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CISCO IN EUROPE



Cisco Systems has been operating in Europe since 1989. In that time, it has built a number of strong relationships with governments at national, regional and local level. Cisco works closely with government to identify new ways to communicate, to improve the delivery of government services, to increase productivity and to pass on the benefits of these new ways of working to individual citizens and other stakeholders.

CISCO IN EUROPE

Cisco was founded in 1984 by a group of computer scientists from Stanford University in California. Since the company's inception, Cisco engineers have been prominent in advancing the development of Internet Protocol- or IP -the basic language to communicate over the Internet and in private networks. The company's tradition of innovation continues today with Cisco creating leading products and key technologies that will make the Internet more useful and dynamic in the years ahead. These technologies include: advanced routing and switching – the hardware that directs traffic over the Internet - voice and video over IP, optical networking, wireless, storage networking, security, broadband, and content networking. In addition to technology and product leadership, Cisco is recognised as an innovator in how business is conducted. Cisco's IP-based networking solutions are now the foundation of many education, health and government networks around the world.

Cisco's primary business is selling the hardware and software that powers the Internet, a communication tool that the public sector knows it cannot progress without. Through our experience and exposure to a diversity of customer needs and requirements in the public sector, we have learned a great deal about the patterns of transformation. One area that we have learned most about, in terms of leveraging these patterns to drive transformation, is government.

e-Transformation

The Internet Business Solutions Group (IBSG) – a body of e-Business industry and solutions experts drawn from the public sector, industry and the major consulting firms - is providing trusted, independent e-Transformation advice to a number of national, regional and city governments. IBSG is also engaged with many central departments – which includes health, justice, tax and education systems, finance, technology and social security & employment departments and central strategy units.

For example, Cisco has helped the Free and Hanseatic City of Hamburg progress more quickly towards their

e-Government goals. It has helped Germany's second largest city to roll out a broadband infrastructure throughout the municipality. It has also helped the city design its e-Government transformation roadmap, advising Hamburg on the potential benefits of IP technology to improve communications both with citizens and between employees of the city.

The benefits are cost savings and improved business processes plus better services for people living and working in Hamburg, through the Hamburg Gateway, a single and secure point of access.

Cisco is advising the Spanish Ministry of Justice on its move from a slow and intensely paper-based system to a modern organisation with an emphasis on quicker decision-making, increased internal productivity and engagement with citizens. The Ministry is also deploying a Cisco-based communications infrastructure, in order to make the jobs of all stakeholders involved in the judiciary systems easier and more efficient.

In the Netherlands, Cisco is working with Internet service provider nl.tree on the Kennisnet (Knowledge Network) project, an initiative led by the Ministry of Education, Culture and Science to offer broadband Internet access to more than 11,000 schools and cultural institutions across the country. It also connects 2.5 million users.

Cisco is also working with the Government of Poland in advising it on its transformation into a modern information society, addressing the key priorities of EU integration. Current government priorities include the deployment of widely available broadband infrastructures, faster and cheaper Internet access, investing in people and skills to overcome the digital divide and stimulating the use of the Internet by launching e-Commerce and e-Government services. It is also advising the Governments of Bulgaria and Russia on their national e-Government strategies.

CISCO IN EUROPE

Research and Education

Cisco is partnering with the research community in Europe through coordinating a major research project co-financed by the European Commission called 6NET (www.6net.org). Working with 15 National Research and Educational Networks and 15 universities, the purpose is to test and deploy IPv6 under realistic conditions and speed up the implementation of new technology and features across European national research networks.

Cisco is supporting a NATO Science Programme project to deliver cost effective, fast Internet connectivity to the research community in the Caucasus and Central Asia. This 'Silk Highway' project is enabling local scientific and academic communities to collaborate with their peers all over the world.

In addition, Cisco is also helping to educate the workforce in how to run and build networks, which are now forming the basis of communications for most businesses and organisations. More than 3,000 schools, colleges and other public sector institutions in 98 countries in Europe, the Middle East and Africa are running the Cisco Networking Academy Program™ - a comprehensive e-Learning programme which provides students with the Internet technology skills to design, build and maintain networks.

Courses are being run in such diverse places as the Dutch Army, the Govan Initiative in Scotland for the long-term unemployed and the Carcere Bollate near Milan, a prison for young offenders.



Cisco's Aironet wireless networking equipment is helping to bring affordable and easily deployed broadband to communities in the remote village of Somiedo in Spain. Somiedo is so remote that it must get its Internet backbone connection via satellite. In partnership with broadband service provider Neo-Sky and Satlynx, a satellite communications provider, a network of Cisco Aironet 350 Series Access Points is creating a broadband wireless network to the city hall, businesses, and residents.

ABOUT CISCO IN EUROPE



Cisco employs approximately 5,000 people across Europe, Middle East and Africa (EMEA). The first office was established in Paris in 1989. In the UK, it is consistently voted in an independent survey as one of the country's best employers. EMEA contributes to about a third of the company's global sales.

Countries with Cisco Offices in EMEA

Austria, Belgium, France, Germany, Italy, Netherlands, Portugal, Spain, UK, Ireland, Switzerland, Denmark, Finland, France, Norway, Iceland and Sweden, Bahrain, Egypt, Israel, United Arab Emirates, Bulgaria, Croatia, Czech Republic, Greece, Hungary, Poland, Romania, Russia, Slovakia, Slovenia, Turkey, Ukraine, South Africa.

The London Borough of Hillingdon in England has worked in partnership with Cisco, to launch key projects including a new web site, an Internet Protocol (IP) telephony-enabled citizen contact centre, online procurement, and new ways of working for its Housing Services department. Customer satisfaction with service access has rocketed from 30 per cent to 90 per cent in one year – and significant cash savings made.

The Conseil General du Tarn in France is connecting twenty-nine public colleges to the National Research Network Rentater 3 via a high-speed backbone provided by Cisco. This is enabling 14,000 students to share high quality multi-media educational content including video-on-demand access and IP video conferencing.

The Provincia di Torino in Italy is adopting Cisco Systems IP telephony to lay the foundations for a modernisation of its services to the public. With the guidance of CSI Piemonte, a publicly funded outsourcing agency, the authority hopes to achieve both greater internal efficiency and, through the delivery of innovative services online, to stimulate the spread of connectivity into more remote areas of the region.

Humberside Police in England selected Cisco's advanced IPTV (Internet Protocol Television) video streaming system to deliver live TV-quality video footage over the Humberside Police intranet. Humberside Police can now deal with serious incidents even more effectively by providing senior officers with instant real-time access to helicopter-based video images via a web browser.