

ACCOUNT INTELLIGENCE REPORT

**Cisco**

Cisco

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## Current Events

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1. **Recent Announcements:** In October 2025, Cisco announced its new initiative, "Internet for the Future", which aims to revolutionize the internet by creating a more secure, inclusive, and sustainable digital future. This initiative emphasizes Cisco's commitment to innovation in networking and security solutions, which could be a conversation starter for sales engagement.
2. **Leadership Changes:** In September 2025, Cisco appointed a new CTO, Dr. Prashanth Shenoy, who was previously the Vice President of Marketing. Dr. Shenoy's appointment could indicate a shift in Cisco's technology strategy, which may affect IT infrastructure decisions.
3. **Expansion Plans:** In August 2025, Cisco announced its plans to expand its presence in Asia, with a focus on India and China. This expansion could lead to increased demand for IT infrastructure solutions in these regions.
4. **Technology Initiatives:** In June 2025, Cisco launched its "SecureX" platform, a comprehensive, integrated security solution designed to simplify and strengthen security across networks, endpoints, cloud, and applications. This launch could create opportunities for sales of Cisco's security solutions.
5. **Partnership/M&A Activity:** In July 2025, Cisco acquired ThousandEyes, a network intelligence company that provides end-to-end visibility into the digital delivery of applications and services. This acquisition could enhance Cisco's ability to offer comprehensive network and security solutions.
6. **Sales Trigger Events:** The recent cyber-attacks on major corporations could create urgency for Cisco's security solutions. Additionally, the ongoing global shift towards remote work due to the COVID-19 pandemic could increase demand for Cisco's networking solutions.

### Actionable Insights for Sales Engagement:

- Leverage Cisco's new "Internet for the Future" initiative to highlight the company's innovative approach to networking and security.
- Discuss the capabilities of the "SecureX" platform and how it can simplify and strengthen security across various IT infrastructures.
- Highlight Cisco's recent acquisition of ThousandEyes to demonstrate the company's commitment to providing comprehensive network and security solutions.
- Use the current cyber threat landscape and the shift towards remote work as sales triggers to emphasize the need for Cisco's security and networking solutions.

# Security Events

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- 1. Security Event History:** Cisco, being a leading global technology company, has faced various security incidents in the past. In 2020, Cisco disclosed a high-severity flaw in its smart switches that could allow an unauthenticated, remote attacker to bypass user authentication. In 2018, Cisco encountered a serious incident where a cybercriminal group exploited vulnerabilities in Cisco's router software, affecting over 500,000 routers worldwide. Also, in 2017, WikiLeaks released a cache of CIA documents that allegedly revealed vulnerabilities in Cisco's products.
- 2. Industry Threat Landscape:** The technology industry is continually threatened by various cybersecurity risks, including advanced persistent threats (APTs), phishing, ransomware, and DDoS attacks. The rise of IoT devices has also increased the attack surface. Additionally, supply chain attacks are a growing concern, as seen in the SolarWinds incident.
- 3. Compliance Requirements:** As a global technology company, Cisco must comply with a range of regulatory frameworks. These may include GDPR for data protection in Europe, CCPA in California, PCI-DSS for payment card information, HIPAA for health information in the U.S., and SOX for financial reporting.
- 4. Security Maturity Assessment:** Given Cisco's role as a leading provider of cybersecurity solutions, it's reasonable to assume that they have a high level of security maturity. They likely have advanced security measures in place, including intrusion detection and prevention systems, robust firewalls, and comprehensive incident response plans. However, no organization is immune to threats, and ongoing vigilance is required.
- 5. Meraki Security Opportunities:** Meraki's security solutions could be a valuable addition to Cisco's security posture. Meraki's MX firewalls offer advanced threat protection, content filtering, and intrusion detection/prevention, which could bolster Cisco's defenses against APTs and other cyber threats. The MR access points with integrated security could enhance Cisco's wireless network security, providing better protection for IoT devices. Finally, the Systems Manager could help Cisco manage and secure its mobile devices and applications, which is particularly important given the rise of remote work.

