

The background is a vibrant, abstract graphic. It features a central bright white light source from which numerous colorful rays emanate, creating a sunburst or starburst effect. The rays transition through a spectrum of colors including yellow, orange, red, and various shades of blue and green. Overlaid on this are large, flowing, wavy shapes in similar colors, giving the overall composition a sense of movement and energy.

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Let's go

#CiscoLive



The bridge to possible

Simplify your IT and unify the experience

Aaron Kennedy, Campaign Director
Derek Mitsumori, Product Marketing Director
PSOGEN-1032

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Cisco Webex App

Questions?

Use Cisco Webex App to chat with the speaker after the session

How

- 1 Find this session in the Cisco Live Mobile App
- 2 Click “Join the Discussion”
- 3 Install the Webex App or go directly to the Webex space
- 4 Enter messages/questions in the Webex space

Webex spaces will be moderated by the speaker until June 9, 2023.



<https://ciscolive.ciscoevents.com/ciscolivebot/#PSOGEN-1032>

Agenda

- Why simplify IT and unify experiences
- The power of the network
- Cisco Networking Cloud



An experience happens **in a moment.**
When a **connection** is made.





Secure Connections



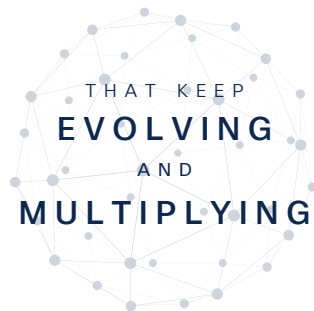


EXPERIENCES

RELY ON

Secure Connections

Dynamic
Resilient Secure
Sustainable Safe
Mobile Personal



Highly variable
Flexible Sovereign
Empathetic Inclusive
Diverse
Simpler

And the world is changing so fast



Future of work

evolution



Cybersecurity

threats



Uncertainty

regionally and globally



Sustainability

priorities

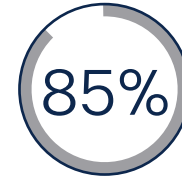


Technology

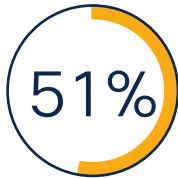
innovations

The numbers paint a picture

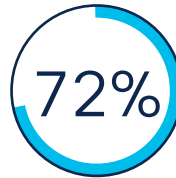
Workers with
autonomy are
2.3x
more productive



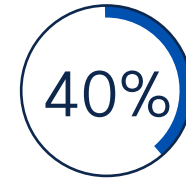
of businesses are using two
or more cloud platforms, and
25% are using more than five



of organizations struggle to
connect users to corporate
resources



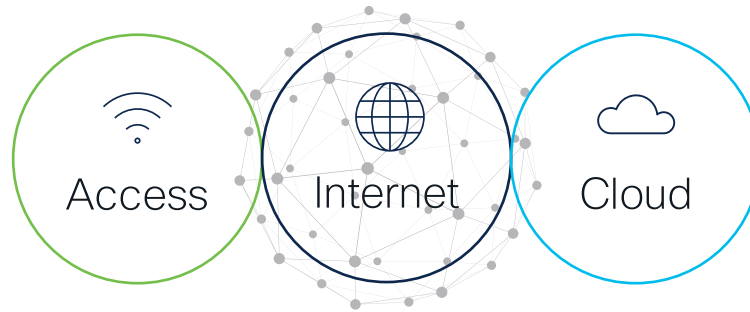
of users feel digital service
should work perfectly



