



Hybrid Work

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Forward-looking Statements

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During this presentation references to financial measures of Cisco will include references to non-GAAP financial measures. Cisco provides a reconciliation between GAAP and non-GAAP financial information on the Cisco Investor Relations website <https://investor.cisco.com/financial-information/financial-results/default.aspx>

OUR PURPOSE

Power
an Inclusive
Future for All

Cisco
Investor Day
2021



The **Future of Work** is Hybrid



Work from
home



Work from
the office



Work from
anywhere



77%

of employees will embrace a flexible workstyle¹

98%

of meetings will have at least one remote participant²

6.4%

of meeting rooms and classrooms globally are video enabled³

¹ "Resetting normal: Defining the new era of work," The Adecco Group, 2020

² "The Rise of the Hybrid Workplace," Dimensional Research, 2020

³ "State of the Global Video Conferencing Devices Market, Forecast to 2025," Frost and Sullivan, 2021





Hybrid Work Cannot Be Solved in Isolation

IT

Employee productivity, customer experience,
and security

Human Resources

Culture, inclusivity, and well-being

Facilities

Space allocation, safety, sustainability,
and efficiency



Cisco Has a Portfolio Designed for **Hybrid Work**

Networking

Networking and sensors

Collaboration & Devices

Calling, meetings, messaging, polling, events and devices

Security

Network access and cloud security

Hybrid Work Business Momentum



Customer Momentum

95% of the Fortune 500

8B calls per month

80M Polling/Q&A participants

31B+ mins of disruptive noise removed

Product Momentum

1000+ new innovations in 2021

Closed **5 strategic acquisitions**

Announced and launched the **Webex Hybrid Work Suite**

Industry Momentum

Gartner Magic Quadrant Leader

UCaaS and Meeting Solutions 2020

UC Today

Best Collaboration Platform 2021

Red Dot Awards

Best Product Design 2021

Aragon Globe

UC and Collaboration Leader 2021

Growth Opportunity

\$35B
Expansion

- CPaaS
- Customer Experience
- Workplace Safety
- Hybrid Work Accessories

\$48B
Current

- Webex Hybrid Work Suite
- Webex Devices
- Webex Contact Center
- Telephony Handsets

By 2025



Growth Opportunity



- CPaaS
- Customer Experience
- Workplace Safety
- Hybrid Work Accessories



\$83B
Cisco Opportunity

- Webex Hybrid Work Suite
- Webex Devices
- Webex Contact Center
- Telephony Handsets

By 2025



GROWTH STRATEGY

New Logos

Suite Expansion

Devices





EXPANSION STRATEGY

For each \$1 of customer spend

\$5 incremental expansion available in the **Webex** install base

Powering Hybrid Work



Webex Hybrid Work Suite



Calling



Meetings



Messaging



Polling/Q&A



Events



Whiteboard



Async Video

Powering Hybrid Work





Hybrid Work Platform



APIs



UI Widgets



SDKs



Graph



Integration



Management

Powering Hybrid Work



Specialized Experiences

Functional Apps



Webex Contact Center



Webex Event Center



Webex Training & Development Center

Industry Apps



Government



Healthcare



Education

Powering Hybrid Work



Hybrid Workspaces



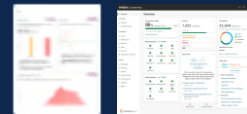
Webex Collaboration Devices



Networking and Switching



Cameras and Sensors



Management Dashboards



Home Office

Dedicated Office Space



Shared Space

Focus Room and Huddle Room



Hotdesk

Office Desk - Open or Closed



Meeting Room

Multimedia Space for Collaboration

“In preparation for American Express' return to office and adoption of a hybrid work model, we have upgraded our conference and huddle rooms around the world with new Cisco technology for virtual meetings. This innovative technology makes it easy to collaborate with colleagues wherever they are working from.”



