

The background features a vibrant, abstract design. On the left, there are horizontal, 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, cyan, and yellow, creating a sunburst effect. The overall composition is dynamic and energetic.

CISCO *Live!*

Let's go



The bridge to possible

Achieve measurable business outcomes with Cisco Lifecycle Services

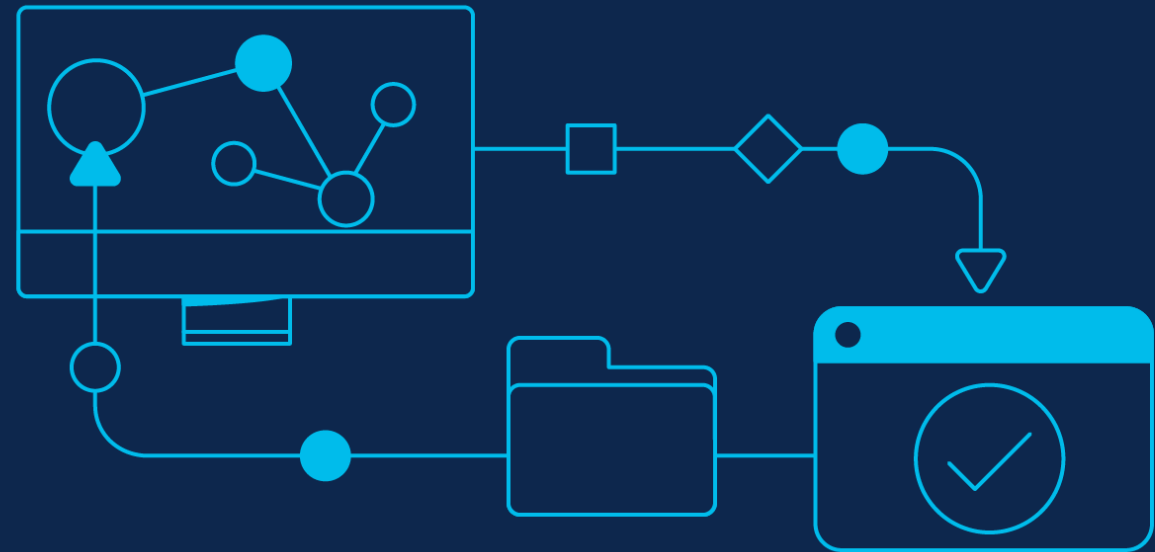
Jesse Reed
VP, CX Product Management

James Reid
VP, CX EMEA UKI

cisco *Live!*

Demands and expectations

- 1 Increasing expectations to deliver more value and innovation
- 2 Constantly changing technology environment that must all come together
- 3 Shift focus from tactical operations to driving business outcomes



Delay in time to value



Complexity from velocity of change



Risk of disruption



Skills gaps to keep up with change



Inability to connect IT value to business outcomes



HSBC

Petek Ergul
Global Head of Service Management
Chief Technology Office HSBC

Services as Code



DevOps
Toolchain



Infrastructure
as Code



Business Process
and Analytics

Every component you buy, snaps together

What's New

Services as Code
available via
Cisco Lifecycle Services



Data Center (ACI)

Available



SD-WAN

New

Achieve new and better business outcomes—faster

..... Our customized engagements help you translate business priorities into
IT initiatives with clear, measurable business outcomes and KPIs.

Cisco Experts

You need experts who understand your business, strategy, objectives, technology, and timelines.

Digital Insights

You need telemetry-based AI/ML insights, tools, and automation.

