



# Change in Product Categories & Customer Markets

October 5, 2023

# Overview

Cisco is making changes to its product categories and customer markets to simplify and enhance its reporting to investors and other stakeholders.

Effective Q1 FY 2024, Cisco will report its product and service revenue in the following categories:

- Networking
- Security
- Collaboration
- Observability
- Services

Cisco will report its customer markets in the following categories effective Q1 FY 2024:

- Enterprise
- Public Sector
- Service Provider & Cloud

These revised product categories and customer markets will be used in the Q1 FY 2024 conference call scheduled for Wednesday, November 15, 2023.

Cisco's reportable segments will continue to be based on its geographies which consist of the Americas, EMEA, and APJC.

# Product Category Change

## Previous Categories

Secure, Agile Networks

Internet for the Future

End-to-End Security

Collaboration

Optimized Application  
Experiences

## New Categories

Networking

Security

Collaboration

Observability

## Product Elements

- Enterprise Switching, Meraki Switching, IoT Switching
- Enterprise Routing, IoT Routing
- Enterprise Wireless, Meraki Wireless, IoT Wireless
- Intersight
- Meraki Vision, Meraki IoT, IoT Kinetic
- Routed Optical Networking,
- Public 5G, Silicon & Optics
- SASE + NetSec, Zero Trust Security,
- Detection & Response, Application Security
- Collaboration
- Contact Center
- AppDynamics
- ThousandEyes

# Revenue by New Product Categories

(in millions, except percentages)

	Q1'23		Q2'23		Q3'23		Q4'23		FY23	
	Amount	Y/Y%	Amount	Y/Y%	Amount	Y/Y%	Amount	Y/Y%	Amount	Y/Y%
Networking	\$ 8,031	9%	\$ 8,092	11%	\$ 8,982	24%	\$ 9,465	28%	\$ 34,570	18%
Security	971	9%	943	7%	958	2%	987	0%	3,859	4%
Collaboration	1,086	-2%	958	-10%	985	-13%	1,023	-12%	4,052	-9%
Observability	157	10%	162	13%	167	14%	176	18%	661	14%
Total Product	10,245	8%	10,155	9%	11,092	17%	11,650	20%	43,142	13%
Services	3,387	0%	3,437	2%	3,479	3%	3,553	4%	13,856	2%
Total Revenue	\$ 13,632	6%	\$ 13,592	7%	\$ 14,571	14%	\$ 15,203	16%	\$ 56,998	11%

	Q1'22		Q2'22		Q3'22		Q4'22		FY22	
	Amount	Y/Y%	Amount	Y/Y%	Amount	Y/Y%	Amount	Y/Y%	Amount	Y/Y%
Networking	\$ 7,382	15%	\$ 7,260	13%	\$ 7,232	5%	\$ 7,391	-3%	\$ 29,265	7%
Security	895	4%	883	7%	938	7%	984	20%	3,699	9%
Collaboration	1,109	-7%	1,067	-9%	1,132	-7%	1,164	2%	4,472	-5%
Observability	144	13%	142	8%	147	5%	148	9%	581	9%
Total Product	9,529	11%	9,353	9%	9,448	3%	9,688	0%	38,018	6%
Services	3,371	1%	3,367	-1%	3,387	-8%	3,414	0%	13,539	-2%
Total Revenue	\$ 12,900	8%	\$ 12,720	6%	\$ 12,835	0%	\$ 13,102	0%	\$ 51,557	3%

	Q1'21		Q2'21		Q3'21		Q4'21		FY21	
	Amount	Y/Y%	Amount	Y/Y%	Amount	Y/Y%	Amount	Y/Y%	Amount	Y/Y%
Networking	\$ 6,404	-16%	\$ 6,451	-3%	\$ 6,904	6%	\$ 7,610	13%	\$ 27,370	-1%
Security	861	6%	822	10%	876	13%	823	1%	3,382	7%
Collaboration	1,193	-9%	1,167	0%	1,220	3%	1,147	-2%	4,727	-2%
Observability	127	5%	132	12%	140	24%	137	21%	535	15%
Total Product	8,587	-13%	8,572	-1%	9,139	6%	9,716	10%	36,014	0%
Services	3,342	2%	3,388	2%	3,664	8%	3,410	3%	13,804	4%
Total Revenue	\$ 11,929	-9%	\$ 11,960	0%	\$ 12,803	7%	\$ 13,126	8%	\$ 49,818	1%



# Product Orders Y/Y Growth by New Customer Markets

	Q1'23	Q2'23	Q3'23	Q4'23	FY23
	Y/Y%	Y/Y%	Y/Y%	Y/Y%	Y/Y%
Enterprise	-14%	-23%	-20%	-9%	-17%
Public Sector	-8%	-10%	-11%	-11%	-10%
Service Provider & Cloud	-21%	-32%	-47%	-36%	-34%
Total Product Orders	-14%	-22%	-23%	-14%	-18%

	Q1'22	Q2'22	Q3'22	Q4'22	FY22
	Y/Y%	Y/Y%	Y/Y%	Y/Y%	Y/Y%
Enterprise	39%	37%	10%	-7%	16%
Public Sector	10%	20%	4%	-3%	6%
Service Provider & Cloud	64%	43%	8%	-6%	23%
Total Product Orders	34%	34%	8%	-6%	15%

	Q1'21	Q2'21	Q3'21	Q4'21	FY21
	Y/Y%	Y/Y%	Y/Y%	Y/Y%	Y/Y%
Enterprise	-14%	-5%	6%	32%	6%
Public Sector	6%	11%	12%	22%	13%
Service Provider & Cloud	-5%	4%	18%	38%	14%
Total Product Orders	-6%	0%	10%	30%	9%



The bridge to possible