

## A new way...

... to connect. To interact,  
open a dialogue, spark an idea,  
or nurture a society.

The power of individual imaginations  
coming together in the network.

At the point where technology and people  
touch, Cisco invents new ways to multiply  
and enhance the power of the network.

Information and creative energy.  
Converged systems and personal services.  
Universal links and close relationships.  
Communication and community.

The network powered by Cisco  
is changing the way we work, live, play, and learn.  
Everywhere you look.

Introduction	1
Letter to Shareholders	12
Reports of Management	16
Report of Independent Registered Public Accounting Firm	17
Selected Financial Data	18
Management's Discussion and Analysis of Financial Condition and Results of Operations	19
Quantitative and Qualitative Disclosures About Market Risk	37
Consolidated Statements of Operations	40
Consolidated Balance Sheets	41
Consolidated Statements of Cash Flows	42
Consolidated Statements of Shareholders' Equity	43
Notes to Consolidated Financial Statements	44
Supplementary Financial Data and Stock Market Information	71
Shareholder Information	72



# virtual classes and

Schoolchildren view a virtual science experiment from a computer room at a neighborhood center. Teachers review lesson plans with their colleagues at distant schools using an electronic whiteboard. A parent monitors reading lists and receives a student progress report at home. And a kindergartner tours the Grand Canyon or the Great Pyramid on a wireless laptop in the library. With a few keystrokes, Cisco networks expand educational resources and add excitement to the learning experience.



Near the airport entrance, passengers can check flight information and print out boarding passes at convenient kiosks. In the waiting area, travelers can download their e-mail using Wi-Fi hotspots. At each gate, an agent from any airline can set up for a flight in seconds. And in offices around the facility, employees can coordinate activities ranging from freight delivery to food preparation to ground transportation. Cisco networks help expedite thousands of ins and outs an hour, around the clock. Livelier learning and friendlier flying.

innovation. poweredbycisco.

# boarding passes

At a patient's bedside, a hospital nurse checks medication levels using a handheld device and a wireless network. In an operating room, a brain surgeon calls up computerized tomography (CT) scans instantly from a high-speed storage area network. In a snowbound village, a woman gets a pulmonary exam over a broadband telemedicine link, conducted by a specialist 300 miles away. At home, a patient uploads blood chemistry readings directly to her physician. Virtually everywhere, Cisco networking helps enable better care—and healthier lives.

# CT scans and



# minivans

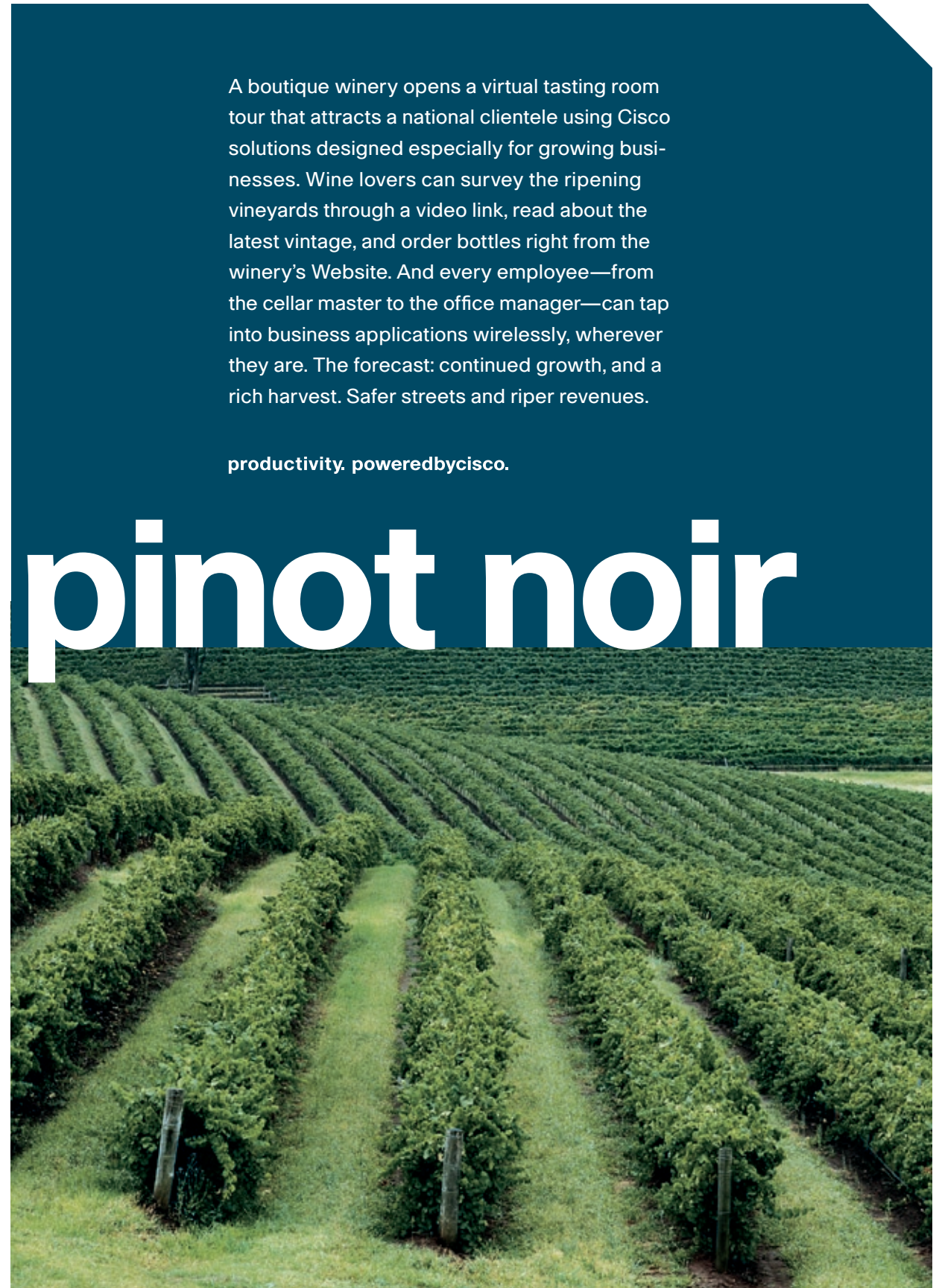
Collaborating in real time, auto designers in Japan, assembly technicians in the United States, and component makers worldwide trade data over a Cisco intelligent network. Manufacturing processes are fine-tuned as the car is still taking shape. This network-driven teamwork means a new minivan will debut months earlier than was previously possible. Cost savings can go toward more safety and fuel-efficiency features, with no increase in the sticker price. Which makes for happier customers in the showroom. Closer caregiving and tighter teamwork.

