shaping the future of the Internet
Cisco Systems is committed to helping organizations of all sizes become more agile and maintain a competitive advantage in the new Internet economy. At the Cisco Executive Briefing Center (EBC), visitors from around the world have the opportunity to identify current and future business needs, exchange ideas with Cisco experts, and talk about how the Internet is changing every aspect of our lives.
I would like to be the first to welcome you to our Executive Briefing Center. Cisco’s number-one priority and passion is our customers, and we are committed to helping our customers become agile by implementing an Internet business model that will position them for success in today’s fast-paced business environment.

Four years ago, Cisco boldly predicted that the Internet would change the way we work, live, play and learn. Today, few would argue that the Internet is revolutionizing all aspects of our lives, leveling the playing field between big and small companies and countries. The Internet can provide access to more information and resources, with fewer barriers and at dramatically lower costs than ever before. This means that countries, companies, and individuals that were not able to participate in the Industrial Revolution will have the opportunity to play a role in the Internet revolution.

To Our EBC Customers

Turning change into a competitive advantage is necessary for survival in today’s Internet economy. Working together, we can help you implement the Internet applications that will generate new revenue, reduce costs, and empower employees. We welcome the opportunity to exchange ideas with you and to discuss how best to harness the power of the Internet.

Sincerely,

John T. Chambers
President and Chief Executive Officer
The Cisco EBC provides a comfortable, highly professional venue for discussing and learning about the benefits of Cisco networking and Internet business solutions. Briefings are targeted to our guests' specific business needs—meaning that customers set the agenda. Within the EBC’s state-of-the-art labs and briefing rooms, executives learn about new networking technologies, foster closer relationships with Cisco, and further understand the

Internet’s enormous role in today’s global marketplace. Each year, we host more than 4,000 customers (more than 20,000 people) from around the world.

Cisco solutions are at the foundation of thousands of networks worldwide, from large multinational corporations to small offices, from government agencies to educational facilities. Cisco end-to-end network solutions form the most comprehensive line of networking products available in the industry. From the branch office to the wide-area network and campus backbone, Cisco products are the leading choice for today’s agile organization.
At the EBC, Cisco solutions come to life—in hands-on demonstrations, lively presentations, and informative discussions. Visitors can see demonstrations of the world’s leading solutions in cable, dial, DSL, and voice-over-IP technology, as well as the industry’s latest routing and switching products.

You’ll personally see how corporations around the world use Cisco solutions to lower a network’s total cost of ownership, maximize the return on investment, and provide strategic business applications such as e-commerce. You’ll also discover how networking technology can help businesses strengthen relationships among employees, customers, and suppliers—increasing productivity and opening new paths to worldwide information resources.

The Internet is driving a global marketplace that is creating unprecedented opportunities for people, organizations, and countries around the world. By providing high-performance, reliable networks, Cisco is helping its customers thrive in the explosive Internet economy. With its world-leading experience and success in e-commerce, Cisco is the right company to provide the network foundation for cost-effective, strategic Internet business solutions.

Contact your account representative for a visit to the Cisco Executive Briefing Center today, and discover how organizations around the world harness the power of the Internet to turn change into a competitive advantage.
To make your visit even more enjoyable, we have compiled a list of popular local hotels, restaurants, golf courses, and other places of interest. Directions to our facilities and a map of the area are provided.