Don't Risk IT

THIS IS JACK.

He works in government IT. Jack entrusted his agency's crucial data to aging, end-of-life infrastructure. Jack got hacked. Now he's sad, and his boss is mad.

DON'T BE LIKE JACK.
DON'T RISK YOUR IMPORTANT DATA.

NO, JACK! DON'T RISK IT!

Jack hoped his old IT equipment would protect his government agency's critical data. It didn't.

NO PATCHES, JACK. NO UPDATES, JACK.
BAD, BAD JACK.

POOR JACK.

He wants to go back. Jack had a chance to protect his agency's sensitive data with a new secure and trustworthy Cisco infrastructure. He said no. The bad guys said "Yes!" When will Jack learn?

DON'T BE LIKE JACK. DON'T RISK IT.

JOBS

THIS IS ZACH.

Zach led a security-driven network refresh, installing new Cisco equipment built from concept to completion to protect sensitive data. Zach trusts Cisco's built-in security. Zach is happy. So are his customers.
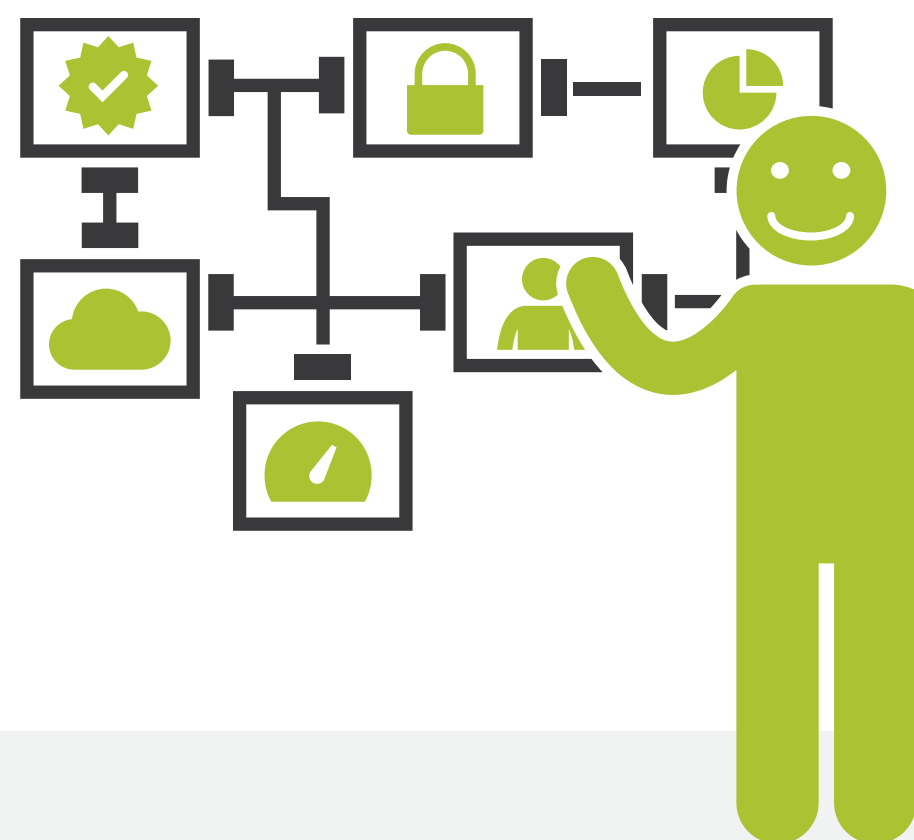
THEIR DATA IS SAFE. BE LIKE ZACH.

76%

ZACH IS SMART.

Zach's network is built on a new secure and trustworthy Cisco infrastructure. "Switches, routers and other platforms designed from the get-go with built-in security?" Zach asked his Cisco partner.

"Let's saddle up." Zach always wanted to be a cowboy, but he is really good at IT. His data is secure. The hackers have to work overtime.

ZACH IS SMILING. GOOD JOB, ZACH!

NOW LOOK AT ZACH.

He's looking so chill. His network's refreshed, his protection's the best and he's feeling like king of the hill.

BE LIKE ZACH. DON'T RISK IT.

Learn more about built-in security
and trust at **trust.cisco.com**

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