

New Article Topics, New Look

Readers of FederalBiz@Cisco, the Cisco federal government e-newsletter, say they want more articles on network security and information sharing, as well as more information on Cisco technology and products. You'll see changes in this issue that reflect reader feedback.

In November 2006, Market Connections interviewed by phone 152 federal IT decision makers, drawn from Cisco's customer and electronic newsletter subscriber lists, to determine their electronic newsletter habits and preferences. Roughly half of all respondents were employees of civilian or independent federal agencies; one-third worked for Department of Defense, military, or intelligence agencies; and 16 percent were prime contractors.

Cisco is adjusting the newsletter content in response to survey findings:

- Network security and information sharing were the two topics of highest interest, so the newsletter will feature more articles on those topics.
- The next most interesting topics are product and Cisco information. Therefore, beginning with this issue, the newsletter will feature a new section on products related to the feature topics.
- Most readers are involved with their agency's IT functions, so articles will include more technical information. As always, articles will include links to longer articles and papers on cisco.com.
- Readers primarily read the headlines and summaries, so although we are still posting full articles on the Web for those who prefer to read them there, we are making the summaries tell the whole story. We are also increasing the number of news items in each issue.

Thank you to all readers who participated in the survey. If you have additional comments or didn't have a chance to be interviewed, please send your comments to federalbiz@cisco.com. We'd like to hear what you have to say.



Americas Headquarters
 Cisco Systems, Inc.
 170 West Tasman Drive
 San Jose, CA 95134-1706
 USA
www.cisco.com
 Tel: 408 526-4000
 800 553-NETS (6387)
 Fax: 408 527-0883

Asia Pacific Headquarters
 Cisco Systems, Inc.
 168 Robinson Road
 #28-01 Capital Tower
 Singapore 068912
www.cisco.com
 Tel: +65 6317 7777
 Fax: +65 6317 7799

Europe Headquarters
 Cisco Systems International BV
 Haarlerbergpark
 Haarlerbergweg 13-19
 1101 CH Amsterdam
 The Netherlands
www-europe.cisco.com
 Tel: +31 0 800 020 0791
 Fax: +31 0 20 357 1100

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