I came. I saw. I conquered.

I co-innovated

I came. I saw. I conquered.

a Cisco for Startups
Playbook

What's in it?

Transforming
ideas into impactful
innovation.

Foreword

Daisy Chittilapilly,
President, Cisco India & SAARC.

❝ Today, we are excited to evolve Cisco LaunchPad into Cisco for Startups to adopt a bigger mandate of broadening business alignment with deep tech startups.

India is on the path to establishing itself as an economic powerhouse, with a vision to forge a sustainable, inclusive, and prosperous nation for all its citizens. As technology becomes the greatest enabler in this endeavor, startups are emerging at the forefront of the country's digital transformation, creating jobs and tremendous value across every sector, and more importantly, bringing to life new and exciting possibilities.

At Cisco, we believe that India's challenges can only be addressed through a non-linear and an unconventional approach. We need solutions that will help us not just leapfrog but pole vault. Therefore, innovation for the digital era cannot happen in a vacuum; it requires cross-domain expertise, diverse ideas, access to investment, rapid prototyping, and a go-to-market team that can validate products and market fit.

This was the genesis of Cisco LaunchPad, as a platform for startups, academia, industry bodies, government agencies, and investors to collectively build and scale solutions for some of the most urgent challenges we face today. The platform has been a point of pride for Cisco since its inception, but I believe it has become even more relevant today because the world as we know has changed. This has opened the market for disruption, and the need for innovation has never been greater.

Today, we are excited to evolve Cisco LaunchPad into Cisco for Startups to adopt a bigger mandate of broadening business alignment with deep tech startups. This transformation aims to enhance visibility, co-innovation, outcomes and empowers entrepreneurs to realize their true potential.

As we embark on this new phase, the Cisco Startup Summit 2022 will bring together key industry stakeholders and critical technology interventions to help more startups innovate faster and at a larger scale. I look forward to seeing how Cisco for Startups will create a greater multitude of opportunities for entrepreneurs as well as our partner community.

Startup ecosystem in India

India ranks **#2nd in innovation** quality with top positions in the quality of scientific publications and its universities among middle-income economies.

Innovation in India is not just limited to certain sectors. We have recognized startups solving problems in 56 diverse industrial sectors.

Information Technology

13%

Healthcare and Life Sciences

9%

Education Services

7%

Commercial and Professional

5%

Agriculture

9%

Food and Beverages

5%

India has emerged as the **3rd largest ecosystem** for startups globally with over

75K+

Startups across 653 districts in the country as of August 2022.

Startup to Unicorn

105 Unicorns at $ 338 Bn
and Growing

The Indian unicorns are flourishing in the fast-paced and dynamic economy. These startups are not only developing innovative solutions and technologies but are generating large-scale employment.

Till FY 2016 -17, approximately one unicorn was being added every year.
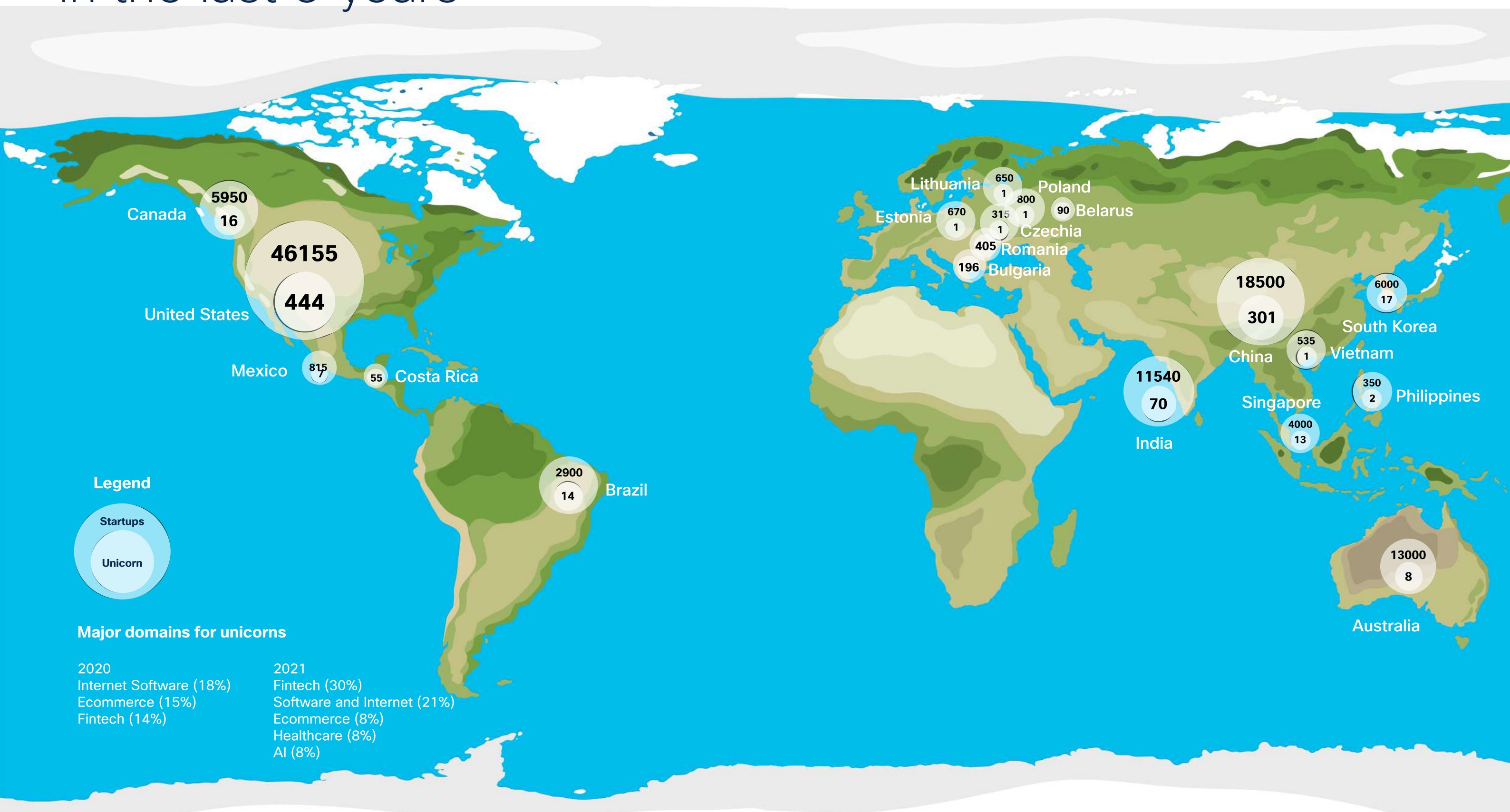
	2021	2022
Unicorns	44	21
Total Valuation	$93 Bn	$26.99 Bn

66%

Year-on-year growth in the number of additional unicorns since FY 2017 - 18.

Rise of tech startups in the last 5 years

Canada
5950
16

United States
46155
444

Mexico
815
7

Costa Rica
55

Brazil
2900
14

Lithuania
650
1

Estonia
670
1

Poland
800
1

315
1

Belarus
90

Czechia
405

Romania

Bulgaria
196

China
18500
301

South Korea
6000
17

Vietnam
535
1

India
11540
70

Singapore
4000
13

Philippines
350
2

Australia
13000
8

Legend

Startups

Unicorn

Major domains for unicorns

2020
Internet Software (18%)
Ecommerce (15%)
Fintech (14%)

2021
Fintech (30%)
Software and Internet (21%)
Ecommerce (8%)
Healthcare (8%)
AI (8%)

Number of global tech unicorns by region
North America - 440, APAC 258, Europe - 102, Middle East and Africa - 27, LATAM - 21

Cisco for Startups

An overview

At Cisco for Startups, innovation and collaboration form the DNA of our mission to touch the lives of people with technology.

We echo our pursuits to Cisco's vision of disrupting businesses across industries to create a whole new world that thrives on technology-led innovations, human connections, and positive outcomes. We continously leverage the global startup ecosystem in our quest to transform into Everything-as-a-Service (XaaS) company.

Cisco for Startups strives to build a world by positively transforming societies, economies, and outcomes by harnessing technology and the latest innovations. It is a catalyst that enables sell-to, sell-through, sell-with, and buying from startups across various business units for Cisco.

Cisco for Startups will augment Cisco to pivot to the future through strategic engagements, startup-friendly structures for adoption, and advancement of Cisco technologies.

Why Cisco for Startups?

Cisco for Startups offers a structured, robust framework aimed at helping B2B tech startups to scale their enterprises globally.

Focus Areas

The areas of focus are Networking and Infrastructure Collaboration, Security, IoT, Video Analytics, Cloud, AI/ML/Deep Learning/Natural Language Processing, Visualisation/UX, Virtual Reality, Smart Things and Last-Mile Connectivity.

Mentorship

Internal Cisco mentors and external experts with immense industry experience and subject matter expertise, to guide startups on their growth journey.

Tech Platform and Support

Startups can leverage Cisco's technologies and platforms like Cisco IoT, Edge Intelligence, IOx, IR Gateway Routers, LoRaWAN, SD-WAN, Meraki Wireless, Access Points, Data centre – UCS and ACI, Enterprise Networking – DNAC, DNA Spaces and Collaboration products – WebEx, CMS and many more.

Cisco Certified Partner

Opportunity to become Cisco certified partner. Extended access to various Cisco sales teams. Startups gain access to identified customers, events and opportunities for PoC/demos and joint solution developments.

Ecosystem Visibility

Startups get global visibility to showcase their solutions. Our rich ecosystem ensures that startups get total exposure thus taking their products to a broader spectrum of customers.

Investor Connect

Interactions with the angel investors and venture capitalists community to tap into new opportunities.

Co-Working Space

A world-class co-working space in the Cisco campus for startups to learn and bounce off ideas with peers.

