



# Cisco Corporate Overview



# Our Vision and Strategy

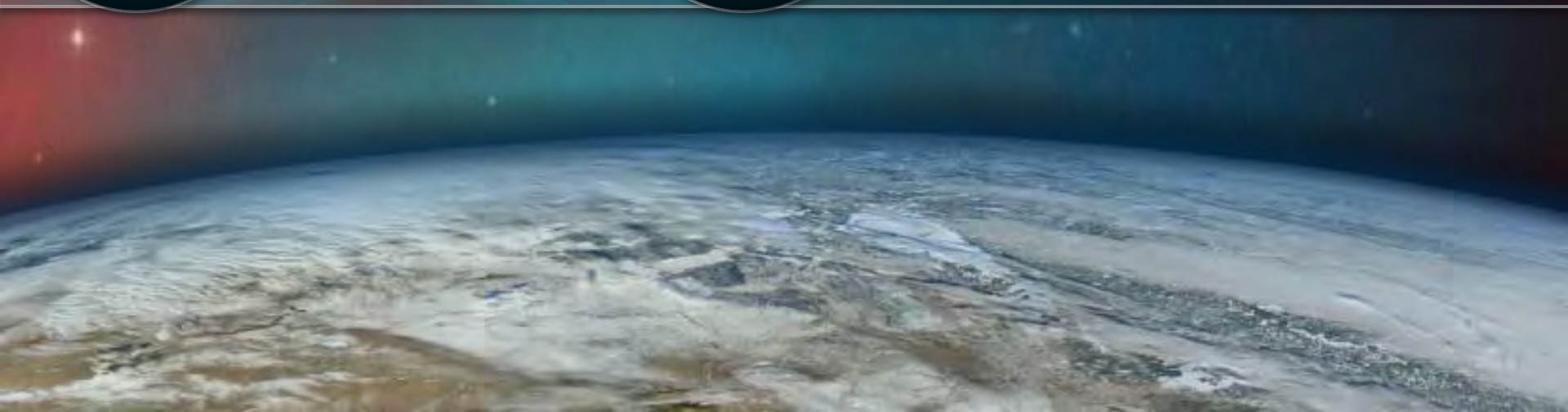


## Vision

Change the way the world works, lives, plays, and learns

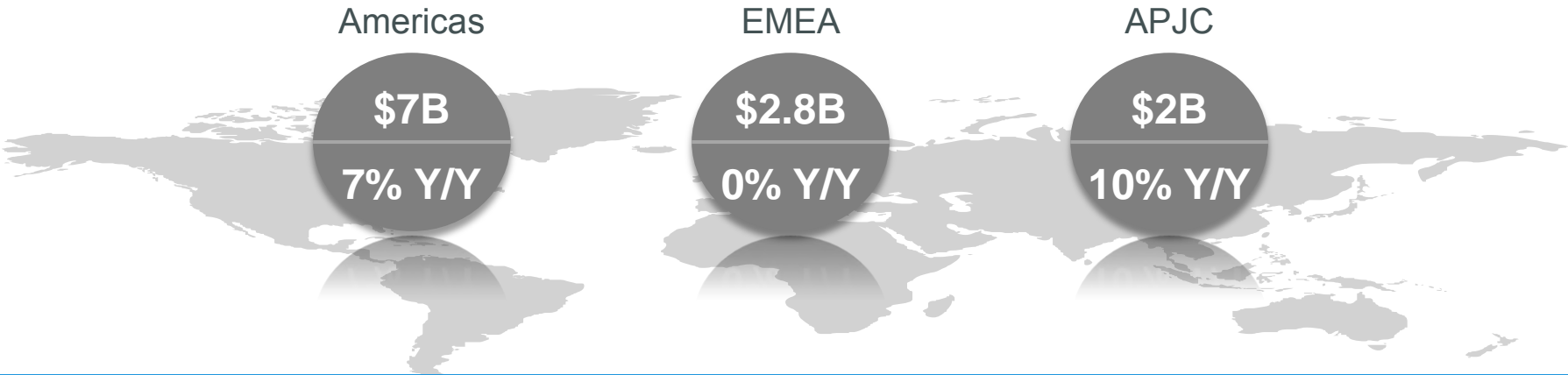
## Strategy

Solve our customers' most important business challenges by delivering intelligent networks and technology architectures built on integrated products, services, and software platforms



