

## Cisco's "Get the Lead Out" Green Overview

### Businesses and Branch Offices

As both enterprises and small businesses seek to reduce their environmental impact, environmentally friendly practices such as waste reduction, energy conservation, and greener product design are becoming commonplace. At the same time, green technology is flourishing. Sustainable technology solutions are turning up on desks and in back offices as businesses of all sizes turn to technology to help them reach their environmental goals.

The Cisco® Get the Lead Out offer enables businesses and branch offices to meet the need for both sustainable business practices and greener technology. Based on Cisco Unified Communications technology and Cisco Empowered Branch technology, the Get the Lead Out offer allows businesses and branch offices to trade in their current key telephone systems and phones for greener technology solutions that increase employee productivity and collaboration. With the Get the Lead Out offer, customers receive special discount incentives for migration from older technology to Cisco Integrated Services Routers unified communications, Cisco Integrated Services Routers Voice Security (VSEC), or the Cisco Unified Communications 500 Series for Small Business (UC500) and VSEC bundle, which are specifically designed for small businesses and businesses with branch offices.

What is "green" about the Get the Lead Out offer? By migrating from key systems to Cisco Unified Communications solutions, businesses and their branch offices can reduce their environmental impact by:

- Decreasing carbon emissions related to business travel and employee commuting
- Lowering IT-related power consumption through more energy-efficient products
- Using products that comply with global restrictions on hazardous substances
- Reducing electronic waste (e-scrap) through comprehensive programs emphasizing recovery, reuse, and recycling

### Less Travel = Smaller Carbon Footprint

Business travel typically produces between 20 and 40 percent of a company's carbon footprint. One of the easiest ways for a company to lower its greenhouse gas emissions is to reduce employee business travel. In today's global business environment, even the smallest enterprise may find it challenging to travel less and still maintain the necessary levels of interaction with customers and partners.

Cisco Unified Communications solutions can be an important part of a company's strategy to reduce its carbon footprint. These technologies help reduce business travel by increasing online collaboration among employees, customers, and partners, without compromising the interaction needed to work effectively with colleagues, customers, partners, and suppliers. This process enables companies to move a majority of travel-related events online. Corporate meetings, seminars, training sessions, employee reviews, sales meetings, project updates, and partner meetings — all can effectively and efficiently be conducted online using Cisco Unified Communications solutions.

Cisco Unified Communications technologies can help alleviate another significant source of company greenhouse gas emissions: the daily work commute. Employees can work from a home office — or wherever most convenient — while maintaining a high level of interaction and participation with others. More effective telecommuting not only results in fewer cars on the road, but it reduces the need for office space associated with personnel increases and the resulting carbon footprint.

### **Energy-Efficient Technology Reduces Power Consumption**

Cisco is actively developing networking and communication architectures and solutions to help customers mitigate their environmental impact and achieve environmental goals. The Get the Lead Out offer features innovative product designs that optimize power consumption without compromising function, accessibility, and performance.

The Cisco Integrated Services Router Unified Communications and VSEC bundles and the Cisco UC500 and VSEC bundle enable businesses to reduce the carbon footprint of primary and branch offices through more efficient power consumption, management, and delivery. Both the Cisco Integrated Services Router and Cisco UC500 replace multiple devices, making it easy to deploy applications such as voice, data, unified messaging, automated attendant, video, security, and wireless. The Cisco Integrated Services Router is an integrated high-performance network infrastructure platform that consolidates six devices — router, switch, voice IP private branch exchange (PBX) or key system, security appliance, application acceleration device, and wireless access point — into a single platform; similarly, the Cisco UC500 appliance consolidates multiple pieces of hardware. In addition, using the Cisco Empowered Branch architecture, many organizations that already have one of the 4 million Cisco Integrated Services Routers in existing networks can replace their key systems by simply adding software or application service modules to the existing Cisco Integrated Services Routers. Those who purchase new Cisco Integrated Services Routers to replace key systems will have a modular platform for adding many new integrated services such as security, 3G and IEEE 802.X wireless, application intelligence, and network monitoring, in addition to standard Cisco Unified Communications functions such as call control, messaging, mobility, and video. This modularity reduces energy consumption and associated cooling costs and decreases physical space requirements.

### **Responsible Manufacturing Limits Hazardous Substances**

As awareness of the environmental impact of hazardous substances in electronic equipment increases, product-related regulations and restrictions continue to emerge around the world. Cisco is committed to compliance with global environmental restrictions on hazardous materials in products.

Like all Cisco equipment, products included in the Get the Lead Out offer are compliant with global environmental regulations. A good example is the European Union's Restriction of Hazardous Substances Directive (RoHS), which limits the use of six hazardous substances in the manufacture of electronic and electrical equipment: lead, mercury, cadmium, hexavalent chromium, polybrominated biphenyls (PBB), and polybrominated diphenyl ether (PBDE). When RoHS took effect in 2006, all Cisco products were fully compliant.

RoHS allows exemptions for the use of lead in solder in networking infrastructure equipment and a few select components, and approximately 90 percent of Cisco products qualify for the exemptions. Cisco is quickly moving toward environmentally sound lead-free solutions, working to replace lead in solders and pastes with materials that maintain equipment quality and reliability. The Cisco goal is to remove lead from the supply chain for all products by 2011.

Cisco is also compliant with China's RoHS-like legislation and will continue to work with international authorities and regulatory bodies to meet the requirements of additional RoHS-like legislation as it takes effect in other countries.

### **Recover, Reuse, and Recycle to Minimize E-Waste**

Cisco is firmly committed to minimizing the environmental impact of its products both while they are in use and after they are retired from service. Covering returned Cisco and competitive products, the Cisco product take-back program emphasizes recovery, reuse, and recycling and is designed to maximize product reuse and minimize material sent to landfill.

If possible, products are refurbished and reused; otherwise, Cisco implements a comprehensive scrap reduction program. Equipment to be recycled is de-manufactured, shredded, and recycled by Cisco approved recycling vendors in an environmentally safe manner using processes that comply with global and regional requirements. All Cisco approved recycling vendors are ISO 14001 certified, operating under strict environmental controls and with the highest worker safety protections.

Recycling occurs according to European Union (EU) Waste Electrical and Electronic Equipment (WEEE) regulations, U.S. Environmental Protection Agency (EPA) regulations, and other local and regional environmental laws.

### **Summary: Get the Lead Out Enables Greener Businesses**

The Cisco Get the Lead Out offer enables enterprises and their branch offices to migrate from older key telephone systems to greener technology that enables more sustainable business practices. Business can choose from two easy-to-deploy, all-in-one technology solutions that help them meet the following environmental challenges:

- **Greenhouse gas emissions:** Cisco Unified Communications solutions allow businesses to reduce greenhouse gas emissions by developing new work models that reduce employee air travel, making employee telecommuting more feasible and effective and enabling better use of office space.
- **Power consumption:** Designed to maximize energy-efficiency, Cisco products enable businesses to reduce IT-related power consumption without compromising function, accessibility, and performance.
- **Hazardous substances:** Cisco products comply with global, regional, and local environmental regulations, helping minimize the environmental impact of hazardous substances in electronic equipment.
- **E-scrap:** All Cisco returned-material streams are part of an aggressive recycling and waste reduction program that focuses on reusing as much of the returned materials as possible and recycling the rest. With an emphasis on recovery, reuse, and recycling, the Cisco program is designed to maximize product reuse where possible.



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