Powering Hybrid Work



Accelerating Innovation

FY21 — Q1 — Q2 — Q3 — Q4 —→ FY22

- Webex Desk Pro, Camera, Navigator
- Webex Edge Connect
- Cloud Connected UC
- Webex for Govt, Webex for Classrooms
- BabbleLabs (noise removal)

- Integrated Webex Experience Management
- All new Webex Contact Center
- Microsoft Teams integration enhancements
- All new Webex App
- Enterprise Routes & Trunk groups
- BabbleLabs in Calling
- Cisco Calling Plans
- All new Webex Meetings
- Slido Audience Engagement

- Webex Desk and Webex Hub
- IMI – Customer Interactions / CPaaS
- Salesforce.com integration enhancement
- Box.com integration
- Security and DLP enhancements
- People Insights Enhancements
- Cisco Calling CAN
- Buy Calling and Meetings on Webex.com
- Webex Calling Enhancements
- Webex Events (100k+ participants)
- CC and Real-Time Translation

- Webex Contact Center Digital Channels
- No code, low code flow builder
- Announced Webex Suite
- Hybrid Work Enhancements
- Google Workspace integration – ECM
- Integrations and the Webex App Hub
- Cisco Calling UK
- Webex Calling Analytics
- Calling Management in Control Hub
- Socio Events Platform
- Vidcast
- BabbleLabs My Voice Only

- Calling
- Contact Center
- Devices
- Meetings
- Events
- Platform / CPaaS



LANGUAGE TRANSLATION

Interact with Everyone No Matter the Language

The screenshot displays a Cisco Webex meeting interface. At the top, it shows 'Webex | Meeting Info | Show menu bar'. A status bar indicates 'Speaking: Giacomo Drago'. The main area features a grid of video thumbnails for participants. A language translation menu is open, listing various languages with 'Español' (Spanish) selected. A caption for a participant reads: 'Gerardo, Webex, cree un elemento de acción para que Simon envíe las especificaciones a todos.' On the right, a 'Captions & Highlights' panel shows a list of captions with timestamps and highlights. The highlights include: 'Note that these designs are improving!' and 'I'm not sure that all of us have seen the latest specs, can you send them to all of us again? I'd like us to decide on the colors by tomorrow.' The bottom control bar includes icons for Mute, Stop video, Share, Record, and other meeting functions.

Speaking: Giacomo Drago

Choose a language for translation:

- Search
- Don't translate
- Español (Spanish) ✓
- Afrikaans
- Shqip (Albanian)
- ገዕዝ (Amharic)
- كوردی (Arabic)
- Հայերեն (Armenian)

Gerardo, Webex, cree un elemento de acción para que Simon envíe las especificaciones a todos.

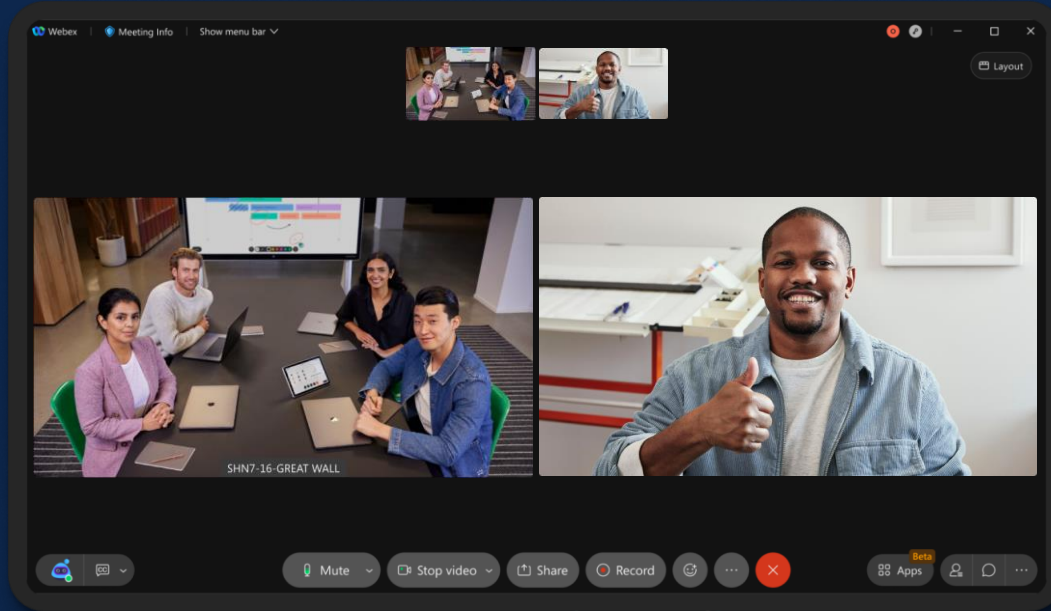
Captions & Highlights

Participant <th>Timestamp<th>Text</th></th>	Timestamp <th>Text</th>	Text
Barbara German	0:12	Did you have a good time at the conference? I hope Houston had good weather.
Giacomo Drago	0:16	Yes, the conference was good and the weather was nice in Houston. I also enjoyed the local restaurants.
Brandon Seeger	0:20	Note that these designs are improving!
Simon Jones	0:30	I'm not sure that all of us have seen the latest specs, can you send them to all of us again? I'd like us to decide on the colors by tomorrow.
Giacomo Drago	0:35	OK Webex, create an action item for Simon Jones to send the specs to everyone.

