Will You Survive the Digital Revolution?

Annia Gruvstad, Head of Enterprise Networks, Cisco Sweden
Digital Vortex - Disruption is here

4 in 10
Market incumbents will be displaced

3 years
Expected time to disruption*

*Expected time to disruption is 3 years.
In your industry, how many companies will lose their place in the top 10 due to digital disruption over the next five years?

- Telecommunications
- Technology Products & Services
- Retail
- Hospitality & Travel
- CPG & Manufacturing
- Media & Entertainment
- Financial Services
- Healthcare
- Pharmaceuticals
- Utilities
- Oil & Gas

Average: 3.7

Source: Global Center for Digital Business Transformation, 2015
No Industry is Immune to Digital Disruption
Digital Business Agility: Using Digital Means to Change

- **External Business Environment**
  - Customer
  - Partners
  - Macroeconomic forces

- **Internal Business Environment**
  - Employees
  - Operations
  - Physical and digital assets
  - IT infrastructure

- **Data**

- **Hyper Awareness** → **Informed Decision Making** → **Fast Execution** → **Hyper Awareness**
Internet of Everything – The Engine of Digitization

- **50 billion** connected devices in 2020
- **4.1 billion** Internet users
- **19 $ Trillion** digital value across private industries from 2013 to 2022

- **1000** Devices connected to the internet in 1984

More new data will be created in 2017 than the prior 5,000 years.

By **2020**, 40% of data will come from sensors.
Connecting Cities
All things connected can be hacked…
If you *knew* you were going to be hacked, would you think differently?
Traditional Networking and Security Cannot Keep Pace with the Demands of Digital Business

- Insights & Actions
- Automation & Assurance
- Security & Compliance

80% of OPEX is used to keep the lights on
95% of Policy Violations Due to Human Error
Security IN the Network, not bolted on.

Cisco Digital Network Architecture (DNA)
Build a Platform to Enable Secure Digitization

Can you connect millions of end points to reach every part of your business?

Can you rapidly detect and isolate threats across your extended network?

Can you deploy applications and services to remote offices and stores in minutes?

Can you deliver relevant personalized offers to users?