Cisco and Motorola Alliance Overview

Key Value Proposition
The Cisco and Motorola Alliance was formed to help Mobile Wireless Operators accelerate the transition to next generation packet-based IP architectures. Motorola has years of experience in wireless packet networks, providing advanced radio and systems technology. They are also a leading supplier of CDMA systems worldwide. Cisco is the leader in Internet technologies and is able to leverage IP to provide advanced infrastructure architecture for transport over IP. Together, Cisco and Motorola are the partners of choice for service providers worldwide who are evolving their traditional wireless networks to IP Next-Generation Networks.

Solutions
- **GGSN**
  The Cisco Gateway GPRS Support Node (GGSN) provides packet radio access for mobile GSM infrastructures. Part of the Cisco Mobile Exchange (CMX) framework, the Cisco GGSN allows Motorola’s customers to optimize their networks by deploying high quality mobile voice and data services. The Cisco IOS software within the GGSN provides a sophisticated suite of networking capabilities that reside at the heart of Cisco and Motorola internetworking devices. This joint solution provides network access to external hosts wishing to communicate with mobile subscribers and allows the mobile subscriber to move freely within the coverage area of its home or foreign network.

- **PDSN**
  Cisco’s Packet Data Serving Node (PDSN) provides the primary wireless mobile data access to internet and intranets utilizing the Motorola CDMA 1x RAN environment. The PDSN solution offers a secure way to provide data services to mobile stations, which in turn allows for true mobility, limited only by the scope of the Internet.

- **ITP**
  The Cisco IP Transfer Point (ITP) allows Mobile Operators to efficiently transport the rapidly increasing volume of Short Message Service (SMS) traffic by intelligently offloading that traffic from the traditional circuit-based SS7 network to the more reliable and cost-effective IP network. As part of the overall IP Multimedia Subsystem (IMS) solution, the Cisco and Motorola ITP provides a flexible and scalable signaling-capacity expansion to Motorola’s customers, one that will allow them to gradually migrate to an all IP infrastructure.

- **CDMA 1X RTT**
  Cisco and Motorola’s IP RAN solution incorporates IP transport into the Mobile Operator’s evolving Radio Access Network (RAN), including legacy elements. The IP RAN solution is designed to offload backhaul traffic from the voice network, optimize the data and voice networks, maximize overall return on CapEx, and reduce OpEx expenditures. The solution is all standards based, which provides scalability and flexibility for future growth. Partnering with Cisco, Motorola’s CDMA 1x networks provide increased network reliability, efficiency, and overall return on capital investment, while enabling revenue increasing high-speed services.
• **CDMA 1X EV-DO**
  CDMA 1X EV-DO (Evolution-Data Optimized) technology provides a true broadband service over mobile, with peak data rates of 2.4 Mbps. Cisco and Motorola's joint 1x EV-DO solution enables a series of new applications and services, and allows Mobile Operators to deliver a superior end-user experience in wireless access to the Internet for business customers, consumers, and residential customers, all of whom can enjoy broadband Internet access, regardless of their location.

• **iDEN**
  Motorola's Integrated Digital Enhanced Network (iDEN) brings to the market next generation wireless solutions designed for a variety of vertical market mobile business applications. Through a joint development project with Cisco, Motorola’s iDEN technology was the first to the market with a packetized push-to-talk handset that combines the advanced capabilities of a digital cellular phone, two-way radio, alphanumeric pager, and data/fax modem.

**Benefits**
- Highly flexible, cost-effective, and scalable new architectures
- Complete, integrated, end-to-end suite of products and solutions
- Delivery of high-speed services that grow market share and increase average-revenue-per-user (ARPU)

**Segment Focus:** Mobility and IP NGN

**More Info:**

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