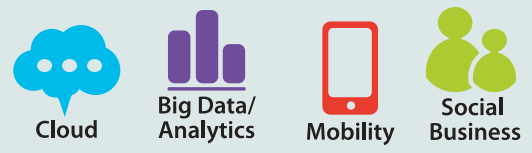


The Cisco Partner Ecosystem

Value and Opportunity

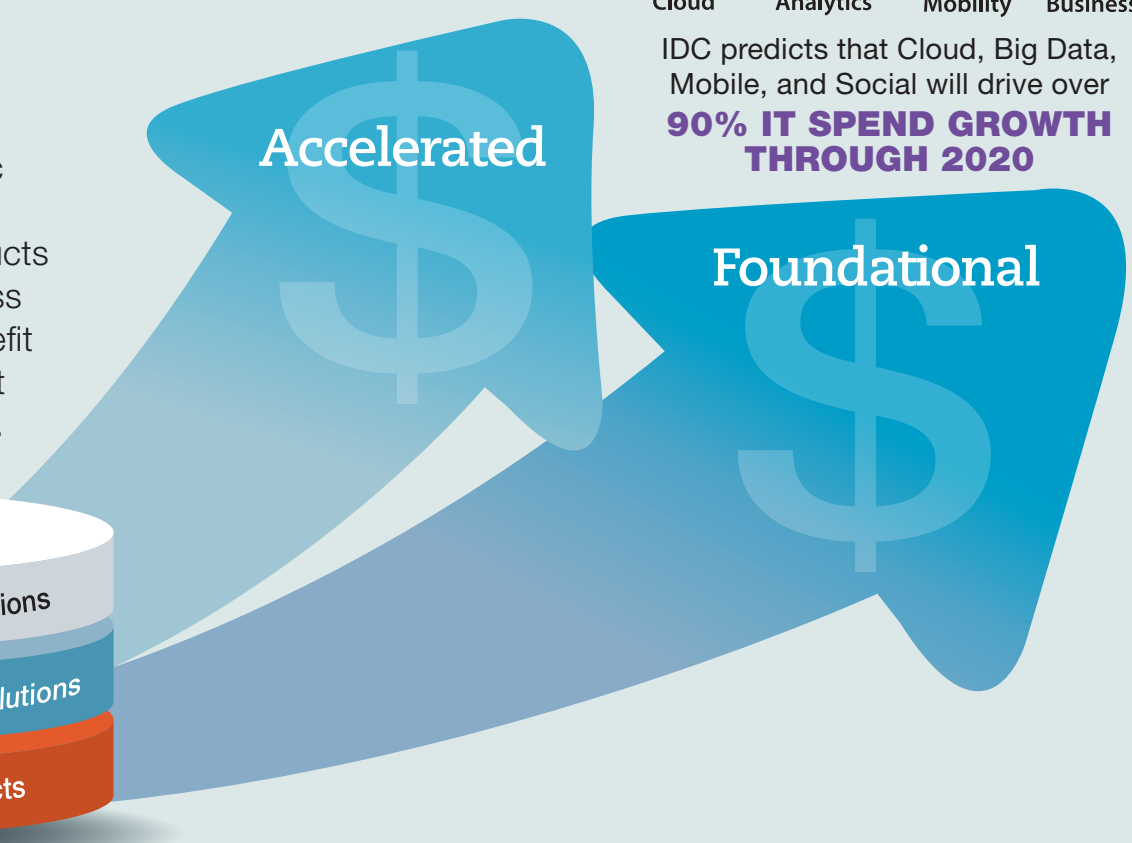
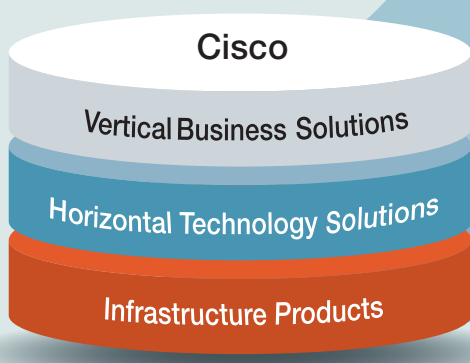
Benefiting from Cisco's focus on market growth potential

Cisco's strategic investments provide accelerated growth opportunities for the ecosystem



IDC predicts that Cloud, Big Data, Mobile, and Social will drive over **90% IT SPEND GROWTH THROUGH 2020**

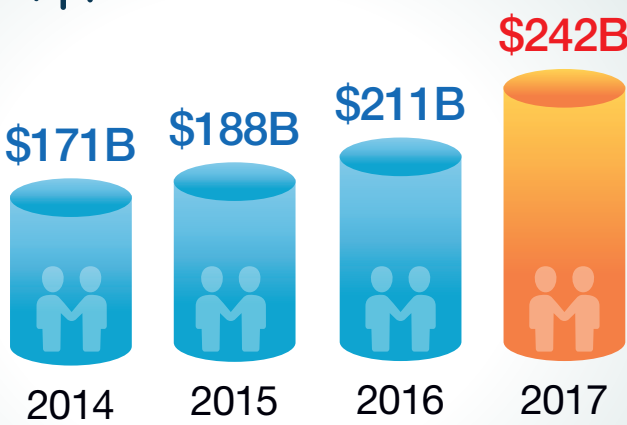
Cisco's strategic evolution from infrastructure products to vertical business solutions can benefit from high market growth potential.



The total partner ecosystem will experience 11% growth over the next four years



Cisco's Worldwide Partner Ecosystem 4-Year CAGR: 11%



4-year projected partner ecosystem revenue related to Cisco products, solutions, and services.



Cisco's ecosystem drives value for partners across foundational and accelerated offers



Partners focused on delivering "accelerated" value through high value services and solution development will generate **five times revenue** relative to Cisco products, solutions, and services by 2017.

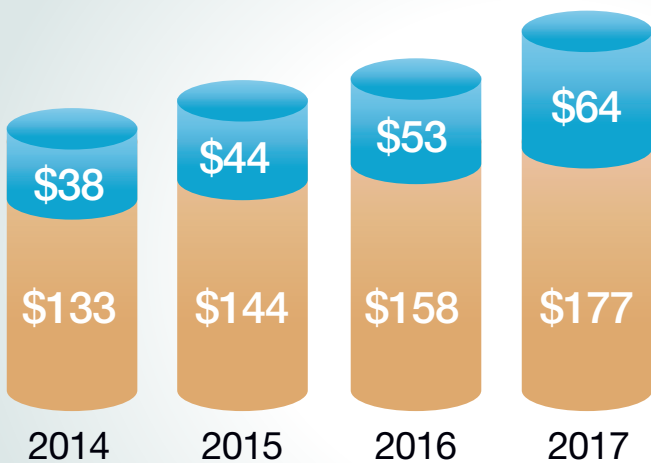
\$199B revenue (2014-2017) **5X Revenue** 18% CAGR

\$612B revenue (2014-2017) **3X Revenue** 9% CAGR



2014

2017



Ecosystem 4 Year CAGR: 18%
2X Foundational CAGR

Ecosystem 4 Year CAGR: 9%

● Accelerated
● Foundational