Advanced IP NGN Architecture Specialization

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Global Service Provider Partner Organization

20 March 2012
Announcement
Advanced IP NGN Architecture Specialization

Advanced IP NGN Architecture Specialization:
• Covers the IP Next Generation Networks Architecture
• Service Provider Focus
• Launched: Feb 13th 2012
IP NGN—A Growing Worldwide Market...
Advanced IP NGN Architecture Specialization

IP NGN is $20B TAM FY12 worldwide with a growth rate for IP NGN at 8.1% Y/Y (SP Segment only)

NGN = SP Routing, Optical, CE Switching HFC Access.
VCH = STBs, CMTS, Digital Media Infrastructure, CDN, Cable CPE.
Mobile Internet = Femto CPE, Mobile Core, Mobile Backhaul (Cell Site Routers) and Outdoor WiFi (Mesh)
Managed/Cloud = Equipment sold to/through SP to provide Managed Service
USDC = SP Data Center
Static Growth = MSPP.  Rev8 9Mar’11

Source: SMO, GMV
Business Case
Advanced IP NGN Architecture Specialization

Specialization Focus
The IP NGN specialization will focus on Other SPs and SP Tiers 2-4

Training and Support for SPs
The IP NGN Specialization will be the first to focus on the SP market providing training and branding support.

Partner Led
As Cisco drives business into Tier 2-4 our specialization program will enable partners to drive the business.
Partner Value
Advanced IP NGN Architecture Specialization

- Product Training and Resources
- Designed for the Service Provider Market
- Access to Additional Benefits
- Path for Certification Programs: Premier, Silver, and Piloting for Gold
- Advanced Selling Resources and Tools: Both with sales and technical focus
Cisco Sell to SP Tools and Resources

Cisco Incentive Promotions and Programs

Cisco Sell to SP App

- Cisco Proposal Generator
- Service Provider Sales Kit
- Cisco Interactive Showcase Tool
- Cisco GOLD Labs
- Value Selling

Partner Practice Builder
Resale Certifications

**SELECT**
Specialization Requirements:
- Small/Medium Business (SMB) Specialization
  - OR
  - SMB Foundation Specialization (Sep 2011)

**PREMIER**
Specialization Requirements:
- Express Foundation Specialization
  - OR
  - (1) Advanced Architecture Specialization*
  - *INCLUDING Advanced IP NGN Architecture as an option

**SILVER**
Specialization Requirements:
- (2) Advanced Architecture Specializations*
  - OR
- (1) Advanced Technology + (1) Advanced Architecture Specialization*
  - *INCLUDING Advanced IP NGN Architecture as an option

**GOLD**
Specialization Requirements:
- The following (3) Advanced Architecture Specializations:
  - Adv Borderless Networks Architecture
  - Advanced Collaboration Architecture
  - AND
  - Advanced Data Center Architecture

**Piloting GOLD**
For IP NGN:
- To inquire about leveraging IP NGN for Gold
  - send an e-mail with your Partner name and contact to:
  - IP NGN_gold@cisco.com

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**Advanced XXX Architecture**

**OR Express Foundation**

**SMB**

**Select**

**Premier**

**Silver**

**Gold**

**Piloting IP NGN Gold**

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**Breadth of Expertise**

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IP NGN—Products
Advanced IP NGN Architecture Specialization

• Cisco products including the CRS-1, CRS-3, ASR 1000, ASR 9000, 7600s, ME3600/3800x, MWR2941, ASR901/903, PRIME, and Optical
• Significant IOS-XR focus
• No product restrictions are included in this program. Generally available on Global Pricelist
Act Now!

• Visit IP NGN Architecture Specialization website to review the specialization requirements

• Understand more about the IP NGN Architecture expertise

• IP NGN_gold@cisco.com email alias for Cisco partners interested in Gold with IP NGN

• Contact Partner Account Manager (PAM) in case of questions
IP NGN Specialization Portfolio Introduction

Lorri Kohler
Director, Product Management and Operations, Service Provider Networking Group

20 March 2012
Topics

• NGN Landscape
• Innovation Focus
• Major Product Profile
Routing Market: Place in the Network

SP Access
- DSL
- Cable
- Business
- ME3400
- ME3600
- MWR
- WIMAX
- LTE
- 2G/3G

SP Edge
- ME3600
- ME3800
- ASR900
- 7600
- ASR 9K
- ASR 1K

SP Core
- CRS-1
- CRS-3
- Core Network IP / MPLS
- Content Network

Enterprise
- ASA
- WAE
- ISR + Appliances
- ISR with Services
- ISR with Services
NGN Portfolio: Innovation Breadth & Depth

**Breadth**

**Architecture**
- IP NGN supports core, edge, aggregation, and access

**Core**
- CRS: massive scale to converge mobility, video and cloud services
- Link to data centers for faster services
- Flexible packet transport with core and optical

**Edge**
- 9K: capacity, network virtualization, 3rd party tested
- 1K: flexible features

**Access**
- Radio agnostic for maximum flexibility
- SP WiFi for offload
- High quality service delivery through endpoints with Videoscape, M.O.V.E.