Lab Support

The lab provides cutting-edge technology practices in an immersive, interactive physical and virtual environment, where designers and engineers launch ideas together with customers, partners, and the community.

Our Impact

The Journey in Numbers

Through Cisco for Startups, we have identified startups, co-innovated and developed solutions that address significant issues.
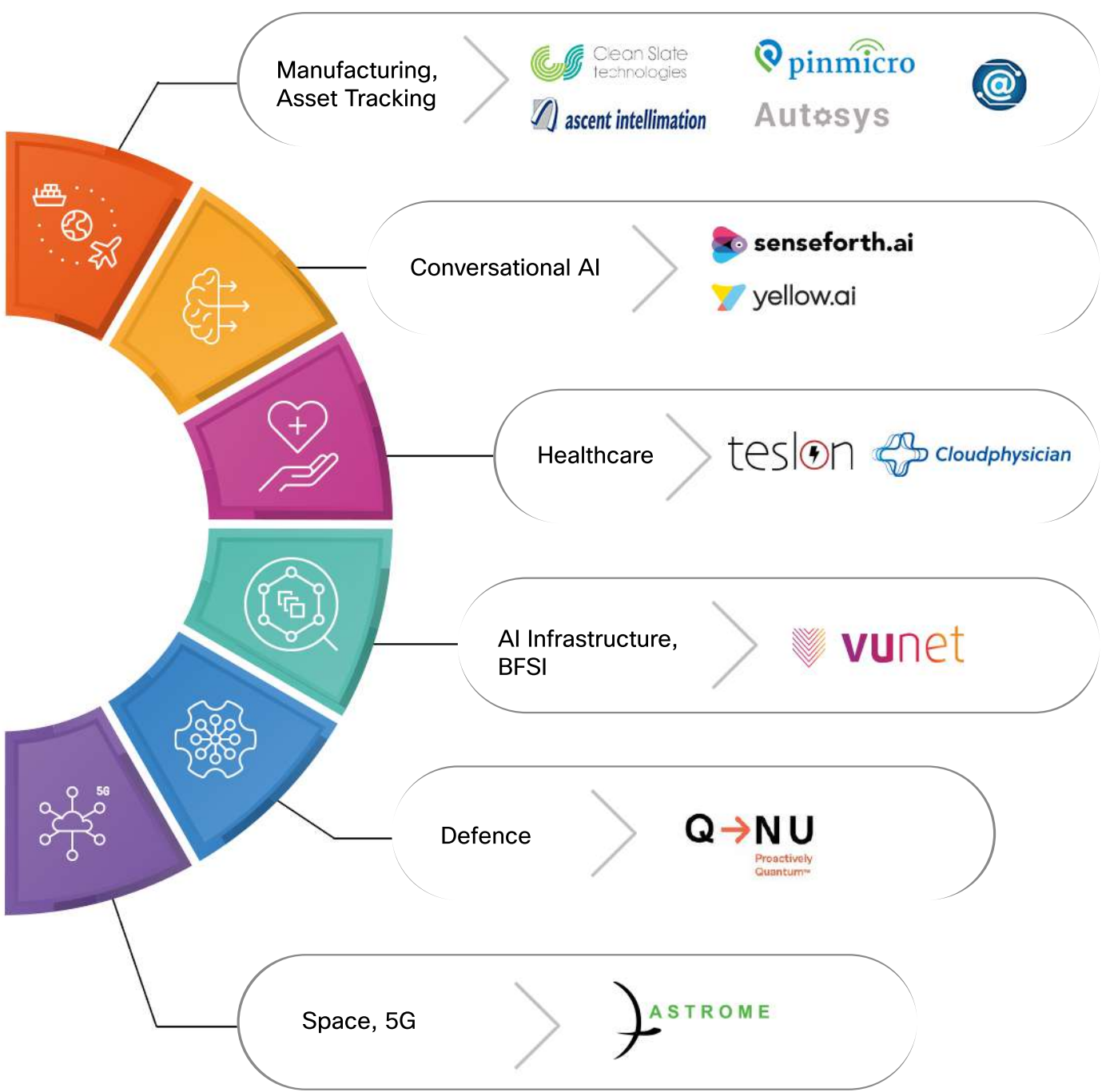
The numbers here represent the tangible outcomes accomplished across industry verticals.

$216 M
Total follow on funding by Cisco accelerated startups

3K+
Jobs created

100+
Investor and corporate connects

20
Startups onboarded as Cisco solution partners

60+
Cutting edge startups

30+
Pilots
Recognizing startups with the potential for innovation.

100+
Mentors

30K+
Social media followers

/ciscolaunchpad   /ciscolaunchpad   /ciscolaunchpad

Cisco's Startup Solution Partners

Across Industry Verticals

Left wheel:

- Agri Tech, Insurance, Water Management, Utilities and Energy — MINIONLABS, FluxGen Sustainable Technologies, SatSure
- Maritime Tech — Smart Ship HUB
- Aviation — ZestIOT
- Co-Working — VING
- Retail — torchfi, MISHI PAY
- Edutech — LETZ CONNECT

Right wheel:

- Manufacturing, Asset Tracking — Clean Slate technologies, pinmicro, ascent intellimation, Autosys, @
- Conversational AI — senseforth.ai, yellow.ai
- Healthcare — teslon, Cloudphysician
- AI Infrastructure, BFSI — vunet
- Defence — Q→NU Proactively Quantum
- Space, 5G — ASTROME

Sustainability

Our future depends on the sustainable work we do today.

Sustainability is one of the most existential challenges our world faces today and is an increasing priority for our customers. Cisco is committed to continually invest in technology and innovation to accelerate impact at scale.

Scan to explore

" On our journey to net zero, the concept of Cisco for Startups is brilliant and role that startups have to play in the overall roadmap cannot be more important at this point of time.

– Denise Lee, Vice President, Engineering Sustainability Office, Cisco.

Sustainability Commitment

Sustainability has been a priority since Cisco set its first emissions reduction. Today, it is at the heart of all we do.

Sustainable Solutions

Cisco delivers end-to-end architecture to accelerate the startups' journey towards creating and achieving sustainability goals.

Sustainable Technologies

Simplify the network and lower the total cost of ownership through single-layer management and fewer devices.

Lifecycle Management

Through Hardware-as-a-Service or IT recycle programs, Cisco offers customers a choice in managing their equipment lifecycle.

Partner Ecosystem

Cisco's commitment to sustainability extends to our valued partners with specific programs to support their sustainability goals.

Startups and Sustainability

Delivering solutions through collaboration

Cisco for Startups has built an ecosystem across verticals to
address sustainable development goals.

SUSTAINABLE DEVELOPMENT GOALS

2 ZERO HUNGER	SatSure	Enabling financial inclusion for farmers with better decision making thereby increasing crop yield.	**2M+** **Farmers** have been provided loans using SatSure product.
8 DECENT WORK AND ECONOMIC GROWTH / **10 REDUCED INEQUALITIES**	CULTYVATE / SENSEGRASS	Leveraging the intelligence of next-gen technologies in the agriculture industry to make operations smarter and more efficient.	**450+** **Acres** across 3 continents with 1K+ sensors on the fields.
4 QUALITY EDUCATION	LETZ CONNECT	Addressing knowledge connectivity.	**2L+** **Users** empowered

6 CLEAN WATER AND SANITATION / **13 CLIMATE ACTION**	FluxGen / RYDOT	De-risking industries and facilities from water crisis.	**150Mn** **Litres** of water managed
3 GOOD HEALTH AND WELL-BEING	teslon / Cloudphysician	Partnering with startups to make healthcare solutions accessible and affordable across geographies.	**60+** Hospitals empowered **50K+** Patients treated
7 AFFORDABLE AND CLEAN ENERGY	Probus / MinionLabs	Solving energy management and power transmission in last mile.	**3.5K+** **Transformers** managed
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	ZestIOT / entrib / UvNSense / Autosys	Smart factory solution innovation and digitization of industrial operations.	**50Mn** **Hours** saved on shop floor

Empower

Startup
Enablement
Platforms

Cisco STEP

Startup Engagement Platform

STEP is an enablement platform for Cisco accelerated startups to collaborate with mentors, investors, and ecosystem partners. The platform works as a bridge in bringing all these entities together to explore opportunities and possibilities.

STEP keeps the startups abreast of all the Cisco for Startups initiatives. Also, it enables them to network with subject matter experts and ecosystem partners – all through an intuitive and easy-to-use dashboard.

To be part of this journey register at:

https://launchpad.cisco.com/c/login.html

Cisco Kalki
Metaverse for Startups

Kalki is a VR-based interactive and immersive experience platform created by Cisco for Startups to demonstrate the capabilities, solutions and products developed by the startup partners with Cisco's architecture across verticals.

It is a collaboration platform allowing the users to meet, greet, talk and interact in the virtual world. This platform enables startups, sales, partner and marketing teams to showcase joint partner solutions to customers. The experience can be optimized using a VR headset (Oculus Quest) and works on Windows and Macintosh machines.

India Technopreneurship Series (ITS)

ITS is a series of workshops on business and technology culminating in a pitch day. Here, emerging startups and budding innovators get an opportunity to pitch to corporate leaders, industry giants and stand an exclusive chance to get inducted into Cisco for Startups ecosystem. In the first three editions of the Technopreneurship Series we partnered with Kerala Startup Mission, Startup Assam and Maharashtra State Innovation Society.

Scan to explore

Target Audience

Co-founders of early-stage startups

Aspiring entrepreneurs

Student innovators

Key benefits

Guidance from startup founders and industry mentors

Exposure to startup initiatives by the government, Cisco and startup enablers

Pitch to investors and corporate accelerators

Monetary incentives

E-certificates on successful completion of sessions

pinmicro
Know your surroundings

"
We were excited to be part of Cisco's India Technopreneurship Series - a program connecting ideas, mentors, technologies, and a thriving community. Being in the niche RTLS space, the recognition helped us by validating our solution, giving us credibility and opening many doors.

