

**you,inc.**  
poweredbycisco.

**OFFICE**  
OPEN ALL YEAR

CISCO SYSTEMS



**At some point, you saw something no one else did.** Maybe it was an idea. Maybe it was an opportunity. Whatever it was, it's how you've come to join the millions of small to medium-sized businesses in the world today. You're part of a unique group that's driven by the spirit of independence, a mindset that's as much about personal freedom as it is professional. And no matter if your name is on the label or you're the newest member of the team, you go to work every day feeling a sense of pride, ownership, and worth because you're doing something you believe in, something you're proud of, something that makes a difference in your life and the lives of the people around you. Continuing on this path is how you measure true success. Because the rewards you see are not valued in dollars alone. But in personal growth. Teamwork. And knowing your ideas have real impact. It's why you push. It's why you dream.

**And it's why we're introducing you, inc.**



**yourname  
on the label**  
powered by cisco.



# home sweet homes

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customer satisfaction. powered by 

## A new way of doing business for you.

This new way is for the budding manufacturing company that wants to deliver better operational efficiency to achieve a better bottom line. It's for the 100-year-old bakery that wants to offer secure online sales to hundreds of new customers around the globe. It's for the 1000-person media company that needs to mobilize its workforce so they're ready for primetime, anytime. It's for the expanding law firm with a one-person tech department that needs to access the support of many, whenever support is needed. It's for your business, plain and simple — no matter what it is, what role you play in it, what your customers need it to be, or what it takes to keep the doors open. And it starts with one company's commitment to help you make it all happen.

## That company is Cisco Systems.

## One company leading you to this new way

The face of business is constantly changing. Today, more is expected from businesses like yours. Customers expect more customization, more value, more security, more of what they need this very second — and not a second later. Suppliers and partners expect more, too. More flexibility, more agility, more integration, more access, more of a say in how a business does business. That's why it's never been more crucial for small to medium-sized businesses to find new ways to become more efficient, more collaborative, more compliant, and more profitable. The good news: This new way of doing business can help you deliver on all that — and more. Much more.

At the very core of this new way is the self-defending network powered by Cisco. And it's now a strategic asset for businesses like yours. Now you can create new value, form new partnerships, and forge new collaborative relationships with colleagues and customers from anywhere. Now you can compete locally or globally, by leveraging the strengths of many, no matter if you're a company of few. Now you can offer better customer service to deliver better customer satisfaction — and a better bottom line. Now you can have real-time access to information to make decisions in real time. Now, thanks to the powerful networks from Cisco, you can deliver more of what your business needs, whenever your business needs to deliver more.



## Case Study: Ascent Home Loans

Ascent Home Loans, a Denver-based firm that helps turn homes into homes-sweet-homes for thousands around the country, was growing beyond the capabilities of its PBX telephone system. To achieve a planned expansion into the California market, Ascent needed a telephony system that could handle increased customer volume, as well as attract the high-quality sales representatives it needed. Ascent turned to two Cisco Partners — Aardvark IT Solutions, a Cisco Premier Certified Partner, and Cbeyond, a Cisco recommended service provider — to implement and manage the solution. Together, they created a system that increased operational efficiency and improved Ascent's customer service, all while lowering communications costs. Now, when Ascent is ready to expand again, its phone system will be ready, too.



According to a Yankee Group Infrastructure Survey, small to medium-sized businesses comprise 98% of businesses within the United States. And 79% of those polled regard Cisco as the leader in reliability, performance, and overall quality of computer networking hardware.



From banks to bakeries to businesses like yours, Cisco Unified Communications solutions (VoIP) are already helping thousands of small to medium-sized businesses around the world get real-time access to information for real-time decision-making, providing new levels of customer satisfaction that are making a real difference to their bottom line.

**What is a network?** A network is a collection of two or more connected computers. When computers are joined in a network, people can share files and peripherals. When networks at multiple locations are connected, using services available from phone companies, people can send e-mail, share links to the global Internet, or conduct videoconferences in real time with other remote users. It's the new way of doing business.

Cisco Smart Business Communications is already helping thousands of businesses like yours discover a new way of doing business. Here are a few of their stories.



**Case Study: Fort Forwarding**

Fort Forwarding, a shipping company and Verizon customer, needed to combine their two PBX phone systems to become more efficient and competitive. Verizon recognized that a Cisco Unified CallManager solution would meet their needs. Fort Forwarding also had to house two separate business names under the same roof. Not only did Fort Forwarding wind up with a unified phone and voice-mail network capable of serving both companies, it also wound up with upgraded LAN and security infrastructure, plus faster Internet speeds. One voice and data network. Countless productivity-enhancing benefits.



