

CISCO *Live!*

Let's go



The bridge to possible

# Growth & Profitability with Innovations in Software.

Investing in your future.

@Steven\_Heinsius

Director Software & Buying Programs  
Europe, Middle-East & Africa (EMEA)

CISCO *Live!*

BRKXAR-1722



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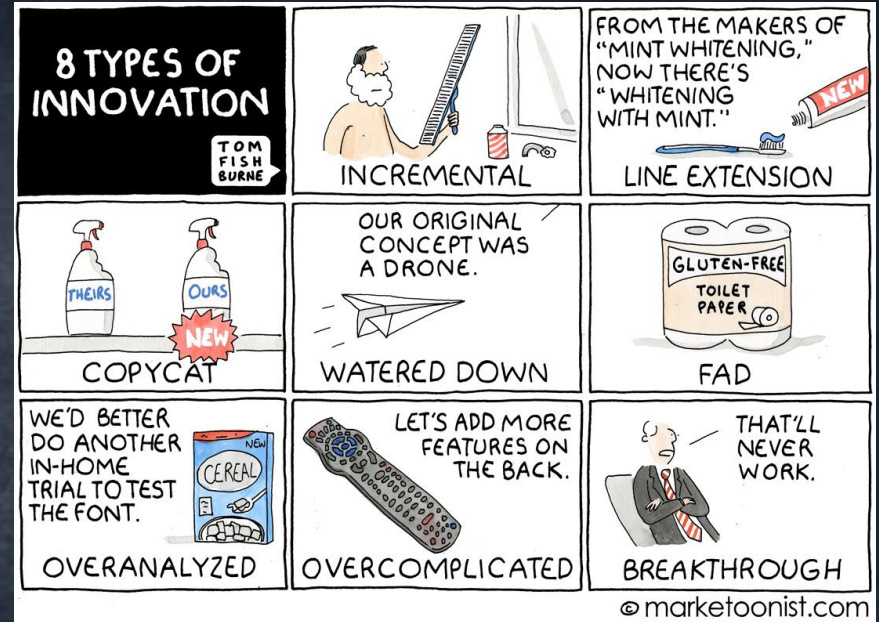
CISCO *Live!*



BRKXAR-1722

# The Agenda

- Business Challenges
- Your Goals
- Business Outcomes
- Flexible Choices
- Software Innovation Cases
- The Leading Enterprise Agreement



# Your host @Steven\_Heinsius

- 3** year End Customer
- 5** year Partner (engineering)
- 6** year Distributor
- 14** year Cisco
- 19** year Instructor (CCSI)




- › Dad
- › Scuba diving
- › Volunteer Energy Coach
- › Runner
- › Snow boarding
- › Volunteer Plastic Soup Foundation
- › Cook
- › Singer
- › YouTube Channel
- › Taekwondo
- › Wi-Fi enthusiast
- › ‘The Basement Series’




Day job... Leading the Software Specialists for Europe, Middle East & Africa


# Recent Cisco Innovations in Software


 Cisco Extended Detection and Response (XDR)

 Advanced features in all editions of Duo


 Cisco Secure Access (SSE)

 Secure Firewall 4200 series and 7.4OS


 Cisco Multicloud Defense


 Cloud Application Security

 Generative AI Policy Assistant


 Cisco Full-Stack Observability Platform (FSO)


 Generative AI Hybrid Work capabilities (Webex)

 Cisco Silicon One (AI network infrastructure)

 Carbon Emissions Insights in Webex Control Hub

 Cisco Networking Cloud

 Smart building and office openings (NYC, Chicago, ATL)

 Routed Optical Networking

\$6B in annual R&D spend to drive innovation. Over 25,000 patents to date.

# This is what your CIO told us...



Back  
to Office

a different  
view on  
working



Security  
Efficacy

If it's  
connected,  
it's protected



IT Energy  
reduction

Improve efficiency,  
reduce energy,  
maintain productivity

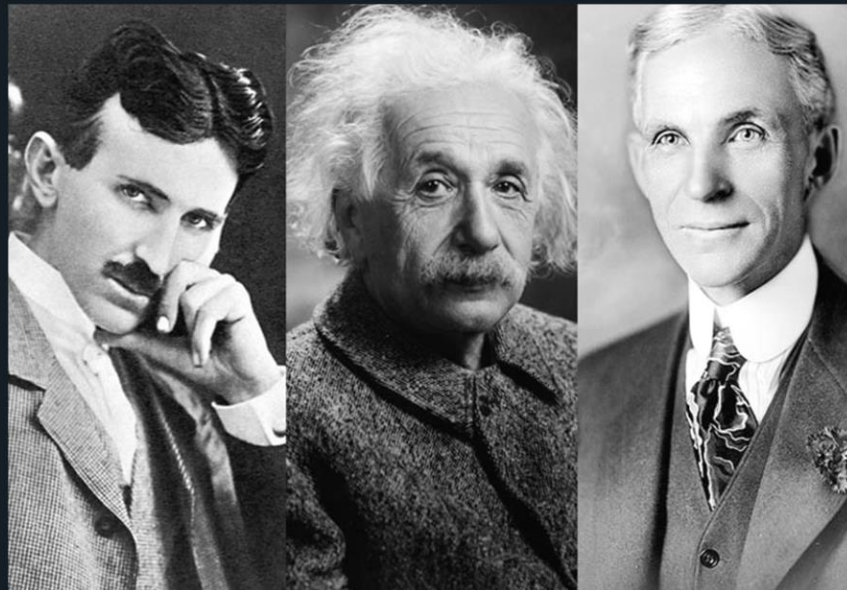


Insights &  
Experience

User, Customer  
and Application  
Experience

Software Innovation

I asked  
a few inventors...



*Why*



*If you want to  
innovate...*

**1**

**Business Challenges**

**2**

**Business Outcomes**

**3**

**Value Realization  
through Technology**

*If you want to  
innovate...*

1

Business Challenges

2

Business Outcomes

3

Value Realization  
through Technology

a bit of whiteboarding...

a bit of whiteboarding...

# Let me play something for you...

while this 'so called engineer' tries to connect his stuff...



Should have done that beforehand... n00b...

# Business Challenges

# CC



Continuity



Complexity



Cost



Compliance



Competition



Climate

*If you want to  
innovate...*

- 1 Business Challenges
- 2 Business Outcomes
- 3 Value Realization through Technology

As an organization, you invest in technology to achieve new and better **business outcomes.**



**CISCO** *Live!*

Cloud Analytics Edge Computing **SD-WAN** SASE **XDR** Firewall Core Networking  
Switching Unified Computing Systems Observability IoT Multi-factor Authentication SSE Segmentation  
**Wi-Fi 6** VLAN EDR **5G** Routing Zero Trust Hyperconverged Infrastructure Identity Services UCaaS

# Business Challenges + Business Goals

Acknowledge company challenges

Understand the value of Technology

Define your Business Outcomes



Make Money

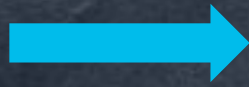


Safe Money



Reduce Risk

# CG



# A3

Automation

Analytics

Assurance



Make Money

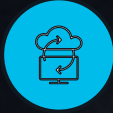


Safe Money



Reduce Risk

## You Asked



Back  
to Office



Security  
Efficacy



IT Energy  
reduction



Insights &  
Experience

## We Invest (& invent)

Automation

Analytics

Assurance

Experience

Secure

## We bring you...

Hybrid Work

Sustainability  
& Energy efficiency

Artificial  
Intelligence

Multi-Cloud

Operational  
Efficiency

*If you want to  
innovate...*



# Value Realization Struggle

If you are like most organizations, you struggle to realize the **full value of your technology investments**. There are valid reasons for this:



