



Living in the **Internet** Economy



The Internet has fundamentally changed the way we communicate, touching many lives. Individuals worldwide are taking classes, shopping for gifts, writing to their grandchildren, planning vacations, and even buying their cars using the Internet. The Internet is driving an Internet Economy that transcends any single group of people, companies, or countries.

The Internet has reached farther and faster than any previous communication technology. For example, it took 35 years for radio to reach 50 million listeners. Television needed 13 years to reach that same number of people. In comparison, it took the Internet only four years.

Today, the business, government, and educational sectors are using the Internet and changing the way they work through increased investment in networking technology. For example, many businesses within the retail sector have transformed themselves by using Internet computing for network commerce and customer care. Digital assets are taking the place of physical assets, causing Internet companies to grow both in presence and in revenue. Because operating costs are minimal, products and services can be substantially less expensive. In addition, governments are using the Internet to communicate with their citizens and streamline operations. Schools are linking to the Internet for everything from distance learning for college students to providing access for pupils of all ages.

The companies and countries that are successful in the Internet Economy are those that can create a network with ease and respond instantly to changing market conditions and customer demands. Customers, suppliers, employees, and business partners can all collaborate in ways that allow them to be more productive, rapidly adapt to change, and make effective decisions. The network is the essential engine of this new, Internet-enabled world.



*Virtually **all**
of the **information**
on the Internet
travels across the systems
of **one company***

Cisco
Systems

