Introduction to Cisco

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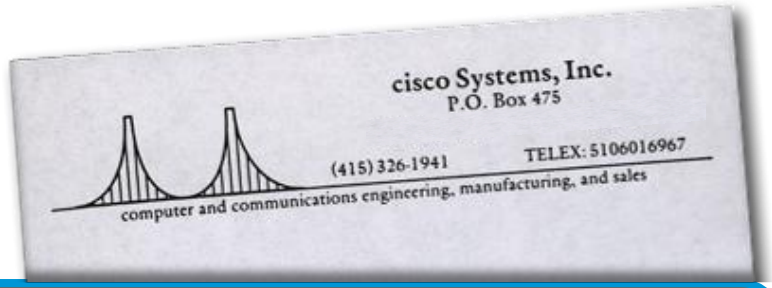
1984



Computer scientists,
Len Bosack and Sandy Lerner
found Cisco Systems

Bosack and Lerner run network cables between two different buildings on the Stanford University campus

A technology has to be invented to deal with disparate local area protocols;
the multi-protocol router is born

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1985
1986
1987
1988
1989
1990
1991

Revenue: $183M

Headcount: 503

Innovations: Communication Server Family

Acquisitions:

Facts:

- First international office: UK
- First stock split
- Market capitalization of $1 billion

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1992

1993

1994

1995

1996

1997

1998

Revenue: $8.46B

Headcount: 14,623

Innovations:

- Catalyst 8500
- First small office, home and telecommuting cable modem
- Shipping milestone: 100,000th 3600 Series modular access platform

Acquisitions: Precept, Summatour, Selsius Systems, PipeLinks

Facts:

First company to achieve market capitalization of $100B in 14 years

- Ranks 332 in Fortune 500
- Employee number 10,000

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1999
2000
2001
2002
2003
2004
2005

Revenue: $24.8B

Headcount: 38,413

Innovations:
- Security solutions
- Network as a Platform

Acquisitions: Scientific Atlanta, Topspin, airespace,

Facts:
- First ever ‘virtual’ opening of NASDAQ

Facts:
- 20 years of innovation – employees volunteer ‘20 years’ of

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2006

2007

2008

2009

2010

2011

Revenue: $43.2B

Headcount: 71,825

Innovations:

- Cisco and Xerox Partner on Cloud Computing, Print Services
- Cisco Launches Lite Collaboration Service Jabber
- UCS reaches $1B in revenue in just over two years since launch
- Cisco launches Cius mobile collaboration device
- Introduction of Personal TelePresence units (EX60 and EX90) and Value-Priced TelePresence room (MX200)
- Introduction of 100Gb Ethernet

Acquisitions: Arch Rock and LineSider Technologies

Facts:

- Gary Moore named Chief Operating Officer
- Top 16 employers

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2012

2013

Revenue: 46 $B

Headcount: 73,400

Innovations:

- Tomorrow starts here

Acquisitions: Cariden Tech. Meraki, Cloupia, vCider, Think Smart Tech., Virtuata, Truviso, Clear Access, NDS, Loghtwire

Facts:

- Cisco opens Krakow office

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2012

2013

Revenue: 48.6 $B

Headcount: 75,049

Innovations:

- Internet of Everything
- BYOD

Acquisitions: SourceFire, Composite SW, joulex, Ubiquisys, Solvedirect, Cognitive Security, intucell, Broadhop

Facts:

