

People, Productivity, and the Network

Networks are still invisible to most of us, but they are making a visible impact.

Network innovation has unleashed new opportunities to improve productivity. It helps our customers increase efficiencies, reduce costs, deliver new services, and enhance customer satisfaction. The network makes possible communications that are secure, collaborative, and ultimately, more human.

In the following pages, chief information officers, technologists, business executives, educators, visionaries, students, and a Nobel Laureate share how networks are making a positive impact.



Nasdaq, the world's largest electronic stock market, is only as good as our network, and we have built this network with Cisco technology.

Steve Randich
Executive Vice President, Operations and Technology, and Chief Information Officer
The Nasdaq Stock Market

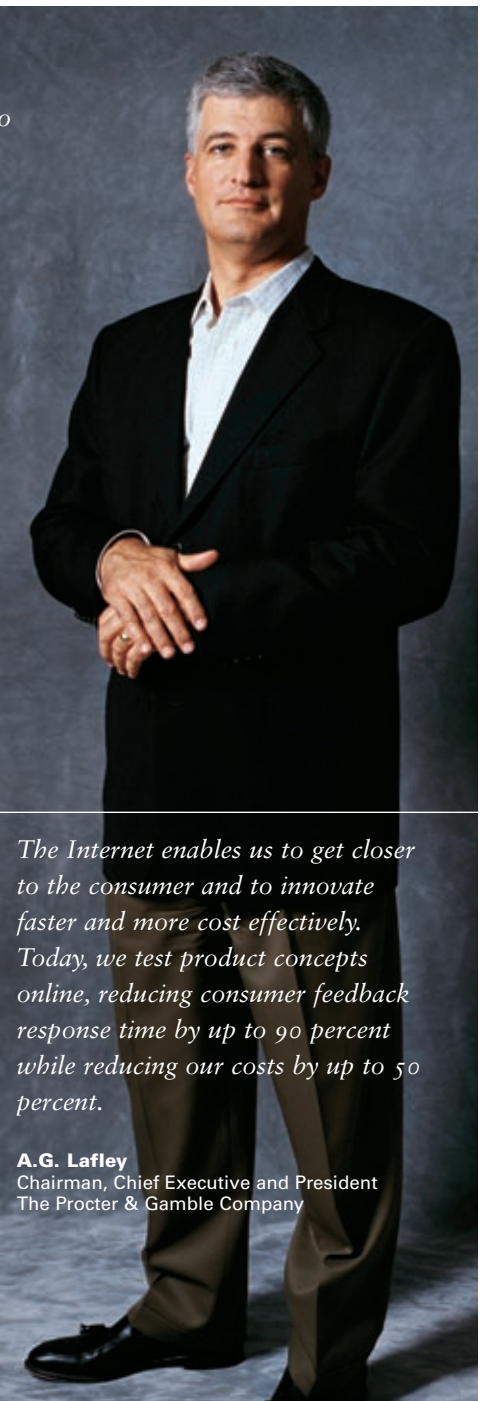
At Sprint, the bottom line is satisfying customers. We were able to increase Sprint IP network capacity by a factor of nine, positioning the company to quickly meet new customer requirements in Europe and the United States.

Bob Azzi
Vice President, Network Engineering
Sprint



The Internet enables us to get closer to the consumer and to innovate faster and more cost effectively. Today, we test product concepts online, reducing consumer feedback response time by up to 90 percent while reducing our costs by up to 50 percent.

A.G. Lafley
Chairman, Chief Executive and President
The Procter & Gamble Company





Our Cisco IP phones and unified messaging system ensure that our customers can more effectively reach us. The integrated voice and data network gives our midsized company the capabilities of a large electronic enterprise.

Phil Go
Chief Information Officer
Barton Malow Company

In our work together during the last four years we've established a solid foundation of trust, quality, and positive results for both companies. The creation of business value is part of our everyday collaboration.

