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You make possible

# Accelerating an Analytics-Driven Organization

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# Top Data & Analytics Technology Trends

| | |
|---|---|
| Automated data management | **Impact:** Focus on high-value tasks |
| Analytics democratization | **Impact:** Faster, cheaper experimentation |
| Real-time analytics | **Impact:** New, time-sensitive applications |
| Conversational analytics | **Impact:** Broader adoption |
| Explainable AI | **Impact:** Trust and transparency |

Intelligent

Emergent

Scalable

# Business Benefits of ML/AI

Maximize operating
cash flows and margins

Maximize customer
retention and cross-sell

Rapidly identify
and mitigate risk

Drive growth into
new markets

Scale business in complex,
multi-modal world

# ML/AI: A Different, Disruptive Paradigm

| Analytics (Business Intelligence, Descriptive Analytics) | | Advanced Analytics (Data Science, Machine Learning, AI) |
|---|---|---|
| Humans make decisions | *Strategic intent* | Data makes decisions; humans take action |
| Hard to measure; low impact | *Measurable impact* | Easier to measure; high impact |
| Ad-hoc need; mostly upfront | *Stakeholder engagement* | Frequent, ongoing engagement |
| Analysts, architects, administrators | *Analytics talent* | Scientists, engineers |

# What We're Hearing from Our Customers

Cisco customers want us to partner with them to:

# Cisco's Transformation

Cisco is moving to a Customer Lifecycle Value based business; data and analytics are foundational to our transformation

**Customer Lifecycle**

Company needs to pivot to a customer-centric model

**Success Measures**

New critical metrics need to be defined for the enterprise

**Culture**

Data and analytics driven decisions

# Cisco's Data & Analytics Office

## The Why & The What

A centralized DAO function providing **visibility**, **connection** and **transformation**.
Changing the culture of an entire company starts **here**.

# Enterprise Data Governance

Stewardship

1 New roles within functions dedicated to managing data across lifecycle

Quality

2 Launch and drive cross-functional programs to make data fit for purpose

Compliance

3 Facilitate Cisco's compliance to rules and regulations related to data

Process & Policy

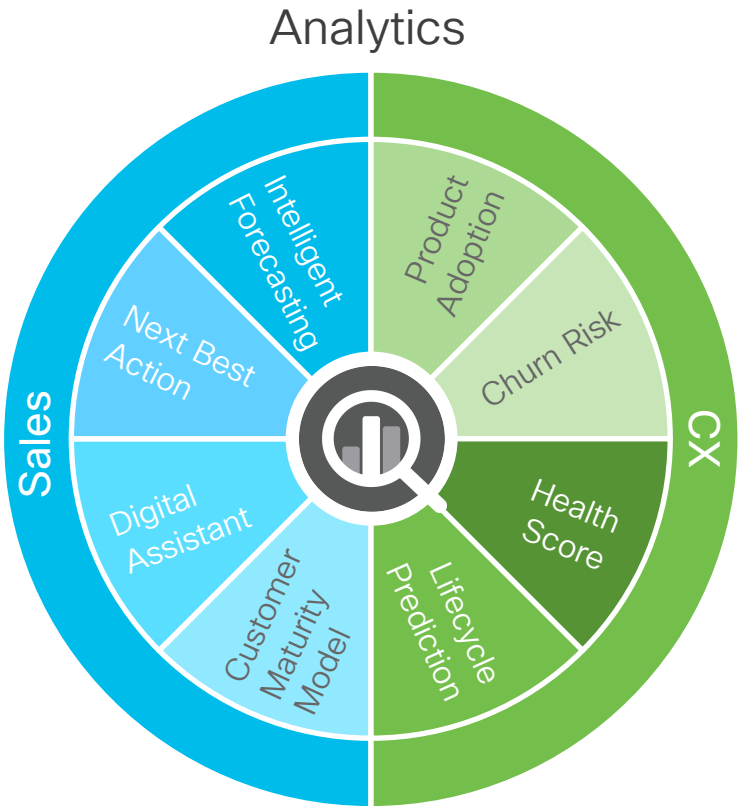
4 Evaluate risks and define policies for comprehensive and accurate data

# Education

Growing Cisco's internal community of data and analytics practitioners through education, exposure and experiences

- Best in class training programs
- Competitions & events
- University partnerships
- Non-profit volunteer opportunities
- Professor in residence
- Knowledge sharing forums

# Advanced Analytics Focus Areas




## Targeted Deliverables

- Shared data access
- ML engineering as a service
- Co-development across ML community
- Execution focused on business results

# Productivity-Driven Analytics

| Smart products | Intelligent RMA experience | Automated digital assistant |
|---|---|---|
| | | |
| Predictive models | Deep learning | Natural language processing |

Commerce | Financials | Telemetry | Factory

# Cisco's Data & Analytics Journey

## Reporting/BI

Rigid process, IT-controlled execution, reactive

## Flexible Data Platforms

1. Technology platform architecture
2. Data ingestion automation
3. Diagnostic analytics

## Self-Service Analytics, Data on Demand

1. Integrated data strategy
2. Data governance and standards
3. Data-driven decisions
4. Data democratization
5. Education/certifications

## Advanced Analytics, ML/AI-Driven

1. Compete with data
2. Natural language-enabled
3. Analytics-driven automation
4. Autonomous enterprise
5. Executive education

# Key Learnings About Data and Analytics

Drive value

Tight partnerships

Strong governance

Executive sponsorship

Don’t wait for perfection – start and evolve

Showcase what’s possible

You make **possible**