Cisco Mobile Wireless Overview

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Discover
All That's Possible
On The Internet

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Agenda

- Mobile Market View
- Market Timing
- Mobile Services Infrastructure
- Current Cisco Mobile Solutions

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Market View

- Success in 3G will be predicated on execution in 2.5G Data services – Data services are the same in 2.5G as in 3G
- Market inflection point (disruption) is data services – not the introduction of 3G radios
- Enterprise adoption can help lead the services introduction
- 3G will not happen as soon as people & analyst hope and therefore services adoption and revenue will lag – 3G risk
- There will be an increasing adoption of horizontal network architectures, procurement behaviors and business models

Service Provider Needs

- Reduced customer churn.
  - stop the "jump to latest voice minutes" offering.
- Growth in high-margin services business.
  - incremental services above voice.
- Increase penetration of the Enterprise market:
  - they value data/information
  - they have an ability to pay
  - value-added services maximize lock-in.

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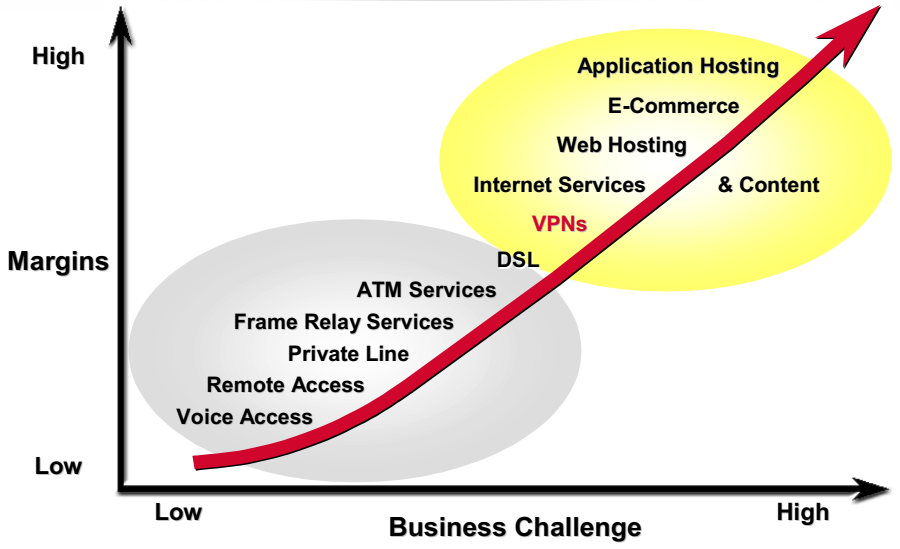
Service Migration Fuels Higher Profits for SPs



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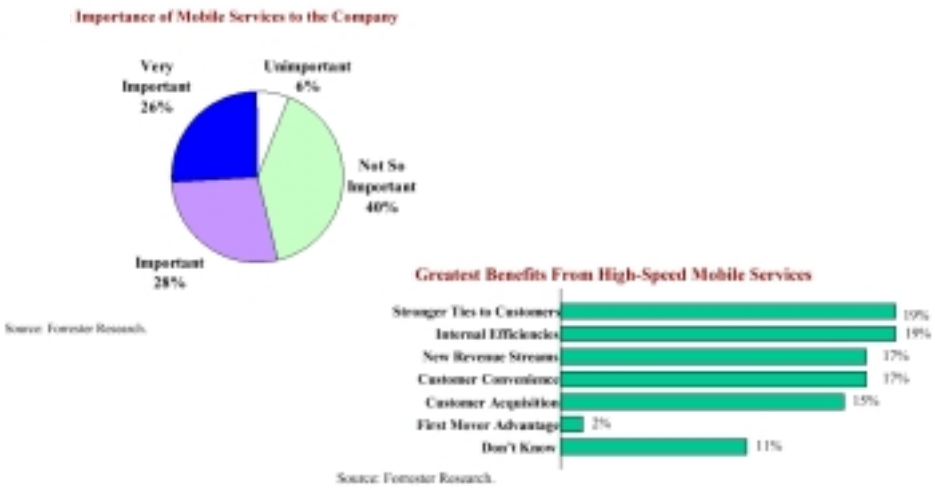
Enterprise View



