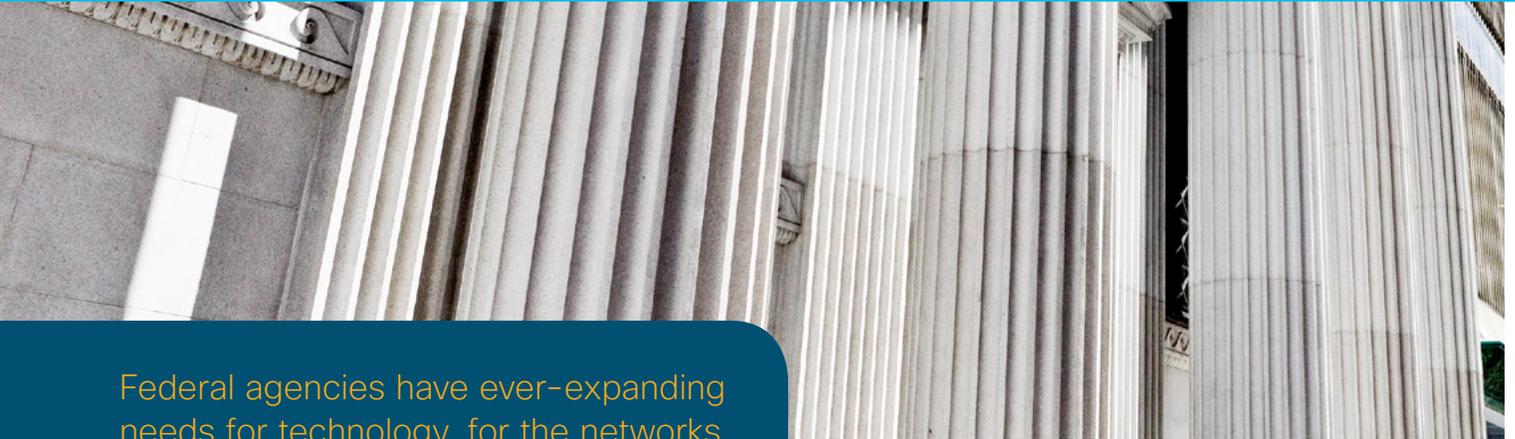




Why Choose Cisco for Federal IT?



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Federal agencies have ever-expanding needs for technology, for the networks, computers, cloud systems and security that allow them to carry out their missions effectively.

If you oversee the technological strategies and operations of a Federal agency, you don't need us to tell you how hard the job can be. But while it presents a daily challenge, it's also a job that is vitally important. You safeguard our nation's information and aid its citizens, providing essential information and services. The Federal Government can do what it does only because your work enables it to do so.

Fortunately, you're not alone in this battle. For more than 30 years, Cisco has been committed to changing the way the world works, and our partnership with the Federal Government enables and empowers some of its most difficult mission needs. Over our three decades we have helped the world connect to the Internet, embrace voice, video, and data communications and blend technology and business together in ways that many thought were impossible.



Trust the track record

Today Cisco stands at the center of the drive to digital transformation, offering forward-thinking hardware and software, and top-flight professional services to help you solve your most vexing challenges.

Just as Cisco led the first wave of the Internet, so will we lead the next—creating a digitized world where the networked connections of people, process, data and things are brought together to unlock unprecedented value. The power of the connections unlocks new types of data and insight, and physical and virtual environments are blended seamlessly.

“Digital” is the key term in nearly every conversation about technology; the Federal Government's digital transformation is a push to deliver services to the public from anywhere people might need them—in person, backed by state-of-the-art data systems; online; or over mobile devices. People no longer have to drive to a store to buy books, music or clothes, and they expect the same flexibility for filing taxes, updating their information for Social Security or accessing other government services.

It is fairly easy to define what it means to be digital, but how does an organization become digital? Cisco and our partners have been working with innovative clients around the world to help them digitize. We are building and implementing digital roadmaps and transformations in industries and government organizations alike. Cisco's technology and technical expertise enable these capabilities, standing on our history of innovation.

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What we do

Cisco began life as an innovative company providing multi-protocol network routers and other network technologies. We still do that—our global reputation as a leading Internet Protocol-based network company grows directly from this core piece of our business—but our palette of offerings has grown far beyond switches and routers. Cisco brings robust tools, software and professional services in cybersecurity, cloud, the Internet of Things and mobility, among others.

We look at your operation holistically, taking a platform-centric approach to your business processes and citizen service delivery, making everything we do for you one piece of a bigger puzzle. The secured network that Cisco enables is the foundation of a successful digital transformation initiative. We build applications on top of the network architecture, so that everything is tied together and interacts smoothly.

The foundation: Routers & switches

Cisco has always excelled at these building blocks of a network, but today's offerings are truly the routers and switches of the future. They provide a digital-ready network foundation that is simple, secure and automated, with tremendous versatility to allow you to shape your network exactly as you need it to be to meet your present and future needs.

