Digital, Data, and Analytics
A Guiding Light In Uncertain Times

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Pandemic is changing every aspect of our lives

Health & Wellness
Teladoc
Talkspace
Physera

Get Food
Instacart
DoorDash
Blue Apron

Work
Webex
Slack
G Suite / Office365

Learn Something
Udacity
CBTNuggets
Google Classroom

12

3

9

6

Exercise
Peleton
eGym
ClassPass

Meet People
Nextdoor
Facebook Messenger Rooms
Houseparty

Have Fun
Netflix
Twitch
FanDuel
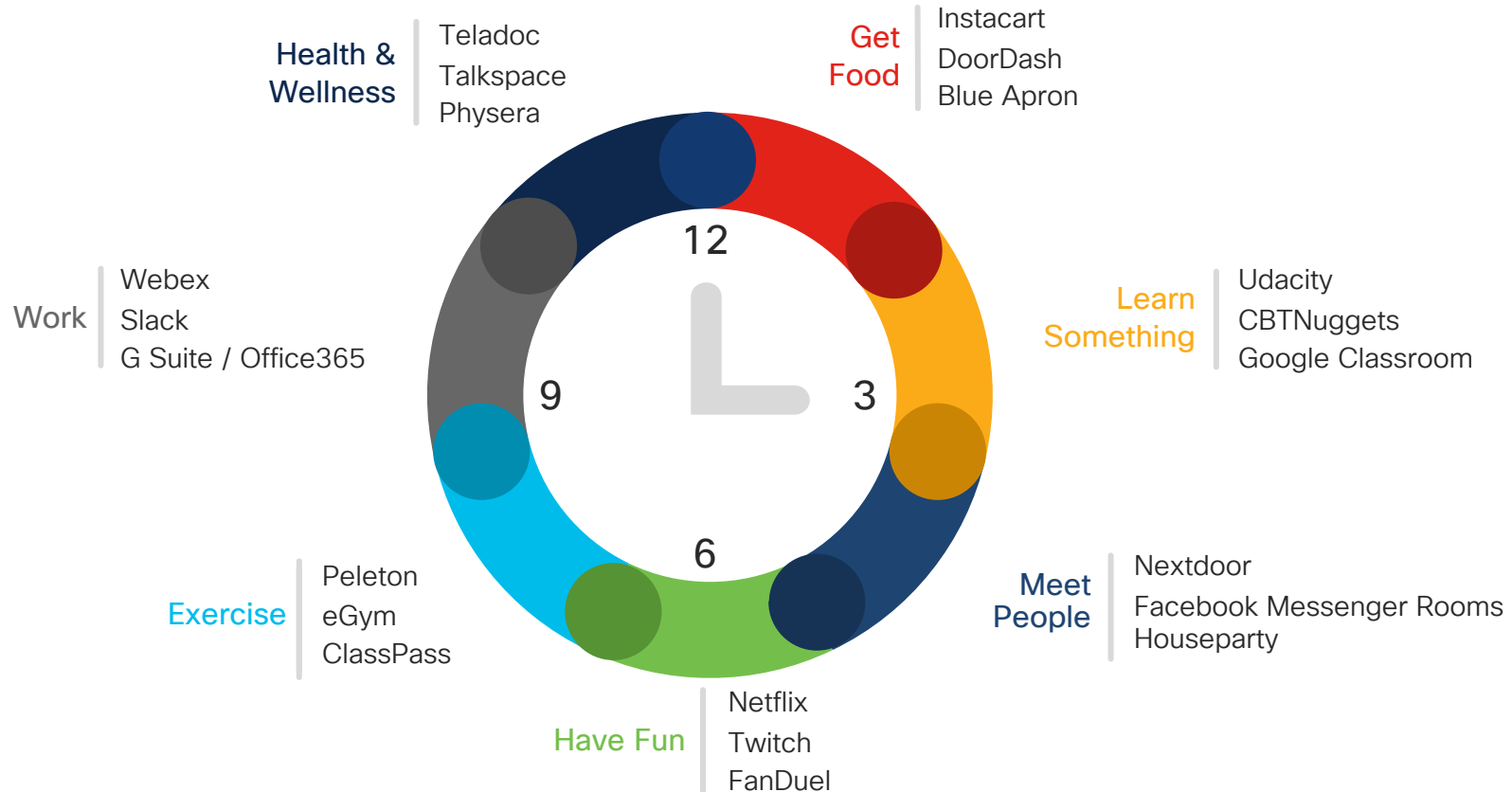
Businesses use technology to respond to a pandemic

Collaboration
Get things done together, from home

Cloud
Quickly scale up (and down) on demand

Automate
Keep things moving with fewer humans onsite

Additive Manufacturing
Pivot quickly if needs change

Data Analytics
Understand your customer in a fully digital world

Cybersecurity
Protect your assets despite increased exposure

Digitization pioneers have had an advantage

	Healthcare	Education	Entertainment
Digitization To Date	• Leading providers pioneering telehealth • Co-pays waived in some cases	• Institutions introduce remote learning options • MOOCs emerge	• Services excel at content customization and ad customization
How This Is Helping Today	• Telehealth only way to deliver non-emergency care	• Distance learning only way to reach students	• Mitigates impact as advertising plummets