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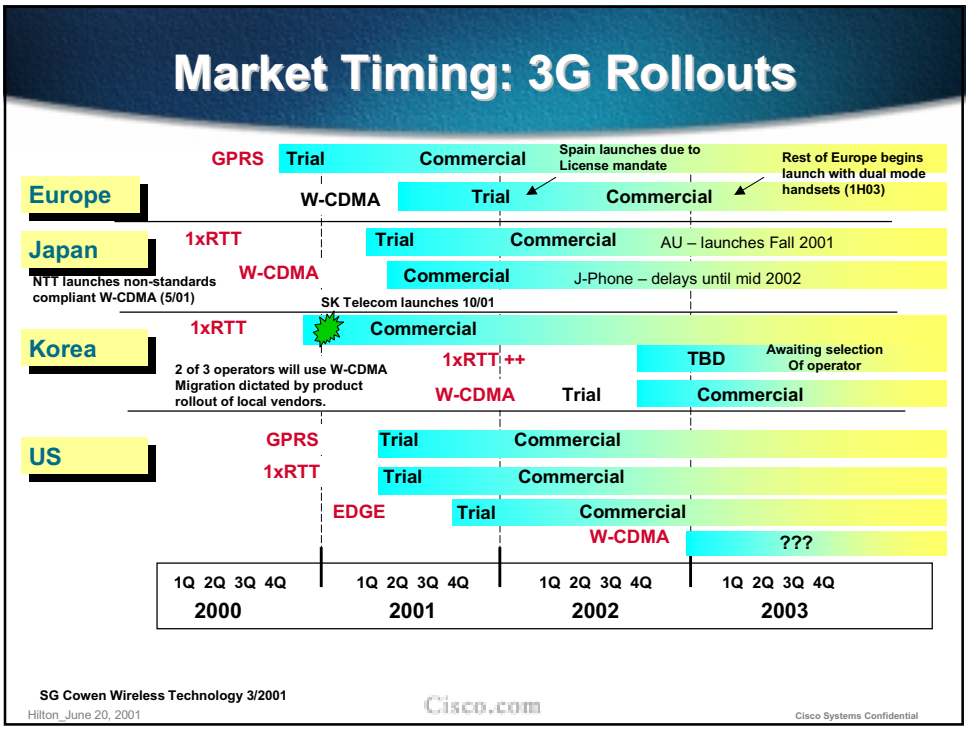

