

Unmissable Innovation and Tech Trends IT Leadership session

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





Challenges we can control

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



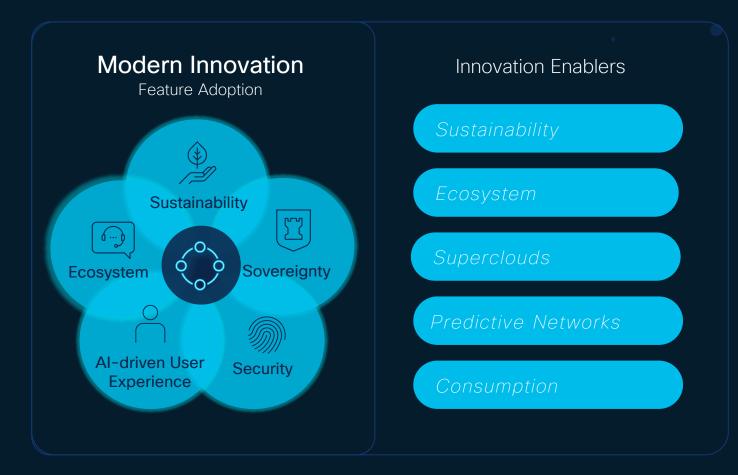


Digital transformation requires a new and modern approach to innovation from all technology stakeholders



Cisco's Innovation Approach









Innovation Enablers

Sustainability

Ecosystem

Superclouds

Predictive Networks

Consumption



Cisco's Circular Economy

We are advancing circularity at every stage of the lifecycle





Product energy efficiency hardware & software support



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 lb	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





Opportunity of IT's handprint to reduce greenhouse gas emissions

2.5%

IT's global footprint for greenhouse gases globally



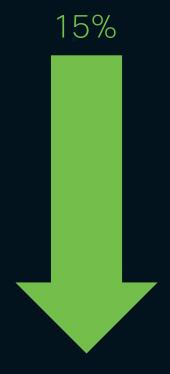
Direct Impact



Energy Efficiency



Circular Design







Buildings



Hybrid

Work



Smart Connected
Grid Transport



IP Enables Transformation

Transform communications

Voice

+

Data

2001 to 2006

Transform remote working Video **€** Voice Data 2019 onwards & energy consumption Power Sensor Video **€** Voice Data 2022-2026

Transform hybrid work

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Making the workplace more sustainable & energy efficient

40%

of GHG emissions come from real estate



Of power is wasted in conversion loss with traditional approach



Reduction in energy waste by using DC power





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\nnovation

Manufacturing

Healthcare

Hospitality

Ecosystem Value Realised

Financial Services

Retail

Education

Integrators

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Customer Loyalty

Finergy
Consumption



Customer enters store and gets authenticated to Wi-Fi through the loyalty app

Cisco Spaces retrieves user ID/location data and sends it to back-end CRM of supermarket

Personalized marketing pushed through application notification flow to shopper



















Smart Blinds at 22 Bishopsgate

Facility operations have seen the use of automated, motorized window blinds reduce energy usage at Bishopsgate by 50%.





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CLOUD is foundational to digital transformation





Adoption



Have adopted hybrid cloud*



Have deployed or intend to deploy edge computing*



Running workloads in public cloud**

CLOUD is an operating model

an application execution venue

Identify correlation of metrics from multiple tools as burdensome***

State managing data at edge locations is burden to IT operations***

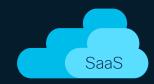
See security concerns as a significant challenge to deploying to multiple clouds*