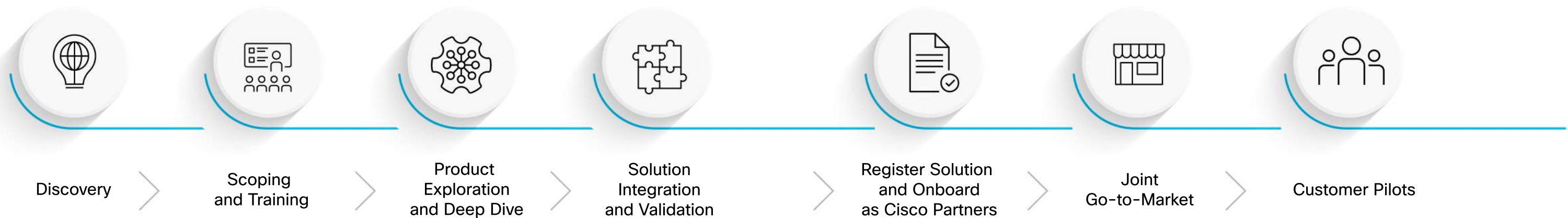*– Ravindranath A V, CEO, India, EMEA and Americas*

Engage

Startup
Partner
Roadmap

Cisco Startup
Partner Roadmap

Discovery > Scoping and Training > Product Exploration and Deep Dive > Solution Integration and Validation > Register Solution and Onboard as Cisco Partners > Joint Go-to-Market > Customer Pilots

Explorer

Explore synergies with Cisco technology stack to develop solutions across different use cases.

Builder

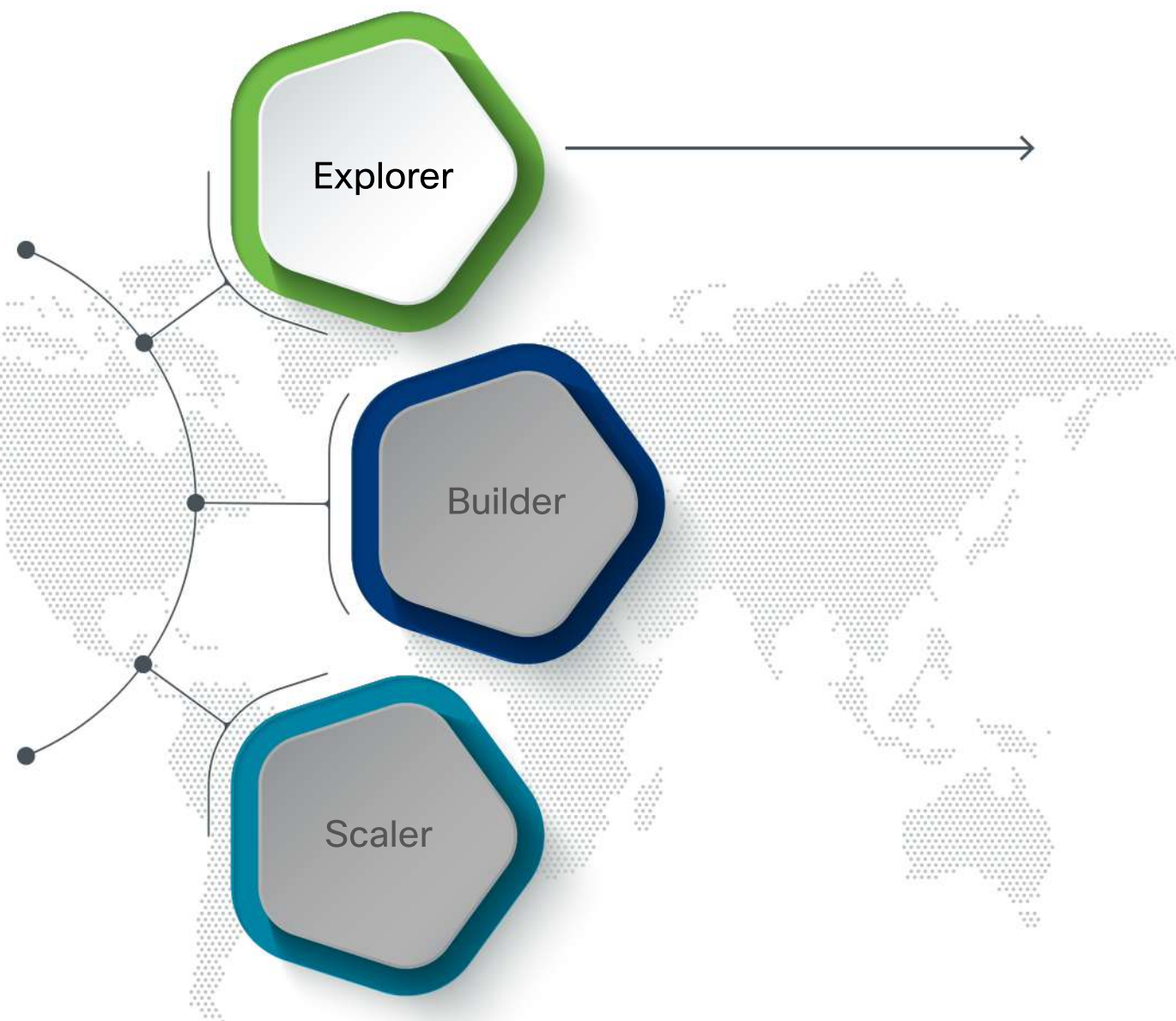Build, integrate and validate solutions powered by the Cisco technology stack.

Scaler

Scale up solutions and explore business opportunities across different verticals and geographies.

Explorer

In the exploration phase, startup partners evaluate their complementarity with Cisco products.

Explorer

Builder

Scaler

Support from Cisco

Mentorship opportunities from internal Cisco mentors and external experts

Onboarding to Cisco Startup Enablement Platform (STEP)

Exposure to multiple use cases across industries

Value for startup partners

Access to technology and business best practices

Opportunity to fail fast, pivot and succeed faster

Obtain an overview of the Cisco technology stack

Q→NU

Cisco for Startups was a saviour and accelerated our startup journey by at least 1 year.

- Sunil Kumar Gupta, CEO, QNU Labs

Builder

In the build-up phase, the startup partners establish complementarity with Cisco technology stack to build joint solutions with Cisco.

Explorer

Builder

Scaler
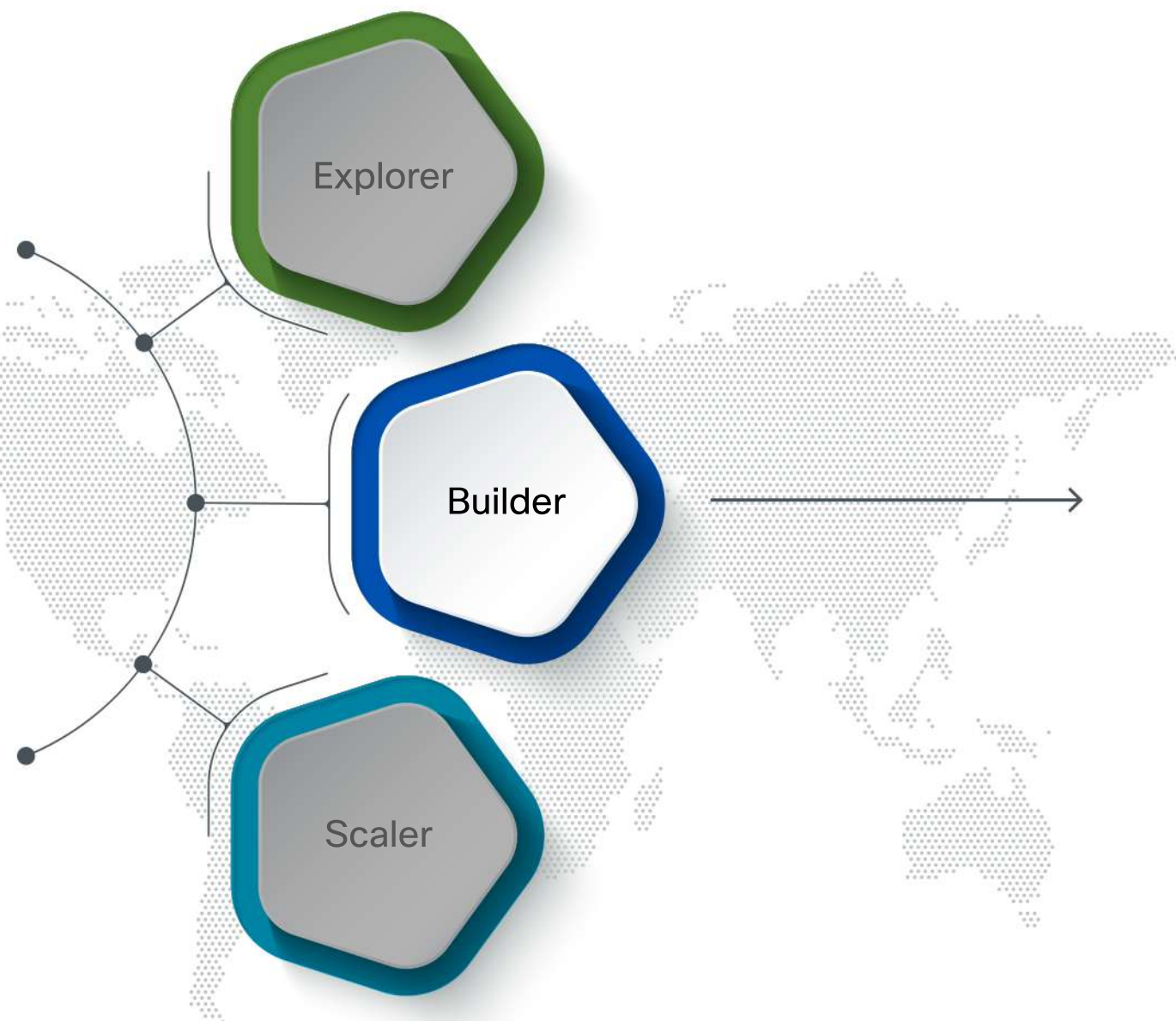
Support from Cisco

Partner-grade training on Cisco technologies

One-on-one meetings with Cisco experts

Architecture deep dives, advice on designing joint architectures and help in technology integrations

Provision of sandboxes and access to Cisco for Startups labs

Value for startup partners

Make informed technology choices for quicker product market fit

Access to credits for technology platforms from Cisco and Cisco for Startups' partners

Understanding of Cisco's markets and deployment models

Accelerated journey towards market readiness

SEASHORE NETWORKS

Cisco for Startups helped us quickly navigate through the global matrix structure of Cisco. It truly gave us a glimpse of how rapidly we could scale the go-to-market globally.