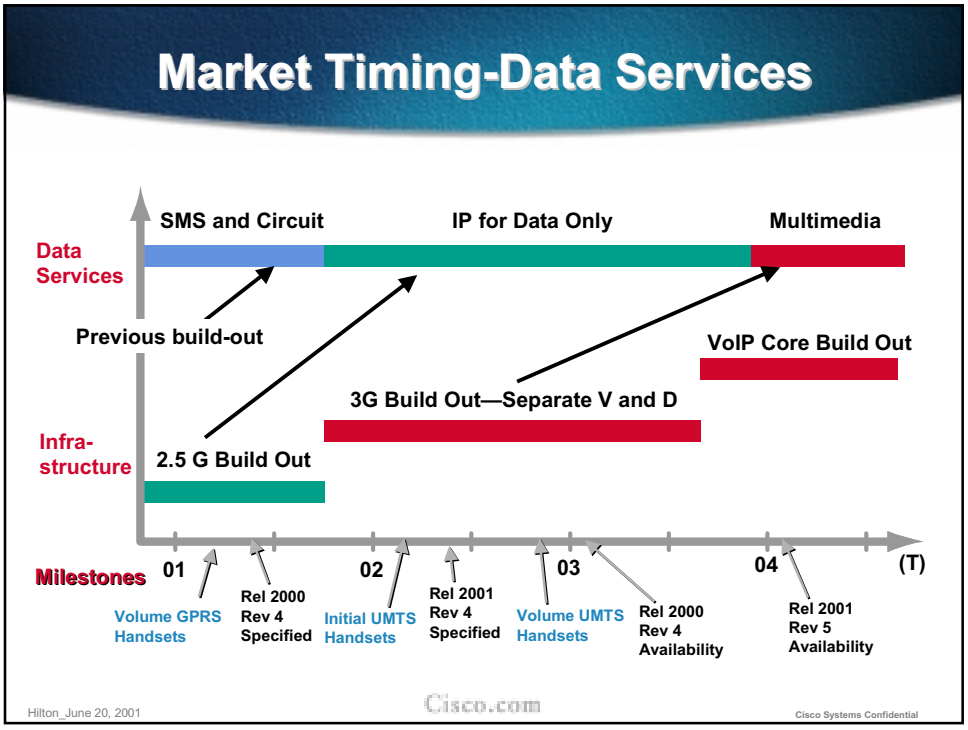

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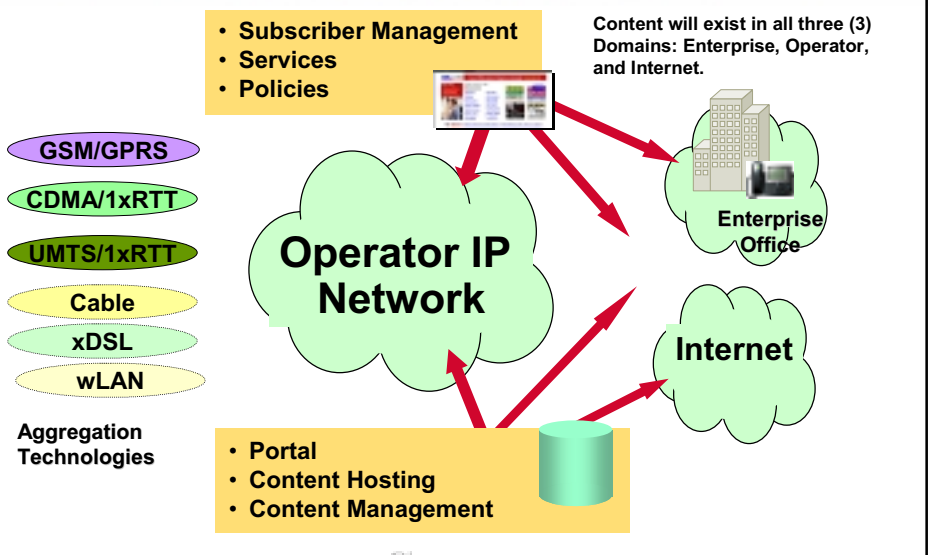
Plan for Multi-Domain Environments



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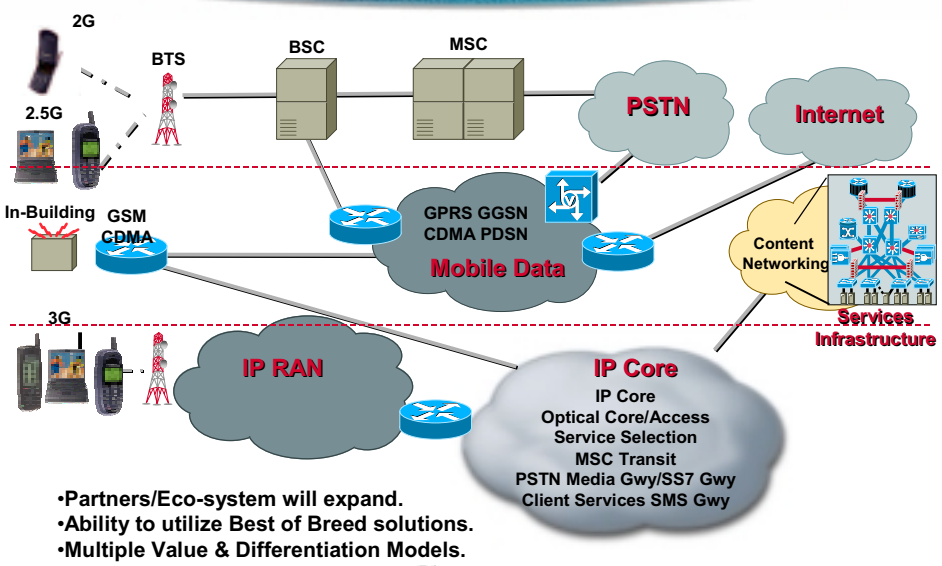
Horizontal Architectural Evolution



•Partners/Eco-system will expand.
•Ability to utilize Best of Breed solutions.
•Multiple Value & Differentiation Models.

