Cisco Business Architecture
Innovate with Impact, Speed and Scale

CISCO

1. WHY?

To drive Business Innovation and...

- Make technology investments relevant to your key business stakeholders and users through collaborative workshops powered by Design Thinking & visual tools.

- Bridge the gap between business and IT by addressing the hard People/Process/Technology challenges.

- Capture new budgets allocated to digital transformation by shaping and telling a story that all your stakeholders understand/support.

- Look at the big picture, increase the pace of innovation, sharpen your business impact.

- Skip theory, paper work and the reports no one reads: focus on tangible outcomes for users and the business. Pilot, fail fast, iterate.

- Build a trusted relationship with Cisco and our ecosystem partners, orchestrating the best resources and experts, delivering ongoing innovation, solving key challenges and positively impacting business, society, and the planet.

"Enabling the Circular Economy (CE) is one of the most pressing challenges of our era. Working with Cisco's Innovation Lab, we built a realistic, business-focused demo. [...] I really enjoyed the prototype experience. I didn't get it before. This brought CE to life for me".
- VP of Innovation, Retail Industry

"The Digital Journey Dashboard [DJD] helps me explain and communicate what innovation means for us, in a manner that is accessible, actionable and easy to understand for both the Board of Directors, as well as the people in my IT department."
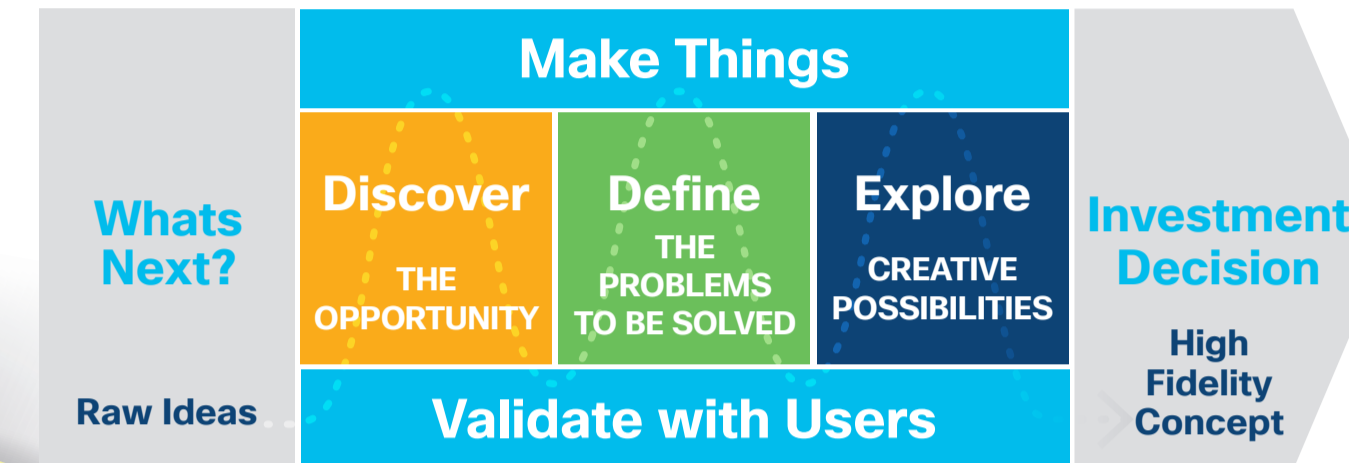**- CIO, Public Sector**

Create a 1-page strategy to clarify priorities and connect the strategic business drivers with the innovation roadmap. Identify the most business-impactful use cases.

