



Speaker Series:
WAN Optimization Trends



Mark Weiner, Director of Application Networking Services, Cisco
July 17, 2007

Agenda

- Cisco Customer Buying Criteria & Trends
- The Customer Perspective
 - Petro Canada
 - Missouri Courts
- Q&A
- Upcoming Events

Customer Buying Criteria

TCO for branch & data center



"Cisco WAAS has proven to be an essential component for the success of our server centralization initiative. Our opex and data integrity have appreciably improved."

Bill Waszak, CIO, Scotts Miracle-Gro Company

Ease of integration through network transparency



"Cisco WAAS accelerated Microsoft Dynamics CRM application better than our incumbent solution, while offering better performance and ease of integration with VoIP infrastructure."

Dave Kizer, Director of IT, Nanometrics

No impact on VoIP deployments



"Other acceleration products use single-point tunneling, but Cisco WAAS protects our existing investments in voice and data policies. Cisco entered the market with best technology in this arena."

Clifford Clarke, CIO, City of Fort Wayne, Indiana

Maximized overall security



Cisco WAAS is the most transparent and easiest solution to implement and integrate as it does not require us to overhaul our security infrastructure."

Mark Drake, Health Management Associates

Customer Buying Criteria & Trends

- Deployment scenarios
 - +/- 50% branch consolidation
 - 40% application acceleration/centralization
 - 10% bandwidth ROI
- Criteria varies by IT buying center
 - Network integration
 - WAFS performance
 - Security
 - Overall performance improvement
- Beginning to move from “pain point” to “strategic”

Customer Buying Criteria & Trends

- Application-specificity
 - Majority of customers looking for general acceleration
- Specific pain areas:
 - File transfer
 - Email
 - Citrix
 - CAD/CAM, medical & other imaging applications
 - Back-up
- Soft-client support
 - “Less than underwhelming” customer demand to date
 - Issues with more clients, keeping updated, VPNs, etc.

Customer Buying Criteria & Trends

Rank	Technology	Score
1	10 Gigabit Ethernet Backbone or Core	100
2	VPNs – Based on SSL	99
3	WAN Data Compression and Acceleration Hardware	96
4	802.11a/b/g Wireless Networks	85
5	Multi-Protocol Label Switching (MPLS) Service Provider Provided	79
6	Multicast	69
7	Ethernet LAN Switching Hardware – Layers 2-3	53
8	Internet VPN (LAN to LAN)	50
9	10 Gigabit Ethernet Server Connectivity	43
10	Policy Based Routing (PBR)	38
10	Gigabit Ethernet to the Desktop	38
12	Ethernet LAN Switching Hardware – Layers 4-7	37
13	Wide Area File Services (WAFS)	36
14	Metropolitan Area Network (MAN)	33
15	IP Version 6 (IPv6)	24
16	Multiport / Multi-link Trunking	19
16	Dense Wave Division Multiplexing Hardware (DWDM)	19
18	Laptop / Desktop Client for WAN Optimization	0

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130 IT Manager Survey, TheInfoPro, July 2007

Other Criteria & Requests

- Router integration = strong interest
- Scalability
 - Ability to scale WAN optimization organization-wide
 - System performance, manageability, resiliency
- Application visibility / ROI
 - How to gauge impact & improvement on applications
 - Ability to show true ROI
- Service provider-specific
 - Manageability, fast install, monitoring

Cisco Customer Speaker

Joe Cremer

Communications Supervisor
Information Technology
Office of State Courts Administrator
State of Missouri



Cisco Customer Speaker

Chris Thompson

Coordinator, Telecom Wide Area Network Services
Enterprise Infrastructure Services
Petro-Canada





Q&A



Upcoming Speaker Series Events

- August 1: Achieving 'Data Center 3.0' via the Network
- August 22: Building Cost-effective Storage Area Networks
- Sept. 19: Network-based Service Orchestration
- Nov. 14: Application Networking Services



Thank You