José Luis Luna
Chief Information Officer
CEMEX



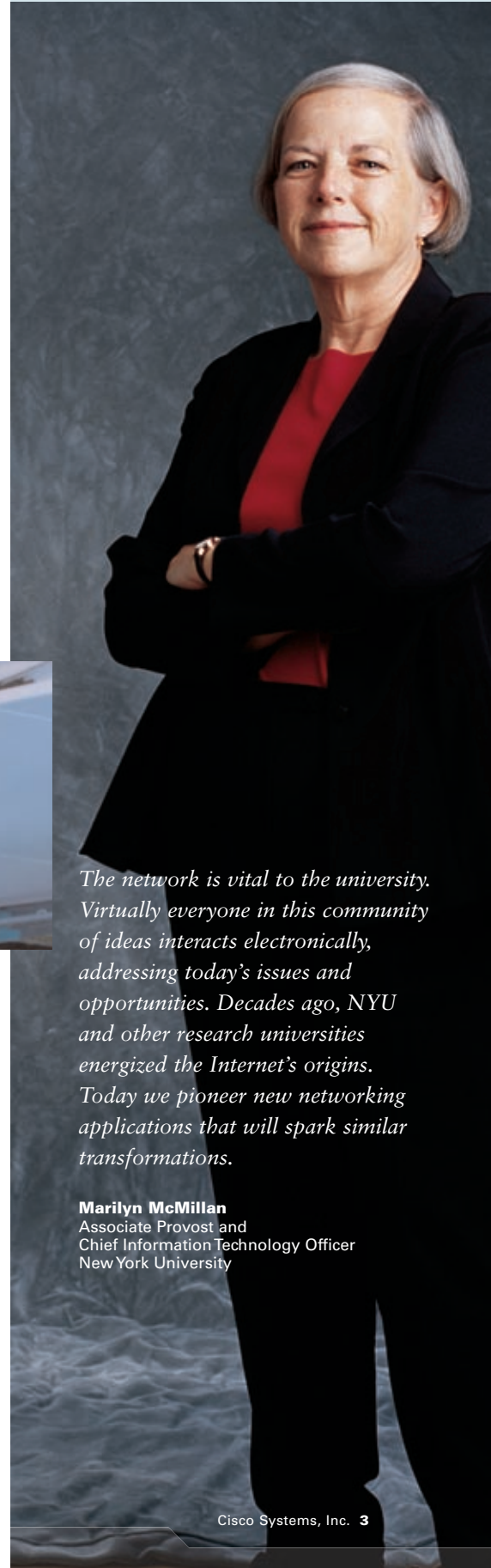
After receiving my certification in networking, the IT industry doors opened wide. I had three competing offers from companies that needed my skills.

Daniel Sedibeng
Cisco Networking Academy Graduate
Institute for Satellite and
Software Applications
South Africa



The network is vital to the university. Virtually everyone in this community of ideas interacts electronically, addressing today's issues and opportunities. Decades ago, NYU and other research universities energized the Internet's origins. Today we pioneer new networking applications that will spark similar transformations.

