Cisco at-a-glance

Fiscal Stats

Q4 FY18 Revenue: $12.8B, $9.7B Products, $3.2B Services

FY18 Revenue: $49.3B, $36.7B Products, $12.6B Services (Non-GAAP)

$6.3B Annualized R&D

Other Stats

~72,000 employees

300,000 partners; 62,000 channel partners

480 global sites doing business in 165+ countries

More than 19,000 patents

26,000 engineers (36% of our workforce)

#1 or #2 in most market segments we serve

More than 200 acquisitions since 1993

Broad portfolio of integrated products and solutions

Cisco Systems

The Bridge to Possible

Tom Freeman – Systems Engineer
Francisco Duran – Account Manager
November 2018

Agenda

- Intros

- Cisco Overview

- Life of an Account Team

- Closing Thoughts

Tom Freeman

<u>About Me:</u>
- Graduated from **UCSC** in Fall 2009
- B.S. in **Information Systems Management**
- **Cisco** employee for ~10 years
- Former president of **ISMA** (Information Systems Management Association)

<u>Professional Experience:</u>
- **Project Manager**: Cross Functional Software Project & Programs
- **Developer:** Web Applications / Mobile
- **Business Operations Manager:** Finance, Staffing, Mlanning, Communications, and Metrics Support
- **Technical Marketing Engineer:** Proof of Concepts, Demos, RFP, Lab Management, Interlocks
- **Systems Engineer:** Commercial Sales, Ent Networking, Data Center, Security, Collaboration

<u>Interests</u>
- Music, Acoustics, Climbing, Disc Golf, Drumming
- Networking, FPS games, LAN parties

Francisco Duran

About Me:
- Graduated from **SCU in 1992**
- B.S. in **Marketing**
- **Cisco** employee for ~9 years

Professional Experience:
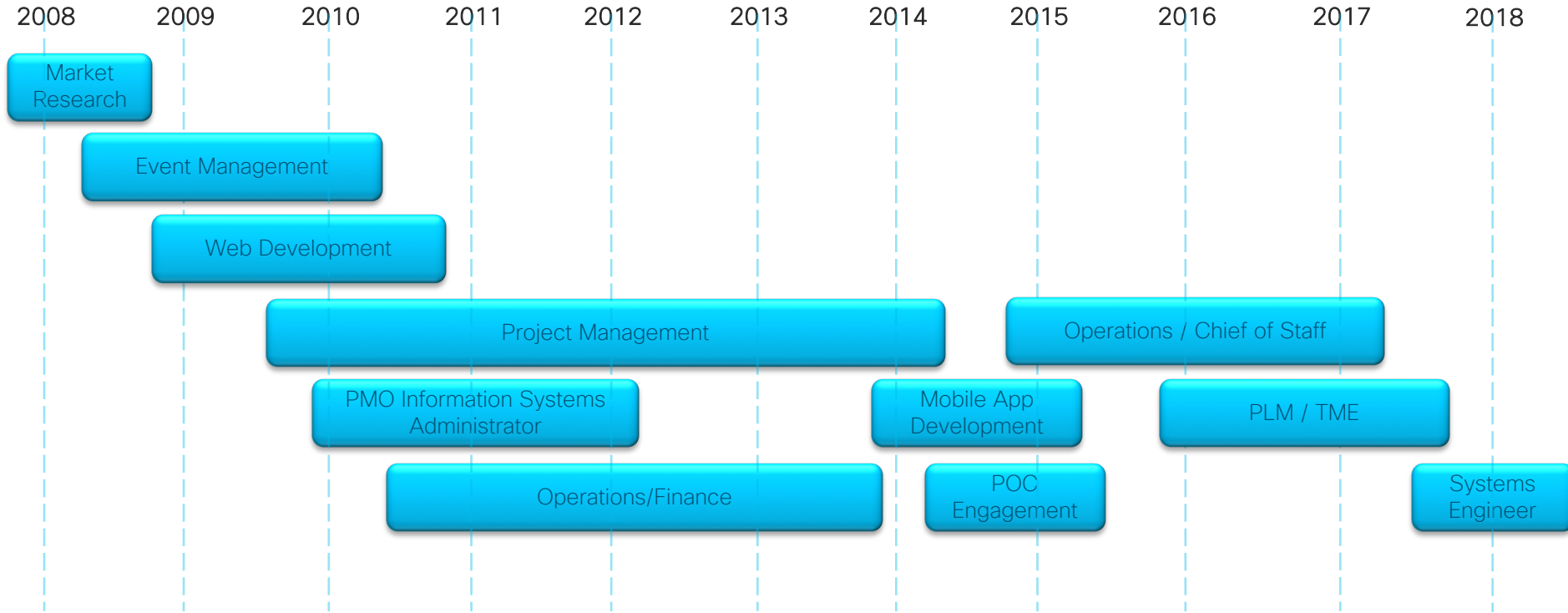- **Sales**:
  - AT&T– represented the entire AT&T portfolio
  - Microsoft – focused solely on Voice Recognition for Contact Centers
  - Cisco – Commercial Sales, Ent Networking, Data Center, Security, Collaboration

* In 2006, took 1 year off from Tech to work as Habitat for Humanity as Donor Relations Manager

Interests
- Music, Piano, playing with my 2 young kids
- Aviation, Sports, and cycling

Tom's Journey

2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

Market Research

Event Management

Web Development

Project Management

Operations / Chief of Staff

PMO Information Systems Administrator

Mobile App Development

PLM / TME

Operations/Finance

POC Engagement

Systems Engineer

Cisco Systems

Connecting the Unconnected

Our vision

For 30 years, we've focused on helping to change the way the world works, lives, plays, and learns.

Our strategy

We create solutions
built on intelligent
networks that solve our
customers' challenges.

Digital is transforming business.

