



The Cisco Digital Core

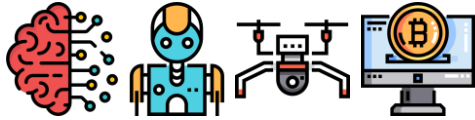
Secure, Intelligent Platform for Digital Business

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Digital Transformation



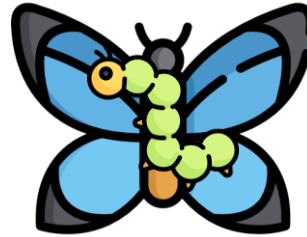
Fusion of Advanced Technologies



Innovative
Business
Models



New
Processes



Integration



Physical
Systems



Digital
Systems



Smart
Services



Smart
Products

Enter... 'Perpetual Evolution™'

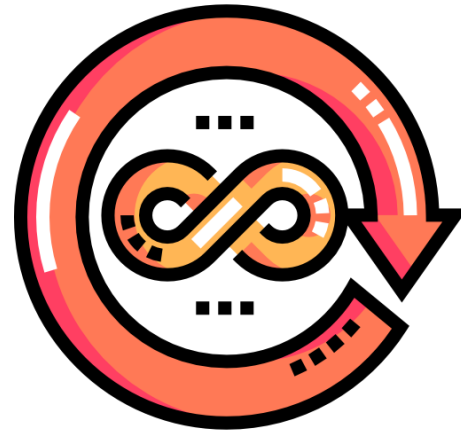
Legacy, or Heritage,
Architectural Approach



Periodic (so-called 'big-bang')
changes to business & IT architecture



Perpetual Evolution™
Architectural Approach



Continual change of business
processes & IT infrastructure

The Shift to an Intent-based Infrastructure...

(... but, according to Saint Bernard of Clairvaux, “The road to hell is paved with good intentions”!)

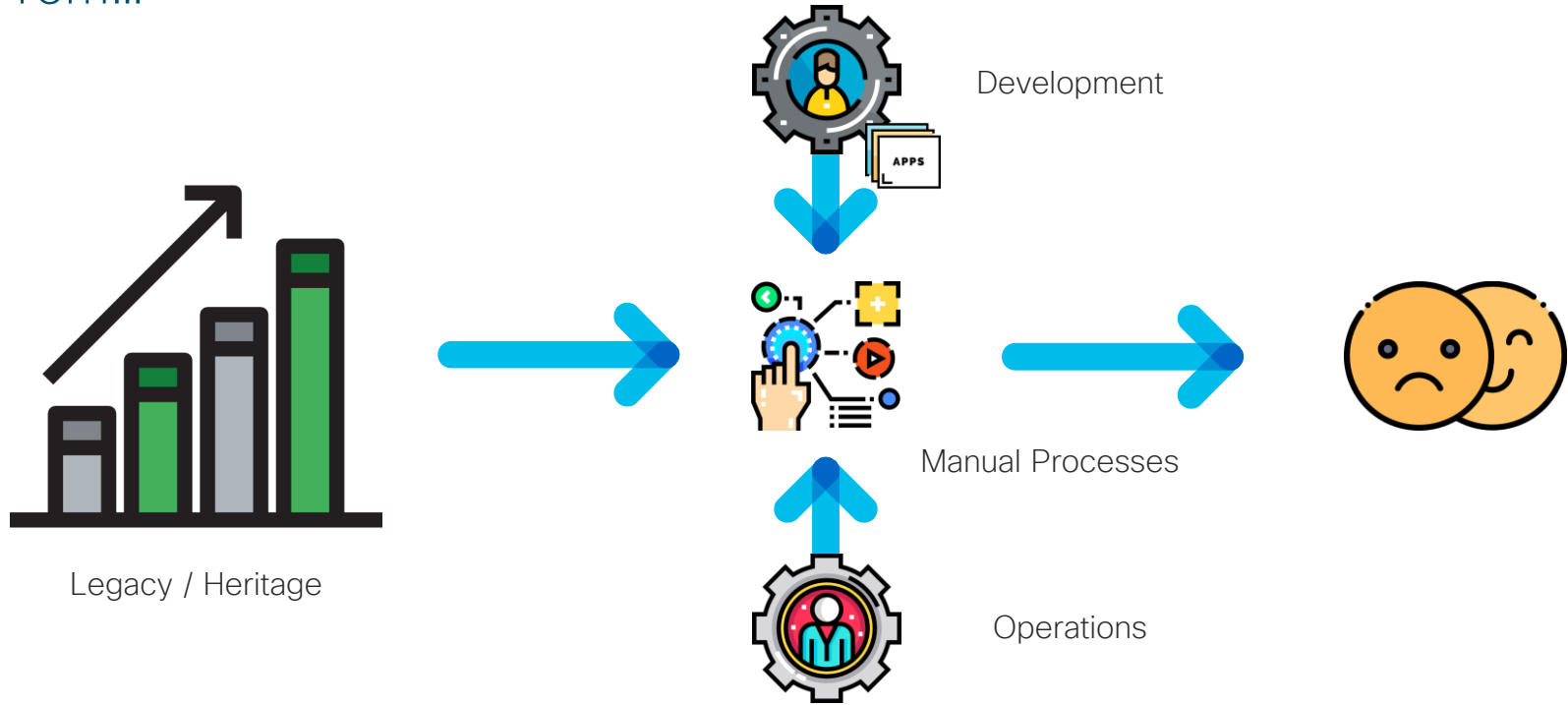
What should be an organisation’s *ultimate intent*?