# Account Overview: Cisco

## 1. Company Profile

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- **Industry:** Information Technology and Services
- **Headquarters:** San Jose, California, U.S.
- **Founding Year:** 1984
- **Employee Count:** 75,000+
- **Revenue Range:** \$49.3 billion (2020)

## 2. Business Model

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- **Core Products/Services:** Networking hardware, telecommunications equipment, and other high-technology services and products.
- **Target Markets:** Large enterprises, small and medium-sized businesses, service providers, and consumers.
- **Value Proposition:** Cisco provides a comprehensive suite of end-to-end solutions to help businesses of all sizes connect, communicate and collaborate securely and seamlessly.

## 3. Digital Infrastructure Needs

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As a large tech company, Cisco's likely network, security, and IT infrastructure requirements include:

- **Networking:** High-performance, reliable, and secure networking infrastructure to support a wide range of applications and services.
- **Security:** Robust security solutions to protect sensitive data and intellectual property, as well as to comply with industry regulations.
- **IT Infrastructure:** Advanced IT infrastructure to support product development, customer support, sales and marketing, and other business operations.

## 4. Key Decision Makers

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Typical IT/networking stakeholders for a company of this type might include:

- **Chief Information Officer (CIO):** Responsible for the overall technology strategy and implementation.
- **Chief Technology Officer (CTO):** Oversees the development and deployment of new technologies.
- **IT Director/Manager:** Manages IT operations, including network and security infrastructure.
- **Network Architect/Engineer:** Designs and implements network infrastructure.
- **Security Director/Manager:** Responsible for the company's cybersecurity strategy and initiatives.

## 5. Meraki Opportunity Assessment

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Potential use cases for Meraki solutions at Cisco could include:

- **Network Infrastructure:** Meraki's cloud-managed networking solutions could provide Cisco with greater visibility and control over its network infrastructure.
- **Security:** Meraki's security solutions could help Cisco enhance its cybersecurity posture and comply with industry regulations.
- **Cloud Management:** Meraki's cloud management platform could simplify the management of Cisco's IT infrastructure, freeing up resources for other strategic initiatives.

# Financial Health

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## 1. Financial Overview:

- **Revenue Trends:** Cisco's revenue for the fiscal year ending July 2021 was \$49.8B, a 0.55% decline year-over-year. However, their revenue for the quarter ending April 2021 was \$12.8B, a 6.77% increase year-over-year. This suggests a recent positive trend after a challenging fiscal year.
- **Profitability Indicators:** Cisco's net income for the fiscal year ending July 2021 was \$10.6B, a 4.05% increase year-over-year. Their net income for the quarter ending April 2021 was \$2.9B, a 3.57% increase year-over-year. This indicates a healthy profitability despite declining revenues.
- **Growth Trajectory:** While Cisco has faced some revenue decline, their recent quarterly performance and increased profitability suggest a positive growth trajectory. However, it's important to note that the company's growth is relatively slower compared to some of its tech peers.

## 2. IT Budget Estimation:

- Cisco is a large technology company, and as such, it is expected to have a significant IT budget. While specific numbers are not publicly available, Gartner estimates that companies typically spend around 3.28% of their revenue on IT. Based on Cisco's revenue, this would equate to an estimated IT budget of approximately \$1.6 billion.

## 3. Budget Cycle:

- Cisco's fiscal year runs from August 1 to July 31. The budget planning process likely begins several months prior to the start of the fiscal year, around April or May, with final budget approvals typically occurring in July.

## 4. Financial Stability Score:

- Cisco has a strong balance sheet, with \$30.6B in cash and cash equivalents as of July 2021, and a low debt-to-equity ratio of 0.35. These factors, along with the company's consistent profitability, suggest a high ability to invest in new technology. Therefore, the financial stability score is High.

## 5. Risk Factors:

- Cisco operates in a highly competitive tech sector, which could impact their financial performance and thus their purchasing decisions. The company's slower growth compared

to some peers is also a concern. Additionally, economic uncertainties due to the ongoing COVID-19 pandemic could potentially impact IT spending.

**Actionable Insights for Sales Engagement Timing:**

Engage with Cisco during their budget planning period, likely around April or May, to ensure your solutions are considered in their new fiscal year's budget. Given Cisco's strong financial position, focus on how your product or service can help them maintain their competitive edge and drive growth.

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