Transform
processes and
business models

Empower
workforce efficiency
and innovation

Personalize
citizen/customer/
employee experience

The opportunity:
Embracing digital business

IDC predicts worldwide spending on digital transformation technologies will expand at a compound annual growth rate (CAGR) of 16.8% through 2019 to more than $2.1 trillion.*

In 2019, enterprises will spend

$2.1 Trillion

to manage digital business
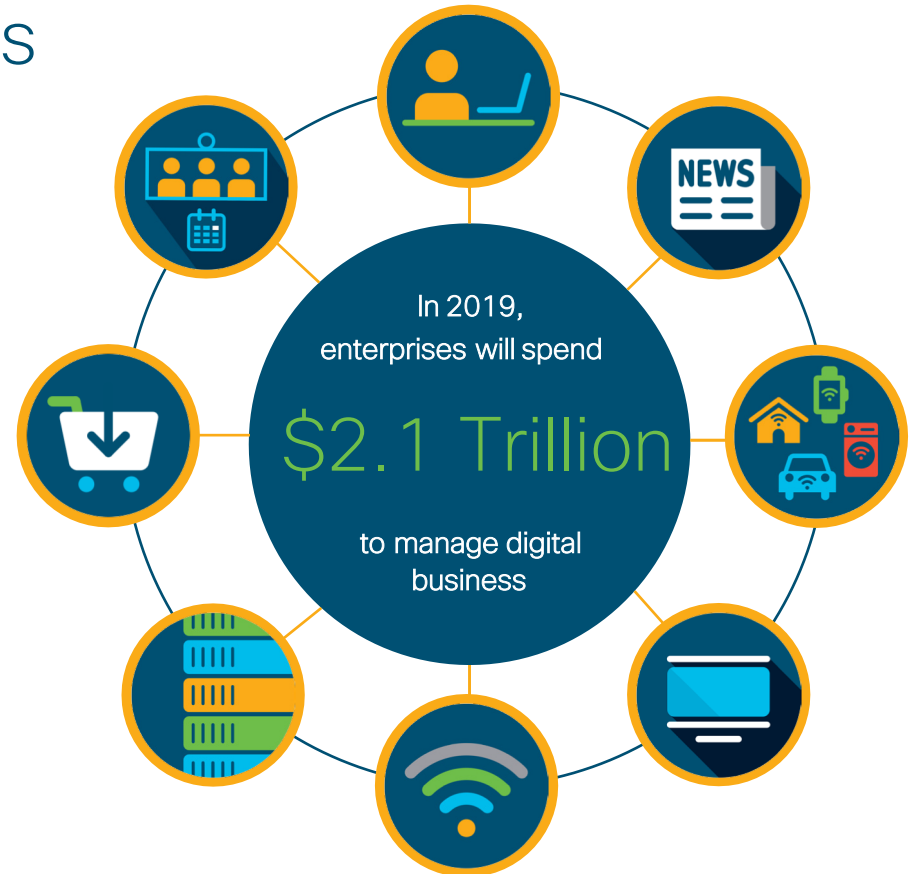
Secure, intelligent platform for digital business

Power a Multicloud world

Reinvent the network
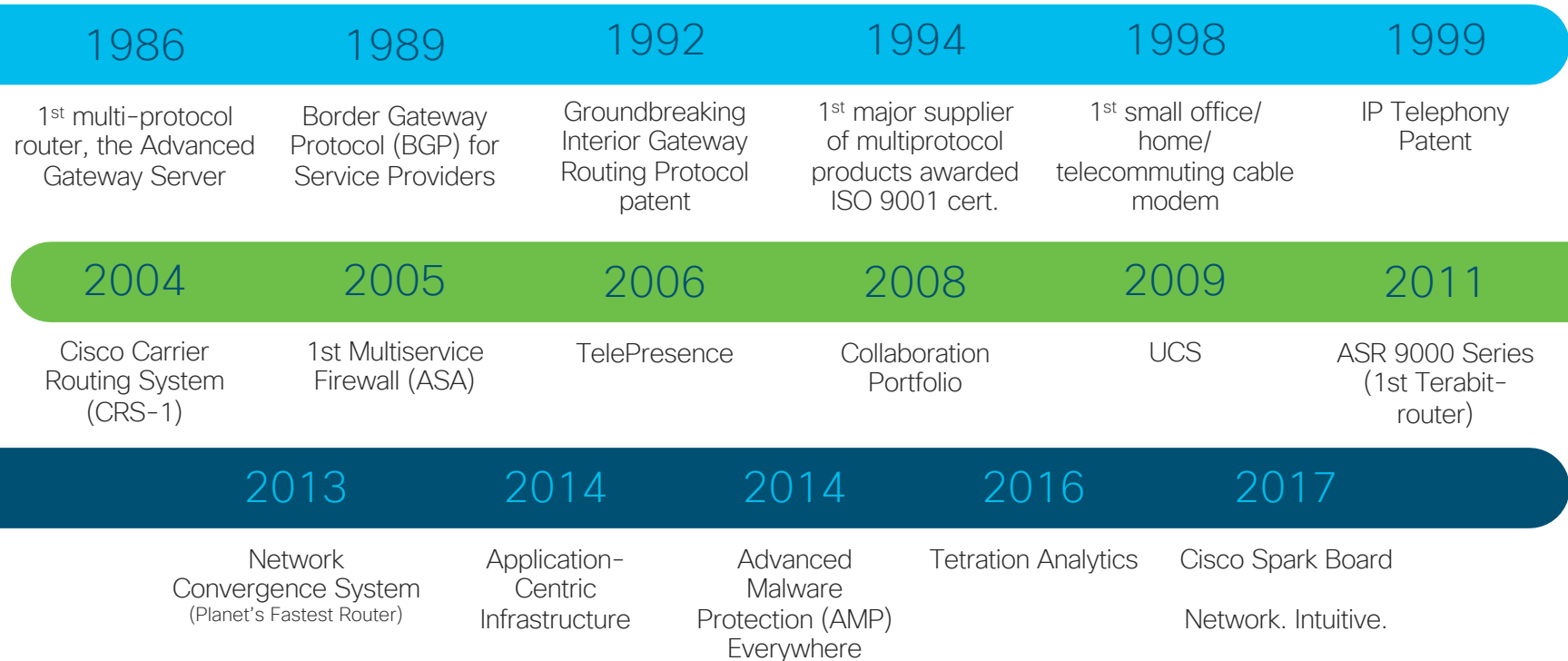
Unlock the power of data