# Cisco's Strength and Global Reach

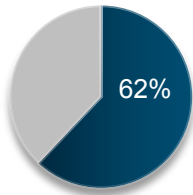
## Q1 FY13 Revenue by Geography



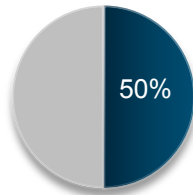
Total \$11.9B | 6% Y/Y

# Market Leadership (Q3 CY12)

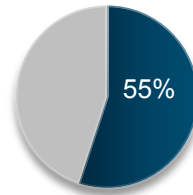
**#1**  
Routing:  
Edge/Core/Access



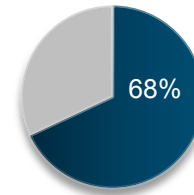
**#1**  
TelePresence



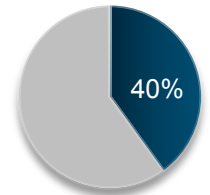
**#1**  
Wireless LAN



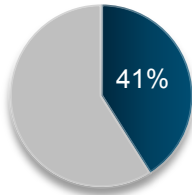
**#1**  
Switching:  
Modular/Fixed



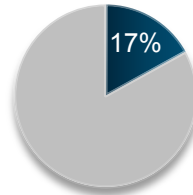
**#1**  
Voice



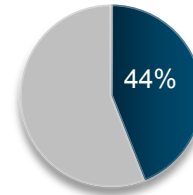
**#1**  
Web  
Conferencing



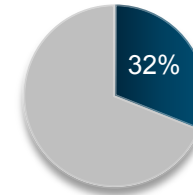
**#3**  
x86  
Blade Servers



**#2**  
Storage:  
Area Networks



**#1**  
Security



## Breadth and Depth of Technology Portfolio

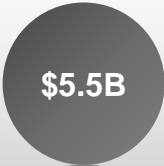
Our Focus on Integration  
Provides our Customers with a  
Competitive Advantage

Our Diverse Product  
Portfolio Means We're  
Here for the Long-Term

# Ensuring Customer Success

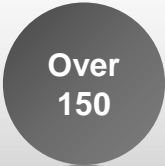
## BUILD

FY12 R&D



## BUY

Acquisitions



## PARTNER

Partners



## The Cisco Innovation Engine



Market  
Position



Total  
Patents  
Issued



CCIEs

# Customer Satisfaction: A Cisco Priority

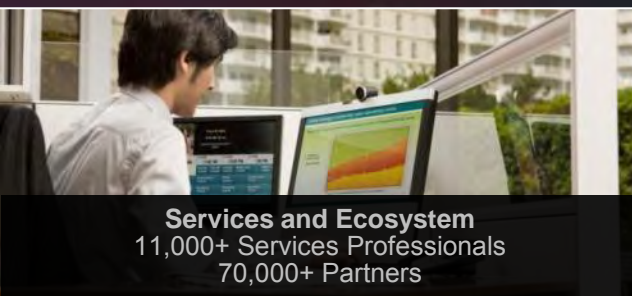
- More than 100,000 Customers
- Continuous Input Throughout the Survey Year
- Follow Up, Planning, and Action
- Rating Includes Quality, Support, Teams, and More



Source: Cisco annual survey; measured on a scale of 1 to 5 in fiscal years

# We Deliver Lasting Value

Our employees and partners are our strength.  
They help make Cisco a strong competitor in a rapidly changing world.



