



How important is this new logo?

Well, the last time we brought your business something completely new it was called the Internet.

When your network service provider carries the Cisco Powered Network™ mark, it means their network is built with Cisco technology – the technology that makes the Internet a reality for millions of businesses around the world.

Everywhere, every day, virtually all of the world's Internet traffic flows through Cisco equipment. It's the reason that an e-mail message arrives in Buenos Aires from Hong Kong instantly; that a branch office in San Francisco can share files with its London headquarters

in complete security; that a group of telecommuters can accomplish a productive day of work without ever leaving their homes.

Look for the Cisco Powered Network mark in your network service provider's materials. When you see it, you'll know your service is backed by

the products and technology that make the world's networks work for business. For more information about what Cisco products can do for your business, visit our Web site at [www.cisco.com](http://www.cisco.com).