Pandemic is a wake-up call for those who procrastinated

Data & Analytics use accelerated by pandemic

Intuition Driven

- Humans make decisions
- Hard to measure; low impact
- Effective in a stable environment
- Strained due to increased technological pressure

Data Driven

- Data makes decisions; humans take action
- Easier to measure; high impact
- Required in a volatile environment
- Solid, timely decisions in unprecedented scenarios

Data & Analytics is key to understanding and evolving

FIGHT

Healthcare:
- Munich conducts study about spread and immunity
- Fast-tracking of medications to clinical trials
- Machine readable collection of virus research

RESPOND

Retail:
- Demand and ability to deliver is affected
- Affects customer experience significantly
- Improve demand forecast, meet shifting supply patterns
- Optimize customer experience across new touchpoints

UNDERSTAND

Insurance:
- Analytics built into products, targeting, underwriting, fraud
- Enabler for innovation in usage/behavior-based
- Now critical in dealing with climate change and black swan events

Cisco's Priority #1
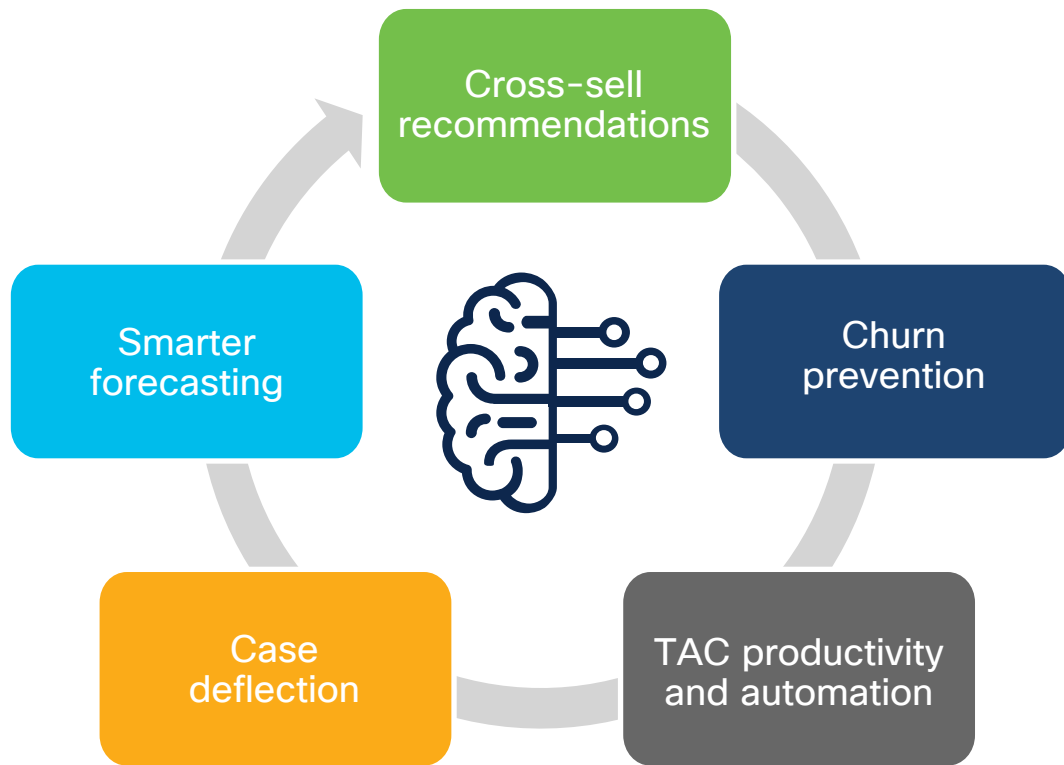## Supporting Employees, Supporting Communities

Cisco's Data & Analytics Office
The Why & The What

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

Single point of engagement	Platform & foundational capabilities	Enterprise analytics	Governance	Incubate talent
1	**2**	**3**	**4**	**5**

Cisco Data & Analytics is responding and emerging stronger

Cross-sell recommendations

Churn prevention

TAC productivity and automation

Case deflection

Smarter forecasting

Our approach

- Pick one business at a time to optimize
- Generate right data to enable powerful analytics
- Drive adoption through explainable AI
- Strategic partnerships with startups who have effective solutions

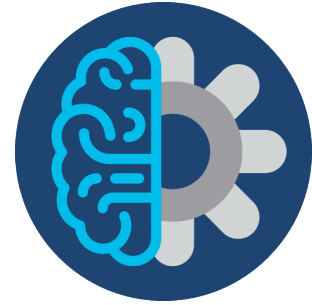# Cisco priorities and commitments during the pandemic

Help our communities

Support our customers

Continue the transformation

Emerge even stronger

Thank you