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## Cisco: Connecting the World Digitally

In the world of technology, few companies have played as significant a role in connecting people and businesses as Cisco. From its early days as a networking equipment manufacturer to its current position as a global leader in networking and cybersecurity solutions, Cisco has been at the forefront of the digital revolution. In this reading passage, we'll delve into the business, history, and modern market of Cisco.

### The Birth of Cisco

Cisco Systems, Inc. was founded in 1984 by Leonard Bosack and Sandy Lerner, two computer scientists at Stanford University. Their initial goal was to connect different types of computer networks, leading to the development of the first multi-protocol router. This innovation laid the foundation for Cisco's success in networking technology.

### Networking Revolution

During the 1990s, Cisco played a pivotal role in the expansion of the internet and the development of networking infrastructure. Its routers and switches became the backbone of the internet, allowing data to flow efficiently between computers and devices worldwide. Cisco's technology enabled the growth of the World Wide Web and e-commerce.

### Expansion and Acquisitions

Cisco's growth wasn't limited to routers and switches. The company embarked on a series of acquisitions to diversify its product offerings. It acquired companies like Linksys (known for home networking products), WebEx (a web conferencing platform), and Meraki (a cloud-managed IT company). These acquisitions allowed Cisco to provide a wider range of solutions.

### Security and Cybersecurity

As the digital landscape evolved, so did the threats. Cisco expanded into the cybersecurity sector, offering solutions to protect networks, data, and devices from cyberattacks. The company's security products and services have become crucial in safeguarding businesses and individuals online.



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## Modern Cisco

Today, Cisco is a global technology company specializing in networking, security, and collaboration solutions. Its product portfolio includes routers, switches, firewalls, video conferencing systems, and cloud-based services. Cisco's technologies are used by organizations of all sizes, from small businesses to large enterprises.

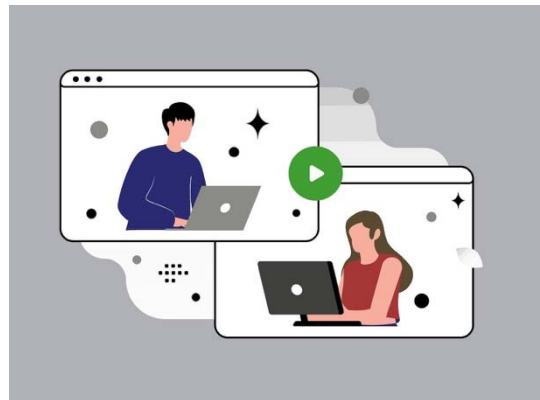
## Business and Services

Cisco operates in several key business areas, including:

- **Networking:** Cisco provides networking hardware and software, helping organizations connect and communicate efficiently.
- **Security:** Cisco offers cybersecurity solutions to protect against a wide range of threats, including malware, phishing, and ransomware.
- **Collaboration:** Cisco's collaboration tools and video conferencing systems enable remote work and communication.
- **Cloud:** Cisco provides cloud-based services and solutions, including cloud security and networking.
- **IoT (Internet of Things):** Cisco helps organizations connect and manage IoT devices, enabling smart cities and industries.

## Global Reach

Cisco has a global presence, with offices and partners in over 180 countries. Its products and services are used by businesses, governments, educational institutions, and service providers around the world.



## Commitment to Sustainability

Cisco is committed to environmental sustainability. The company has set ambitious goals to reduce its carbon emissions, minimize waste, and promote responsible sourcing.