



You make **possible**



Helping you Perform and Transform at Scale

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CISCO *Live!*

Barcelona | January 27-31, 2020



Cisco Webex Teams

Questions?

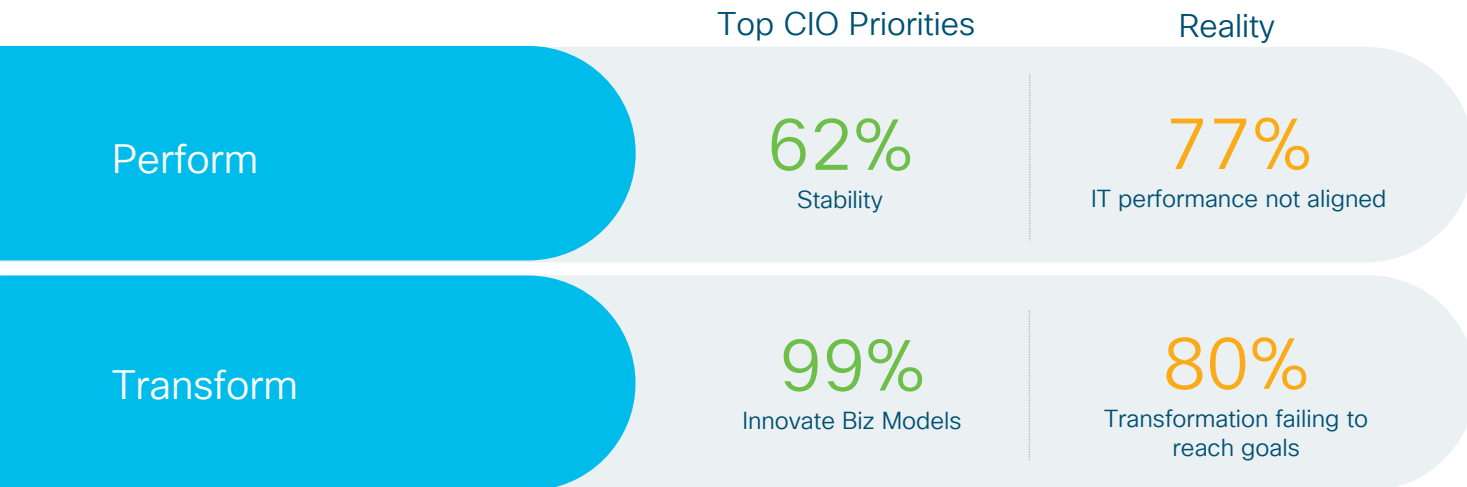
Use Cisco Webex Teams to chat with the speaker after the session

How

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



Customer challenges to perform and transform



Challenges:



