

CORPORATE SOCIAL RESPONSIBILITY

Cisco Systems (India) Pvt Ltd
Bangalore



Organizational Description

Cisco (NASDAQ: CSCO) is the worldwide leader in IT that helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the previously unconnected. At Cisco customers come first and an integral part of our DNA is creating long-lasting customer partnerships and working with them to identify their needs and provide solutions that support their success.

The concept of solutions being driven to address specific customer challenges has been with Cisco since its inception. Husband and wife Len Bosack and Sandy Lerner, both working for Stanford University, wanted to email each other from their respective offices located in different buildings but were unable to due to technological shortcomings. A technology had to be invented to deal with disparate local area protocols; and as a result of solving their challenge - the multi-protocol router was born.

Since then Cisco has shaped the future of the Internet by creating unprecedented value and opportunity for our customers, employees, investors and ecosystem partners and has become the worldwide leader in networking - transforming how people connect, communicate and collaborate.

Cisco India

Cisco commenced India operations in 1995. There are seven Sales Offices in the region - New Delhi, Mumbai, Bangalore, Chennai, Pune, Kolkata and Hyderabad. The Cisco Global Development Center is in Bangalore and is the largest outside the US. It houses Cisco's Research and Development (R&D), IT, Services and customer support teams and develops disruptive business models for Cisco to create new go-to-market channels, markets, processes and technologies for emerging markets. The Advanced Global Briefing Center located here showcases Cisco's latest technology solutions and proof-of-concepts.

Cisco India quick facts:

- Cisco's go-to-Market strategy is through partners (2500+)
- Extensive support system for customers with 23 logistics centers (premium depots)
- Currently, there are 194 Active Cisco Networking Academies across 24 states & union territories in India with 20,056 Active Students

India Market Share Leadership

Core Technologies

- ENT Router: 75%; CY Q2'14, IDC)
- SP Router: 52%; CY Q2'14, IDC)

- Switch (L2-L3): 71% (CY Q2'14, IDC)

Advanced Technologies

- WLAN: 52% (CY Q2'14, IDC)
- Security: 37% (CY Q2'14, Frost & Sullivan)
- X86 Blade: 17% (CY Q2'14, IDC)
- IP PBX: 57% (CY Q2'14, Frost & Sullivan)

Key Customers

1. Corporate - Ford India, Dr. Reddy's Laboratories, Tata Group, Mahindra & Mahindra, Larsen & Toubro, Gas Authority of India, Indian Oil Corporation, Le Royal Meridien, Taj Group of Hotels and Hindustan Lever
2. Service Providers - Tata, Reliance, Bharti, VSNL, BSNL, MTNL, SIFY and IDEA Cellular
3. Banking and Financial Services - HDFC Bank, State Bank of India, Punjab National Bank, United India Insurance Corporation, New India Assurance, National Insurance Corporation, Life Insurance Corporation, Bank of Baroda, Bank of India, IDBI Bank, ICICI, IDRB, Vyasa Bank and Yes Bank.
4. Government - State Governments of Gujarat, West Bengal and Andhra Pradesh, Lok Sabha (Parliament) Library, Supreme Court, National Highway Authority, CDAC and APDRP (Accelerated Power Development and Reform Programme)
5. IT Services - Infosys, Wipro, Digital GlobalSoft, IBM, Adobe, Intel, Cognizant Technologies, Tata Consultancy Services, Texas Instruments, Tesco, Unisys, US Technologies, Mahindra, First India Insurance, Symphony Technology, Thomson Reuters and HCL
6. IPCC (IP Contact Center) - vCustomer, Phoenix, Nirvana, Manjushree, TransWork

Cisco Revenue for the last two financial years (Aug- July) is USD 47142 mn and USD 48607 mn for the years ending July 26, 2014 and July 27, 2013.

Employee size - Approximately 11700 in India

Main Products and Services

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success

Developmental Strategies

In India, we focus on addressing social issues where we believe we can have significant and lasting impact by applying our unique expertise to those issues. By using Cisco networking and cloud-computing technologies we improve education outcomes, increase student engagement and performance, and provide information and communications technology (ICT) training to people to improve economic opportunities and participation in the "Internet of Everything" economy. We invest in programs that give students the foundation to succeed beyond school. We focus on the skills needed for information and communication technology (ICT) careers and emphasize the importance of science, technology, engineering, and math (STEM) education, especially in underserved communities. Through our own initiatives, our wide-ranging education partnerships, and the volunteer efforts of our employees, we reach students at all levels and foster environments that encourage learning and create brighter futures.

