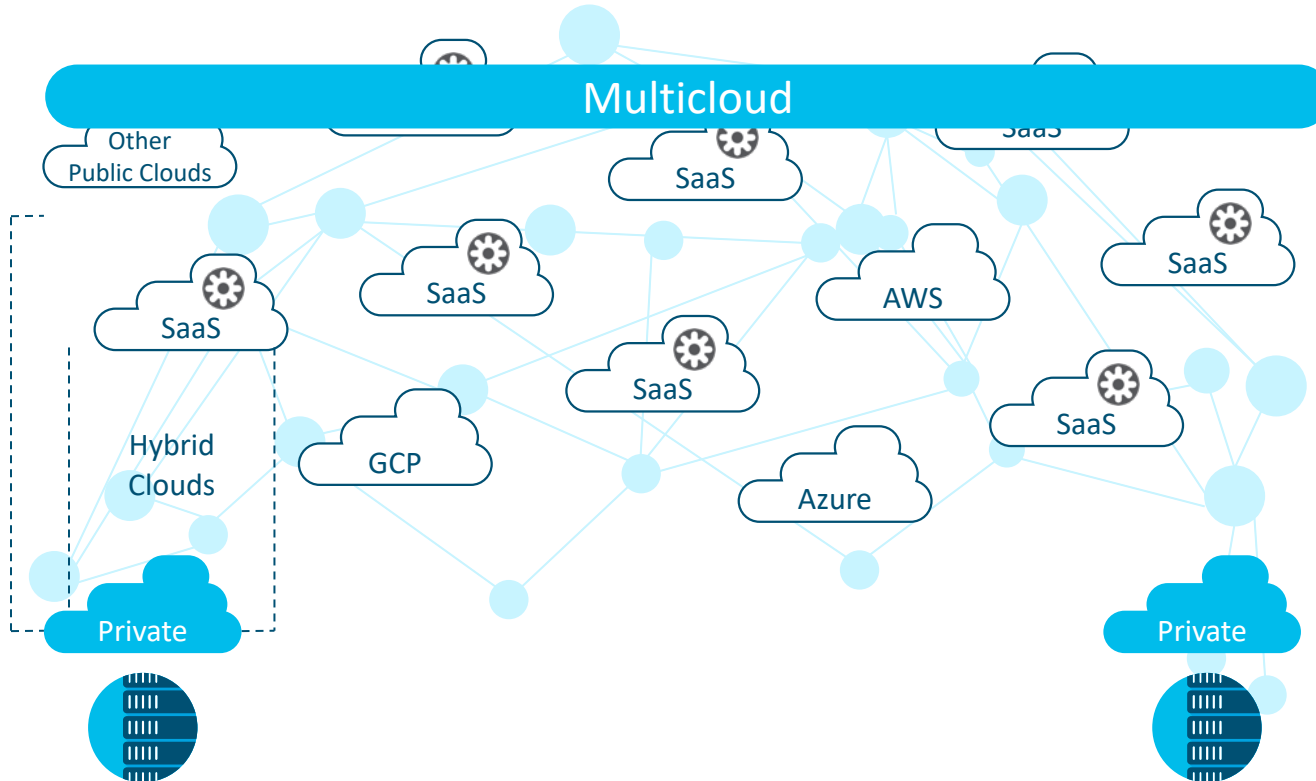
Transform
your infrastructure



Empower
your teams



Simplifying Management of the Cloud



Fragmented

Complex

No Data Control



Intent-Based Network for Agility and Assurance

WAN

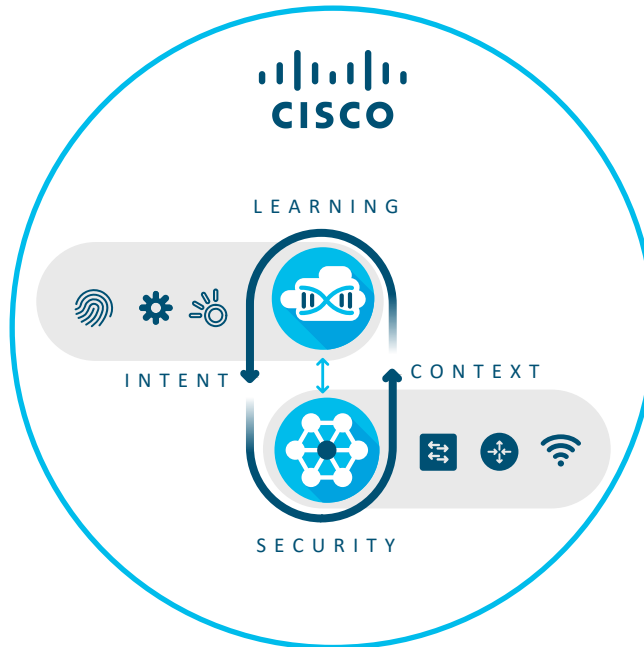
Optimize and secure application performance over any connection