- Ankit Dixit | Co-founder | SeaShore Networks

Scaler

The scale up phase is designed for startup partners who have an integrated solution with the Cisco technology stack and are ready to be listed partners. This opens a universe of opportunities via sell-through, sell-with and buy-from modalities.

Explorer

Builder

Scaler
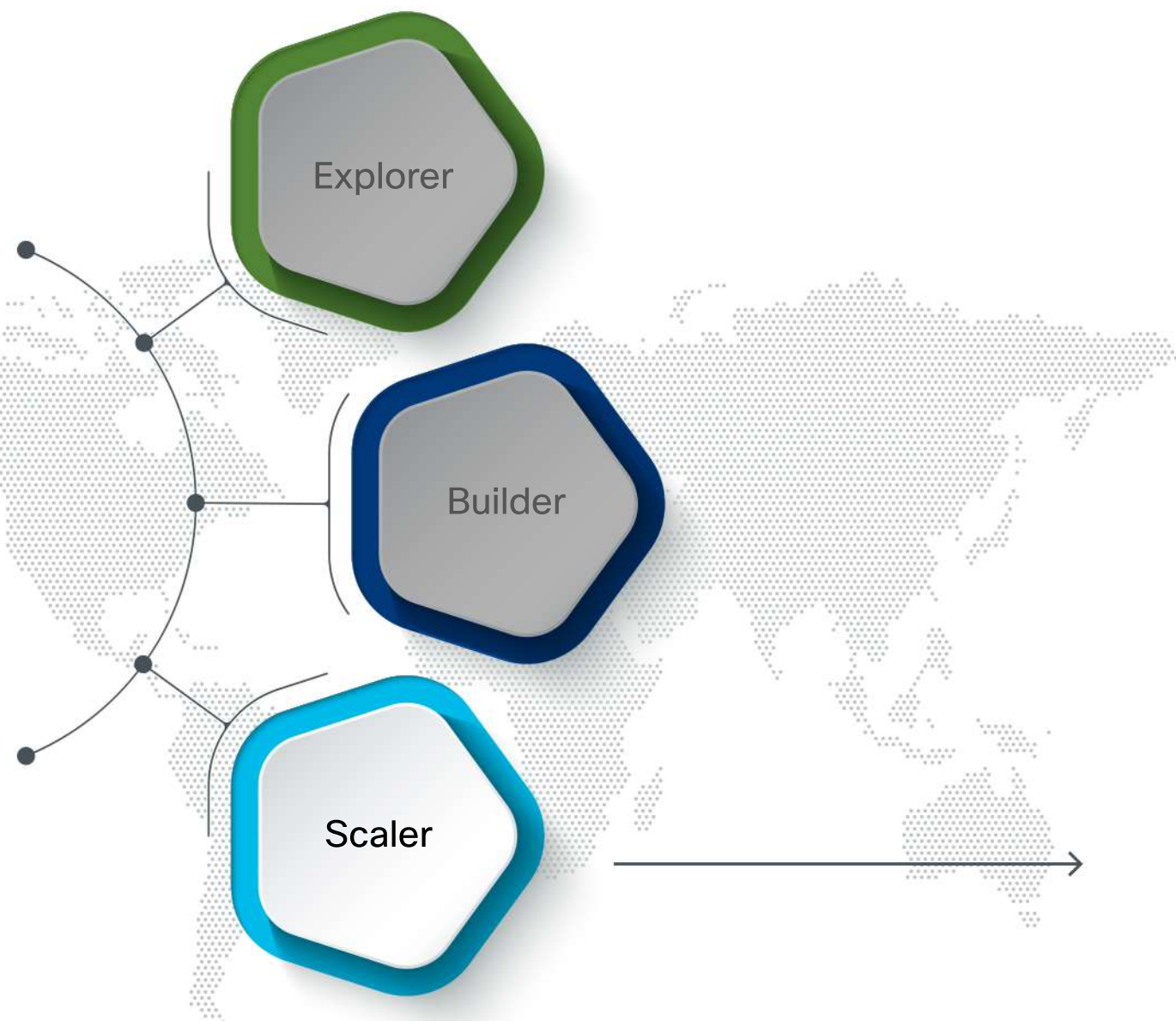
Support from Cisco

Listing on Cisco marketplaces like Webex Apphub, Meraki, DevNet

Solution showcase to various Cisco business units across multiple geographies

Value for startup partners

Access to potential investors, joint go-to-market opportunities, and joint sale propositions

Accelerated end customer deployments

yellow.ai

Cisco helped us gain a tremendous understanding of the contact center space and the joint go-to-market strategy helped us win customers. This played a major role in our growth story.

- Raghu Ravinutala | CEO and Co-founder | Yellow.ai

Enrich

Tech Fuel for
Startup Growth

Focus Areas

Power Hybrid Work

The global pandemic has changed the definition of work significantly. The future of work involves more employees working remotely – whether permanently or in a hybrid model. IT has to use the most reliable, secure, and productive technology to empower their teams for work from anywhere, on any device.

Reimagine Applications

In the digital world, applications are the business; experiences are the currency. The landscape has become much more dynamic since the pandemic. IT teams have to reimagine how they design, develop, and deploy their applications for seamless experiences and the greatest business impact.

Transform Infrastructure

The network is the nervous system that allows everything to work together in today's connected world but it is changing. Cloud is the new data center, internet is an extension of the enterprise network and the complexity of evolving networks poses new challenges for businesses.

Secure the Enterprise

A security breach is a business risk; it is not merely an IT issue. The shift to an increasingly remote workforce using unsecured devices from unsecured home networks has expanded the attack surface exponentially. Applications and data that span distributed architectures – may not be under an organization's control – make security more complex.

Key Challenges

Startup Ecosystem	Cisco's Solution
Need for a unified solution for most of the IT requirements	Cisco Meraki - full stack solution
Looking to start small and scale big	Cisco Meraki Solution i.e., Routing, Switching, Wireless, Security, and Smart Cameras
Lack of SME to support full stack IT solution	Meraki dashboard & Cisco Full Stack Observability (FSO) Solution
Lack of collaboration	Cisco Webex solution
Staying secure in hybrid work era	Cisco Meraki Firewall, Cisco DUO, Cisco Umbrella and Cisco AnyConnect VPN
Leveraging technology to be a business enabler	Cisco as one-stop solution

The 360° Benefits

Customer Priorities

Security
Data Security

Network
Infrastructure Transformation

Applications
Reimagine Applications

People
Team Empowerment

Focus Areas

End-to-End Security
Zero Trust Secure Connectivity

Secure, Agile Networks
Future of Connectivity Hybrid Cloud

Optimize Application Experiences
Full Stack Observability

Future of Work
Hybrid Work

Security
- Cloud Secure Firewall Management
- Cisco New Unified Client
- Secure Cloud Insights
- Cisco Security Cloud

Network
- ThousandEyes WAN Insights
- DNA Spaces
- Nexus Cloud
- Cisco+ Offerings Secure Connect / Choice
- Catalyst Cloud Managed

Applications
- AppD Cloud
- Hybrid Cloud
- HyperFlex and Unified Computing System-X
- Intersight Workload Optimizer

People
- Work from Anywhere
- Smart Workspaces
- Webex Connect

Cisco Solutions

We leverage partner technologies and Cisco products to develop integrated solutions for industries across the spectrum.

Enterprise & DC Networking
Catalyst Switches | Catalyst Wireless | DNA Center | Nexus Switches | CISCO ACI

Applications Experience
APPDYNAMICS part of Cisco | Cisco CloudCenter | CISCO Meraki

Advanced Security
Meraki SM/MDM | AMP for Endpoints | Cisco ASAv | Cisco Tetration | ISE (NAC) Virtual | DUO | Umbrella (DNS Sec)

End User Computing
Cisco Container Platform | Workload Optimization | HYPERFLEX Platform for Multicloud | HCI for VDI | INTERSIGHT | Server Management

Collaboration
Cisco WebEx | WebEx Share | WebEx Room Kit | WebEx Desk Pro

Network and Location
ACI Anywhere | CISCO DNA Spaces | AnyConnect | CISCO Meraki SD-WAN & CVO

Industrial IoT
Industrial Switches | Industrial Wireless

Partnering to Deliver

We partner with startups to curate and deliver industry–specific solutions to address pitfalls across business verticals.

