



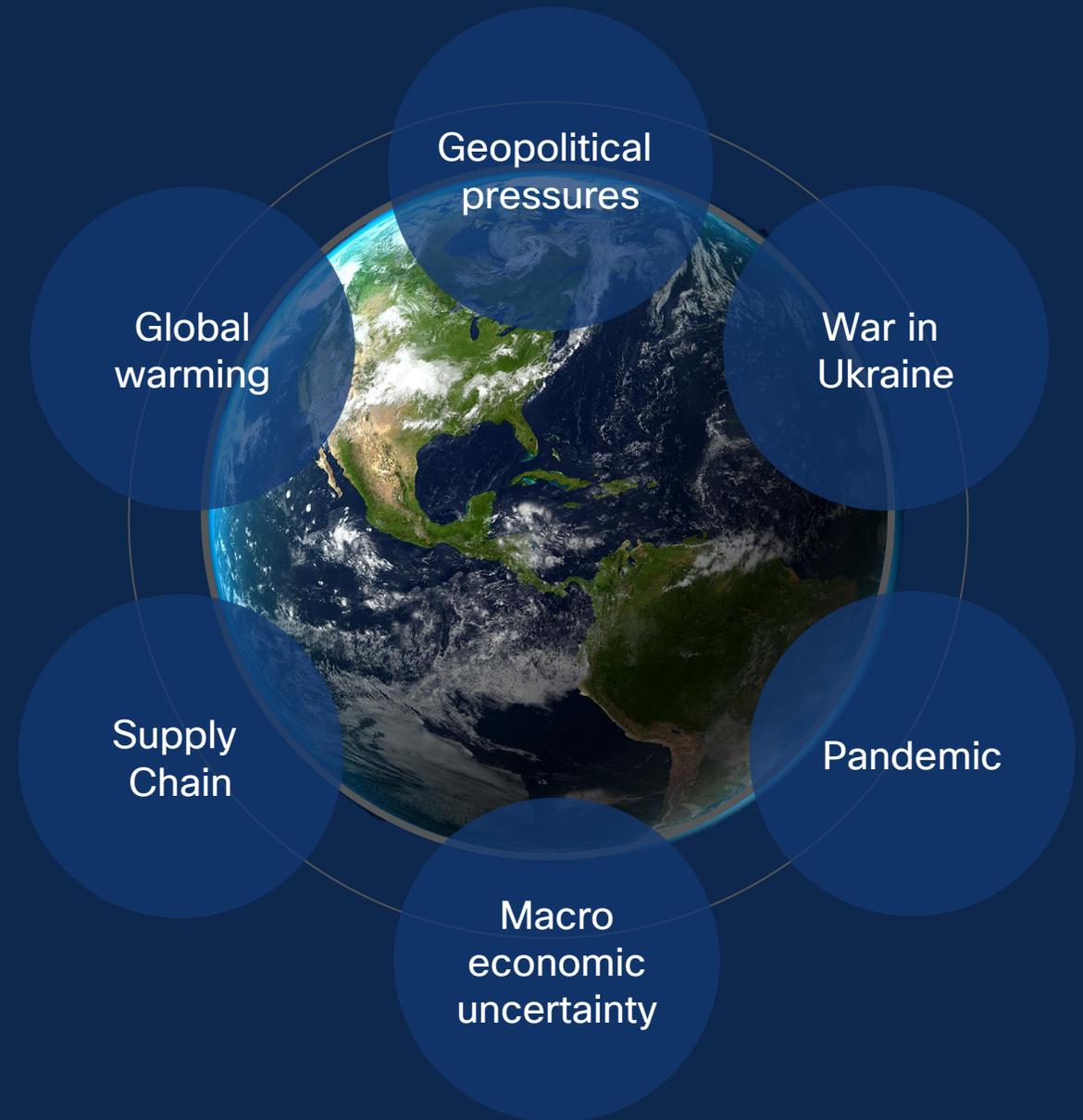
Resilience – Driving force for business transformation

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VP Technology Acceleration EMEA, VP Service Provider Sales EMEA

27 June 2023

Today's world is volatile, unpredictable with many circumstances **out of our control...**



How Can I build **Resilience**?