Mute Stop video Share Record

PEOPLE FOCUS

Making the Meeting Experience Truly Inclusive

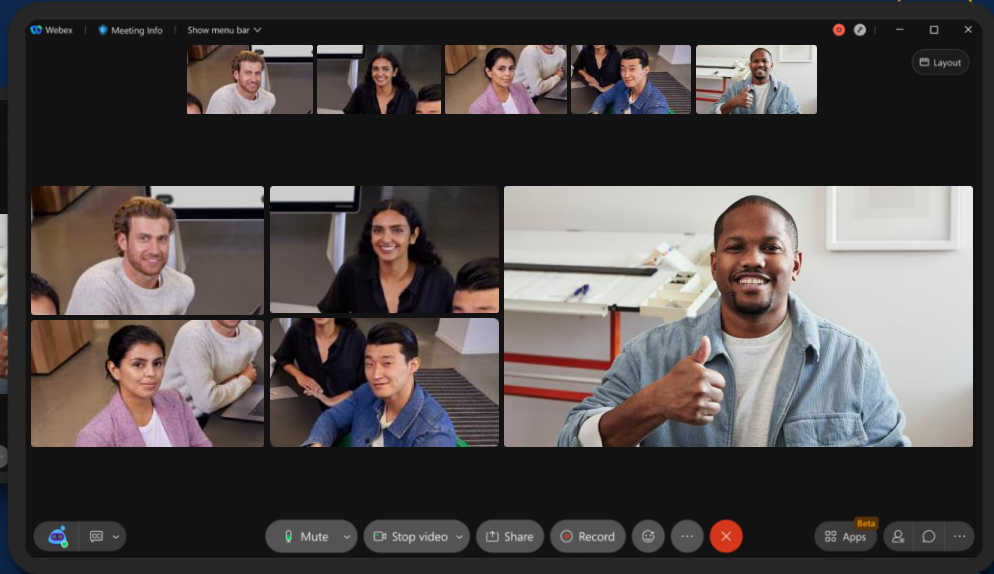
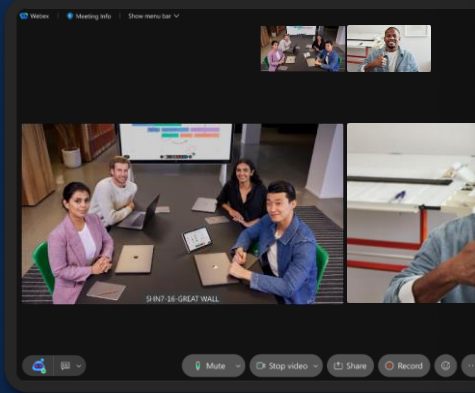


