

Cisco at-a-glance

Fiscal Stats

FY16 Revenue: \$48.7B, \$36.7 Products, \$12B Services (Non-GAAP)
1H FY17 Revenue: \$23.9B, \$17.8B Products, \$6.1B Services
\$6B Annualized R&D

Other Stats

~72,000 employees
282,000 partners; 60,000 channel partners
480 global sites doing business in 165+ countries
More than 19,000 patents
26,000 engineers (27% of our workforce)
#1 or #2 in most market segments we serve
More than 190 acquisitions since 1993
Broad portfolio of integrated products and solutions



Cisco Systems

Beyond the Hardware

Tom Freeman
Systems Engineer
February 2018

Agenda

- About Tom
- About Cisco
- Systems Engineer
- Operations Manager
- Closing Thoughts

Tom Freeman

About Me:

- Graduated from UCSC in Fall 2009
- B.S. in Information Systems Management
- Cisco employee for ~9 years
- Former president of ISMA (Information Systems Management Association)

Professional Experience:

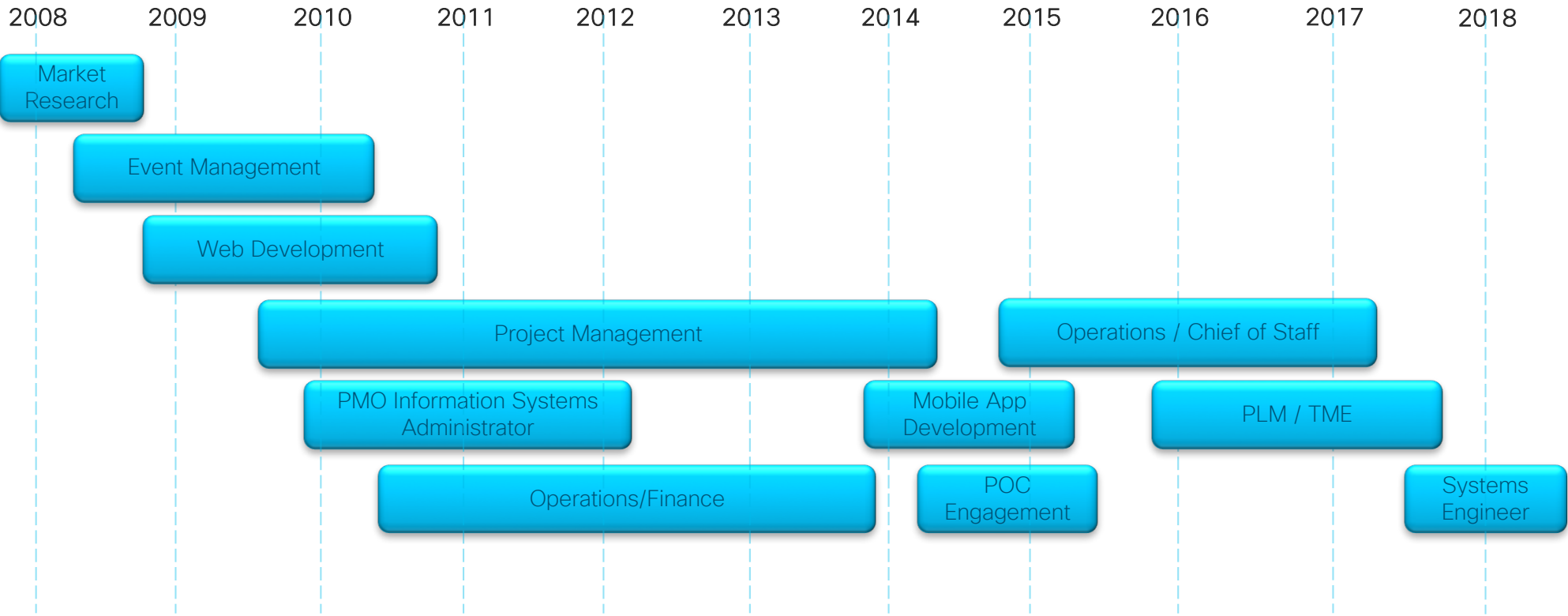
- **Project Manager:** Cross Functional Software Project & Programs
- **Developer:** Web Applications / Mobile
- **Business Operations Manager:** Finance, Staffing, Manning, Communications, and Metrics Support
- **Technical Marketing Engineer:** Proof of Concepts, Demos, RFP, Lab Management, Interlocks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

Interests

- Music, Acoustics, Disc Golf, Drumming
- Networking, FPS games, LAN parties



The Journey



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

Secure, intelligent platform for digital business

Security is foundational



Reinvent the network



Embrace a multi-cloud world



Unlock the power of data



Employee and customer experience



Increased Pace of Innovation

Innovation

Customers rely on cisco for innovation

1986

1st multi-protocol router, the Advanced Gateway Server

1989

Border Gateway Protocol (BGP) for Service Providers

1992

Groundbreaking Interior Gateway Routing Protocol patent

1994

1st major supplier of multiprotocol products awarded ISO 9001 cert.