Resiliency Based
approaches



Resilience **and**
Transformation



Challenges we can control

At Cisco, we enable digital transformation that is flexible & resilient to help mitigate what customers can't control.





Digital transformation requires a new and modern approach to innovation from all technology stakeholders

Traditional Innovation Feature **Development**



Strategic Product
Evolution



Product Quality



Feature
Acceleration

Purposeful Innovation

Feature **Adoption**





Sustainability



Sovereignty



Security



AI



Ecosystem





Sustainability



Sovereignty



Security



AI



Ecosystem





IT Footprint
2.5% ↓
IT Impact

Data Driven Optimization | Circular design & Lifecycle thinking



Apply Circular Design



Increase efficiency



Cisco Refresh



Hardware as a Service



Take IT Back



Energy Advisory

Silicon One

Consumes less energy, delivers more bandwidth

8201 router
with Silicon One
uses

96%

less power than its
predecessor, while
supplying 35% more
bandwidth

	NCS 6008 With 1T linecard	Cisco 8201	
RU	48	1	48x reduction in space
BW	8T	10.8T	35% increase
BW/RU	0.166T	10.8T	65x increase
Power	11kW	415W	26x reduction
Shipping Weight	2,000 lbs	32 lb	62.5x reduction
Shipping Volume	570 ft ³	2.8 ft ³	202x reduction
# Data plane Silicon Used	1,876	1	1,876x reduction



Financing solutions: Cisco Green Pay

Helps you

Move beyond product ownership, support circularity, and reduce waste

1

Access Cisco's technologies designed with sustainability in mind

2

Eliminate up-front hardware acquisition costs

3

Streamline total project costs into a fixed and predictable payment

4

Return equipment at no cost

5

Cisco® Green Pay is a flexible IT payment solution that helps customers support circularity and address sustainability initiatives.

Confirmation of entry of returned equipment into Cisco's Circular Economy Program



Up to 5%
sustainability
incentive from the outset





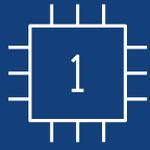
IT Footprint
2.5%
IT Impact

IT Handprint
20% ↓
Business Impact

Data Driven Optimization | Circular design & Lifecycle thinking

-  Apply Circular Design
-  Increase efficiency
-  Cisco Refresh
-  Hardware as a Service
-  Take IT Back
-  Energy Advisory