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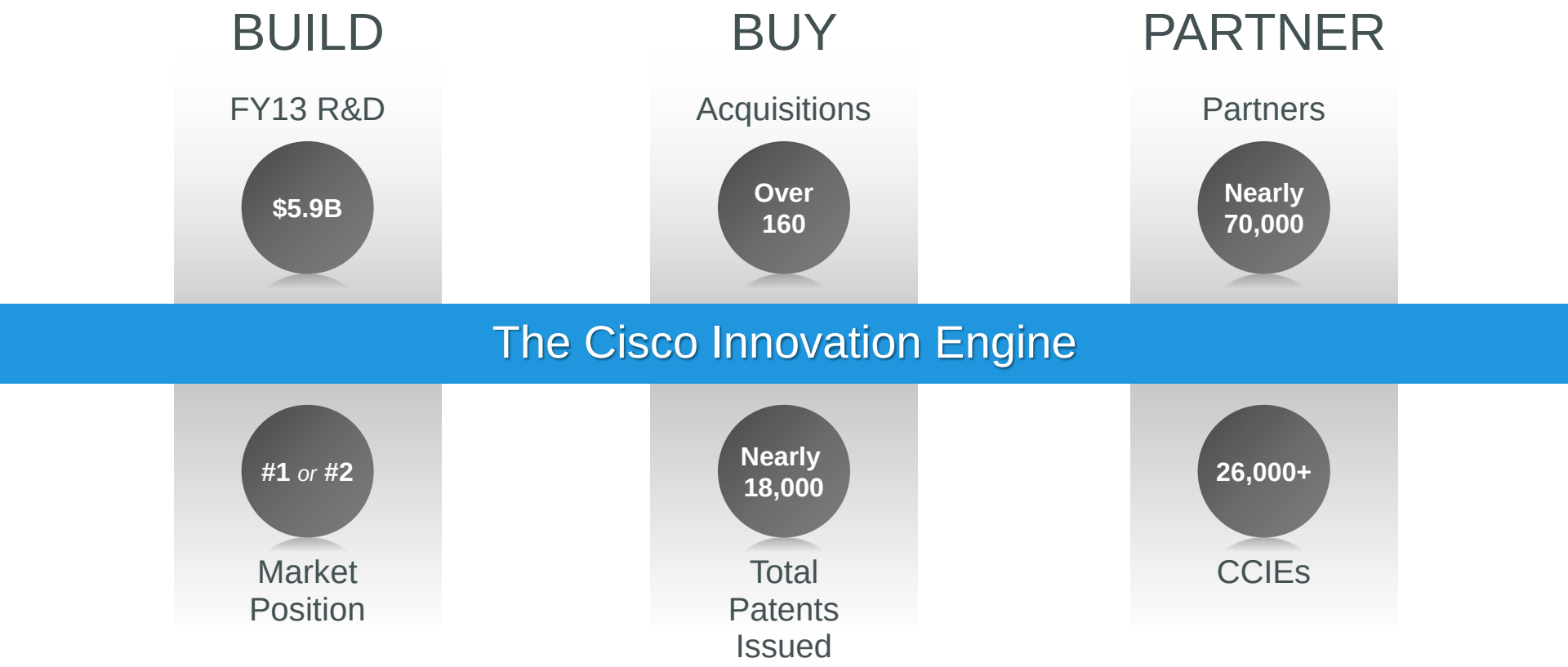
Ensuring Customer Success



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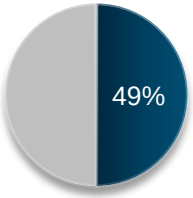
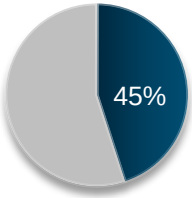
Market Leadership (Q2 CY13)

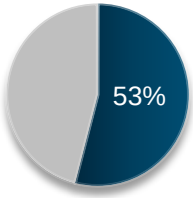
No. 1
Routing
Edge/Core/Access



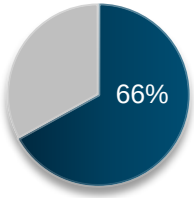
No. 1
TelePresence



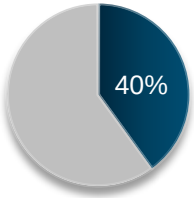
No. 1
Wireless LAN



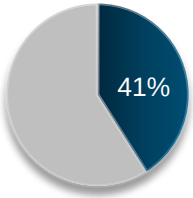
No. 1
Switching
Modular/Fixed



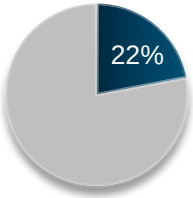
No. 1
Voice



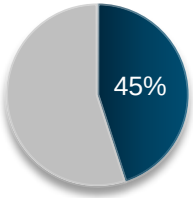
No. 1
Web Conferencing



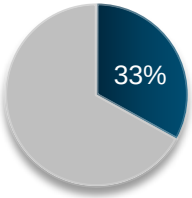
No. 2
x86 Blade Servers



No. 2
Storage Area Networks



No. 1
Security



Breadth and Depth of Technology Portfolio

Our Focus on Integration Provides our Customers with a Competitive Advantage

Our Diverse Product Portfolio Means We're Here for the Long-term

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Why The Network? - Growth of Connected Devices

Total 500 Million

1/10th of a Device per Person on Earth

2007

Total 35 Billion

5 Devices per Person on Earth

2010

Total 50 Billion

7 Devices per Person on Earth

2013

Source: Forrester Research, Cisco IBSG

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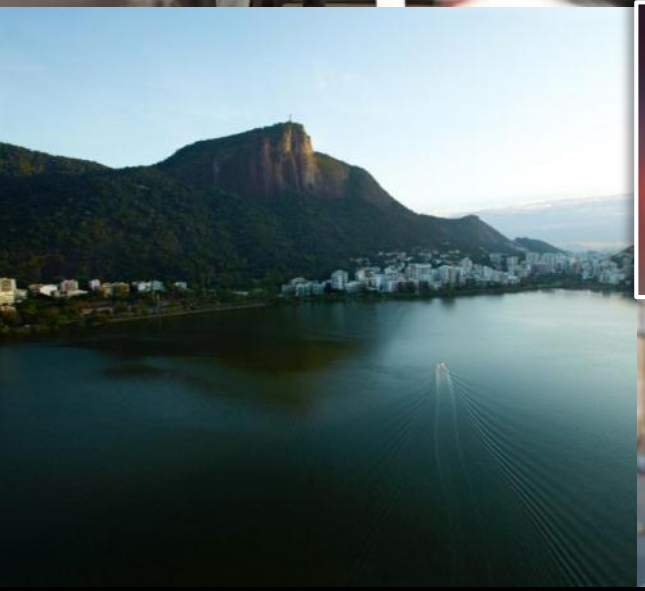
We've Only Just Begun …

