

The Future is Now

Jordi Botifoll

President Latin America & SVP in the Americas

June 21, 2019



Our vision

For over 30 years, we've focused on helping to change the way the world works, lives, plays, and learns.



Our strategy

We create solutions built on secure, intelligent networks that solve our customers' challenges.



Cisco at a Glance



We build bridges
between hope and
possibility



More than
200 acquisitions
since 1993



49.3B
FY18 Revenue



74,000 Employees
300,000 Partners



More than
19,000 patents

#1 or #2 in most market
segments we serve



480 Offices
Globally

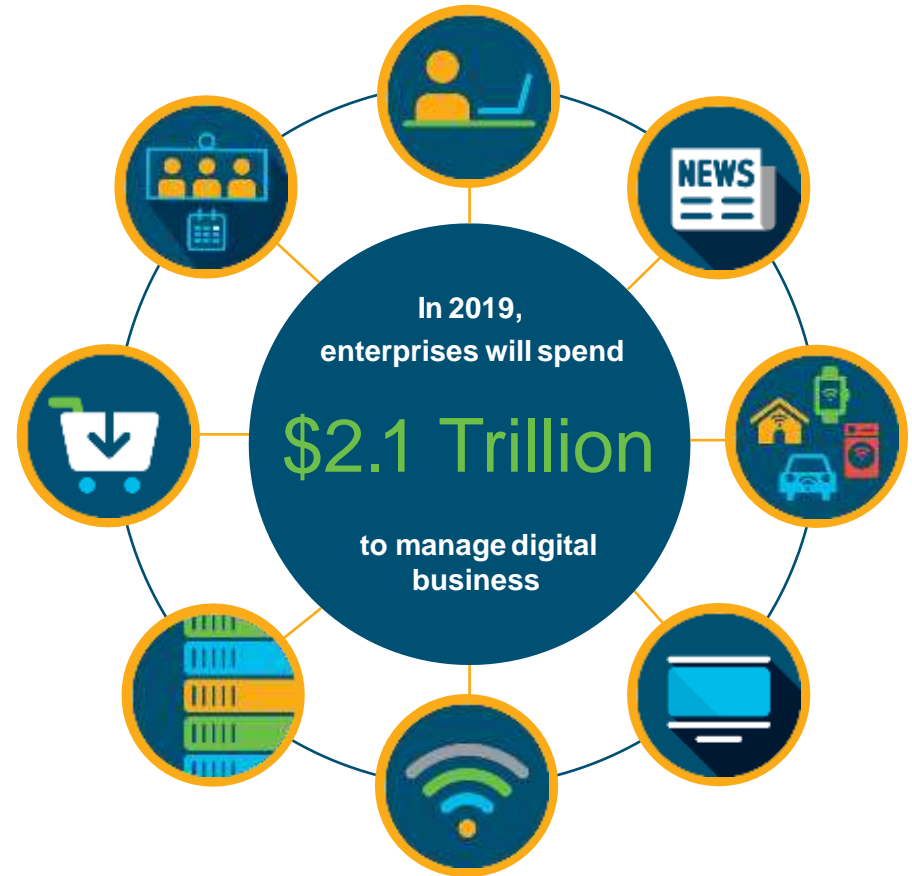
An aerial view of a city skyline with various digital icons overlaid. The icons include a shopping cart, an airplane, a cloud, a bar chart, a laptop, a coffee cup, a film strip, and a group of people, all connected by a network of lines and circles.

A Digital World

We live in world where technological advancement is a constant and the recent pace is unprecedented.

The opportunity: Embracing digital business

IDC predicts worldwide spending on digital transformation technologies will expand at a compound annual growth rate (CAGR) of 16.8% through 2019 to more than **\$2.1 trillion.***