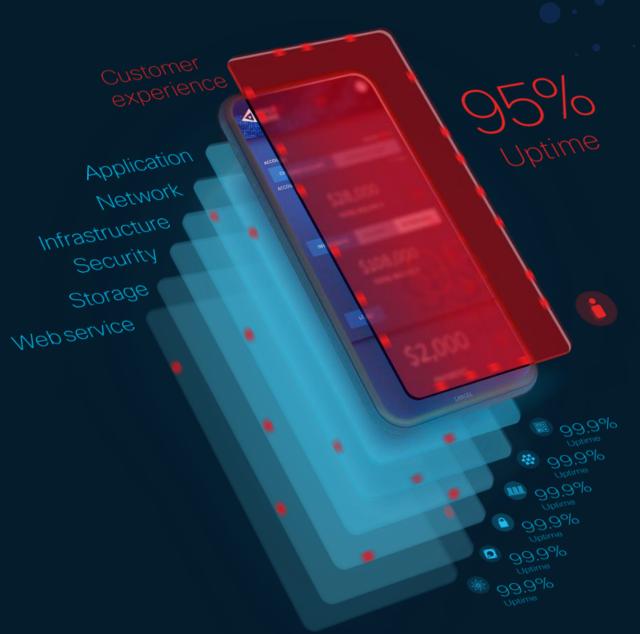
Myth

Modern applications are simple



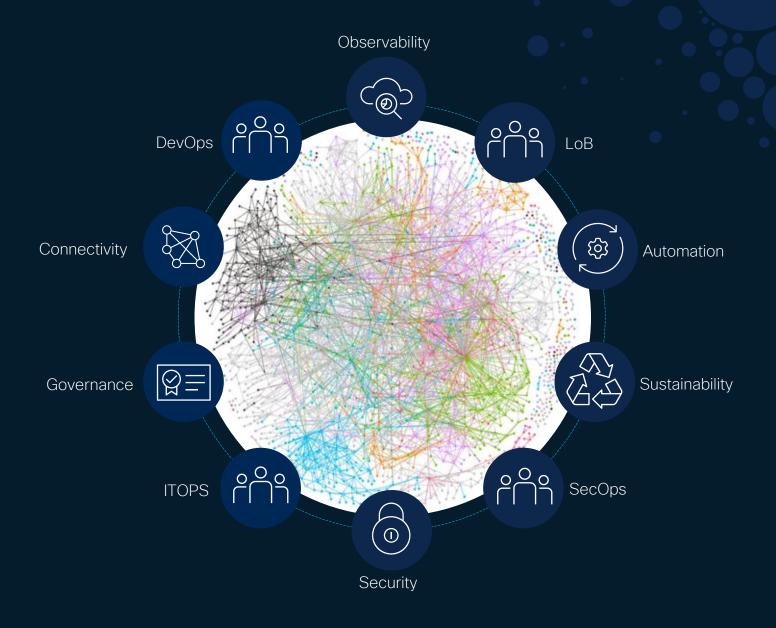


Application experiences are Cumulative





The Digital Supply Chain





Superclouds

The answer to your multicloud challenges

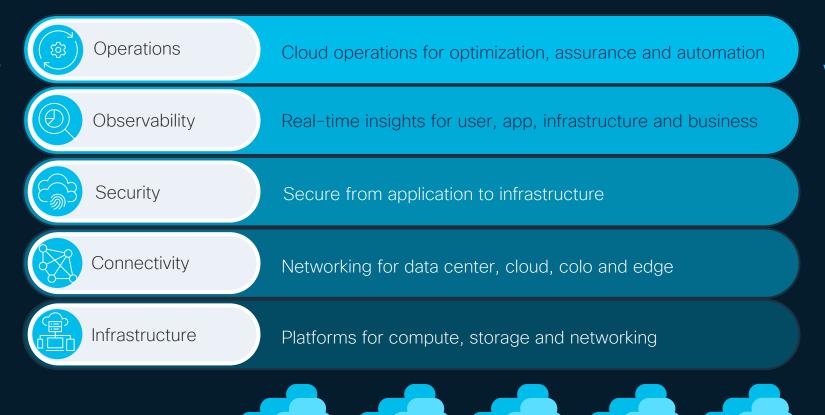
Cloud Architecture Principles

Cloud Declarative Infrastructure

Everything- as-code First

Cloud Declarative Infrastructure

Kubernetes First







GitOps



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Predictive networking is here



The Internet has been reactive for 35 years

Routing

Multiple Recovery mechanisms using Protection and Restoration

Few Adaptive strategies based on recent or near future events

NO LEARNING



Like the human brain, the Predictive Internet

Builds machine learning models of the world

Predicts potential issues

Learns & improves continuously

Plans with automation



Characteristics of a Predictive Internet



Use of Predictive (combined with Reactive)