Plan and Implement Green Solutions

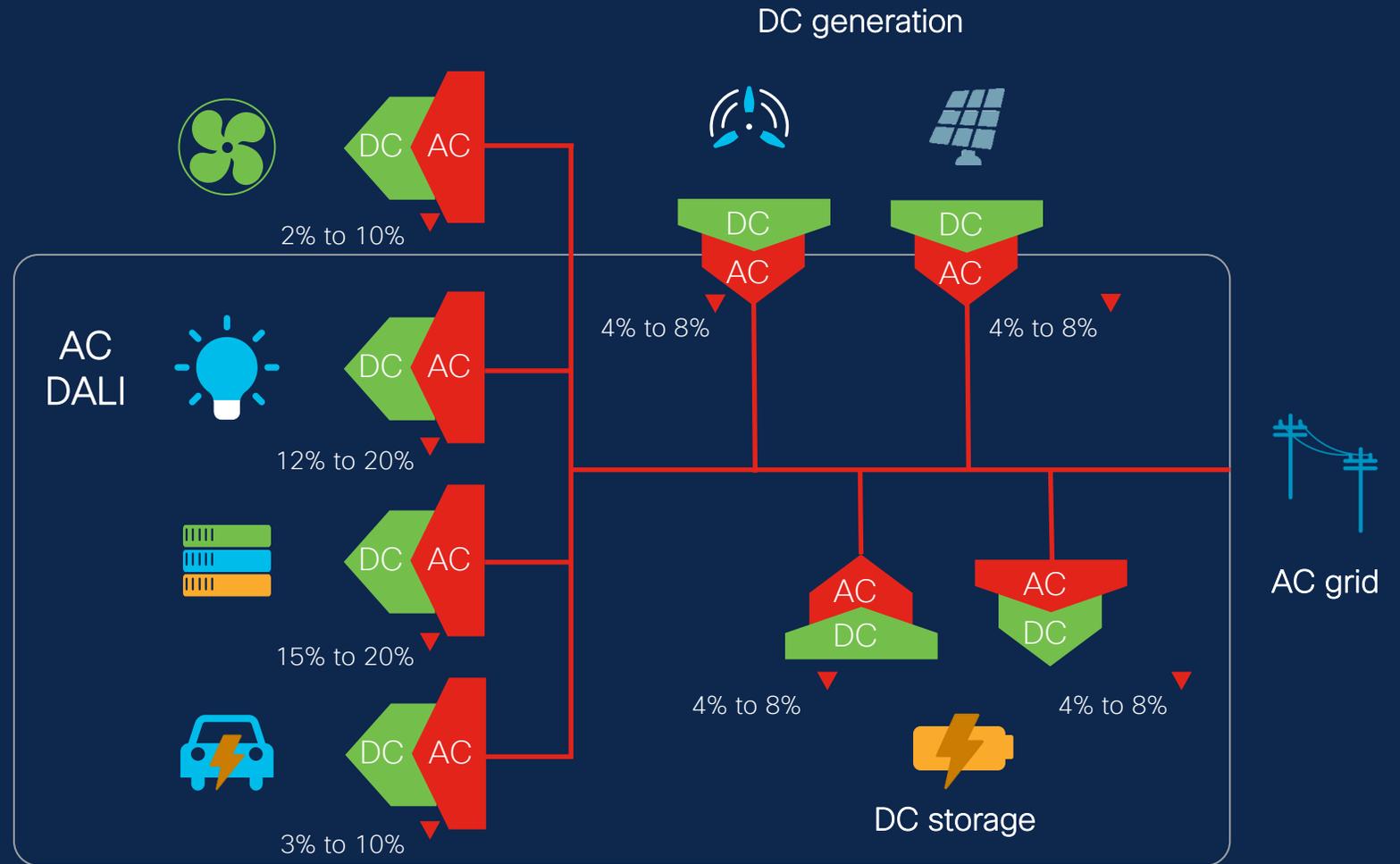
-  Sustainable Data Centers
-  Smart Buildings
-  Energy Management
-  Industry Solutions
-  Internet for the Future
-  CPAS