1998

1st small office/home/telecommuting cable modem

1999

IP Telephony Patent

2004

Cisco Carrier Routing System (CRS-1)

2005

1st Multiservice Firewall (ASA)

2006

TelePresence

2008

Collaboration Portfolio

2009

UCS

2011

ASR 9000 Series (1st Terabit-router)

2013

Network Convergence System (Planet's Fastest Router)

2014

Application-Centric Infrastructure

2014

Advanced Malware Protection (AMP) Everywhere

2016

Tetration Analytics

2017

Cisco Spark Board
Network. Intuitive.

The Network. Intuitive.

A new era of networking.

Informed by context.
Powered by intent.
Driven by Intuition.

Built on the Cisco Digital
Network Architecture (DNA)



DNA Center

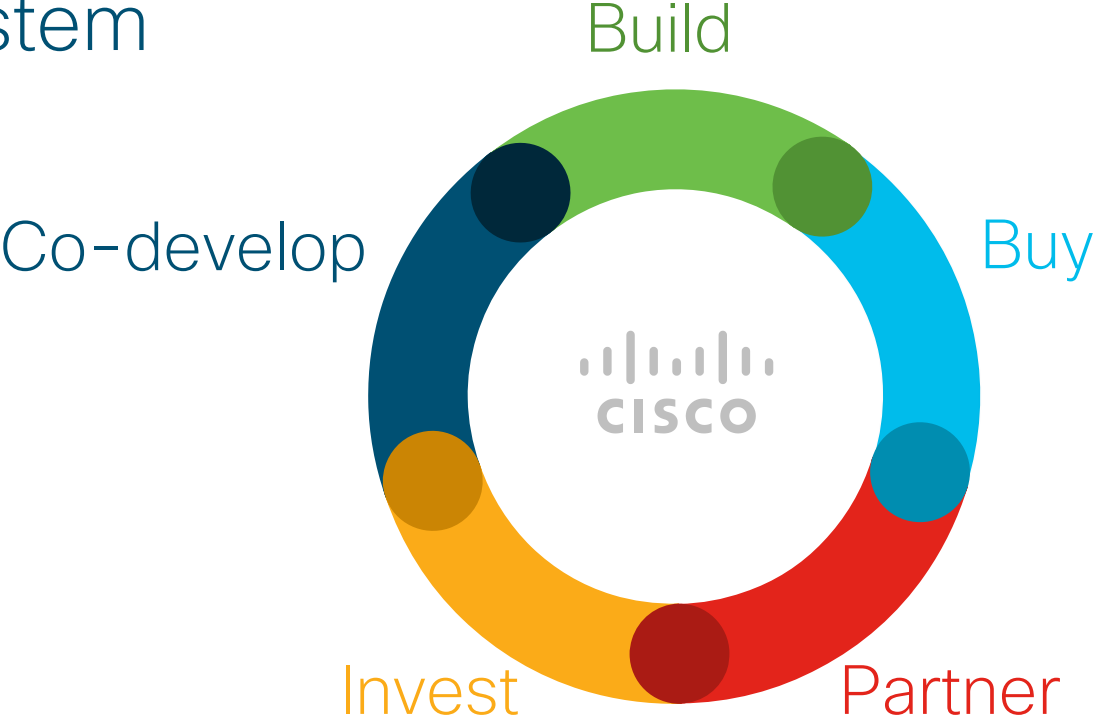


New Platforms:
Catalyst 9000 Series



Encrypted Traffic
Analytics

Our innovation ecosystem



19K
Patents

26K+
Engineers

\$6B
Annual R&D
Spend

Internal
Start-ups

ild

SCO



201+ | 1-2%
Acquisitions | Growth

OpenDNS

SOURCEfire®

insjeme

Jasper

Meraki

acano

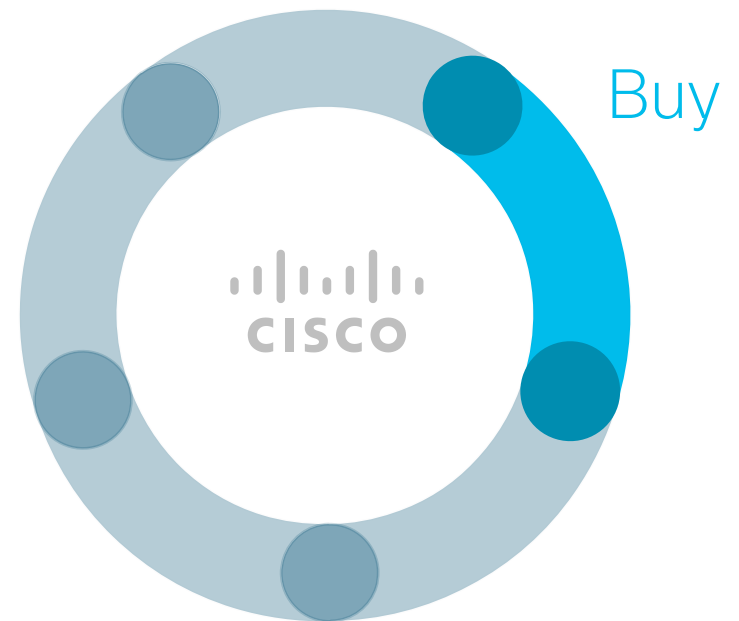
leaba
semiconductor

tail-f

Lancopé®

APPDYNAMICS

broadsoft



300K+

Strategic Partners



Google



inspur



\$2B | 120+
Fund | Companies

45 Funds in 25 countries

SKYPORT
SYSTEMS

AQUANTIA®

Ayla

wooc

puppet
labs

THE
ALCHEMIST
ACCELERATOR

Blackbird
VENTURES

TEAM8
Rethinking Cyber

PARTECH
VENTURES



Alliance Partners **2,500**
Customers

9 Innovation
Centers

40
Solutions

HITACHI



Panasonic



Co-develop



FY17 financials

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\$12.3B

Services Revenue

\$35.7B*

Product Revenue

\$70.5B

Total Cash &
Investments

*Non-GAAP Rev.