Accelerated volume and pace of technology



Talent and skill gaps fostering inertia and disruption



Inability to measure IT business value effectively

*Who*





**Builds & adopts**

**Operates**

**Optimizes**



**You?**



**Your partner**

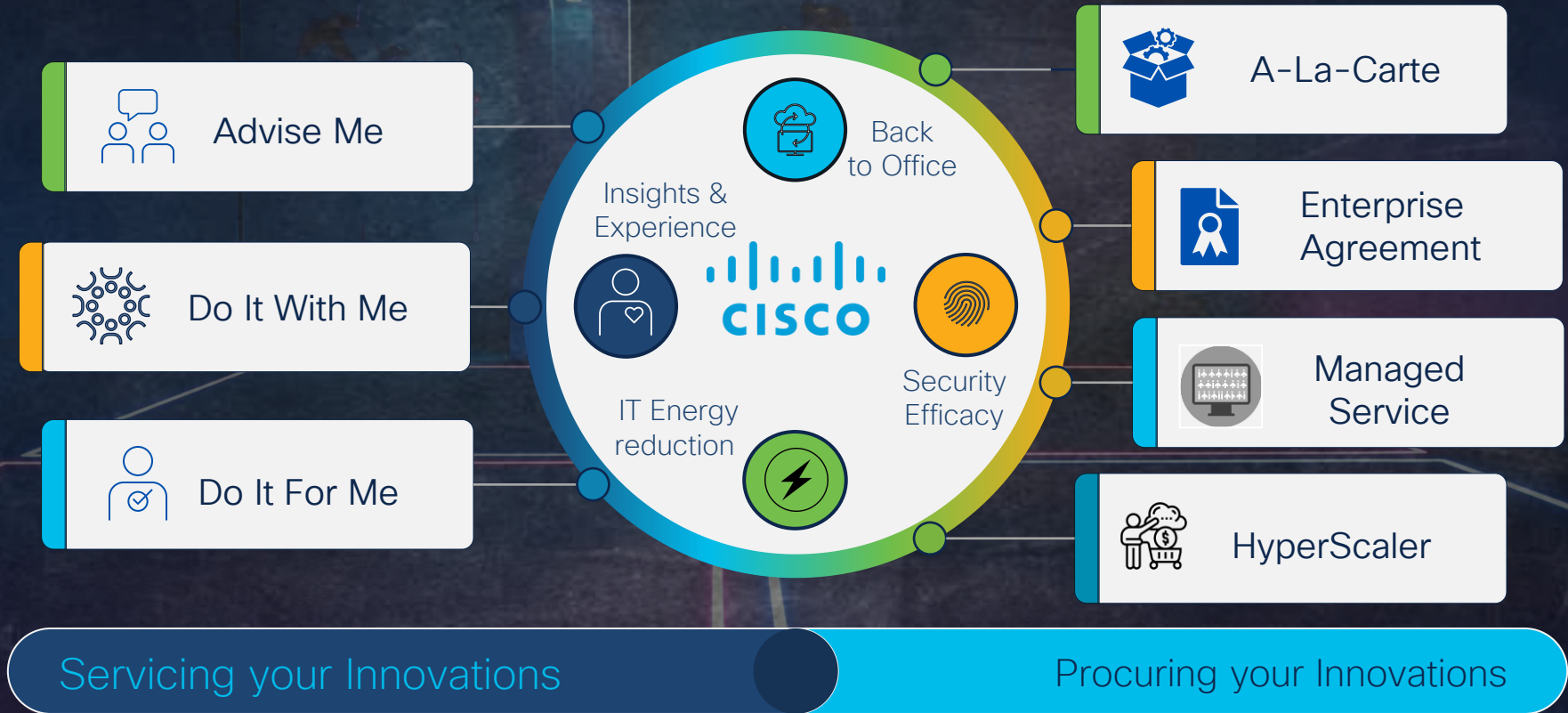


**CX / AS**

*How*



# Flexible choices that align with **how** you work best





# Enterprise Agreement

## Financial Benefits

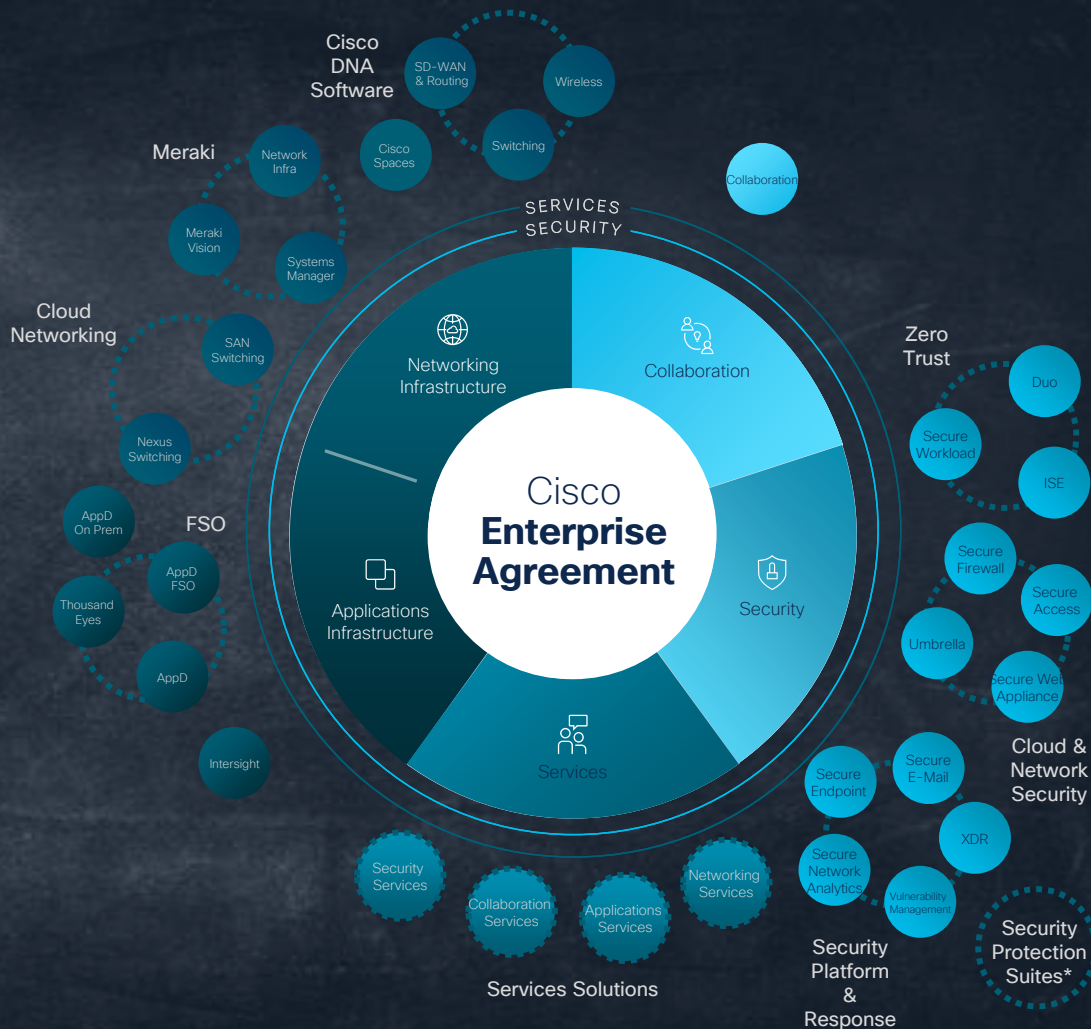
- Price predictability
- Yearly True Forward → lower TCO
- Potential Lowered List Prices (Multi-Suite discount)

## Operational Benefits

- Contract Optimization
- Simpler buying experience
- Fewer contracts

## Technical Benefits

Premium License Experience  
License migration & generation  
Investment protection with Value Shift



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maintain productivity



Insights &  
Experience

User, Customer  
and Application  
Experience

Software Innovation

# Examples of innovations in Software with Outcomes

## Insights & experiences

User, Customer and Application Experience



## Security efficacy

If it's connected, It's protected.



