

**THIS IS THE POWER OF THE NETWORK.**  
**now.**

Networks are all around us. They are in our walls, in the air. At schools, hotels, hospitals, even coffee shops. Always there, always on. They have the power to change the way we work, live, play, and learn. This power exists today. In our routers. In our switches. In the networks that connect students to teachers, customers to corporations, ideas to people. People who understand the powerful difference between having a network and being networked. People who are tapping this power to revolutionize their organizations. To become more competitive, agile, profitable, productive, mobile, collaborative, global, and secure.

This is the power of the network. Now.



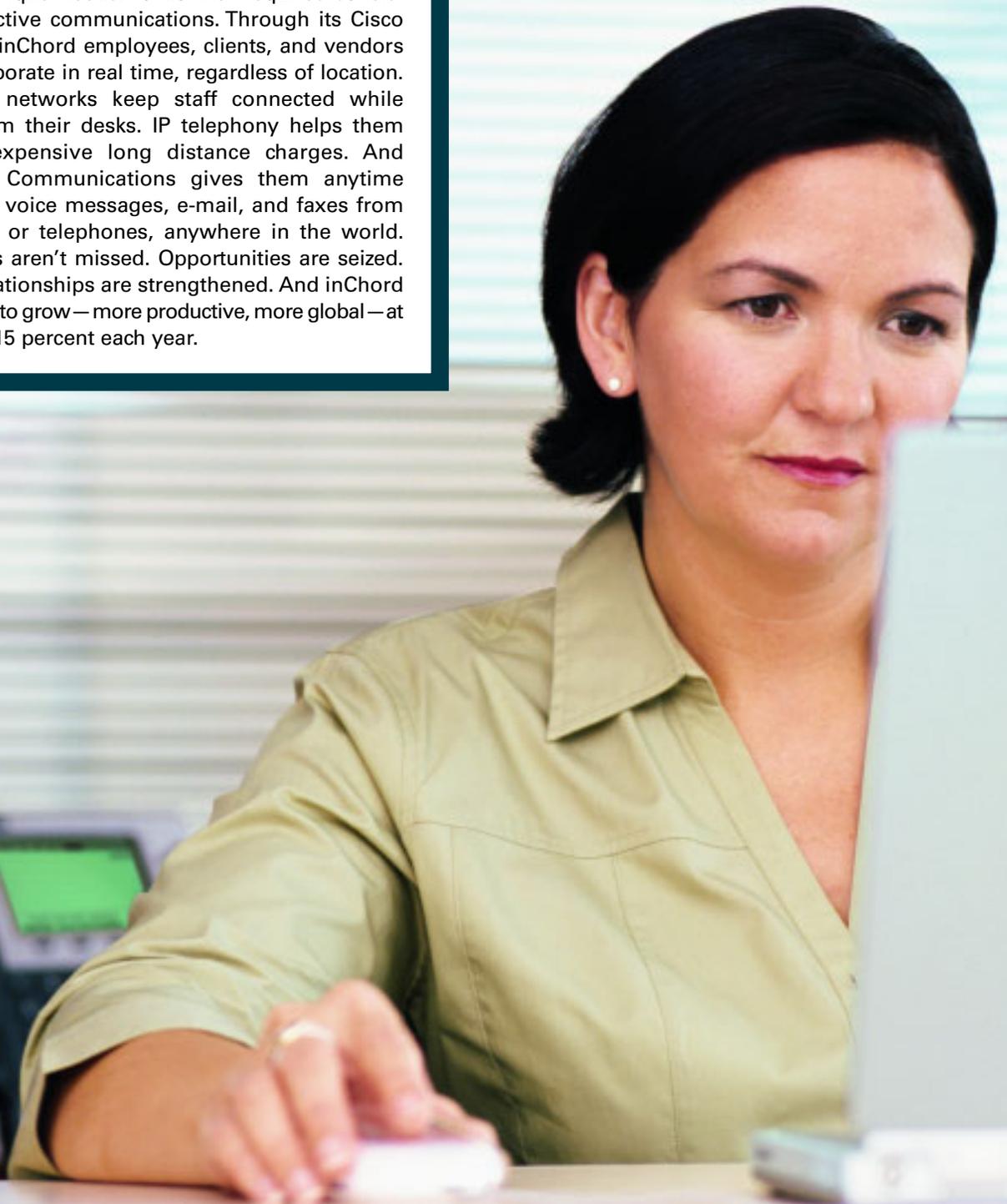


# WORK

## now.

**A DIRECTOR MEETS WITH A GRAPHIC DESIGNER IN NEW YORK AND CLIENTS IN LONDON, FROM HER DESK IN COLUMBUS, OHIO—AND NOBODY PAYS FOR LONG DISTANCE.**

At inChord, a global marketing communications company, the key to success is meeting each client's unique needs. To do that requires consistent, effective communications. Through its Cisco network, inChord employees, clients, and vendors can collaborate in real time, regardless of location. Wireless networks keep staff connected while away from their desks. IP telephony helps them bypass expensive long distance charges. And Cisco IP Communications gives them anytime access to voice messages, e-mail, and faxes from their PCs or telephones, anywhere in the world. Messages aren't missed. Opportunities are seized. Client relationships are strengthened. And inChord continues to grow—more productive, more global—at a rate of 15 percent each year.



