

EN Learning Day

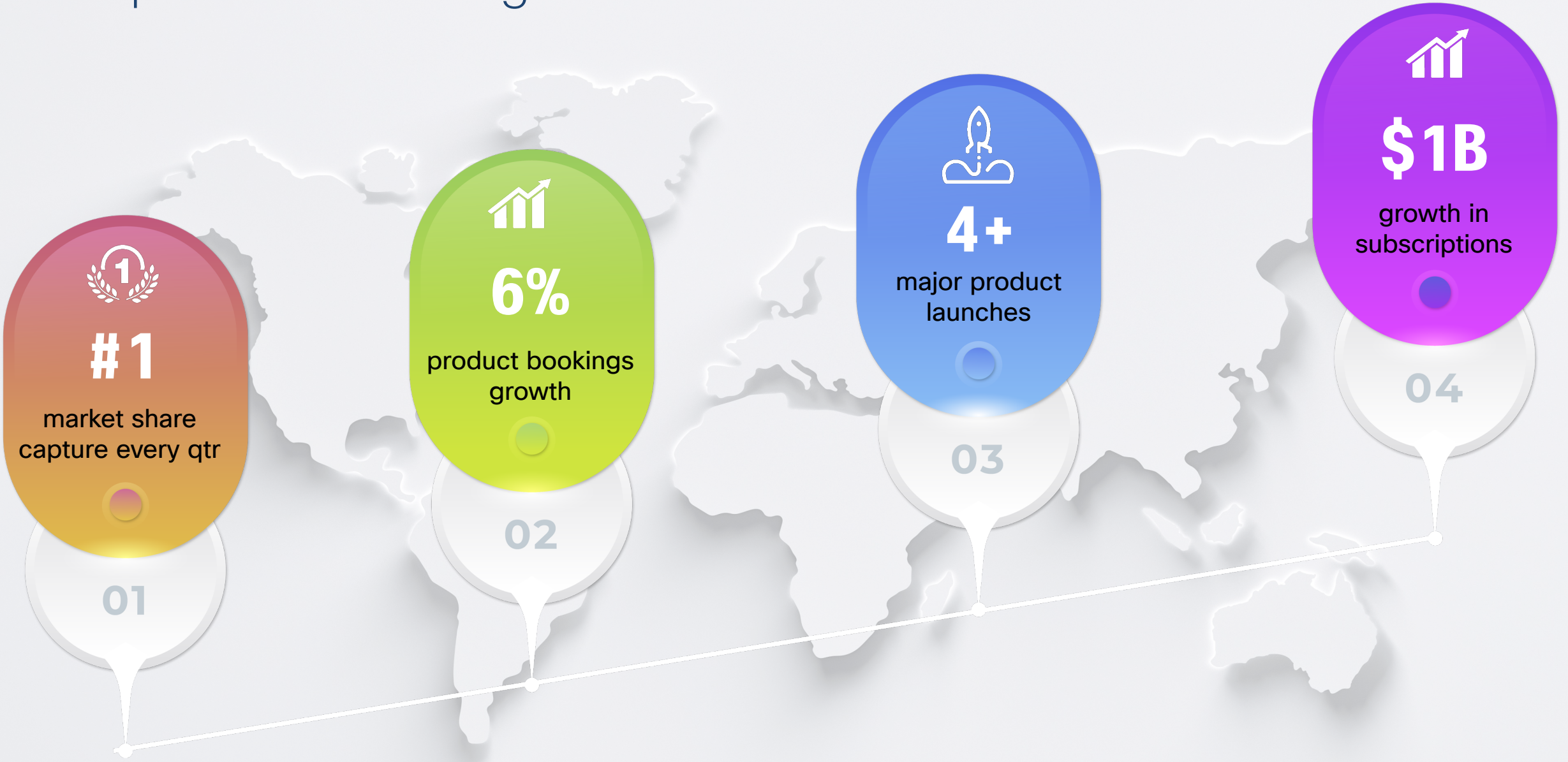
Business Update









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Speaker Title:
November 2019