**Case Study: JVA, Inc.**

JVA, Inc. is a successful consulting structural and civil engineering firm. So successful, in fact, that it outgrew its current phone system, which was costly, not to mention inconvenient for its customers. JVA turned to Cbeyond, a Cisco recommended service provider, and Aardvark IT Solutions, a Cisco Premier Certified Partner. Together, they created a highly scalable phone system that seamlessly connected all of JVA's offices — producing cost savings for today, tomorrow, and way beyond.

## Cisco is waiting to help you

For more than twenty years, we've been helping businesses of all sizes take advantage of the power of the network. Fact is, Cisco was started by two people who wanted to help others connect. Networking is what we do best. And it's why we believe network solutions should never be driven by the size of a company, but rather by people, their ideas, and, most importantly, their business goals. With a range of technology partners, not to mention an R&D team that continues to push innovation in networking, we're confident we have the right network solutions to help you meet your business goals. How?

Introducing You, Inc. It's part of this new way of doing business that positions the network as a strategic asset. And it uses Cisco Smart Business Communications, a unique set of products and services made specifically for small to medium-sized businesses like yours. These are customizable, reliable, and secure network products and services that will work for you. In other words, they're network offerings that you can count on — and trust.

With Cisco Smart Business Communications, you'll find an integrated offering that includes security, mobility, IP telephony, and advanced applications — all backed by technical support, training, and financing. These solutions are designed to help you ensure real-time access to information to support decision-making in real time. So you can bring customer relationships to a new level. Drive greater productivity and profitability. Promote growth and reduce operating costs. And give your business the competitive edge it needs to flourish in new ways.



## Case Study: Morecrofts Solicitors

With three offices in Northeast England, each with separate PBX systems, Morecrofts Solicitors saw an office move as an opportunity to provide a much-needed communications upgrade. After evaluating several vendors, it chose Cisco and BT, a Cisco recommended service provider. In addition to the impressive quality, reliability, and durability of the network and equipment, Morecrofts was impressed with the scalability of the Cisco and BT offering. Morecrofts wanted a phone system that would last for 5 to 10 years, not just months. Now, as its business grows, its phone system can grow with it. Switching to a Cisco IP solution also gave the solicitors easy, secure access to the network from court — or anywhere else the job takes them. Cost reductions. Productivity enhancements. It's possible when court can be in session from anywhere.

powered by cisco.  
**now in session**

productivity. powered by  CISCO SYSTEMS

# solutionsandservices

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From routing and switching to unified communications (VoIP) to advanced applications, Cisco implements a proven mix of intelligent switches, routers, security, and other technologies to help you use the network to discover new ways of doing business.



AMI-Partners, a New York-based research and consulting firm focused on global small to medium-sized businesses, estimates that the United States alone boasts more than 7.6 million (SMBs), defined as companies with fewer than 1,000 employees. Together, they employ almost two-thirds of the entire U.S. workforce and will spend an estimated \$223 billion in IT and telecommunications products and services. This is the new way of doing business for you.

## Cisco Smart Business Communications

Cisco Smart Business Communications provide an integrated, customizable network strategy to amplify your network capabilities, cut costs, and open ingenious new revenue streams on all fronts. And only with Cisco will you find the kind of technical guidance, support, service, applications, and management needed to help you achieve your business goals, no matter what they are. With Cisco, you'll find:

## Cisco Routing and Switching

From a Website to a wireless workforce to whatever's next, the Cisco Secure Network Foundation enables your business by providing secure Internet and desktop connectivity. So you can build and evolve your business however you see fit. Quickly send information and deploy applications companywide. Protect business assets with networkwide security. Provide secure remote access to mobile workers. Become more responsive to colleagues, customers, everyone. Minimize downtime. Maximize efficiency. It starts with a network infrastructure that's ready for business today, tomorrow, and way beyond.

## Cisco Unified Communications (VoIP)

The industry's first easy-to-use, secure communications solutions designed and priced for businesses like yours. Securely add voice to your data network (think phones that plug into the Internet). Now, your business can flourish in new ways. Reduce the costs of local and long-distance calls, no matter if you're in the office or on the road. See voicemail on your PC. Hear e-mail on your phone. From the front office to the back office to the remote office, discover operational efficiency. At your fingertips.

## Applications

Applications, such as those created for customer relationship management (CRM), help you to intelligently anticipate customer needs and collaborate across the entire supply chain. Integrate voice, video, data, and Web to turn remote meetings into "nice to finally meet you" meetings. Deliver voicemail, e-mails, and faxes into one in-box, saving time and costs, all while having the option to integrate with core applications. Connect your customer database to your phone systems. Anticipate the customer's needs before you pick up a call. Better efficiencies. Better ways to work.

