Secure, Agile Networks

ENTERPRISE INFRASTRUCTURE PROVIDES UNPARALLELED CONNECTED EXPERIENCES

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Deliver end-to-end enterprise infrastructure solutions designed to provide unparalleled connected experiences
Key Market Transitions

LONG-TERM GROWTH DRIVERS

Hybrid Cloud

Hybrid Work

Flexible Consumption

Cloud Security

Full-Stack Observability

Webscale

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5G
Wi-Fi 6
400G

IoT

Edge
CIOs MUST NOW TRANSFORM THEIR INFRASTRUCTURE

29B devices expected to access the Internet by 2023 – nearly 4 devices per person

Source: Cisco Annual Internet Report, March 2020
Growing Connectivity Needs and IoT Explosion

Wi-Fi 6 | 400G | 5G | Edge
NEW INVESTMENTS

55% of CIOs plan to invest in multi-cloud by 2022

Source: Morgan Stanley, 2Q21 CIO Survey, July 2021
INNOVATION DRIVING MOMENTUM

Double digit Q4 revenue growth in core enterprise networking

~2/3 of Cisco enterprise networking software portfolio now from subscriptions

Install base 1M customers 330M devices

Catalyst 9k fastest ramping product in Cisco history, opportunity to refresh over 70% of our customer base

Sources: Cisco Q4 FY21 Earnings, Cisco Investor Day 2021
Growth Opportunity

Current Growth

$72B

By 2025

- Switching
- SD-Branch Routing
- Wireless Networking
- Servers/x86 Blade
- Management & Orchestration
Growth Opportunity

$72B Current Growth

$26B Expansion

- Hybrid Cloud
- Automation & Insights
- IoT Expansion
- HW-as-a-Service

By 2025

- Switching
- SD-Branch Routing
- Wireless Networking
- Servers/x86 Blade
- Management & Orchestration

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Growth Opportunity

- Hybrid Cloud
- Automation & Insights
- IoT Expansion
- HW-as-a-Service

Cisco Opportunity

$98B

By 2025

- Switching
- SD-Branch Routing
- Wireless Networking
- Servers/x86 Blade
- Management & Orchestration
Visibility, control, experience, and analytics

Cisco Catalyst Access Points
Cisco Catalyst 9000
Cisco DNA Center
Cisco DNA Assurance
Cisco DNA Spaces
Leading Global Financial Service Provider

Transforming a legacy data center

- Multiple data centers
- SDN-enabled network
- Connecting cloud, campus, WAN, and data centers
- Cisco Nexus Dashboard
Building New Strengths for Our Customers

**TODAY**
- Powerful, Feature-Complete Technology
- Broad Portfolio
- Strong GTM/Ecosystem
- IT Trust
- Traditional Purchasing

**FUTURE**
- Powerful & Intuitive Experiences
- Broad & Aligned Portfolio
- Platform-First GTM & Ecosystem
- Trust Everywhere
- Simple & Flexible Consumption
Bringing Together Our Broad Portfolio in a New Way

Cisco Platform Suite

CX Cloud
Nexus Dashboard
SecureX
Intersight
DNA Center
AppDynamics
vManage

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ENABLING GROWTH

Attach
Subscription software licenses

Adopt
Platform orchestration

Expand
Account expansion TAM expansion
ACCELERATING ADOPTION: DNA

>100% higher key feature adoption → 2x faster progression through lifecycle → Increased renewal rate
Reaching new buyers
Expanding into new TAM

Meraki | Environmental Sensors | Smart Cameras
Secure, Agile Networks

WHY WE WIN

Best in Class Innovation
End-to-end enterprise infrastructure solutions
Unparalleled connected experiences
Powered by industry-leading platforms

Platform Experience
Delivering secure, agile, and reliable outcomes
Simplified delivery and consumption
Value multiplier for Cisco customers

Trusted Partner
Technology shifts: Wi-Fi 6, 400G, edge, cloud-native
Transition to subscription software licenses
Platform adoption and expansion
Cloud-neutral position

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