The traditional approach to power is wasteful



Of power is wasted in conversion loss

Source: CSA Group

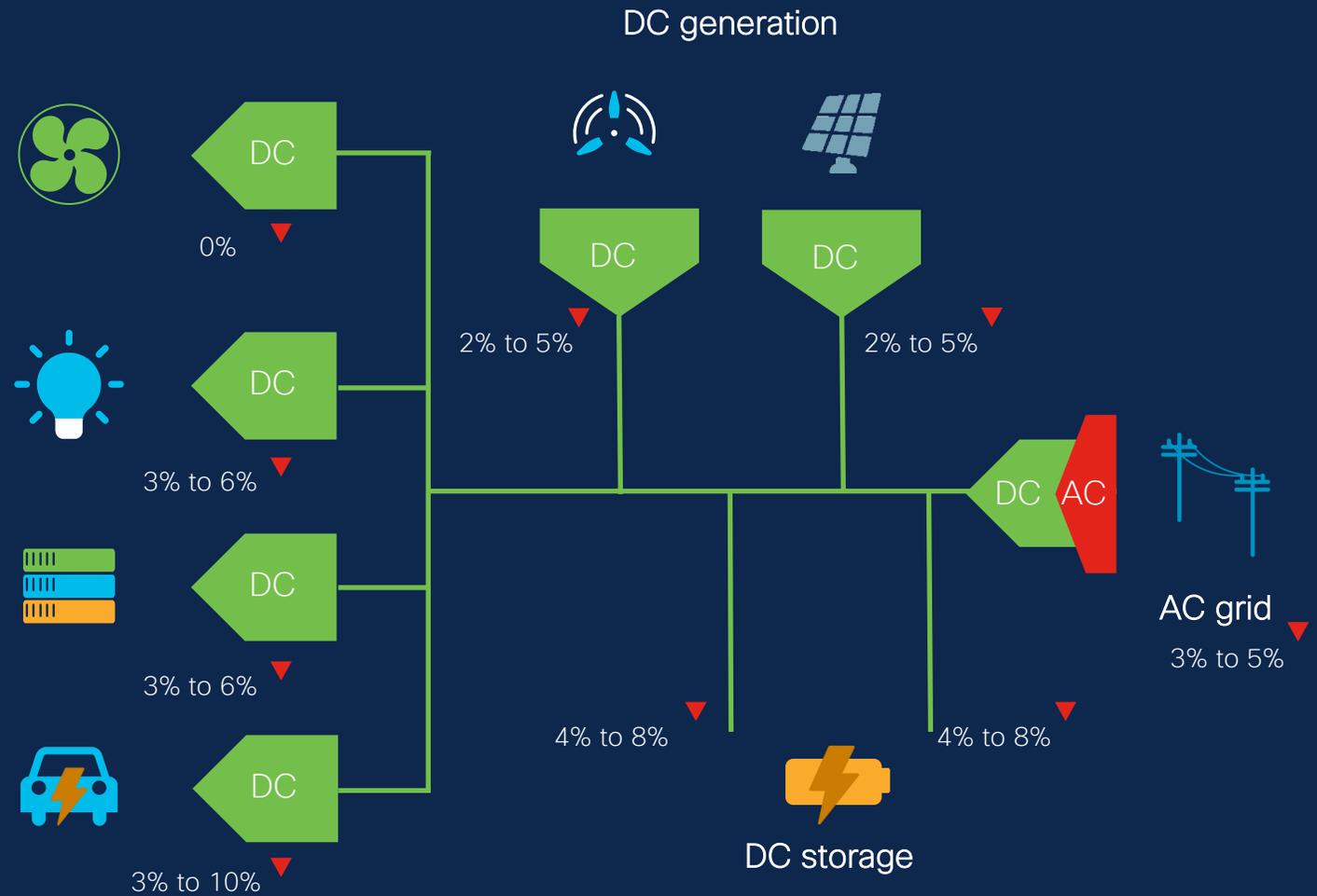


Smart buildings save energy, cost less to operate

45%+

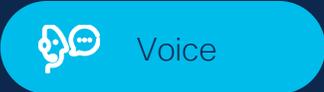
Reduction in energy waste
by using DC power

Source: CSA Group



IP Enables Transformation

Transform communications



+



2001 to 2006

Transform remote working

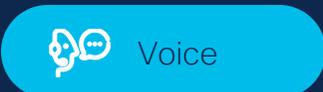
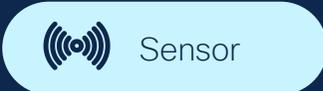


+



2019 onwards

Transform hybrid work & energy consumption



2022-2026



Digitising our Real Estate



Cisco Smart Workspaces

Smart buildings cloud platform that ingests & consolidates the "data exhaust" from these various sensors



Cisco Cameras

Floor occupancy (macro floor plate loading)



Cisco Wi-Fi Access Points

People count, people's physical location to track their journey through the office, multiple environmental sensors



Air Quality

Molex sensors for true air quality / CO2, temperature, humidity, VOC



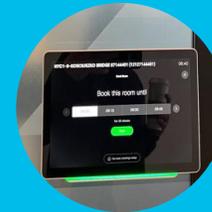
Occupancy

Molex sensors for people count



Webex Room Devices

People count, Ambient Noise



Webex Navigator

Temperature, Humidity, VOC (volatile organic compounds)



Lighting & Blinds

Mecho shading sensors for Lux level to help maximize daylight and manage visual comfort & heat load