	1 Secure, Cloud-Managed, Multi-Cloud	2 Future of Work	3 Optimized Application Experiences	4 Data Center for Cloud Native	5 End-to-End Security	6 Capabilities for Business
Logistics and Delivery	Meraki MX, Meraki MS/MR	Meraki MS/MR, Webx, DNA Spaces	1KE, App D	HX, Intersight	Duo, Umbrella, Secure Analytics	Meraki MV/MT, Duo, Webex Suite, 1KE
Ecommerce Platforms	Meraki MX, Meraki MS/MR	Webx	1KE, App D	HX/ACI/NX, Intersight	Duo, Kenna Security, Secure Analytics, Umbrella DNS	DNA Spaces, Duo, 1KE, App D, Webex Suite
Fintech	Cisco SD WAN, Secure FW, Meraki MS/MR	Webx	1KE, App D, Nexus Dashboard	HX/ACI/NX, Intersight	Duo, Kenna Security, Secure Workload, Secure App	Umbrella DNS, 1KE, Webex Suite, Duo
Healthtech	Meraki MX, Meraki MS/MR	Meraki MS/MR, Webex, DNA Spaces	1KE, App D	HX, Intersight	Duo, Umbrella, Kenna Security	Umbrella DNS, 1KE, Webex Suite, Duo
Edtech	Meraki MX, Meraki MS/MR	Meraki MS/MR, Webex	1KE, App D	HX, Intersight	Duo, Umbrella, Kenna Security	Umbrella DNS, 1KE, Webex Suite, Duo
Online Travel	Meraki MX, Meraki MS/MR	Webex	1KE, App D	HX, Intersight	Duo, Kenna Security, Umbrella DNS	1KE, App D, Meraki MV/MT, Webex Suite
Foodtech	Meraki MX, Meraki MS/MR	Webex	1KE, App D	HX, Intersight	Umbrella DNS	Meraki MV/MT, Webex Suite
Gaming and Entertainment	Secure FW	Webex	1KE, App D	HX, Intersight	Umbrella DNS, Secure Workload, Secure App	App D, 1KE, Webex Suite

A World of
Co-Innovation
Possibilities

Finance

Banking, Financial Services and Insurance (BFSI) is the industry's umbrella term for companies that provide a range of relevant financial products or services.

This includes universal banks that provide a range of financial services or companies that operate in one or more of these financial sectors. BFSI comprises commercial banks, insurance companies, non-banking financial companies, cooperatives, pension-funds, mutual funds and other smaller financial entities.

Landscape
Data Center, Disaster Recovery Center, Critical Offices, Branches, Field Banking Services

Application
Core Banking, Web, App, Third Party and Internal Applications

Sub-Vertical Covered

Scheduled Commercial Banks
Regional Rural Banks
Cooperative Banks
Specialized Banks
Non-Banking Financial Institutions
Small Finance Banks
Payments Banks
Development Banks
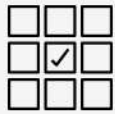
Top 5 Business Priorities and Use-Cases

Zero Trust Security
Micro-Segmentation
Branch Performance and Security
Application Digitalization and Modernization
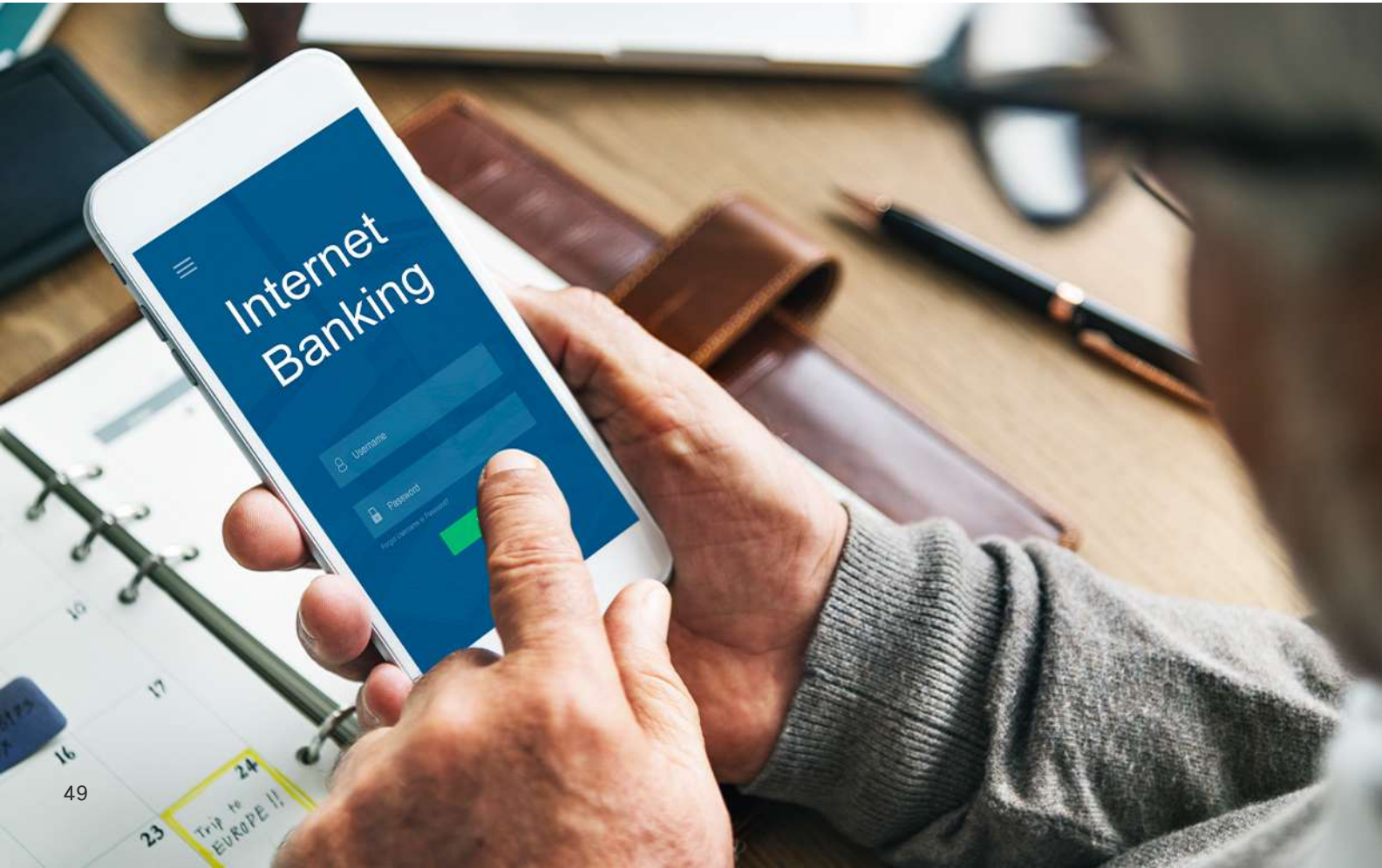
Cisco Technology Stack

Cisco IMImobile (CXaaS)

Cisco Secure Workload (Tetration)

Cisco Kenna - Vulnerability Management

Cisco SASE Solution (Umbrella, SD-WAN, Duo, ThousandEyes)

Cisco FSO Solution (AppD, Intersight Workload Optimizer and ThousandEyes)

Cisco DCN Solution (Nexus (NX-OS/ACI), Storage Switch)

Cisco EN Catalyst Switching with SD-Access for Large Site

Cisco DC Compute (HCI, UCS-X)

Cisco Firepower Firewall & IPS

Cisco WebEx Solution

Education

Education is going through a rapid pace of technology change and competition is intensifying in higher education globally. From teaching and learning, to research and administration, all aspects of education are experiencing disruptive innovation.

Some of the dominant themes across this industry are network platforms, cyber security, digital collaboration, IoT and analytics.

Landscape

Wireless Access, Student and Guest Experience, Student Analytics, Cloud Security, Digital Classrooms

Application

Learning Management System, ERP Content Management, Student Management System

Sub-Vertical Covered

Remote Learning - Distance Education

Secondary Education

Research Institutes

Higher Education – Medical
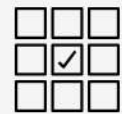
Top 5 Business Priorities and Use-Cases

Create Hybrid Learning Environments

Building a Flexible Campus

Facilitate Safety and Security

Actionable Insights, User and Locations Analytics

Fuel Innovation with Remote Research and Collaboration

Cisco Technology Stack

Cisco Wi-Fi6 and Switching

Smart Campus

Digital Classrooms

Location based services, DNA Spaces

Cisco IPT, WebEx Calling

Remote Learning- Virtual Classroom

Cisco Management – DNA Centre/Meraki, DNA Spaces

Cisco Guest Access via Meraki, DNA Spaces

Intelligent Digital Signage

Cisco SASE, Cloud On-Ramp for SaaS

Behaviour based analytics with Stealthwatch

Cisco Tetration for Workload, Cloud Lock, etc

Coworking Space

A coworking space is an environment that is designed to accommodate people from different organizations to share an office space. By using common infrastructure and services, such as phone, electricity, equipment, utilities, security, receptionist etc., the cost of running an independent office is saved.

This industry runs on a Space-as-a-Service model. The clients are charged on the basis of per square feet of space and per port basis.

Landscape
Office Spaces, Branches

Application
Cloud Based Applications, Web, App, Third Party and Internal Applications

Sub-Vertical Covered

Community Center
Collaboration Hubs
Shared Office Spaces
Social Spaces
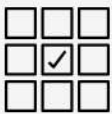
Top 5 Business Priorities and Use-Cases

Simplified Network Operation Using Centralized Dashboard

User Level Segmentation

Application and User Level Visibility.

Integrated Security, SD-WAN and IP Surveillance

Zero Trust Security

Cisco Technology Stack

Cisco Cat Wi-Fi6 and Switching
Cisco Meraki
Cisco SASE Solution (Umbrella, SD-WAN, Duo)
Cisco Collaboration with IPT, TP and Webex
Cisco Firepower Firewall/IPS/ISE/AMP4E

Asset Tracking via Meraki BLE, DNA Spaces

Cisco SD-Access for Large Branch or Campus

Cisco DC Compute (HCI, UCS-X) for Hosting Application

Cisco FSO Solution (AppD, IWO and ThousandEyes)

Manufacturing

Manufacturing has emerged as one of the prominent high-growth sectors and is expected to be an engine for economic growth and jobs. With unprecedented growth, the pace of transformation in manufacturing has drastically accelerated to meet the needs of today's changing world.