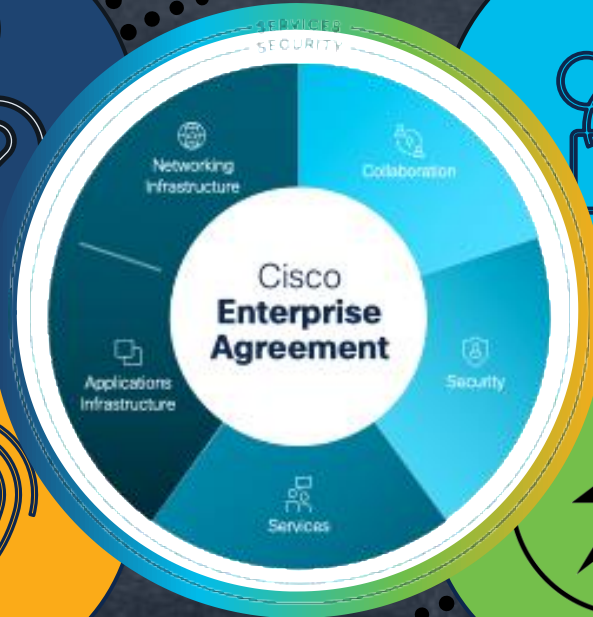
## Back to Office

a different view on working



## IT Energy Reduction

Improve efficiency, reduce energy, maintain productivity



# Innovation Use Case 1

## Insights & experiences

User, Customer  
and Application  
Experience



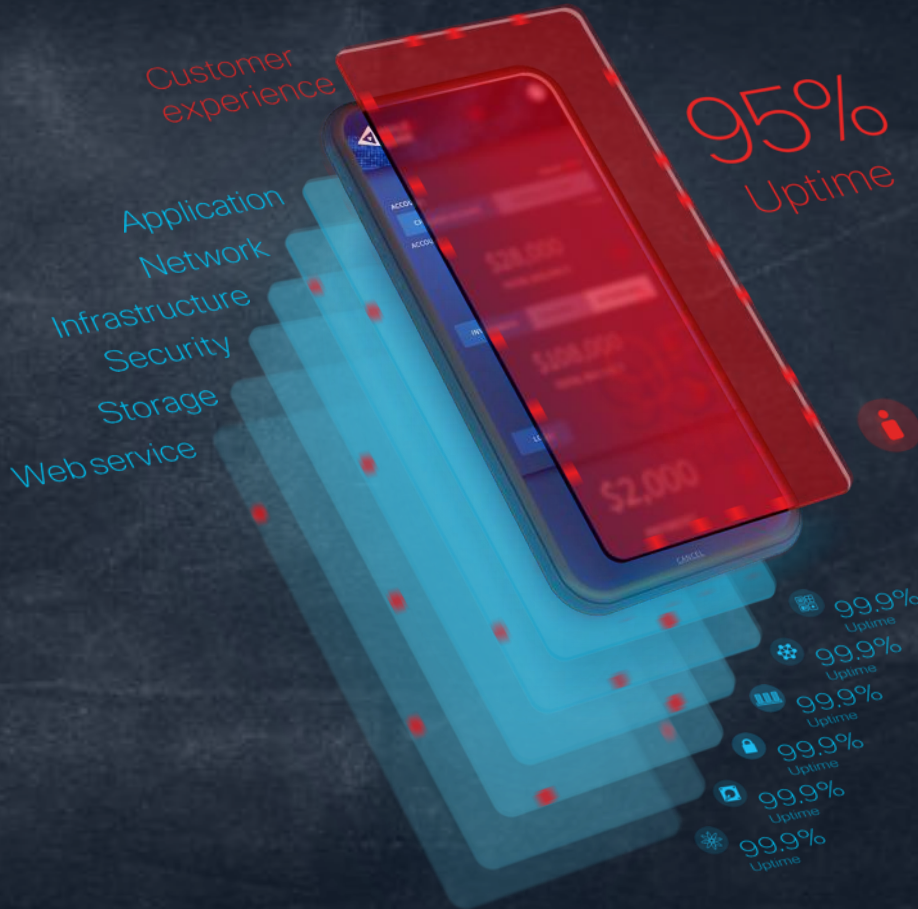
- Users connecting from anywhere
- Applications & Data always available & not on your network (cloud, private or public)
- Reliance on Internet

Myth...

Modern applications are simple

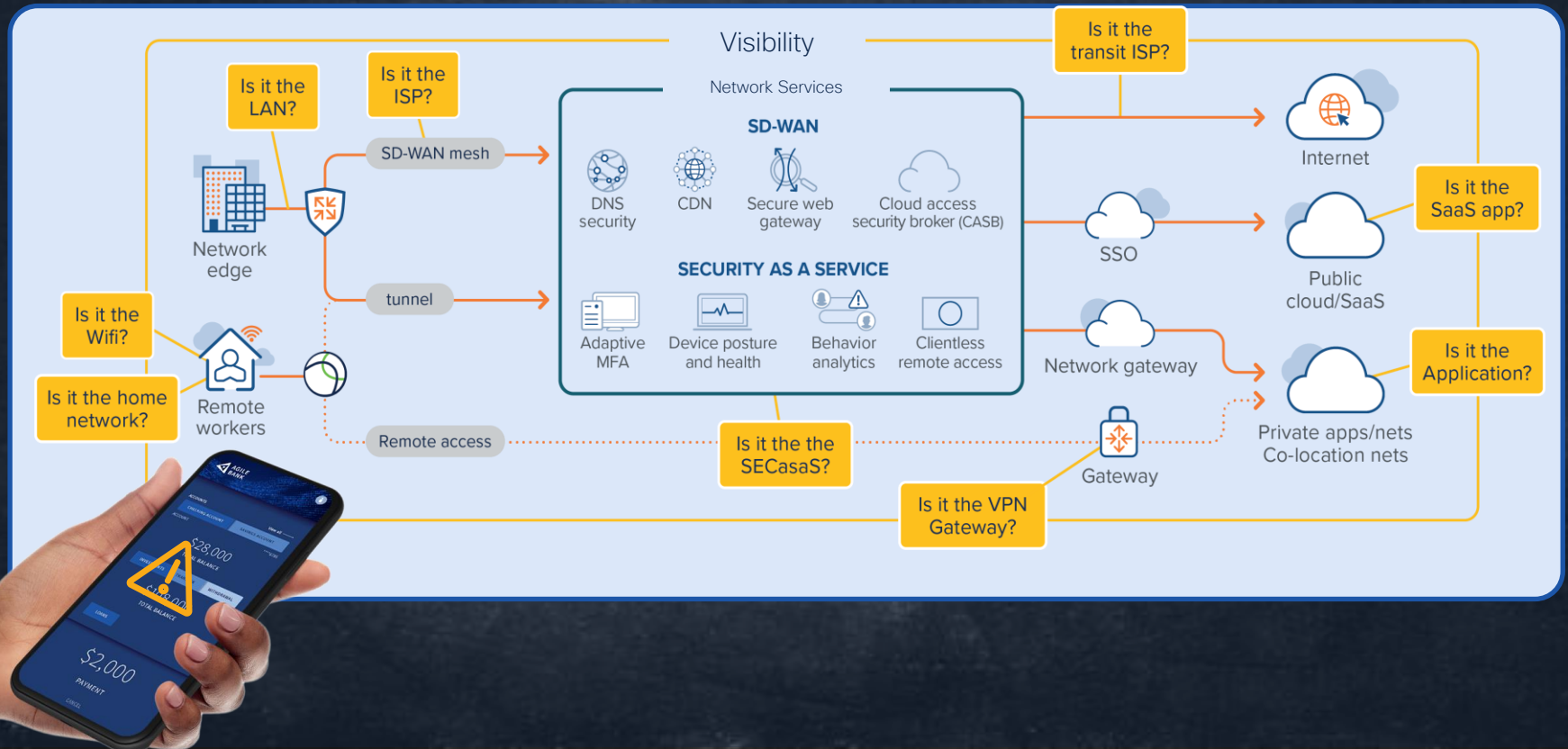


Application experiences are  
**cumulative**

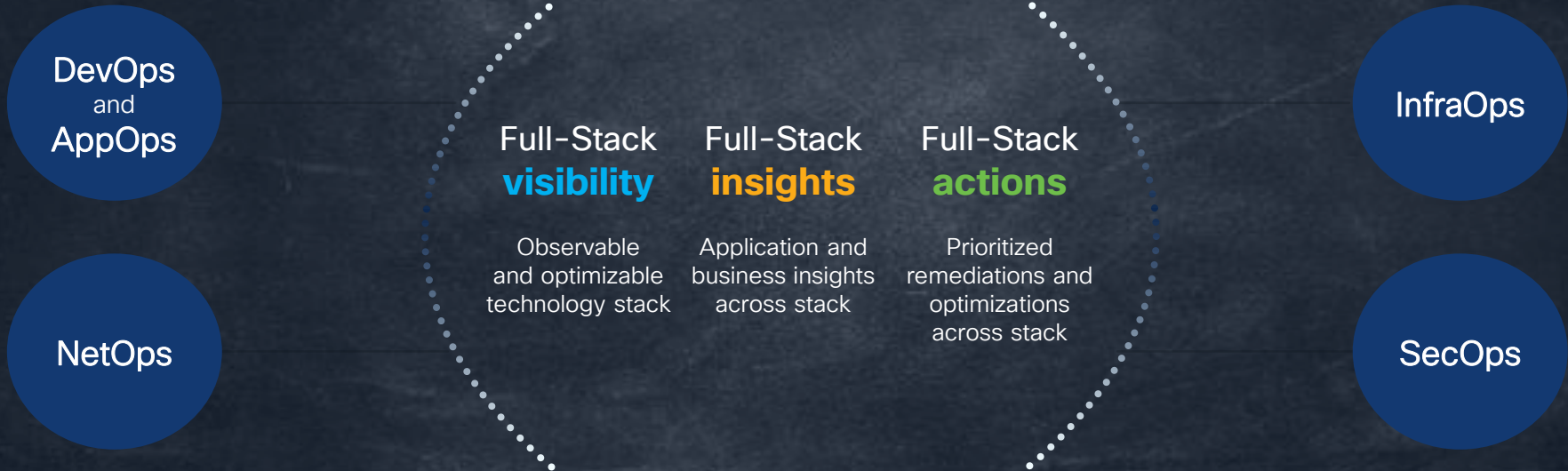


# Infrastructure Example:

Understanding where application experience is impacted by the network is complicated



# Move beyond domain monitoring into Full-Stack visibility, insights, and actions.



With Full-Stack Observability  
you can  
correlate application performance to the entire stack,  
connecting performance to business metrics.