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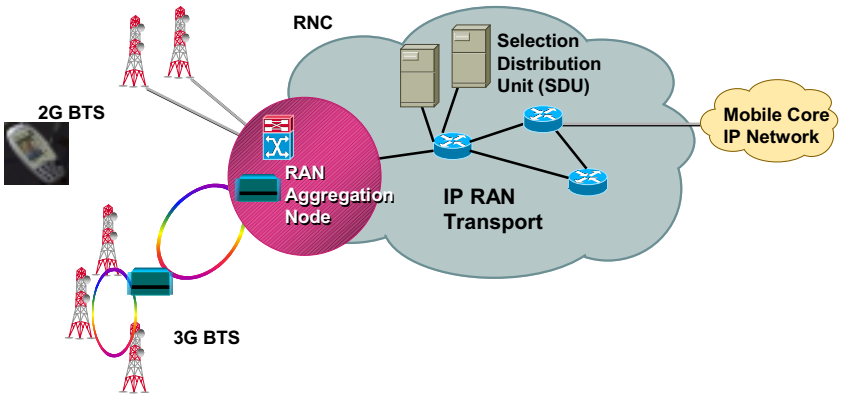
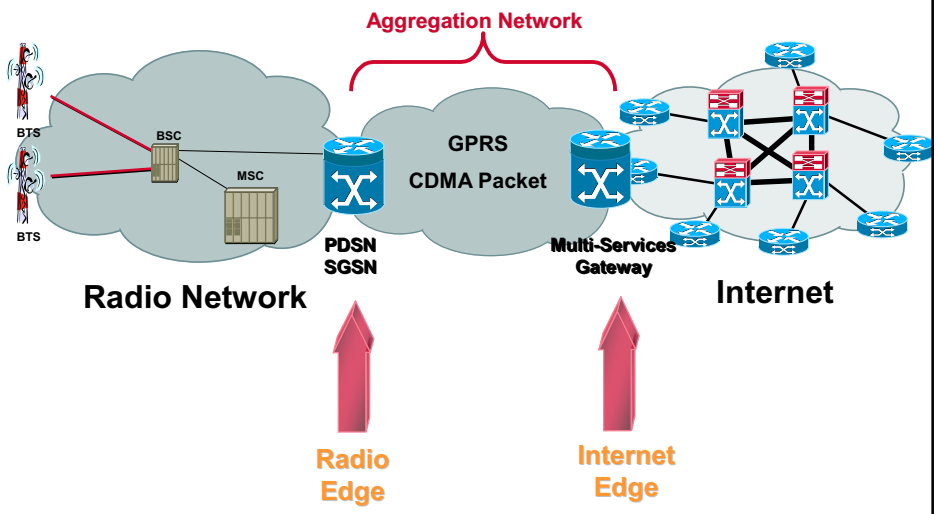
Radio Access Network

IP or ATM Transport Platforms as Part of Radio Systems Partner Solutions



Mobile Internet



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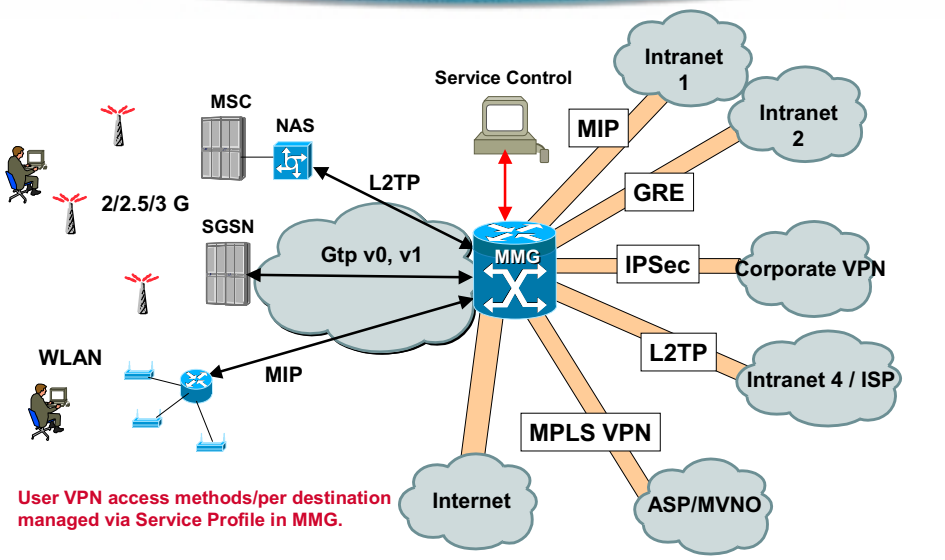
A VPN Access Model using Mobile Services Infrastructure



User VPN access methods/per destination managed via Service Profile in MMG.

