



Integrated Intelligence

Developing holistic insights across customers and influencers

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Cisco: Breaking down the silos



Agenda

Why Integrated Intelligence

The beginning: Influencer Intelligence

Evolution: Customer Intelligence

Goal: Holistic Model

Why Integrated Intelligence

Visibility Into Stakeholder Conversations Drives Evidence-Based Business Strategy

- Enable **accountability** and drive **strategic direction**
- **Identify key discussions to change perception and integrate Cisco messaging**
- **Understand trends to optimize communications mix**
- **Understand Voice of the Customer across multiple channels**

Enable Accountability and Drive Strategic Direction

Platform Inputs

Top 300 Traditional Media + Top 12 countries

Top 50 Social Media

Financial Analyst

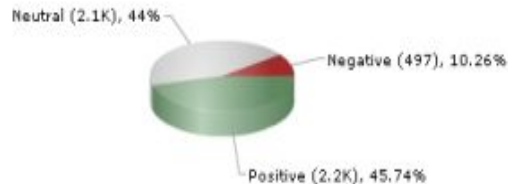
Industry Analyst

Cisco Internal Employee Discussions

- Quarterly integrated metrics reports
- Top 12 country analysis (includes non-English)

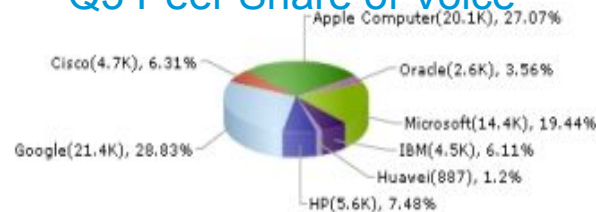
Communications Dashboard

Cisco Q3 sentiment



Metrics:
Sentiment

Q3 Peer Share of Voice



Share of Voice

Identify competitive discussions to change perception and integrate Cisco messaging

Zero Mindshare shows where competitors get coverage and Cisco is not included


Data Center example

HP Q4 topics where Cisco not included

cloud computing (38)	converged infrastructure (22)	cloud strategy (16)
tough quarter (23)	service providers (17)	storage systems (13)
technology company (17)	cloud services (14)	market share (11)
data center (14)	blade servers (12)	financial results (10)
storage arrays (12)	top executives (10)	term care (9)

IBM Q4 topics where Cisco not included

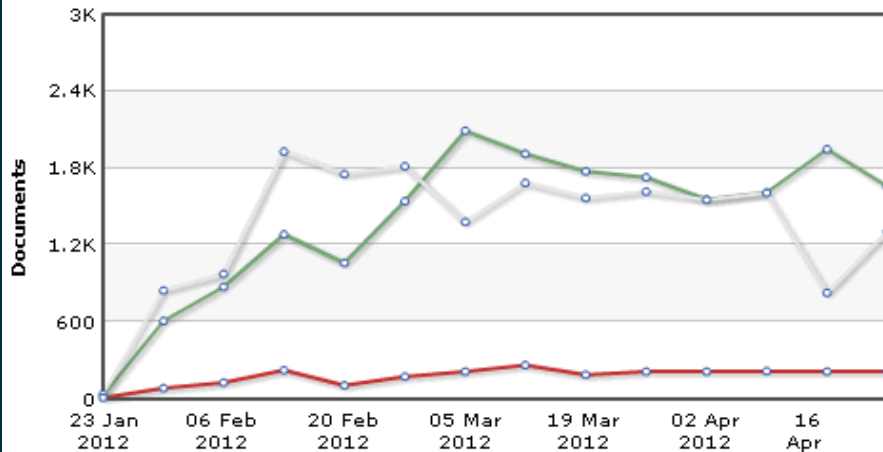
cloud computing (39)	reducing complexity (12)	policy management technology sector (12)
virtual machine (22)	unique opportunity (12)	cloud services (12)
smarter systems (12)	strategic plan (12)	content owners (12)
speed drives (12)	cloud security (12)	storage services (10)

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- Cloud computing was identified as #1 area where Cisco was not present in the conversation
 - Data presented to executives resulted in increased resources/focus on the cloud strategy.