Digital Agenda
Business Drivers – WHY
IT Operating Model – HOW
Business Innovation Sprints
Strategic IT Plays – WHAT
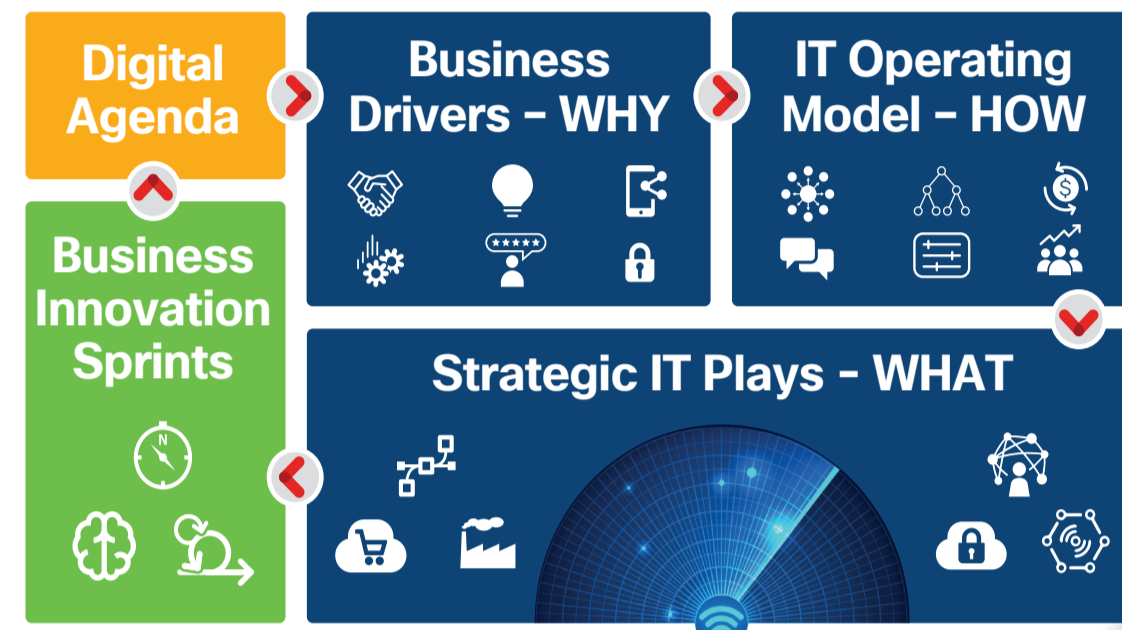
Digital Journey Dashboard (DJD)
Industry Portfolio Explorer

Run hackathons and Design Thinking workshops with key stakeholders from Business & IT to develop innovative solutions addressing the toughest business challenges

"The Business Innovation Sprint was instrumental in framing the current challenges and future needs with our users (students and researchers), so we could propose a [Collaboration] solution with the highest impact and return".
- Head of Innovation, University

Make Things
Whats Next? | Discover THE OPPORTUNITY | Define THE PROBLEMS TO BE SOLVED | Explore CREATIVE POSSIBILITIES | Investment Decision
Raw Ideas | **Validate with Users** | | | High Fidelity Concept

Business Innovation Sprint (BIS)
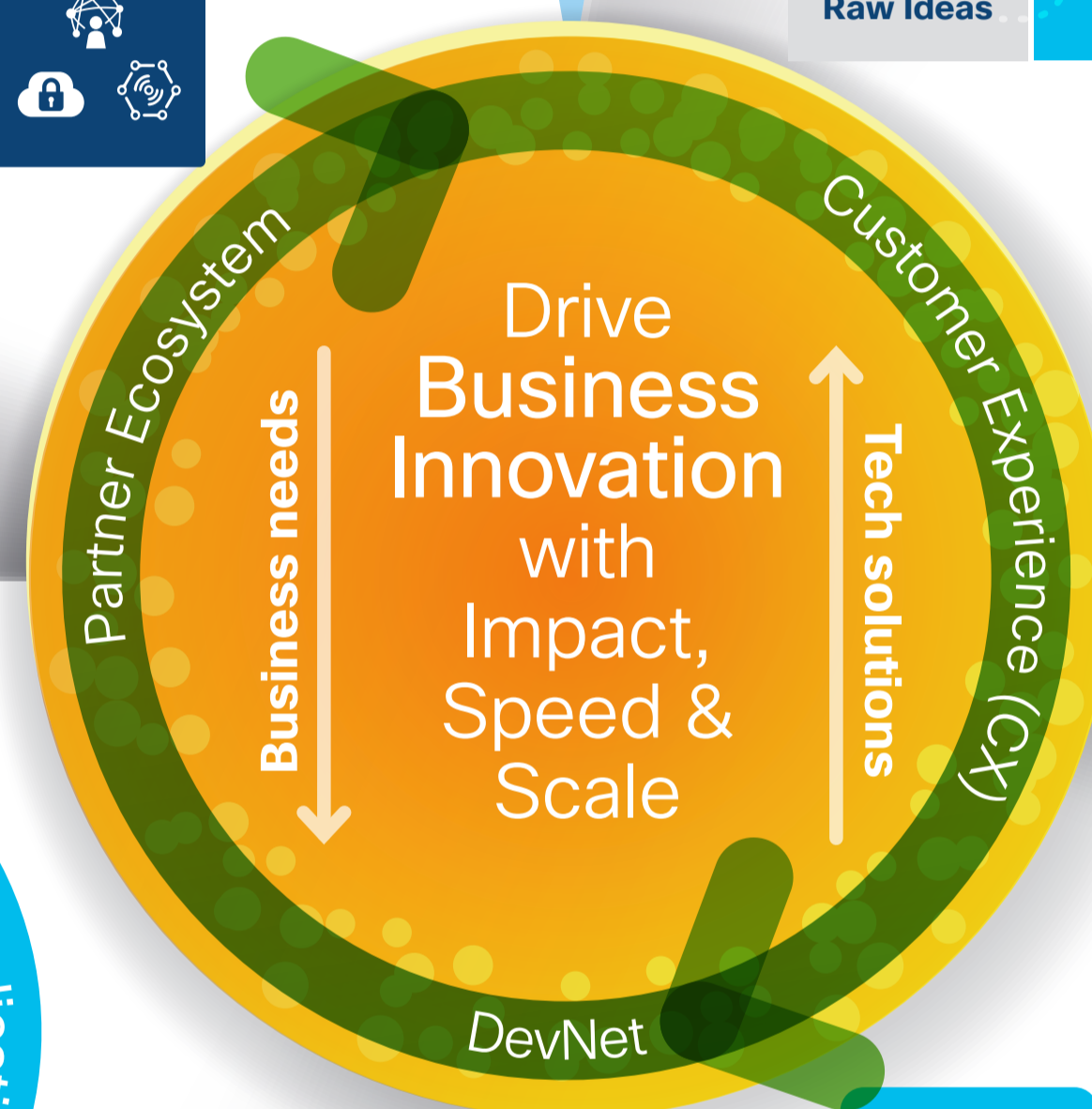### Programmability