Mobile Data Solutions

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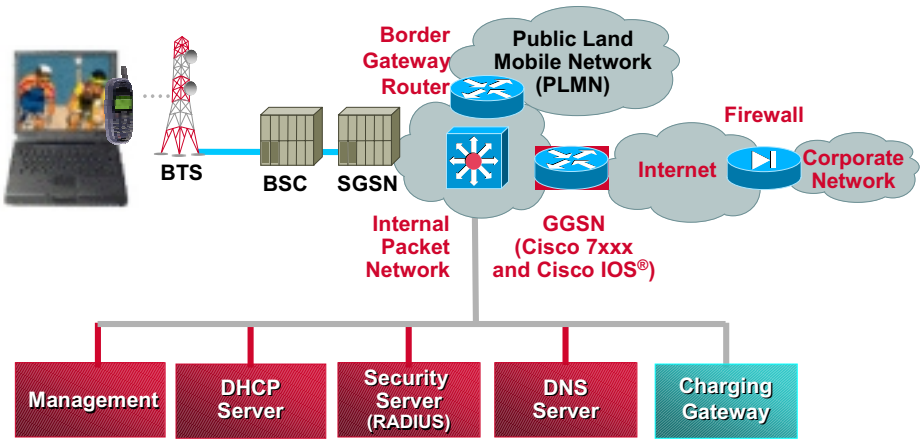
MWG Products

- Packet Data Gateways
  - GPRS Gateway Serving Node (GGSN): 2.5G, 3G.
  - Serving Gateway Services Node (3G SGSN)
  - CDMA Packet Data Serving Node (PDSN)
  - SMS/SS7 Packet Data Gateway (IP Transfer Point)
- Packet Radio Access Network (RAN) Aggregation
- In-Building GSM Solution (MNET)

Cisco: GGSN Solution



Cisco Data Solution
Is Shown in Red

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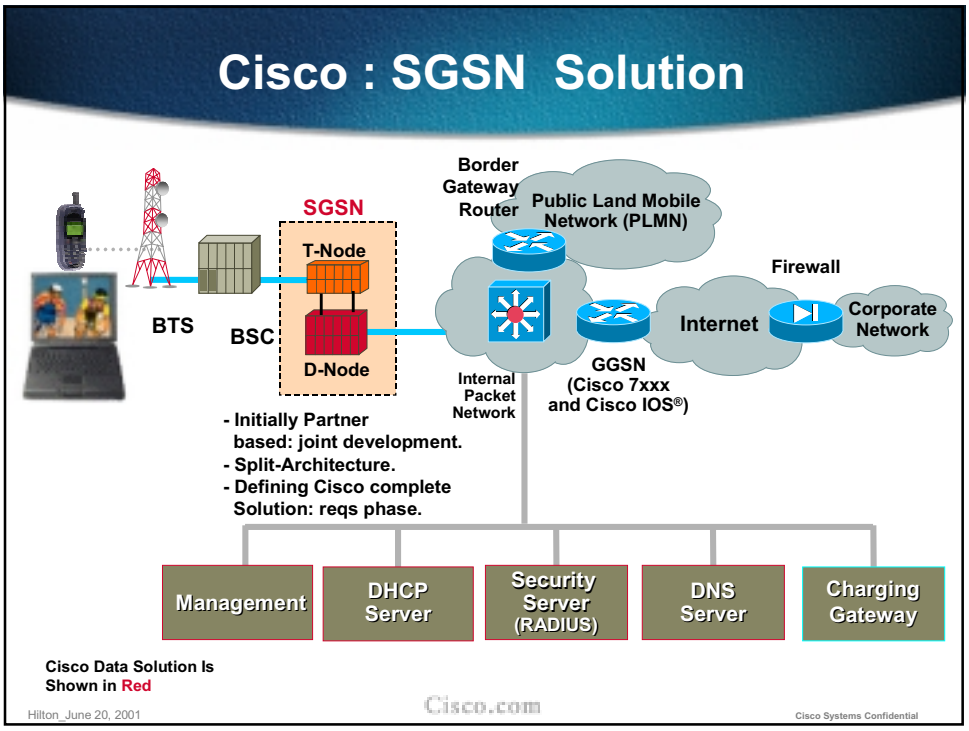