**Depth**

**Intelligence**
- Media-aware, network-aware, and device-aware
- Self-healing, self-defending with security
- Cisco PRIME: flexible comprehensive management

**Prioritization**
- Rock solid QoS, proven by Miercom and EANTC
- Location, service and device awareness
- Usage, flexible charging
- Application detection

**IPv4/6 Migration**
- Leader in IPv6
- IPv6 consulting services
- Best transition capabilities for flexibility
- EANTC proved CRS offered 2* performance on translation than nearest competitor

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- Carrier Routing System
- Unique multi-chassis architecture
- Available in three single shelf form factors with 4, 8 or 16 slots and network resources

- 12 times the traffic capacity of the nearest competing system
- Quantum Flow Processor
- Carrier-grade IPv6 (CGv6) and core IP/MPLS technologies
- ‘Pay-as-you-go’ for compute, storage and network resources

Green HW  Service Scale  Reduced OPEX  MEF 9, 14, 16, 22 Certified
## 7600

- Unified Service Edge Router
- Integrated, high-density Ethernet switching
- Carrier-class IP/MPLS routing
- Leverages Cisco’s Interface Flexibility (I-Flex) architecture

- Scalable and extensible suite of hardware and software capabilities
- Robust Layer 2 and 3 IP services
- Supports a broad range of interfaces
- Multi-protocol label switching (MPLS)
- New Sup2T Supervisor for a 200%+ increase in fabric capacity

### Benefits/Differentiators

- **Investment Protection**
- **Reduced OPEX**
- **Service Scale**
- **MEF 9, 14, 16, 22 Certified**
ASR9000

- Flagship Edge / Aggregation Services Router
- The foundation for next-generation Carrier Ethernet networks
- Distributed, scalable, virtual routing system
- Provides unprecedented Ethernet density and control plane scale
- Extensive capacity providing up to 96 Tbps per system
- Flexible service delivery
- Robust set of service activation and provisioning systems
- System Resiliency

Green HW  Service Scale  Reduced OPEX & CAPEX  Network Virtualization
ASR1000

- Compact, powerful services edge router
- Solution for WAN aggregation, Internet Gateway, Integrated Applications, DC Interconnect (lower-density ethernet and L3)
- ASR 1000 Series fits between the 7200 routers and the 7600 routers in terms of price and performance

- Quantum Flow Processor
- “Instant On” Service Delivery
- Hardware and Software Redundancy
- Business Critical Resiliency

Green HW  Investment Protection  High Performance, Availability  Service Scale
ME3600X

- Ethernet access switch purpose built for convergence of wireless and wireline services
- Designed to extend transport speed in access for applications

- Field Programmable ASIC
- Hierarchical Quality of Service
- Deep Buffer
- Low Power Consumption

- Green HW
- SW Flexibility
- Reduced OPEX
- MEF 9 and 14 Certified
ME3800X

- Ethernet switch router
- Converged, full-featured aggregation platform purposefully designed for the Mobile, Business and residential market
- Complements the Cisco 7600 Series and ASR 9000 Series routers

- Compact form factor and energy efficient
- Fully featured Aggregation for L2 and L3 VPN
- High service scale in 1RU platform
- Service aware QoS for advanced Service level agreements
- Mobile timing and synchronization services

Green HW  SW Flexibility  Reduced OPEX  MEF 9 and 14 Certified
ASR901

- Compact, fully-featured services aggregation router
- Environmentally hardened, high-speed, low-power
- Optimized for any-G cell-site RAN backhaul
- Specifically designed for mixed-generation RAN traffic

- Line rate performance for all L2/L3 interfaces
- Flexible clocking options
- Extended operating temperatures
- Small form factor

Green HW  Feature Richness  Service Scale  Network Virtualization
ASR903

- Compact, fully-featured pre-aggregation router
- Designed for cost-effective delivery of converged services
- Optimized for small aggregation and remote POP applications
- Complements ME 3800X, ME 3600X, ASR 9000 Series

- Low power consumption
- Line rate performance for all L2/L3 interfaces
- Flexible clocking options
- Extended operating temperatures
- Small form factor

Green HW  Service Scale  SW Flexibility  Reduced OPEX
15454

- 100G DWDM Trunk module
- Deliver the same DWDM interface over all Cisco platforms supporting 100G DWDM
- Interoperable with CRS and ASR9000

- System performance monitoring
- 100G Regeneration functionality
- 10G / 40G Muxponding functionality
- Three types of OTN FEC supported by the line card
- Configurable CD tolerance to reduce Power Consumption

Green HW
Feature Richness
Reduced OPEX
IP + Optical Integration
PRIME

- An end-to-end solution for managing next generation packet and transport networks
- Supports integrated lifecycle management of Cisco architectures and technologies based on a business-centric framework
- Automatic discovery
- Intelligent fulfillment
- Automated diagnostic workflows
- Comprehensive configuration management
- Automated service assurance
- Network visibility

Green HW  Feature Richness  Reduced OPEX  IP + Optical Integration

CRS  7600  ASR9000  ASR1000  ME36/3800  ASR901  ASR903  15454  PRIME
Leveraging NGN for Your Business

1. Develop a Plan to Build or Expand your NGN Practice
   Utilize Partner Practice Builder to build your practice (SMEs, labs, business development)
   Identify Sales Engineers, Field Account Managers who would benefit from Training

2. Get the In-Depth Knowledge that Fits Your Sales Team
   IP NGN Specialization: Robust training program to arm your sales team to win
   XR Specialist Certification: Coming Summer 2012; deep dive on the industry leading OS

3. Drive Awareness of the Gold Certification Pilot
   Additional $ to increase your profitability
   Resources to support sales

4. Integrate Cisco Sales Tools into Your Toolkits
   Sell to SP: On your field sales team’s mobile device…at their fingertips
   Resources to support sales

5. Don’t Wait…Identify Opportunities Today
   Across your existing customer base: Are there other places in the network to expand
   Across new customers: Non-SP customers purchasing in other parts of your business
Thank you.