PhotoVoltaics – DC MicroGrid

Solar generation into the network whilst shielding against solar gain

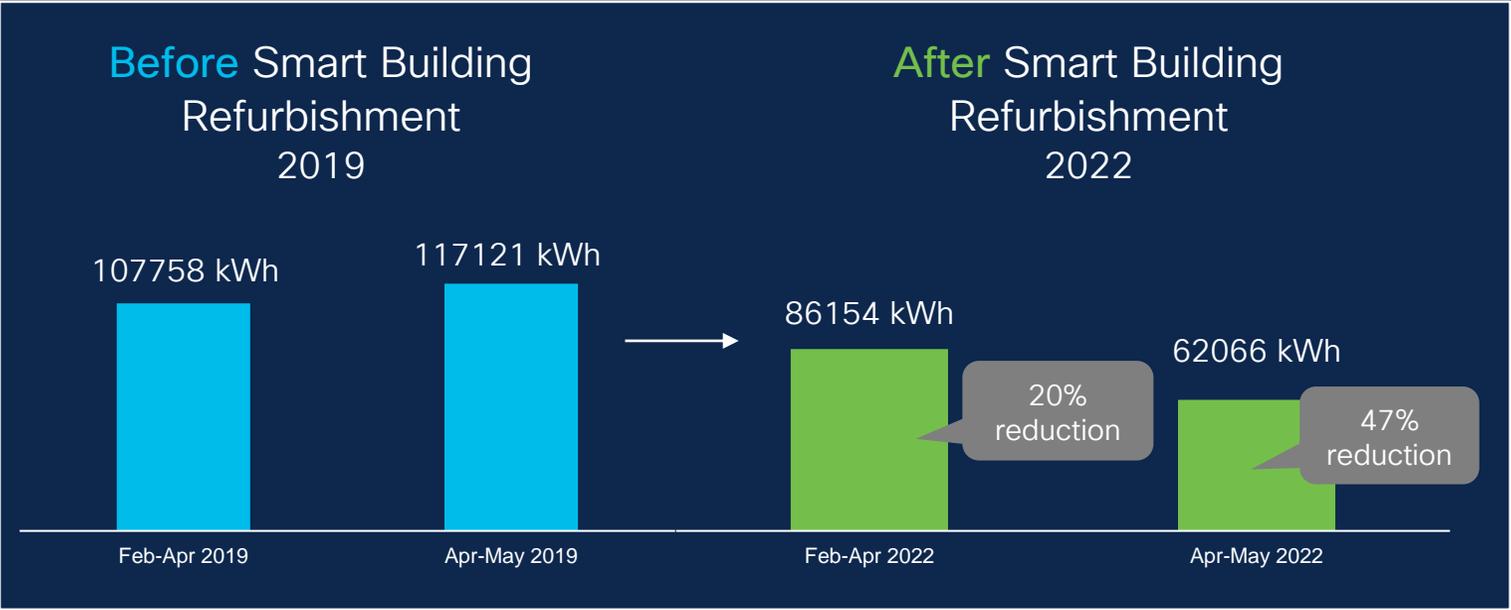
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Power Saving Impact

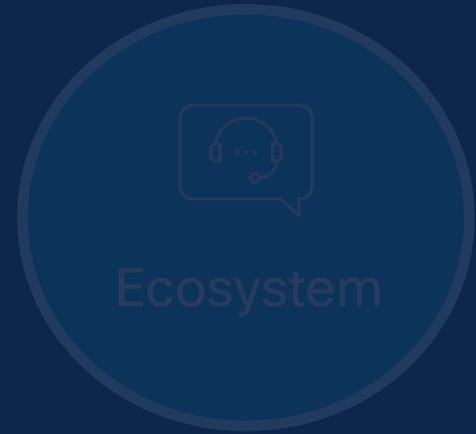
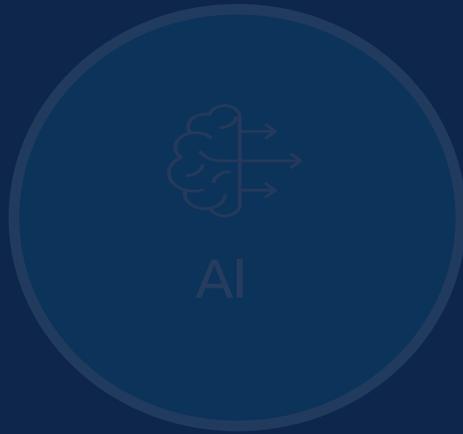
Before and After Data from Penn1

Graph showing energy consumption comparison in the office comparing similar periods of time before and after the refurbishment.



