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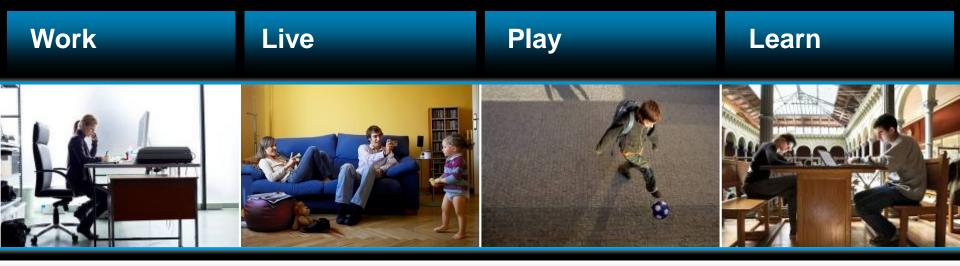
# Vision and Strategy

Eric Waltert, General Manager, Cisco Switzerland



# The Cisco Vision...

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



**Driven by Collaboration, Video and Virtualization** 

#### **The Future Of Work Collaboration is Key**



we work

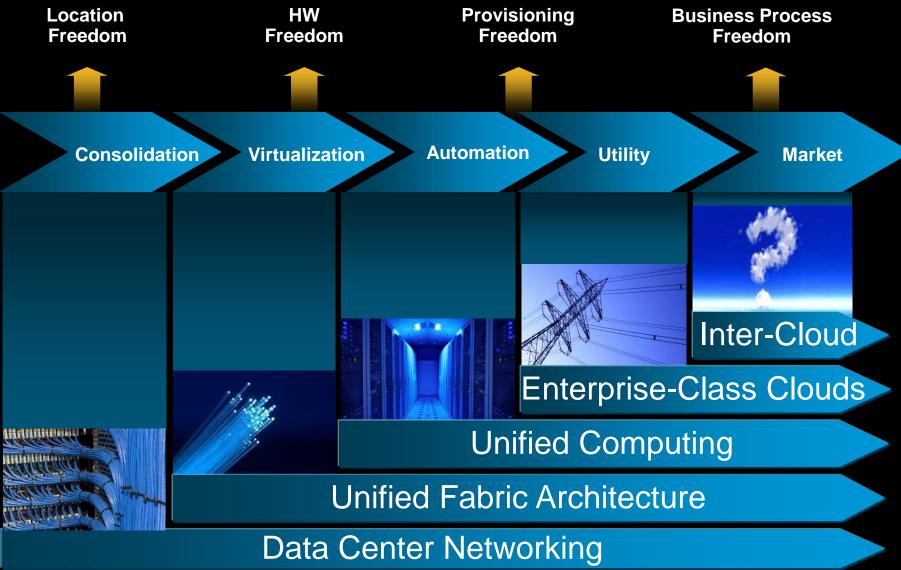
we work with

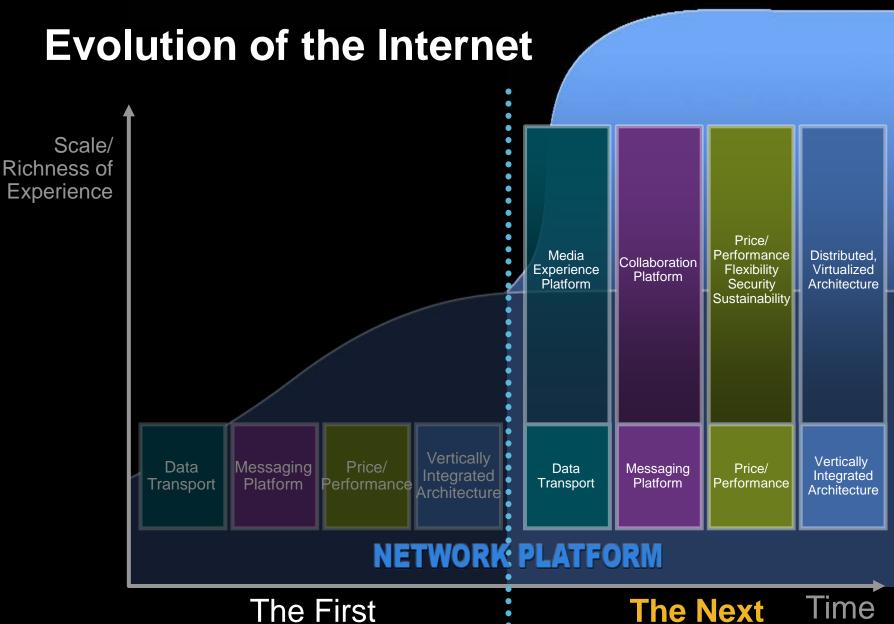
we work

we work

tools we use

#### Future of Computing Virtualizing the Data Center





### Internet

Internet

#### **Evolution of the Internet** Scale/ **Richness of** Cisco Experience **Network as** Virtualization **Strategic** Video Collaboration the Platform → Cloud Focus stributed. irtualized Exp Platform r Iauvim Security Architecture Sustainability Price/ The Next Media Performance Distributed. Collaboration Experience Virtualized Flexibility Platform Internet Platform Security Architecture Sustainability /ertically Messaging Data Mes ntegrated Pla Tra rm ] Transport Ince chitecture **RK PLAIFOR** Time **The Next** The First Internet Internet

# the human network effect



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

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