Understand Trends to Optimize Communications Mix

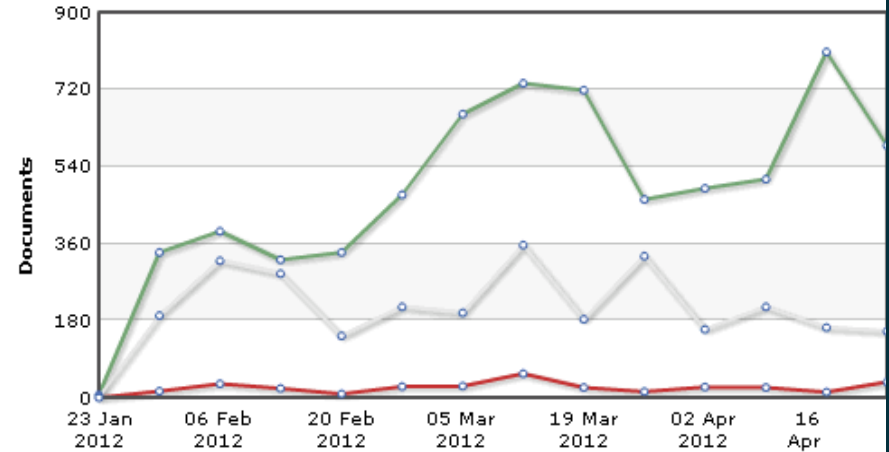
Cisco Sentiment Trend - Social Media

Cisco



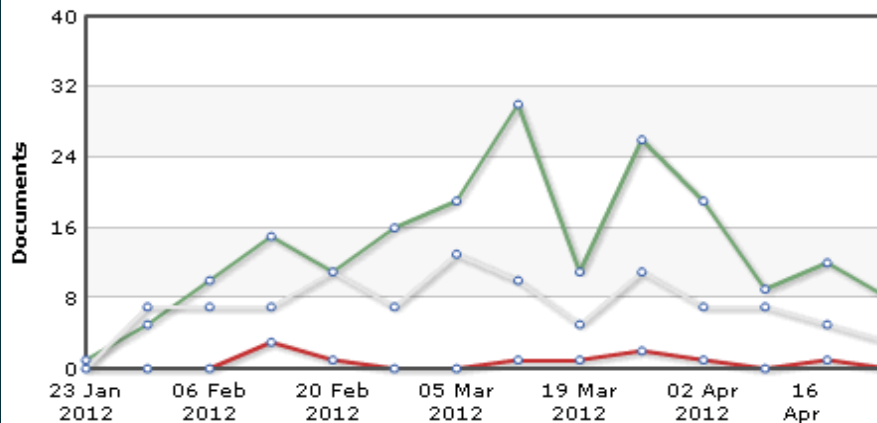
Cisco Sentiment Trend - Top Media

Cisco



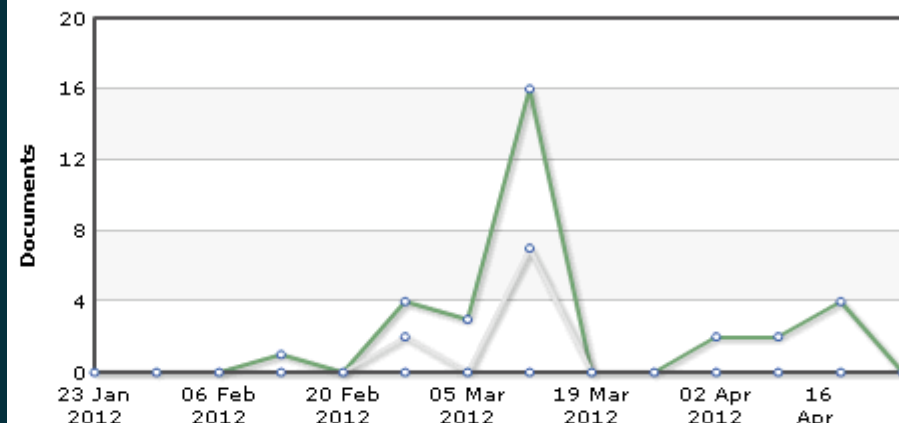
Cisco Sentiment Trend - Industry Analysts