GAAP revenue
\$48B Total
\$35.7B Products



\$3.1B

Services Revenue

\$9.1B

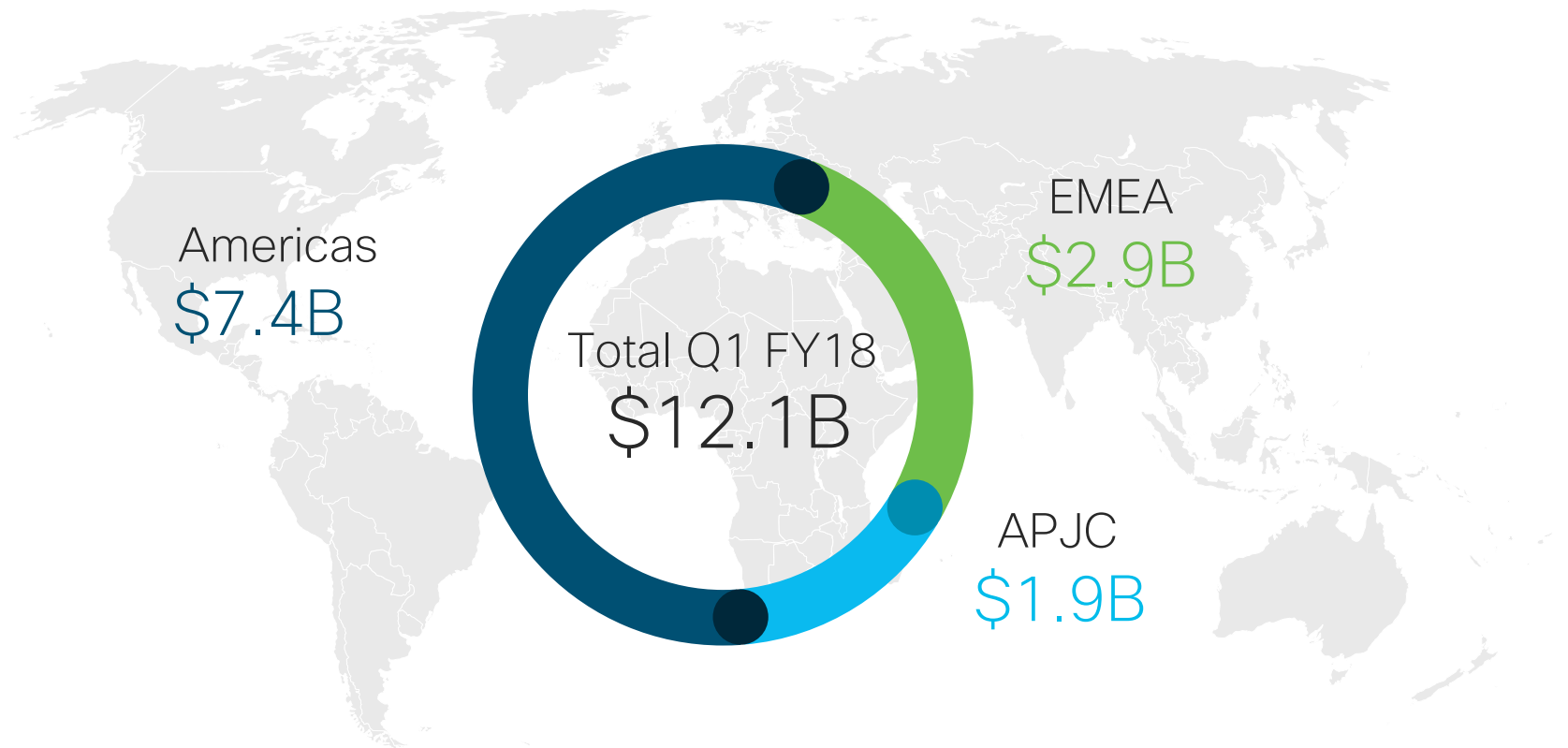
Product Revenue

\$71.6B

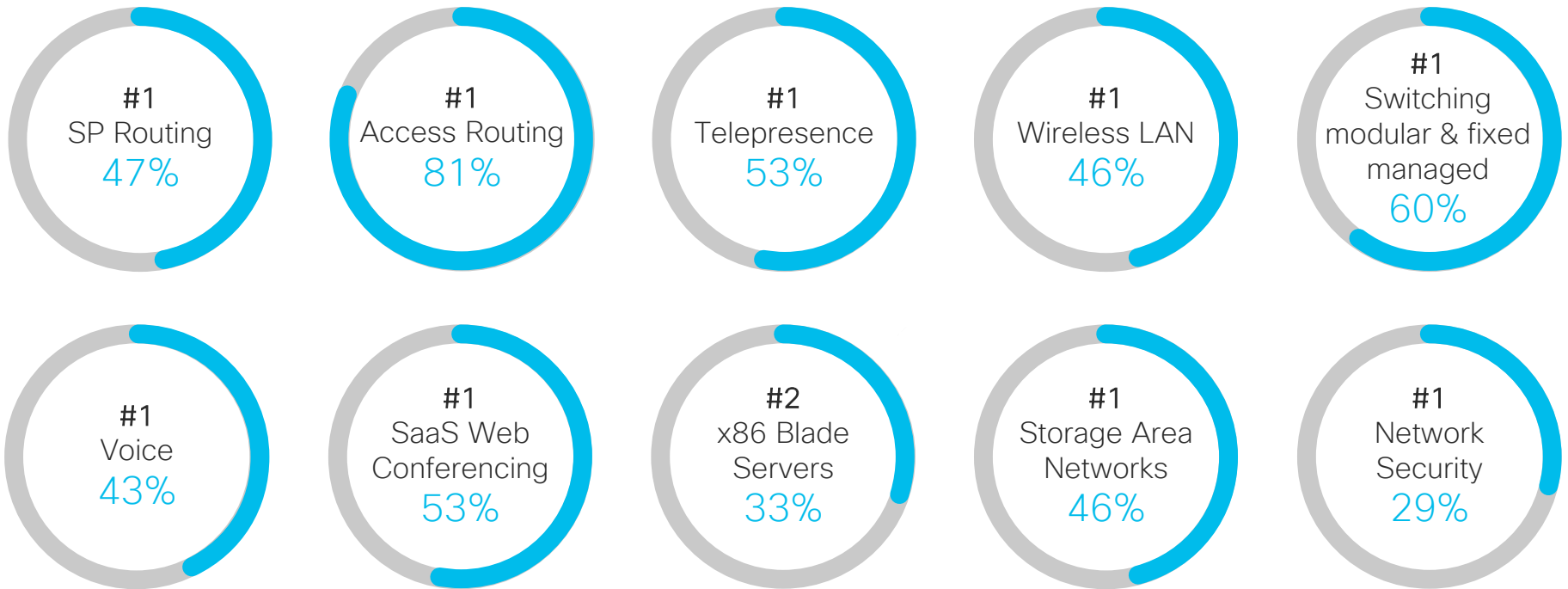
Total Cash &
Investments

Q1 FY18
financials

Revenue by geography: Q1 FY18



Market leadership matters



Partners

Partners matter



20
Years partner led

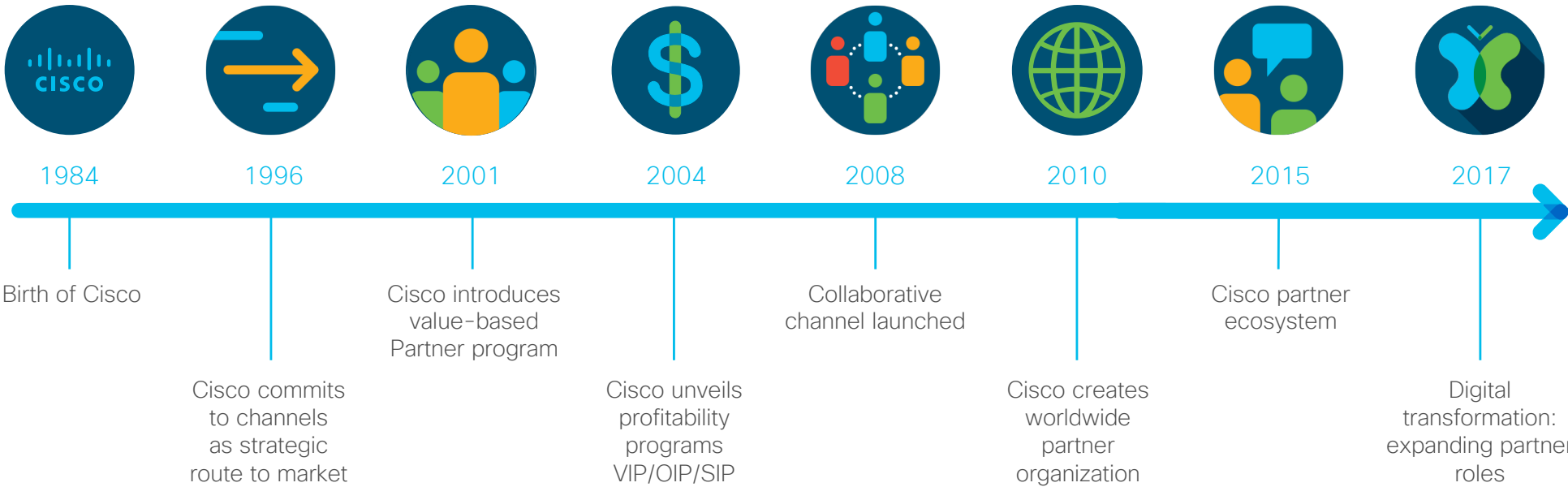


Up to 90%
of bookings
through channel



60,000
Cisco Partner
Ecosystem

Cisco's partner evolution



Cisco partner ecosystem



Digitization: disrupting go-to-market model

Path to transformation



Partner experience

Listen to Understand & Transform

Cisco's Voice of the Partner listening model:

- Amplifies partner feedback
- Enables prioritization of action
