

The Cloud

APPLICATION FLUENT NETWORK

Application Fluency

With true application fluency, enterprises are set free to meet the demand for high performance bandwidth and reduced complexity by dynamically optimizing timely application delivery and streamlining operations.

Flexible and Agile

Control and Automation

UNIFIED

Streamlined and Efficient

Scale-as-you-grow

VIRTUALIZED

Future-proof Technology

Improved Utilization

10GigE & 40GigE Migration

IN-HOUSE SOLUTION

USUAL VENDOR SOLUTION

Enterprise networking predictions

Source: IDC

- ▶ The worldwide enterprise network equipment market will grow 11.4% to \$38.3 billion
- ▶ Video will be the killer network application
- ▶ The migration to the cloud will shape network requirements and reach \$1.4 billion
- ▶ Telepresence will move downmarket in the enterprise
- ▶ Best practices will emerge for virtualization and the network
- ▶ Planning and deployment of SIP-based architectures will start to accelerate
- ▶ Smartphones will truly be accepted on the enterprise network
- ▶ Consulting services will minimize the risk of migrating to next-generation solutions
- ▶ WLAN architecture models will accommodate different enterprise segments
- ▶ WAN application delivery will see continued success

Solution ends up feature and performance limited with low 10GigE density and no possibility of adding 40GigE interface in future. Return to vendor or take 10GigE migration route instead.



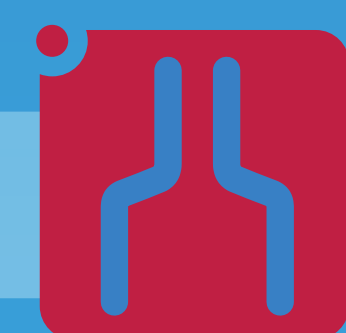
Too much \$\$\$ on vendor-enforced training



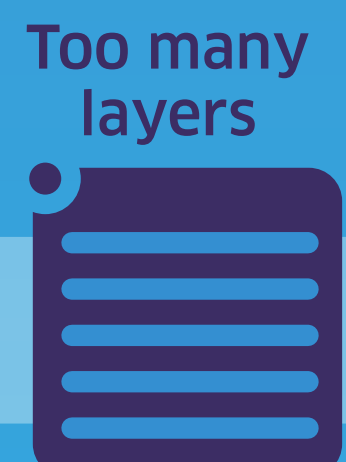
TCO Toll



Costly CPE & warranties



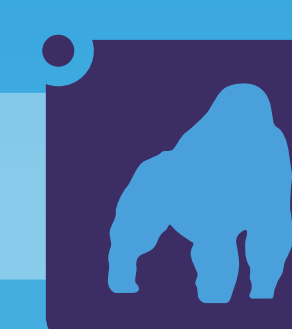
Core Congestion



Too many layers



Overly complex patented products & costly maintenance

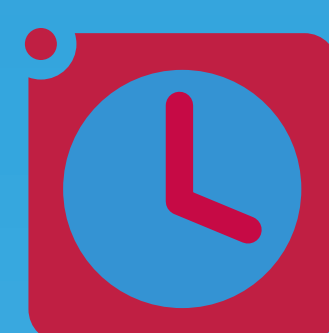


Beware Gorilla



Detour

Data Center Delay



Throw money at solution



Limit devices and applications



Add more raw bandwidth



Do nothing

THE CORE CHALLENGE

ACCESSING THE CORE

Consumerization
Home Devices
Smart Phones

Tablets
iPads, Playbooks
Emerging Endpoint
Smart boards,
IP surveillance
& Conferencing

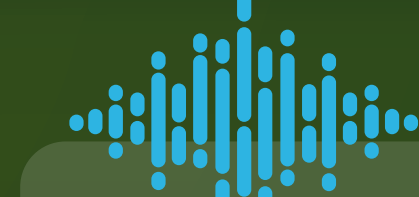
USING THE CORE

Social Networking
Facebook, LinkedIn,
Twitter etc.

Social Bleed
Social CRM, Social SFA

Collaborative Applications
Conferencing,
Content Sharing

ToIP & UC Migration



75% of enterprises will use video conferencing by 2013

Source: Information Week.

Video surveillance equipment revenue will be approximately \$15 billion in 2014

Source: Instat

LEGACY CORE

90% of IT server interfaces will be 10Gig by 2014
Source: Dell'Oro

By 2013, mobile phones will overtake PCs as the most common Web access device worldwide
Source: Gartner

Threats targeting the fast growing smartphone and tablet markets top the list of cyber concerns in 2011
Source: SecurityWeek News, November 2010

10GigE growing from \$4.4B in 2009 to \$13.4B in 2015
Source: Infonetics

90% of organizations will support corporate applications on personal devices by 2014
Source: Gartner

83%

of the content that workers see in a day will be dominated by pictures, video or audio by 2013
Source: Gartner

\$148.8B

The cloud market could reach \$148.8 billion by 2014
Source: Gartner