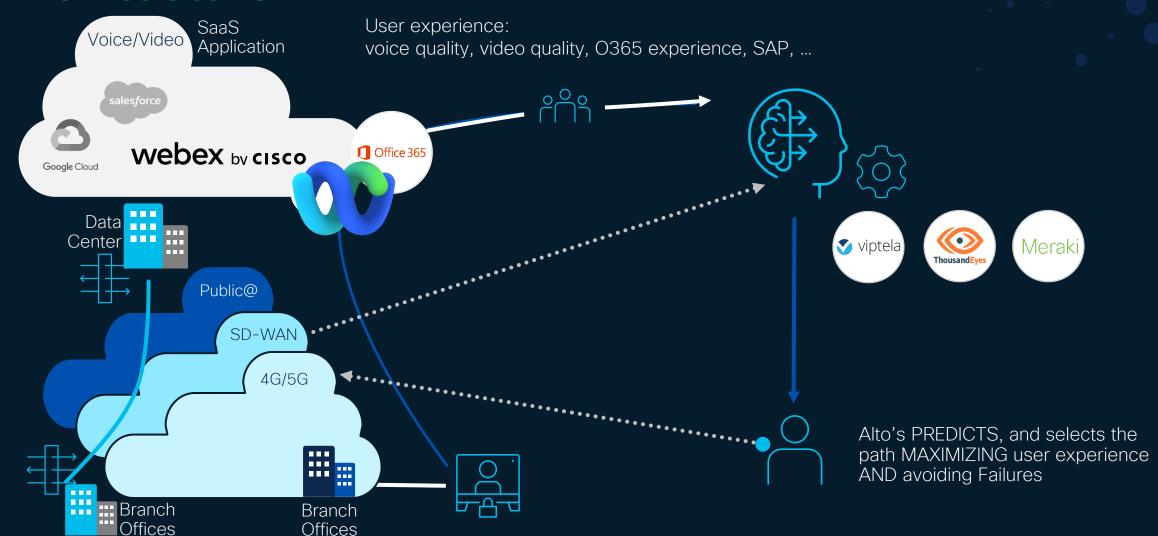
Connectivity failures & Application Experience



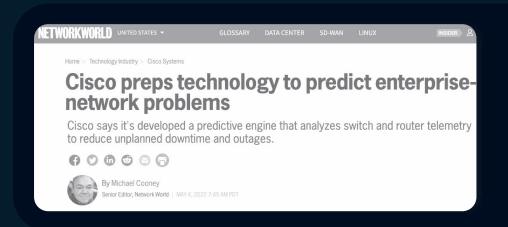
Self Healing Networks with Trusted
Automation



Architecture







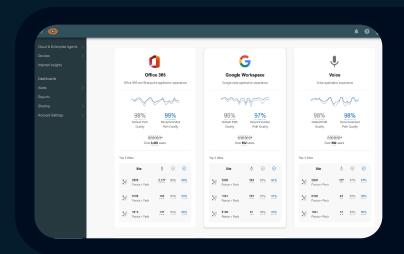
Cisco Public Announcement



"Our research for predictive networks has been tested and developed with customers, and early adopters are seeing major benefits saving them time and money. The industry has been waiting for secure, proactive networking and only Cisco can do it right."

- Chuck Robbins

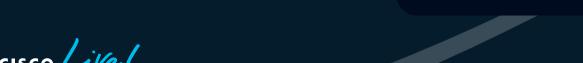




Predictive Network shipping with ThousandEyes product portfolio (called Wan insight)

2

Coming soon vAnalytics Integration







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The Enterprise Agreement simplifies software procurement and license management

