

Stimulus Program: Invest in Network Infrastructure

Which infrastructure projects will provide the greatest long-term benefits from the economic stimulus package? Construction jobs are valuable but last only until the building is complete. Communities gain longer-lasting benefits by including 21st century network infrastructure in all government and school building projects. Network infrastructure creates sustainable and skilled jobs, that can be added on short notice, provide immediate return on investment (ROI), and create lasting benefits for government services, educational excellence, public safety, and the environment.

Create Skilled Jobs

Adding network infrastructure to government and school buildings immediately creates jobs for network designers, cable installers, and equipment providers. In addition, new permanent jobs include:

- Network administrators and managers
- Technical support staff
- Green initiative leaders
- Network analysts
- Project managers
- Digital content developers
- Additional teachers to supervise distance learning courses

All of these are skilled jobs that increase the local tax base. According to a January 2009 report by the Information Technology and Innovation Foundation, injecting US\$30 billion into U.S. infrastructure in 2009 would create 949,000 jobs, of which 525,000 would be in businesses with fewer than 500 employees.

Get a Swift Start with a Shovel-Ready Project

Retrofitting existing government buildings and schools can begin within 30 days because these projects do not require building permits or environmental impact studies. Network infrastructure projects put money into the economy now, when it will have the biggest impact. Governments can use existing procurement vehicles, such as the Networx contract, to accelerate project starts. In addition, Cisco is actively lending and currently offering two special deals: no payments or interest for three months, and attractive financing for subscription services, which locks in solution pricing for several years. Restrictions apply. Contact Cisco Capital for details.

Experience Immediate ROI

Governments can start saving money immediately by managing one unified IP network instead of separate networks for voice, video, data, environmental sensors, building access controls, and so on. The State of Missouri reduced the energy cost per square foot for one of its buildings by 13.6 percent, from a combination of 21st century network infrastructure and other measures.

More cost savings come from lowering energy consumption and reducing travel by using the unified IP network for conferencing solutions such as Cisco TelePresence, Cisco WebEx, and Cisco Unified MeetingPlace. By conducting video conferences with legal counsel instead of driving to meet in person, North Wales Police eliminated 30 hours weekly in travel time for just one district, saving \$68,000 in six months and reducing carbon emissions by 2.8 tons.

Provide Sustainable Social and Economic Value

Network infrastructure investments provide sustainable social and economic value that will be felt long after the current economic emergency has abated. An infusion of skilled jobs will increase the local tax base. Exposure to collaboration tools will better prepare students for 21st century jobs. Enhanced public safety capabilities from outdoor wireless mesh networks and video surveillance will help protect lives and property. The ability to work more productively from home will help people achieve a healthy work-life balance. Collectively, all these by products of 21st century infrastructure will contribute to sustained economic vitality and enhanced quality of life.

To multiply the economic and social benefits of the stimulus program, treat the network as a fourth utility—one as essential to any building project as electricity, gas, and water.

For information about Cisco offers for government and education, visit: www.cisco.com/web/ordering/ciscocapital/cf/na/goved.html.



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