of CIOs will fail to
transform infrastructures

The network keeps expanding, increasing in fragmentation and security risks

Wi-Fi 6E
Smart buildings
Private 5G
IoT



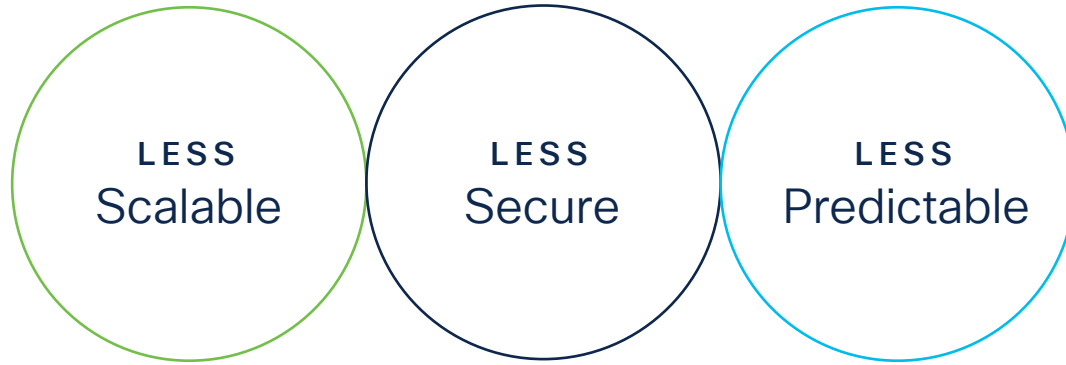
Observability
Web services
Hybrid cloud
Containers
Multicloud
Serverless

Visibility
Software-defined
Automation

This makes the IT experience...



This makes the IT experience...

