



# Enabling the journey to digital transformation

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01.

Digitisation  
impacts the  
company e2e in  
its value chain

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02.

Innovation is not  
a department, it's  
a company  
approach

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03.

Security is a  
fundamental  
enabler or a  
showstopper

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Research & Development

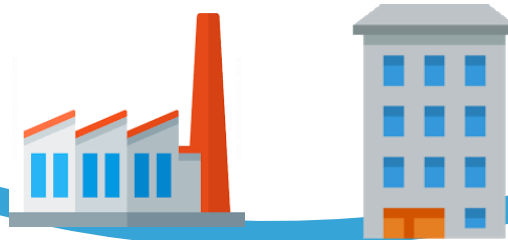
IN: Logistic/Warehouse



Training – Show room



OT vs IT



Customer service  
Marketing  
Branding



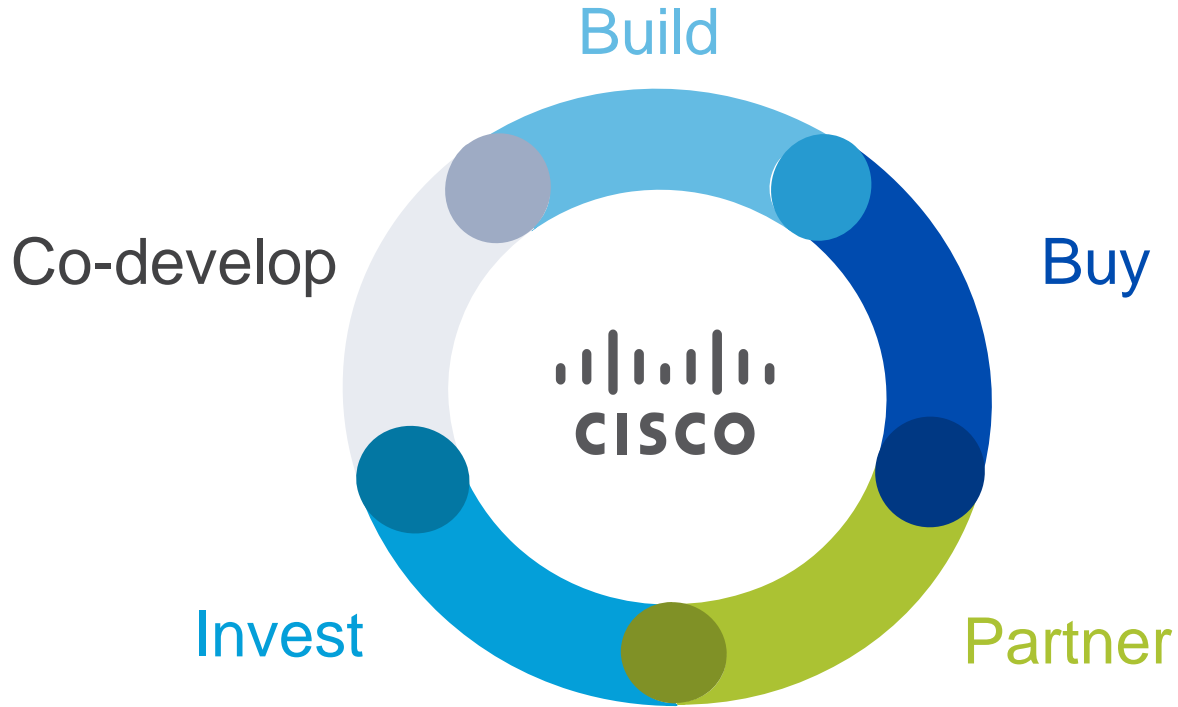
OUT: Logistic/Tracking



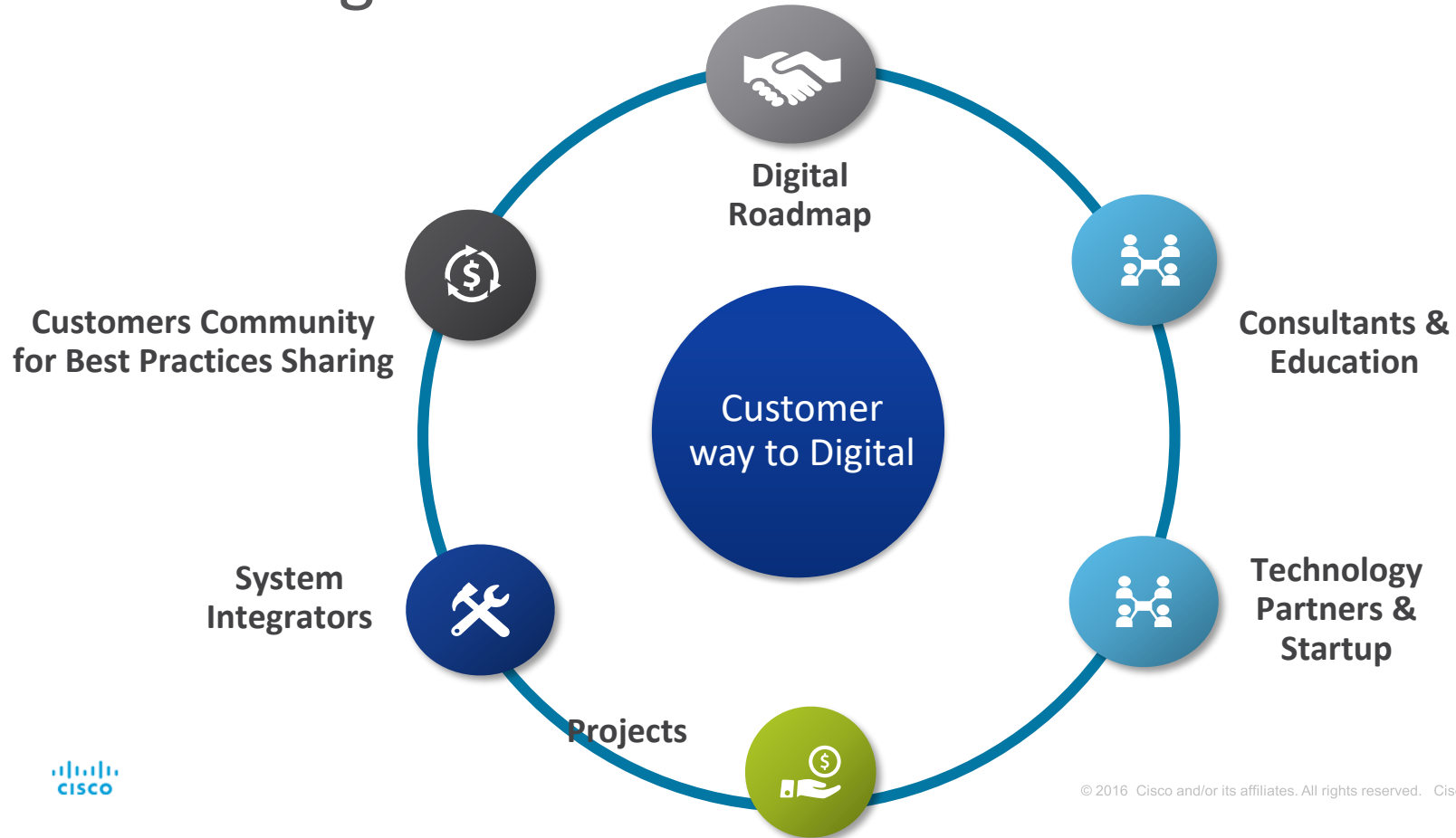
Internal processes

External processes

# Cisco innovation ecosystem



# Cisco as Digitalization Partner



# Impresa 4.0

dallara



1177  
ELEVEN SEVENTYSEVEN



# Only 40% of IoT deployments make it past proof of concept blocking the value

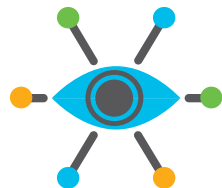




# Industrial Networking



# Tecnology trends in networking



IoT  
Security



Edge compute



DevNet



