



INTRODUCTION

TRANSFORMATION

When humanity meets technology, the way we work changes, and ultimately the way we live is transformed.

The need to communicate, collaborate, and create drives humanity forward. Modern technology allows us to come together collectively and transform our lives in innovative ways. We're more engaged, more informed, and more involved. We are seeing the results of our actions in creating a sustainable world. It is the realization of human potential.

When humanity is connected, wonderful things happen, locally and globally.

That's the Human Network Effect.



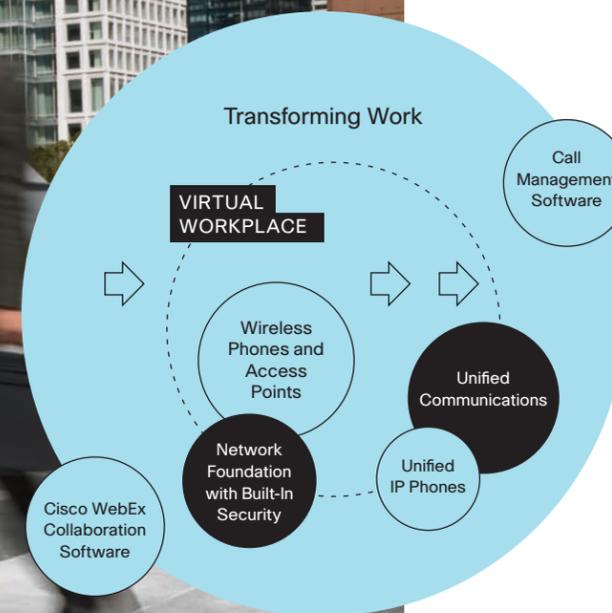
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Collaborating Efficiently

Work Together, from Anywhere

Give employees remote, highly secure access to customers, resources, and the network so they can connect and collaborate from more places—and get more done.



"At this company, no one is restricted to a desk ... because there are no desks." / "How can anyone work?" / "Everyone has a cell phone and a laptop computer." / "And they just go out and work where they want to?" / "As long as they're reachable." / "So they collaborate in new ways and access applications, data, and services they need, anytime, anywhere. Sounds great! Let's head over to your office." / "We're already there!"

Advocating Wellness

"Healthcare should be available for everyone." / "That explains your 'Free Clinic on Wheels?'" / "Yes. Today, I treated a broken hand, distributed antibiotics, and diagnosed a case of first-stage TB." / "Mobile outreach in action." / "I access patient records remotely and get accurate info online. And I set up face-to-face video consultations at the community center, so patients can see doctors remotely." / "So the network lets you get to know patients as individuals." / "And I'm not just treating the condition. I'm treating the person."

Transforming Healthcare

SAFE
AFFORDABLE
ACCESSIBLE
HEALTHCARE



Deliver Anywhere Access

Improve the quality of healthcare and lower costs by making sure clinicians gain easy and fast access to patient records, imaging, and the healthcare resources they need right now.



Connecting Cities

Switch to Smart Real Estate

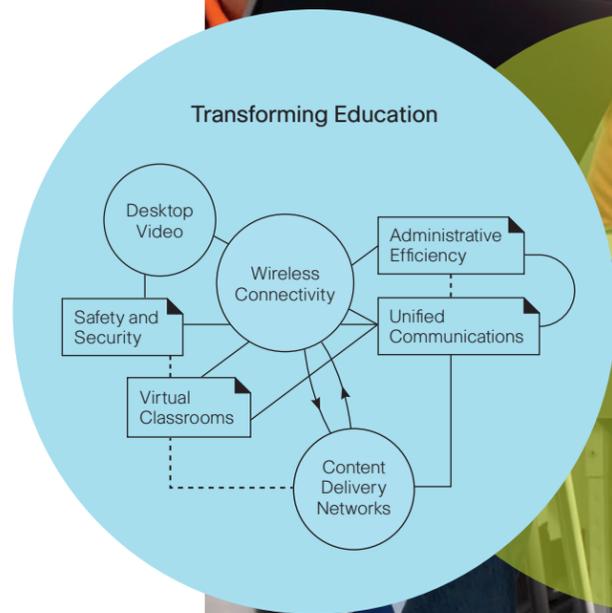
Enable environmental sustainability with a common platform for management of all building and communications systems.

Transforming the Environment with Intelligent Building Systems



"Leave any carbon footprints today?" / "No, I got to work on the 'Connected Bus,' which produces far less emissions than a regular bus." / "Nice start." / "At the office, we used a Cisco TelePresence system to meet with our London team. And they're working in a 'Smart Building,' which saves energy and has no cubicles." / "For improving collaboration, saving resources, and getting more done?" / "Exactly. And I ended up reducing my carbon footprint today." / "Says who?" / "The office manager... and the bus driver."

Empowering Education



Jumpstart Learning

Create a learning environment that's fully centered on students and matches what they'll encounter in the outside world.

"Helping young women in emerging countries begins with education." / "That's a lofty statement. Does it apply to a region that resists change?" / "Absolutely. For example, in one country, many of the students in the Cisco information technology program are women." / "So change happens." / "Indeed. Those scholars have access to the tools they need to become tomorrow's IT professionals. They're fully engaged, and teachers are more effective." / "Sounds like students can become something even more important." / "What's that?" / "Role models!"

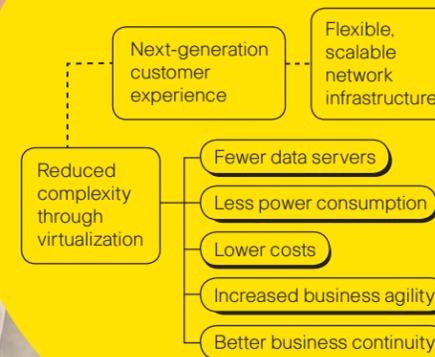


Optimizing Data Centers

Enable Instant Customer Satisfaction

Deliver new and improved services and help increase bank efficiency, productivity, and revenue with fast, highly secure, and reliable data access—anytime, anywhere.

Transforming Banking



"Our people—and our data center—help make our customers happier, anywhere, anytime." / "Did you say... your data center?" / "Correct. It's highly available, so it gives us relevant customer information in a heartbeat. We understand our customers' needs better, we save them time, and we give them confidence." / "So it improves the experience of everyone who sets foot in your branch?" / "And online, and at home, and at the ATM." / "Customer satisfaction, all day and all night!"