



*TOMORROW
starts here.*



Welcome to Cisco Innovate

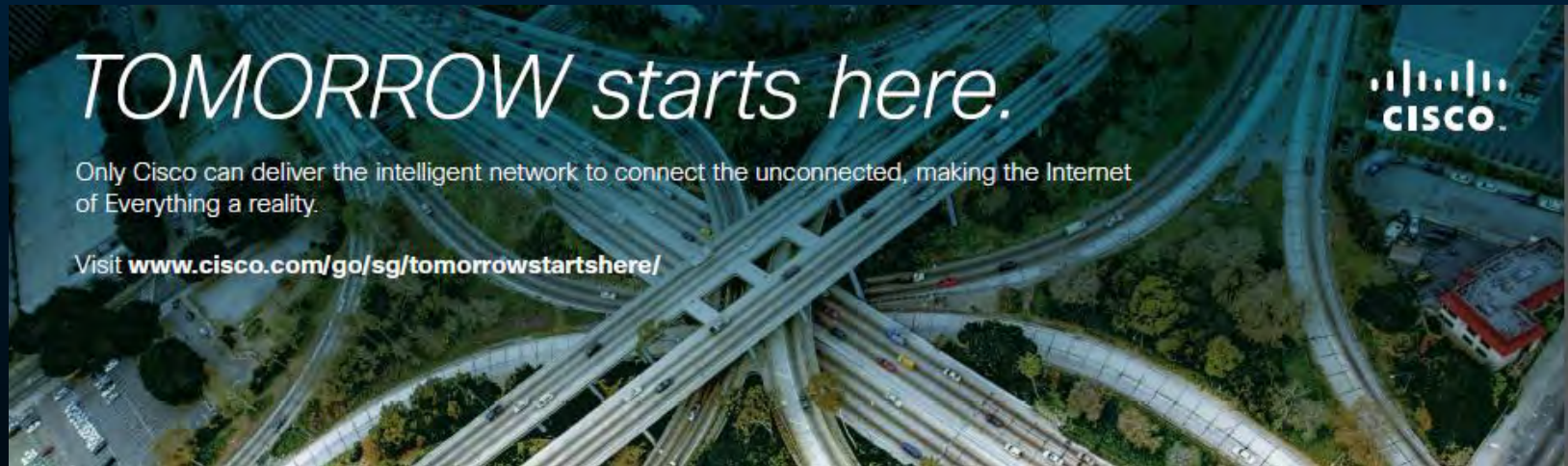
Stephen Thomas S. Misa
Operations Director
Country General Manager
Cisco
Philippines



Welcome to Cisco Innovate

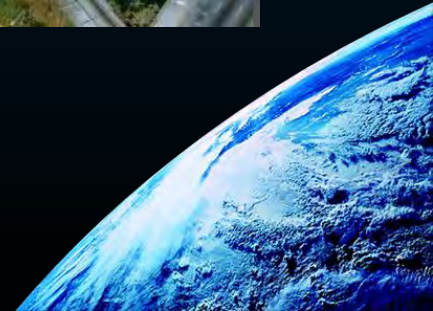


- Market Research and Global Trends
- How we are changing the way we work, live, play and learn
- Customer testimonials
- Live demonstrations across various verticals
- Panel Discussion
- CXO Forum



CISCO INNOVATE

The Internet of Everything —
Connect The Unconnected



The Internet of Everything

81% of Filipino survey respondents own two or more personal devices and 85% of respondents bring these to work

CIOs in Asia embracing the trend of Mobility Services with **70% already having policies to support approved employee-owned devices.**

Filipinos spend nearly a day or an average of **21.5 hours per week on the Internet**

Philippines is the **second top Internet user in Southeast Asia**; 33 million Internet users and 1.5 million broadband subscribers, 106 million mobile subscribers

Philippines is the **fastest-growing smartphone market** for Southeast Asia

CISCO **INNOVATE**

The Internet of Everything —
Connect The Unconnected

[There are over 33 million Internet users and 1.5 million broadband subscribers.](#) Entrepreneur, (2013).
[TOP 20 COUNTRIES WITH THE HIGHEST NUMBER OF INTERNET USERS](#). Internet World Stats, (2012).