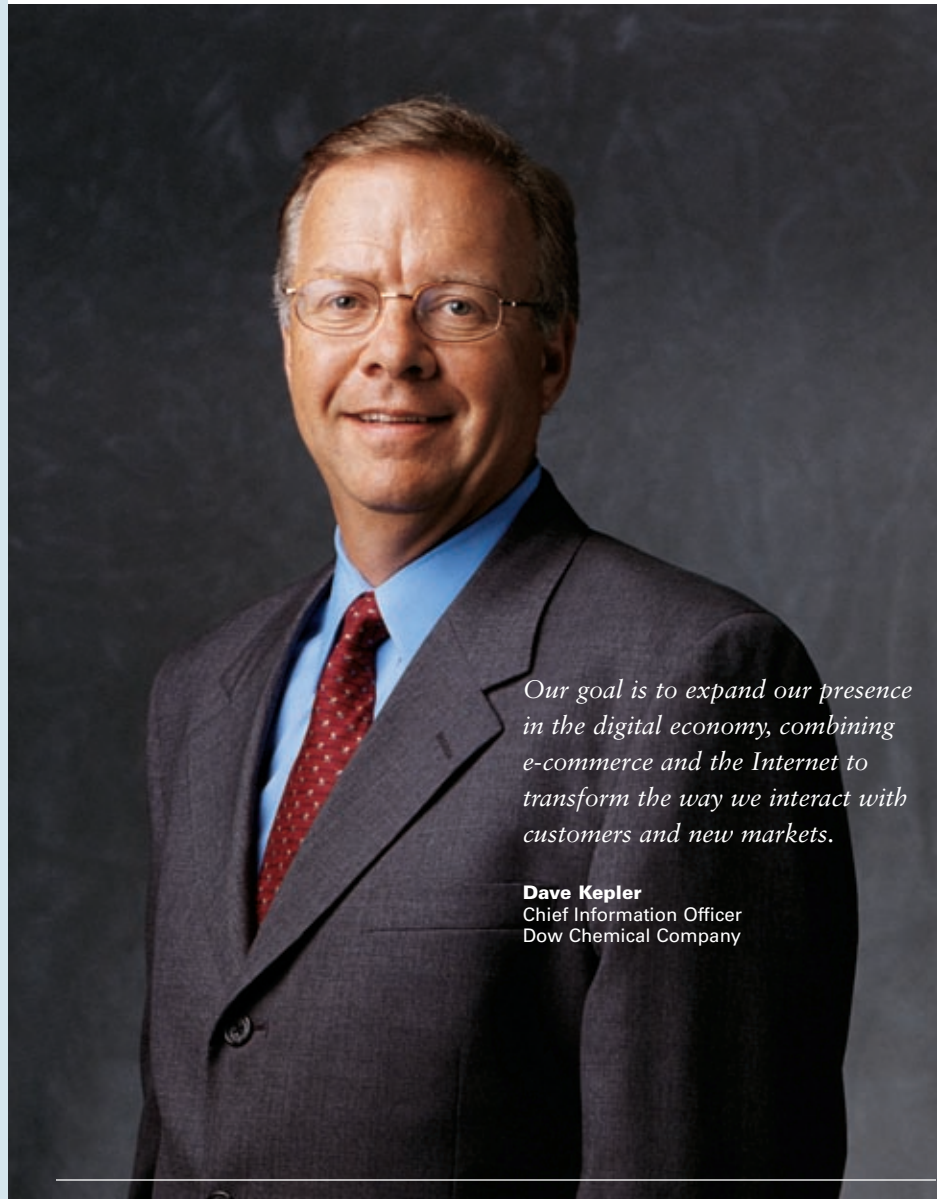
Marilyn McMillan
Associate Provost and
Chief Information Technology Officer
New York University





As we Web-enable our internal business processes, we have found ways to streamline our business and reallocate those resources to better serve our internal and external customers. Through technology, and with Cisco's help, we have made Office Depot a more compelling place to work, shop, and invest.

Bruce Nelson
Chairman and Chief Executive Officer
Office Depot



Our goal is to expand our presence in the digital economy, combining e-commerce and the Internet to transform the way we interact with customers and new markets.

Dave Kepler
Chief Information Officer
Dow Chemical Company



I gained confidence and a feeling of significance by receiving my CCNA® certification while in high school. I couldn't have done it without the Cisco Networking Academy.