Security is Foundational

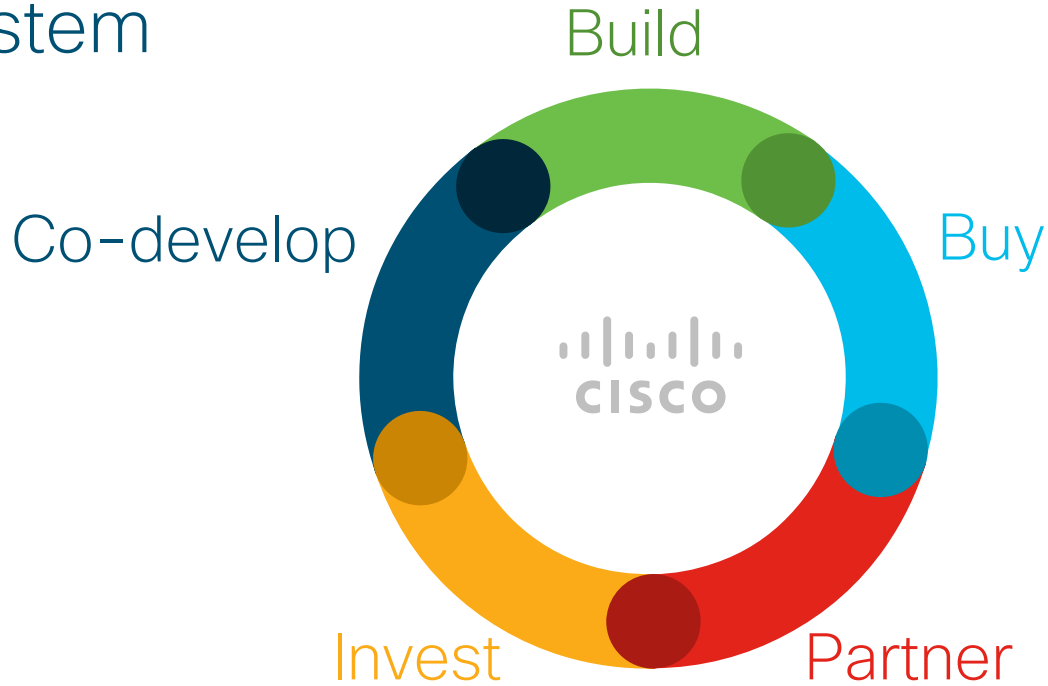**Create meaningful experiences**

Increased pace of innovation

Innovation

Customers rely on cisco for innovation

1986	1989	1992	1994	1998	1999
1st multi-protocol router, the Advanced Gateway Server	Border Gateway Protocol (BGP) for Service Providers	Groundbreaking Interior Gateway Routing Protocol patent	1st major supplier of multiprotocol products awarded ISO 9001 cert.	1st small office/ home/ telecommuting cable modem	IP Telephony Patent

2004	2005	2006	2008	2009	2011
Cisco Carrier Routing System (CRS-1)	1st Multiservice Firewall (ASA)	TelePresence	Collaboration Portfolio	UCS	ASR 9000 Series (1st Terabit-router)

	2013	2014	2014	2016	2017
	Network Convergence System (Planet's Fastest Router)	Application-Centric Infrastructure	Advanced Malware Protection (AMP) Everywhere	Tetration Analytics	Cisco Spark Board Network. Intuitive.

Our innovation ecosystem

Build

Buy

Co-develop

CISCO

Invest

Partner

Growth Strategy for Innovation

Build

- $6B Annual R&D Spend
- 26K+ Engineers

Buy

- 205 Acquisitions
  - broadsoft
  - acano
  - APPDYNAMICS
  - insieme
  - Jasper
  - Meraki
  - Lancope
  - leaba semiconductor
  - tail-f
  - OpenDNS
  - SOURCEfire
  - viptela
  - springpath

Partner

- 300K+ Partners
  - Apple
  - Google Cloud
  - inspur

Invest

- $250-$300M annually
- 120+ Companies
- 45 LP positions in 27 countries

Co-develop

300K+

Strategic Partners

ERICSSON

Google

inspur

CISCO

Partner

$2B Fund | 120+ Companies

45 Funds in 27 countries

Invest $200 to $300 million annually

SKYPORT SYSTEMS

aQuantia®

Ayla

mooc

puppet labs®

THE ALCHEMIST ACCELERATOR

Blackbird VENTURES

TEAM8 Rethinking Cyber

PARTECH VENTURES

CISCO

Invest

Alliance Partners

2,500 Customers

10 Innovation Centers

40 Solutions

HITACHI

eDF

Panasonic

startupbootcamp

Co-develop

CISCO

FY18 financials

$49B*
Revenue

$12.6b
Services revenue

$36.7b
Product revenue
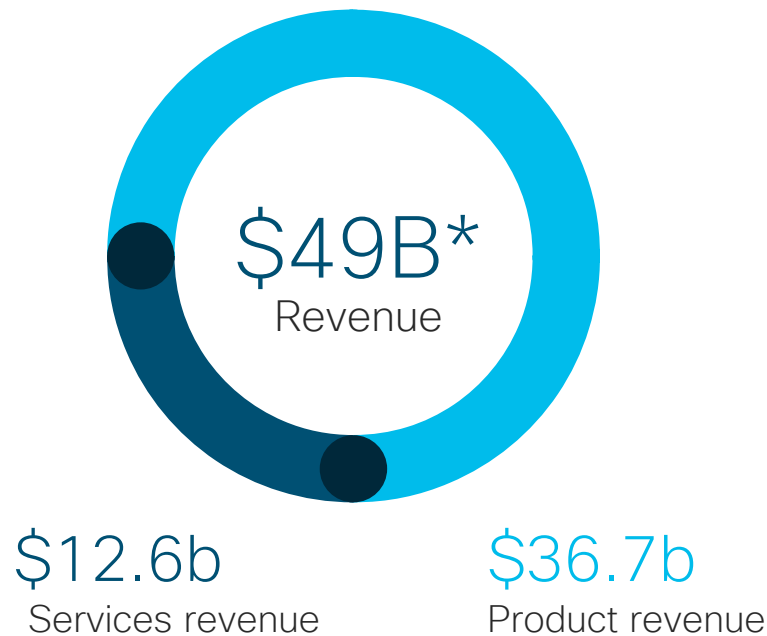
$46.5b
Total cash and investments

*Non-GAAP Rev.

GAAP revenue
$49B Total
$36.7B Products
$12.6B Services

Q4 FY18 revenue highlights

	$M	Y/Y% Change
Infrastructure platforms	7,443	7%
Applications	1,339	10%
Security	627	12%
Other products	232	(18%)
Services	3,202	3%
Total Cisco	12,844	6%