The combination of re-platforming from AC to DC Low Voltage PoE and intelligent automation has reduced like for like energy consumption by over 40%





Sovereignty...Cloud Market Evolution



- Global cloud architecture.
- Strict security and privacy by design principles.
- ISO 27001, SOC 2

Improved Performance & Security posture in accordance with local market security standards.



Requirements to host specified data in country or region, or to restrict to where data flows.

Specifically pertinent for non-EU cloud providers.



Additional requirements on who operates the service and how. e.g., SecNum Cloud, Gaia-X label level 3.

All customer data under the control of a sovereign local partner that builds and operates Cisco cloud.



Staff security clearances for classified materials. e.g., German Security Clearance Act (SUEG).

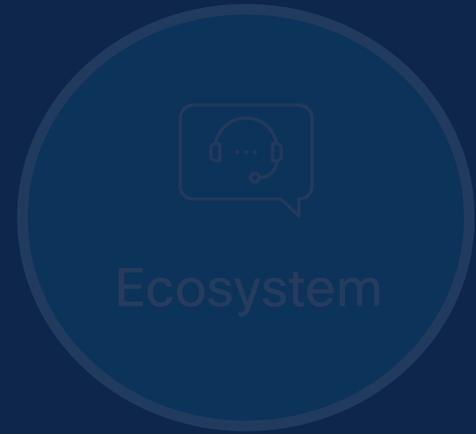
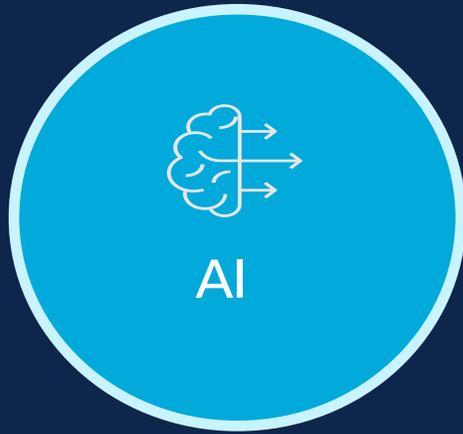
Only local (ex: EU citizen) and approved Cisco personnel builds and operates.