The Digital Economy is Transforming Our World

Government Efficiencies



Citizen Services
Connected Justice
Govt Shared Services

National Competitiveness



Smart Cities
Connected Industries
Digitize Economy

Social Inclusion



New Generation Learning
E-Health & Telemedicine
Public Safety

Cisco is Enabling Digital Transformation for Every
Business, City, and Country

Digital Readiness Index



**Tech
Infrastructure**



**Tech
Adoption**



**Human
Capital**



**Basic
Needs**



**Business &
Government
Investment**

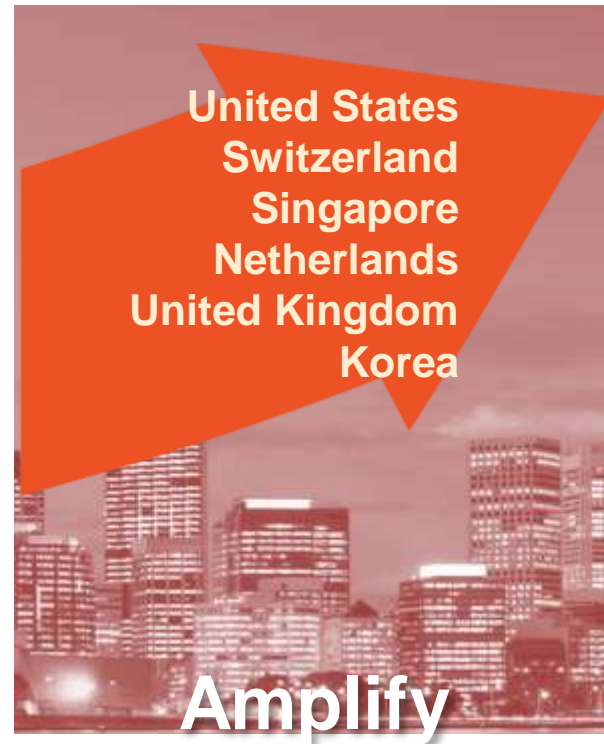


**Start-Up
Environment**



**Ease of
Doing
Business**

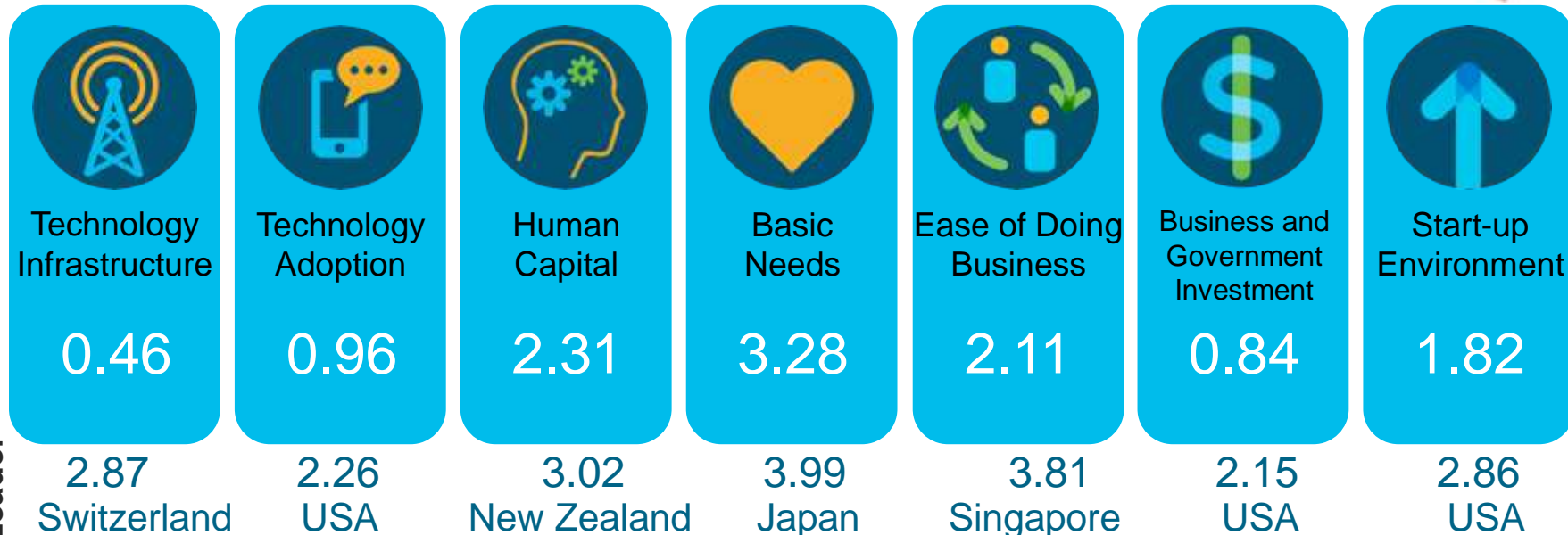
Digital Readiness Index Stages



Latin America Digital Readiness Index Average



LATAM Average =11.78
Amplify Average =16.83



Cisco Secure, Intelligent Platform for Digital Business



Power a
Multicloud World



Reinvent
the **Network**



Unlock the
Power of **Data**



Security is
Foundational



Create Meaningful
Experiences

Increased Pace of Innovation



Cisco + Security = Trust



Cisco Networking Academy LATAM

A mission that became a movement, changing...



YEARS OF
CHANGING
WORLDS

2M students total
600k currently

4,400 instructors
1,800 academies

94% obtain job
opportunities

31 countries

Digital Transformation Latin America

Smart Lighting Brazil

Business Results: In Belo Horizonte, the large-scale PPP is using Cisco Smart Lighting technology to modernize LED infrastructure, decrease operational costs and help the environment.



Connected Education Argentina

Business Results: Cisco's technology is the networking and video telepresence platform for secure Internet access providing access to digital content & tools for education.



SAT Mexico

Business Results: Cisco's technology portfolio enables the national tax entity with its 350+ applications to expand tax collection and digitize key processes in citizen payments.



Between sí and yes  there's a bridge.

Plan Ceibal



The bridge to possible

Cisco is Reinventing Your Digital Future



Agility



Simplification



Choice



Security



Amazing
Experiences