Speed to Value



Complexity



Skills gap

Results for every team

Perform and transform faster every step of the lifecycle journey

Architecture

Strategy

De-risk, speed, and seamlessly execute next gen strategy

50%

More successful transformations

Engineering

Design

Design and deploy for changing business needs

70%

Faster software updates

NetOps

Performance

Predict and resolve issues and increase performance

74%

Less downtime

SecOps

Security

Improve security posture to proactively protect and defend

99%

Reduced monetary cyber attack loss

DevOps

Apps and Services

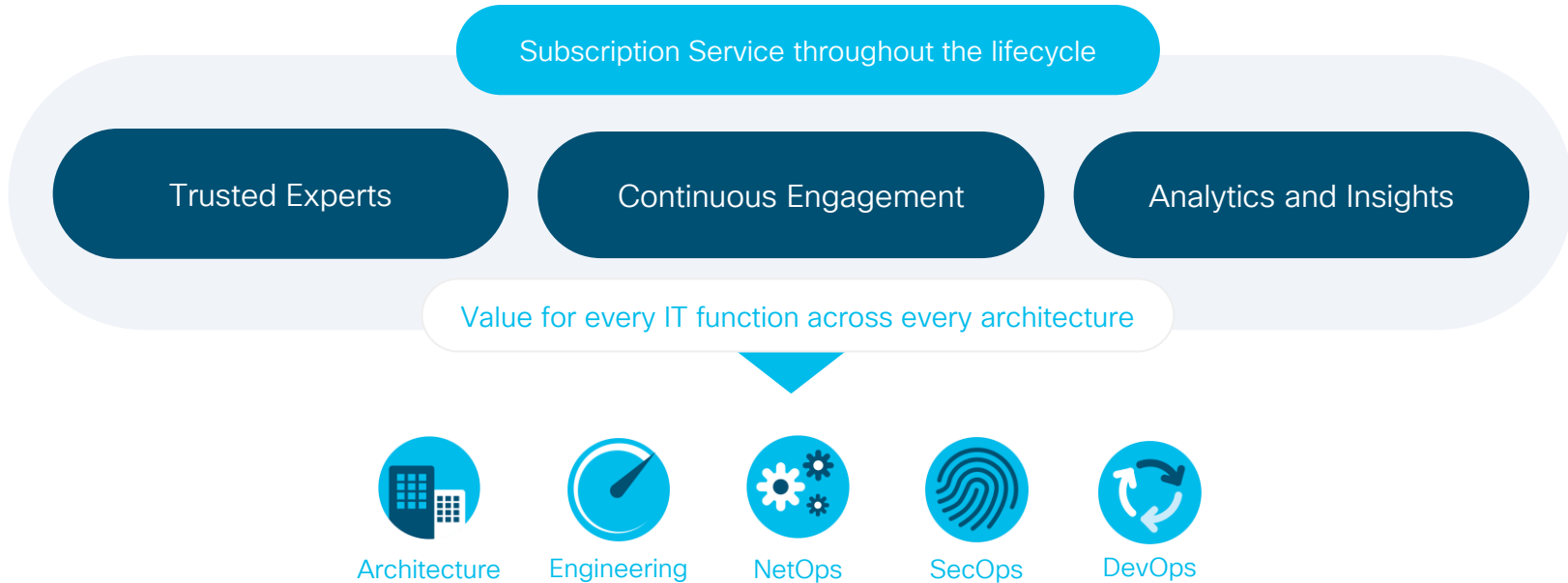
Deployment and automated testing for building apps and services

66%

Faster time to market

Introducing Business Critical Services

Accelerate high performance and transformation





Trusted experts

Advice focused on accelerating your lifecycle journey through onboarding and implementation to adoption and optimization



Ask the Experts



Accelerators



Designated Experts

Expert Review Workshops



- Configuration
- Implementation
- Testing
- Architecture
- Strategy
- Design
- Resiliency
- Audit

Analytics and insights

Leverage insights, best practices, and recommendations driven by machine learning and automation from over 3M Cisco devices.

We can help you identify potential problems, optimize operations and accelerate technology transitions.



Best Practices and
Recommendations




Predictive and
Actionable Analytics
and Insights



Operational
Automation





How is Cisco using
Machine Learning and Artificial
Intelligence to enhance performance
and accelerate transformation?

“

A device in my
network crashed
– do I have any
others like it?



What is fingerprint?

Using Machine Learning (ML) with anonymized device profiles to provide valuable insights

- ML Matrix Similarity
- Unsupervised ML
 - Data Visualization – Clustering
 - Dimensionality Reduction
 - Risk Scoring
- Supervised ML
 - Predictive Analytics Risk Scoring

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15_6 C2900_UNIVERSALK9_Mz_spa SYSTEM IOS 15_6_3_M3a ISR_Power_
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n_initiation_protocol_for_voip NBAR Egress_NetFlow_Accounting
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Machine Learning Similarity

Can you tell how similar one device is to another?

