



Are **You** Ready for the Internet Economy?





*The Internet Economy is about new opportunities and open communications. It runs on information, yet companies and governments today face a shortage of information workers and qualified providers. And while schools are struggling to supply the needed skills, individuals and business executives are uncertain about which service providers to work with or which products to use. Through community efforts and branding programs, Cisco is extending its reach in order to build a strong foundation for the Internet Economy.*

The Cisco Networking Academy program ensures that high school and university students develop practical networking knowledge and skills for the future. It provides a complete, four-semester curriculum based on the principles of designing, building, and maintaining networks. In a lab setting that closely corresponds to the real world, students work with the building blocks of tomorrow's information networks. After they complete the coursework, students are tested for certification as Cisco Certified Networking Associates. Cisco contributes curriculum and program guidance, along with basic networking equipment, while the schools provide teaching resources and computer labs.

When evaluating networking solutions, customers need assurance that they're buying the highest-quality products and services. They have confidence in the Cisco brand. That's why Cisco has extended its brand name to include the Cisco Powered Network program, which signifies Internet service providers who meet stringent network quality standards. In addition, third-party consumer products developed with Cisco technologies bear the Cisco NetWorks brand mark to indicate fast, reliable Internet access and network interoperability. Cisco Systems, along with a community of business, education, and government leaders, is working to empower the Internet Generation.