AI/ML

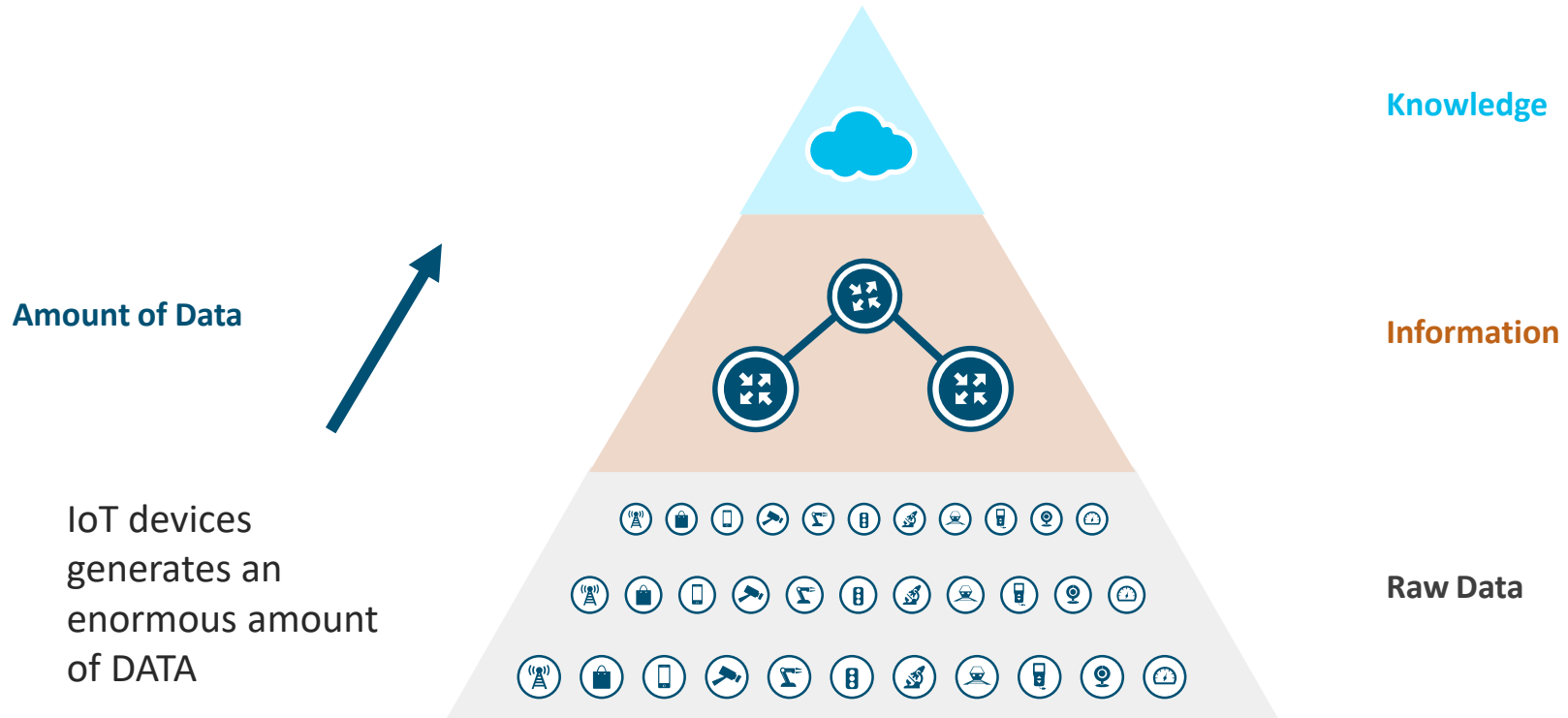


Partnerships &  
RTMs



IT – OT  
messaging

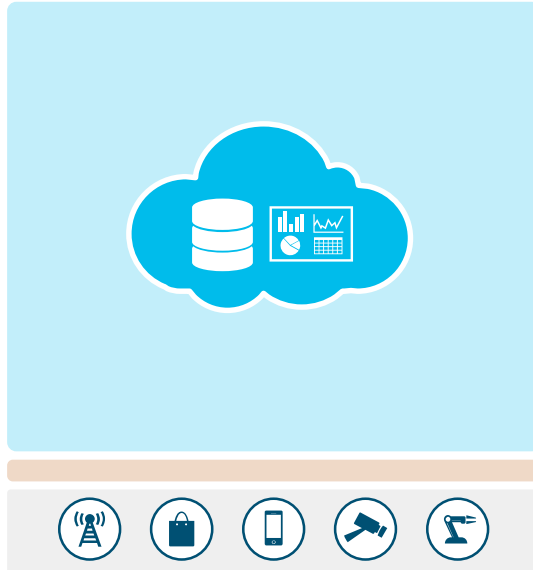
# The Knowledge Pyramid



# Different Approaches

## Traditional Approach

Take Data to the Processing

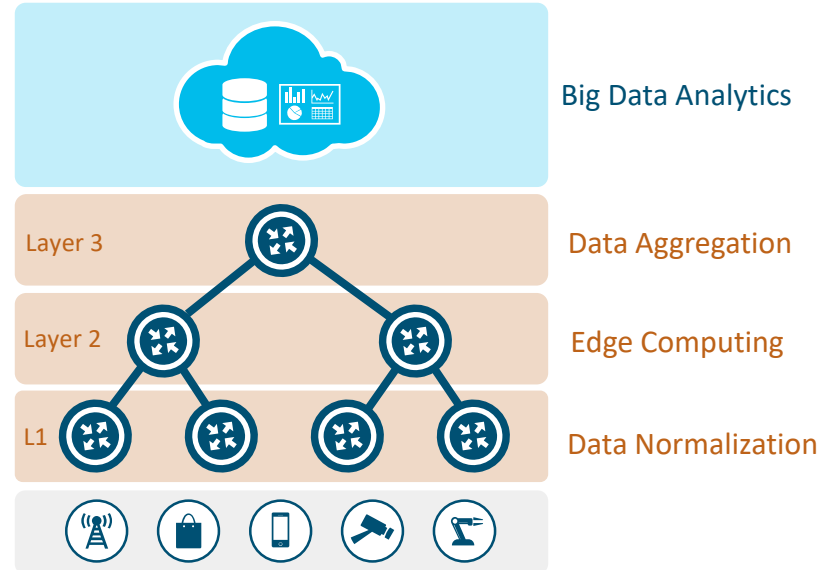


Data Lake  
Data Processing  
Big Data Analytics

Normalized Data-  
Format is needed!

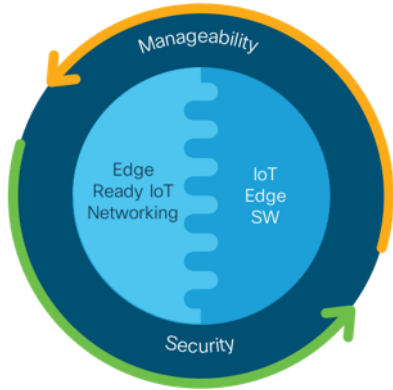
## Optimal Approach for IoT

Take Processing to the Data



# IoT Edge Compute

Partner applications



**Kinetic**

Edge data services  
Partner @ App layers and  