Recurring revenue 32% (+1 pts y/y)
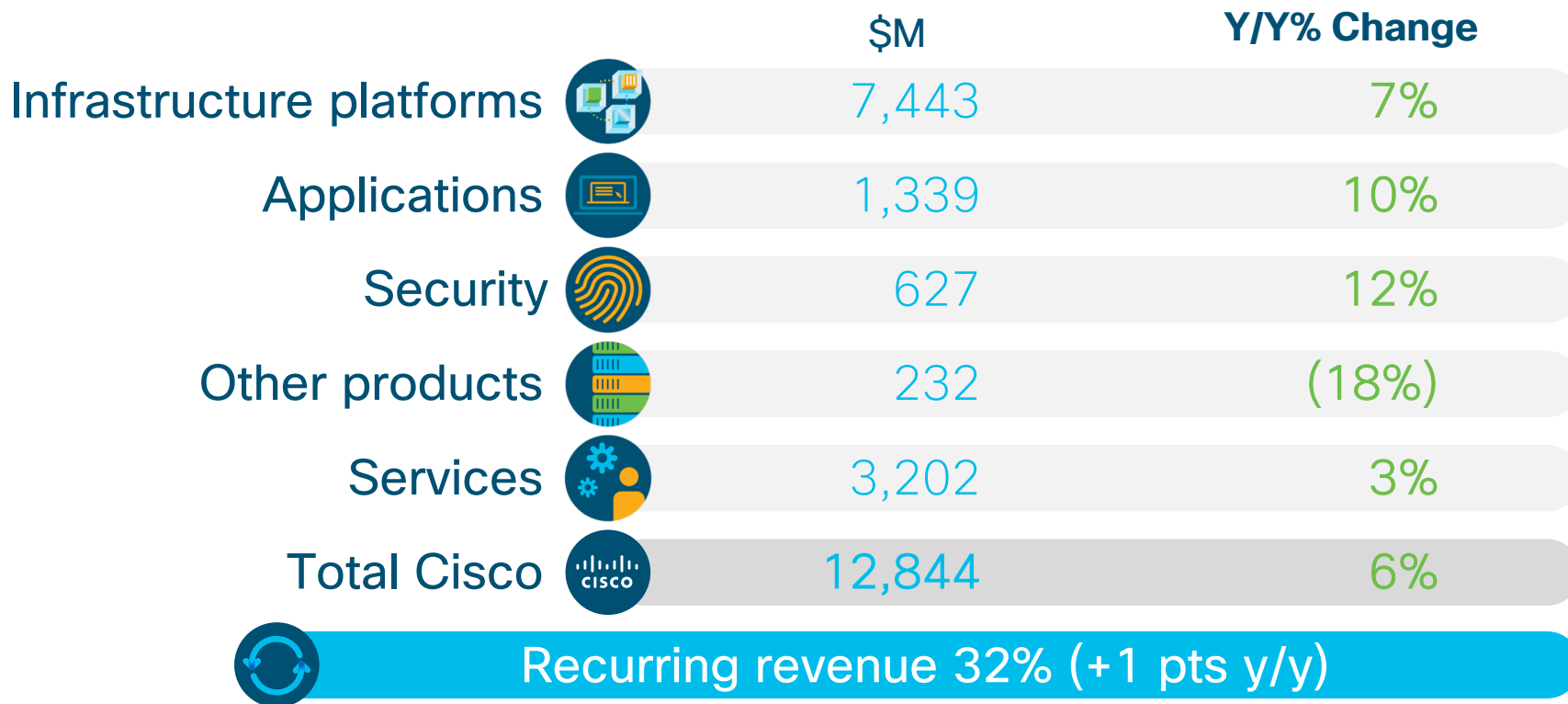
Revenue by geography: Q4 FY18

Americas
$7.6B

Total Q4 FY18
$12.8B

EMEA
$3.2B

APJC
$2.1B

Total revenues do not add up due to rounding.
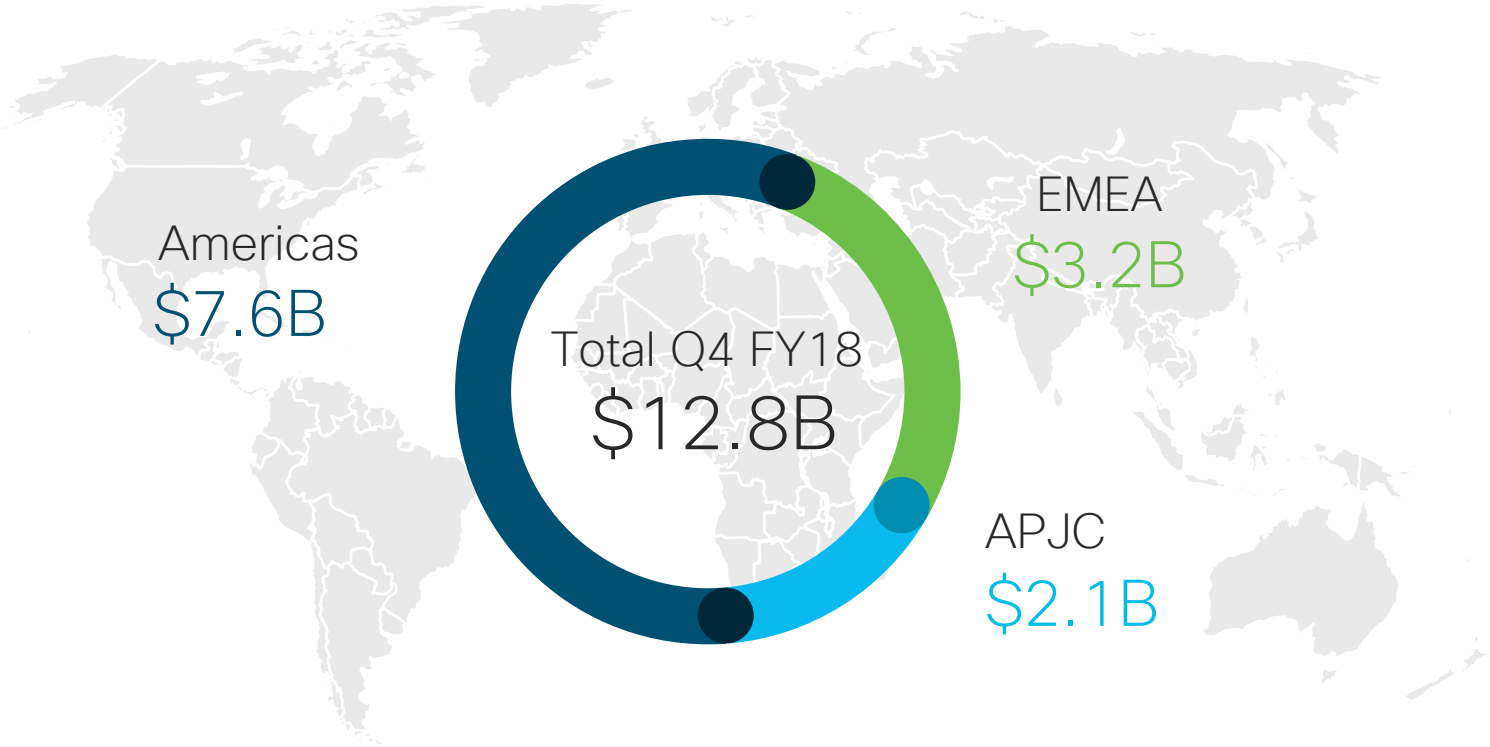
Market leadership matters

