Hybrid Work

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Forward-looking Statements

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During this presentation references to financial measures of Cisco will include references to non-GAAP financial measures. Cisco provides a reconciliation between GAAP and non-GAAP financial information on the Cisco Investor Relations website https://investor.cisco.com/financial-information/financial-results/default.aspx
OUR PURPOSE

Power an Inclusive Future for All
The **Future of Work** is Hybrid

- Work from home
- Work from the office
- Work from anywhere

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77% of employees will embrace a flexible workstyle\(^1\)

98% of meetings will have at least one remote participant\(^2\)

6.4% of meeting rooms and classrooms globally are video enabled\(^3\)

\(^1\) “Resetting normal: Defining the new era of work,” The Adecco Group, 2020
\(^2\) “The Rise of the Hybrid Workplace,” Dimensional Research, 2020
\(^3\) “State of the Global Video Conferencing Devices Market, Forecast to 2025,” Frost and Sullivan, 2021
Hybrid Work Cannot Be Solved in Isolation

**IT**
Employee productivity, customer experience, and security

**Human Resources**
Culture, inclusivity, and well-being

**Facilities**
Space allocation, safety, sustainability, and efficiency
Cisco Has a Portfolio Designed for **Hybrid Work**

**Networking**
Networking and sensors

**Collaboration & Devices**
Calling, meetings, messaging, polling, events and devices

**Security**
Network access and cloud security

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Hybrid Work Business Momentum

Customer Momentum

- 95% of the Fortune 500
- 8B calls per month
- 80M Polling/Q&A participants
- 31B+ mins of disruptive noise removed

Product Momentum

- 1000+ new innovations in 2021
- Closed 5 strategic acquisitions
- Announced and launched the Webex Hybrid Work Suite

Industry Momentum

- Gartner Magic Quadrant Leader
  UCaaS and Meeting Solutions 2020
- UC Today
  Best Collaboration Platform 2021
- Red Dot Awards
  Best Product Design 2021
- Aragon Globe
  UC and Collaboration Leader 2021
Growth Opportunity

$48B
Current

$35B
Expansion

- CPaaS
- Customer Experience
- Workplace Safety
- Hybrid Work Accessories

By 2025

- Webex Hybrid Work Suite
- Webex Devices
- Webex Contact Center
- Telephony Handsets
Growth Opportunity

$83B
Cisco Opportunity

By 2025

- CPaaS
- Customer Experience
- Workplace Safety
- Hybrid Work Accessories

- Webex Hybrid Work Suite
- Webex Devices
- Webex Contact Center
- Telephony Handsets
GROWTH STRATEGY

New Logos  Suite Expansion  Devices
EXPANSION STRATEGY

For each $1 of customer spend
$5 incremental expansion available in the Webex install base
Powering Hybrid Work

- Artificial Intelligence
- Hybrid Workspaces
- Specialized Experiences
- Hybrid Work Suite
- Hybrid Work Platform

Security
Webex Hybrid Work Suite

- Calling
- Meetings
- Messaging
- Polling/Q&A
- Events
- Whiteboard
- Async Video
Powering Hybrid Work

Artificial Intelligence

Hybrid Workspaces
Specialized Experiences
Hybrid Work Suite
Hybrid Work Platform

Security
Hybrid Work Platform

- APIs
- UI Widgets
- SDKs
- Graph
- Integration
- Management
Powering Hybrid Work

- Hybrid Workspaces
- Specialized Experiences
- Hybrid Work Suite
- Hybrid Work Platform
Specialized Experiences

Functional Apps
- Webex Contact Center

Industry Apps
- Government
- Healthcare
- Education

Webex Event Center
Webex Training & Development Center
Powering Hybrid Work

Artificial Intelligence

Hybrid Workspaces
Specialized Experiences
Hybrid Work Suite
Hybrid Work Platform

Security
Hybrid Workspaces

- Webex Collaboration Devices
- Networking and Switching
- Cameras and Sensors
- Management Dashboards

- Home Office
  Dedicated Office Space
- Shared Space
  Focus Room and Huddle Room
- Hotdesk
  Office Desk - Open or Closed
- Meeting Room
  Multimedia Space for Collaboration

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“In preparation for American Express' return to office and adoption of a hybrid work model, we have upgraded our conference and huddle rooms around the world with new Cisco technology for virtual meetings. This innovative technology makes it easy to collaborate with colleagues wherever they are working from.”
Powering Hybrid Work

