IN 1984, CISCO SYSTEMS STARTED A COMMUNICATIONS REVOLUTION

SHARING DATA

By connecting two disparate networks with a router, Cisco enabled computers to share data as never before. Today, networks are much more than routers, and networks do much more than share data.

Since the company's inception, Cisco engineers have led in the innovation of Internet Protocol (IP)-based networking technologies. Over the past 20 years, we've added switches and hubs, gateways and firewalls, telephones and wireless cards. We've joined voice and data on the same network. We've taken networks into people's homes. We've built networks for the smallest start-ups and the largest multinationals. We've made networks that are designed to defend themselves against security threats. We've delivered networks that don't use wires. We've combined software and hardware, expertise and experience. We've made networks smarter, bigger, and faster. We've evolved the network to the *network of networks*.

And we're not done innovating. Even as we celebrate 20 years of innovation, we're busy today building the networks of tomorrow. Networks that are changing the way we work, live, play, and learn.
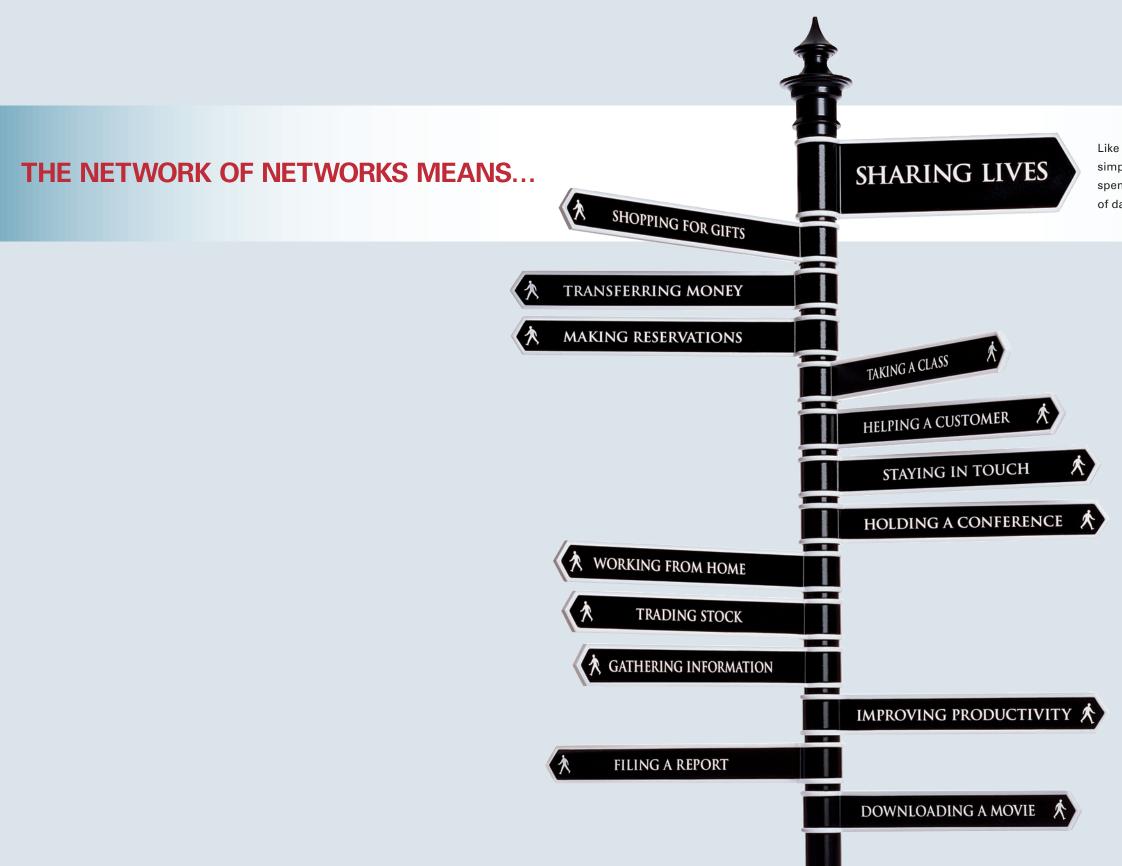
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THE NETWORK OF NETWORKS MEANS…

Like all ground-breaking technology innovations, networking began with a simple idea: that computers should be able to talk to each other. Cisco has spent the past 20 years building on that idea, connecting billions of bytes of data—and millions of people.

SHARING LIVES

SHOPPING FOR GIFTS

TRANSFERRING MONEY

MAKING RESERVATIONS

TAKING A CLASS

HELPING A CUSTOMER

STAYING IN TOUCH

HOLDING A CONFERENCE

WORKING FROM HOME

TRADING STOCK

GATHERING INFORMATION

IMPROVING PRODUCTIVITY

FILING A REPORT

DOWNLOADING A MOVIE

ACCESSING INFORMATION AND SERVICES

ACROSS SPACE AND TIME

On their own, computers have incredible power to store and process information. Linked together by Cisco technology, however, computers transcend boundaries, becoming part of a greater network, and giving us highly secure access to unique services and unprecedented amounts of information.

Access means the network extends beyond the office, reaching out into homes, schools, airports, hotels—even into orbit. Access means making everyone more productive, equipping us with the tools and information we need to take our organizations to the next level.

BRINGING DATA AND VOICE TOGETHER

By integrating data, voice, and video on a single IP-based network, Cisco opens up a world full of exciting ways to connect people and information. Gone are the limitations of separate networks—where telephone traffic flowed through one set of lines and data traffic through another. When everything flows over one highly secure network, it can be combined and accessed in ways never before imagined.

BRINGING PEOPLE TOGETHER

Integrating means you can listen to your voice messages from your computer desktop or initiate a telephone call with a click of your mouse. Integrating means organizations save money by gathering all their systems on one network, maximizing their investments in the network.

BUILDING IT BIGGER AND FASTER

With voice and video joining traditional data, the demand for services and information delivered over the Internet is increasing. Cisco is leading the way in delivering networks powerful enough to meet this demand—networks that can rapidly transport huge volumes of information, networks that have the intelligence to master constant change, networks that are so versatile, they are changing the concept of networking itself.

MAKING IT SMARTER AND SAFER

Power means the Cisco CRS-1 Carrier Routing System, which can handle 92 terabits of data per second—enough capacity to transfer the entire collection of the U.S. Library of Congress in less than five seconds. Power means that whether the danger is a virus, worm, or hacker, Cisco self-defending networks are designed to keep the bad stuff out and the good stuff flowing freely.

INNOVATING FOR PEOPLE

For 20 years, Cisco has fused a spirit of innovation with an intense focus on customer needs. Cisco listens to what customers want rather than creating technology for technology's sake. On our 20th anniversary, we celebrate the success that comes from building networks that make our customers a success.

INNOVATING FOR A REASON

Innovating means more than 1,000 labs and 12,000 engineers around the world fueled by a research and development investment of more than $3 billion per year. Innovating means constantly improving the way we build and deliver our solutions. Innovating means setting goals that are seemingly beyond our grasp—and then reaching them.