Measurement & Reporting

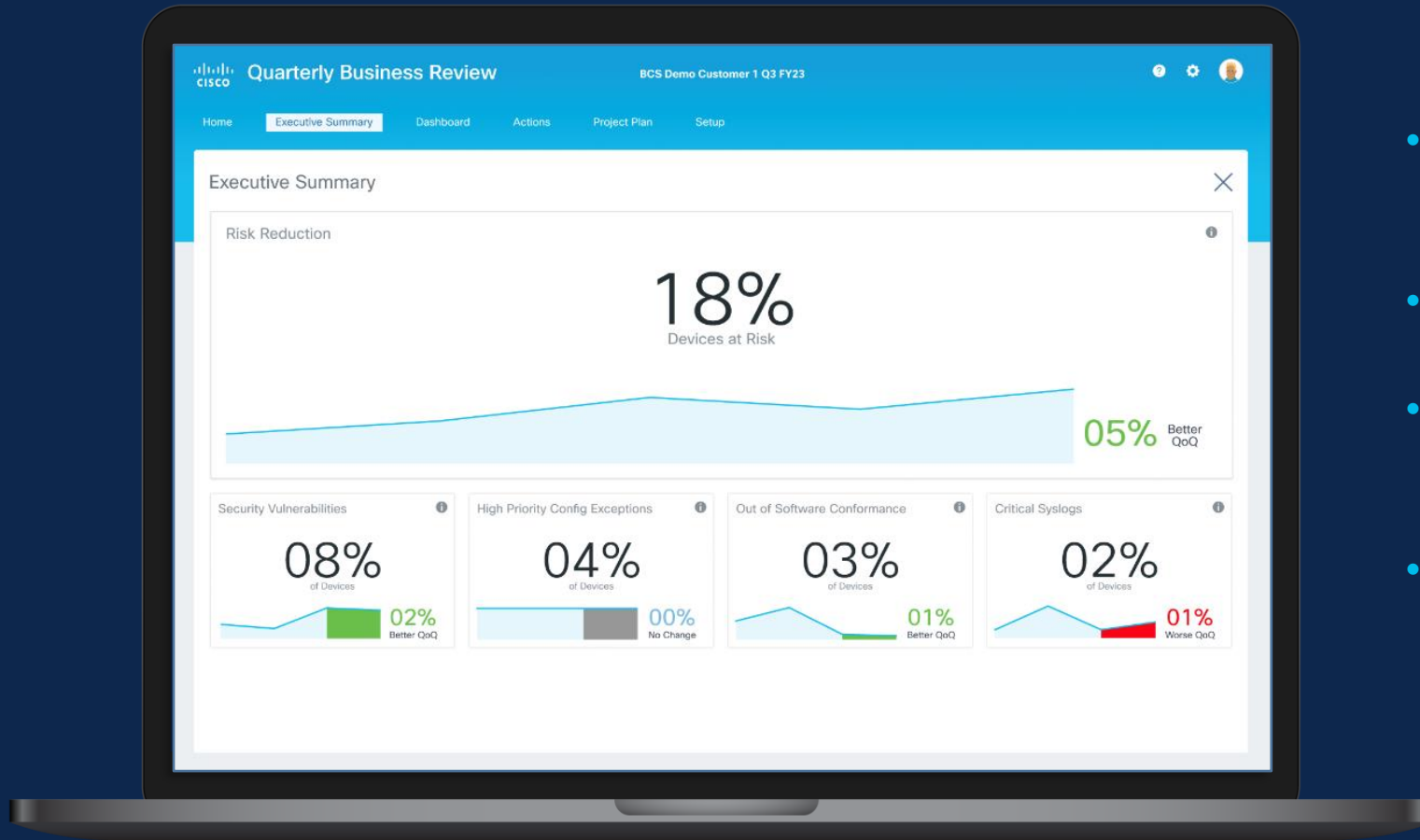
You need to track and report KPI progress via Quarterly Business Reviews and automated reports.

Cisco Lifecycle Services

From Cisco and our partners

Visualize Success

Quarterly Business Review Dashboard



- Personalize the dashboard to your outcomes
- Validate progress-to-date
- Customized KPIs can be tracked for progress
- Share KPI progress with business leaders and teams

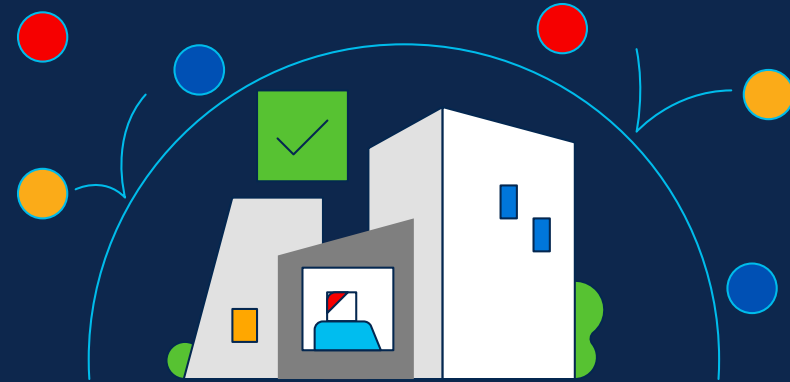


Unitel Angola

Erick Martins
Manager of Network Operations

Takeaways

- 1 Focus on Business Outcomes – learn how you can achieve faster with Cisco Lifecycle Services
- 2 Leveraging Automation can be easier than you think for complex and dynamic environments
- 3 Demonstrate clear, measurable, and impactful results



Visit the **Cisco CX Booth** in the WoS to continue the conversation

Next stop, the future.