Increased Complexity



Of organizations' IT environment have become more complex

Wasted Spend



Of software spend is wasted each year from excess license usage and True Up fees

Improved Efficiency



Reduction in manual hours managing software licenses

Increased Value



In additional cost savings when purchasing through an EA versus a la carte

Cisco Enterprise Agreement

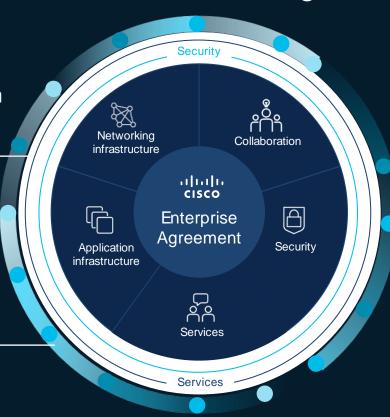
The power of our entire Portfolio under one agreement

Business Agility

Accelerate business transformation with easier access to technology

Unmatched Value

Maximize investments with access to exclusive benefits



Premium Experience

Easily buy, consume and manage software licenses

Flexible type suites

Greater pricing flexibility

Value shift

Lower barrier to entry



Innovation should drive business outcomes, not IT outcomes



Innovation is about simplicity and consistency



Innovation should be an endless evolution, not a game changer



Questions

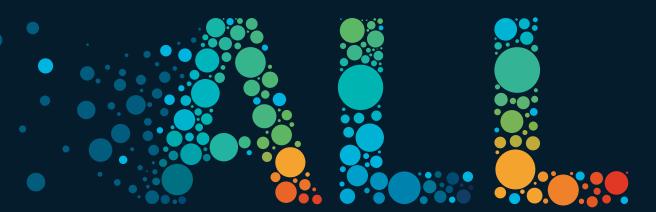


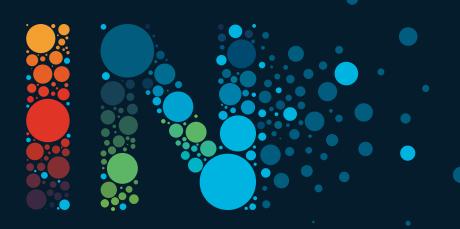


Thank you

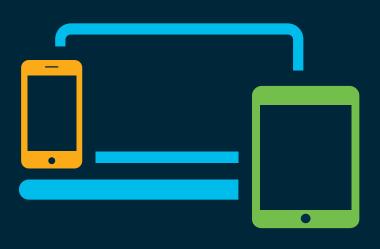


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Thursday Mainstage Agenda

9:00	The Workplace Renaissance Fletcher Previn, SVP & Chief Information Officer, Cisco; Jason Phillips, SVP & Chief Digital Officer, Cisco
9:50	Accelerating Business Transformation Through Investments and Acquisitions Jon Koplin, Managing Director, EMEA Corporate Development and Cisco Investments, Cisco
10:20	Coffee Break
10:50	Agility @ Scale and Pace - Making it a Reality! Cheryl Lynch, Sr. Director, Agile Transformation, Cisco
11:20	Demystifying IT Sustainability: The Why, the What, and the How Colin Seward, Technology Lead for Chief Sustainability Office, Cisco
12:00	Lunch
13:30	Confronting Realities: Protecting the Enterprise from Cyber Attack Mike Scheck, Sr. Director, Security Visibility & Incident Command, Cisco; Brad Garnett, Director, Customer Delivery, Cisco
14:15	IT Leadership Guest Speaker: Making Hybrid Work, Work! Colin D. Ellis, best-selling author and global workplace culture expert



Choose Your Own Adventure

Choose between the following:

15:45

Ask Me Anything with IT Experts

- Collaboration
- Networking

16:15

Ask Me Anything with IT Experts

- Security
- Full-Stack
 Observability

Executive Table Talk

Fletcher Previn

Executive Table Talk

Ronak Desai

Cloud-Native
Applications and
Observability
Roundtable

Thought Leadership on Elevating Experiences in a Digital Economy Design Thinking Workshop

Upskilling Your Workforce to Build the IT Team for the Future

Look for session codes ITLBRK

cisco like!

Join us for our ITL Mixer



ITL Mixer

Wednesday, February 8 16:00-17:30, ITL Hub

Join us for a celebration of YOU! We will have food and drinks, an ice cream truck, music, a caricature artist, and *more*. Our ITL speakers will also be in attendance – including guest speaker Colin D. Ellis and our technical subject matter experts.