#1
Access routing
79%

#1
Wireless LAN
44%

#1
Campus switching (managed)
58%

#1
LAN switching (managed)
57%

#1
DC switching (managed)
55%

#2
X86 blade servers
32%

#1
Network security
28%

#1
SaaS web conferencing
45%

#1
Voice
43%

#1
Telepresence
55%

#1
SP core + edge routing
41%
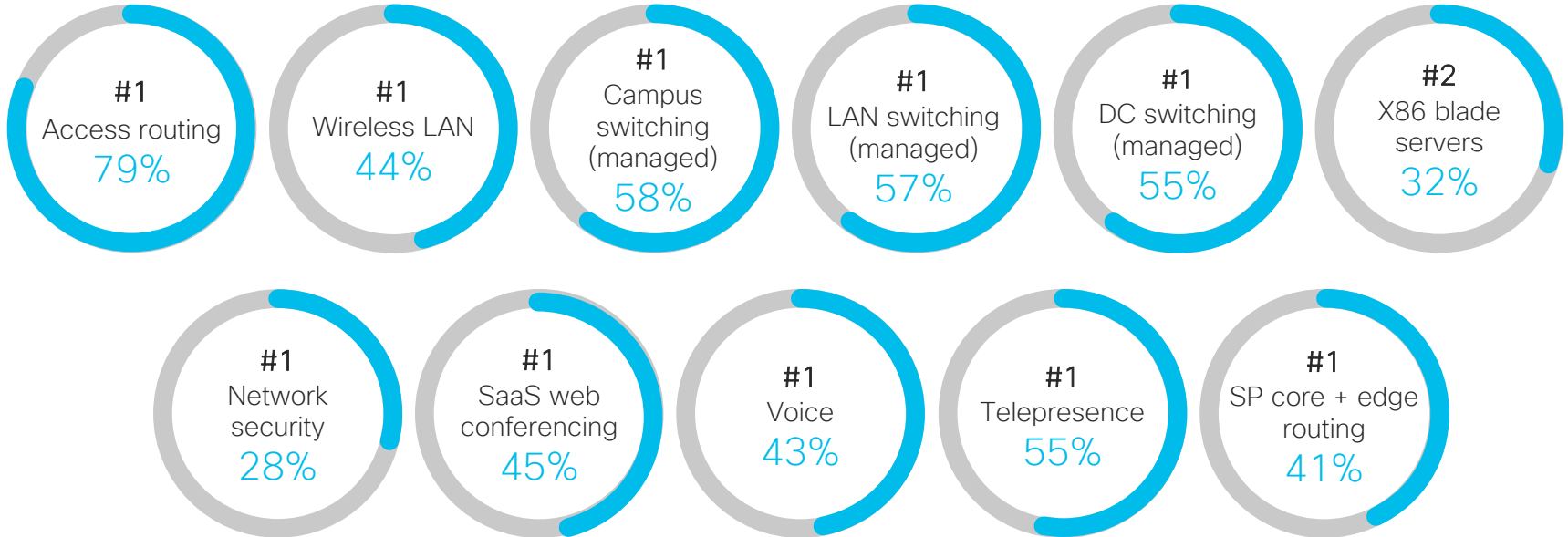
Partners

Our heritage, their confidence

Leading market transitions together

Year	
2017	Digital Network Architecture
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

Partner routes to market

Resale   Ecosystem   Provider   Designed-in   Marketplace

Reinvent our partners' go-to-market

Change how we **position**
Setting expectations

Change how we **transact**
New consumption models

Change how we **grow**
Activate, adopt, expand

Cisco Partner ecosystem

Consultant

ISV

Service provider

Technology

Reseller

Distributor

Cloud builder

Integrator

Customer value

Corporate social responsibility

A corporate social responsibility leader

Ranked #1 most sustainable company
As ranked by recent Barron's analysis

We rank No. 1 among all U.S. public companies, after reducing our greenhouse-gas emissions by 41% since 2007 and meeting our goal of getting 80% of our electricity from renewable sources.

Cisco corporate social responsibility

We accelerate global problem solving through our technology and expertise to positively impact people, society, and the planet.

People

Enabling people to reach their full potential in a digital economy.

Ethical conduct
Corporate...
Building skills & entrepreneurship

Society

Building a digital and inclusive social and economic impact in countries around the world.

Bridging digital divide
Human rights
Responsible sourcing & manufacturing

Planet

Advancing environmentally sustainable growth in a digital economy.

Energy & greenhouse gas reduction
Product end-of-life

FY17 highlights: our CSR impact

1.3M

Students developed skills through Cisco Networking Academy

358K

Hours of employee volunteering – the equivalent of over 40 years!

$355M

Company-wide donations (cash, product, and in-kind)

154M

People directly benefited from our cash grant investments to nonprofits

-60%

Reduction in scope 1 and 2 GHG emissions by 2022

Our CSR goals

2M

Reach 2 million Cisco Networking Academy students per year by 2021

80%

Achieve 80% employee engagement (volunteering and donations) by 2020

1B

Positively impact one billion people by 2025
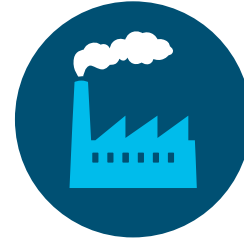
−34%

Avoid one million ton cumulative of supply chain greenhouse gas emissions by 2020