Accelerate your way to insights, knowledge,
and fun to earn an entry into our sweepstakes.



1. **Join** the Cisco Live WIFI network
2. **Scan** this QR code to get started
3. **Explore** Cisco Live for more CX QR codes
4. **Enter** to win a racing prize package and a Cisco U subscription! (A value of €4800)



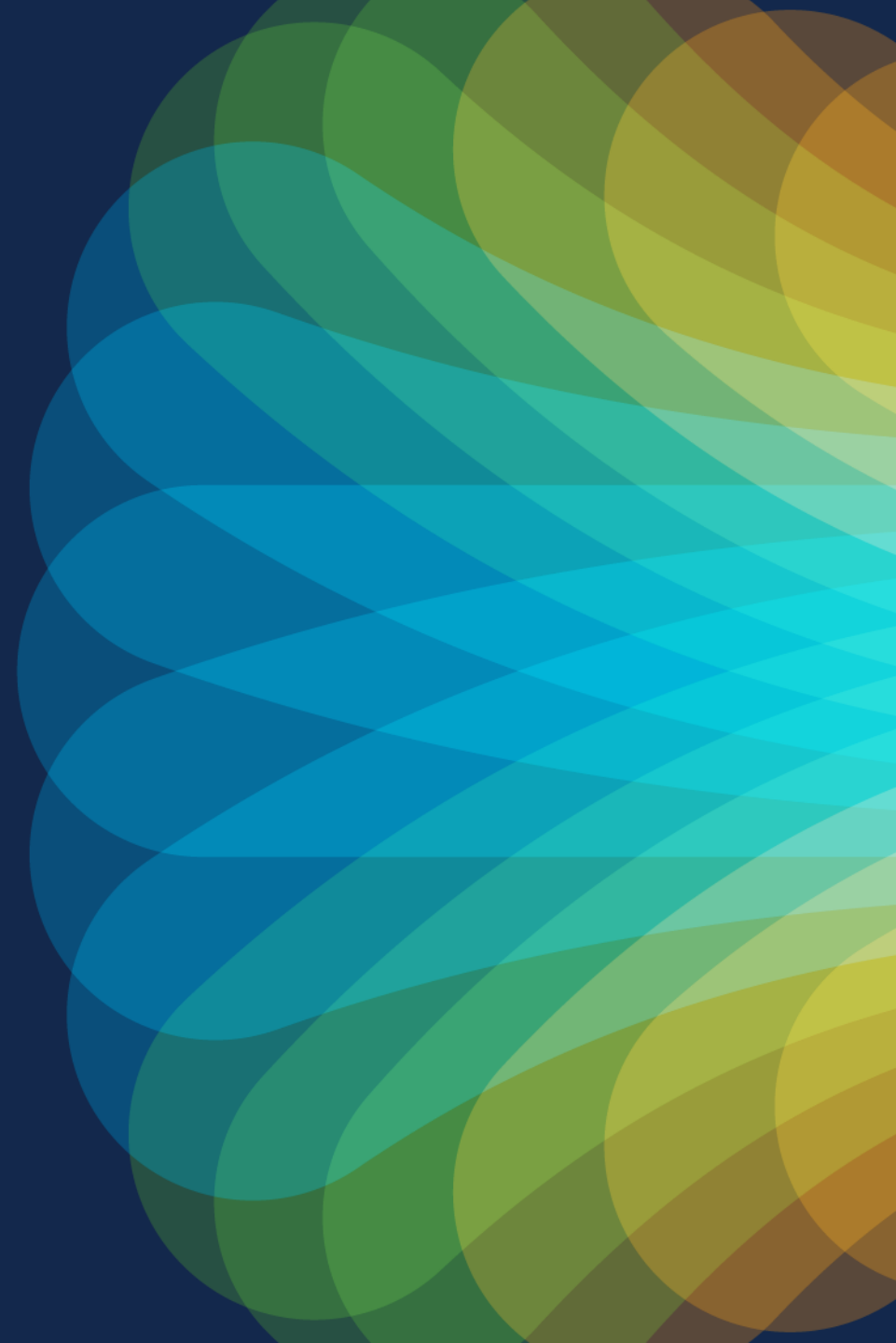
Deadline to enter the drawing is Thursday,
8 February 2024 at 13:30 CET



The bridge to possible

Thank you

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