- Promotes measurement of impact
- Supports closed loop communications

Is Cisco Easy to do business with?

Is Cisco looking out for my best interests?

Do I understand Cisco's partner strategy?

Corporate social
responsibility

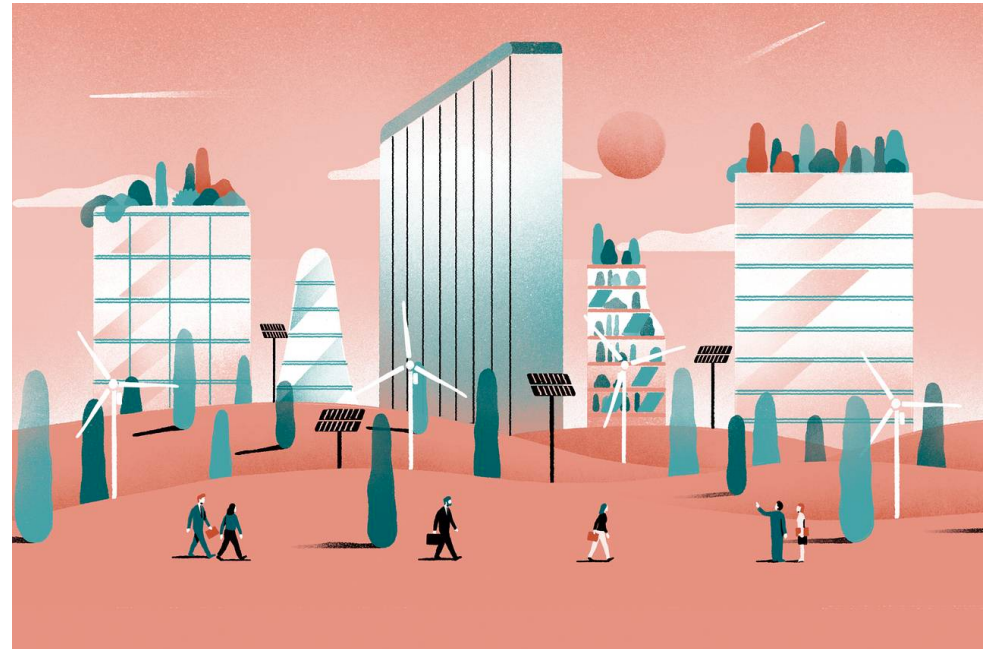
A corporate social responsibility leader



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.
Building skills & entrepreneurship



Society

Building digital and inclusive social and economic impact in countries around the world.
Responsible sourcing & manufacturing



Planet

Advancing greenhouse gas reduction and energy efficiency.
Sustainable growth in a digital economy.

FY16 highlights: our CSR impact



1.09M

Students developed skills through Cisco Networking Academy



187K

hours of employee volunteering – the equivalent of 21 years!



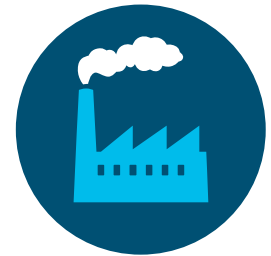
\$309M

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



78M

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



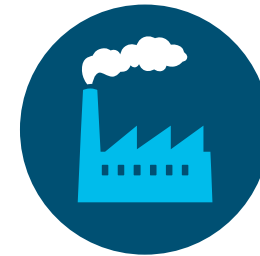
80%

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



1B

positively impact
one billion people
by 2025



-34%

avoid one million
metric tonne
cumulative of
supply chain
greenhouse gas
emissions by 2020

Listening

Listening to our customers



Capture customer sentiment using Net Promoter System (NPS)



Measure loyalty and identify opportunities to strengthen our relationship



Follow up and communicate improvements

Net promoter system (NPS)