‘... we’ve seen that those that successfully transform for the digital economy find ways to create a persuasive *new value proposition* – *often a breakthrough in customer experience.*’

The ultimate intent should be
a continually evolving, exemplary customer experience.

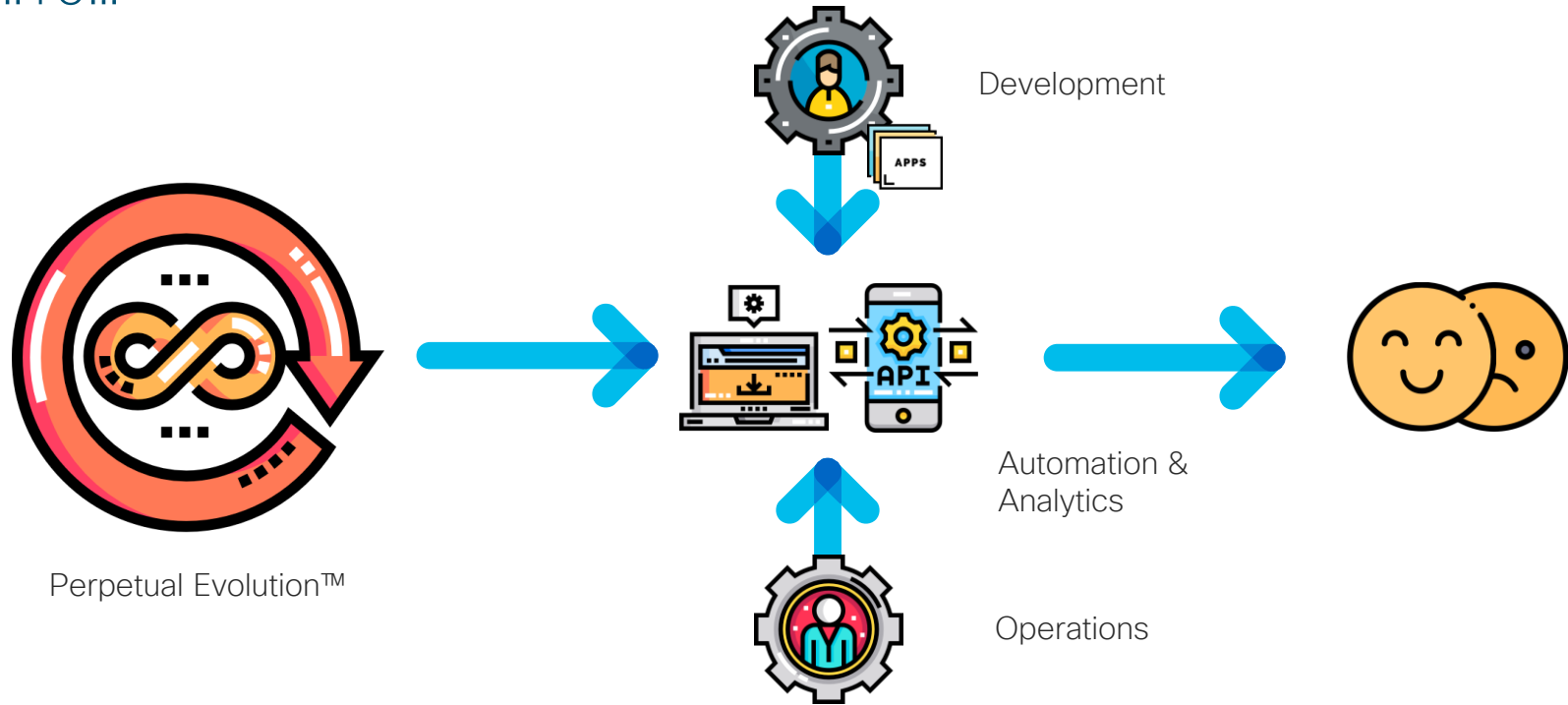
The Shift to an Intent-based Infrastructure...