PEOPLE FOCUS

Making the Meeting Experience Truly Inclusive

AFTER

BEFORE



WEBEX DEVICES

Reimagining Office Workspaces with Hotdesking



Webex Headset



Webex Desk Camera



Webex Desk Hub



WEBEX DEVICES

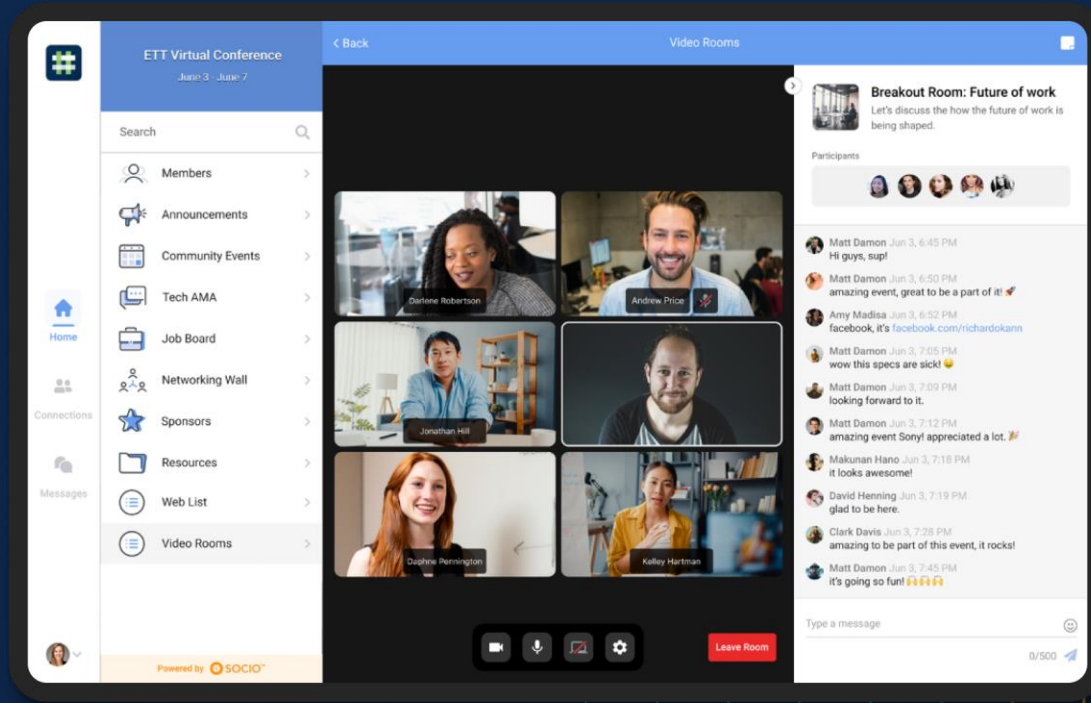
Reimagining Office Workspaces with Hotdesking



SLIDO Audience Engagement Platform



SOCIO Reimagining Events



BABBLELABS

Remove Distractions Using A.I.

My Voice Only



Background Noise Removal



Powered by [Audio Intelligence](#)

WEBEX CALLING

Cloud Calling that Extends Across All Experiences & Hybrid Deployments



WEBEX CONTACT CENTER

Reimagining Customer Experiences

The screenshot displays the Webex Contact Center interface. At the top, it shows the user's status as 'Available' and the time '20:23'. The main interface is divided into several sections:

- Call Log:** A list of recent calls on the left side, including contacts like Michael Littlefoot and Serena Gadot.
- Contact Details:** A central panel for the active call with +1 (412) 288-3782, showing phone number, queue, address, and other metadata.
- Transcript and Answers:** A section for viewing the call transcript, with tabs for 'Transcript and Answers', 'Contact History', 'Call Guide', and 'Screen-Pop'. The transcript shows a conversation between an agent and a customer regarding a car issue.
- Contact History:** A right-hand panel showing a timeline of previous interactions, such as 'Information Query', 'Appointment', 'Reschedule', 'Update address', and 'Cancellation'.

Transcript Content:

Towing Booking | Confidence: 1 **Car Back-up Request | Confidence: 0.9** **Follow-up Request | Confidence: 1.0**

Agent: 1:17 PM
Hi, This is Agent Heather, I understand your situation and let me take care of this for you today.

Customer: 1:17 PM
Thank you. My car won't start and I am currently stranded at exit 45 ABD Road. Can we fix this issue over a call?

Towing Booking | Confidence: 1 **Sentiment: 1**

Agent: 1:18 PM
I am sorry. We cannot diagnose the car over phone but, let me set up a pickup service and send a **back up car** for you.

Car Back-up Request | Confidence: 0.9

Customer: 1:19 PM
Alright, Thank you. How long will it take to get this fixed?

Agent: 1:20 PM
This would take about 24 hrs to diagnose and fix the issues. I will **follow-up** and make sure you are updated as the car gets fixed. What is the best way to reach out to you?

Follow-up Request | Confidence: 1

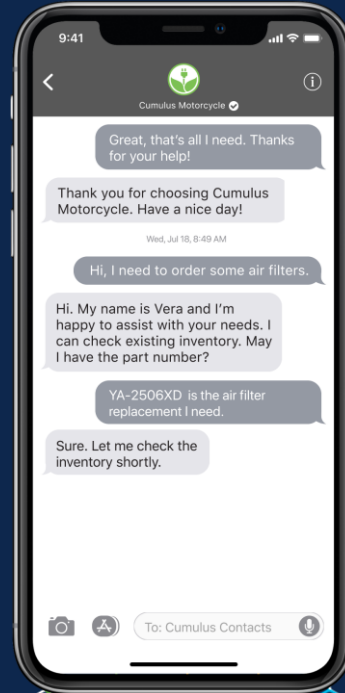
Customer: 1:20 PM
You can call me at my **cellphone** number: **4122883782**.

