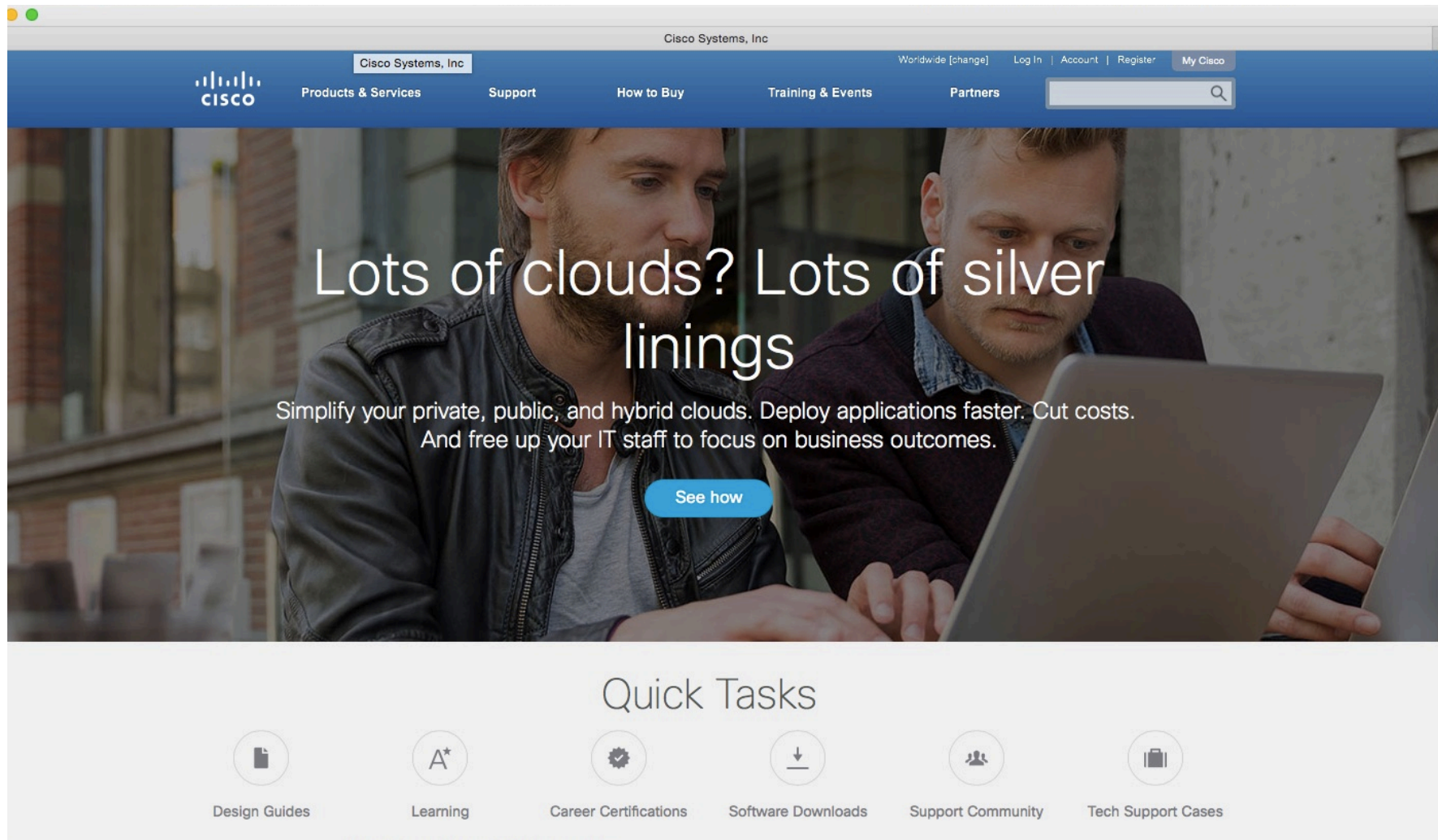


# Cisco Homepage Banner Ads



The screenshot shows the Cisco Systems homepage. At the top, there is a blue navigation bar with the Cisco logo on the left and navigation links for 'Products & Services', 'Support', 'How to Buy', 'Training & Events', and 'Partners' in the center. On the right side of the navigation bar, there are links for 'Worldwide [change]', 'Log In', 'Account', 'Register', and 'My Cisco', along with a search bar. Below the navigation bar is a large banner image featuring two men looking at a laptop. The main headline in white text reads 'Lots of clouds? Lots of silver linings'. Below the headline, a sub-headline states: 'Simplify your private, public, and hybrid clouds. Deploy applications faster. Cut costs. And free up your IT staff to focus on business outcomes.' A blue button with the text 'See how' is positioned below the sub-headline. At the bottom of the banner area, there is a 'Quick Tasks' section with six circular icons and corresponding text: 'Design Guides', 'Learning', 'Career Certifications', 'Software Downloads', 'Support Community', and 'Tech Support Cases'.