Reinvent Networking

Access

Segment network; secure user access from edge to cloud



Cloud Edge

Securely connect and protect cloud workloads



Multicloud

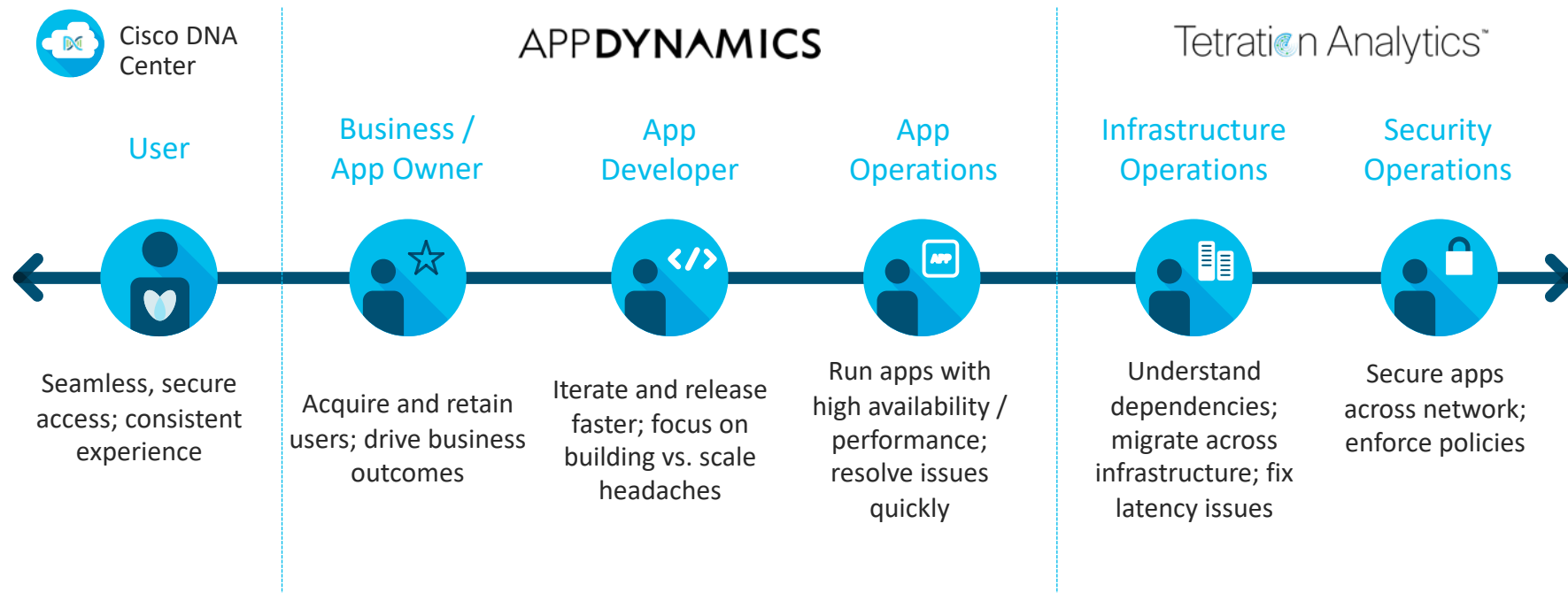
Data Center

Run traditional or cloud native applications across any environment





Real-Time Analytics for Business Insight





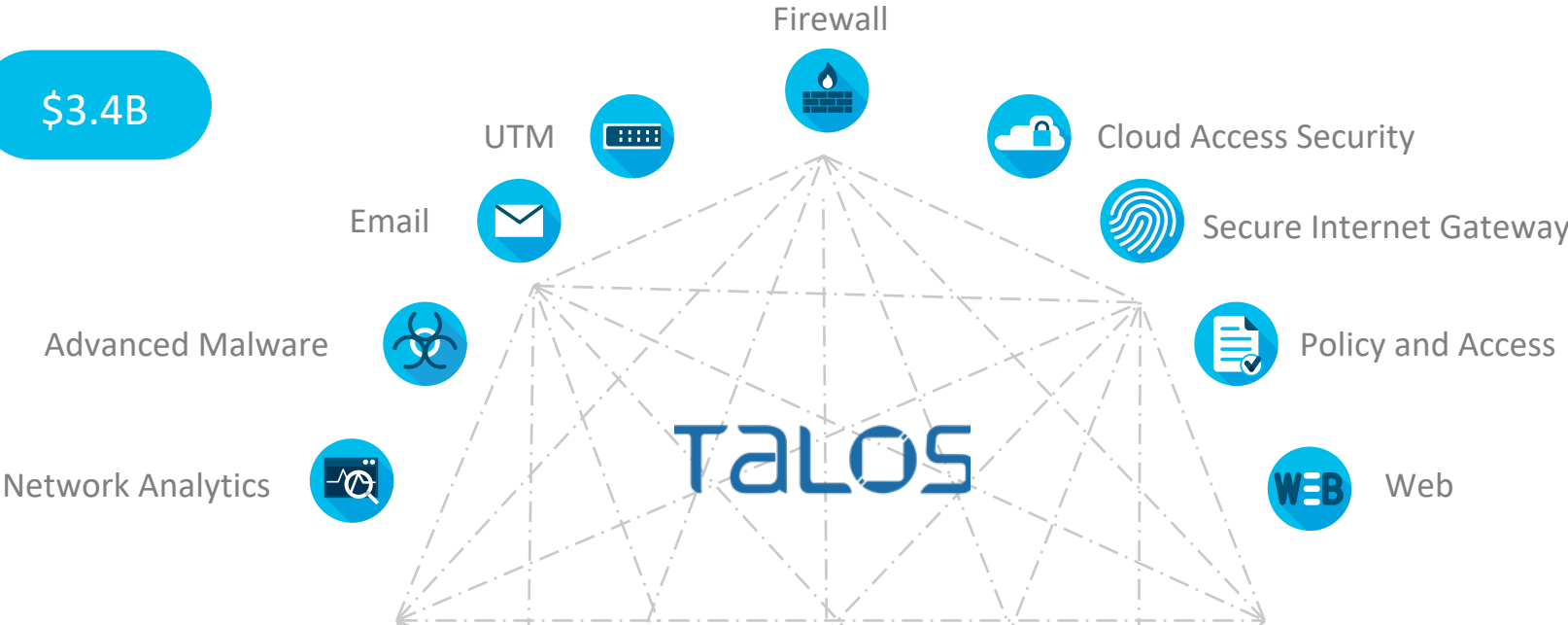
Security Across the Platform

Threat Protection

Visibility

Segmentation

\$3.4B





Empower customer teams

Embed innovative
services to
**improve
user experience**

Improve flexibility to
access favorite tools
wherever users work

Increase simplicity
by building
customized vertical
solutions

**Improve
integration**
with IT manage-
ment tools



Collaboration



Security



Cisco DNA



Multicloud

Power of Cisco Ecosystem

62,000
Partners

300,000
Sellers

600,000 Developers





Make Developers
Successful

Drive Business
Growth

Make Innovation
Easy



Cisco's Historic Change



Business Model



Innovation



Culture & Teams

It began, like a lot of things do,
with the basic human desire —
A love story that changed the world

