



Partner Insight
at **Cisco** *live!*

Your Time Is Now



The Blunt Truth About Your Growth

Spotting the Window of Opportunity Before Your Competitor

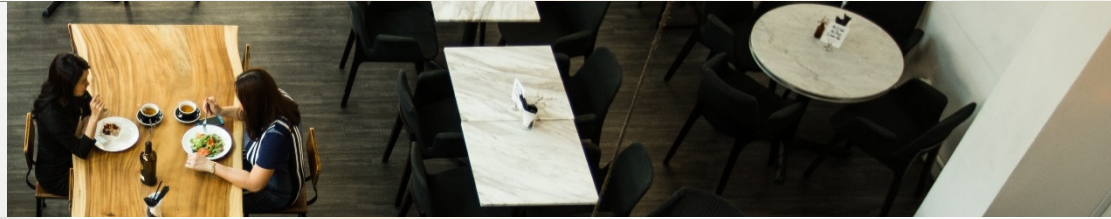
Jeff Reed, Senior Vice President, Enterprise Networks, Cisco

Change Is Coming...What's at Stake?

We live in a “disrupt or be disrupted” world



No industry is immune to the digital disruption



The network has never been more important



Digital Transformation Starts with the Right Foundation



First Line
of Defense



Conduit for
Critical Apps



Bridge for
Engagement



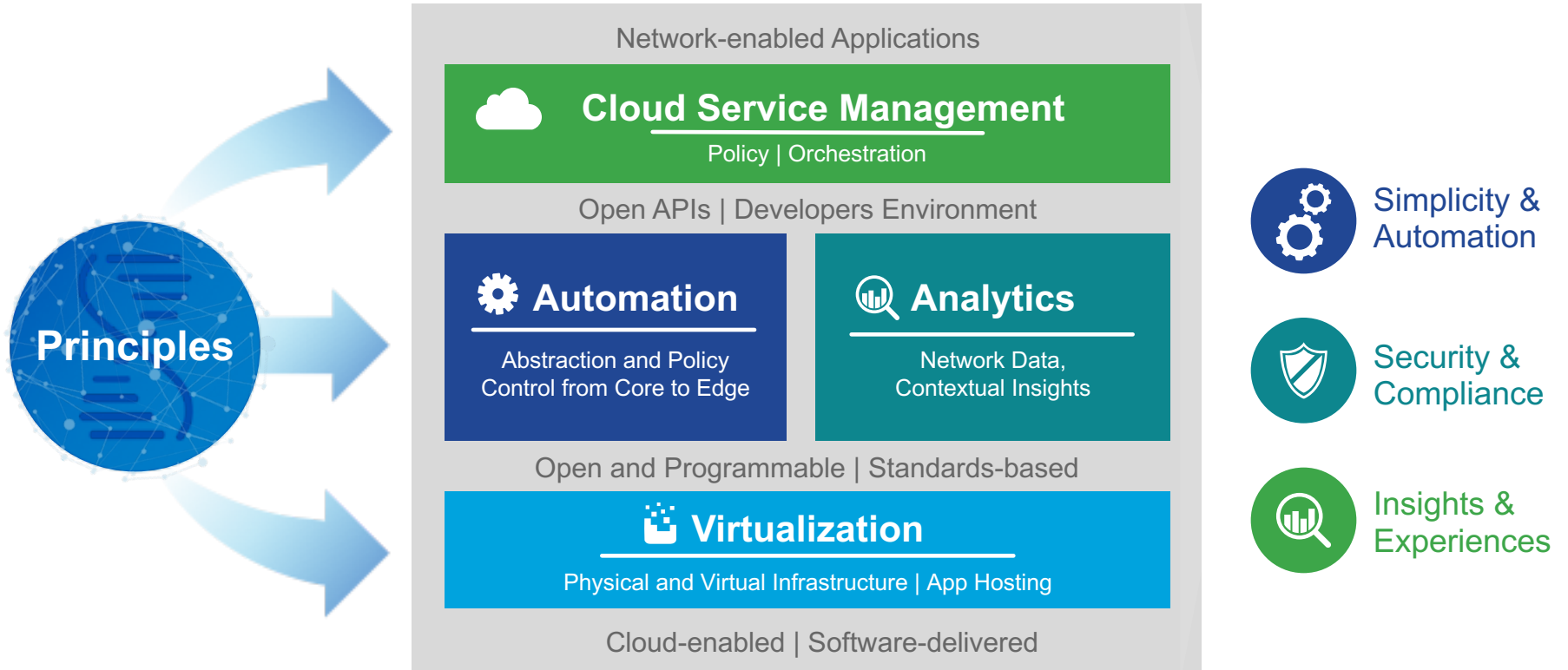
IoT
Scalability



Full Business
Visibility



Cisco Digital Network Architecture



Building Momentum: Cisco DNA



Simplicity & Automation

1,700
APIC-EM Customers
5,300
Downloads



Security

5,500
StealthWatch Customers
17,000
ISE Customers



Insights & Experiences

1,500
CMX Customers
2,000
CMX Cloud Trial Downloads

Business Benefits of Digital Ready Networks



Efficiency



Speed



Financial Value



More Efficient
Networking Staff

28%



Faster Delivery of
New Applications

17%



Faster WAN
Branch Deployments

42%



Average Annual Benefit

\$48K

Per 100 Employees