ML can do this for us by building matrix based indices for instant lookups:

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n_initiation_protocol_for_voip NBAR Egress_NetFlow_Accounting
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e_7900_Series CP_7960G Cisco_Unified_IP_Phone_7900_Series CP_7
Authorization AAA_Interim_Accounting_IOS AAA_Method_Lists_Enha
```

One by one

Product Family ⇅	Software Type ⇅	Software Version ⇅	Similarity ⇅
Cisco 2900 Series Integrated Services Routers	IOS	15.6(3)M4	1.00
Cisco 2900 Series Integrated Services Routers	IOS	15.5(3)M7	0.84
Cisco 2900 Series Integrated Services Routers	IOS	15.3(3)M3	0.83
Cisco 2900 Series Integrated Services Routers	IOS	15.2(3)T2	0.83

Do I have similar devices?

An abstract graphic at the top of the slide consists of a series of vertical bars of varying heights and widths, interspersed with small circles, all in a dark blue color against a lighter blue background.

How are customers benefiting from
Cisco ML and automation?

US Service Provider

Stabilize and free up resources, then pivot to next-generation infrastructure

- Lack of network visibility
 - Risks of network downtime due to device outages
 - Operational inefficiencies due to manual monitoring of devices
 - Significant amount of delay and manpower to generate RMAs
- Business Critical Services Automated Fault Management
 - Real-time detection of network problems leading to faster remediation
 - Automatically open a Cisco® TAC case with required data
 - No human intervention



Improved performance



80% less time to detect, troubleshoot



Reduced workload by automating processes



30% less effort for case management

Continuous Engagement

Meet with Cisco to align services delivery to your goals. Keep on top of changing priorities with Cisco's agile methodology. Engage Cisco Experts to deliver your targeted outcomes. Review progress with your executives every 90 days.





Spearheading the Industry's first 5G-ready mobile network

"I'll tell you what my problem statement is: I want to be completely agile. I want to be able to make 10-15 changes every day,"

- Tareq Amin, Rakuten Mobile's CTO

- Rakuten's new lab uses Cisco testing and validation to quickly test solutions from multiple vendors.
- Enable Rakuten to continually improve its network, releasing new features and patches faster and with less risk



Improved agility



75% test automation



Decreased risk



Business Critical Services

CX Lifecycle Packages

Essentials	Advantage
Operational Insights Review	Operational Insights Review
Change Window Support	Change Window Support
Ask the Experts	Ask the Experts
Expert Review Workshops	Expert Review Workshops
	Expert Incident Review
	Accelerators

Value for Every IT Role

Available: US and Canada GA 1/31/20, Global GA 03/06/20

Business Critical Services

Let us help you achieve successful outcomes



1,700+
BCS Customers



30+ years
of technology
innovations



3/4
Fortune 100 companies



10K
Cisco CCCIEs



60K+
Partner ecosystem



#1
Market leadership



~700
Engineer patents



3M
Certified professionals



Cisco Business Critical Services has been **essential in our transformation** to the Cisco Next-generation Agile Data Center. We were looking for more speed and agility to serve our 10 million customers. **Cisco experts** advised us through this transition, and with their **new analytics and automation** we're better positioned to quickly **adopt new technologies** and **improve our customers' experience.**"

Tom Kelly, Director of Networks, Oncor

Unlocking the CX Factor at Cisco Live

CX on the Mainstages

CX Innovation Talk
[Wednesday, 29 January](#)

CX Partner Session
[Tuesday, 28 January](#)

Ask the Experts “ATX” Session
[Tuesday, 28 January](#)

Product & Solution Sessions

Accelerate Transformation with
Cisco Managed Services

[Monday, 27 January](#)

Demo of CX Portals
[Tuesday, 28 January](#)

Succeed with Cisco Success
Portfolio
[Wednesday, 29 January](#)

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Cisco
Customer Experience

Accelerate performance, adoption, and transformation

- Continuous engagement with trusted experts,
- Insights and actions through Cisco intellectual capital, analytics, and automation
- Guidance throughout the lifecycle to deliver outcomes
- Value for roles across the IT landscape

For more information please visit in
Customer Experience booth CXS-02

Business Critical Services

Cisco.com/Go/businesscriticalservices

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Thank you





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