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**you,  
inc.**

CISCO SYSTEMS



A woman with grey hair is shown in a professional setting, talking on a mobile phone while looking at a laptop screen. She is wearing a dark jacket over a white top and a necklace with a circular pendant. The background is slightly blurred, showing other people in a meeting or office environment.

# yourname onthelabel

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**You've gained customers, recruited your workforce, met the challenges and built your business. Now you can get the advantages of networking technology with Cisco® Smart Business Solutions, a unique set of networking and communications products developed specifically for companies like yours. Working together across your business, they could help create the powerful, secure network you need to be at your best and most successful.**

Every part of your business could benefit from Cisco Smart Business Solutions. With these technologies in place, your network could become a strategic asset that helps keep your information safer, yet more accessible when you need it. It can help people share ideas and solutions even when they don't share the same workspace.

Cisco Smart Business Solutions are designed to provide adaptable, reliable and secure network products and services that can work for you. In other words, they are network offerings that you can count on – and trust.

With Cisco Smart Business Solutions, you'll find an integrated offering that includes security, mobility, IP telephony and applications – all backed by technical support, training and financing. These solutions are designed to help you ensure real time access to information to support real time decision making. 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.

In short, it could help you do business faster, and more cost-effectively.

**What is a communications network?**

A communications 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 video conferences in real time with other remote users. It's the new way of doing business.

# solutionsandservices

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Medical, social care, construction and telecommunications recruitment company, Blue Group, achieved high-value return on investment with Cisco IP Communications.

**"...by far the most cost-effective..."**  
"We found that the cheapest solutions in year zero always became very expensive as time went on, usually because of licensing or handset costs. Whereas with the Cisco solution, the cost gradient was just so much lower and, as you kept adding users, the cost per additional user improved. Cisco's TCO was by far the most cost-effective, by as much as £100,000 and that's a saving not be sniffed at. In fact, it was this TCO and the all round functionality that persuaded us to choose Cisco."

Karl Perkins, IT manager, Blue Group

## Cisco Smart Business Solutions

Cisco Smart Business Solutions provide an integrated, customisable network strategy to enable your capabilities, cut costs, and open new revenue streams on all fronts. With Cisco you will find the kind of technical guidance, support, service, applications, and management needed to help you achieve your business goals, no matter what they are.

## 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 company wide. Protect business assets with network wide security. Provide secure remote access to mobile workers. Become more responsive to colleagues, customers, everyone. Minimise downtime. Maximise efficiency. It starts with a network infrastructure that's ready for business today, tomorrow, and way beyond.

## Cisco IP Telephony (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 (phones that call via 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.

## Communications Applications

In a secure and efficient fashion, advanced 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, and with 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 the way.

With Cisco, you'll find certified partners who know the ins and outs of networking — and have extensive experience in helping companies maximise their networks. Those partners are integrators and managed services providers. These are people who understand the needs of businesses like yours. Our partners are 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 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 meeting, they'll be looking for new ways your business can make the most of your network.

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## Experts to manage your network.

You have a business to run, not a network. We understand 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 the day-to-day network responsibilities you may not have time to do (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 their staffs 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.

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## Finance. Service. Support.

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 up your business to a world of people, service, and support, with the flexible solutions, tools, programs, and ideas to keep you at your most productive.

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**Innovation for you.** Cisco continues to push innovation to help all businesses achieve their networking goals, including 30 new SMB-focused products this year; SMB Support Assistant, a support-services offering created for the SMB market; Cisco Systems Capital Easy Lease, a leasing program with a lower deal-size threshold and a simplified contract process; Smart Business Solutions, which combine Cisco products with support services, financing, applications and more.

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

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**Financing solutions for you.** Cisco offers a wide range of financing services. With straightforward, flexible leasing options 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.





Cisco Smart Business Assessment

## 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 worked with our partners to develop a Cisco Smart Business Assessment, a complimentary, comprehensive business evaluation that can help you better understand your business challenges and where your business is in terms of its network technology. To request an assessment, go to [www.cisco.com/uk/youinc](http://www.cisco.com/uk/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 Cisco Smart Business Solutions call **00800 9999 0522** or visit [cisco.com/uk/youinc](http://cisco.com/uk/youinc) to find a local certified partner, reseller, or recommended service provider now.

# Made for you.

Not ready to speak with a reseller or service provider just yet?

Then we'd like to invite you to a place where you can learn more about Cisco Smart Business Solutions. Here, you'll find case studies of businesses similar to yours already benefiting from Cisco networks. Learn about products and services. Download white papers. Read about strategies. Find certified partners, resellers, systems 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.

To learn how the powerful, secure network from Cisco could help you do business faster, more securely and more cost-effectively, visit [www.cisco.com/uk/youinc](http://www.cisco.com/uk/youinc).

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



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