2. HOW?

Business Architects steadily hone the skills required to drive innovation in today's era...

- These skills include: workshop facilitation, design thinking, visual thinking, sketching and digital whiteboarding; conscious leadership, organisational change management, executive presence and gravitas; business acumen, problem solving; interviewing, pitching, negotiating and influencing; psychometrics, stress elimination and mindfulness, empathy, etc.

- CEOs and business executives are taking direct interest in how technology can help them solve challenges faster and get closer to the customer. IT is not a cost to be contained and streamlined - IT is a fundamental driver of digital transformation and business innovation.

"Never has technology been more important to customers and never have they cared less about the details of that technology. [...] IT is business and business is IT."
- Chuck Robbins, Partner Summit 2019

- IT needs to develop the skills of the future, forging a new kind of relationship with the business: IT is a trusted advisor who can highlight to the business the advantages and pitfalls of any solution. And then, IT can take it from pilot to production.
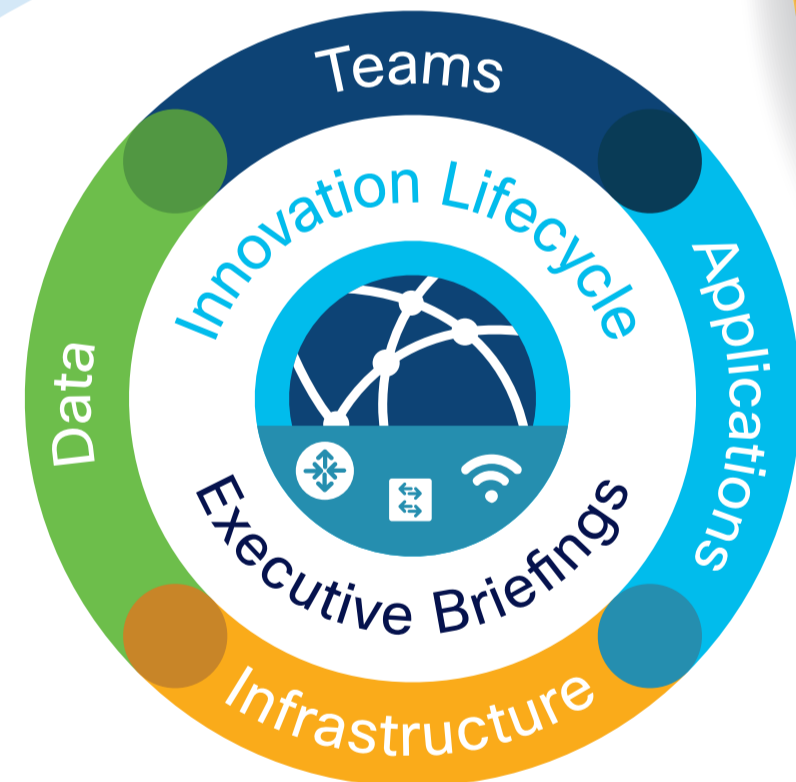
Drive Business Innovation with Impact, Speed & Scale

Partner Ecosystem | Customer Experience (Cx) | Business needs | Tech solutions | DevNet

Teams | Applications | Data | Infrastructure
Innovation Lifecycle
Executive Briefings

Collaborate with Cisco and our Ecosystem Partners to operationalize innovation, continuously turning ideas into technology solutions that solve industry pain points and positively impact business, society, and the planet

Innovation Lifecycle
Cisco-on-Cisco

Write & tell the story which will convince business executives to invest in new technology solutions that accelerate business innovation

S ituation
C omplication
I mplication
B enefits
A ction
P osition

Reimagine your applications
Transform your infrastructure
Secure your data
Empower your teams

CxO Positioning & Strategic Plays
Performance IT

3. WHAT?

Learn more:
blogs.cisco.com/innovation