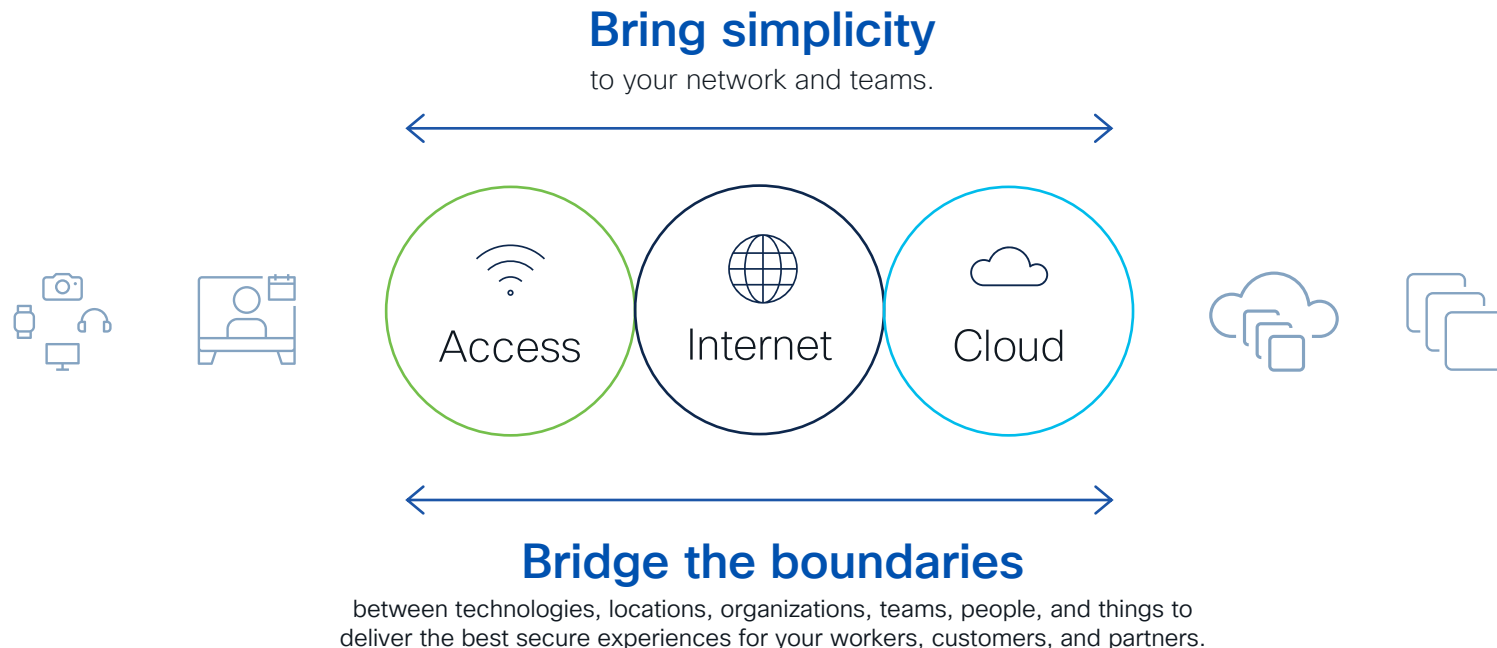


And when the **IT experience suffers**
the user experience suffers

It's time to
Simplify the IT experience

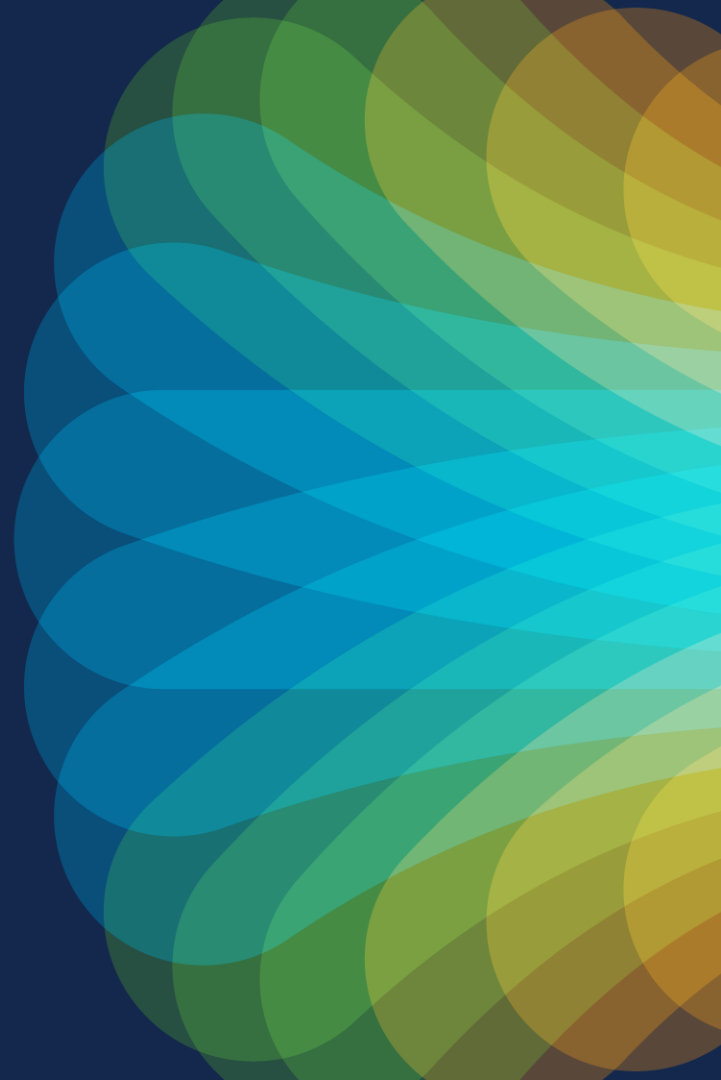
Why?

Simplify IT. Unify the experience.



Now more than ever,
experiences matter.

And people are craving
something **better.**



A unified rail travel experience

Railway experience – Network Rail:

The network as a platform for connectivity AND data-driven insights

Objective:

Develop data-backed business initiatives to address the challenges of rail transformation

Outcomes:

- Better passenger experience
- Enhanced safety and security
- Improved performance
- Operational resilience

A unified healthcare experience

Healthcare experience – Renown Health:

