

# In today's world, businesses need to transform to perform.

Or they lag behind.

Is your IT team digital-ready?



Did you know? 

**2/3** of organizations today are reimagining business through digital transformation.<sup>1</sup>

Transformation has its benefits: Tech leaders generate **2X more revenue growth (9%)** than laggards (4%).<sup>2</sup>

They can also apply new technologies across **3X more business processes** than laggards to deliver innovation.<sup>2</sup>



Most importantly, '**digitally determined**' businesses have a **digital strategy, a single roadmap, and an integrated, enterprise-wide technology architecture** to multiply innovation.<sup>1</sup>

Organizations that are '**digitally distraught**' lack the fundamentals; they're lost in the transformation haze, and challenged to compete.<sup>1</sup>



## Where does your organization fit?

### Cisco Lifecycle Packages

With Cisco® Business Critical Services Lifecycle Packages, **every IT role in your organization is empowered with expertise, powered by analytics and insights, to accelerate outcomes.** Every step of the lifecycle journey.

With Cisco Lifecycle Packages:



#### Architecture teams

Can quickly build a strategy to implement innovative technology that aligns IT strategy with business intent in real time.



#### Engineering teams

Can de-risk technology transitions, design and accelerate deployment of new IT solutions to increase business agility.



#### NetOps teams

Can maintain a secure, always-on, customer network using predictive analytics, industry standards, and best practices.



#### SecOps teams

Can preempt, protect, and defend against cybersecurity incidents across the enterprise.



#### DevOps teams

Can accelerate development and the delivery of new applications and services to speed time to market.

## Expert Services, Accelerated Outcomes

A recognized leader in digital transformation and innovation, Cisco Business Critical Services can help IT teams perform and transform faster.<sup>3</sup>



Contact your local Cisco Business Critical Services account representative or authorized Cisco partner today to start the conversation.

Visit Cisco Business Critical Services online.

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Sources  
1. PC Magazine  
2. Accenture  
3. Cisco Business Critical Services Internal Research