cloud



**IOx**

Host & manage customer  
apps in any format



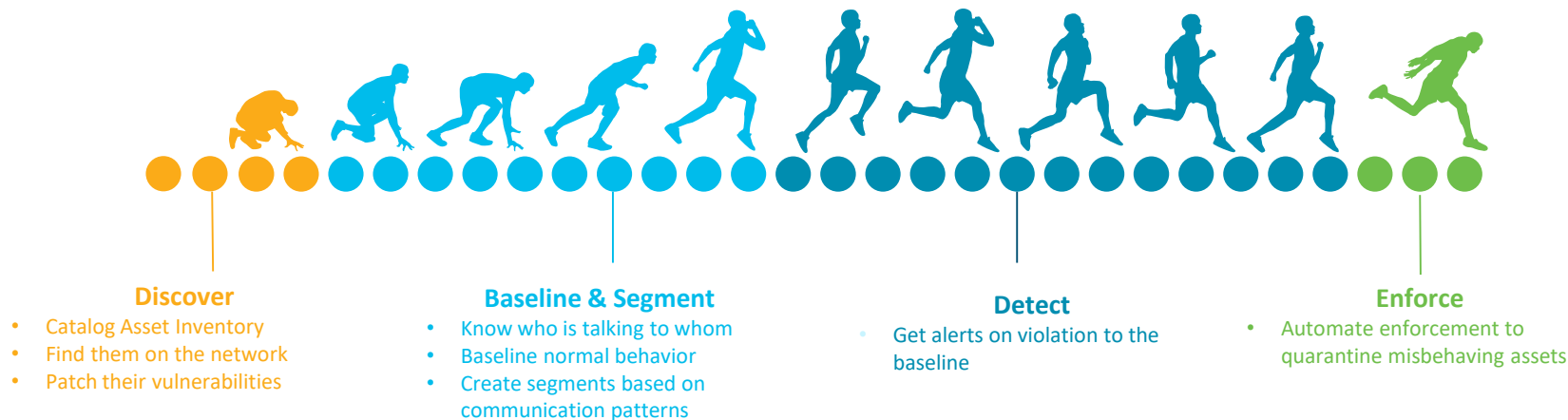
Industry first  
Network-integrated  
IoT Edge Compute

Increase OT buyer  
relevancy & preference

Differentiate with data &  
Monetize with Infrastructure



# Security is critical to digitization success



Most customers are having trouble getting off the starting block

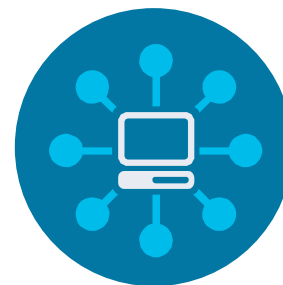
# Lack of visibility in ICS environments

You cannot secure the “things” in IoT if you don’t know what they are and who they are talking to!