The network as a platform for scalable IoT connectivity and digitization

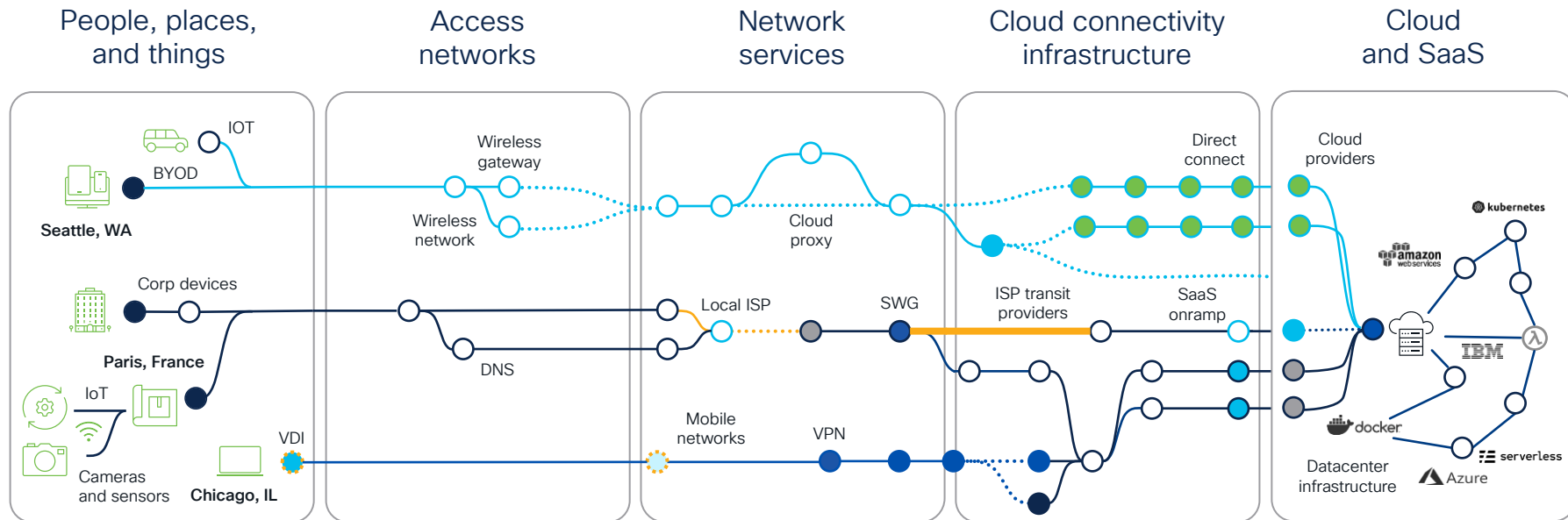
Objective:

Scale the management of growing IoT deployments, while enabling hybrid work, telemedicine and digital healthcare

Outcomes:

- Accelerated adoption of digitization
- Manage **700 increase** in IoT devices
- Reduce troubleshooting time by **94%**
- Enable better and faster lifecycle management
- Provide better user connected experiences

Operational complexity inhibits unified experiences



Meeting our customers **where they are**

Cisco Networking



On-prem management

Require on-prem
delivery use cases



Cloud enabled / hybrid management

Need to retain control on-prem but use
cloud tools to help run their networks



Cloud management

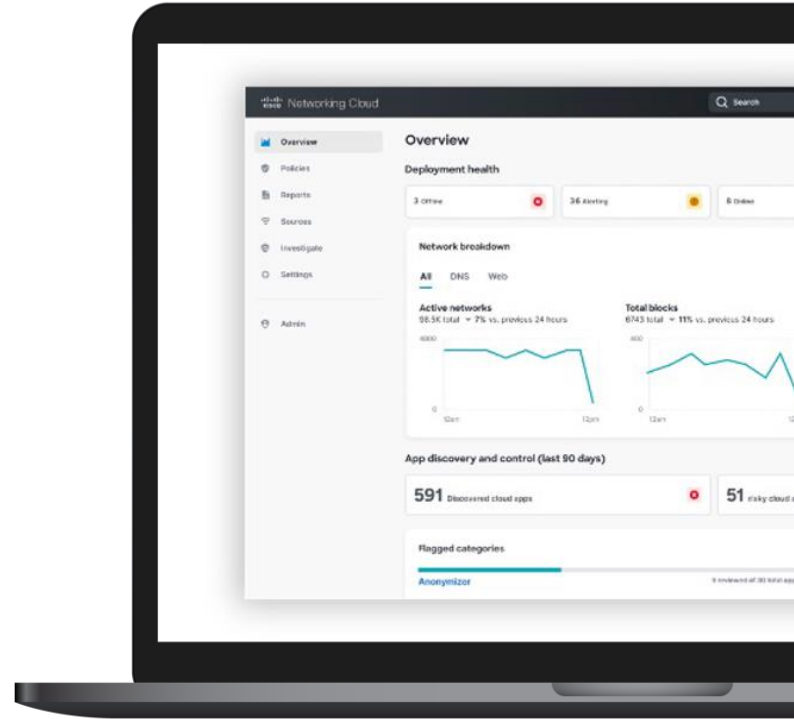
Prefer cloud-enabled
delivery for simplicity