Cisco



Cisco Sentiment Trend - Financial Analysts

Cisco

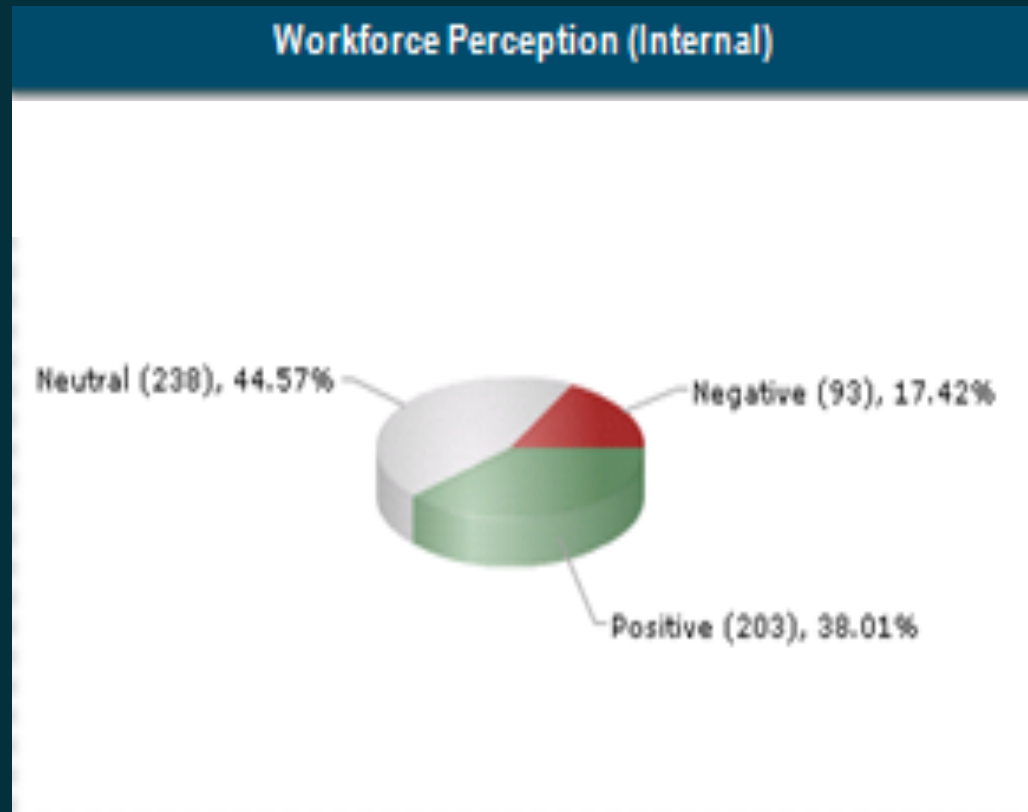


Identify Key Discussions to Change Perception and