# Full-stack Observability | 7 Use Cases

ThousandEyes  APPDYNAMICS part of Cisco  Intersight Workload Optimizer 

Hybrid Application Monitoring 

Modern (cloud native)  
Application Monitoring 

App Dependency Monitoring  

Customer Digital  
Experience Monitoring  

Hybrid Cost Optimization  

App Resource Optimization  

Application Security 



Full-Stack  
visibility

Full-Stack  
insights

Full-Stack  
actions

# Cisco SASE

Unifying networking and security services into a Cloud-delivered service

Observability: **ThousandEyes**



## Connect

SD-WAN

Viptela and Meraki

Remote Access

AnyConnect, Duo



## Control

Cloud Security

Umbrella, SWG, Firewall,  
DNS security, CASB

Zero Trust  
Network Access

Duo



## Converge

Available as  
single offer

Integrated  
solutions

# Innovation Use Case 2

- People don't want to come back to the office
- Employees prefer staying home
- Office is needed to build Culture & Team
- New Generation(s) have different needs & perspectives
- Energy efficient



Back to  
Office

---

a different  
view on  
Working

64%

Employees are  
demanding flexibility



# Work is something you, not where you go to



Dedicated home office



Shared home space



Conference room



Open office spaces



Ideation spaces



Anywhere

# 98%

of meetings  
will have remote participants

*\*But only 6% of meeting rooms are equipped for video meetings*



"The Rise of the Hybrid Workplace," Dimensional Research, 2020

"State of the Global Video Conferencing Devices Market,  
Forecast to 2025," Frost and Sullivan, 2021

Session ID

# Cisco Hybrid Work Solutions

## Experiences that connect everyone and everything



Work from **home** solution



Work from where you are



Work from authorized devices



Superior audio & video experience



Reliable network connectivity



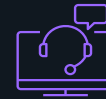
Work from **office** solution



Share content seamlessly with remote & in-person participants



Every space becomes a collaboration workspace



Network supporting video & audio streams for every meeting



Hybrid work **software** solution



Manage the devices



Enable video collaboration



Secure the devices



Enhance the user experience

# Key announcements in Webex Suite



Introducing  
the all new  
Webex AI Assistant



Industry-first  
Real-time Media  
Models (RMM)



