



CLOUD SUMMIT X

Digital Transformation - The Bridge to Possible

Andrew Sage, Vice President, Global Distribution Sales

Enormous Opportunity



Enormous Opportunity

Digitization is real



*“In 2019, enterprises will spend **\$1.25T** to manage digital business.”*

\$1,250,000,000,000



“By 2022, the percentage of enterprises that deem networking core to their digital initiative success will increase to over 75%, compared to less than 25% in 2017.”

The Gartner logo is displayed within a white circular frame. The word "Gartner" is written in a bold, blue, sans-serif font, with a registered trademark symbol (®) at the end.

The Digitization Transformation Explosion





Meet Jimmy





Jimmy's Goals

Transform his brand to Craft Beer and Craft Pizza

Acquire new customers that enjoy micro-brews

Secure his business and create growth

2T Partner and Cisco Solution

Mobile POS, business mgmt and location analytics
Webex enabled banquet room using Webex Share
Social media makeover





Jimmy's Business after Digital Transformation

#1 Location for Craft Pizza and 100+ Craft Beers

Almost 5000 Likes on Facebook "blowing up"

New customers, new brand, recognition in local media

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Digitization is real



New buying centers

Traditional buying centers

Data Center
Network

Security
Telephony



**Where
do we
engage?**



New buying centers

Applications
DevOps

Sales / Marketing
OT / Manufacturing

“Technology spending by Line of Business decision makers will overtake technology spending by the IT department in 2019.”



Where do we engage?

Traditional buying centers

Data Center
Network

Security
Telephony



New buying centers

Applications
DevOps

Sales / Marketing
OT / Manufacturing



Revenue
driven by LoB



Average Partners
35%

Most Profitable Partners
45%

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Digitization is real

Cloud fuels infrastructure growth



New buying centers

Technology
Features
Speeds and Feeds



**How
do we
engage?**



Subscriptions
Recurring Value
Business Outcomes

Technology
Features
Speeds and Feeds



How do we engage?



Subscriptions
Recurring Value
Business Outcomes



Recurring
Revenue



Average Partners
35%

Most Profitable Partners
39%

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Digitization is real

New buying centers

Cloud fuels infrastructure growth

Customer experience



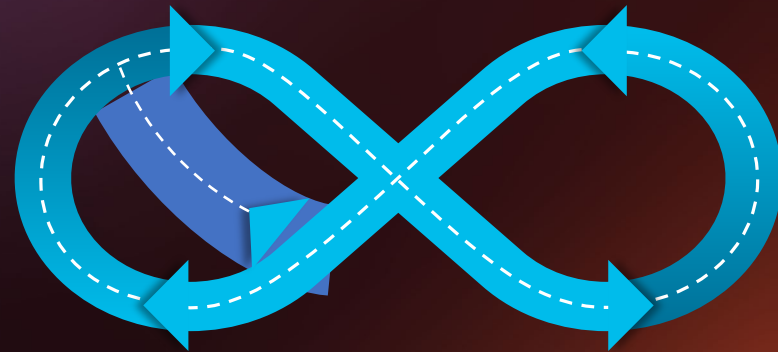


“A 5% increase in customer retention can increase a company’s profitability by 75%.”

“By 2020, customer experience will overtake price and product as the key brand differentiator.”



