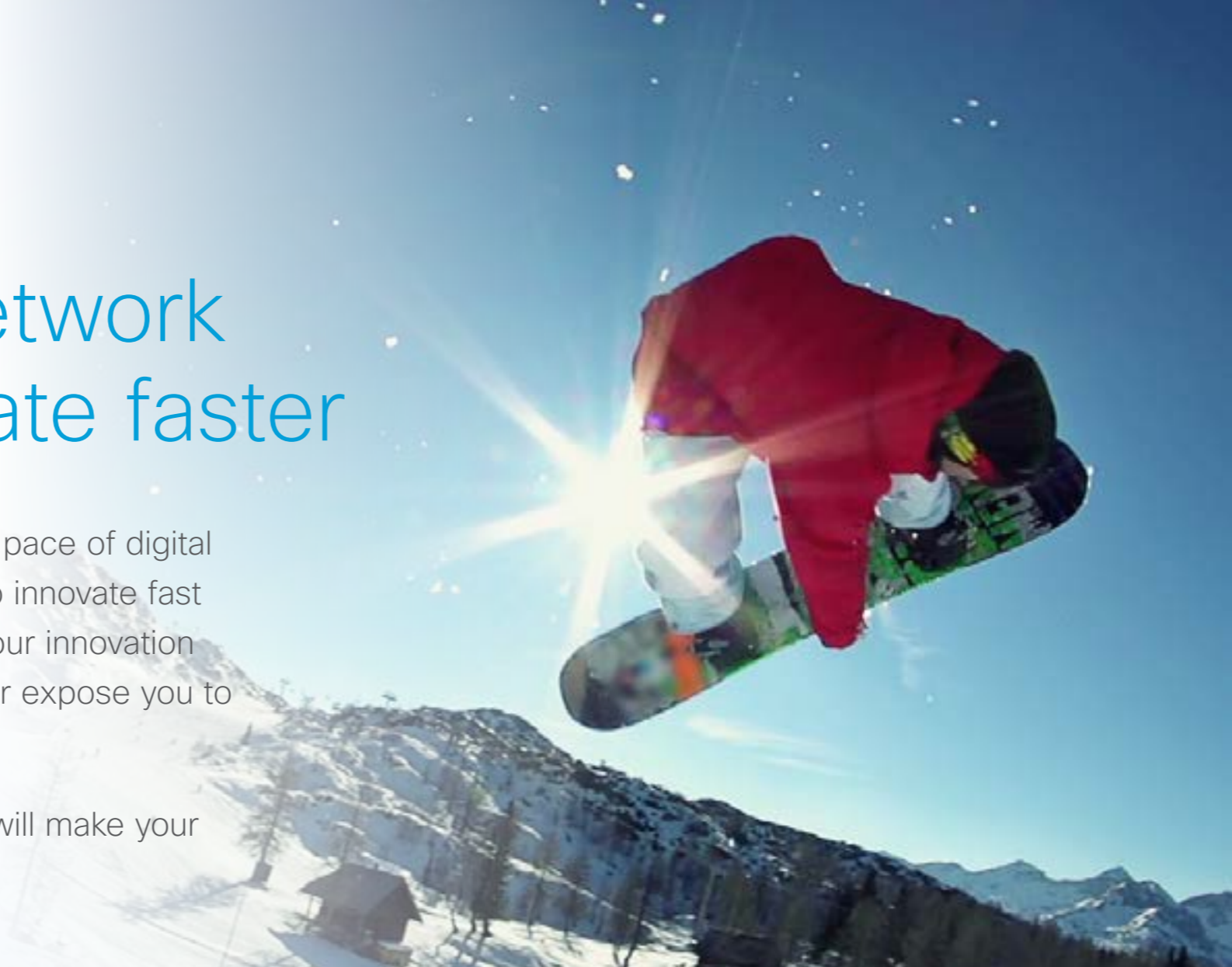# Top 5 ways your network can help you innovate faster

It only takes one time to lose a customer. With the pace of digital transformation accelerating, you have to be able to innovate fast to remain competitive. Your network is critical to your innovation success. You can't afford for it to slow you down or expose you to risks. A commodity network simply isn't enough.

Here are 5 ways making the right network choice will make your innovations a success.

1

Get the insights to create better experiences

Create exciting new ways to engage with customers by harnessing the insights from up to one metre accuracy location analytics. Quickly build context-aware mobile experiences using drag-and-drop design tools. Send personalized notifications to visitors based on their real-time location. Easily integrate mobile experiences with your existing native apps using SDKs.

Connected Mobile Experiences (CMX)   Meraki cloud location solutions
Hyperlocation   Virtual BLE Beacon

"We didn't have such data before. Now, when customers visit the mall we can make personalized offers based on their online shopping preferences."
Blandine Charvériat-Louis, Chief Marketing Officer, Altarea Commerce

2

Ensure the best performance at your network edge

Give users exceptional wireless performance with a network that automatically optimises for high- density environments. Get more speed, capacity, and reliability for business-critical applications. Get seamless continuity of service with automatic intelligent routing if a network device is interrupted. And benefit from Wi-Fi optimization and prioritization for business critical apps on Apple devices.

802.11ac   Mobility Express   Meraki cloud wireless   CleanAir   Apple and Cisco

"The iOS 10 release means you can now take advantage of the joint solutions of Apple and Cisco. Benefits like 8X faster roaming."

3

React and adapt quickly

Rapidly respond to new business opportunities through programmable, automated network control, virtualized networks and flexible software licencing. Get centralized automation of policy-based application profiles to your WAN, Campus and Access networks. Deploy virtualized network devices remotely and get flexible software licencing that will grow in value through ongoing innovation, updates and upgrades.

Application Policy Infrastructure Controller   Cisco ONE Flexible Software Licensing
Network Function Virtualisation   Meraki Cloud-managed Networking

4

Keep secure without compromising agility

Protect users, data, and your business with strong network-based security. Get a network that acts as a security sensor, enforcer and mitigation accelerator. Use the networks deep and broad visibility into unknown devices, unusual traffic patterns, and unexpected behavior to detect the undetected, proactively. Contain an attack by enforcing segmentation and user access control. And remediate breaches faster through automation in near real time to your whole enterprise.

Identity Services Engine   TrustSec   Stealthwatch   Application Policy Infrastructure Controller

"One retail organization that used TrustSec to manage mobile access from tablets and phones for over 5,500 access points found that the time to implement changes was reduced by as much as 98%"
Forrester TEI of Cisco TrustSec 2016

5

Make your network a platform for innovation

Generate new revenue with faster availability of new, customer-facing digital services. Get faster time to service and innovation with reduced operational overhead by automating the provisioning and configuration of your network. And leverage open source SDKs and APIs to build innovative, network-enabled applications that meet your specific business needs.

Application Policy Infrastructure Controller   DevNet

"IT leaders must consider the network edge to be a strategic asset not a commodity and use a vendor that drives innovation rather than one that drives down cost."
ZK Research - Businesses can gain a competitive edge with a high-powered network edge

It's all good. Until it goes bad. Don't treat your network as a commodity. Harness its potential for innovation, and get a foundation that will be good enough now and in the future. Reliable, adaptable and secure to support your innovations.

Start your journey to a digital network architecture today.

Learn how