Today...our “Connected World” is still Mostly Unconnected



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99% of the World is Still Not Connected



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The Internet of Everything —
Connect The Unconnected



A History of Connections

170 Years Ago:
Invention of the Telegraph

100 Years Ago:
Invention of the Radio

70 Years Ago:
First general purpose
electronic computer

40 Years Ago:
First Internet
connection

20 Years Ago:
World Wide Web

Intelligently Connecting People, Process, Data, and Things

2003:
0.5B Connected
Devices



2005:
IP Traffic:
29 exabytes



2005:
First Smartphone



2008:
Video Traffic:
21 exabytes



2010:
0.5B Smartphones



2010:
7B Connected
Devices



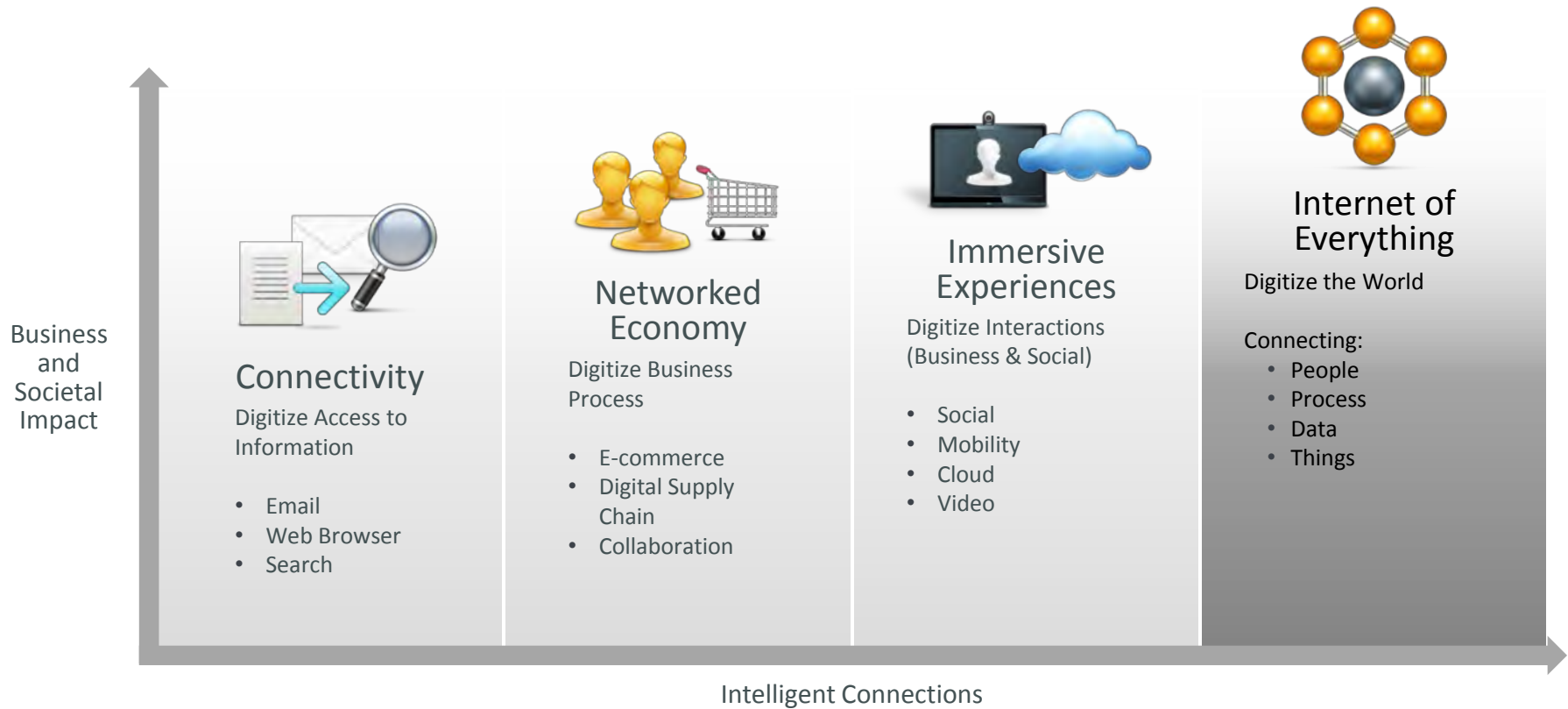
2011:
90M Smartmeters



2012:
50M Connected
Cars



The Evolution of the Internet



Intelligent Network is fundamental to Connecting the Unconnected

Rapid Service Creation and Market Agility



Connecting to More Things for More Insights



Intelligent Infrastructure



Secure, Unified Experiences



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The Internet of Everything —
Connect The Unconnected

We've Only Just Begun ...



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Connected Education:
\$78B IoE Value at Stake



Smart Buildings:
\$349B IoE Value at Stake



Connected Healthcare:
\$106B IoE Value at Stake



Connected Commercial Ground Vehicles:
\$347B IoE Value at Stake



Smart Factories:
\$1.95T IoE Value at Stake



Smart Grid:
\$757B IoE Value at Stake

... to change the way the world works, lives, plays, and learns

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