Development and Impact

We aim to help people find ways to permanently lift themselves and their families out of poverty. We work to help individuals and their communities become more resilient, secure, independent, and empowered. Focusing on the need for information and communication technology (ICT) skills and infrastructure, we invest in technology-based solutions that encourage communities to develop, expand opportunities for entrepreneurs, increase access to skills development as well as financial products and services, and improve the operational effectiveness of non-profit organizations working to eliminate poverty. We give our technology and products on pro bono to organization and causes we work for.

CSR Programs and Practices

Cisco Networking Academy Program

Networking Academy is Cisco's longest-running corporate social responsibility (CSR) program and is supported worldwide by public-private partnerships with educational institutions, non-profits, non-governmental organizations (NGOs) and government agencies. The Cisco Networking Academy program teaches students how to design, build, manage, and secure computer networks. The program, which currently includes 10,000 academies in 165 countries and has one million students engaged in learning each year, prepares people to fill jobs that are in demand worldwide and, at the same time, supports the educational needs of local communities.

In India, over the past 15 years Cisco has supported the training of 84,000 students through 190 partnerships with Higher Educational Institutions, Vocational schools, Public Sector agencies and the non-profit sector across 25 states and union Territories. 90% of students completing the Cisco Certified Network Associate (CCNA) program report that the program has assisted them to gain a new Job or a better educational opportunity. 37% of students in the Networking Academy program are female. Strategic NGO partnerships enable us to reach under-served segments of the community, such as our "NetAcadWithout Borders" (NWB) program which delivers braille-based Networking Academy courses to the visually impaired across India.

The key metrics that will be targeted in 2014-15 are:

- 18,000 students enrolled in ICT programs via Cisco NetSpace, 35% female.
- 90% student success rate* monitored via student exit surveys.
- * From students who've completed CCNA 4 or higher. % who obtained a Job and/or Education Opportunity

Digital Literacy/STEM Partnerships

In addition to the Networking Academy program, we provide cash grants to expert NGOs to enable them to support digital literacy and STEM based education programs that focus on under-served groups, such as PWD, Rural Youth and Women. Our partners deliver skills and training that leads to improved economic opportunities and livelihoods, with employment as a key outcome. Besides providing technical skills, soft skills, English learning and behavioural skills are important modules of the training program.

Holistic in nature, the beneficiary are from the most vulnerable parts of the society, rural youth and women.

- 3000 people trained through STEM partners.

Cisco School Adopt Program

Under the School Adopt Program, Cisco teams have adopted 7 Government run schools in Karnataka. While five of the schools are close to Cisco campus, two others are located remotely. Employees engage in regular activities with the school children. This one of a kind initiative looks at associating with Government schools to help provide better education and facilities to ensure that a child remains in school and makes the most out of the experience. The program is carried out with the support of Cisco's approved NGO partner: Youth for Seva (YFS). Each School is adopted by a business unit or a team. The team then decides on the various activities that they wish to undertake at the School.

Globally our focus in CSR is on Education, Economic Empowerment and Critical Human needs. Locally too we aligned to the above three tracks.

CSR and Ethical Issues

It's said in Cisco if Networking is in our Blood, Giving back is in our DNA. CSR is integral part in Cisco's culture.

Describe briefly an innovative social project that has had a perceptible impact on the community and contributed to societal development, during the last 2 years. The project should demonstrate, the organization's leadership, sincerity and on-going commitment in incorporating ethical values, legal compliance, and respect for individuals, communities and the environment into the way they do the business.

Global Hunger Relief Campaign is our flagship project. During the campaign, employees in Bangalore, Gurgaon, Chennai, Mumbai, and Pune, India are excited to do their part to make a difference for a better tomorrow. In addition to financial contributions, our employees take time out of their busy days to volunteer and find ways to help those who need it most. We have been supporting this campaign since past 7 years and have supported the mid meals of hundreds of Govt. school children in past several years. The projects are scalable and sustainable.

Cisco Systems (India) Pvt Ltd, is a winner of Golden Peacock Award for CSR-2015