

Die Arbeitsweise von Morgen

Cisco's Vision und Strategie



10.05.2012



Der kürzeste Weg zu mehr Zeit.



Wir bedanken uns an dieser Stelle herzlich für Ihre Teilnahme. Der Erfolg des Home

Great Place to Work Switzerland

- 2009 2nd Place
- 2010 2nd Place
- 2011 1st Place
- 2012 1st Place



“Progressive working conditions are a major concern to us and we are extremely pleased to receive this recognition”

Chris Martin General Manager Switzerland

2012 BESTE ARBEITGEBER DER SCHWEIZ

Die Liste der Besten Arbeitgeber der Schweiz wird vom Great Place to Work® Institute erstellt. Sie wird exklusiv von der "Handelszeitung" publiziert.

Great Place to Work® Institute Schweiz Website unseres Medienpartners:
Handelszeitung

Sortieren nach:
▶ Platzierung ▶ Unternehmen

Anzeige:
▶ einfach ▶ detailliert

Platzierung	Unternehmen
Unternehmen mit mehr als 250 Mitarbeiter	
1	Cisco Systems (Switzerland) GmbH
2	Microsoft Schweiz GmbH
3	Accenture
4	Federal Express Europe Inc.
5	Phillips AG Schweiz
6	Autodesk Development Sarl
7	McDonald's Suisse
8	Dow Europe GmbH

Cisco ?

Cisco at a glance

- Cisco is the worldwide leader in networking that transforms how people connect, communicate and collaborate.

475+
offices



165+
countries

63,000+
employees

90 % of the
worlds internet
data travels on
Cisco gear

360+

Swiss Based employees

Zurich

Bern

Lausanne

Rolle



\$43.2 Billion Sales

\$5.2 Billion Annual R&D budget

Our Vision...

Changing the Way We
Work, Live, Play, and LearnSM



... and Mission

to shape the future of the Internet by
creating unprecedented value and
opportunity for our customers, employees,
investors and ecosystem partners

Cisco's VSEM...

Vision / Strategy / Execution / Measurement

V

Changing the Way We Work, Live, Play and Learn

5+ years

S

Solve our customers' most important business challenges by delivering **intelligent networks** and technology **architectures** built on **intelligent**...

Portfolio / Architectures

5 Foundational Priorities
Mobility... Security...
Any to Any

Market

Multi-Year Strategic
Initiatives
Techno...

1 Leadership in the Core...
Routing / Switching / Services

2 Collaboration

E

Run the Business

Simpler, Accountable
Business Entities

3 Data Center / Virtualization / Cloud

Transform the Business

Constant Transformation

4 Video

M

Cisco Performance Measurements

Growth

Enterprise
Service Provider
Commercial
Public Sector

Profitability / Efficiency

Profits faster
revenue
... Stock Price

5 Architectures for Business Transformation

Wallet Share

CSAT

Partner SAT

Engagement
Index

Borderless
Network

Architectures

Datacenter

1 Leadership in the Core...
Routing / Switching / Services

2 Collaboration

3 Data Center / Virtualization / Cloud

4 Video

Collaboration

5 Architectures for Business Transformation

Our Swiss Vision...



Our Contribution to Innovate Switzerland

Customers led Innovation

- 90 % of Swiss Organizations are Cisco connected
- 70 % of Hotspots are Cisco powered
- 1.5 Mio Cisco Set Top Boxes for Digital TV
- 90 % of electronic payment in Switzerland depends

Public face:

- Interviews in papers and on TV
- Participation in Association: ASUT, Swiss ICT, Swiss Clean Tec, Cloud Finder Schweiz



“We focus to solve customers problems”

Direct linkage and presence of Cisco personnel with large SP and global customers as well as smaller operations that are the ‘pride’ of CH

- 200+ Partners in CH
- 4'000+ trained people
- 50+ technology seminars/year
- 100+ technical training/year
- 30+ of public seminars
- Networking Academies throughout Switzerland
- Migros Klubschule

Engaged in developing Switzerland's competitiveness

Building products

- Engineering team to deliver Cisco products worldwide from CH
- Dozens of patents from local engineering team

Local presence

- 15+years presence in CH
- 300+ jobs created
- Thousands jobs with partners

Offices: Zurich, Bern, Rolle, EPFL on Campus



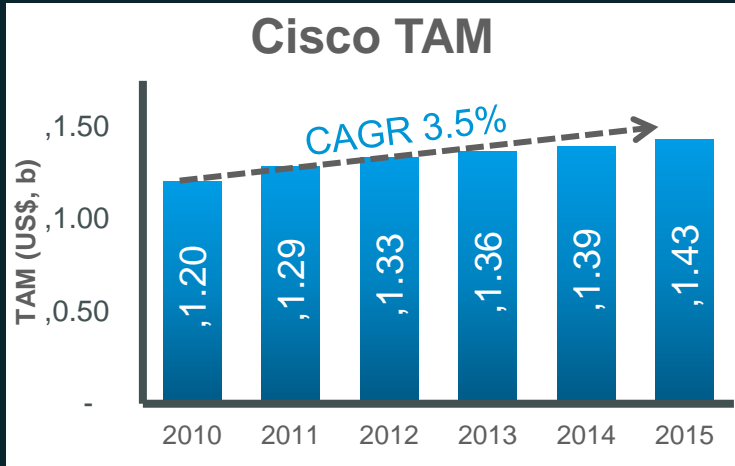
R&D partnership

- Hiring Young Graduates from local schools
- Internship for students
- Joint research topics with professors

Foster Entrepreneurship

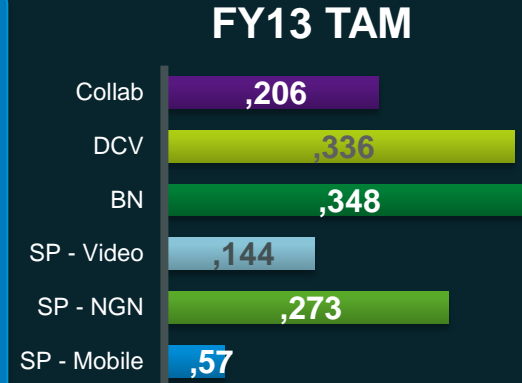
- Venture fund to accelerate incubation of ideas
- Consulting with startups, professors and entrepreneurs

Swiss Market

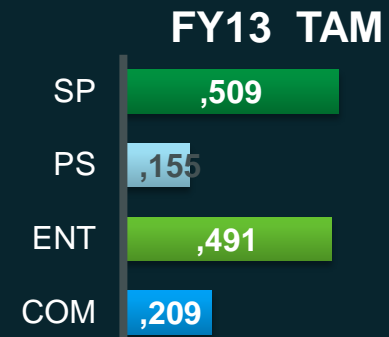


	TAM FY'13	CAGR FY'13-15
LAN Switching	231	0%
UCS	219	2%
Collaboration	165	1%
Optical	154	-1%
Routing, SP	153	4%
Security, Network	68	1%
Wireless Networking	28	1%
Routing, Ent	25	6%
Collaboration-TP	22	11%
Others	298	6%
TOTAL	1364	2%

Architectures



Segments



- TAM predicted grow at a CAGR of 2% for the FY13-FY15 period. Blade Servers providing a healthy outlook with an 8% CAGR over the same period
- Key areas for growth include Telepresence and Enterprise Routing

Thank you.