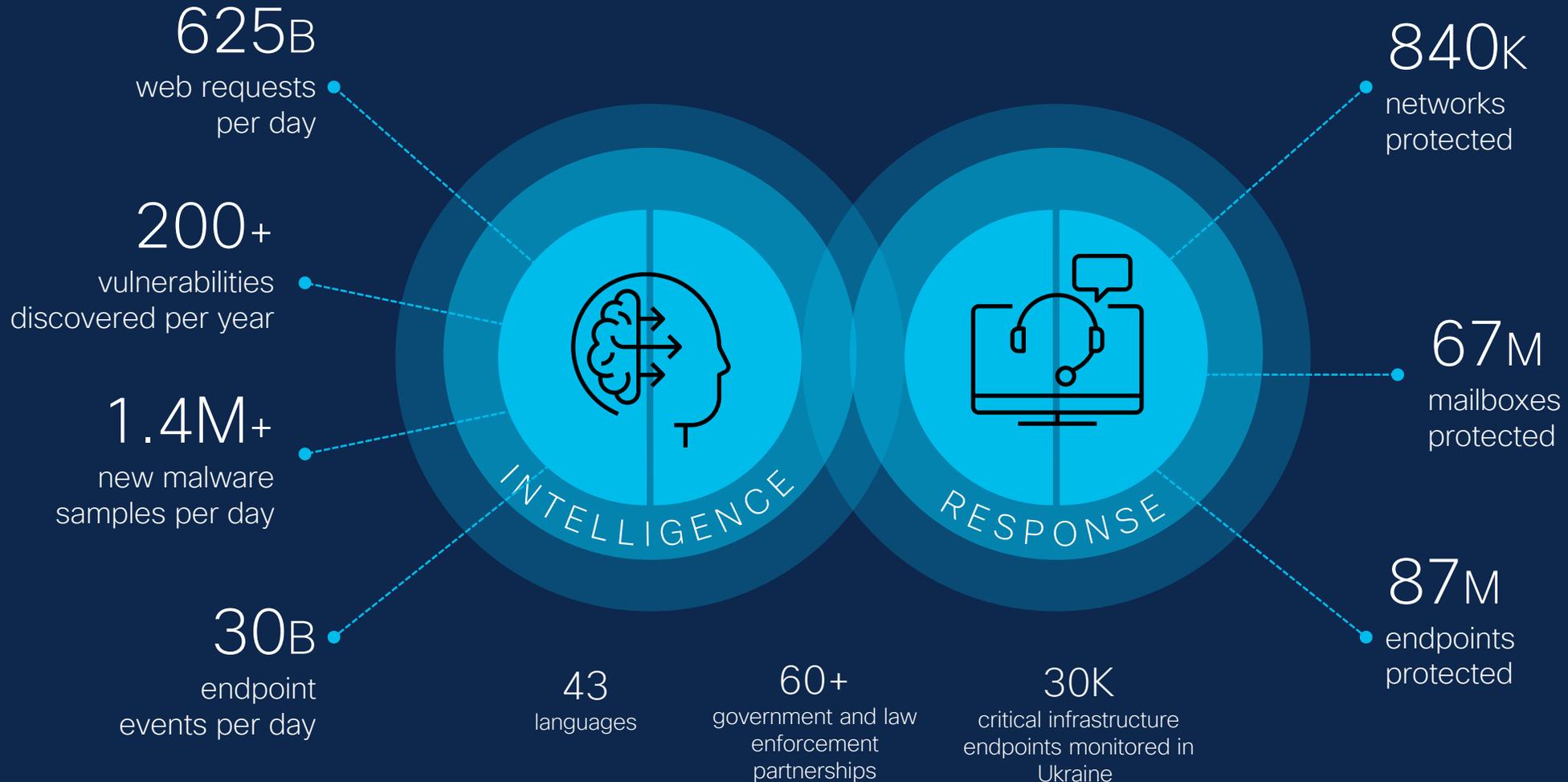
On premise, customer operated on own data centers. Often requested in intelligence, defence, for Top Secret data.

Local managed service partner builds and operates.





