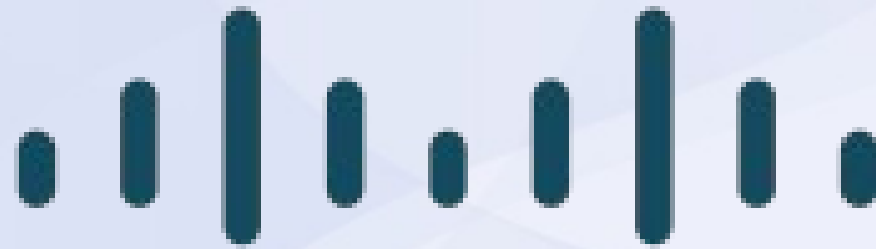


CISCO SYSTEM'S



CISCO TM

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Corporate history

One of the many buildings on the Cisco Systems campus in San Jose

Len Bosack and Sandy Lerner, a married couple who worked as computer operations staff at Stanford University, later joined by Richard Troiano, founded Cisco Systems in 1984. Lerner moved on to direct computer services at Schlumberger, moving full time to Cisco in 1987. The name "Cisco" was derived from the city name, San Francisco, which is why the company's engineers insisted on using the lower case 'cisco' in the early days. For Cisco's first product, Bosack adapted multiple-protocol router software originally written some years before by William Yeager, another Stanford employee who later joined Sun Microsystems.

While Cisco was not the first company to develop and sell a router,[1] it was one of the first to sell commercially successful routers supporting multiple network protocols.[2] As the Internet Protocol (IP) became widely adopted, the importance of multi-protocol routing declined. Today, Cisco's largest routers are primarily used to deliver a multitude of technologies through corporate, enterprise, and service provider networks. Some of the more notable technologies and protocols are IP, MPLS, Frame Relay and SONET.

in 1990, the company was listed on the Nasdaq stock exchange. Lerner was fired and because of that, Bosack quit but not before receiving \$200 million. Most of those profits were given to charities and the two later divorced.

Cisco acquired a variety of companies to bring in talent and innovation into the company. Several acquisitions, such as Stratacom, were the biggest deals when they happened. During the Internet boom in 1999, the company acquired Cerent Corp., a start-up company located in Petaluma, California, for about US\$7 billion. It was the most expensive acquisition made by Cisco at that time. Since then, only Cisco's acquisition of Scientific-Atlanta has been bigger. Although not every acquisition is successful, Cisco has more frequently succeeded in integrating and growing the revenue of its acquisitions than its competitors. Several acquired companies have grown into \$1Bn+ business units for Cisco in LAN switching, Enterprise VOIP, and home networking.

In late March 2000, at the height of the dot-com boom, Cisco was the most valuable company in the world, with a market capitalization of more than US\$500 billion.[3][4] In January 2009, with a market cap of about US\$93 billion, it is still one of the most valuable companies.[5] CISCO was voted stock of the decade on NASDAQ. The company's 7500 Series router was voted 3rd in the product of the decade 1990-2000 behind the Mosaic web browser and the Novell LAN manager.

Cisco has made inroads into many network equipment markets outside routing, including Ethernet switching, remote access, branch office routers, ATM networking, security, IP telephony, and others. In 2003, Cisco acquired Linksys, a popular manufacturer of computer networking hardware and positioned it as a leading brand for the home and end user networking market (SOHO).

The company's first two CEOs are John Morgridge and John Chambers[6] (active). The Corporate Headquarters is on East Tasman Drive in San Jose, California, between Zanker Road and Cisco Way.

The company was a 2002-03 recipient of the Ron Brown Award.

Cisco's vision is "Changing the Way We Work, Live, Play and Learn." Cisco's current tagline is "Welcome to the human network." [7]

Products and services

[edit] Partial list of hardware products

A Cisco ASM/2-32EM router deployed at CERN in 1987.

- * Application Network Services

- * Broadband Cable products: uBR7100 series, uBR7200 series, uBR10012 CMTSes. A line of Cable modems, the uBR900 series and CVA122 series, were also made in the late 1990s and early 2000s, but have since been discontinued.

 - o Clean Access Server

- * Content Networking

- * DSL & Long Reach Ethernet

- * Interoperability Systems

- * Cisco LocalDirector load-balancing appliance

- * Optical Networking series: 15xxx Series: 15302, 15305, 15310, 15327, 15454, 15600, 1580x, 15900(wavelength router, but end for sale)

- * Micro Webservers: 100, 200

- * Routers: AGS, AGS+, MGS, IGS, CGS, SB107, 700, 800, 837, 1000 Series, 1600 Series, 1700, 1800, 2500 Series, 2600 Series, 2800, 3600, 3700, 3800, 4000 Series, 4500, 7000 Series, 7100/7200/7300/7400 Mid Range Customer Edge/Service Provider Edge family, 7500, 7600, 10000, 12000, and CRS-1

Security & VPN products: Anomaly Detection and Mitigation Appliances, Cisco AVS 3110 Application Velocity System, Cisco ASA 5500 Series Adaptive Security Appliances, Cisco PIX 500 Series Security Appliances, Cisco VPN 3000 Series Concentrators, Cisco Catalyst 6500 Series/7600 Series WebVPN Services Module, IPSec VPN Services Module (VPNSM) for Cisco Catalyst 6500 Switches and Cisco 7600 Series Routers

Server Networking & Virtualization

SPA Phone Adapters

Storage networking

Switches

* Catalyst series: 500 and 520 Express, 1900 Series, 2900, 2950, 2960, 3560 and 3560E, 3750 and 3750E, 4500, 6500 Nexus 7000 switch and 5000 switch (from the Nuova Systems Inc. acquisition] etc..

* Metro Ethernet ME 3400 Series Access Switches

* MGX 8800 Series Multiservice Switches: MGX 8830, MGX 8850

* MDS 9000 Series Multilayer SAN Switches

* Nexus 1000V distributed virtual software switch[8]



BY....,
G.K.MEGANATHAN(B.E)CSE
2nd year