Waage

## now.

**IN GERMANY, THE WORLD'S FIFTH-LARGEST RETAILER USES THE NETWORK TO CUT COSTS, STREAMLINE ITS SUPPLY CHAIN, AND MAKE SHOPPING A PLEASURE FOR CUSTOMERS.**

In the METRO Group Future Store, wireless displays mounted to shopping carts provide patrons with customized shopping lists, deliver personal promotions based on previous purchases, allow customers to scan products and automate checkout — even offer directions to the mustard. Behind the scenes, METRO Group has significantly improved its supply-chain management system with enhanced online communications with its vendors and suppliers. The company is also applying the same principles to its workforce, creating a highly productive, virtually paperless organization. In the next few years, all 240,000 employees in 28 countries will rely on the network for communications, IP telephony, training, and internal operations. Routers, switches, IP phones, wireless and content networks — all work together to do nothing short of transforming a business.



**LIVE**

**now.**

**IN NORTH BAY, ONTARIO, A PATIENT RECEIVES THE OPERATION SHE NEEDS — FROM A SURGEON 400 KILOMETERS AWAY.**

Medical robotics help surgeons conduct more accurate, less invasive operations. Telerobotics allow them to bring this technology to even the most remote locations. Using Bell Canada's highly reliable and secure Virtual Private Network Enterprise service powered by Cisco MPLS technology, a surgeon at St. Joseph's Healthcare in Hamilton, Ontario performed the world's first hospital-to-hospital telerobotics assisted surgery over an IP network. To the outside observer, it may seem a simple matter of data transfer. But for the patient who got the operation she needed without having to travel away from home and family, it's still a modern medical miracle.

# now.

**A DOORMAN CONFIRMS HER RESERVATION, PROCESSES HER CREDIT CARD, AND CREATES A ROOM KEY— ALL BEFORE SHE REACHES THE LOBBY. THE ONLY THING SHE HAS TO DO THIS EVENING IS RELAX.**

In California, Hotel Valencia Santana Row is using Cisco wireless networking technology to better serve an increasingly mobile clientele. After checking in at curbside, guests can use a laptop or PDA to wirelessly connect to the Internet from anywhere in the hotel or surrounding grounds. Internet-powered telephones allow them to check flight status, access news headlines, even confirm conference agendas. And, business professionals can link to their corporate networks over a highly secure virtual private network (VPN) connection without worrying that data might be compromised. It's high-tech hospitality. And it's happening now.





**PLAY**

**now.**

**IN A QUIET SUBURBAN HOME, MOM BANKS ONLINE, DAD COMPARES MINIVAN PRICES, AND TWO GOOD FRIENDS FIGHT TO SAVE THE PLANET FROM ALIEN INVADERS – BUT NOBODY’S FIGHTING FOR INTERNET ACCESS.**

In today's homes, networking technology is saving money—and keeping the peace—by allowing everyone to connect to the Internet and share applications, files, printers, even music and games. Broadband connections and IP networks are becoming the center of home entertainment. Linksys, a division of Cisco, is behind this new level of affordable wired and wireless networking solutions. For example, networked security cameras make it cost-effective for people to monitor their homes when they're not there. And wireless technology is allowing more people to easily and inexpensively access the network from anywhere in the home, all at the same time, over a single connection. Now that's domestic bliss.



**now.**

**A CYCLIST TREKS ACROSS THE MOORS OF IRELAND ONLY A FEW WEEKS AFTER VISITING REI.COM TO CHOOSE THE RIGHT BICYCLE, BOOK HIS TRIP, AND FIND EVERYTHING ELSE HE'D NEED FOR HIS JOURNEY.**

REI makes sure that planning an outdoor adventure couldn't be easier. At its 69 retail stores, interactive kiosks provide real-time access to information on more than 45,000 items. While online, shoppers can instantly browse product information to make sure they can get just the right equipment. Customers can also access the company's adventure travel division, REI Adventures, to research and purchase trips that will transport them almost anywhere in the world. Cisco networking technology enables this linkage, offering customers a wealth of dynamic information—to help them prepare for their next big journey.



LEARN

**now.**

**EVEN IF SCHOOLS ARE CLOSED, 70,000 STUDENTS IN HONG KONG CAN STILL ENJOY LIVELY CLASSROOM SESSIONS, INTERACT LIVE WITH TEACHERS, AND KEEP IN TOUCH WITH CLASSMATES.**

Hong Kong Education City (HKEDCity), the largest education portal in Hong Kong, makes sure that primary and secondary school students get the education they need, even if schools have to close. Available for more than 100 students per class, HKEDCity has a multimedia-rich network that reliably delivers 38 online courses with voice, video, and data. Using Cisco switching technology, and Web collaboration software from Cisco partner First Virtual Communications, the portal provides virtual classrooms to keep students up to speed—and gives parents and teachers peace of mind.



## now.

**IN AUSTRALIA, A NEW STUDENT GETS AN EDUCATION AND CAREER TRAINING, AND THE GOVERNMENT SAVES A HALF-BILLION DOLLARS.**

Centrelink is enhancing the lives of Australian citizens while proving that bureaucracy doesn't have to be so bureaucratic. As a network of networks, the Centrelink organization and its Web portal provide a one-stop shop, linking the information, programs, and services of 25 local, regional, and national government agencies, as well as community and educational organizations. Residents and visitors log on to learn about critical social services and receive the support they're entitled to. It's not only changing lives, it's streamlining operations, integrating policy implementation, and saving money. A lot of money. In five years, Centrelink has not only saved a half-billion dollars due to time reductions and process improvements, but also delivered a much higher level of customer service.