

FY01 Q3 Sales Promotion

제품 : Cisco Cache Product

기간 : 2001 2월 ~ 2001 5월

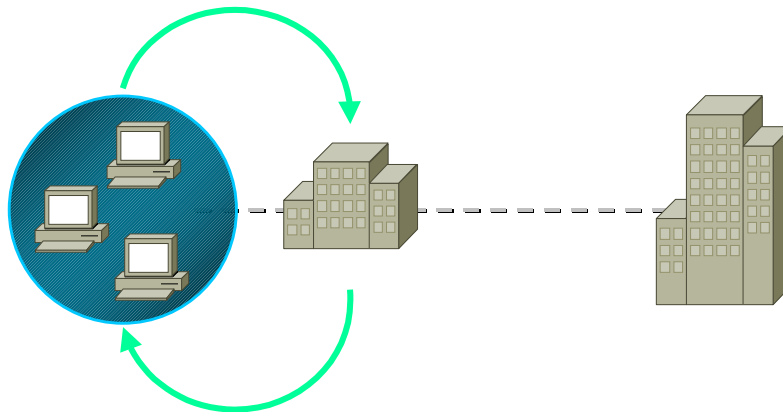
대상 : Cisco Partners & Resellers

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This slide has a blue header with the text "FY01 Q3 Sales Promotion". The main content is centered and includes the product name, duration, and target audience. The footer contains copyright information and the Cisco website URL.

What does caching do?



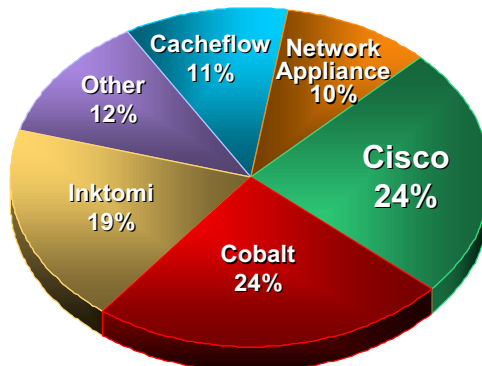
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Network Caching - The Market

- Network Caching size 1999 US\$300M
- Expected to grow to US\$3B by 2003
- Cisco is the market leader



Source: Internet Research Group—The 1999 Internet Caching Report

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Leading Overall Performance

The Second IRCache Web Cache Bakeoff Results

Raw Data from IRCache Report

Rankings

Place	Product	Overall Performance Ranking	Throughput Ranking	Latency Ranking	Byte Hit Rate Ranking	Throughput (URLs/sec)	Latency (sec)	Byte Hit Rate
1	Cisco CE 7300	3.3	2	6	2	2304	1.48	57%
2	Compaq-C2500	3.7	1	5	5	2400	1.45	55%
3	iMimic-5000	5.0	4	1	10	1453	1.35	47%
4	Cisco CE 590	5.3	7	7	2	951	1.50	57%
5	Squid-2.4	6.3	16	2	1	160	1.41	58%
6	Lucent-150a	6.3	8	9	2	771	1.58	57%
7	Network Appliance	9.0	17	3	7	151	1.44	53%
8	IBM-5600	9.3	6	10	12	1306	1.65	43%
9	Lucent-100	9.7	9	13	7	675	1.71	53%
10	Swell-1000	10.0	20	3	7	77	1.44	53%

- (a) Overall performance ranking is the average of the throughput, latency, and byte hit rate rankings.
- (b) Cacheflow pulled out of this competition because their Polymix-2 benchmark numbers were lower than the 2300 TPS that they achieved with the older DataComm-1 benchmark. Results obtained on different benchmarks are not comparable.
- (c) Inktomi failed to register for the bakeoff due to scalability issues.

Source: <http://polygraph.ircache.net/Results/bakeoff-2/>
 PolyMix-2 Benchmark: <http://polygraph.ircache.net/sources/>

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Reasons for Caching

- **Proxy Cache, Transparent Network Caching**
store frequently accessed content locally closer to the end-user
- **Reverse Proxy**
accelerate web-server performance by offloading common (static) pages from the web-server
- **Content Distribution Networks (CDNs)**
Cache Engine → Content Engine

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Network Caching Benefits

- **Minimizes redundant traffic on WAN links** (help make room for voice)
- **Significant bandwidth savings**
- **Deliver faster network response time**
- **Significant network cost savings:**

Monthly savings = Bandwidth (Mbps) x
Monthly BW cost/Mbps x
Percent HTTP traffic x
Byte hit rate