5 Year ROI

402%

Source: IDC The Business Value of Creating Digital-Ready Networks with Cisco DNA Solutions, Jan 2017.
Figures refer to business value achieved by customers adopting Cisco DNA solutions

Changes



Profitability

How you make money is going to change



Knowledge

New skills requirements



Monetization Opportunities

Service deployment via automation

Leverage Cisco DNA Offers

<http://cs.co/DNAPartners>



On-Prem and Cloud-Managed



Switching & Wireless



Routing



NGFW

Cisco and Partner Services



More Value, Same Price

Cisco ONE Foundation
and Meraki



Activate DNA

DNA QuickStart
Vouchers



Automate

Free APIC
EM Appliance



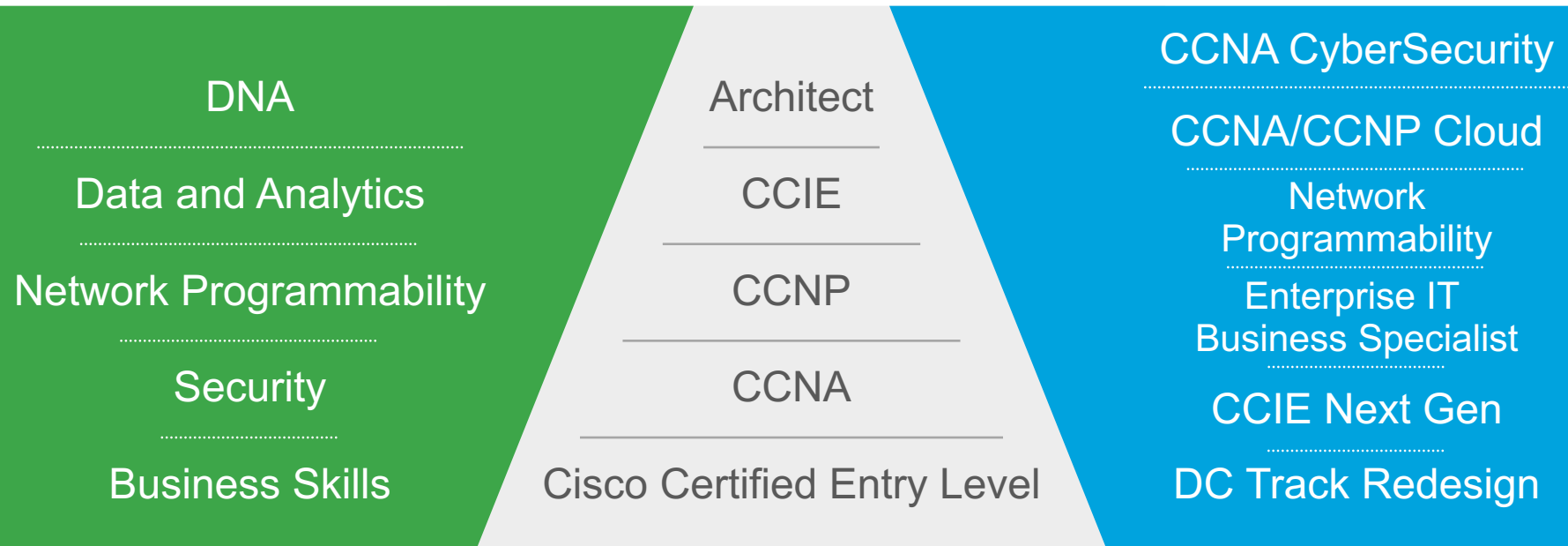
0% Financing

Cisco Capital
Easy Pay

Opportunities for Learning and Development

Add New Digital Skills
to Existing Certifications

Evolving
Certifications



Expanded Learning Options

Virtual Labs | Learning Libraries | Social Platforms | Custom Training

DNA is a Driver for Partner Success



Be the network architect
for your customers



Unlock the power
of the network



Build on APIs to add value
with custom services

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Thank you