Enterprise Networking – FY19 At-A-Glance

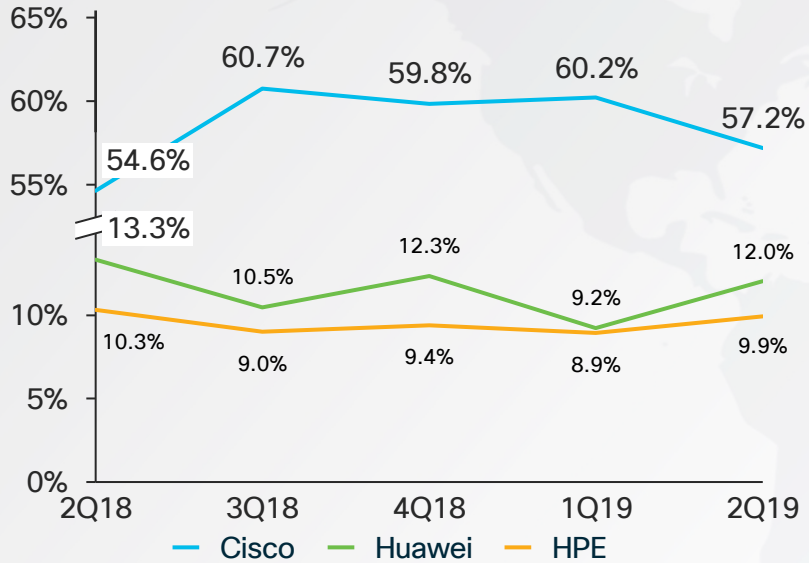


Our Strategy Enables us to Deliver Unique Solutions Across Different Buyer Personas

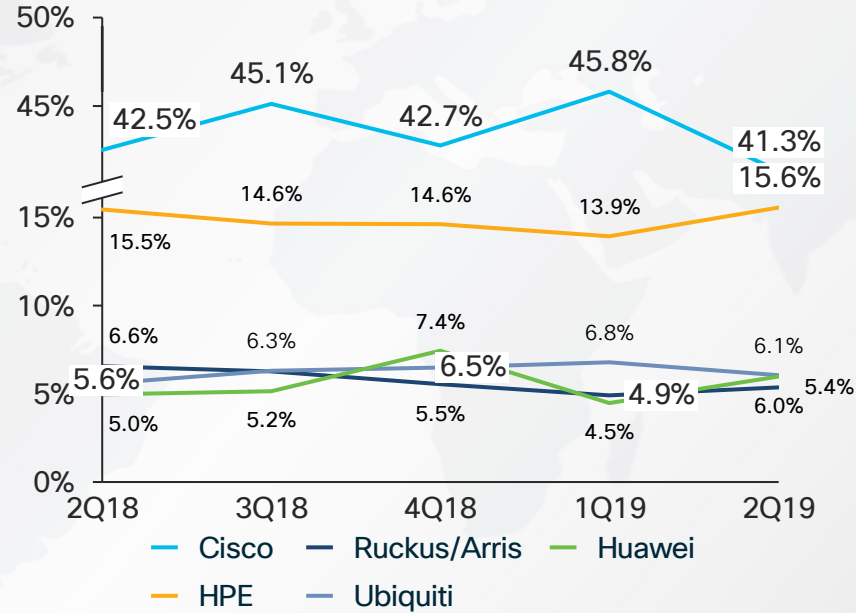
		Segment Characteristic	Cisco Solutions
 Architectural Buyer		<ul style="list-style-type: none">▪ Buys Turnkey solutions▪ Ex: Financial Services, Healthcare, Large Enterprises▪ Often have sophisticated and trained IT teams	<ul style="list-style-type: none">▪ SD Access▪ DNAC Automation, Assurance▪ Security
 DIY Buyer		<ul style="list-style-type: none">▪ Driven by Open Standards, Flexibility, Interoperability▪ Use standard APIs, Devops tools, etc. for network management.▪ Ex: MSDC, Cloud Providers, Higher ED	<ul style="list-style-type: none">▪ Model based APIs, Programmability▪ Segment Routing▪ EVPN-VxLAN
 Lean IT		<ul style="list-style-type: none">▪ Driven by Cost, Price and proximity.▪ Often not sophisticated, low skilled IT▪ Ex: mid market, Small	<ul style="list-style-type: none">▪ DNA Cloud▪ SaaS connectors (Umbrella, Azure AD)

Q2CY19 Market Share

Enterprise Switching



Enterprise Wireless



Access Routing

