Getting to know Cisco

Viktor Hagen
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.
Our 5 Foundational Priorities

5.Bringing innovation and expertise to solve customers’ business problems: Link Technology Architecture to Business Architecture

2. Collaboration

3. Data Center / Virtualization and Cloud

4. Video

Focus on large markets:
- Going through transitions where the network is becoming more critical
- Which are drivers of future networking growth

1. Our Foundation: Routing, Switching, Services
   Make our networks secure and mobile – Security, Mobility
employees
...are our competitive advantage

- 1/3 sales
- 1/3 engineering
- 1/6 service
- 1/6 other

- 63K+ employees
- 165+ countries
- 475+ offices
Our Innovation Framework

150 acquisitions
One-third of revenue

R&D spend is 13% of revenue
20,000 Engineers
11,769 issued patents

Buy

Build

Partner

Over $2B in Equity Partnerships and Investments
Thank you.