Crystal clear audio  
quality with  
Webex AI Codec



Revolutionizing video  
with  
Super Resolution

# AI Assistant

Webex Suite

Cisco Devices

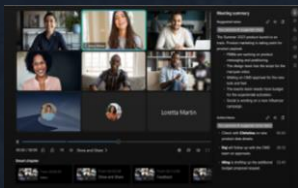
Webex Contact Center

Webex Connect

Webex Control Hub

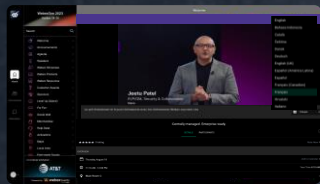
AVAILABLE ACROSS THE  
WEBEX ECOSYSTEM

# Innovation across the portfolio



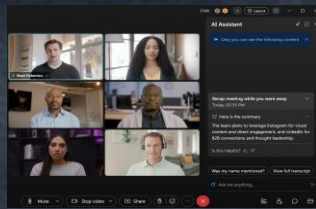
AI Assistant

Personalized meeting summaries



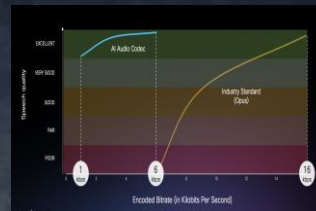
AI Assistant

Real-time Translations in Events

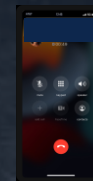


AI Assistant

Real-time Catch up on missed part of meetings

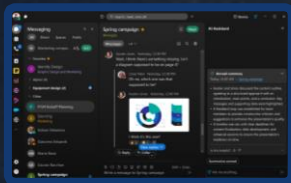


Webex Ai Codec



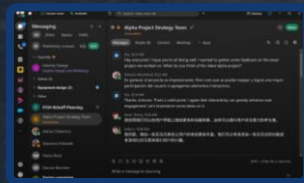
AI Assistant

HD Voice & PSTN Noise Removal



AI Assistant

Personalized message summaries



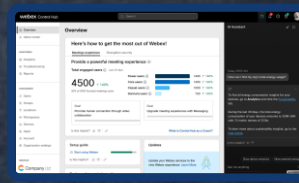
AI Assistant

Translate messages & adjust tone

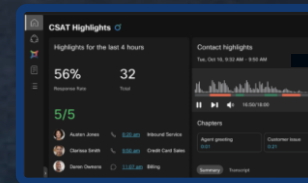


AI Assistant

Meeting Chapters and Highlight Reels



Get the most out of Webex with AI Assistant for Control Hub



Network Insights with Meraki Integration



Room Kit EQX



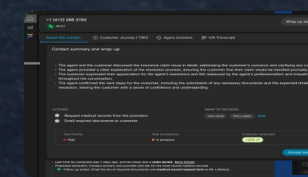
Cinematic Meetings



Video super-resolution



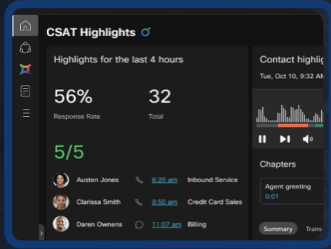
Campfire



AI Assistant

Call summaries and transcripts

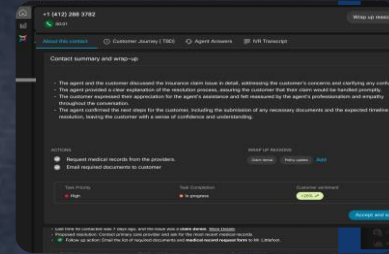
# AI in Contact Center



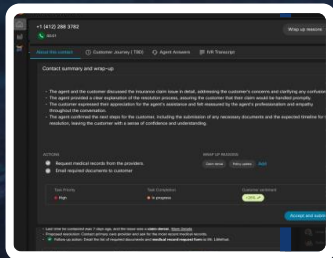
Coaching Highlights



Agent Burnout Detection



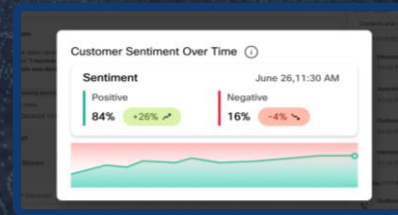
Agent Answers



Generated Wrap Up

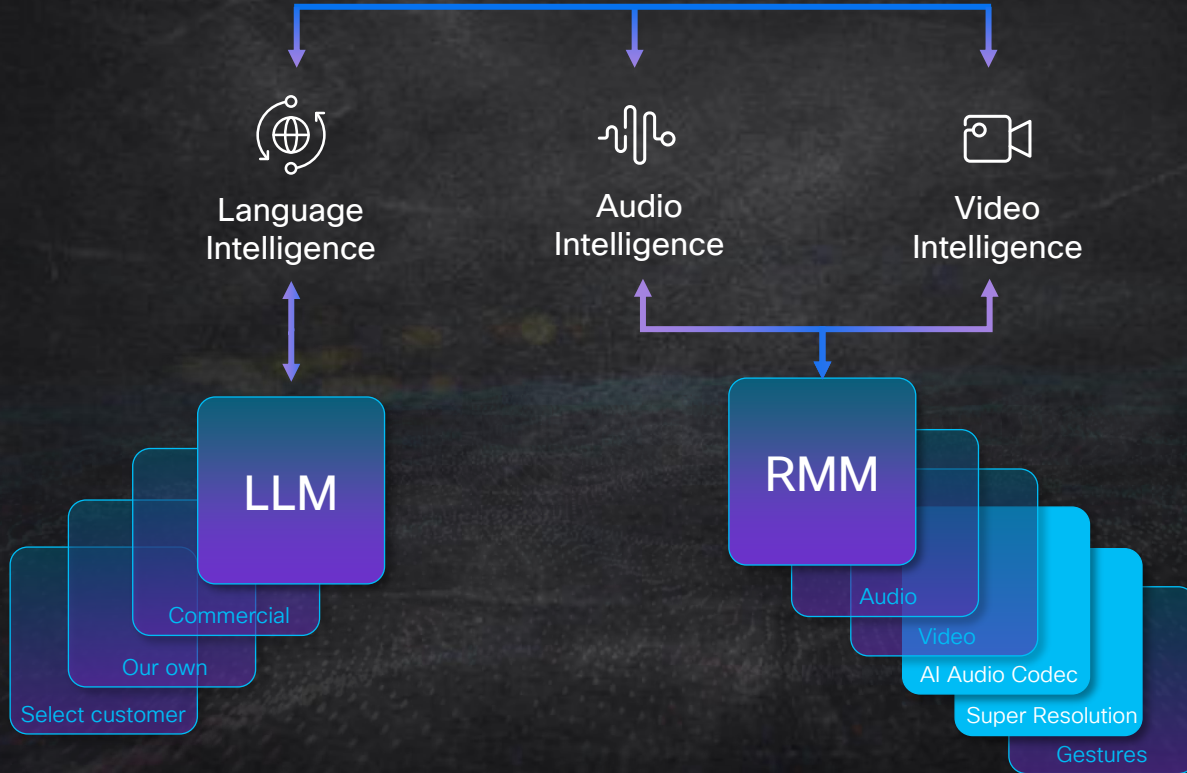
Now You're  
RESET

Thrive Global Partnership



Automatic Customer Satisfaction Scores

# AI Assistant





# Webex Platform



Language  
Intelligence



Audio  
Intelligence



Video  
Intelligence



SDK



APIs



Security



Control Hub



Sustainability

---

Artificial  
Intelligence

Integration &  
Interoperability

Security &  
Manageability

Across workloads

Open and Interoperable

Streamlined Policies and Control

Nobody makes hybrid work, **Work better**

# Innovation Use Case 3

## Security efficacy

If it's  
connected,  
it's protected.



- Users connecting from anywhere
- Connecting from Any Device
- Users demand seamless experience
- Threats are ever evolving
- AI creates new threats



# Multiple clouds makes tool sprawl worse

Software as a Service

Applications

...

Platform as a Service

Services

...

Infrastructure  
as a Service

Security

AZURE

AWS

Google  
Cloud

PRIVATE

Network

Compute

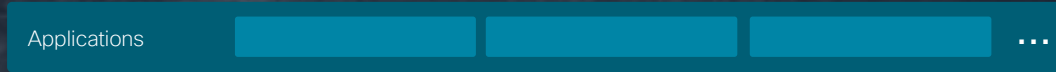
Storage

Other Services

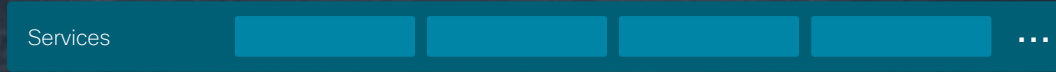
Different platforms, different controls

# Cisco Security Cloud

Software as a Service



Platform as a Service



Security and  
Networking  
as a Service



Infrastructure  
as a Service

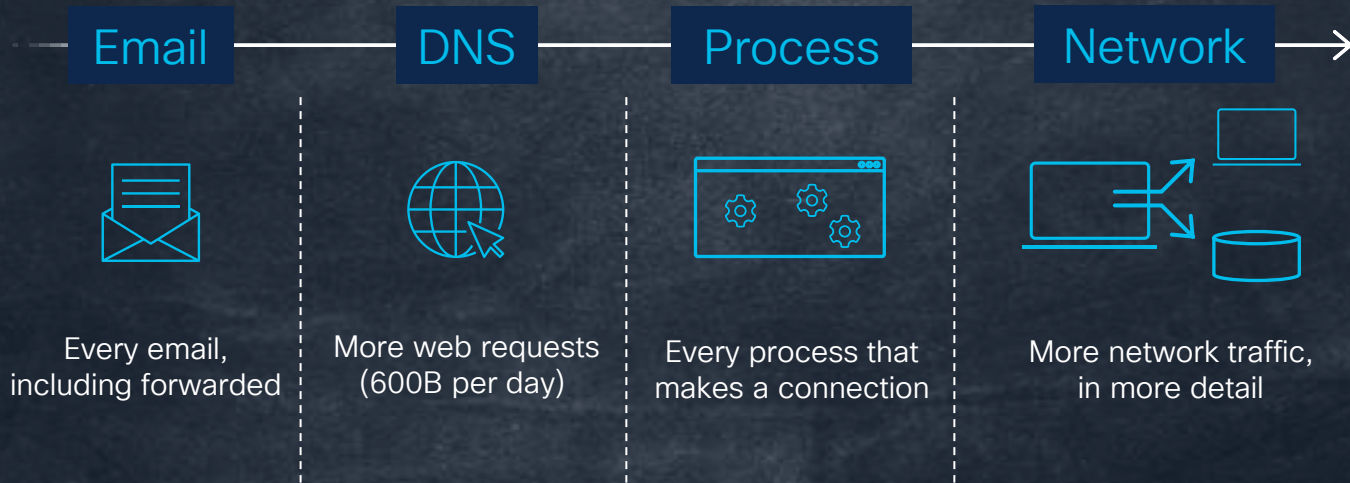


# Security that only Cisco can deliver



# Cisco XDR has the broadest native telemetry

Central data warehouse, analytics, and management in the Security Cloud



# Talos powers the Cisco portfolio with intelligence

## TALOS



# 500

threat researchers



# AI

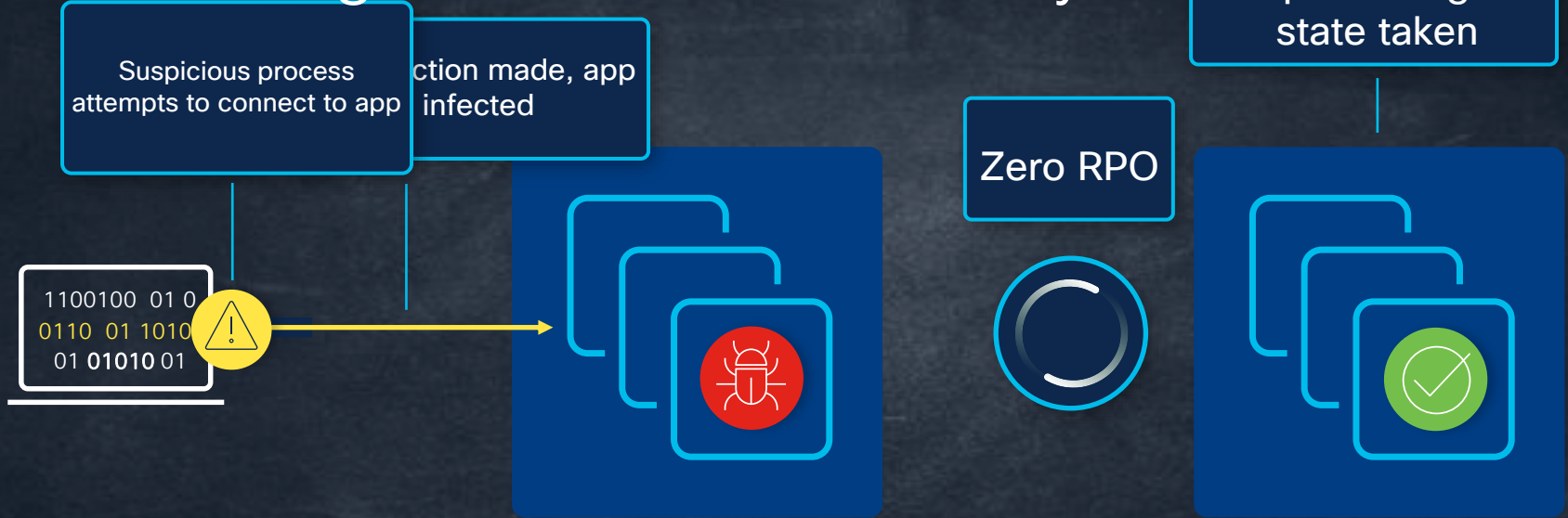
powered algorithms



# 550B

security events observed daily

# Accelerating ransomware recovery



# AI help for the SOC analyst – the SOC AI Assistant

- Summarizes incidents across domains
- Optimizes remediation tactics

The screenshot displays the Cisco XDR interface with the AI Assistant panel on the left and the incident details on the right.