“How likely are you to recommend Cisco to a friend or colleague?” (0–10 Scale) And, “why?” (open text)

$\% \text{ Promoters} - \% \text{ Detractors} = \text{NPS}$



From **Promoters** (9–10) we learn what our biggest supporters love about us



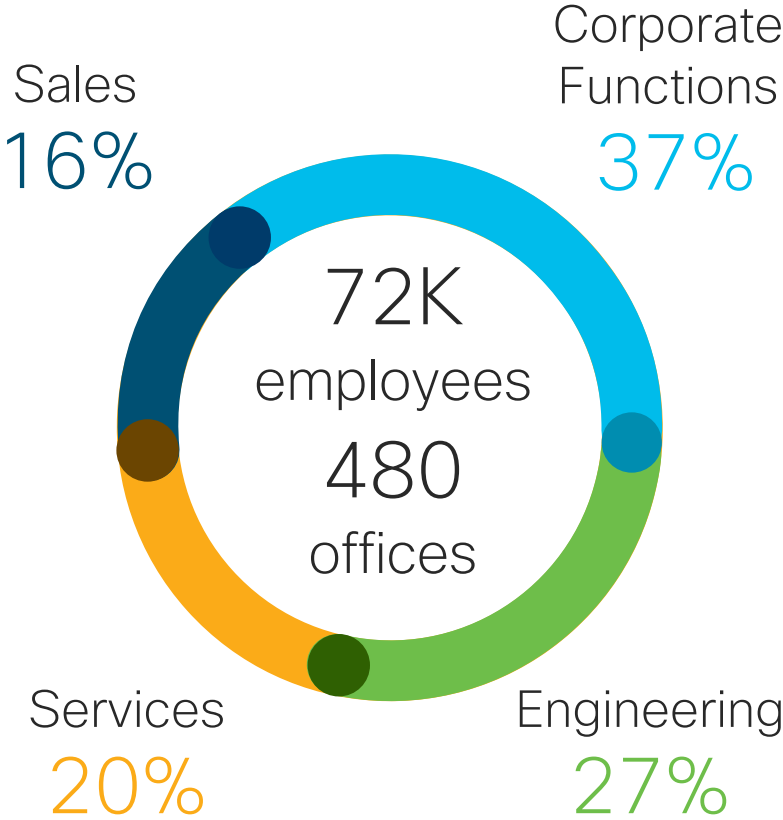
From **Passives** (7–8) we learn what we need to do to take some of them from liking us to loving us



From **Detractors** (0–6) we learn what we really need to do better

People & culture

Culture and employees
are our competitive
advantage



Our People Deal is the culture we want our employees to experience every day. It's our unique culture of speed, agility, innovation, customer focus, collaboration and higher purpose that is needed to drive our business success. It's how, together, we connect everything, innovate everywhere, and benefit everyone.

Connect everything. Innovate everywhere. Benefit everyone.



Great place to work

Cisco has been on Fortune's 100 Best Companies to Work For list for 20 consecutive years and in 2017 was named to Great Place to Work's first ever Legends List.

Only 11 other companies can claim the title Legend.