From...

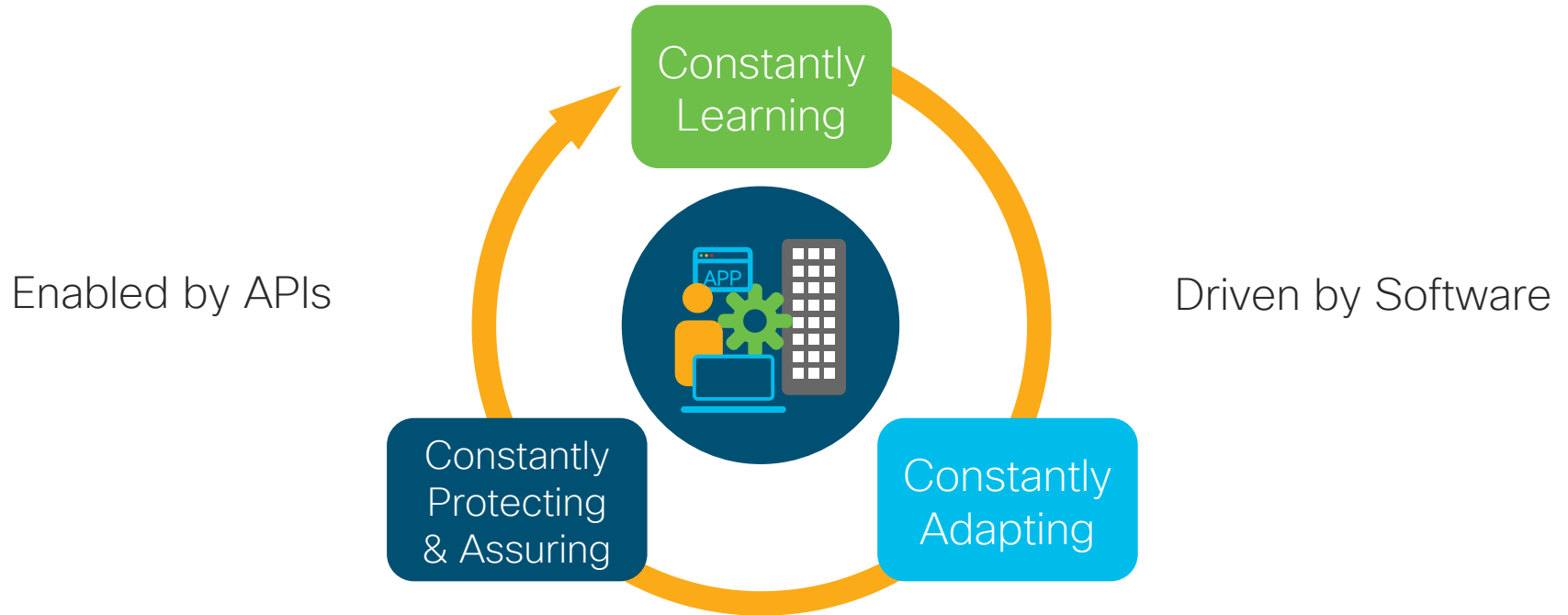


The Shift to an Intent-based Infrastructure...

...To...