Payback period = $\frac{\text{purchase price}}{\text{monthly savings}}$

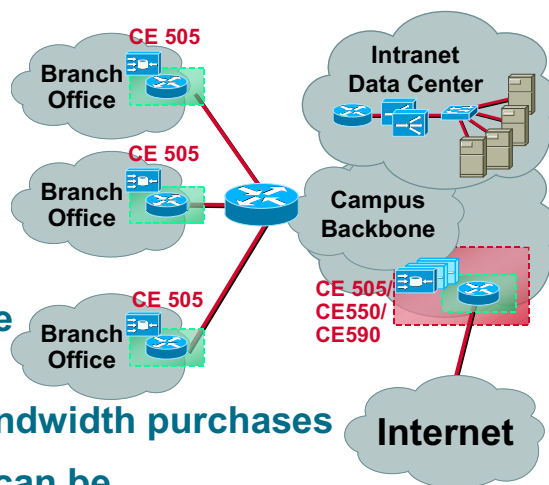
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Enterprise Challenges

- **Deployment of new web-based apps**
- **Minimised increase in amount of data traffic**
- **Network no more complex than before**
- **Delay expensive bandwidth purchases**
- **Web is as fast as it can be**



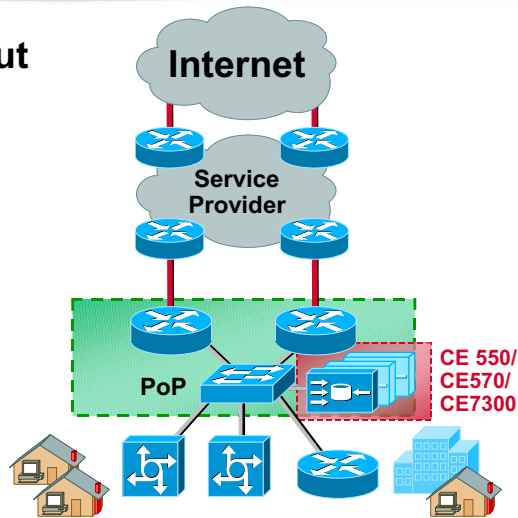
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Service Provider Challenges

- **Controlled Growth** (cut by at least 30%)
- **Network no more complex than before** (via the use of WCCP)



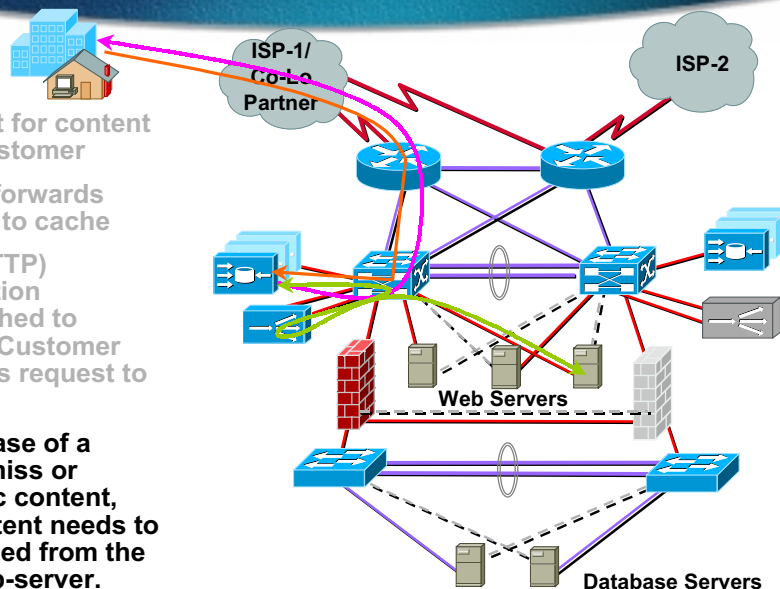
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Reverse Proxying - how it works

- Request for content from customer
- Router forwards request to cache
- TCP (HTTP) connection established to cache. Customer forwards request to cache.
- In the case of a cache-miss or dynamic content, the content needs to be fetched from the real web-server.



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Cisco Content Engine Product Line

Customer	Solution	HTTP Performance	Rack Units	Storage (GB)	Remarks
Large Service Providers	CE 7320 (a)	155+ Mbps	4-7	180-396	
Service Providers, Enterprises	CE 590 (a)	45+ Mbps	1-4	36-252	
Regional Sites	CE 560 (a)	20 Mbps	1-4	36-144	
Small Branch Sites	CE 507 CE 507AV	T1/E1 T1/E1	1 1	18-36 18	

All models have (2) 10BaseT/100BaseTX interfaces. CE 7320 also has (2) GigE (fiber) ports. AC and DC versions will be offered for the CE 590 and CE 7320.

(a) An external Cisco Storage Array is required for optimal performance.
 Cisco Storage Array 6: 6x18=108 GB
 Cisco Storage Array 12: 12x18=216 GB

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Cisco Content Engines



Content Services Platform



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Content Engine Solutions

Solution	Benefit	Orderability
Enterprise Caching	Speed, Bandwidth Savings	Today
Enterprise CDN	VoD today	Today
Enterprise EIM	Content Control	Today
E-Commerce Caching	Scalability	Today
E-Commerce CDN	Scalability/Redundancy	Today
SP Caching	Speed, Bandwidth Savings	Today
SP CDN	New Hosting Service	Today

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