

## How Cisco IT Rearchitected the WAN for Middle East Offices

Eightfold increase in bandwidth improves productivity, supports VoIP and Cisco TelePresence, and provides a backup route from India to Europe.

### BUSINESS BENEFITS

- Increased productivity
- Reduced voice costs by 60 percent
- Enabled Cisco TelePresence
- Increased resiliency of Cisco's global WAN backbone

"The network rearchitecture helps Cisco employees in the Middle East be productive and will let them use rich-media collaboration tools to reduce travel. The timing is excellent because of current economic and environmental concerns."

**Troy De Jong, IT Project Manager, Cisco**

**The Middle East is one of Cisco's fastest growing revenue sources.** But until 2008, Cisco's WAN in the Middle East had only a fraction of the bandwidth available in other regions.

**Lack of bandwidth diminished productivity.** Even email and calendaring applications were slow. And employees could not take advantage of collaboration tools that save travel time, costs, and carbon emissions, such as Cisco TelePresence™, Cisco WebEx™, and Cisco® Unified MeetingPlace.

What's more, most offices lacked sufficient bandwidth for voice over IP (VoIP), leading to significantly higher phone bills than in other regions.

**Cisco IT rearchitected the Middle East WAN.** The regional WAN is a separate Multiprotocol Label Switching (MPLS) network that connects to Cisco's global WAN backbone through an Internet Data Center in Bahrain.

**Employees in the Middle East now enjoy the same application performance as employees in other regions.** They are more productive and can use rich-media applications.

**Long-distance costs for intracompany calls have decreased by 60 percent in Dubai.** Cisco expects to reduce annual spending in its 80-person Cairo office from US\$360,000 to \$140,000.

**Cisco TelePresence saves time, money, and carbon emissions.** Employees can meet "face to face" with coworkers in other Cisco offices from Dubai or Saudi Arabia, with the natural, in-person quality provided by Cisco TelePresence. Cisco TelePresence will become available in other offices after Cisco works out country-specific legal issues.

**Cisco now has a true global backbone.** The Middle East WAN provides an alternate route between India and Europe. In December 2008, an earthquake in the Mediterranean took down both circuits from India to Europe. Cisco employees still had global connectivity because traffic could flow over the path from India to the Middle East and back through Hong Kong.

## FOR MORE INFORMATION

To read the entire case study or additional Cisco IT case studies on a variety of business solutions, visit Cisco on Cisco: Inside Cisco IT [www.cisco.com/go/ciscoit](http://www.cisco.com/go/ciscoit)

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