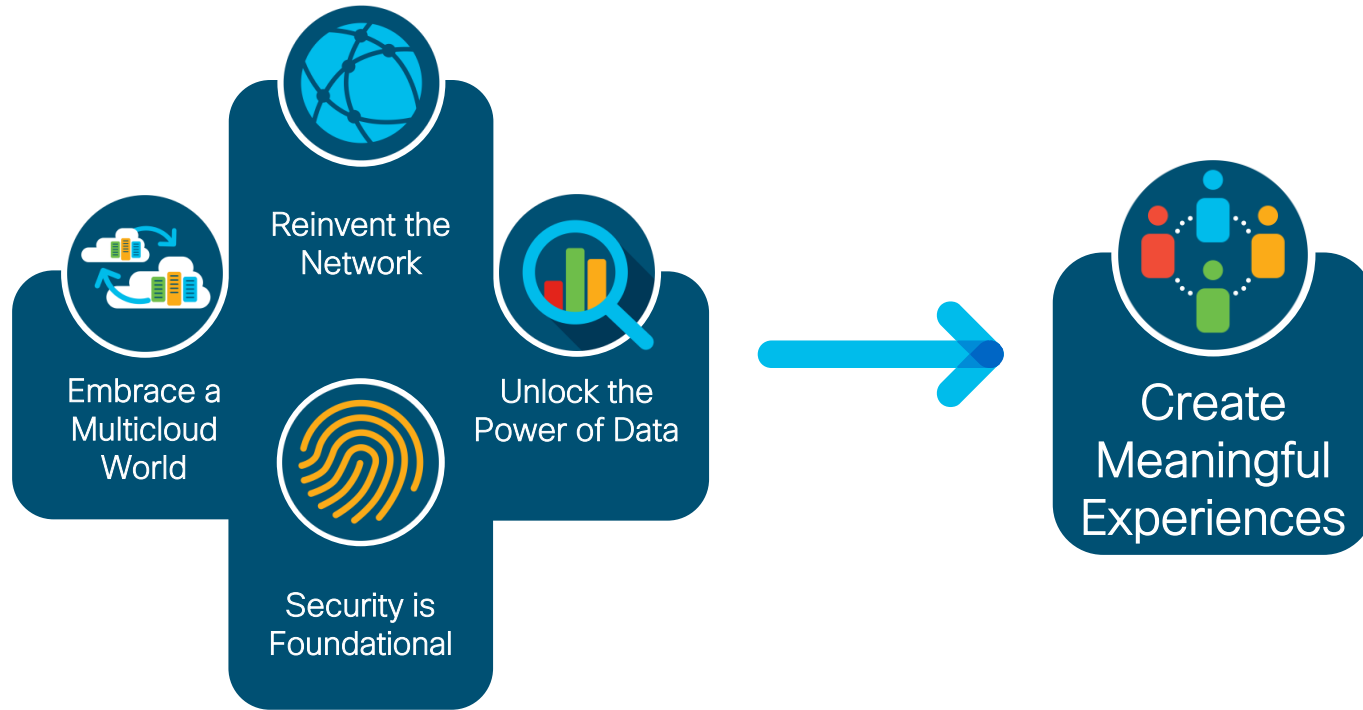
How To Embrace 'Perpetual Evolution'...



Secure, Intelligent Platform for Digital Business

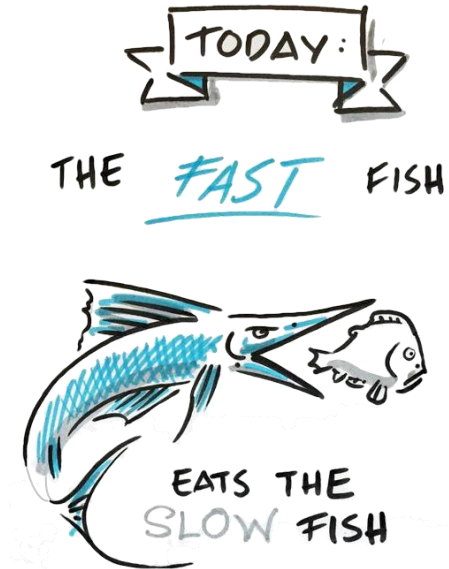
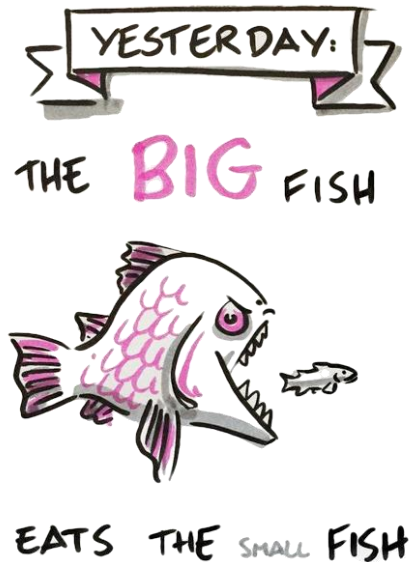


Secure, Intelligent Platform for Digital Business



Competitiveness is the New Revolution!

Innovation has become the decisive competitive advantage



Graphics Source: Agile Leaders Day 2017 – Holger Nils Pohl, WorkVisual Institute – 20 March 2017

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Based On:

'The New Global Context and its Impact on the Role of Government'
Main Address on Opening Day of The World Government Summit 2015, Dubai, UAE – 10 February 2014
Delivered by Professor Klaus Schwab, Founder and Executive Chairman of the World Economic Forum