**AI Assistant Panel:**

- Query: "this malicious file?"
- Response: "Who are the owners associated with these endpoints?"
- Buttons: [Share], [Download], [Regenerate]
- Timestamp: You 8:30 AM
- Query: "What endpoints were affected by this malicious file?"
- Response: AI Assistant 8:30 AM: "The following endpoints are associated with 4 user accounts that this malicious file was emailed to, and all contain multiple events."
- Endpoints listed: EZE-DataLake-Internet1, DESKTOP-2ER967Q, EZE-Win10-x64-G, Desktop-WinS3.
- Remediation suggestion: "Quarantine the compromised systems."
- Buttons: [Share], [Download], [Regenerate]
- Input: "Write a message to Cisco Advisor"

**Incident List Panel:**

- Incident: Malicious Email Sent to Multiple Users
- Reported by: Umbrella 2m ago - Linked Incidents
- Description: A device is involved in excessive malicious Command and Control communication, which is already flagged and blocked by Umbrella. Cisco Talos observed North Korean state-sponsored APT Lazarus Group ...
- Overview | Detection | Response | Worklog
- Duration of the attack: 14, 20h, 23m, 42s
- Diagram: A network diagram showing behavioral relationships between assets. Assets include: (U) Unknown IP, (U) Unknown SHA, Asset (Endpoint group), Malicious URL (mta3.mixamail...), Malicious SHA (263ef9cd65b9c2e9...), Malicious SHA (263ef9cd65b9c2e9...), and bfd9c626359c2e9e...
- Summary Cards:
  - 50 Assets** (View all): TOP ACTIVE includes EZE-DataLake-Internet1 (10 events), DESKTOP-2ER967Q (10 events), EZE-Win10-x64-G (10 events), and Desktop-WinS3 (10 events).
  - 20 Observables** (View all): TOP ACTIVE includes 263ef9cd65b9c2e9... (65 events), 263ef9cd65b9c2e9... (65 events), bfd9c626359c2e9e... (65 events), 99.196.187.4 (23 events), and 99.196.187.4 (12 events).
  - 5 Indicators** (View all): TOP ACTIVE includes Cisco Secure Cloud Analytics (dev-srv2-svc) Remote Access (Geographic) (78 events), CINS Army List (65 events), CINS Army List (65 events), Cisco Stealthwatch Cloud (observl-staging) Persistent Remote Control Connections (49 events), Cisco Stealthwatch Cloud (observl-staging) Persistent External Server (23 events), Cisco Stealthwatch Cloud (observl-staging) Persistent External Server (23 events), and Cisco Stealthwatch Cloud (observl-staging) New External Server (12 events).



**TALOS THREAT INTELLIGENCE**

- Actionable threat intelligence
- Collective responses
- Comprehensive visibility
- Signal identification
- Threat research & analysis

**XDR SECURITY OPERATIONS TOOLSET**

**SERVICES**

- Custom threat research on demand
- Implement and manage
- Incident response retainer
- Managed detection & response
- Strategy & assessment

Kenna | Secure Analytics | SecureX  
Secure Client | Talos Incident Response

**CAPABILITIES**

- Network detection & response
- Device discovery & insights
- Endpoint detection & response
- Open API platform & 3rd party native integrations
- Risk-based vulnerability management
- Security analytics
- Security orchestration, automation & response
- Threat visibility, incident response & threat hunting

**ZERO TRUST**

**SASE**

**User/Device Security**

**SASE/REMOTE WORKER:** Cisco Secure Client (AnyConnect) | Umbrella | Secure Endpoint | Meraki Systems Manager | Duo | Secure E-mail | ThousandEyes

- Cloud managed
- VPN
- Posture
- Telemetry/Visibility
- Endpoint detection & response
- DNS-layer security
- Secure Web
- Anti-virus/Anti-malware
- Query
- Host FW
- Mobile device management
- Risk-based MFA
- Passwordless
- Device trust
- Continuous trust
- Email, Phishing, SPAM, BEC, DLP, content filtering
- Digital experience monitoring

**Cloud Edge Network**

**SASE/Security Service Edge**

Duo | Secure Connect | Umbrella

- Browser access control
- Cloud access security broker
- Cloud malware detection
- Data loss prevention
- DNS-layer security
- Identity/posture
- FWaaS
- RAaaS
- Remote browser isolation
- Secure web gateway
- Tenant restrictions
- TLS decryption
- Zero Trust Network Access

**On-Premises Network**

**SASE/SDWAN**

Meraki | Secure Firewall  
ThousandEyes | Viptela

- Analytics
- Application performance optimization
- Cloud based orchestration
- Cloud OnRamp
- Digital experience monitoring
- IPSec VPN
- Integrated security
- Middle mile optimization
- Segmentation
- Visibility
- Group tag propagation

**In the Office/Managed Location**

Catalyst | DNAC | ISE | Meraki | Secure Firewall  
Secure Network Analytics | Web Appliance

- Application network gateway
- Configuration orchestration
- Content filtering
- Encrypted visibility
- Group tag classification
- Identity/pxGrid Cloud
- Network access control
- Network security analytics
- NGFW
- NGIPS
- Segmentation
- Threat mitigation
- Profiling

**Industrial Threat Defense**

DNAC | CyberVision | Industrial Networking  
ISE | Secure Firewall | Secure Network Analytics

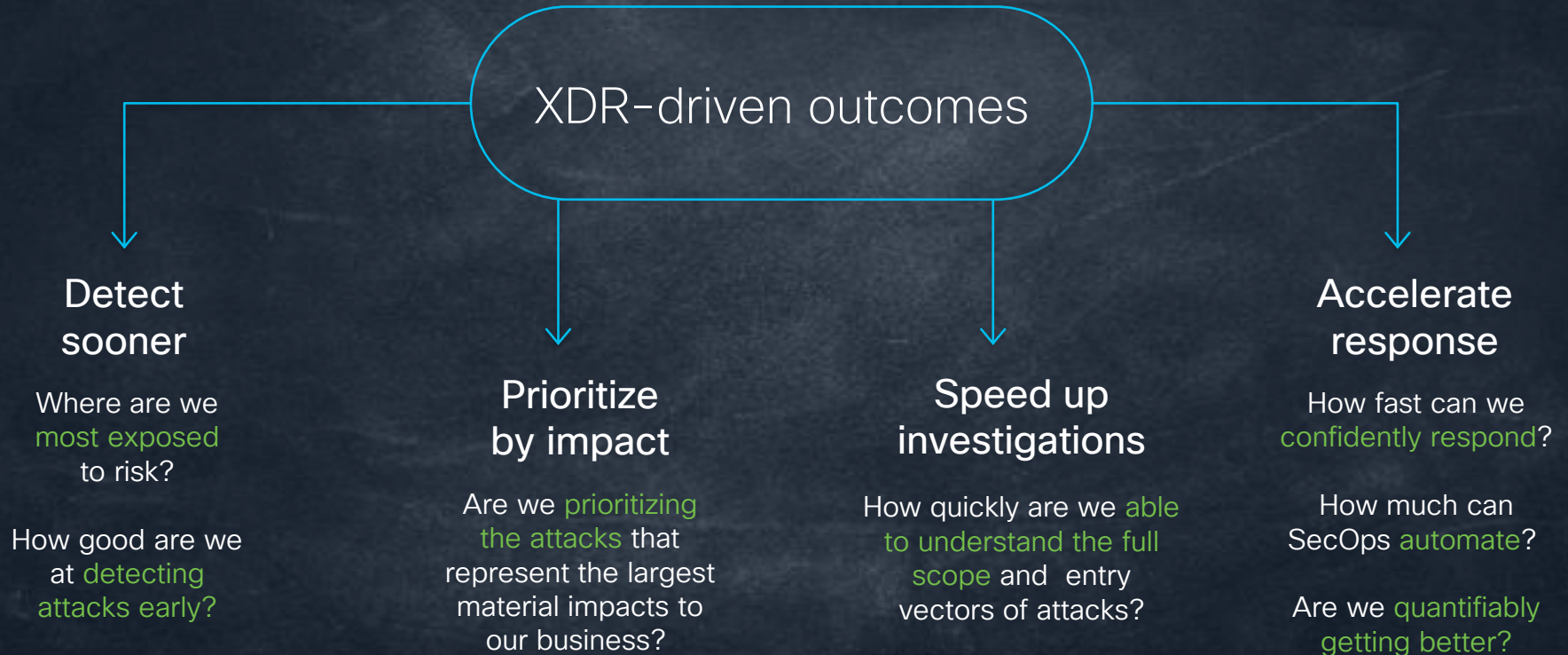
- Anomaly detection
- Compliance
- Group tag classification
- Identity/pxGrid
- Ruggedized
- Segmentation
- Threat mitigation
- Visibility

**Workload, Application, and Data Security**

**HYBRID MULTI-CLOUD:** ACI | Cloud Insights | Panoptica | Radware | Secure Application | Secure Endpoint | Secure Firewall | Secure Cloud Analytics | Secure Workload

- Anti-virus/Anti-malware
- API security
- App discovery
- Cloud analytics
- Cloud Native Security
- Cloud Posture Management
- DDoS, WAF/Bot
- Identity/pxGrid
- Micro/Macro Segmentation
- Run-time application
- Telemetry
- Threat mitigation
- Visibility

# It's not about the product... it's about the outcomes.



# Innovation Use Case 4

- Drive ESG goals
- Reduce Carbon Footprint
- Provide Insights & reports
- Reduce Energy bill...
- Use available funding...