**collaboration. poweredbycisco.**



# patrol cars and

A police department relies on a citywide Cisco wireless network to deliver fingerprint files, mug shots, and voicemail to each mobile unit. Officers use the same technology to file their reports from the field, instead of having to return to the station. Broadband video applications can even let them see what's happening at emergency scenes before they arrive. With the added efficiency the network provides, the officers now have more time to leave their patrol cars and interact personally with the community.



A boutique winery opens a virtual tasting room tour that attracts a national clientele using Cisco solutions designed especially for growing businesses. Wine lovers can survey the ripening vineyards through a video link, read about the latest vintage, and order bottles right from the winery's Website. And every employee—from the cellar master to the office manager—can tap into business applications wirelessly, wherever they are. The forecast: continued growth, and a rich harvest. Safer streets and riper revenues.

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# pinot noir

A customer calls her bank's Cisco Internet Protocol (IP)-based contact center, where her account profile immediately appears in front of the call agent. Instead of "What's your account number?" the customer hears "Let me suggest some options that should suit your needs." Similar personalized services are also available in wireless-equipped bank branches throughout the country. Or the customer can bank from home over a highly secure broadband connection. Brisk service plus convenience plus personal attention equals a lifelong business relationship.

## contact centers and



## bright inventors



An inventive entrepreneur with a can't-miss product concept rests easy. He knows the law firm he engaged to protect his intellectual property is on the job, tracking his patent applications with specialized software running on a Cisco network. The firm's messaging system simplifies communications among lawyers and office staff, even recording billable phone time. The inventor gets updated status reports automatically via e-mail, and he can contact an attorney in a variety of ways. Networking helps ensure his dream never gets put on hold. Breezier banking and confident clients.

**customer satisfaction. poweredbycisco.**



# government loans and

Citizens now go online instead of getting in line when they need to renew a driver's license, apply for a student loan, or pay a parking fee. Cisco self-defending networks help ensure that the government's Web-accessible offices stay open, and that the public's private data stays private. In an emergency, robust network technology keeps vital communications flowing. Highly secure networking makes it possible for governments to reach out to citizens with speedy, people-friendly services they can use and trust.



An excavation company shores up its store of data with Cisco network security. Built-in defenses help thwart hackers and viruses, and can even protect against unknown threats. The network verifies the identity of each computer before allowing it to connect. And employees at dig sites gain access to network applications through encrypted pathways, called virtual private network "tunnels," that burrow privately and securely through the public communications system. In-depth data protection safeguards the business and comforts its customers. Speedier services and deeper defenses.

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# hardhat zones