



# Disrupt or Be Disrupted with Digital Transformation

Digital disruption will displace nearly **40% incumbents** by industry over the next five years<sup>1</sup>



Digital companies are **26% more profitable** and achieve **12% higher market valuation** than their competitors<sup>2</sup>

## Are you ready for Digital Transformation?



# 22B

IoT devices will be installed by 2018, driving development of 200,000+ new apps and services<sup>3</sup>

## Digital Transformation is a Board Level Conversation

**78% executives** say digital transformation will become critical<sup>4</sup>

**67% of CEOs** will incorporate it in their corporate strategy by 2018<sup>3</sup>



## Reimagine your business with Digital Transformation



### Create New Customer Experience

**9 out of 10** companies are competing primarily on customer experience<sup>4</sup>

### Innovative Business Models

**23%** faster time to market is achieved with digital processes in manufacturing<sup>5</sup>



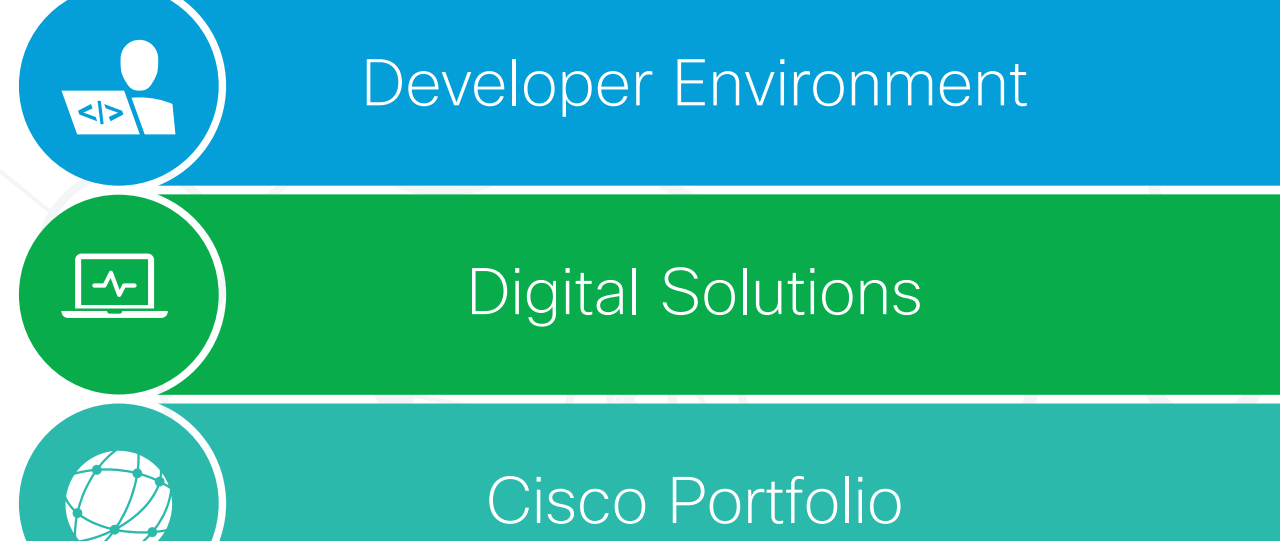
### Empower Workforce Innovations

**50%** jump in earnings per share happens with **10%** drop in employee dissatisfaction<sup>6</sup>

## Cisco. Your Foundation for Digital Transformation

Everything you need to transform your business

### Partner Ecosystem



### Cisco provides



A robust product portfolio



Comprehensive digital solutions for every customer



A rich partner ecosystem

## Jump start your digital transformation journey with Cisco

Derive deep contextual insights from every device in the network

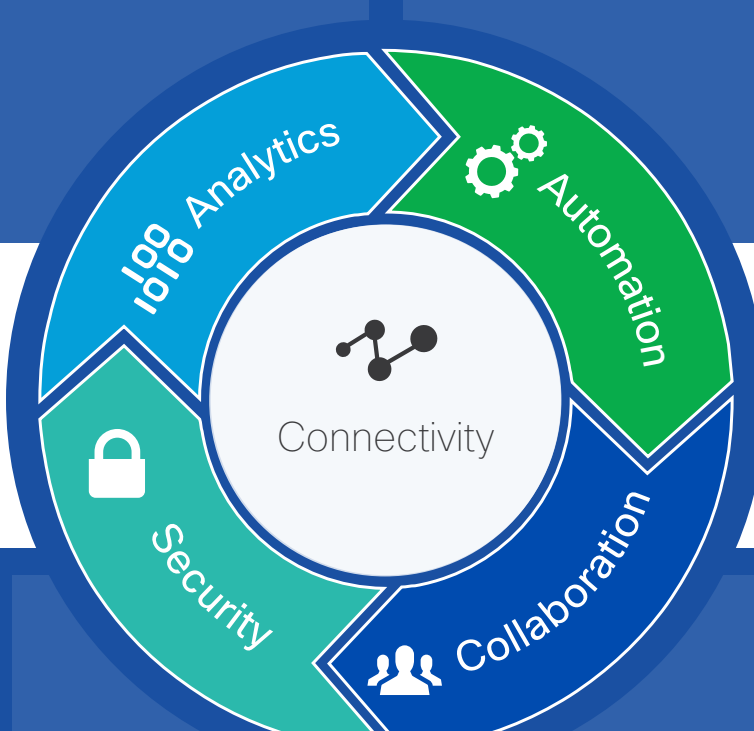
**66%** of recommendations from analytics led to sales<sup>7</sup>

Automate and manage millions of endpoints for simplicity and ease of use

IT automation cuts application deployment time by **90%**<sup>10</sup>

Secure everything, protect continuously before, during, and after the attack

Up to **\$1 trillion** annual loss due to cybercrime<sup>8</sup>



Connect millions of endpoints and collect data across the value chain

Missed connectivity means **£30 billion/year lost**<sup>9</sup>

Collaborate to work better together across distances without compromise

**96%** say lack of collaboration is the reason for workplace failures<sup>11</sup>

There's never been a better time to reimagine your business

To learn more about how Cisco can help you, visit [www.cisco.com/go/digital](http://www.cisco.com/go/digital)

Sources: 1. IMD/Cisco 2. MIT/CapGemini 3. IDC 4. Gartner 5. SCM World 6. Gartner 7. PwC 8. NSA 9. CEBR 10. Forrester/Cisco 11. Salesforce