World-class breadth and depth of Cisco Talos





DATA

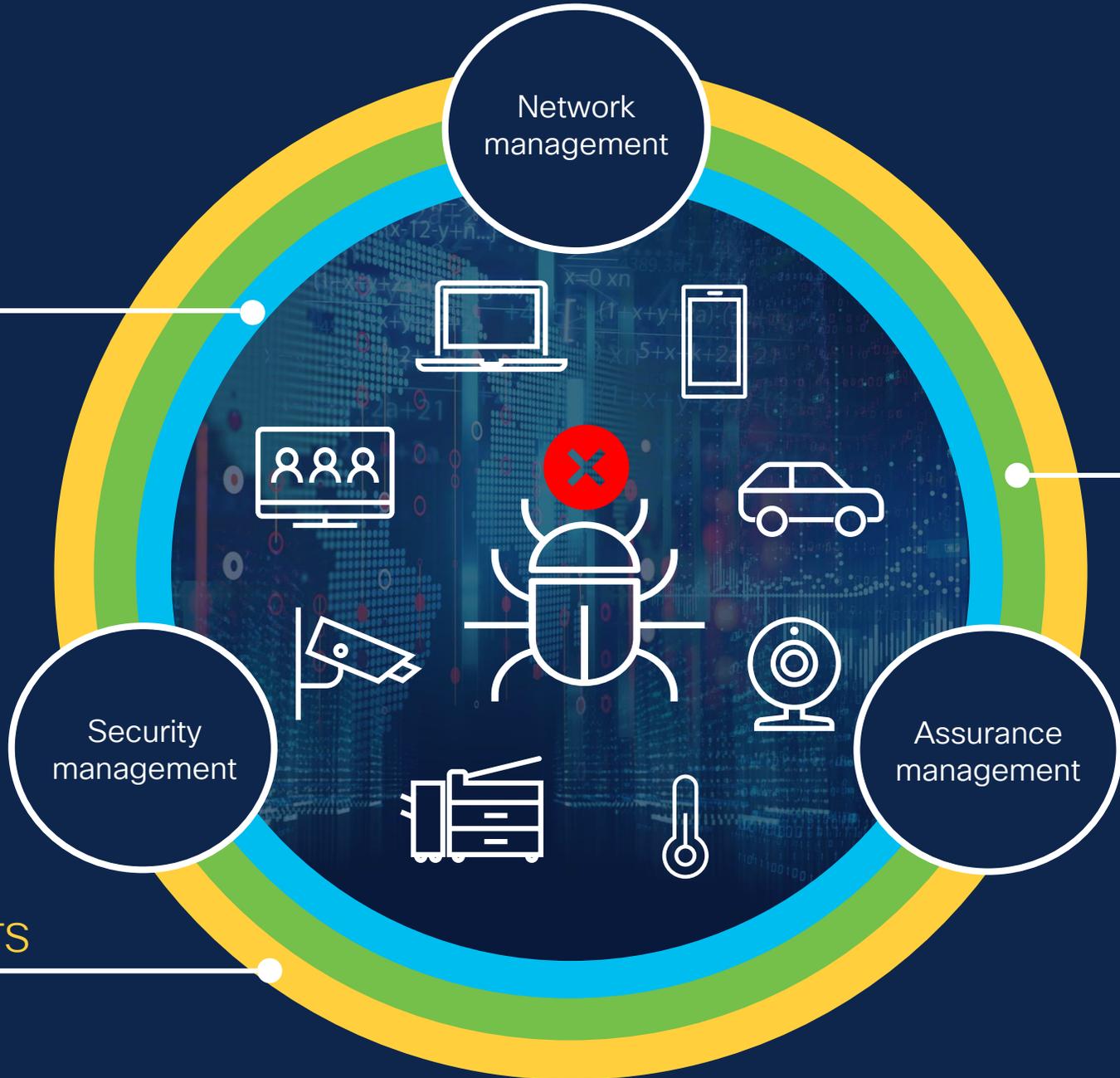
Network management

MODEL

Security management

Assurance management

AI INSIGHTS



Cisco XDR has the broadest native telemetry

One central data warehouse, analytics, and management in the Security Cloud



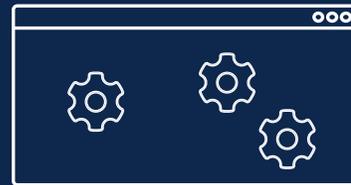
Email

We see every email, even forwarded emails, to spot phishing



DNS

We see more web requests than anyone (625M per day) to spot fast-changing malicious sites



We uniquely track every process that makes a connection



We see more network traffic, in more detail, than anyone



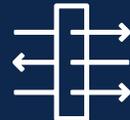
Our Security Strategy

 Cisco Security Cloud



Secure Connectivity

Protecting the edge to the cloud



Network Security

Protecting the perimeter



Zero Trust

Securing access for users



Cloud Application Security

Securing apps & data in the cloud



Threat Detection & Response

Detecting & responding to breaches

Platform (AI-powered, Open APIs, Unified Management, Unified Cloud Edge, Unified Policy)



Sustainability



Sovereignty



Security



AI



Ecosystem



Webex for Automobiles

Collaboration, uninterrupted



Ford



Volkswagen



CARIAD



Mercedes



Audi



HARMAN



IN CONCLUSION...

If you think about technology as the enabler, you can build resiliency and you can transform.



Questions?





The bridge to possible