Contact History:

- Today
- Information Query - Sandra Jefferson - Queue_chat - 9:23 AM
- Appointment - Sandra Jefferson - Queue_chat - 9:01 AM
- March 25, 2020
- Reschedule - Sandra Jefferson - Queue_chat - 3:45 PM
- Update address - Sandra Jefferson - Queue_chat - 3:21 PM
- March 19, 2020
- Information Query - Sandra Jefferson - Queue_chat - 12:01 PM
- March 08, 2020
- Cancellation - Sandra Jefferson - Queue_chat - 9:08 AM

IMIMOBILE

Delivering Omnichannel Customer Interactions



SIGNIFICANT

Usability
Improvements

75 NPS

Usability (August 2021)

“T-Mobile is leveraging Webex as part of its return to office strategy for things like a touchless environment.”

T-Mobile

“With Cisco Webex, Broadcom has seen major improvement in VoIP quality. Broadcom has achieved a 92% Webex Cloud Calling VoIP adoption which saved a significant amount of Call Back and Call In PSTN charges. In addition, the innovation in the Webex App last year has been great, all employees like the features very much.”

 **BROADCOM**

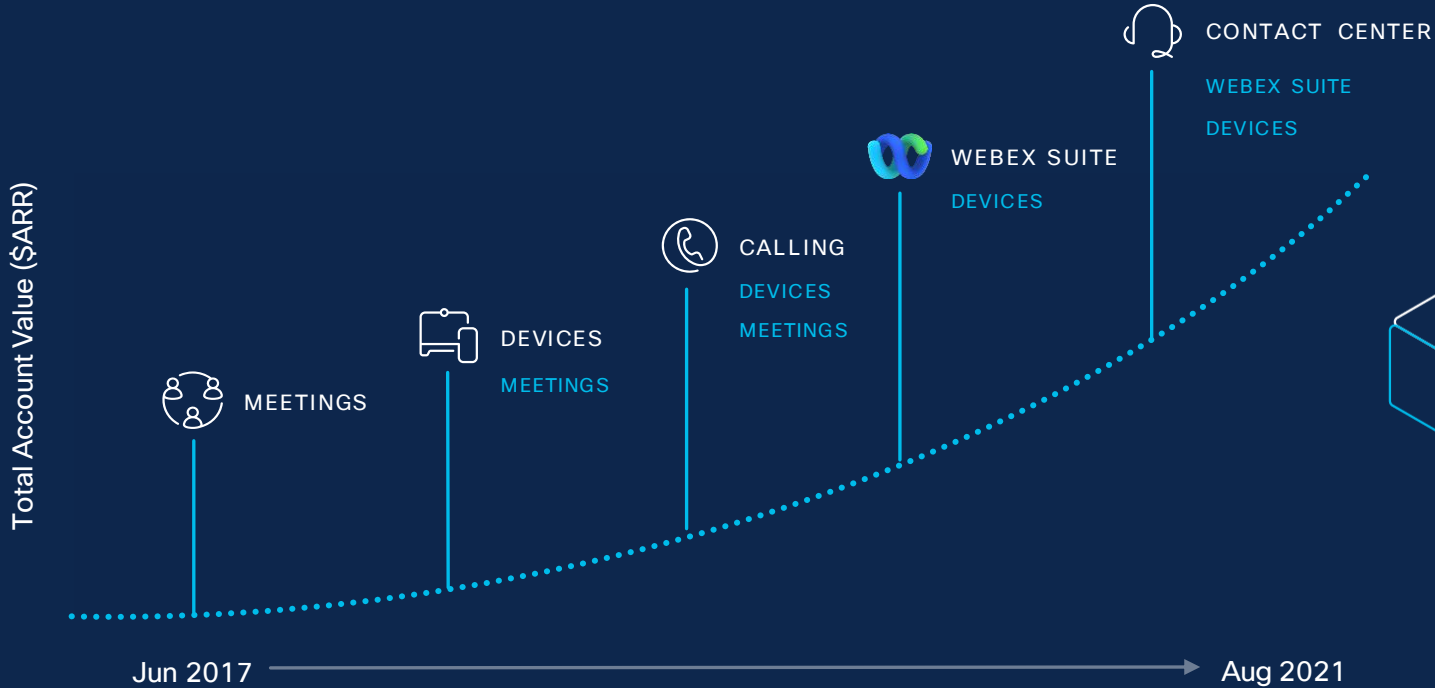
“Webex connected our firm sitting across the virtual table from clients in a way that's been incredibly, incredibly powerful. And that's what's led to literally net new business growth and also growth rates with existing clients, the strongest we've ever seen.”