Most customers don’t have  
accurate Asset Inventory

55% have no or low confidence that they know all  
devices in their network



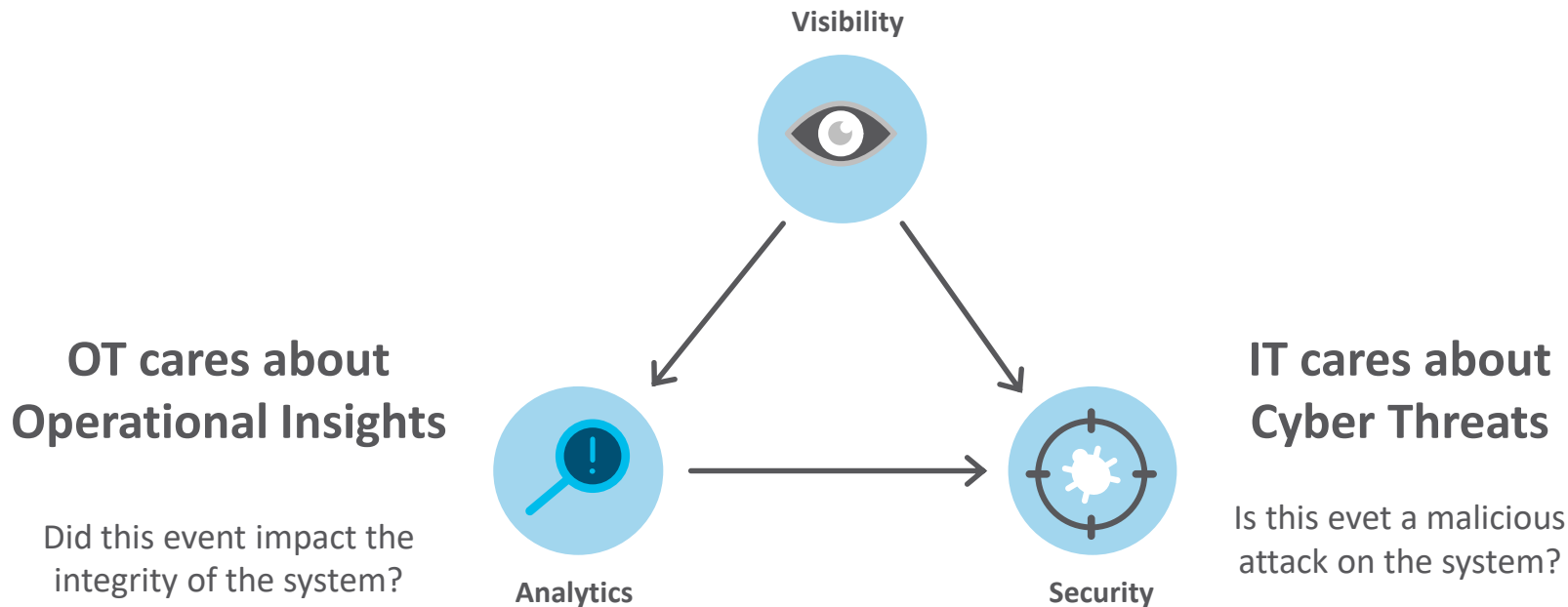
Blind to what their assets are  
communicating with