… to change the way the world works, lives, plays, and learns

Amazing Things Happen When You Connect the Unconnected



99% of the World is Still Not Connected

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Cisco Services

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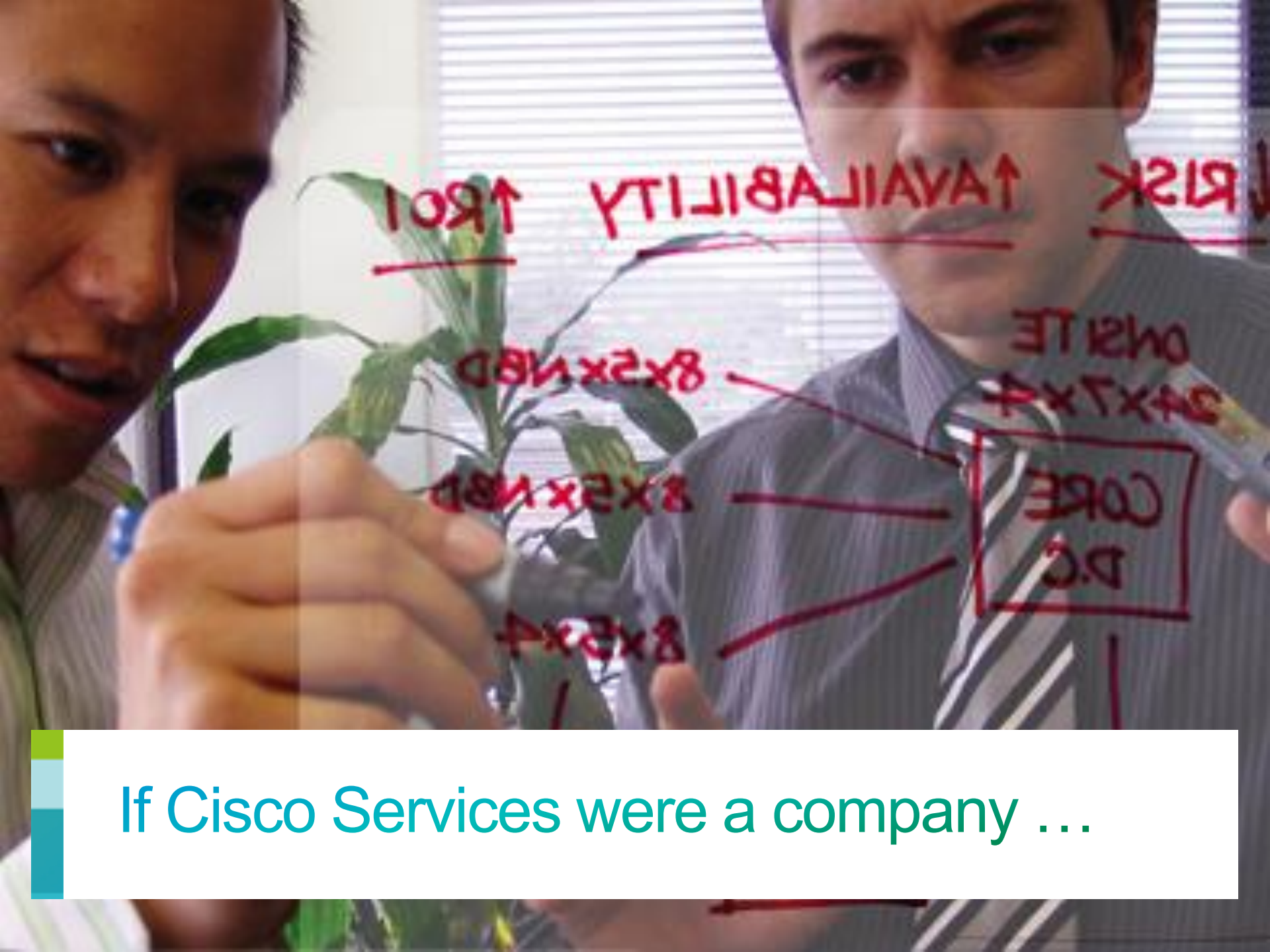

If Cisco Services were a company …

It would be a $10 Billion company

Cisco Services

Advanced Services

Technical Services

Remote Management Services

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Thank you.

TOMORROW starts here.