AON



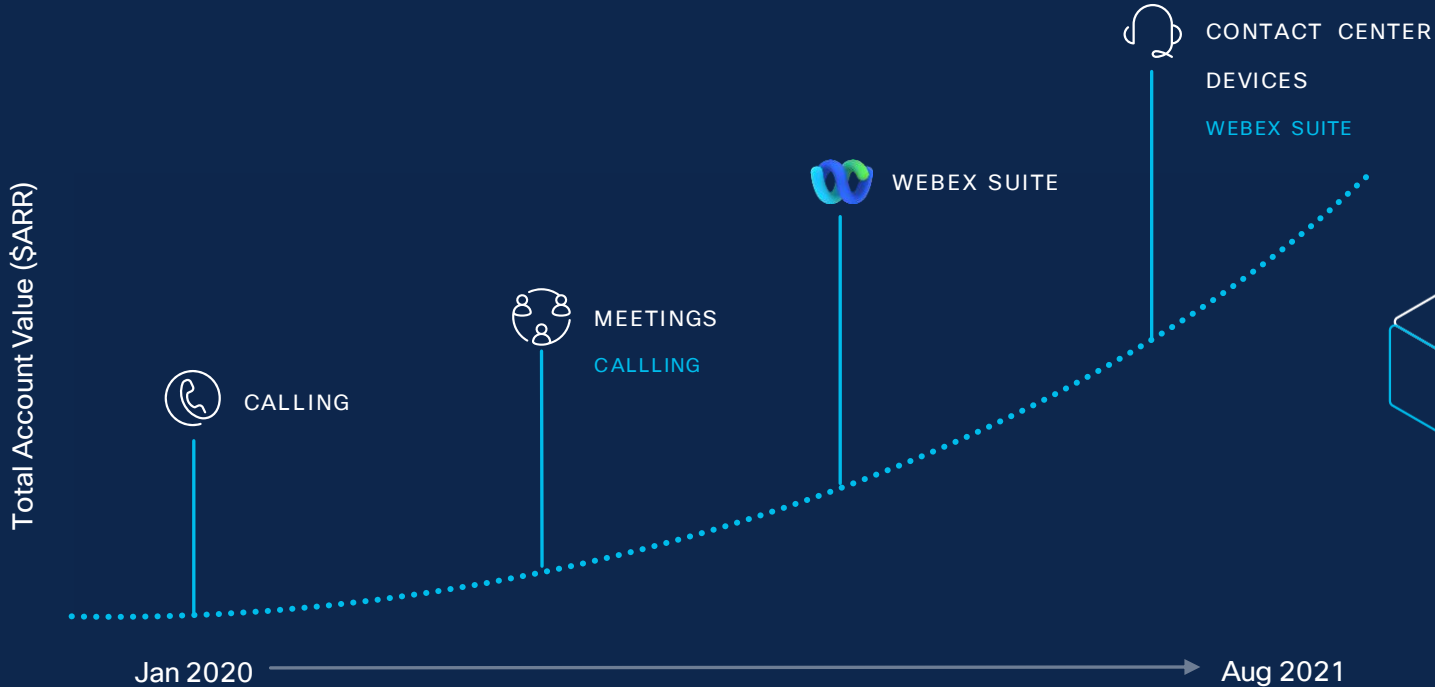
Recent Land and Expand Example

LEADING GLOBAL TECHNOLOGY MANUFACTURER



Recent Competitive Takeout Example

LEADING SPORTS EQUIPMENT MANUFACTURER



Marketing & Brand Investment



McLaren
Brand Campaign



NASDAQ Integration
Partner Activation

Why We Win



Breadth of Offering

Webex Hybrid Work Suite

All-in-one, competitively priced solution

Optimized Hardware + Software

Unmatched user experience, seamlessly bundled as one solution

Collaboration + Security + Networking

Delivered and optimized across the entire Cisco portfolio

End-to-End Experience Platform

Market leading Calling, Contact Center, Meetings, and device portfolio

User Experience

Designed for Hybrid Work

People Focus, noise removal, real-time translations, custom layouts, any many more

Award Winning Hardware

Best Product Design, Red Dot (2021)

Applied AI at Scale

31B+ minutes of disruptive noise removed using Audio Intelligence technology

Trusted Platform

Security, Privacy, & Compliance

Natively built-in, simply managed, universally trusted

Ecosystem Integration

Native, bi-directional integrations with the industry's leading best-of-breed applications

Hardware Interoperability

Universal support for other leading collaboration vendors

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Cisco Investor Day 2021