Terezia Matejovic
Cisco Networking Academy Graduate
High School Salutatorian, attending
Xavier University
Ohio

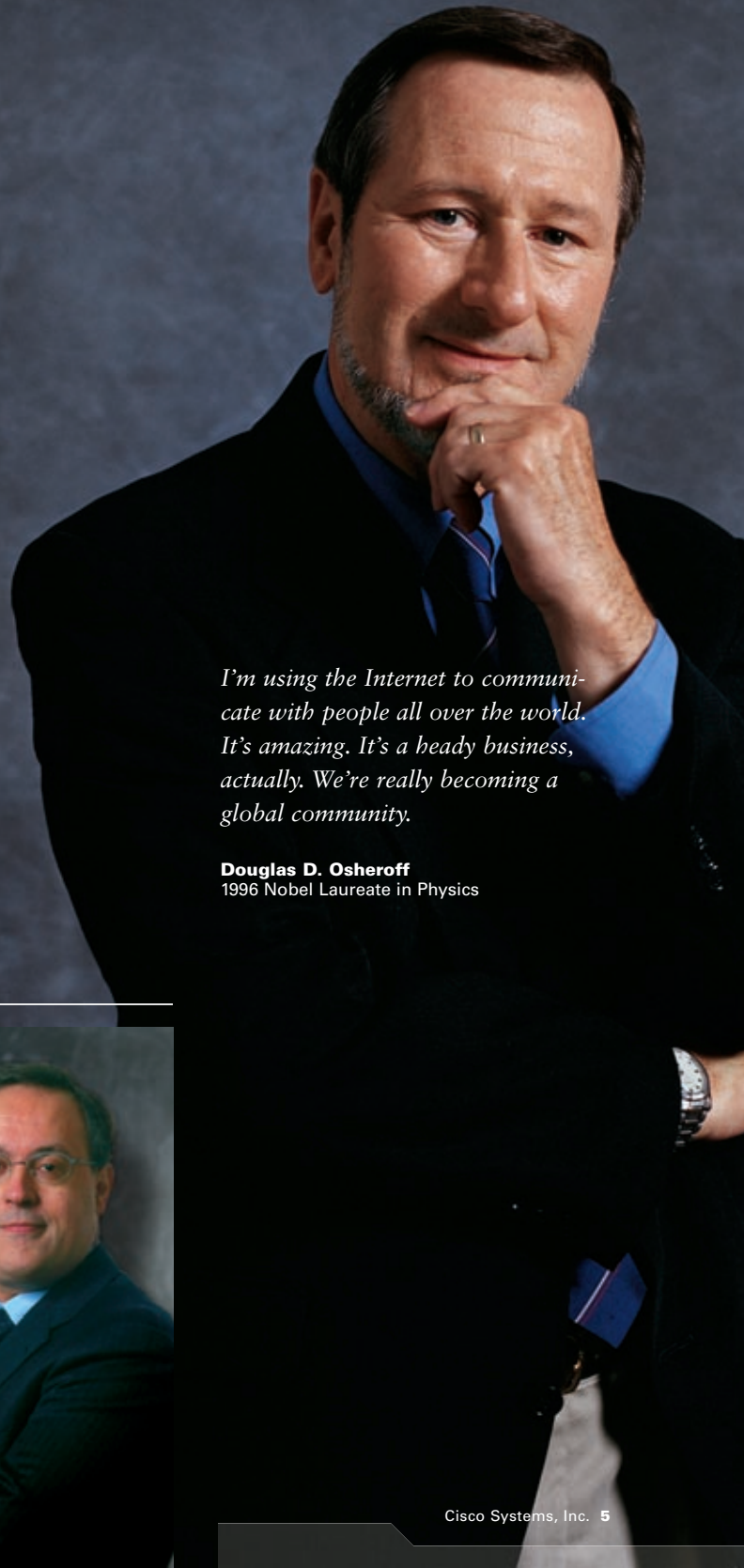


The Cisco Networking Academy will give me new opportunities as a civilian, following a successful 22-year career in the military.

Clarence Mitchell
Cisco Networking Academy Graduate
Communications Workers of
America Academy
Maryland

Reaching break-even at the operational level in half the time of our competitors is a huge accomplishment. It is proof that our IP technology allows us to have a leaner cost structure and improved value creation.