People & culture

Culture and employees are our competitive advantage

Sales
26%

Corporate Functions
19%

74K
employees
480
offices

Services
20%

Engineering
35%
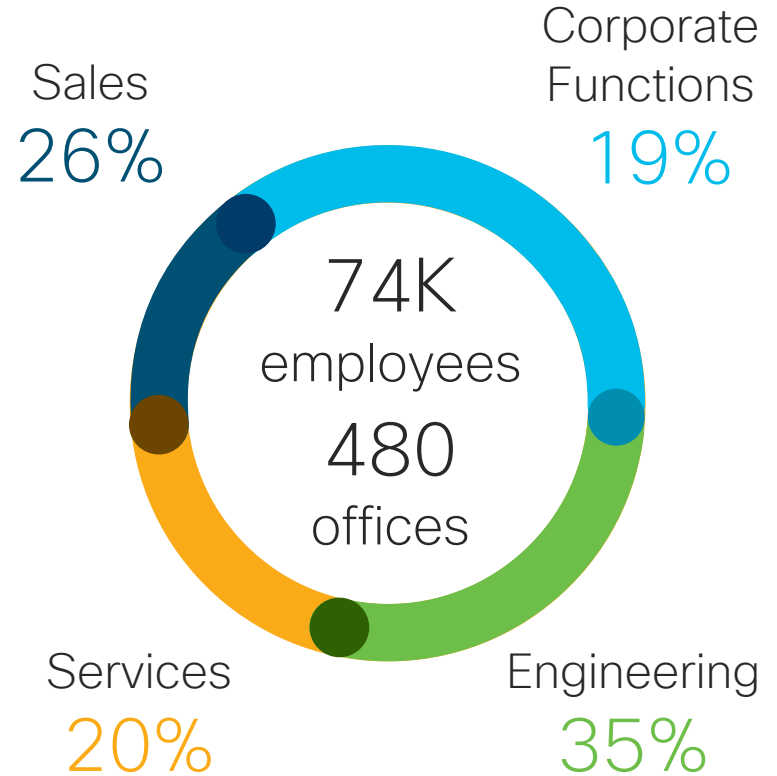
Our People Deal is the culture we all want and our business needs for success. It's our unique culture of speed, agility, innovation, customer focus, collaboration and doing good for the world. It's how, together, we connect everything, innovate everywhere, and benefit everyone.

Connect everything. Innovate everywhere. Benefit everyone.

Our Guiding Principles

GIVE Your Best

Show that desire to be at your best, connect with others to share quickly with whoever needs it; open your mind to ideas from everywhere and anywhere – and use them to build on the possibilities to pour a little drop of love into our customers' worlds.

GIVE Your Ego The Day Off

It's the best solution our customers need, not the best-protected Cisco turf, so support that solution, whatever the background of the person or team who came up with it. Have the debate and have a backbone. Make your point, then commit to what's been agreed and deliver it with agility and pace.

GIVE Something Of Yourself

A simple smile or "hi" every day is worth its weight in gold, so don't hide it away. Show care and consideration to your colleagues, our customers, our communities, our partners and the world we all share. Be worthy of trust. Be an inspiration. Be delightful to everyone. Even if you don't like them.

TAKE Accountability

Whatever comes your way, understand it and be personally accountable for its success. Assume the answer's "yes" and that you don't need to wait in line for permission. Check the data but don't let that slow down taking responsibility. And ... deliver.

TAKE Difference To Heart

We become bigger as individuals and more powerful as a collective when we respect and value what makes us so special – our unique, personal differences. Inclusion will always beat exclusion.

TAKE A Bold Step

Whatever your position, show leadership and courage when it comes to innovating and disrupting. If it doesn't feel safe, be secure in the knowledge that shooting for the stars will always be a part of who we are. Together we can figure out how to get there so let's dream big.

Great place to work

21 consecutive years on the Best Companies to Work For list.

See more awards:
weare.cisco.com/awards

United States

#1 Most sustainable company by Barron's
#3 Best place for giving back
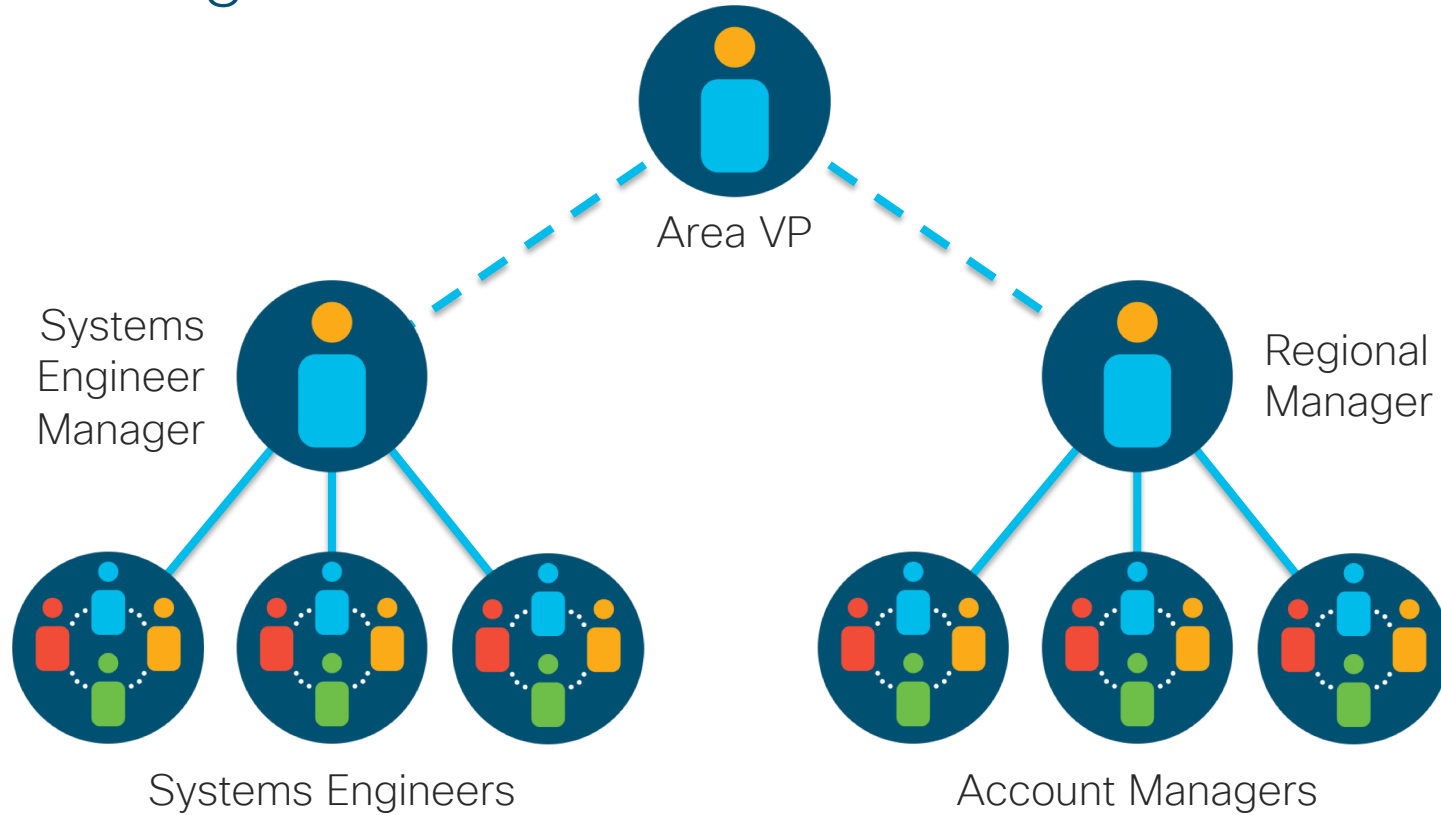
#1 Global Rankings