## IT Energy Reduction

Improve efficiency  
reduce energy  
maintain productivity

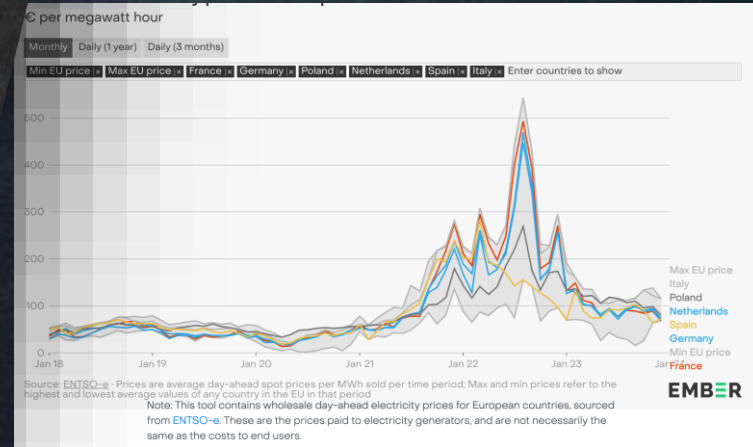
# 89%

Companies have sustainability  
as a strategic initiative



# 100%

Of everyone here in the room  
have felt the pain from the increase  
of price of energy



# 66%

of companies are increasing  
the focus on efficiency of energy use



# Where IT can help

Empower IT to deliver more sustainable IT and business outcomes



Reduce IT energy consumption and emissions

Increase the energy efficiency of digital infrastructure

IT energy management

Sustainably modernize infrastructure

IT as a strategic partner to help...



Reduce organizational energy consumption and emissions

Position the network as a control plane for energy management

Use the network to reduce travel and truck roll and improve maintenance cycles

Help your organization baseline and deliver energy control and reporting

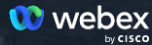
# Your network becomes a sensor



## Industrial sensors

### Sensor for ...

- Temperature, vibration, moisture, location, light, occupancy



You just need to turn it on!

**CISCO** *Live!*



## Cisco access points

### Sensor for ...

- Occupancy
- Air quality, temperature, humidity
- As a Bluetooth® Low Energy gateway



## Room devices

### Sensor for ...

- Room occupancy
- People count
- Ambient noise



## Cisco switches

### Sensor for ...

- Wired IoT gateway
- Occupancy and energy analytics



## Navigator

### Sensor for ...

- Temperature, humidity, indoor air quality



## Cisco sensors

### Sensor for ...

- Temperature, humidity, air quality, noise, VOC, CO<sub>2</sub>



## Desk pros

### Sensor for ...

- People count, ambient noise
- Temperature, humidity, indoor air quality



## Cisco cameras

### Sensor for ...

- Footfall, occupancy, peak presence, object detection



## Wired and wireless Third-party sensors

### Sensor for ...

- Occupancy, CO<sub>2</sub>, temperature, humidity, air quality, noise, light levels

# All around the world with smart buildings

## Singapore

Cisco Office



### Retrofit existing space

- Leverage existing ports and Wi-Fi
- Upgrade to PoE switching infrastructure
- Add endpoints: Cisco + partners
- Maximum real estate utilization

## New York

Penn1



### Tenant build-out

- Converged building OT environment
- Reduced power consumption and costs
- Improved user experience
- Data and insights

## London

22 Bishopsgate



### New build

- Smart BMS, HVAC, CCTV
- Converged IT, OT, and energy management
- Visibility and automation drives power efficiency
- Reduce CapEx and OpEx

# Where do you start?

## Light retrofit

## Deep retrofit

Reuse existing power, Ethernet, and walls

Rip and replace/new build

Room refresh

Room utilization

General space analytics

PoE for IT

Floor refit

Floor utilization and flow analytics

Environment quality reporting

PoE for IT and OT

Workplace refresh

Wayfinding

Hot-desking

Detailed space analytics

PoE for IT and OT

Workplace refit

Space personalization

Digital signage

Condition monitoring

Converged systems

PoE for IT and OT

New build

Full automation efficiency

Smart building controls

Energy management

Space management

PoE for IT and OT

Use case enabled

Technology decisions will need to be made at each stage.

# Delivering a unified platform experience

## Operational Simplicity

### Available Now

- Cloud management for Catalyst 9300 and MS130
- Catalyst Center Virtual Appliance on AWS Cloud and ESXi
- New subscription licensing
- ThousandEyes on Meraki MX

### Up next

- More AI-powered assurance tools
- Cloud monitoring for C9800/APs
- United SD-WAN Fabrics
- Cross-Domain Workflows

## Secure Networking

### Available Now

- Secure SD-WAN performance enhancements
- EVPN app support on Catalyst (\*EFT)
- ISE Sync to Meraki and Catalyst

### Up next

- Common Policy
- Catalyst Routing + Talos
- Catalyst SD WAN + Secure Access
- Secure Connect + Secure Access

## Hybrid Work and Sustainability

### Available Now

- Cisco Spaces and Catalyst Center energy management
- Meraki MT40 and MT15 sensors
- UPoE on MS130

### Up next

- Spaces Space Utilization App
- Spaces Energy Utilization App

Continuous [AI/ML enhancements](#) across our focus areas

Foundation: [Quality](#), [security](#), [scale](#), [sustainability](#), [common hardware](#) to support our platform journey



Back  
to Office

a different  
view on  
working



Security  
Efficacy

If it's  
connected,  
it's protected



IT Energy  
reduction

Improve efficiency,  
reduce energy,  
maintain productivity



Insights &  
Experience

User, Customer  
and Application  
Experience

Software Innovation



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**Software Simplification**

# Software Simplification



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# Software Innovation

# EA 3.0 the Leading Enterprise Agreement

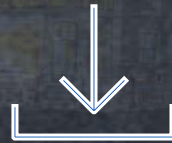
Designed for your desired outcomes – built for Cross-Architecture solutions



Comprehensive  
solutions



Easier  
expansion



Lower barrier  
to entry



One  
experience

Cross-Architecture

# Cross Architecture Solutions Powered by EA 3.0



## Hybrid Work

Agility to work at home,  
in the office, or anywhere  
in between

*Webex Suite with AI*

*Duo Access*

*Umbrella DNS*

*Secure Endpoint Advantage*

*Secure Client Premier*

*Meraki Systems Manager*

*ThousandEyes*



## Full Stack Observability

Visibility,  
insights, actions

*AppDynamics*

*ThousandEyes*



## SASE

Seamless,  
secure access  
from anywhere

*Duo*

*Umbrella*

*Meraki*

*DNA Routing*

*ThousandEyes*



## Multi Cloud

Cloud, your way

*SD WAN & Routing*

*SAN Switching*

*Nexus Switching*

*ThousandEyes*

*XDR*

Support & Services

# EA 3.0

The Leading  
Enterprise  
Agreement

## Now Essentials Licenses fully available

Switching, Wireless, Routing, DCN

## True Forward

Fast track to value, industry differentiator

## Partners Expanded

Available through all authorized partner and distributors

## Security & Services

Seamlessly add support to a single contract

**NEW!**

## Available as Managed Service

Managed Services Partners now provide MSEA 3.0

# What's **NEXT?**

1 See Enterprise Agreement 3.0 in action  
at the **Software Simplification Demos at the booth**

2 Engage with your Account Team to discuss  
how **EAs will optimize your business**  
(and save you money).

3 Connect with me on LinkedIn or  
send me an email if you have questions  
or don't know your account team.

Steven Heinsius  
Director Software & Buying Programs EMEA  
[sheinsiu@cisco.com](mailto:sheinsiu@cisco.com)  
+316 5252 9562

CISCO *Live!*

Photo by Andrew Hawkes





The bridge to possible

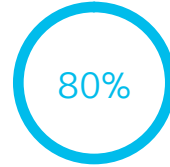
Thank you

CISCO *Live!*



Companies are implementing sustainability initiatives to support strategic business goals and objectives.

What sustainability business outcomes do you want to achieve? Cisco can help.