Delivering optimized, simplified experiences for all customers

The first step of the journey to simplification

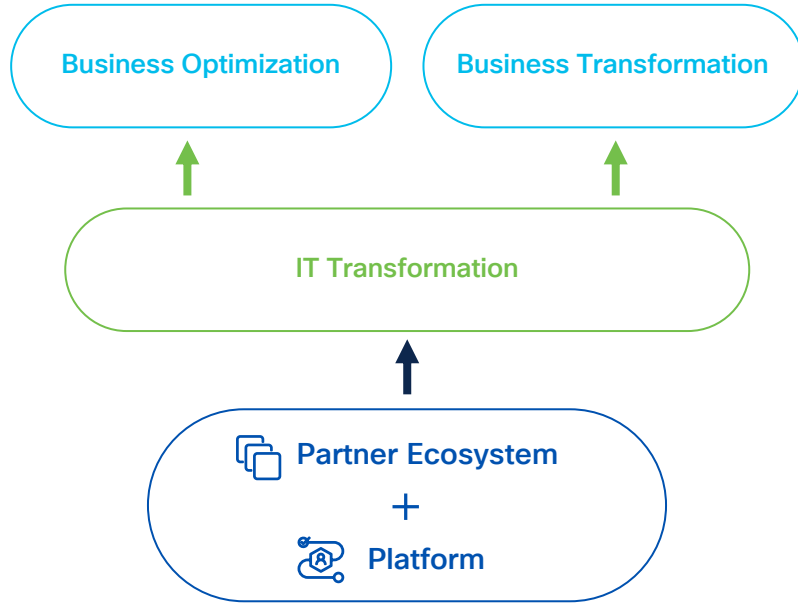
Cisco Networking Cloud

An integrated platform for on-prem and cloud operating models



Our Networking Platform Vision

Cisco Networking Cloud



Improve

end-user experiences and business outcomes



Provide

radical simplicity



Increase

operational consistency



Enhance

the developer experience



Platform Innovation

CL announcements



Enhancing the platform experience

- Single sign-on (SSO)
- API key-exchange
- Cross-platform navigation
- Unified design system



Elevating the power of the network

- ThousandEyes Network Assurance
- Cloud Monitoring for Catalyst



Simplifying business

- Simplified Cisco Catalyst portfolio
- Sustainable Data Center Networking
- AI Data Center Blueprint for Networking

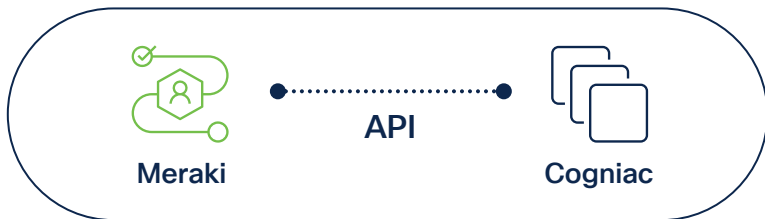


Partner Ecosystem Innovation

Meraki ecosystem partner example: Cogniac

Delivering excellent retail experiences with
Meraki APIs and Cameras

- Calculate queue duration
- Length of time a coffee cup is in the collection area
- Automatic portion control monitoring
- Monitor tables that need to be cleaned down



More information in the Cisco Showcase at Cisco Live

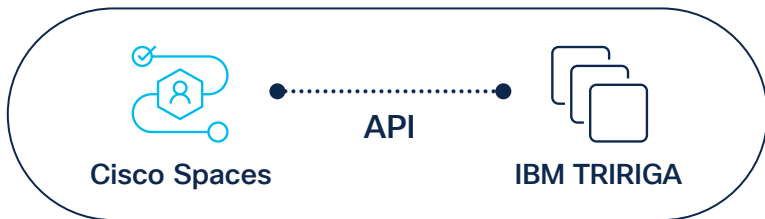


Partner Ecosystem Innovation

Cisco Spaces ecosystem partner example: IBM TRIRIGA

Improving space utilization with
Cisco Spaces APIs and Meraki Wireless

- Gain detailed workspace utilization visibility
- Identify building occupancy trends
- Ensure the right mix of workspaces
- Save by consolidating underutilized space



More information in the Cisco Showcase at Cisco Live

Don't miss these enlightening sessions



Securing
your enterprise



Reimagining
your applications



Hybrid
work

Available On Demand on the CiscoLive app!