Artificial Intelligence

Hybrid Workspaces
Specialized Experiences
Hybrid Work Suite
Hybrid Work Platform

Security
Accelerating Innovation

FY21
- Webex Desk Pro, Camera, Navigator
- Webex Edge Connect
- Cloud Connected UC
- Webex for Govt, Webex for Classrooms
- BabbleLabs (noise removal)

Q1
- Integrated Webex Experience Management
- All new Webex Contact Center
- Microsoft Teams integration enhancements
- All new Webex App
- Enterprise Routes & Trunk groups
- BabbleLabs in Calling
- Cisco Calling Plans
- All new Webex Meetings
- Slido Audience Engagement

Q2
- Webex Desk and Webex Hub
- IMI – Customer Interactions / CPaaS
- Salesforce.com integration enhancement
- Box.com integration
- Security and DLP enhancements
- People Insights Enhancements
- Cisco Calling CAN
- Buy Calling and Meetings on Webex.com
- Webex Calling Enhancements
- Webex Events (100k+ participants)
- CC and Real-Time Translation

Q3
- Webex Contact Center Digital Channels
- No code, low code flow builder
- Announced Webex Suite
- Hybrid Work Enhancements
- Google Workspace integration – ECM
- Integrations and the Webex App Hub
- Cisco Calling UK
- Webex Calling Analytics
- Calling Management in Control Hub
- Socio Events Platform
- Vidcast
- BabbleLabs
- My Voice Only

FY22
- Webex Desk Pro, Camera, Navigator
- Webex Edge Connect
- Cloud Connected UC
- Webex for Govt, Webex for Classrooms
- BabbleLabs (noise removal)
Interact with Everyone No Matter the Language
PEOPLE FOCUS

Making the Meeting Experience Truly Inclusive

BEFORE

AFTER

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WEBEX DEVICES
Reimagining Office Workspaces with Hotdesking

Webex Headset

Webex Desk Camera

Webex Desk Hub
Reimagining Office Workspaces with Hotdesking
SLIDO
Audience Engagement Platform
Reimagining Events
BABBLE LABS

Remove Distractions Using A.I.

My Voice Only

Background Noise Removal

Powered by Audio Intelligence
WEBEX CALLING

Cloud Calling that Extends Across All Experiences & Hybrid Deployments

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WEBEX CONTACT CENTER
Reimagining Customer Experiences
Delivering Omnichannel Customer Interactions
“T-Mobile is leveraging Webex as part of its return to office strategy for things like a touchless environment.”

**T Mobile**

“With Cisco Webex, Broadcom has seen major improvement in VoIP quality. Broadcom has achieved a 92% Webex Cloud Calling VoIP adoption which saved a significant amount of Call Back and Call In PSTN charges. In addition, the innovation in the Webex App last year has been great, all employees like the features very much.”

**Broadcom**

“Webex connected our firm sitting across the virtual table from clients in a way that's been incredibly, incredibly powerful. And that's what's led to literally net new business growth and also growth rates with existing clients, the strongest we've ever seen.”

**Aon**

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Recent Land and Expand Example

LEADING GLOBAL TECHNOLOGY MANUFACTURER
Recent Competitive Takeout Example

LEADING SPORTS EQUIPMENT MANUFACTURER

Total Account Value ($ARR)

<table>
<thead>
<tr>
<th></th>
<th>Jan 2020</th>
<th>Aug 2021</th>
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<tbody>
<tr>
<td>CALLING</td>
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<td>MEETINGS</td>
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<td>WEBEX SUITE</td>
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<td>CONTACT CENTER DEVICES</td>
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<td>WEBEX SUITE</td>
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Marketing & Brand Investment

McLaren Brand Campaign

NASDAQ Integration Partner Activation
Why We Win

**Breadth of Offering**
- Webex Hybrid Work Suite
  - All-in-one, competitively priced solution
- Optimized Hardware + Software
  - Unmatched user experience, seamlessly bundled as one solution
- Collaboration + Security + Networking
  - Delivered and optimized across the entire Cisco portfolio
- End-to-End Experience Platform
  - Market leading Calling, Contact Center, Meetings, and device portfolio

**User Experience**
- Designed for Hybrid Work
  - People Focus, noise removal, real-time translations, custom layouts, any many more
- Award Winning Hardware
  - Best Product Design, Red Dot (2021)
- Applied AI at Scale
  - 31B+ minutes of disruptive noise removed using Audio Intelligence technology

**Trusted Platform**
- Security, Privacy, & Compliance
  - Natively built-in, simply managed, universally trusted
- Ecosystem Integration
  - Native, bi-directional integrations with the industry’s leading best-of-breed applications
- Hardware Interoperability
  - Universal support for other leading collaboration vendors

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