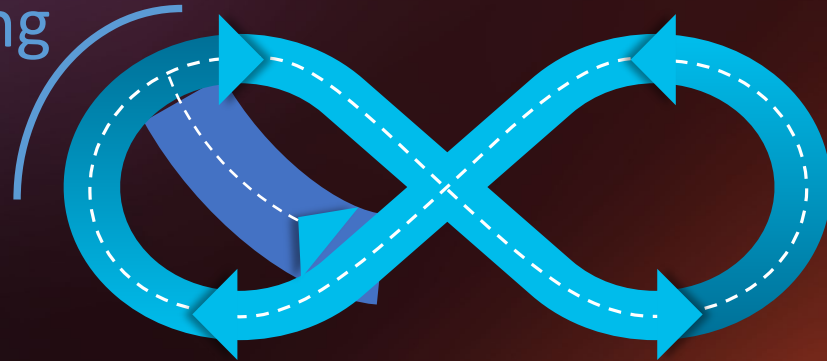
Customer Experience Lifecycle



Customer Experience Lifecycle



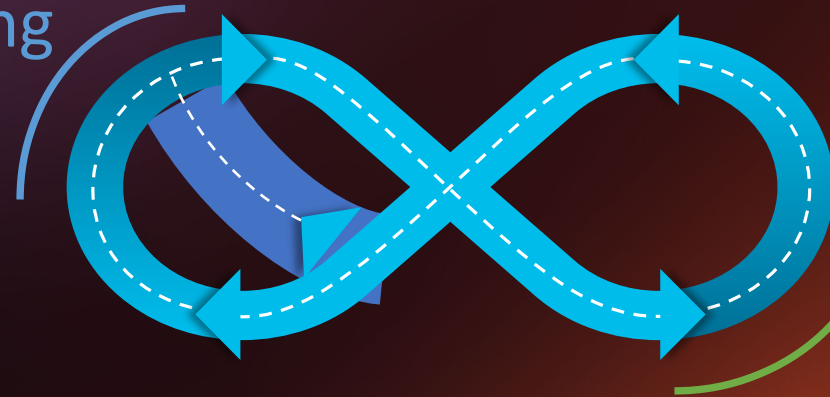
Choosing



Customer Experience Lifecycle



Choosing



Using

Customer Experience Lifecycle

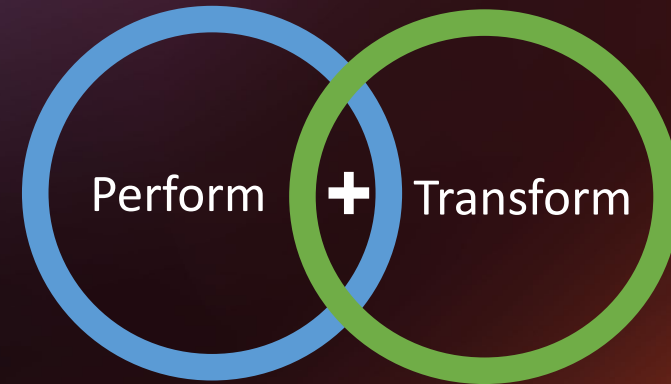


Choosing





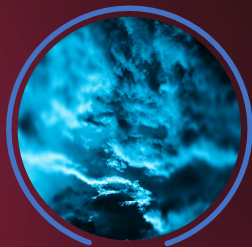
How we will **help you**





THE FUTURE OF BUSINESS is powered by the **NETWORK OF THE FUTURE**

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

The Power of the Webex Platform

Creating Bridges Not Islands - From the Mobile Device to the Boardroom



← with  365 interoperability →



Ingram Marketplace

Today



Webex < 100 seats



Umbrella <100 seats

Webex Flex - April

Umbrella < 500 seats - April

Stealthwatch Cloud

AMP for Endpoints

DNA Spaces

Soon



Ingram Marketplace Offer



First 100 to Buy Webex Flex on
Ingram Marketplace





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the new Cisco WebEx Meetings.

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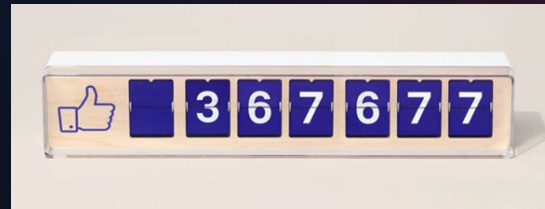
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Between moving to the cloud
and unleashing its full potential



there's a bridge.



The bridge to possible



The bridge to possible