



BROCHURE

CISCO INTEGRATED SERVICES ROUTER BUSINESS DECISION MAKER

CISCO INTEGRATED SERVICES ROUTERS HELP BUSINESSES DO MORE WITH LESS

If your small or medium-sized business (SMB) is striving to be more productive, efficient, and responsive to your customers, integrated services routers from Cisco Systems® can help you achieve the next level of efficiency. Integrated services routers combine data, voice, video, and wireless networking services into a single secure platform, helping you better protect, optimize, and support the growth of your business. By providing multiple services with a single platform, integrated services routers provide a one-stop solution for small offices, branch offices, and teleworkers.



KEEPING PACE WITH YOUR BUSINESS NEEDS

In today's marketplace, businesses need to be agile in order to meet increased consumer demands and remain competitive. With a global business world that has become increasingly connected, companies are relying on their networks more than ever before. Companies of all sizes are now using network-based applications every day to collaborate, streamline operational efficiency, and communicate more effectively with customers, partners, and suppliers.

Many companies would like to harness even more network applications to achieve greater efficiency and productivity for their businesses, and to grow revenue. At the same time, adding more applications means more security is required to protect the company's assets as access to information grows.

Historically, adding a new application, such as wireless networking, IP voice, or IP video with end-to-end security, has meant adding more devices—and more costs and complexity—to the network.

INTEGRATED SERVICES ROUTERS FROM CISCO SYSTEMS

Cisco's new integrated services routers enable you to take advantage of the same applications and technologies large enterprises use, but in a compact, easy-to-manage solution designed and priced specifically for SMBs, branch offices, and teleworkers. Cisco integrated services routers combine data, security, wireless networking, and voice and video services into a single, resilient platform that delivers secure, concurrent applications as fast as your business can operate. With an integrated network system, you can reduce costs, improve operational efficiency, safeguard information assets, and respond more rapidly to your customers and to changes in your business.

CONSIDERING NEW BUSINESS APPLICATIONS



Designed as a long-term, adaptable solution for businesses, Cisco integrated services routers provide built-in capacity to support new applications and services. You use only the services you need today, and then activate more services in the future without incurring significant costs. Cisco integrated services routers support:

- *Proven, integrated wireless networking*, to enhance productivity and collaboration by enabling employees to access business applications from anywhere in the workspace.
- *IP voice*, including advanced communications such as call processing, voicemail, auto attendant, and conferencing functions, to improve business communications and

customer care while reducing the costs of maintaining a traditional voice system. Lower costs, fewer phone bills, enhanced communications.

- *IP video*, to enable more cost-effective, efficient video surveillance and security systems, as well as to support on-demand and live streaming media for consistent, high-quality learning, training, collaboration, and communications.
- *Security components*, to reduce the business risk associated with viruses and other security threats, such as loss of service, lost revenue, and harm to customer service.
- *Virtual private networks (VPNs)*, to provide secure access to company assets for remote workers and teleworkers, and to enable improved collaboration and responsiveness between employees, partners, and suppliers over a secure connection.

These services and applications can be delivered and centrally managed within a single device, greatly reducing your administrative burden and lowering the total cost of ownership of your network. With Cisco integrated services routers, you can lay the foundation for future growth and investment protection today and prepare for best-in-class voice, video, wireless, and security solutions tomorrow.

BUSINESS BENEFITS

Building on 20 years of innovation, Cisco can bring you a new network foundation of integrated services and embedded intelligence to help your business:

- Increase employee efficiency, productivity, and collaboration with wireless mobility and IP voice and video solutions.
- Respond to customer needs and competitive dynamics more quickly, with improved responsiveness, lower costs, and operational efficiency benefits coming at a faster pace, with easier deployment of new services.
- Protect your assets by making security pervasive in the network.
- Rapidly deploy secure Internet and WAN connectivity, wireless, and IP Communications solutions by simply activating new services as you need them, with smaller incremental investment.
- Reduce capital investments and operational costs by eliminating the need to deploy and manage new equipment in order to support new services—both today and in the future.
- Take advantage of fixed-configuration models of integrated services routers to integrate security, data, and wireless into your networks. If locally processed voice, video, or more flexible options in the network are desired, the modular integrated services routers offer a platform to meet the needs of every office.

These benefits make Cisco integrated services routers the right choice to address today's challenges, and provide confidence that the Cisco network platform will address tomorrow's business challenges and opportunities as well.

For more information on how your company can benefit from Cisco integrated services routers, visit:

<http://www.cisco.com/go/isr>

**Corporate Headquarters**

Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-4000
800 553-NETS (6387)
Fax: 408 526-4100

European Headquarters

Cisco Systems International BV
Haarlerbergpark
Haarlerbergweg 13-19
1101 CH Amsterdam
The Netherlands
www-europe.cisco.com
Tel: 31 0 20 357 1000
Fax: 31 0 20 357 1100

Americas Headquarters

Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-7660
Fax: 408 527-0883

Asia Pacific Headquarters

Cisco Systems, Inc.
168 Robinson Road
#28-01 Capital Tower
Singapore 068912
www.cisco.com
Tel: +65 6317 7777
Fax: +65 6317 7799

Cisco Systems has more than 200 offices in the following countries and regions. Addresses, phone numbers, and fax numbers are listed on the **Cisco Website at www.cisco.com/go/offices.**

Argentina • Australia • Austria • Belgium • Brazil • Bulgaria • Canada • Chile • China PRC • Colombia • Costa Rica
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