



# Vision and Strategy

Eric Waltert, General Manager, Cisco Switzerland



# The Cisco Vision...

Changing the Way we Work, Live, Play, and Learn

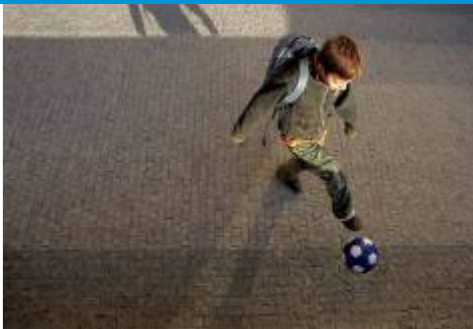
Work



Live



Play



Learn



# One Technology Vision

*Padmasree Warrior, Chief Technology Officer*

- Our technology **vision** for Cisco starts with the customer – **to lead market transitions** with customer-centric systems, solutions and architectures.
- Our **strategy** to achieve this vision is to anticipate and create market disruptions, deliver the **next generation Internet for Collaboration, Virtualization and Video**.
- To **execute** on that vision and strategy, we're focused on investing aggressively in a **pipeline of innovation** and driving innovation through **operational excellence**.



# One Technology Vision

## 3 Key Market Transitions



Future of  
**Work**



Future of  
**Connected Life**



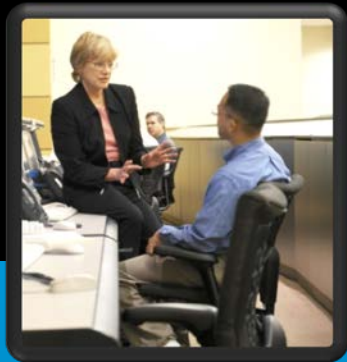
Future of  
**Computing**

**Driven by Collaboration, Video and Virtualization**



# The Future Of Work

## Collaboration is Key



**How**  
we work