The routers and switches create the basis for our Digital Network Architecture (DNA), the heart of our digital transformation offering. DNA, a set of technologies and services to address every aspect of the digital transformation, can be tailored to meet the specific needs of your agency or organization. With DNA, you can innovate faster, reduce cost and complexity, dramatically drop your security risks and optimize your business operations. Cisco also provides a set of services including strategy and analysis, network optimization network migration and software support.

The infrastructure: Servers and the data center

The Cisco Unified Computing System (UCS) offers a wide range of blade, rack and storage servers, along with management software and related products to enable the development of a highly customizable data center. Our fabric-based architecture offers advanced virtualization and consolidation capabilities to minimize footprint and power consumption while maintaining high levels of compute power.

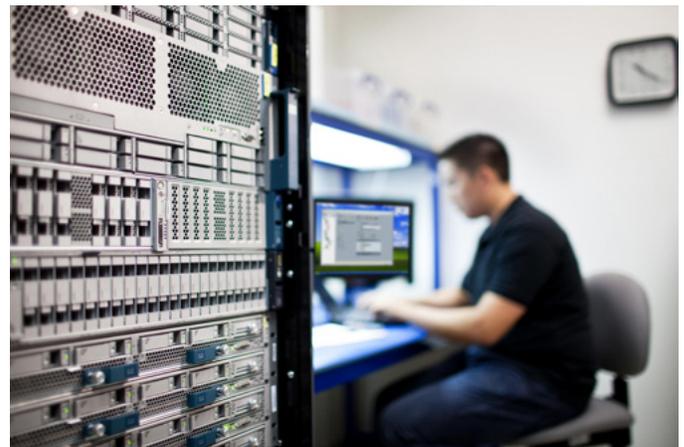
The combination of our advanced switches and routers with the UCS servers and converged or hyperconverged infrastructure, and our advanced security and analytics solutions leads to the ASAP (Analyze, Secure, Automate, Protect) Data Center to enable digital transformation.

Information flow: Big data and analytics

To make sense of the data your network collects, Cisco offers a versatile range of analytics solutions, including data virtualization and analytics at the network edge, which are especially important for the Internet of Things, where remote sensors are continuously adding data to the mountain.

Edge analytics allow you to use data as its collected, or hold it for later application. Our well-tested and validated system is ideal for the IoT.

However, big data and data analytics are bigger than just this piece. Tetration Analytics, another powerful application in Cisco's portfolio, analyzes application behavior and accurately maps application dependencies. It allows customers to enforce consistent policy across data centers no matter where they are—on-premises or in a public or private cloud. It also enables application segmentation and constantly looks for non-compliant behavior, alerting you within minutes.



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Fleshing it out: Collaboration

Cisco's Hosted Collaboration Solution for Government (HCS-G) and our WebEx Video Conferencing system are FedRAMP-authorized, allowing Federal agencies to use these powerful cloud-based collaboration tools with full confidence in their security and reliability. The solution's services include voice and video communications, mobility, messaging, and presence from the Cisco cloud so that agencies can collaborate with anyone, anywhere on their device of choice. Cisco HCS-G supports Cisco IP Phone 7800 and 8800 Series for voice and video, as well as Cisco Jabber, our unified communications client application for mobile and desktop devices.

Paring it down: Virtualization

Cisco Unified Computing System is an ideal platform for server virtualization, featuring a single unified system integrating a fabric, management and powerful servers. Virtualization with Cisco UCS simplifies physical and virtual networks, reducing costs while increasing manageability.

UCS scales better and faster than other systems, and brings the infrastructure cost per server down dramatically. It balances resources expertly to deliver the best possible performance, and it increases flexibility to make your organization more responsive.

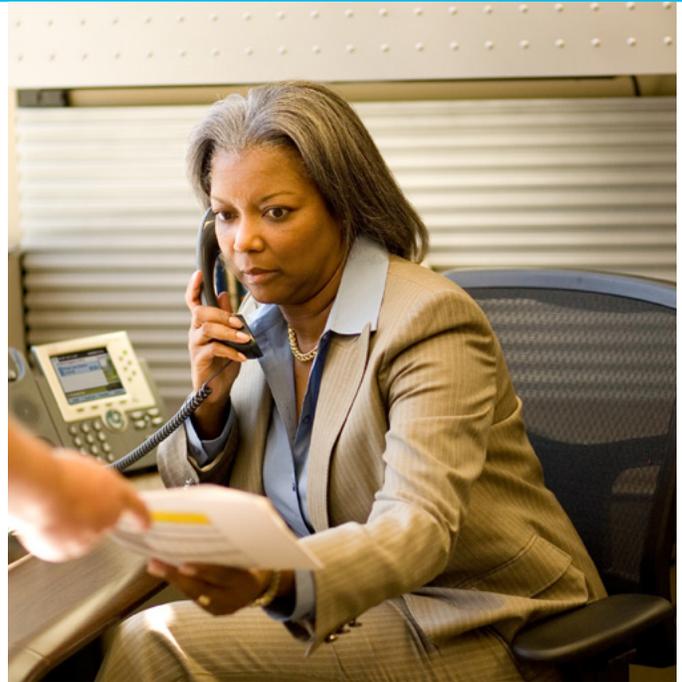
Cisco also offers desktop virtualization design services. In conjunction with partners, we can help you find a Validated Design or reference architecture that meets your requirements.

