**Accelerating 40G Adoption**

**Trends Driving 40G Upgrades**

- Data Center Consolidation
- Increased Server Performance
- Big Data Demands
- Increased Data Traffic (East-West)

**Industry’s First 40GbE BiDi Optics Innovation**

40GbE BiDi optics debut on Cisco Nexus 9000 series. (Coming soon to other Cisco platforms.)

**What do 40GbE BiDi optics mean to your Data Center?**

Greater Capacity and Savings.  
Big Savings.

CAPEX/OPEX/Time Savings:
- 50% savings on 40G optics
- 75% less fibers needed
- No fiber installation labor costs
- No fiber deployment disruption

If every Data Center with a 10GbE backbone adopted Cisco 40GbE BiDi Optics today:

- > $3 Billion of fiber cable and installation labor would be saved
  - Enough to buy about 9 new data centers for the world’s largest cloud providers.

- > 300,000 km of fiber cables would be saved
  - That’s enough cable to wrap around the Earth 7 times.

**Optics Savings • Fiber Savings • Time Savings**

**More Savings, Capacity, and Agility For New Data Center Demands**

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