#1 Global Rankings



- Ireland
- Italy
- Portugal
- Spain

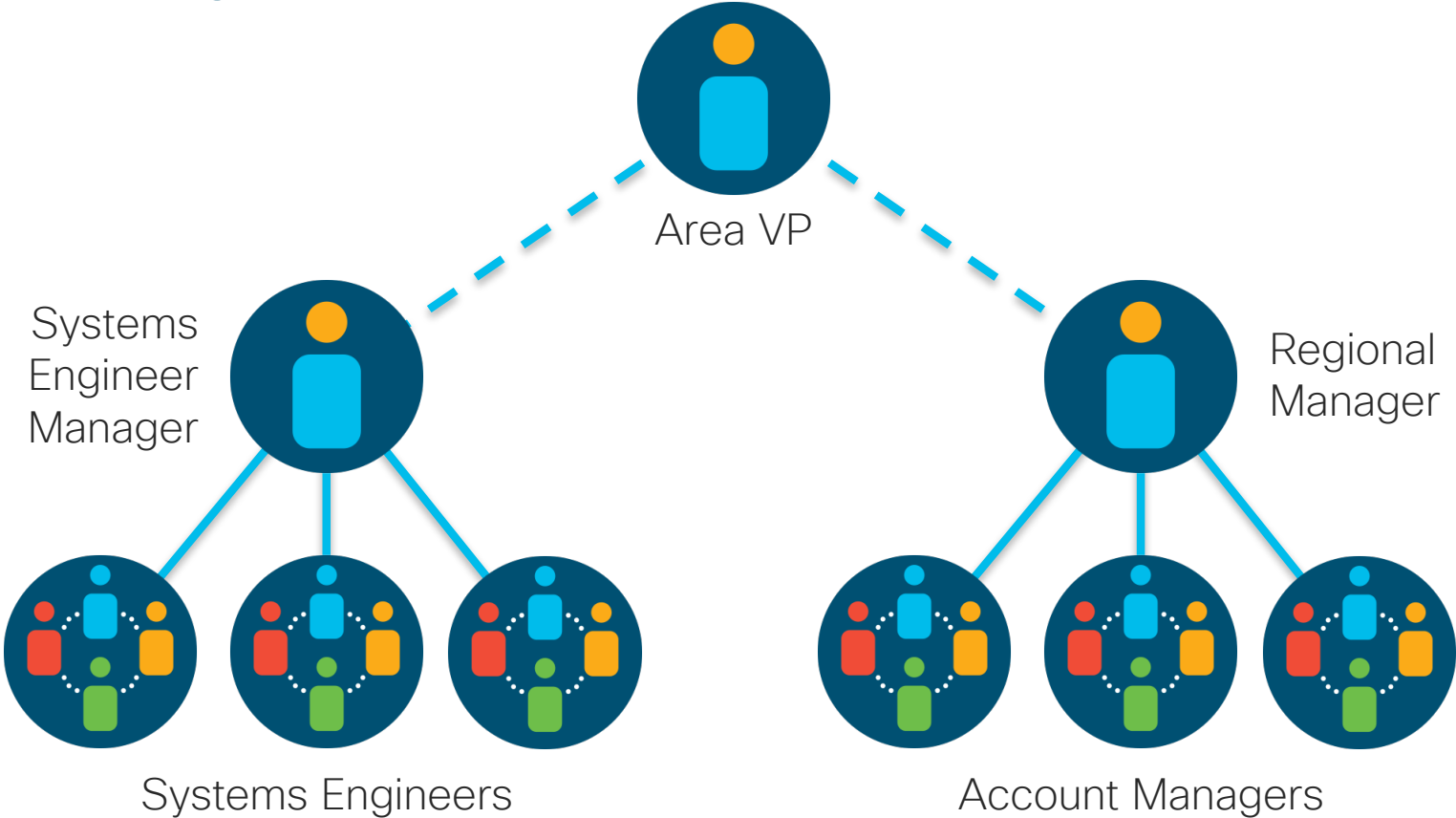
#3 Multinational Workplaces in Europe

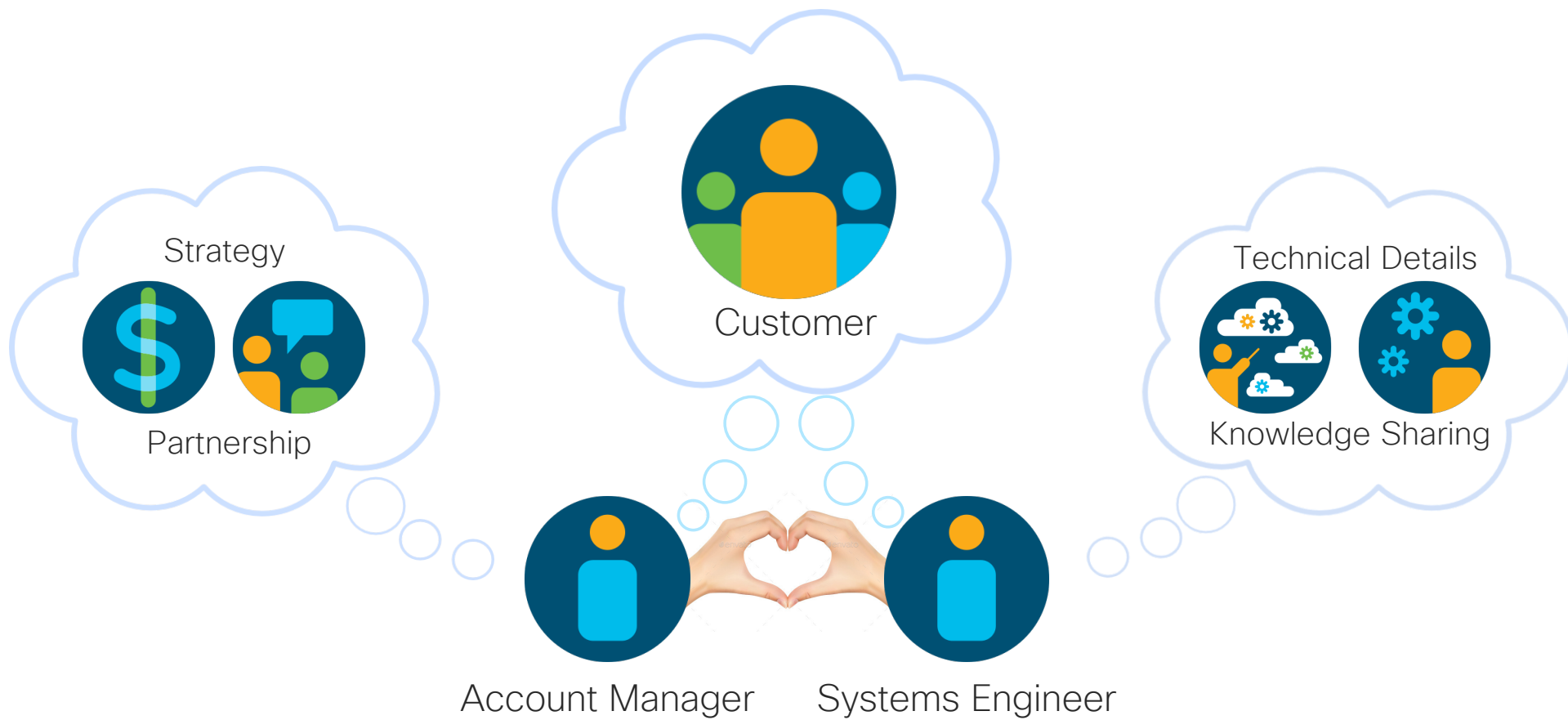
Top 20 Global Rankings

- Mexico (#2)
- Poland (#2)
- Singapore (#2)
- China (#4)
- Latin America (#4)
- Europe (#4)
- United Kingdom (#8)
- Costa Rica (#11)
- Peru (#14)
- Central America and the Caribbean (#17)
- India (#20)

Systems Engineer

Sales Organization





Specialists



Consulting
Systems Engineer



Product Sales
Specialist



Client
Services
Manager



Partner
Account
Manager

Territory Sales



Select Sales



Systems Engineer Role

Represent the entire Cisco portfolio

Owens overall engagement from a technical perspective

Systems Engineer Objectives

Reinvent
Networking



Enable a
Multi-Cloud
World



Unlock the
Power of Data



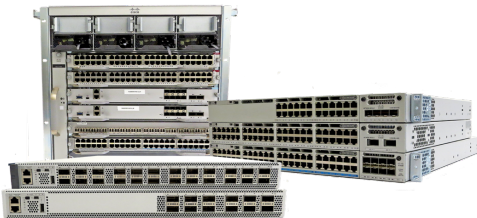
Enrich the
Employee
and Customer
Experience



Deploy Security
Everywhere



Cisco Portfolio



Enterprise
Networking



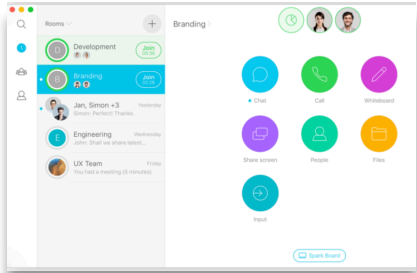
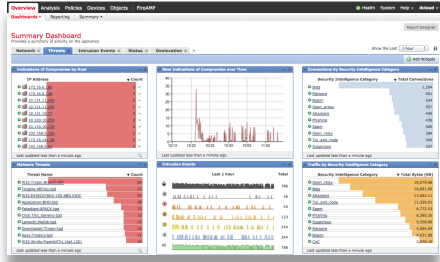
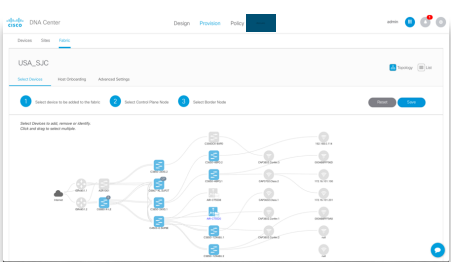