Landscape

Hybrid Cloud, Manufacturing Plant/Factories, Admin/Sales Offices, Partners and Supply Chain

Application

ERP, CRM, SCM, IoT and Automation

Sub-Vertical Covered

MSME
Automotive and Transport Equipment's
Engineering and Constructions
Food and Beverages Manufacturing
Chemical and Petroleum Industry
Steel Industry
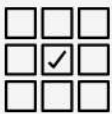
Top 5 Business Priorities and Use-Cases

Manufacturing Supply Chain Operations
Advanced Manufacturing Operations
Workforce Enablement
Industrial Security and Safety

Cisco Technology Stack

Modernization and Automation for Industry 4.0
Plant Floor Collaboration, Digital Workforce
Track and Improve Employee Productivity Time and People Safety
Real-Time Plant Visibility and Asset Tracking
Monitor Factories With Environmental Sensors
High Value Theft/Inventory Leakage

Secured, Intelligent WAN Edge
Site Wide LAN (Wired and Wireless) With Visibility and Automation
End User Experience Monitoring / FSO
IT/OT Security

Healthcare

Healthcare is the industry's umbrella term for companies that provide a range of healthcare products or services such as hospitals, pharma, diagnostics, medical equipment, telemedicine, healthtech, insurance and healthcare delivery systems.

Healthcare delivery system can be categorized into two major components - public and private. The public healthcare system comprises secondary, tertiary care and primary health centres. The private sector is mostly present in tier I and II cities in the form of large, small and medium sized hospitals.

Landscape
Datacenter, Wireless, Security, Telehealth, Collaboration

Application
HMS/HMIS (Hospital Management System), PACS (Picture Archiving and Communications System)

Sub-Vertical Covered

Large Hospitals
Government Owned Hospitals
Private Sector
Pharma Companies
Diagnostics Providers
Small/Medium Hospitals
Healthtech
Telemedicine
Healthcare Education
Insurance

Top 5 Business Priorities and Use-Cases

Availability and Compliance
Seamless and Ubiquitous Wireless Access
Zero Trust Security
Application Digitalization and Modernization
Telehealth and Video Enabled Communications

Cisco Technology Stack

Improving Patient Care
Secure Your Healthcare Into the Future
Protecting Patients and Data
Deliver Care Everywhere
Heightened Security and Compliance

Cisco EN Catalyst / Meraki Switching and Wireless
Cisco End to End Security (AMP4E, NGFW, Email, Tetration)
Cisco SD-WAN (Meraki/Viptela with SASE (Umbrella, Duo)
Cisco DC Compute (HCI, UCS-X, IWO, AppD)
Cisco WebEx and IPT and Video Endpoints

Hospitality

Hospitality industry is a dynamic and rapidly growing ground that can be broadly classified into sectors such as lodging, food and beverage, travel and tourism, meetings and events, and various new experiences coming up to meet consumer needs.

One new segment that has become extremely relevant in this industry is technology. It is not only an operating system behind hotels to manage their guests, reviews, marketing, and bookings, it also serves as a medium to enhance guest experience.

Landscape
Wireless Access, Guest and Application Experience, Management and Operations, User Analytics, Cloud, Security, IPT

Application
Property Management, Channel Management, Customer Relationship Management, Revenue Management, Online Booking

Sub-Vertical Covered

Lodging – Hotels, Hostels, Motels
Food and Beverage
Travel and Tourism – Cruises, Private Airlines, Trains, Cabs
Meetings and Events – Conferences, Halls, Stadiums
Recreation – Museums, Festivals, Zoos, etc

Top 5 Business Priorities and Use-Cases

Seamless and Ubiquitous Wireless Access
User and Application Experience (Internal and Customer Facing)
Operations, Management and Incident Response
Actionable Insights and User and Locations Analytics
Zero Trust and Secure Customer Records
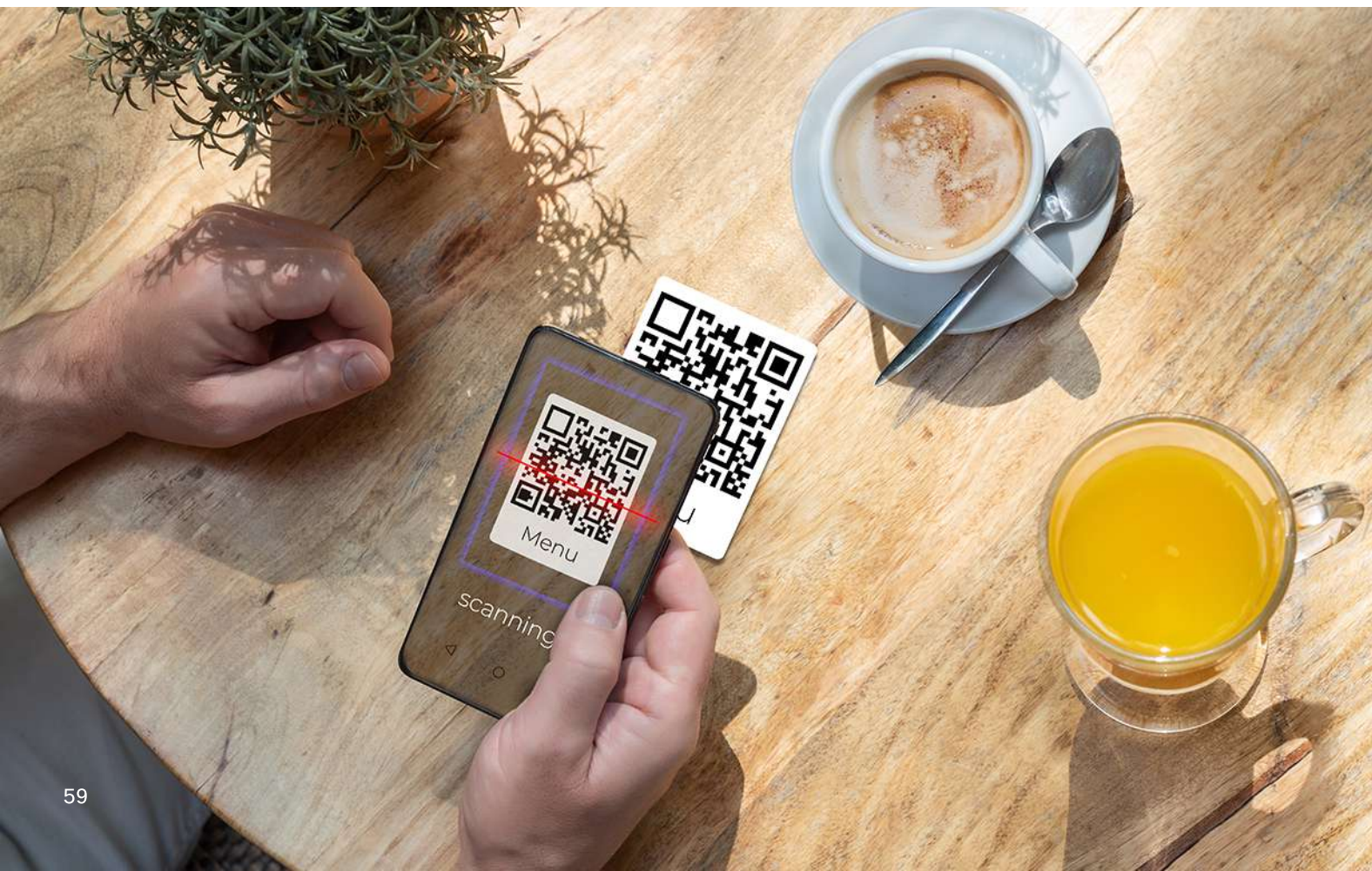
Cisco Technology Stack

Cisco Wi-Fi6 and Switching
Asset Tracking via Meraki BLE, DNA Spaces
Cisco SD-WAN Routing
Cisco Digital Experience Monitoring
Cisco IWO for Cloud Resources and migration
Cisco IPT, Webex Calling

Cisco Management – DNA Center/Meraki, DNA Spaces
Cisco Guest Access via Meraki, DNA Spaces
Cisco SASE, Cloud On-Ramp for SaaS
Cisco FSO for APM and DXM
Cisco Tetration for Workload, CloudLock, etc
Cisco WebEx, VC, Accessories for Internal Employees

Retail

The Retail and Ecommerce industry consists of all companies that sell goods and services to consumers. Online and store retailing play a very important role in connecting manufacturers of goods to the end consumer. They create a convenient environment for the customer to compare and choose between different manufacturers and opt for the best price and offering they need.