Italy   Poland
Spain   Mexico
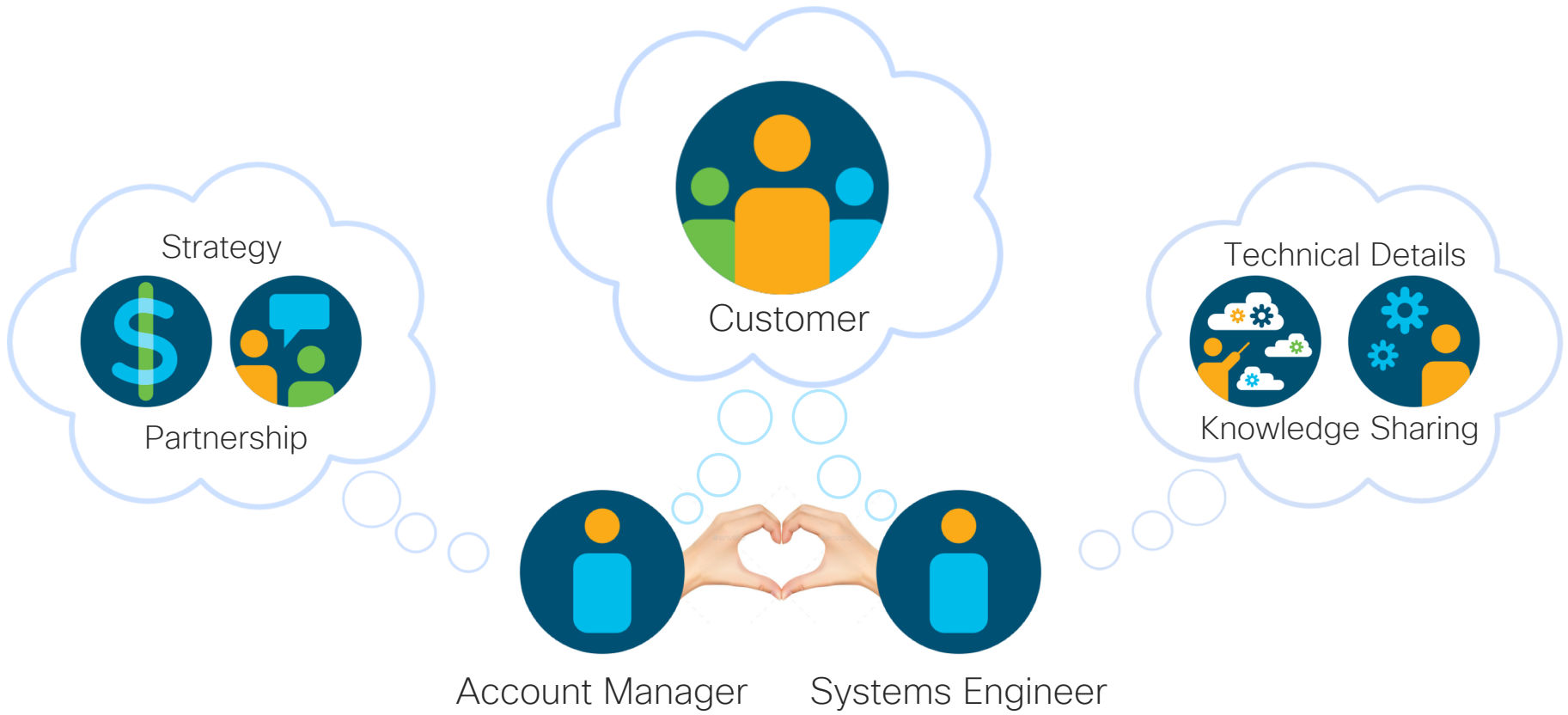Japan
Switzerland

Top 20 Global Rankings

Latin America (#2)   Europe (#3)
Singapore (#2)   Ireland (#3)
Portugal (#2)   Costa Rica (#3)
Peru (#2)   United Kingdom (#4)
Poland (#2)   Netherlands (#5)
China (#3)   Asia (#5)
Australia (#3)

Life of an Account Team

Sales Organization

Area VP

Systems Engineer Manager

Regional Manager

Systems Engineers

Account Managers

Strategy

Partnership

Customer

Technical Details

Knowledge Sharing

Account Manager   Systems Engineer

Specialists

Domain Specific Account Team

Consulting Systems Engineer

Product Sales Specialist

Value-add Services (deployment, survey, etc..)
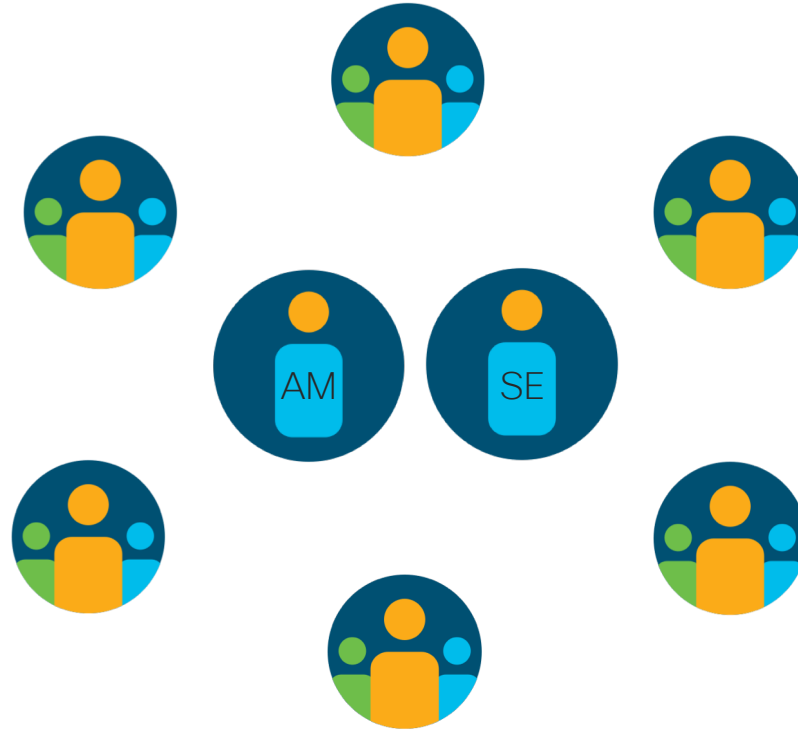