**Who**  
we work with

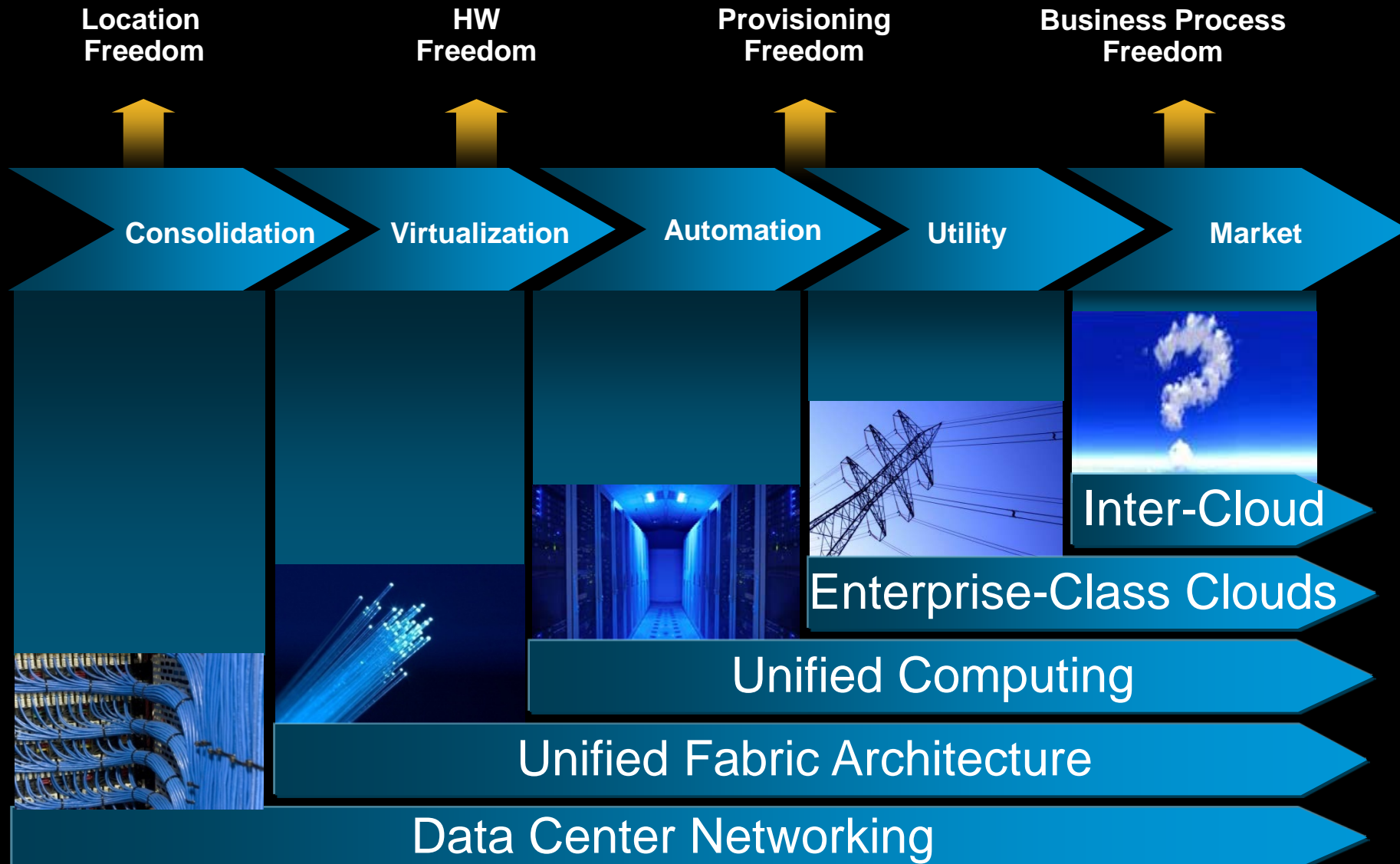
**When**  
we work

**Where**  
we work

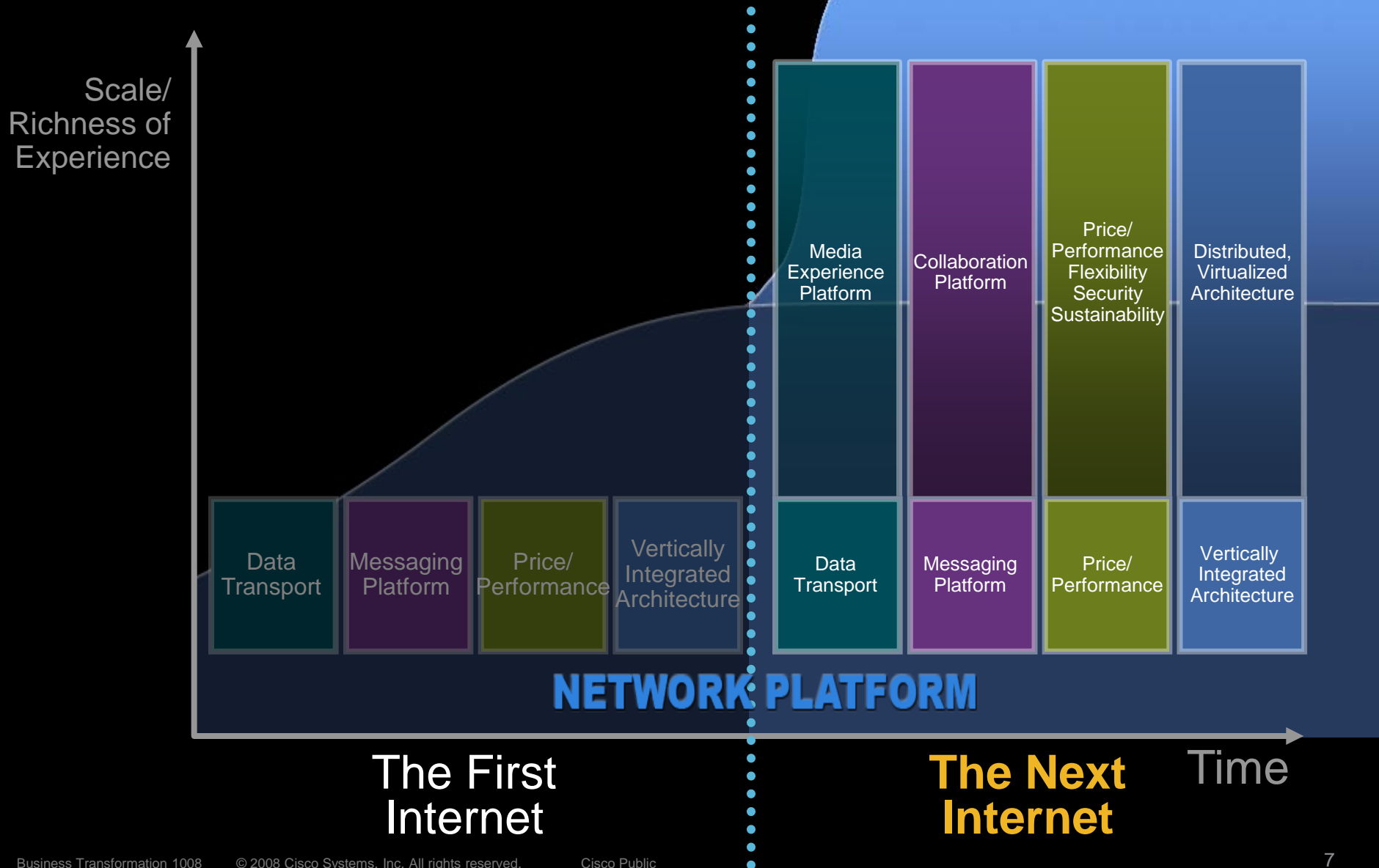
**What**  
tools we use

# Future of Computing

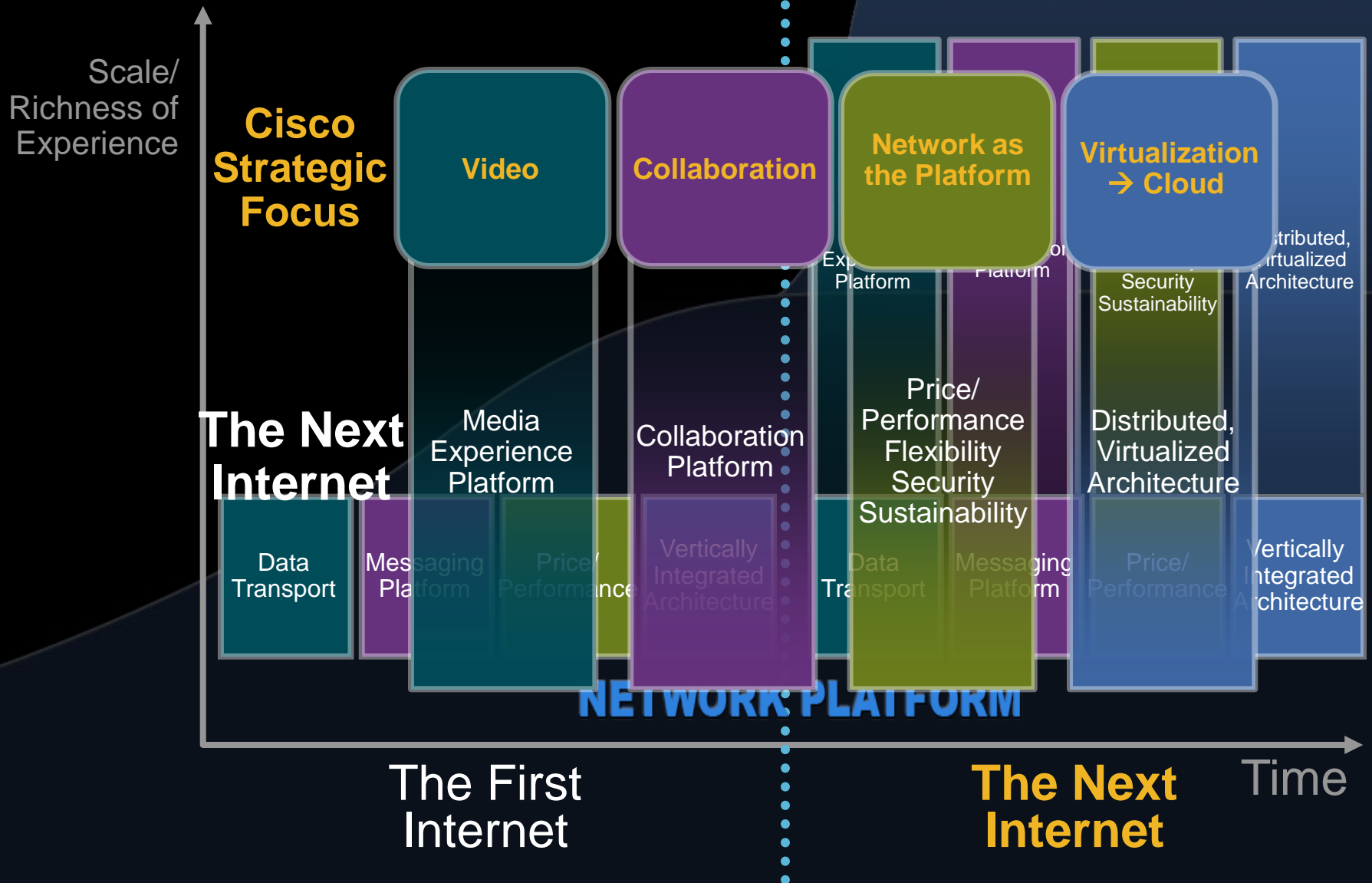
## Virtualizing the Data Center



# Evolution of the Internet



# Evolution of the Internet





the human network effect



**The Future of: Work, Computing & Connected Life  
Collaboration... Virtualization... Video  
The Network is the Platform**



**CISCO**