Some Cisco customers have been concerned about cloud network complexity. This ad points to a solution that can help customers simplify their networks and enjoy the benefits of a combined cloud infrastructure.

(Continued)



## Service providers: Get your \$1.7 trillion

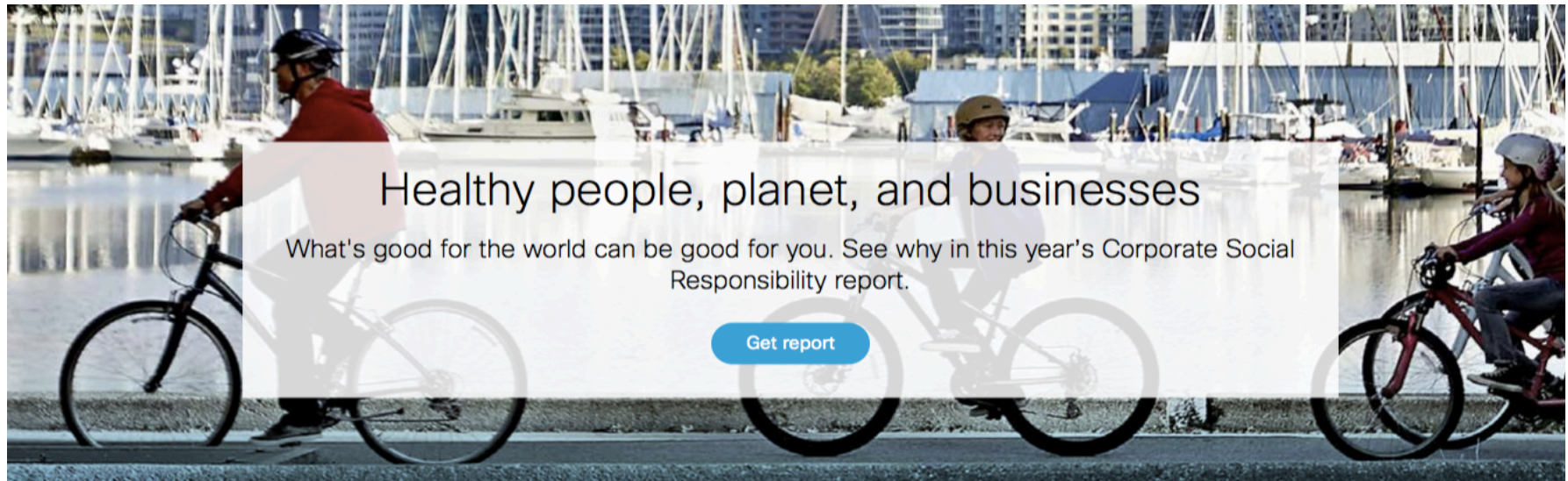


A more connected world. A more agile business. A better bottom line.  
See what's in store for tomorrow.

[The next wave of the Internet](#)  
[100 customers share their stories](#)  
[Contact us](#)

This ad promotes a video showing how service providers can tap into a \$1.7 trillion opportunity by leveraging connectivity technologies associated with the Internet of Everything (Internet of Things).

(Continued)



## Healthy people, planet, and businesses

What's good for the world can be good for you. See why in this year's Corporate Social Responsibility report.

[Get report](#)

The Cisco Corporate Social Responsibility Report shows how Cisco is making a social, environmental, and economic impact, and prioritizing the issues important to its customers. This banner guides customers to this annual report.

A video player interface showing a video about FANUC's use of IoT and Cisco Intercloud. The video title is "FANUC Embraces IoT through Cisco Intercloud". The video shows a yellow industrial robot arm in a factory setting. The video player has a play button, a progress bar at 00:00, and a total duration of 01:37. There are also icons for full screen and volume.

**FANUC Embraces IoT through Cisco Intercloud**

### Got downtime? Get Intercloud. →

FANUC turns to Cisco and the cloud to predict manufacturing problems, keep plants up and running, and save big bucks.

[The next wave of the Internet](#)  
[100 customers share their stories](#)  
[Contact us](#)

Downtime comes with heavy costs for manufacturers. This ad directs readers to a video case study demonstrating how one manufacturer reduced downtime and saved money with help from Cisco Intercloud.

(Continued)

**From months to minutes**

Roll out applications faster with Cisco ACI and see how much you can save with the ACI Business Value tool.

[Calculate your savings](#)

Design	Party Underlay	Cisco ACI Savings	Cisco ACI Savings, %
\$1,161,200	\$4,841,500	\$3,680,500	76.02%
\$4,767,320	\$200,000	\$0	0.00%
\$11,074,330	\$60,686,800	\$52,612,530	77.80%
<b>Total</b>			<b>82.81%</b>

Cisco Application Centric Infrastructure (ACI) can significantly reduce time and money spent deploying applications. This ad promotes both ACI and a Cisco tool that can help customers gauge how much they can save by using the product.