# Amazing Things Happen When You Connect the Unconnected

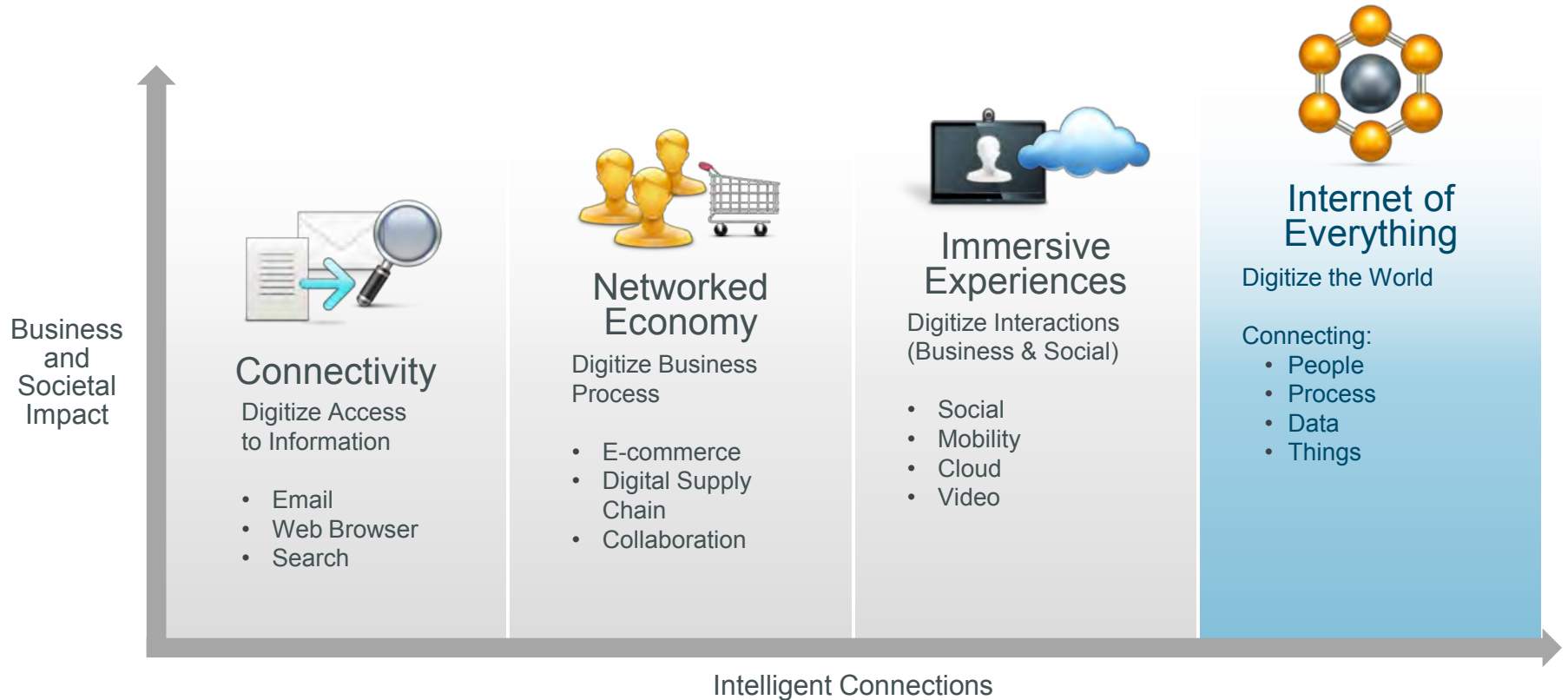


99% of the World is Still Not Connected





# The Evolution of the Internet



# Business Opportunity in an Evolving World

## The Internet of Everything

Create and Expand New Markets and Services



Create Better Experiences to Build Better Relationships



Empower People/  
Increase Efficiency



Deeper Insights  
for Greater  
Decision Making



# Intelligent Network Transforms Business

## Connecting the Unconnected

Rapid Service  
Creation and  
Market Agility



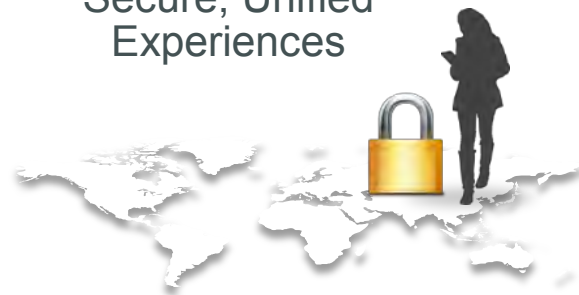
Connecting to  
More Things for  
More Insights



Intelligent  
Infrastructure



Secure, Unified  
Experiences



# Our Priorities Align to Solve your Business Challenges

## Intelligent Network



Leadership in the Core...

- Routing
- Switching
- Services



Data Center/  
Virtualization/  
Cloud



Video



Collaboration



Architectures  
for Business  
Transformation

Mobility | Security | Any to Any

Strategic Building Blocks

Mobile | Social | Visual | Virtual

# We've Only Just Begun ...



change the way the world works,  
lives, plays, and learns

# We Earn our Customers' Partnership



- We solve today's business challenges by anticipating tomorrow's opportunities
  - We develop world-class technology with a history of market changing innovation
    - We possess unrivaled expertise, from our people to our partners



“Cisco helps you make the most of tomorrow’s opportunities.”

Thank you.



**CISCO**

*TOMORROW starts here.*