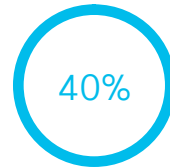
### Investments in sustainability increase

80% of companies state that driving cost reductions and increasing growth are fueling their investment in sustainability<sup>1</sup>



### Energy management is a key focus

Companies worldwide view Energy Management/Decarbonization as their primary area of focus<sup>1</sup>



### Sustainability is a competitive differentiator

40% of companies state competitive differentiation and brand awareness is driving their investments in sustainability<sup>1</sup>

# High energy consumption increases costs

## Campus / Meraki use case



### Challenge

Customer wanted to connect their sustainability strategy with day-to-day operations to drive cost reduction to meet their sustainability goals.

They lacked end-to-end visibility across the network to measure and optimize energy consumption use across the organization.

Objective is to reduce costs to drive profitability and efficiencies.

KPIs tracked include energy consumption and potential cost savings.

### Solution

Working closely with the customer, Cisco:

- Created a baseline of current consumption using end-to-end network observability through customer wireless/LAN (WLAN) controllers (DNA Center®/ Meraki®/Prime®)
- Recommendations provided improved power consumption:
  - Optimize device configuration
  - Link utilization optimization
  - Capacity planning and power management
  - Architecture evolution roadmap

### Results

- Created and executed a cost reduction plan focused on sustainability and power management in the Campus environment, covering both short and long term KPIs
- Enabled end-to-end energy consumption observability
- Improved power efficiency to meet objectives
- Implemented proactive measures to optimize energy consumption to reduce costs
- Data-driven approach enables customers to measure their sustainability progress, identify areas for improvement, and make informed decisions.

# Reduce carbon footprint to align with sustainability goals

## Data Center use case



### Challenge

Service provider committed to reduce their carbon footprint 20 percent by 2030.

They lacked end-to-end visibility to measure energy consumption, and a plan to meet their goals.

Key objectives included reducing costs, energy consumption, and a reduction in emissions.

KPIs tracked included a broad range of energy usage metrics, including power consumption (kWh), value of power use (kWh, Gbps, CPU load %), power efficiency (PSU ration %), and temperature (C/F).

### Solution

Working closely with the customer, Cisco:

- Baselined current consumption with end-to-end data center and network observability tools
- To reduce carbon footprint, recommendations included:
  - Workload energy optimization
  - DC environment optimization
  - Link utilization optimization
  - Infrastructure planning and density optimization
  - Sustainability visualization

### Results

- End-to-end energy network observability tools were enabled to track consumption
- Developed and implemented data center workload energy optimization plan
- Delivered sustainable operational practices through workload placement efficiencies, automation, and power saving measures
- Implemented industry-leading sustainability practices resulting in emission reductions
- Achieved measurable cost savings and OPEX improvements

Be Stronger – Manage Reputation and Improve Brand

# Manage Reputation and Improve Brand

## Challenge

Organizations that don't optimize for network performance and reliability are vulnerable to business disruptions, security breaches, and loss of sensitive business data.

## How we can help

- Assess your online brand experience for gaps in availability, resiliency, and security
- Optimize network performance to protect sensitive data and assets
- Enable IT staff to design and operate high-performing, reliable networks



## Business value

- Optimize digital infrastructure to create a robust customer experience
- Optimize security for reliable business operations and customer transactions
- IT teams are skilled and ready to manage and support your digital infrastructure

# Manage Reputation and Improve Brand KPIs

Examples include

## Business KPIs

- **Network uptime**
- **Mean time** to resolution
- **Customer satisfaction** score

## Operational KPIs

- **Incident response** time
- **% of network** with security vulnerabilities
- **% of network** with regulatory compliance violations

# Lack of application performance hinders brand momentum



## Challenges

Customer does not have visibility into application performance and availability.

They do not have ability to proactively scale network performance and capacity.

Additionally, legacy equipment and outdated software adds complexity and risk.

Objective was to improve overall network management. KPIs focused on risk reduction, performance, and improving network management.

## Solution

Working together, Cisco and customer team:

- Implemented application infrastructure instrumentation to measure performance and resource requirements.
- Monitored and measure application resource consumption of on-premise and cloud environments.
- Identified configuration best practices and resource requirements to identify risk.

## Results

- Team worked to improve application performance and resource consumption.
- Teams also verified normal capacity and scale to support future growth.
- Efforts focused on reducing risk and introducing optimization into network management.

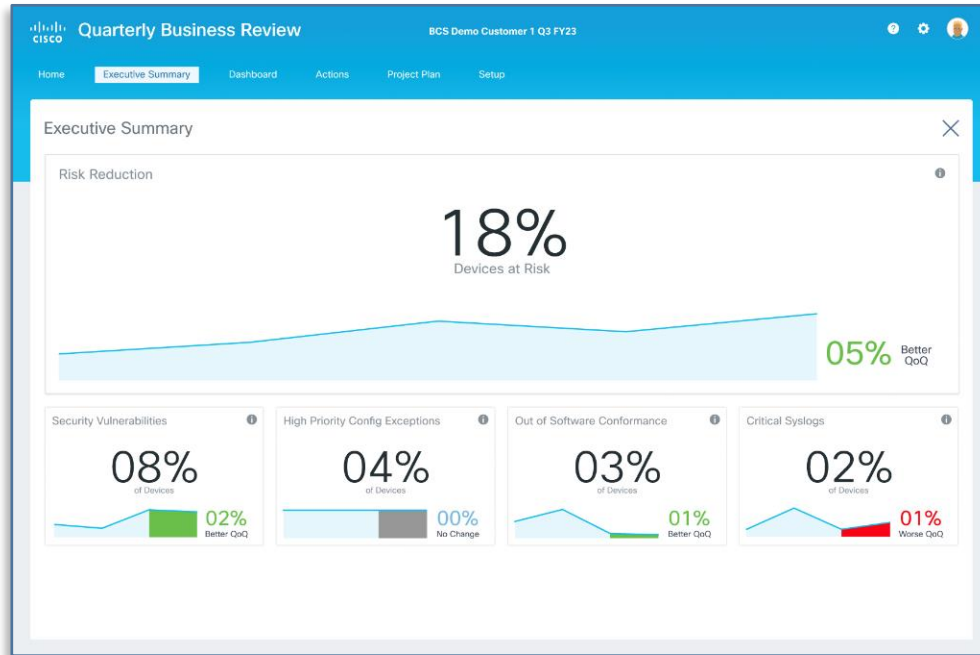
KPI Tracking / Reporting / Validation

# Quarterly Business Review dashboard



# Quarterly Business Review dashboard

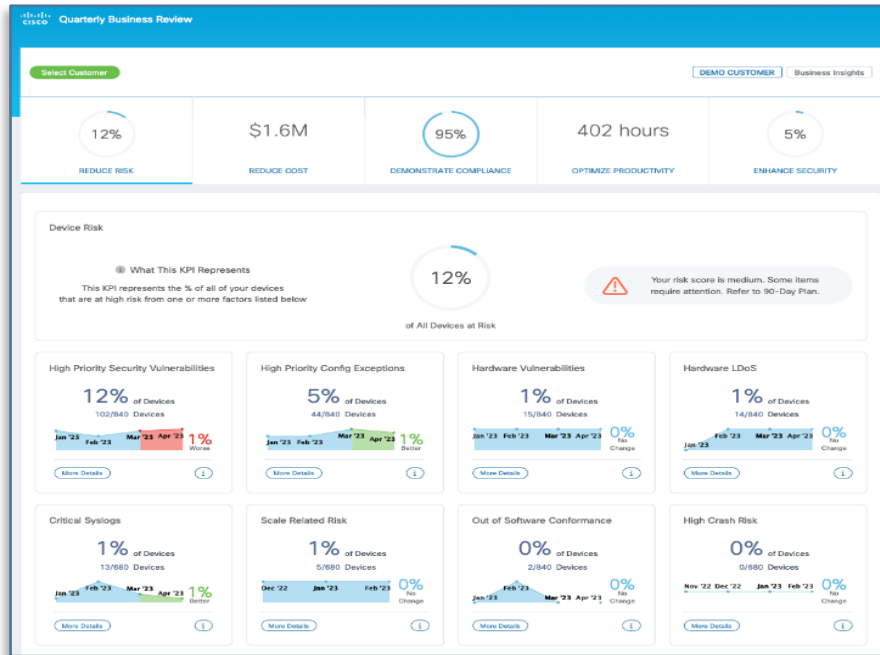
## Executive Summary screen



- Your Cisco team personalizes the dashboard to your outcomes
- Dashboard view validates progress-to-date
- Customized KPIs can be tracked for progress
- Share snapshots of KPI progress with business leaders and teams

# Quarterly Business Review dashboard

## Reduce Risk outcome



- With your Cisco team, you determine the KPIs you want to track
- Dashboard KPIs can be personalized to your outcomes
- Dashboard view validates progress-to-date
- Assess progress at regular intervals