

voice, and video across geographically dispersed local-areanetworks, metropolitan-area networks, and wide-area networks. Devices are primarily integrated by Cisco IOS Software and include Routers, Switches, New Products, and Other. Provides services as-

73,700 employees. Officers/Directors hold less than 1.0% of stock; BlackRock, 6.6%, Vanguard, 6.0%. (9/16 proxy). Chrmn. & CEO: Chuck Robbins. Inc.: CA. Address: 170 W. Tasman Drive, San Jose, CA 95134-1706. Tele.: 408-526-4000. Web: www.cisco.com.

ANNUAL RATES Past Est'd '14-'16 5 Yrs. 6.0% 9.5% 10.5% 10 Yrs. 9.0% of change (per sh) to '20-'22 5.0% Revenues 5.5% 7.0% 9.5% 5.0% 'Cash Flow 10.0% 10.0% Earnings Dividends Book Value 12 0% a no/

8896

1104

3897

18622

23623

78719

19694

24911

1056 4161

83703

1385 7992

18206

27583

76283

Current Assets

Accts Payable Debt Due

Current Liab

Other

DOOK V	alue	12.0	12.0% 9.0		J% 5.U%	
Fiscal Year Ends		ERLY REV Jan.Per			Full Fiscal Year	
2014	12085	11155	11545	12357	47142	
2015	12245	11936	12137	12843	49161	
2016	12682	11927	12000	12638	49247	
2017	12352	11580	11940	12133	48005	
2018	12100	11700	12000	12475	48275	
Fiscal Year	EARNINGS PER SHARE AB Full Fiscal					
Ends	Oct.Per	Jan.Per	Apr.Per	Jul.Per	Year	
2014	.53	.47	.51	.55	2.06	
2015	.54	.53	.54	.60	2.21	
2016	.59	.57	.57	.63	2.36	
2017	.61	.57	.60	.61	2.39	
2018	.60	.59	.64	.67	2.50	
Cal-	QUARTERLY DIVIDENDS PAID Full					
endar	Mar.31	Jun.30	Sep.30	Dec.31	Year	
2013		.17	.17	.17	.51	
2014	.17	.19	.38		.74	
2015	.40		.21	.21	.82	
2016	.21	.26	.26	.26	.99	

Most of Cisco System's businesses failed to grow revenues in the July quarter. Product sales dropped 5% year over year, owing partly to a 7% fall in service provider spending. The latter result was well below the long-term annual growth target of 1%-3%. The company hopes some innovative new products and the late-decade buildout of 5G wireless networks will eventually help boost demand from this important customer group, but we are not optimistic about a near-term turnaround. The core Switching and Routing units both had hefty 9% sales declines, rates we think are likely to continue. Too, the data center business reported a 4% decrease in sales, due to an industrywide shift from powerful and costly blade servers to cheaper rack servers.

The promising Security division has also slowed. Its top line only grew 3%, a far cry from the low to mid-teens growth management predicted at the recent analyst day. Legacy firewall products offset Web security and advanced threat offerings. Cisco attempted to quell investors' concerns by claiming the shortfall was merely an order timing issue. We remain

confident in this business and think increased corporate awareness of threat vulnerabilities will lead to ample upgrade activity in the coming quarters.

A key margin has gotten worse. The product gross margin fell two percentage points owing to higher cost of DRAM memory, as well as the lower top line and moderate price declines. The margin pressure is expected to continue for the next few quarters.

The transition to a software-centric business model is ongoing. Deferred product revenue related to software and subscriptions grew 50%, to \$5 billion, or double the amount from two years ago. Recurring product revenue reached \$1 billion (11% of total product revenue) for the first time

These untimely shares are probably best left to conservative, incomeoriented investors. We think it will likely take more time for new products to make an impact on results. Meanwhile, we are skeptical that underlying demand from service providers or enterprises rebound much over the near term. Kevin Downing September 15, 2017

(A) Fiscal year ends on last Saturday in July (four 13-week quarters). (B) Diluted earnings. Excludes nonrecurring items: '01, (38¢); '02, (14¢); '03, (9¢); '04, (14¢). '01 includes \$0.15 | (C) In millions, adjusted for stock splits. (D) | April, July, and Oct.

.29

2017 .26

inventory writeoff. May not sum due to rounding. Next egs. report due mid-November. GAAP egs. prior to 2011, pro-forma thereafter. GAAP egs. prior to 2011, pro-forma thereafter.

Company's Financial Strength Stock's Price Stability A++ 75 Price Growth Persistence 35 **Earnings Predictability** 100