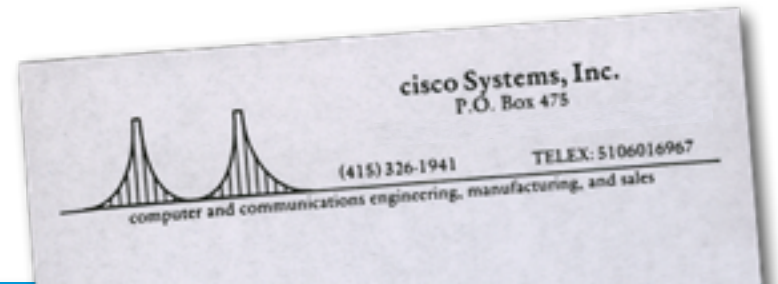


# Getting to know Cisco

Viktor Hagen

# 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**

# 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:

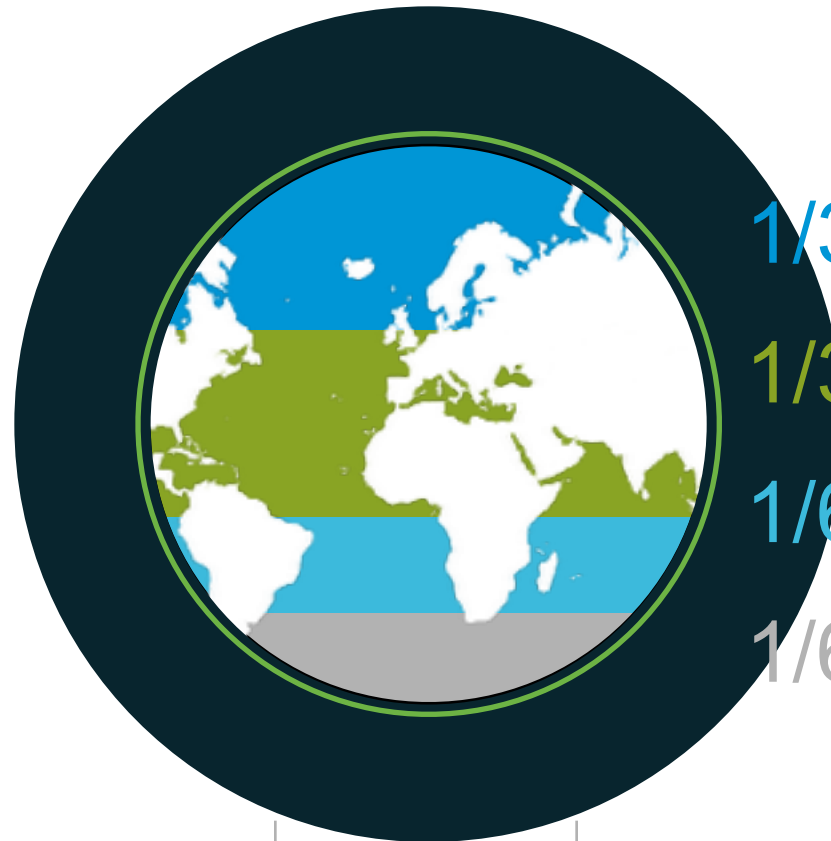
- Going through transitions where the network is becoming more critical
- Which are drivers of future networking growth

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<sup>+</sup>  
employees

165<sup>+</sup>  
countries

475<sup>+</sup>  
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

NDS

Jabber™

TANDBERG

STARENT  
CORPORATION

ScanSafe

bmc software

vmware

EMC<sup>2</sup>

accenture

NetApp

CITRIX

dimension data

Over \$2B  
in Equity  
Partnerships and  
Investments

Thank you.