Fill out your session surveys!



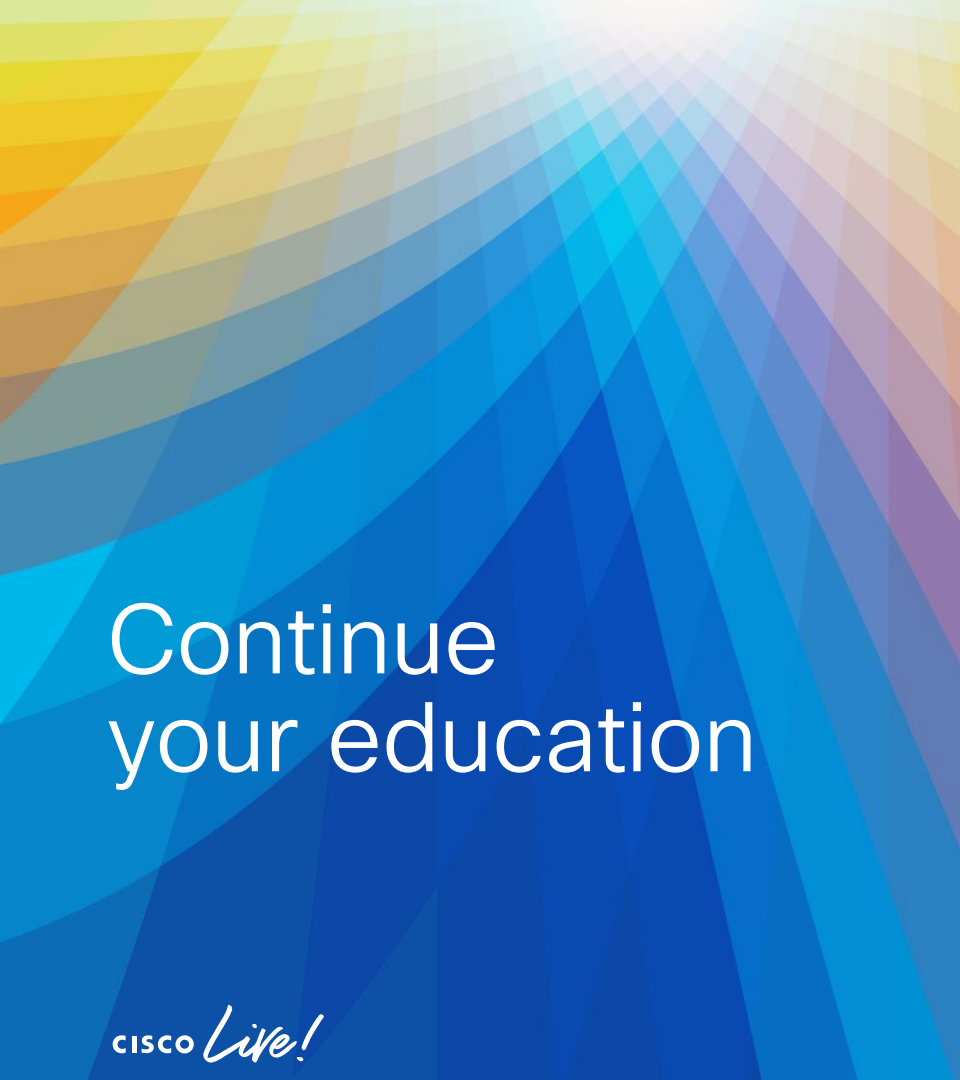
Attendees who fill out a minimum of four session surveys and the overall event survey will get **Cisco Live-branded socks** (while supplies last)!



Attendees will also earn 100 points in the **Cisco Live Challenge** for every survey completed.



