

Transform into a Digital Business with Cisco



75%

of the S&P 500
will turn over in the
next 10 years

“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change.”

— From an analysis of Charles Darwin's The Origin of Species

Digital Transformation Leads to Business Reimagined

Unlocking the power of digital transformation requires new ways of doing business that are fundamentally different from previous methods.



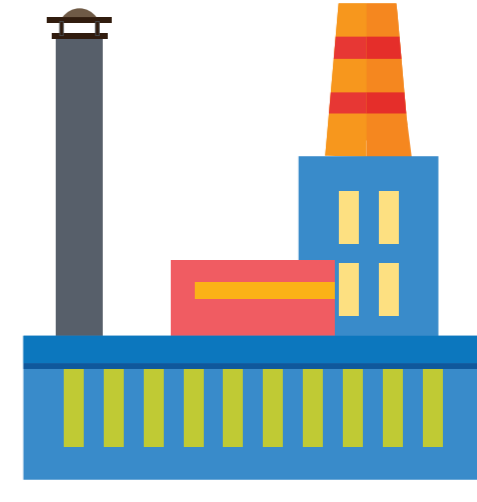
Digital Banking

■ **95%** of retail sales in Sweden are cashless, cash will become obsolete



Digital Retail

■ **3D** virtual reality improves customer experience by creating endless aisles for shoppers



Digital Manufacturing

■ **\$23 billion** is the size of the 3D printing market in 2020, compared to \$4.8B in 2015

Building a Digital Strategy

Evolving into a digital business must be a top initiative for all corporate and IT leaders. Digital transformation must be technology led.

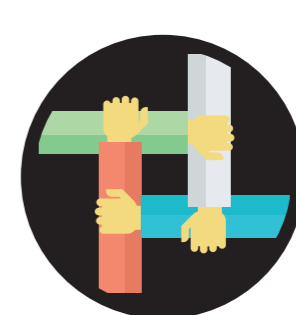
Critical Capabilities of Digital Organizations



Transform
business models



Create new experiences for customers, workers and citizens



Empower
workforce innovation

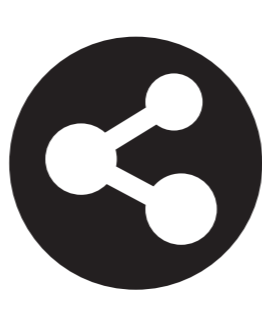
Six Steps to Becoming a Digital Organization



Identify
business outcomes



Build a
digital-first culture



Connect
everything touching the outcome and collect data



Shift to a threat-centric security strategy



Automate
as many processes as possible



Analyze
data and gain new insights

Cisco. Your Foundation for Digital Transformation

Cisco provides outcome-driven products, solutions and services that help companies reimagine their business.

Cisco's Portfolio



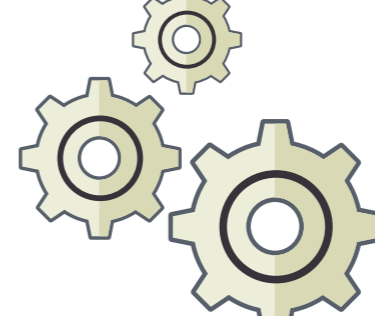
Connectivity



Security



Analytics



Automation



Collaboration

To view full report click here
<http://www.cisco.com/go/digital>



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