



Cisco

Investor Day

2021

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KEY FOCUS AREAS

Drive growth by leading
key market transitions





KEY FOCUS AREAS

Continue transforming
our go-to-market and
reach new buyers



Reimagine
their applications



Secure
their enterprise



Power
hybrid work



Transform
their infrastructure



FY22 CUSTOMER PRIORITIES

Reimagine their applications

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FY22 CUSTOMER PRIORITIES

Reimagine
their applications

NEW BUYERS

-  App Developers
-  DevOps

FY22 CUSTOMER PRIORITIES

Power hybrid work

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FY22 CUSTOMER PRIORITIES

Power

hybrid work

NEW BUYERS



CHRO



Facilities Managers

An aerial night view of a city with a glowing hexagonal grid overlay. The grid is composed of interconnected hexagons in shades of blue, green, and yellow, creating a network-like pattern. The city below is illuminated with various lights, including streetlights and building lights, creating a vibrant, blue-toned scene.

FY22 CUSTOMER PRIORITIES

Secure their enterprise

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FY22 CUSTOMER PRIORITIES

Secure
their enterprise

NEW BUYERS

 CISO

 SecOps



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FY22 CUSTOMER PRIORITIES

Transform their infrastructure

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FY22 CUSTOMER PRIORITIES

Transform
their infrastructure

NEW NARRATIVES



CIO

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Reimagine
their applications



Secure
their enterprise



Power
hybrid work



Transform
their infrastructure

CUSTOMER NEEDS



Flexibility



Simplicity



Minimum time to value

An aerial photograph of a complex multi-level highway interchange. The roads are grey and white, with several cars visible. A semi-transparent blue grid of hexagons is overlaid on the lower-left portion of the image. The background is a dark blue gradient.

Investment Areas

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Enterprise Agreements



Multiple technologies, services, and partners in one agreement

Shift investments between portfolios as needs change

New

Routes to Market



Marketplaces



Managed Services



Digital & @Scale



CX & Services Portfolio



Success Tracks



CX Cloud





Marketing Acceleration

 Reimagining Cisco.com

 Sponsorships

 New Marketing Campaigns



Transforming Our Teams

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New Compensation Structure

Doubling down on recurring

Moving all Services to Annual

Higher payouts for multi-year deals
+ overachievers



Recruiting & Training Software Talent



Piloting Solution- Based Sellers



Evolving Tools to Accelerate Software & Lifecycle Selling

HOW WE WIN

Reach



22,000
people
across 95
countries





HOW WE WIN

Scale



~90%
of Cisco's overall
bookings through
Partners

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Thank you





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