Integrate Cisco Messaging

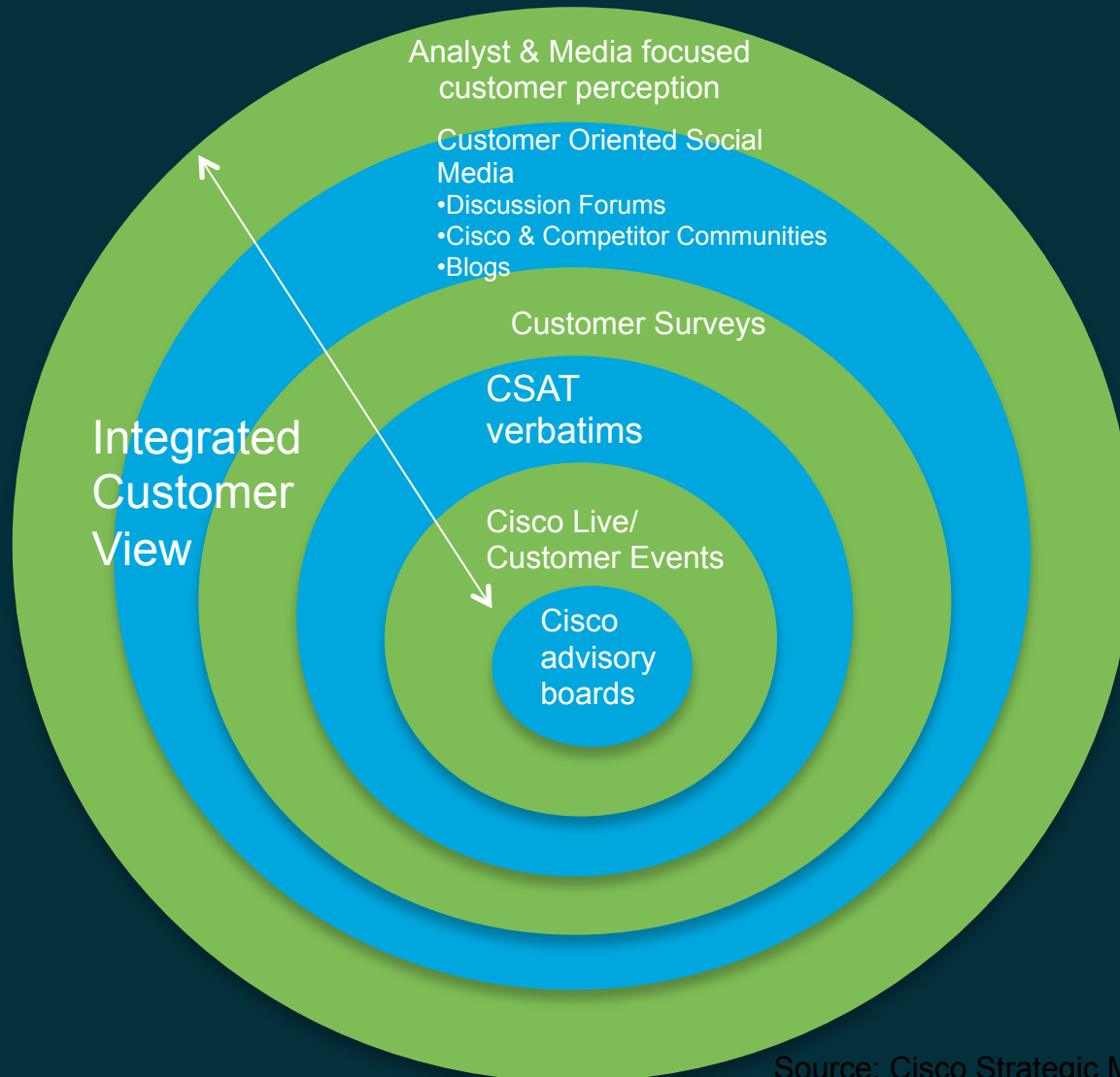
Sentiment and Theme Analysis can be carried out on any documented conversation/ source.

