



The bridge to possible



# How Cisco enables adidas connectivity

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# HOW CISCO ENABLES ADIDAS CONNECTIVITY

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## **AGENDA**

**1.WHO WE ARE**

**2.THE CHALLENGE**

**3.SRA AND SFC**



# WHO WE ARE

ADIDAS CONNECTIVITY TEAM  
2000+ RETAIL STORES  
200+ OFFICES  
20+ WAREHOUSES



# THE CHALLENGE

Consistency

Predictability

Relevance



# SRA

## STRATEGIC RELATIONSHIP AGREEMENT



Predictable budget planning and fixing pricing



True forward model on licensing



20% value shift



Harmonization of contracts



Direct access to Cisco professional services, product development and innovation center



# SFC

## SERVICE FULL COVERAGE



Single pane of glass



Platform integration



Faster process to resolve



Expert access







The bridge to possible

# Thank you

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