Alberto Trondoli
Chief Technology Officer
FastWeb SpA



I'm using the Internet to communicate with people all over the world. It's amazing. It's a heady business, actually. We're really becoming a global community.

Douglas D. Osheroff
1996 Nobel Laureate in Physics

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To publish and deliver the highest quality business news to a world-wide audience demands the absolute best in network performance and scalability. We have a world-class network in place—and with Cisco we have the right partner to make sure it stays that way.

Bill Godfrey
Chief Technology Officer
Dow Jones & Company

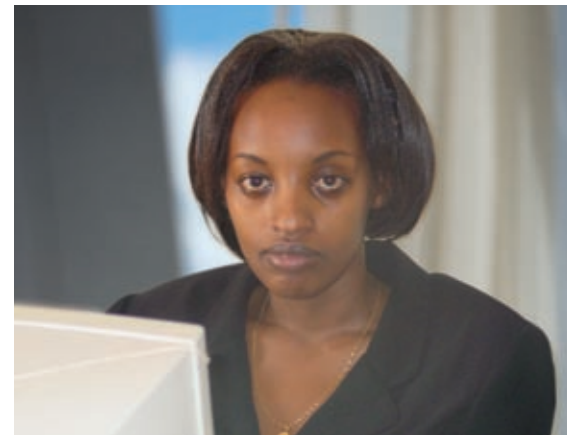


The Internet is showing people what is possible. Expectations are rising rapidly and e-businesses of all kinds have to get ready because the Internet will present an unprecedented opportunity to gain market share for those who lay the groundwork now.

Philip S. Thompson
Vice President of Business Transformation
and Chief Information Officer
IBM Corporation

Internet skills allow for women's development and equality with their male counterparts, closing the gap that, for many years, has marginalized women.

Beth Murora
Cisco Networking Academy Graduate
United Nations Economic Commission for
Africa Academy
Program Officer, Ministry of Women's Affairs
Rwanda



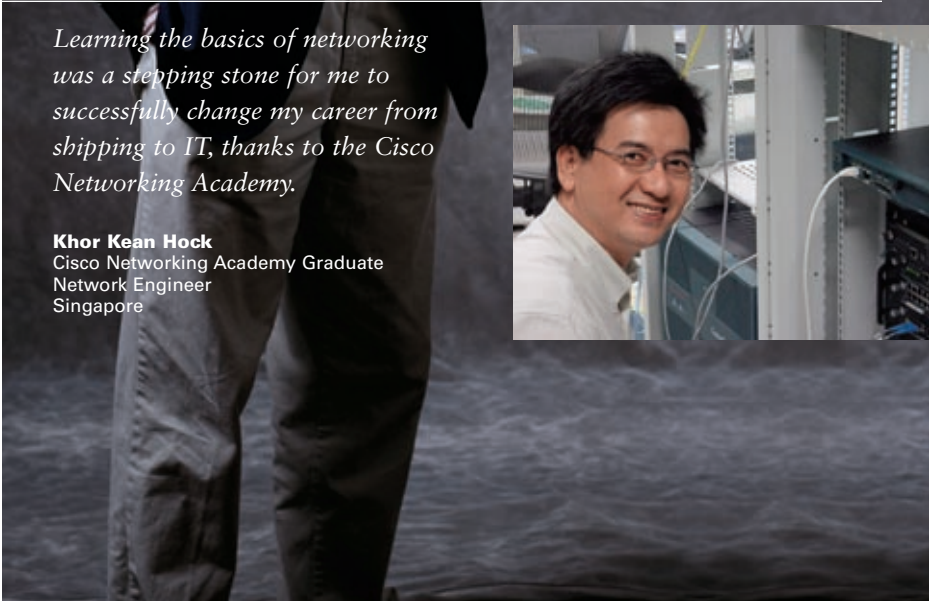
With more than 3.5 billion viewers watching the 2002 Olympics, the network had to be 100 percent reliable. There was no margin for error and we met our goal.