Landscape

Wireless Access with Analytic Promotion, Application Experience, Security Connectivity, User Analytics, Cloud, Security
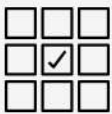
Application

POS Application, Mobile Application, Online Shopping Backend Infrastructure

Sub-Vertical Covered

Malls and Departmental Stores

Fashion and Apparel, Jewellery, Pharmacy, Grocery

Consumer Electronics

Home Goods

Pure Online – Ecommerce

CPG

Top 5 Business Priorities and Use-Cases

Smart Stores and Outlets

User and Application Experience (Internal and Customer Facing)

Robust Order Management Platform

Actionable Insights, and User and Locations Analytics

Zero Trust and Secure Connectivity

Cisco Technology Stack

Cisco Wi-Fi 6 and Switching for Stores

Cisco SD-WAN Routing

Cisco Digital Experience Monitoring

Cisco UCS and Nexus/ACI
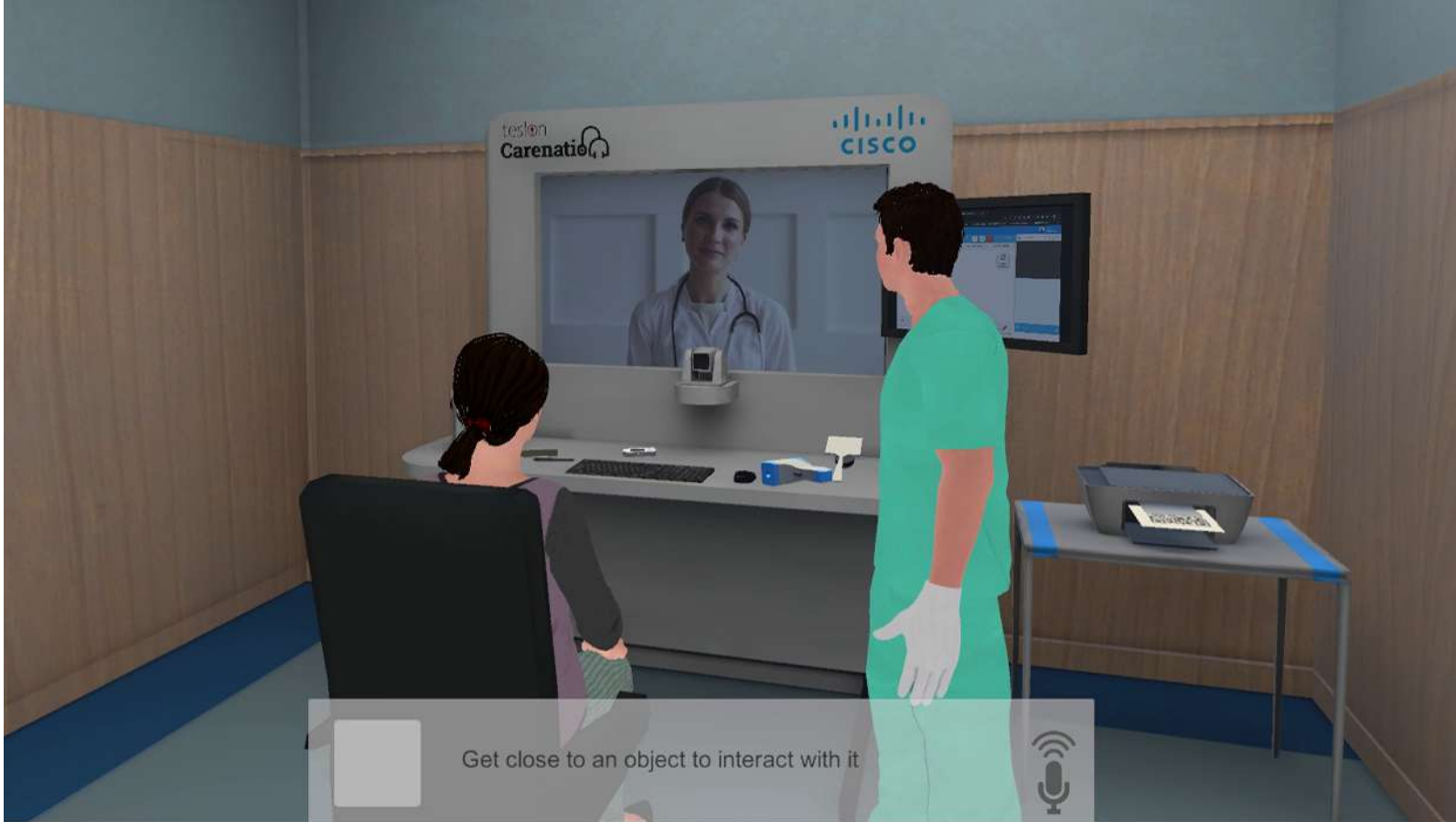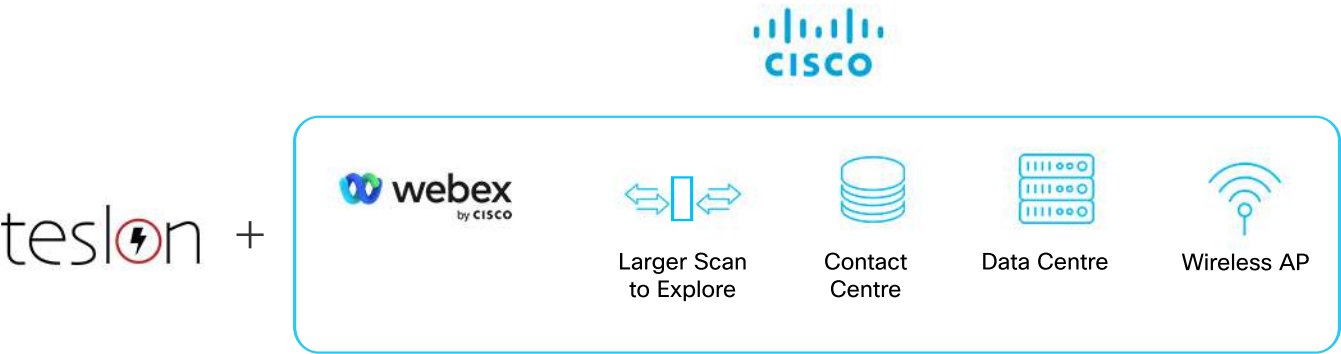
Cisco FSO Solution

IMI Mobile

Cisco Management – DNA Center/Meraki, DNA Spaces

Cisco Guest Access via Meraki, DNA Spaces

Cisco SASE, Cloud On-Ramp for SaaS

Cisco Tetration for Workload, CloudLock, etc

Cisco WebEx, VC, Accessories for Internal Employees

Enjoy

Success Stories
with Startups

Remote Healthcare Delivery

CISCO

teslon +

| webex by CISCO | Larger Scan to Explore | Contact Centre | Data Centre | Wireless AP |

Get close to an object to interact with it

Problem

Lack of access to high quality healthcare

Shortage of personnel and resources

Inefficient healthcare delivery due to fragile rural infrastructure

Lack of robust networking and collaboration software

Solution

A telehealth platform that enables a wide variety of use cases ranging from remote healthcare stations to simple telemedicine access through smartphones. It serves use cases like ICU and Covid care in hospitals with the cart form factor and the use cases in medicine vending and AI based intelligent triaging.

Outcome

One of the most comprehensive telehealth platforms in the world – deployed in Asia, Europe, and South America in partnership with Cisco.
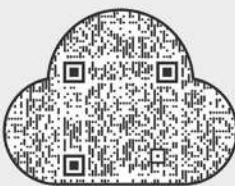
Scan to explore

" All these years we engaged with Cisco, we have been helped immensely by the excellent Cisco for Startups team in getting access to technology, right mentorship, go-to-market and more.

- Harsha Muroor, Founder and CEO, Teslon

Connected Airports and Airlines

CISCO

ZestIOT +

| IXM LoRaWAN | Unified Communications Manager | Aironet Wi-Fi AP | Catalyst 9300 (Fabric-in-a-box) | Fluid Mesh |

Alt to Fly-down

Aircraft landing.

Problem

Operational complexity and spending

Lack of robust network security

Scalability of IT infrastructure to meet evolving needs and business growth

Lack of centralized management and comprehensive visibility

Limitations to implementing new technologies

Quality of service for passengers

Solution

ZestIOT along with Cisco has engineered an IoT/AI platform to connect the 4 key journeys of passengers' baggage, ground assets, and airport together to make data sense.

Outcome

Optimizing aircraft movements, capacity augmentation and ground operations control center

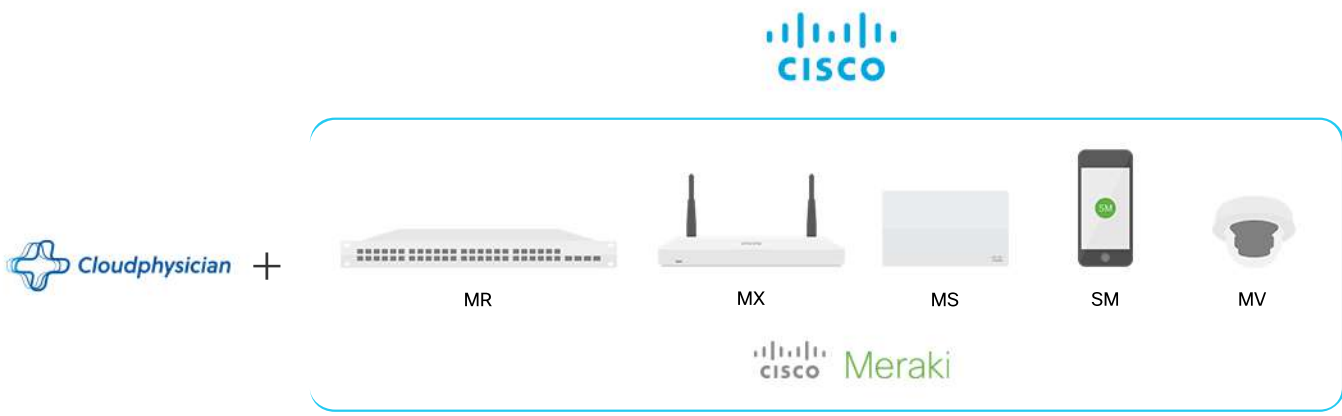Joint pilot at Bangalore International Airport (BIAL)
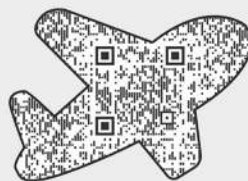
Scan to explore

" Cisco for Startups helped us to identify and connect the right set of stakeholders and sponsors and now expanding to the international markets.