Datacenter



Security



Collaboration





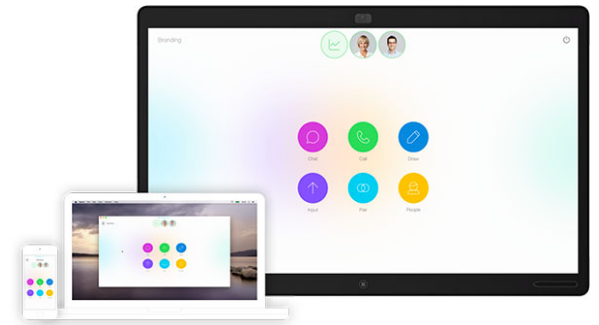
Meraki

Cloud Managed
Networking



HyperFlex

Hyperconverged
Infrastructure



Spark

Collaboration
Platform



Viptela

Software Defined
WAN



Stealthwatch

Machine Learning Based
Threat Detection



CloudCenter

Multi-Cloud
Management

Operations Manager

Operations Roles

Operations Leads

Product Marketing

Engineering Tools

Contracts/Licensing

User Experience and User Interface

Product Documentation

PMO

Corporate Policy Management

Functions

- Run the business
 - Staff / Team Meetings / All Hands
 - Quarterly Business Reviews
 - Metric / KPI Review
 - Asset Management / Lab Strategy
- Finance
 - Quarterly/Annual Budgets
 - Investment allocation
 - Resource Strategy - FTE & Contractors
 - Accruals
- Collaboration
 - Cross Functional Alignment
 - Interdependency Management (Cross-Product)
- Field Engagement
 - Sales & TME Interlocks
 - Customer Satisfaction (CSAT)
 - Escalation Management



Slides removed due to intellectual property

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 !!

