

# In today's world, businesses need to transform to perform.

Or they lag behind.

Is your IT team digital-ready?



Did you know?

**2/3** of organizations today are reimagining business through digital transformation.<sup>1</sup>

Transformation has its benefits: Tech leaders generate **2X more revenue growth (9%)** than laggards (4%).<sup>2</sup>

They can also apply new technologies across **3X more business processes** than laggards to deliver innovation.<sup>2</sup>



Most importantly, **'digitally determined'** businesses have a **digital strategy, a single roadmap, and an integrated, enterprise-wide technology architecture** to multiply innovation.<sup>1</sup>

Organizations that are **'digitally distraught'** lack the fundamentals; they're lost in the transformation haze, and challenged to compete.<sup>1</sup>



## Where does your organization fit?

### Lifecycle Packages

With Cisco® Business Critical Services Essentials and Advantage Tiers, **every IT role in your organization is empowered with continuous access to Cisco experts, along with analytics, insights, and automation to help you achieve high performance, speed adoption, and accelerate transformation.** Every step of the lifecycle journey.



#### Architecture teams

Can quickly build a strategy to implement innovative technology that aligns IT strategy with business intent in real time.



#### Engineering teams

Can de-risk technology transitions, design and accelerate deployment of new IT solutions to increase business agility.



#### NetOps teams

Can maintain a secure, always-on, customer network using predictive analytics, industry standards, and best practices.



#### SecOps teams

Can preempt, protect, and defend against cybersecurity incidents across the enterprise.



#### DevOps teams

Can accelerate development and the delivery of new applications and services to speed time to market.

## Expert services, next-generation technology

A recognized leader in digital transformation, Cisco Business Critical Services can help IT teams achieve high performance and accelerate transformation.<sup>3</sup>

