Cisco India Overview

Cisco is the worldwide leader in IT that helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the previously unconnected. At Cisco (NASDAQ: CSCO) customers come first and an integral part of our DNA is creating long-lasting customer partnerships and working with them to identify their needs and provide solutions that support their success.

Founded in 1984 by a small group of computer scientists from Stanford University, Cisco engineers have been leaders in the development of Internet Protocol (IP)-based networking technologies since the company's inception. This tradition of innovation continues with industry-leading products in the core areas of routing and switching, as well as advanced technologies in areas such as Unified Communications, Network Security, Video, Virtualization and Cloud Computing.

Innovation is a core part of the Cisco culture and annually $5.5 billion is invested in R&D; Cisco has more than 20,000 Engineers in more than 10 labs worldwide; more than 4200 patents have been awarded to Cisco inventors.

Cisco Global Facts

- Incorporated on December 10, 1984 in California
- Went public on February 16, 1990. NASDAQ NM: CSCO (Common Stock)
- Q4 FY'13 Employee Count: 75,000+
- John T. Chambers is the Chairman and Chief Executive Officer, Cisco
- FY13 revenue was $48.6 billion

Cisco India Facts

- Cisco India commenced operations in 1995; India, as a region, is part of the APAC theater
- India headcount is 11,800+
- Cisco has seven sales offices in the region - New Delhi, Mumbai, Bangalore, Chennai, Pune, Kolkata and Hyderabad.
- The Cisco Global Development Center is in Bangalore; this is the largest outside of the US. The 1M square foot campus houses Cisco's Research and Development (R&D), IT and customer support teams The centre develops disruptive business models for Cisco to create new go-to-market channels, markets, processes and technologies for emerging markets. The Advanced Global Briefing Center located here showcases Cisco's latest technology solutions and proof-of-concepts.
- Currently 800+ patents have been filed from India and 480+ issued for innovations across all technologies.
- The Cisco ASR 901 Router developed by Cisco's engineering team in India received the NASSCOM Innovation Award 2012 for innovation in creating a unified platform to serve the needs of 2G/3G/4G mobile backhaul and Carrier Ethernet applications.

- Cisco India has won two Aegis Graham Bell Awards for 2012. Cisco's Unified Computing System (UCS) C series 2 socket M3 Server software and Nexus 3000 Series Switch software won awards for innovation in the Cloud Services and Telecom Infrastructure categories respectively.
- Cisco has joint Development Centers with Wipro Technologies and Infosys Technologies in Bangalore; HCL Technologies in Chennai and Zensar Technologies in Pune.

- Cisco's go-to-Market strategy is through partners
  - 2500+ Partners
  - 12 Gold Certified Partners – Accenture Services Pvt Ltd, British Telecom India Pvt ltd, Tech Mahindra, Dimension Data India Ltd, HCL Comnet , HCL Infosystems Ltd, IBM, Orange Business Services, AGC Networks, Velocis (formerly Integrix) , Wipro and TCS
  - 11 Silver Certified Partners – Proactive, Locuz, PC Solutions , Nirmal Datacomm, SK International, Allied Digital Services Ltd, Netplace Technologies Pvt Ltd, Central Data Systems P. Ltd, Intec Infonet, Syndrome Technologies and Millennium IT (Sri Lanka)
  - 4 Distributors– Ingram Micro, Redington, Compuage and Inflow Technologies
- Support and Service - Extensive support system for customers with 21 premium depots (logistics centres). Besides that, Cisco is the only vendor to have a support program called ARNBD (advance replacement next business day) for its resellers
- Cisco Capital was launched in 2005 to offer flexible leasing and financial services to customers and partners.
- Currently, there are 193 Active Cisco Networking Academies across 24 states & union territories in India with 19,232 active students. Overall, 83,380 Students (22% female) have been impacted since the program inception and there are 21,777 Cisco certification ready graduates through the program.

India Market Share Leadership

Core Technologies
- Router: 69.8%; Switch: 68.7% Total LAN: 64.3% (CY Q2'13, IDC LAN Tracker)

Advanced Technologies
- WLAN: 40.8% (CY Q2'13, IDC)
- Security: 33.4% (CY Q4'12, Frost & Sullivan)
- Enterprise Telephony: 33.9% (CY H1'13, Frost & Sullivan)
- IP PBX: 55.1% (CY H1'13, Frost & Sullivan)

Some key customers across India
- **Corporate -** Ford India, Dr. Reddy's Laboratories, Tata Group, Mahindra & Mahindra, Larsen & Toubro, Gas Authority of India, Indian Oil Corporation, Le Royal Meridien, Taj Group of Hotels and Hindustan Lever
- **Service Providers -** Tata, Reliance, Bharti, VSNL, BSNL, MTNL, SIFY and IDEA Cellular

- **Banking and Financial Services -** HDFC Bank, State Bank of India, Punjab National Bank, United India Insurance Corporation, New India Assurance, National Insurance Corporation, Life Insurance Corporation, Bank of Baroda, Bank of India, IDBI Bank, ICICI, IDRBT, Vysya Bank and Yes Bank.
- **Government -** State Governments of Gujarat, West Bengal and Andhra Pradesh, Lok Sabha (Parliament) Library, Supreme Court, National Highway Authority, CDAC and APDRP (Accelerated Power Development and Reform Programme)
- **IT Services -** Infosys, Wipro, Digital GlobalSoft, IBM, Adobe, Intel, Cognizant Technologies, Tata Consultancy Services, Texas Instruments, Tesco, Unisys, US Technologies, Mahindra, First India Insurance, Symphony Technology, Thomson Reuters and HCL
- **IPCC (IP Contact Center) -** vCustomer, Phoenix, Nirvana, Manjushree, TransWorks.

For further information about Cisco India, please visit: http://www.cisco.com/in