Client Services Manager
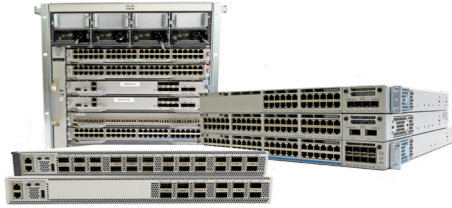
Partner/Resale Strategy

Partner Account Manager

Territory Sales

Select Sales

Account Team Role

Represent the Cisco portfolio

Own engagements from a business & technical perspective

Embody Cisco culture & values
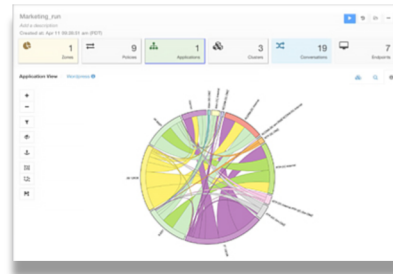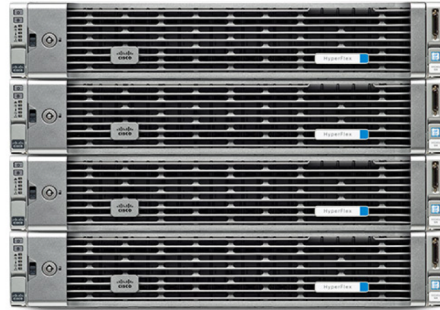
Cisco Portfolio

Enterprise Networking

Datacenter

Security

Collaboration
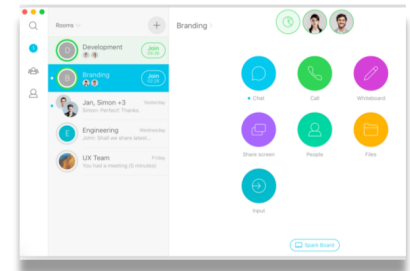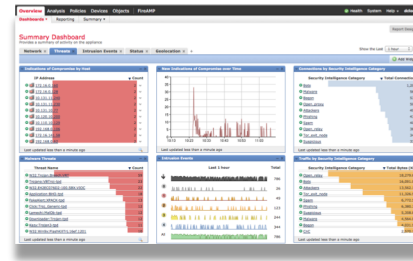
Meraki

Cloud Managed
Networking

HyperFlex

Hyperconverged
Infrastructure

WebEx Share

Simple
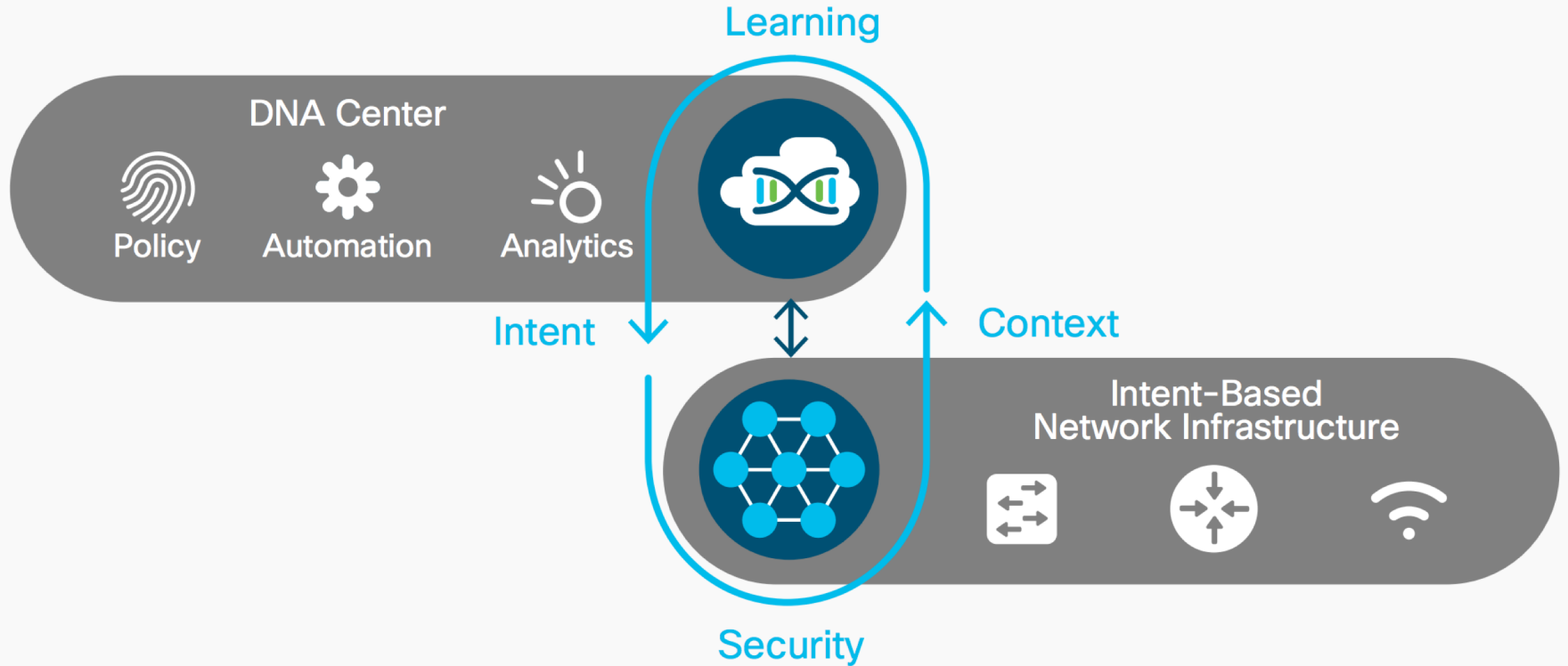Screen Sharing

Viptela

Software Defined
WAN

Stealthwatch

Machine Learning Based
Threat Detection

CloudCenter

Multi-Cloud
Management

Cisco Digital Network Architecture (DNA)

Closing Thoughts

Be Relevant

- Internships – The earlier the better

- Educational focus:
  - Product development processes
  - Software development
  - Supply chain management
  - Technology classes that interest you

- Stay up on industry trends:
  - Blogs, News articles, Webinars/Seminars, Reddit

- Participate in local events and organizations e.g. ISMA, Meetups, etc.

- Develop yourself through personal projects

Interviewing

- Understand the interview process

- Practice

- Be yourself, honesty is critical

- Potential is everything when evaluating graduates

- NO FEAR !!