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**CISCO HELPS CHANNEL PARTNERS CAPITALIZE ON THE
HIGH-GROWTH OPPORTUNITIES OF THE CONTENT NETWORKING MARKET**

*New Specialisation Enables Channel Partners to Deploy Intelligent Networks
Optimized for E-Commerce Applications and Web Content Delivery*

LONDON, UK, December 3, 2001 – In its continuing effort to help channel partners penetrate new high-growth markets, Cisco Systems, Inc., the worldwide leader in networking for the Internet, today unveiled a Content Networking Technology Specialisation. The Content Networking Technology Specialisation provides channel partners with a structured training roadmap and verification process to ensure that they have the expertise to plan, design, implement and support Cisco content networking solutions.

“The tremendous increase in e-commerce business transactions and bandwidth-intensive applications represents an enormous opportunity for our channel partners in both the enterprise and service provider markets,” said Paul Salmon, Director of Technical Operations, EMEA Channels & Alliances, Cisco Systems Inc.. “Armed with our comprehensive product offering and industry-leading technology training, Cisco Content Networking Specialized channel partners can deploy solutions that enable service provider customers to recognize new profit opportunities and allows enterprise customers to accelerate the deployment of advanced e-business applications, such as e-learning.”

The Cisco Channel Specialisation training roadmap provides a complete list of Cisco recommended training courses designed to instruct channel partners so they can successfully pass the required Specialisation exams. This extensive list of training courses is offered in a wide variety of formats including on-line and instructor led courses, providing partners with both traditional and self-paced learning options. Cisco uses the training roadmap and exam-based verification process to help ensure channel partners gain the technology-specific expertise they need to deliver the highest level of customer satisfaction.

Focused Career Training

Every Cisco Specialisation requires a channel partner to employ skilled individuals into specific job roles. Traditionally, these roles have been filled by either a Cisco networking associate or professional-level career certified technician. Because content networking is both a service provider and enterprise market solution, channel partners need help developing and recruiting skilled professionals with service provider network knowledge. The new Content Networking Technology Specialisation uses the Cisco Communications and Services career certifications as another fulfillment option [CU1]. The Cisco Communications and Services career certifications help channel partners develop skilled professionals who can plan, design, implement and support service-provider-specific network solutions.

Content Networking Technology Specialisation

The new Content Networking Technology Specialisation is the latest addition to the portfolio of Cisco specializations, which encompass key technologies such as IP Telephony, VPN/Security, Wireless LAN, Cable, DSL, Remote Access, WAN Switching and Network Management. The Content Networking Technology Specialisation requires the channel partner to employ skilled individuals into the specific job roles of account manager, system engineer and field engineer. The account manager is responsible for the sales methodology of the Cisco content networking solution. System engineers, responsible for the network planning and design, are required to be career certified with either a CCDP® or the new CCIP™ with a CCDA®. Field engineers, responsible for the implementation and support, are required to be career certified with either a CCNP® or CCIP. In addition, both system engineers and field engineers must pass the Building Cisco Content Networking Solutions and Content Networking Specialisation exams.

The Content Networking Technology Specialisation is worth 30 points toward a Cisco certification under the Channel Partner Programme. Channel partners interested in the Cisco Channel Partner Programme can go to www.cisco.com/warp/public/765/partner_programs. For specific training roadmaps, exams and applications for the Content Networking Technology Specialisation go to www.Cisco.com/go/specializations.

About Cisco Systems

Cisco Systems Inc. (NASDAQ: CSCO) is a worldwide leader in networking for the Internet. News and information are available at <http://www.cisco.com>.

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