Myriad industrial protocols supported by a  
diverse set of suppliers

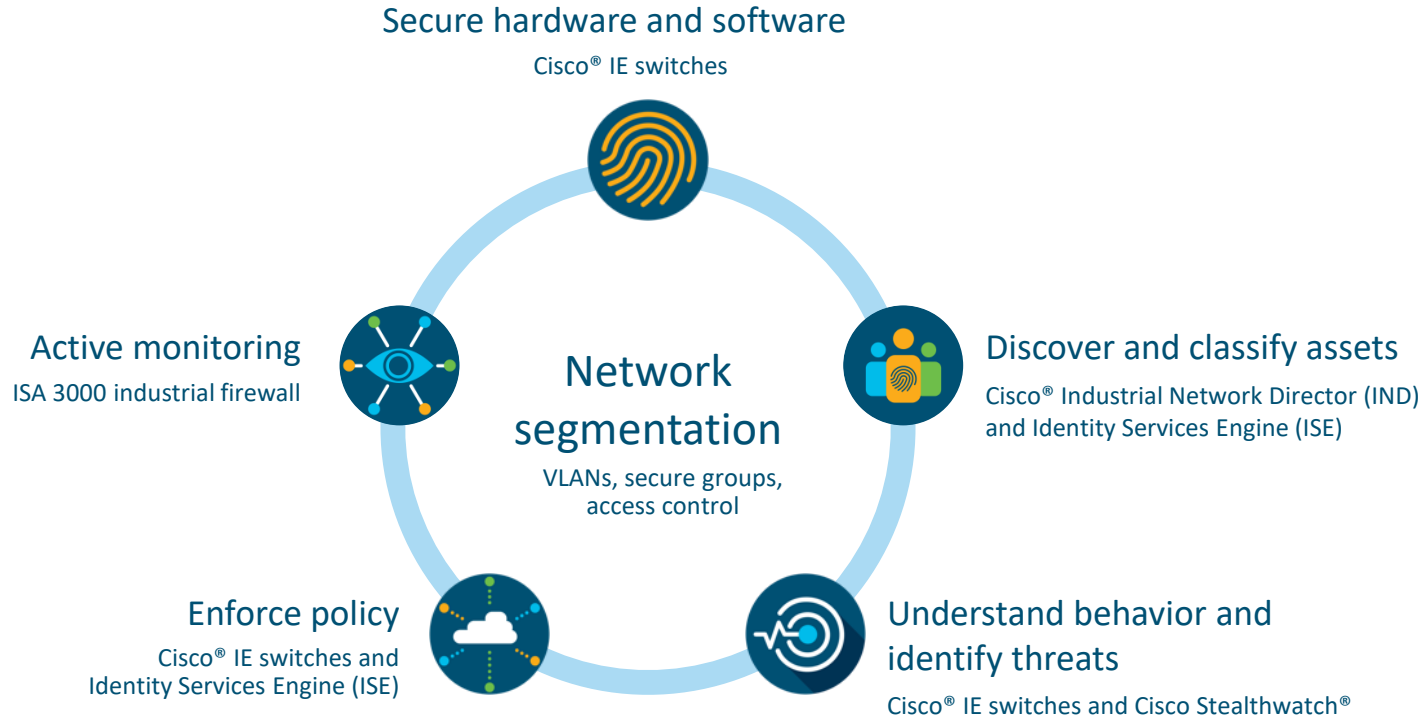


# IoT Security advantage

Empowering OT with operational insights and enabling IT secure industrial networks



# Integrating security into the network



# Cisco Industry Sales Plays



Simplicity



Security



Scalability



Manufacturing



Power Utilities



Energy



Transportation



Smart Cities

## Industry Cisco Validated Designs (CVDs)

- Industrial Automation
- Plant Wide Connectivity
- Factory Security
- Factory Wireless

NEW

- Substation Automation
- Smart Metering
- Distribution Automation

NEW

- Industrial Automation
- Connected Pipeline
- Refinery and Process Plants – Jan 2020

- Connected Rail
- Connected Mass Transit
- Connected Roadways

- Lighting, Parking, Environment, Safety and Security
- Connected Communities Infrastructure

NEW

Extended Enterprise

NEW

Remote and Mobile Assets

NEW

## Proven Integrations

Rockwell Automation

Landis+Gyr

Itron

Schneider Electric

SIEMENS

MITSUBISHI ELECTRIC



EATON

Powering Business Worldwide



FLUIDMESH NETWORKS

iteris

Cohda Wireless

Activity

ECONOLITE

BECKWITH ELECTRIC

CIMCON Lighting

KLAS TELECOM

omniscient

# Industrial Collaboration





# Research & Development



New product introduction  
Fast prototyping  
Agile development



# Production environment



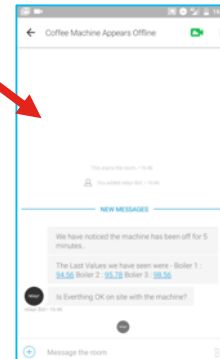
Smart Glasses and Helmets



Telepresence:  
Remote Support



Webex Board: Connected R&D



Webex  
Human-Machine  
Interaction with bots



“Cisco coniuga l’Industria 4.0 al nostro modo di essere artigiani”

Roberto Bianchi, COO, La Marzocco

**“Cisco combines 4.0 industry with the way we are artisan”**