- Amit Sukhija, Founder, CEO, ZestIOT

Taking Critical Care to the Grassroots

CISCO

Cloudphysician +

MR   MX   MS   SM   MV

cisco Meraki

Problem

Unreliable access to remote devices

Challenges obtaining HD real-time audio and video feeds from the ICU to command centre for immediate patient consultation

Managing multiple networks with limited / lean IT team support

Solution

Using a unique combination of telemedicine and digital management of workflows, Cloudphysician has taken ICU care to the grassroots by enabling hospitals in tier II and III cities to have a virtual intensivist at the bedside.
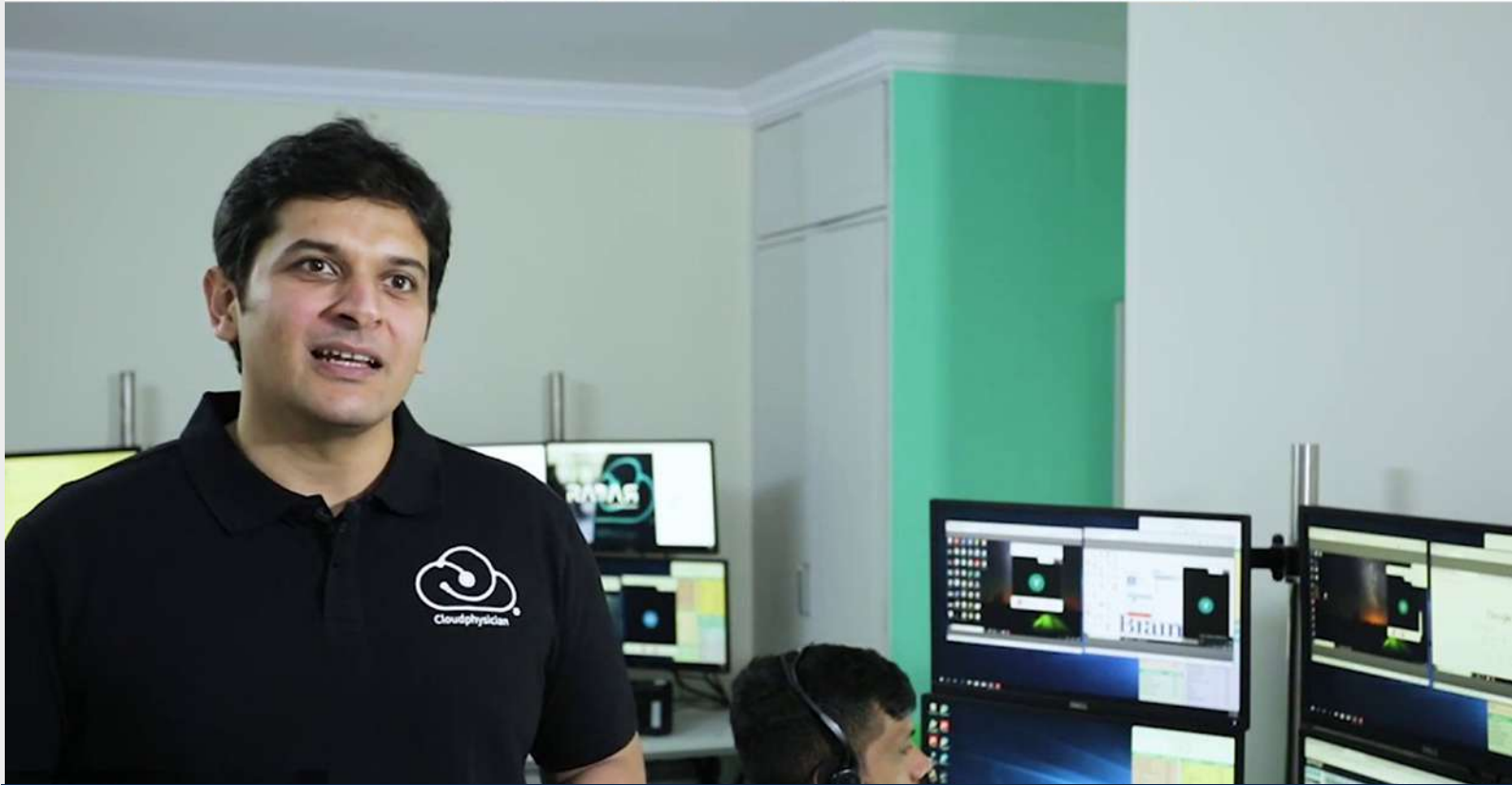
Outcome

Remote ICU monitoring for CCU

Joint deployment at 8 locations

Scan to explore

> " We work as a combined unit with the highly specialized Cloudphysician team to provide our patients tech-enabled treatment that is at par with leading hospitals of India. The ICU is no longer restricted to just one or two PPE-wearing doctors. A comprehensive team of four other intensivists is virtually inside our ICU.
>
> *- Dr. Tsering Morup, Senior Consultant Anaesthetist and Intensivist, SNM Government Hospital, Leh-Ladakh, Jammu and Kashmir.*

Maritime Digital Platform
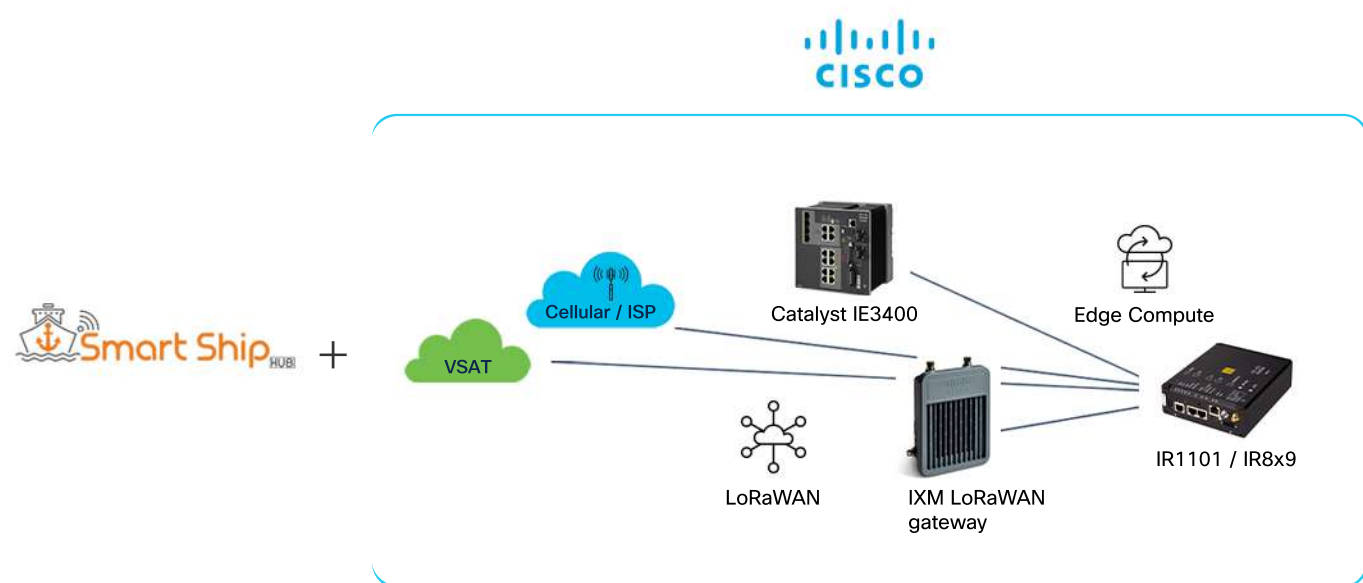
Problem

Lack of visibility of live vessel machinery and operational data

High downtime in absence of predictive advisory and diagnostic information

Challenges with real time HD audio and video conferencing from vessel to shore

Managing multiple networks with limited / lean IT team support

Operational complexity

Solution

Smart Ship Hub digital platform provides on-demand cloud services for the maritime ecosystem. Smart Ship has embarked on a major initiative of designing an intelligent Data Acquisition Console which will fetch data from various vessel machinery, log on to the gateway server, and telemetry to the cloud securely.

Outcome

Remote vessel monitoring and performance powered by Cisco IoT portfolio.

Scan to explore

> " Cisco for Startups is clearly one of the best in the world. Having been part of multiple accelerators from across the world, I can say that nothing comes close to this program. The structure, the partners, participation by Cisco leadership and possibilities of working on global use cases is a unique combination.
>
> *- Joy Basu, CEO, Smart Ship Hub.*

Transforming Farming Ecosystems

SatSure +

webex by CISCO

CISCO

Compute   Router   LoRaWAN

Problem

Delayed detection and advisory on climate variations

Absence of real time monitoring

Unavailability of region wise data on net sown area, crop health, harvest data and insights

Inaccurate predictability of rainfall, drought and pest outbreak

Solution

SatSure agriculture solution stack integrated with Cisco's LoRaWAN and IR829 gateway infrastructure to provide a holistic solution for intelligent farming. SatSure leverages Cisco LoRaWAN IXM gateway and actility server for reading data from Agri-LoRa sensors.

Outcome

Access to region wise crop data and better crop yields for farmers

Joint go-to-market deployment in 2 state government projects
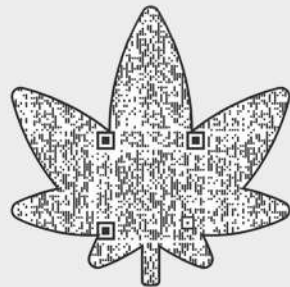
Scan to explore

"It was great to be part of Cisco as it helped us expand our technology suite through mentoring and guidance from experts at Cisco. Also, it helped us cement a good relationship with the digital transformation team from joint go-to-market purposes.

- Prateep Basu, CEO, SatSure.

Road Ahead

Startups

Design and validate your offerings

Sharpen your product fit

Enhance the capability to scale up

Innovation offices

Identify joint best practices

Solve new use cases for customers

VCs / Ecosystem Enablers

Gain insights into emerging technology sectors and niche verticals

Elevate your portfolio of deep technology startups

https://launchpad.cisco.com | ciscolaunchpad@cisco.com

in /ciscolaunchpad   f /ciscolaunchpad   🐦 /ciscolaunchpad

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