## We'll help you every step of this new way

With Cisco, you'll find certified partners who know the ins and outs of networking — and have extensive experience in helping small to medium-sized businesses fully maximize their networks. Those partners are integrators and managed services providers. These are people who get it. They get businesses like yours. And because they're at the forefront of technology every day, they know what works. And what doesn't. It's why they can assist you in every step of building your network, from initial network analysis and strategy to financing, installation, maintenance, and upgrades. They'll provide the answers you need to ensure your network is making the most of your business. Because from the very first handshake, they'll be looking for new ways your business can make the most of your network.

## Manage your network with managed services

You have a business to run, not a network. We get that. It's why we offer Cisco Powered managed services through our recommended service providers and partners to help with all (or some) of your network management needs. Now, you can focus on the things you know (like running your business) while having someone else handle day-to-day network responsibilities you may not have time for (like installation, maintenance, upgrades). Think of our dedicated service providers and partners as members of your IT team. They can help simplify the complex. And because our partners' networks are built with Cisco technology, not to mention they are fully trained and certified, you'll have the peace of mind you need to turn over essential networking functions for your business. So you can concentrate on doing business.

## Financing. Service. Support. Training.

The bottom line is that we want to make the network easy, accessible, beneficial, and affordable for you. It's why we offer flexible financing, competitive interest rates, and payment schedules to fit your budget. And as for service: You're not just deploying a network, you're employing one as well. Partnering with Cisco opens your business up to a world of people, service, and support, with the flexible solutions, tools, programs, and ideas to keep you at your most productive. We've even designed a Web-based resource for training that you can use to identify areas of interest, plan a course, and track your progress. You'll find valuable product information and updates. And it's available when you are. After all, You, Inc. is all about you.



**Innovation for you.** Cisco continues to push innovation to help small to medium-sized businesses (SMBs) achieve their networking goals, including 30 new SMB-focused products this year; SMB Support Assistant, a support-services offering created for the SMB market; Commercial Easy Lease, an SMB leasing program with reduced deal-size threshold for participation and a simplified contract process; Smart Business Communications solutions, which combine Cisco products with support services, financing, applications, training, and more.

**Financing solutions for you.** Cisco offers a wide range of financing services designed specifically for small to medium-sized businesses. With straightforward, flexible leasing options (some starting as low as \$9.99), competitive rates, and fast credit processing, Cisco Systems Capital can help you get the solutions and service you need to create the network you want.

**Support for you.** Cisco SMB Support Assistant service combines basic setup, diagnostic, and troubleshooting assistance to deliver cost-effective support for small to medium-sized businesses like yours.



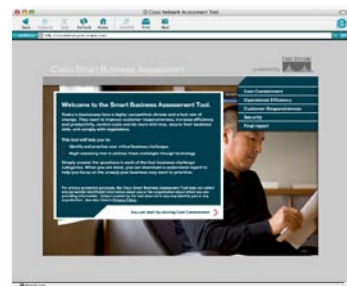
## Made for you.

Not ready to speak with a Cisco expert just yet?

Then we'd like to invite you to a place where you can learn more about Cisco Smart Business Communications. Here, you'll find case studies and videos of businesses like yours already benefiting from Cisco networks. Learn about products and services created specifically for small to medium-sized businesses. See product demos. Read about strategies. Connect with certified partners, integrators, and recommended service providers in your area. Find exclusive offers. And more. This is more than a Website, it's a resource created for businesses like yours. Because, after all, You, Inc. is all about you.

To learn how a powerful, secure network from Cisco can strengthen your business by delivering a new way of doing business for you, visit [www.cisco.com/youinc](http://www.cisco.com/youinc)

To visit, go to [www.cisco.com/youinc](http://www.cisco.com/youinc)



Cisco Smart Business Assessment Tool

## So where do you start?

Right here. Right now. By taking a few minutes to assess where your business is today and where you want it to be tomorrow — and far beyond that. To help you get started, we've designed the Cisco Smart Business Assessment Tool, a quick, comprehensive network evaluation that can help you better understand your business challenges and where your business is in terms of its network technology. To begin the assessment, visit [www.cisco.com/youinc](http://www.cisco.com/youinc). Or use the information below to contact a local Cisco expert to set up a time that's convenient for you to talk about your business goals and networking needs.

To learn more about **You, Inc., and how Cisco Smart Business Communications** can help you discover new ways of doing business, call 877-827-1722 from within the United States and Canada. Or go to [www.cisco.com/go/partnerlocator](http://www.cisco.com/go/partnerlocator) to locate a local certified partner, integrator, or recommended service provider now.

