



Global Expertise
Local Solutions





Global Expertise Local Solutions

1. Briefly introduce us to Cisco Equipment.

Cisco Equipment (Cisco) is a trusted provider of heavy equipment rentals, sales, service, and parts, with operations focused in West Texas and Southeastern New Mexico. Headquartered in Odessa, Texas, with administrative support co-housed in Dallas, we are strategically positioned to support the energy, construction, and infrastructure sectors at the heart of the Permian Basin.

In January 2025, we made the strategic decision to close our Fort Worth and Austin branches. This decision was driven by a renewed focus on our core customer base and long-term partners in West Texas. With deregulation and oil-friendly conditions under the current administration, we felt it essential to ensure none of our customers were waiting on the parts, service, or equipment they've come to expect from



Cisco. Concentrating our assets locally has allowed us to deliver even stronger, faster, and more personalized service.

Cisco employs professionals dedicated to delivering uptime-focused solutions, backed by a rental fleet that includes excavators, loaders, telehandlers, backhoes, and specialty machines.

Our team is deeply experienced and locally engaged, working closely with clients ranging from contractors and municipalities to energy EPC leaders like Saulsbury.

2. What are some of the ongoing or recent projects that you are most interested in showcasing?

We are proud of our role in supporting large-scale energy and infrastructure projects across West Texas, particularly those led by key companies like Saulsbury. Our team has played a central role in providing tailored rental solutions, field support, and maintenance programs for high-priority projects where reliability and responsiveness are critical.

We're also showcasing our investment in predictive fleet return technologies, which allows us to anticipate equipment availability more accurately and redeploy assets without delay. Preventative maintenance has become a cornerstone of our approach - keeping machines in top shape and minimizing unplanned downtime in the field.

Additionally, Cisco has made a significant technological leap through our partnership with CDK Global and the





launch of the MyDealer portal. This system provides our customers with a user-friendly interface to manage their entire Cisco experience - from viewing telematics data across all manufacturers, to requesting services,

paying invoices, renting or off-renting machines, and ordering parts. Whether on a jobsite or in the office, our customers now have seamless digital access to the support and information they need.

3. What, for you, differentiates your business from the competition?

Cisco's biggest differentiators are our mindset and our methods: we focus on prevention, prediction, and true partnership. Our service model is designed to proactively identify issues before they cause downtime. We're committed to keeping machines running, and our field technicians are strategically deployed to ensure fast, expert service in remote or high-demand areas.

While our physical footprint is now centered in West Texas, our operational reach remains broad.

Through our partnerships with trusted dealers across the state, along with telematics-enabled fleet management and mobile field service capabilities, we can support customers throughout Texas when needed. Our strength lies in being locally focused and regionally capable.

Most importantly, we work hand-in-hand with our customers to find customizable solutions. Whether it's structuring custom rental packages, managing utilization data, or providing flexible terms on sales and trade-ins, we operate like a true business partner - not just another dealership.

4. Could you tell us about some of the major challenges faced within the industry and the business itself and then detail how these have been overcome?

One of the most persistent challenges in our industry has been the global shortage and delay of critical parts. Cisco has taken proactive steps to navigate this by building stronger relationships with OEMs, establishing



direct lines to critical components, and even pulling parts from our own fleet when necessary to keep customer equipment running. We've also expanded our collaboration with dealers outside of our core area, allowing us to source needed parts faster and support customers with minimal disruption.

Another key challenge has been the volatility of used equipment values, which can impact both our customers' ability to trade or resell machines and our ability to structure long-term plans. Cisco addresses this by helping customers maintain strong residual value through preventative maintenance, proper utilization, and smart lifecycle planning. We offer tailored options for trade-ins and work closely with each client to transition them into a new fleet that better fits their evolving needs - often in ways that minimize cost while maximizing return on investment.

Rising interest rates have also created pressure for businesses that rely on financing. To ease that burden, we've centralized our retail finance efforts under a dedicated director, who works across multiple lenders to negotiate competitive rates by combining deal volume. This approach allows us to pass savings directly to our customers and structure more favorable financing operations - helping them continue to grow their operations even in a tighter financial climate.



5. What are your major future ambitions going forward and how will these goals be achieved?

Looking ahead, our primary ambition is to deepen our commitment to West Texas and expand our influence in the broader Texas equipment landscape through strategic partnerships, better technology, and a laser focus on customer uptime.

We are investing in our digital infrastructure, with tools like MyDealer offering more visibility, more control, and more convenience to our customers.

We also plan to continue enhancing our technician network by participating in CTE and Apprenticeship Programs. By investing in people and tools that directly impact equipment performance, we're ensuring our service capabilities remain best-in-class.

Our strong alignment with OEMs like JCB gives us the product support, warranty coverage, and inventory flexibility we need to stay competitive.

And by working with financial institutions like Comerica to explore refinancing and capital realignment, we're positioning ourselves to make smart, long-term investments in our fleet and facilities.

6. Could you tell us more about any environmental or CSR initiatives that you have in place?

Cisco Equipment is proud of the role we play in supporting our communities and protecting the environment. On the environmental front, we operate a modern fleet that meets or exceeds Tier 4 final emissions standards and continually invest in newer, more fuel-efficient models. We also monitor machine idle time and promote emission-conscious practices for customers, helping them run greener job sites. All oils, filters, and fluids are recycled responsibly through trusted environmental vendors.

On the social side, Cisco is actively engaged in programs to support local trade schools, veterans' programs to employ exiting military personnel with technical skills, and charitable initiatives with customer participation throughout West Texas.

7. What are you most proud of in relation to the company overall?

Above all, we're proud of our people - the technicians, coordinators, sales professionals, and support staff who bring our commitment to life every day. Their dedication, expertise, and focus on doing the right thing for the customer is what keeps Cisco running at the highest level.



We're also proud of the long-standing customer relationships we've maintained. Our clients know we'll be there when they need us, whether it's to deliver a machine in a pinch or troubleshoot a complex service issue. That trust is something we've earned over time and continue to build on every day.

Finally, we take great pride in continuing to build on the legacy of our founder, Scott Sibert.

His vision of integrity, service, and hands-on leadership remains at the heart of Cisco. Scott continues to play a respected and active role in the business, helping guide strategy while staying closely connected to both our team and our customers. His presence ensures that our core values are not just preserved - but lived out.

8. What does the next 12 months look like for the business?

The coming year will be focused on solidifying our position in West Texas while modernizing how we serve customers. We're actively working with OEMs for fleet expansion and product support improvements, advancements, and upgrades.



We're expanding our use of the MyDealer platform to streamline communication, automate transactions, and improve how we deliver support in the field.

Internally, we're strengthening our field service department with new customer facing support roles - including a Technical Coordinator position - to improve technician support and efficiency. We're also increasing alignment with customers and OEM partners, ensuring stronger warranty programs, better parts access, and flexible purchasing options.

All of this is driven by one simple goal: to make sure our customers are never waiting for the equipment, service, or support they need. With a focused strategy and a committed team, Cisco is positioned to thrive in 2025 and beyond.



www.cisco-equipment.com





EST. 1978

www.cisco-equipment.com



NORTH AMERICA
Outlook

PRODUCED BY NORTH AMERICA OUTLOOK MAGAZINE