These points help you get on the leaderboard and increase your chances of winning daily and grand prizes



Continue your education

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- Visit the Cisco Showcase
 - Business Evolution Hub
 - Simplify IT
 - Networking Transformation product walls
- Cisco Networking Booth
- Visit the On-Demand Library for more sessions at www.CiscoLive.com/on-demand

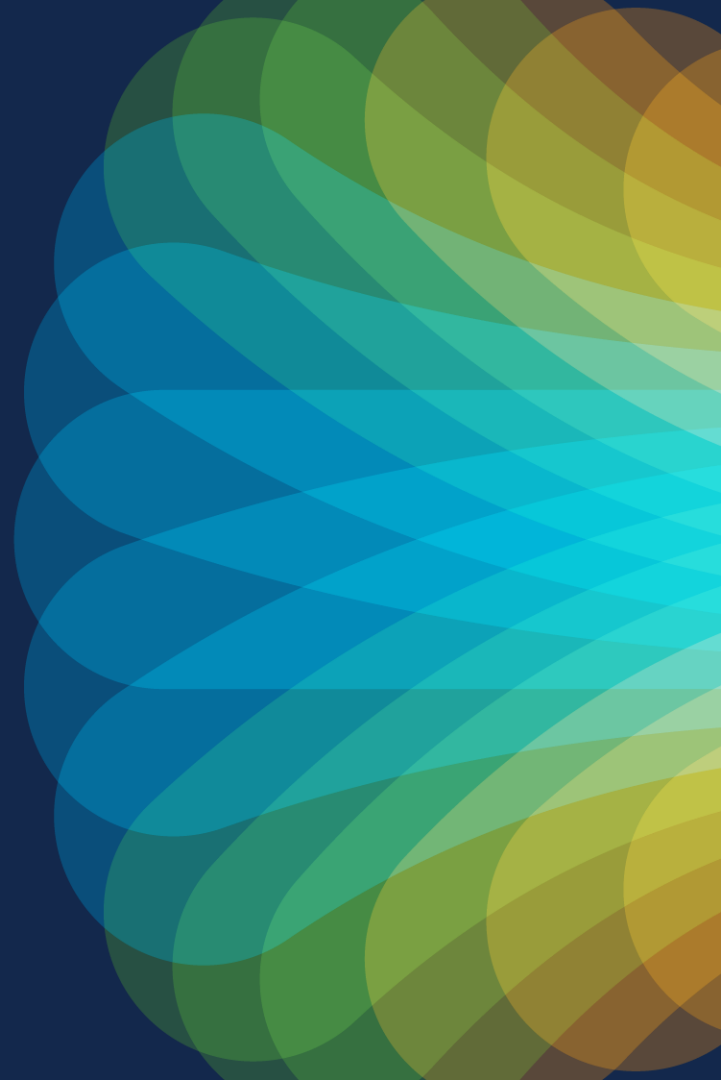


The bridge to possible

Thank you

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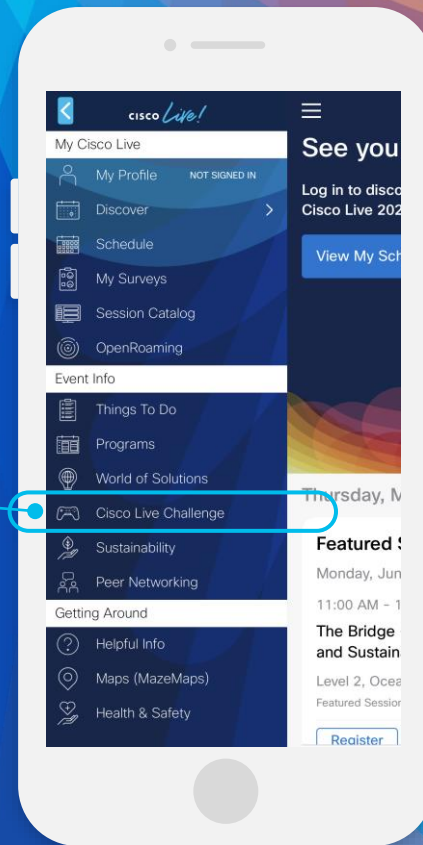


Cisco Live Challenge

Gamify your Cisco Live experience!
Get points for attending this session!

How:

- 1 Open the Cisco Events App.
- 2 Click on 'Cisco Live Challenge' in the side menu.
- 3 Click on View Your Badges at the top.
- 4 Click the + at the bottom of the screen and scan the QR code:



The background features a vibrant, multi-colored abstract design. On the left, there are overlapping, wavy bands of color in shades of red, orange, yellow, and green. On the right, a bright white light source emits a series of colorful rays in shades of blue, green, and yellow, creating a sunburst effect.

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