Bob Donohoo
Chief Network Engineer for Olympic
Operations and Olympics Network Manager
Salt Lake 2002 Olympic Winter Games
IKANO Communications, Inc.



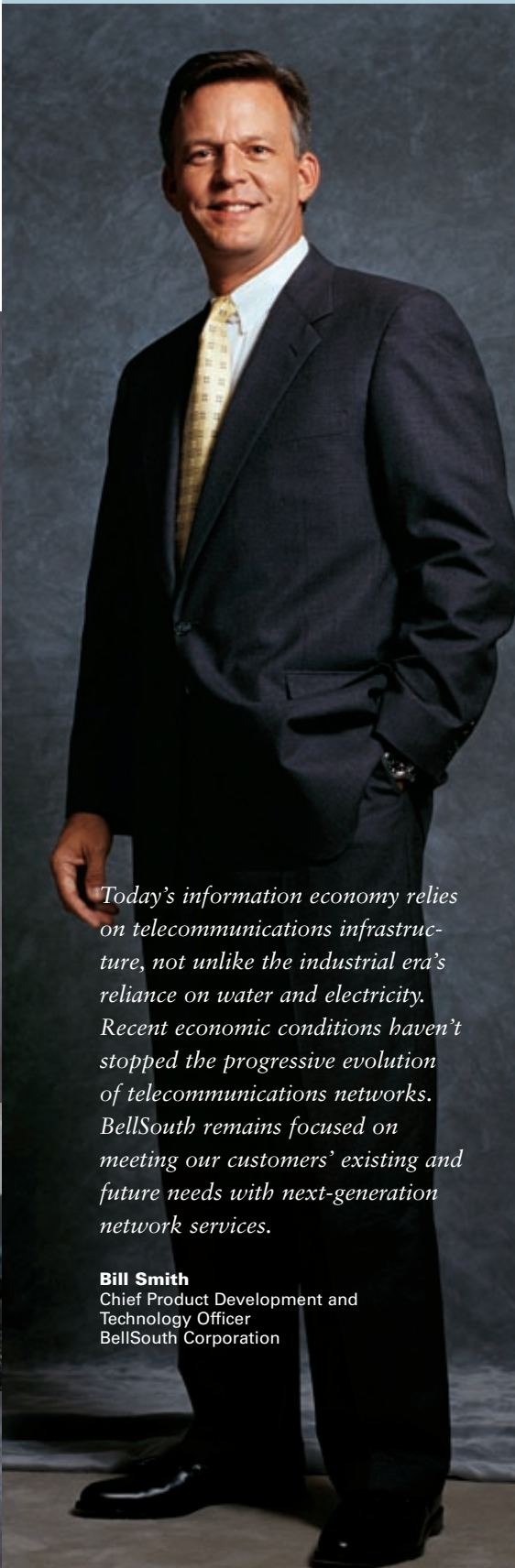
The remarkable productivity resurgence in the American economy in recent years can be traced quite directly to increased business use of information technologies, including the Internet. Economists in every major institution have revised upward their projections of future trend productivity growth as a result, and living standards will be commensurately higher.

Erik Brynjolfsson
Professor, Sloan School of Management, MIT
Director, Center for eBusiness at MIT



Learning the basics of networking was a stepping stone for me to successfully change my career from shipping to IT, thanks to the Cisco Networking Academy.

Khor Kean Hock
Cisco Networking Academy Graduate
Network Engineer
Singapore



Today's information economy relies on telecommunications infrastructure, not unlike the industrial era's reliance on water and electricity. Recent economic conditions haven't stopped the progressive evolution of telecommunications networks. BellSouth remains focused on meeting our customers' existing and future needs with next-generation network services.

Bill Smith
Chief Product Development and
Technology Officer
BellSouth Corporation