Employee Sentiment Example

- Monthly pulse of employee discussion
- Analysis of Sentiment and Themes
- Presented to CEO/ Board to understand issues that need to be addressed



Integrated Voice of the Customer

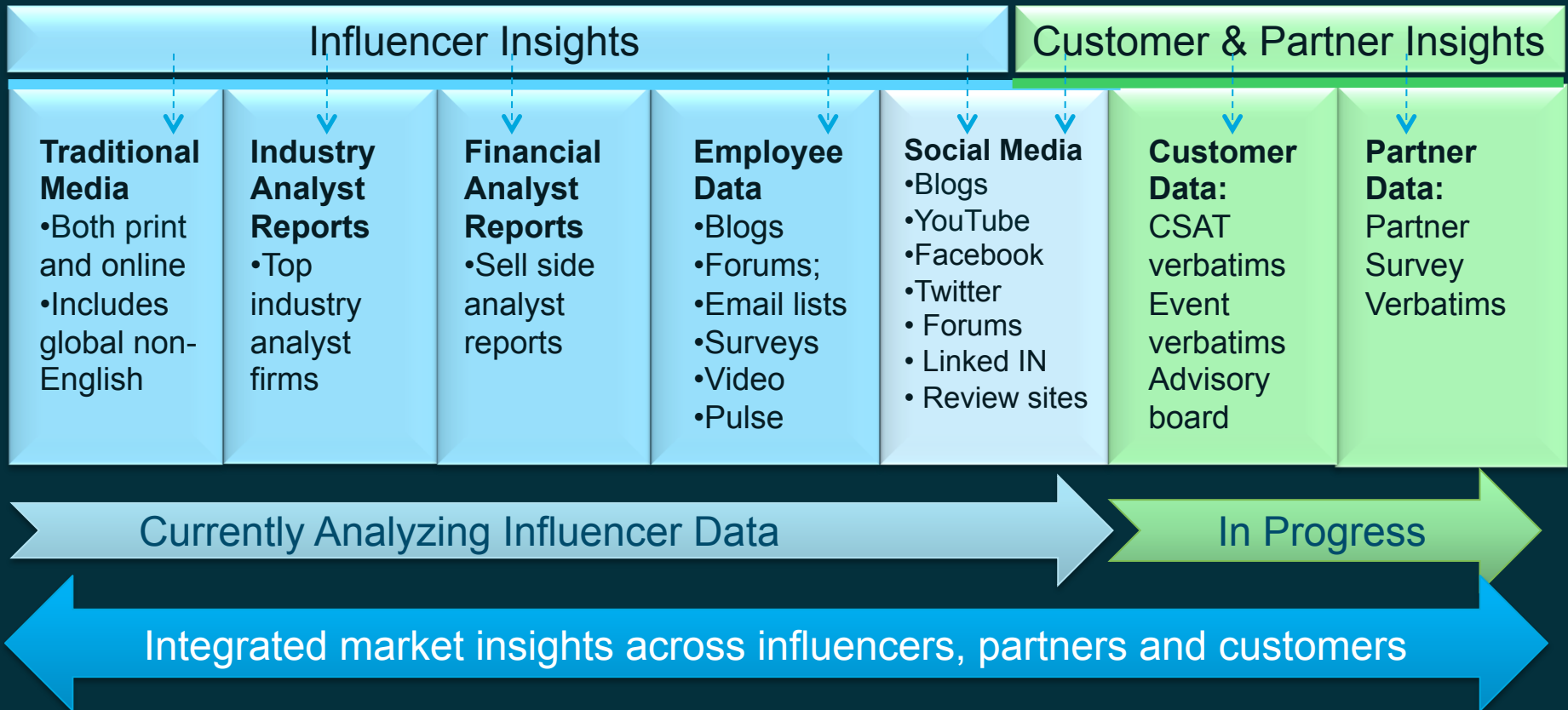


Combine analysis of customer conversation in multiple channels to drive insights:

- Key Care-about
- Message optimization
- Integration with other data for a more holistic view

Source: Cisco Strategic Marketing

Holistic Market Insights



Integrated, holistic view drives strategy based on insights across all stakeholders using a common analysis methodology

Breaking down the silos