At the far edge: The Internet of Things

Cisco is famous for connecting everything, and as it becomes possible to connect objects to the network, Cisco continues to lead the way.

Cisco Fog Computing extends IoT applications to the network edge, enabling data to be analyzed and managed where it's generated, while our ruggedized routers and switches harden the network against the harsh conditions under which the IoT must often operate. Our IoT-specific Application Programming Interfaces let you run mission-specific software analytics packages throughout the network architecture, and allows you to feed IoT data intelligently into business analytics.

Overall, the Cisco IoT System enables quick integration of your IT and Operational Technology (OT) environments, builds analytics and cybersecurity right into the network, and lets you customize and design your network to meet your mission needs.



Keeping it safe: Security

Cisco can turn your entire network into a cybersecurity sensor system, providing deep visibility and control. Our end-to-end security protects your network from its very edge all the way to its core, with products and services covering malware protection, cloud security, network visibility, next-generation firewalls and router security, among much more.

Cisco's approach to security is built on a BDA strategy—Before, During and After. Before an attack, our software provides comprehensive visibility and awareness of what's on your extended network so you can implement policies and controls to defend it. With Cisco, your cyber security is context-aware — a necessity to beat today's context-aware attackers.

We provide continuous monitoring of your extended network, across all of the possible attack vectors, so that during an attack, Cisco can both thwart the attack and gather information about it. We also enforce policies automatically, so that if a file that seemed safe at first turns out to be malicious, our automation takes care of it without manual intervention.

After an attack, you need to know what hit you, and you need to repair the damage it did. With Cisco's retrospective security you can, in essence, travel back in time with the tools you need to determine the scope of the attack, figure out which systems were affected, and remediate the damage. Then, using the data gathered, you can figure out how to modify your outer defenses to prevent a similar attack in the future.

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A commitment to progress and social responsibility

Cisco invests more than \$6 billion a year in research and development, so that we may continue to drive innovative solutions as well as ensure the existing portfolio continues to evolve in support of customer requirements. Our industry is subject to rapid technological developments, evolving standards, changes in customer requirements, and new product

introductions and enhancements. Our ability to enable the Federal Government's digital transformation, therefore, depends on our ability to continually advance our own offerings.

As Cisco technologies evolve, ensuring that our customers have access to current training programs is critical. In order to support those demands, Cisco's Corporate Social Responsibility program ensures the Cisco Networking Academy® curriculum is up to date and accessible. More than 9,500 educational institutions use our curriculum to enhance their academic and career development programs, including the US Department of Defense. The program reached more than 1 million students in 170 countries in 2016, teaching them the IT skills they will need to thrive in the digital economy. We also put students and employers together.

As a global company, Cisco is committed to maintaining strong protections for our customers, products and company.



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Conclusion

Cisco strives to earn your trust by being trustworthy, transparent and accountable.

Trustworthy

- We take active measures to safeguard the security and reliability of the network.
- We are committed to securing and protecting our customers and their data.
- We adhere to a Secure Development Lifecycle (SDL) in the development of our products and services.
- We protect the security of our value chain.

Transparent

- We provide equal and simultaneous access to security vulnerability information for all parties globally.
- We make timely and actionable breach notifications to impacted parties.
- We publish data regarding requests from law enforcement and national security agencies for customer data.
- We drive and follow open, global standards and make decisions to develop and implement new technologies based on customers' current and anticipated requirements.

Accountable

- We are committed to helping customers and partners verify and validate our trustworthiness.
- We admit when we make mistakes that affect the security of our customers and partners, and we work to make things right with those customers and partners.
- The Federal Government is Cisco's Past, Present, and Future
- Cisco is proud of its role in enabling Federal agencies to serve the people. Public service is one of the company's core values. Cisco is committed to ensuring success for departments, bureaus and agencies throughout the government:
- Helping Federal CIOs and agency leaders meet their mission while supporting the business of government, enabling increased efficiency in collaboration, ensuring a secure network and making the most of collected data;
- Providing agencies with the resources they need to deliver compelling, relevant experiences to members of the public who turn to the agency for information or services.

At Cisco, we believe in the mission of Federal Government, and we're ready to help you carry it out.

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