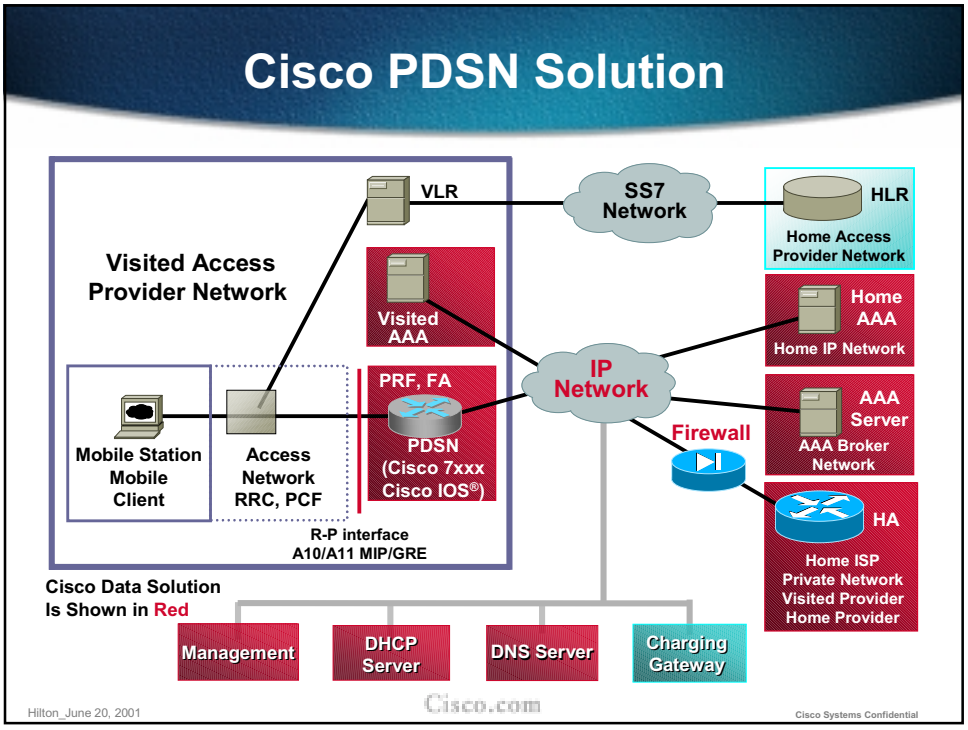

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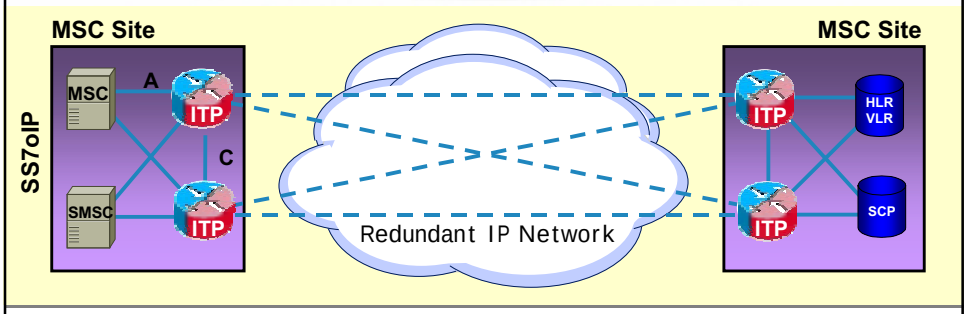
SMS using IP Transfer Point (ITP)



- Improves Efficiency of Short Message Services (SMS)
- Enhances Operations
- Reduces Costs
- Scaleable and strategic

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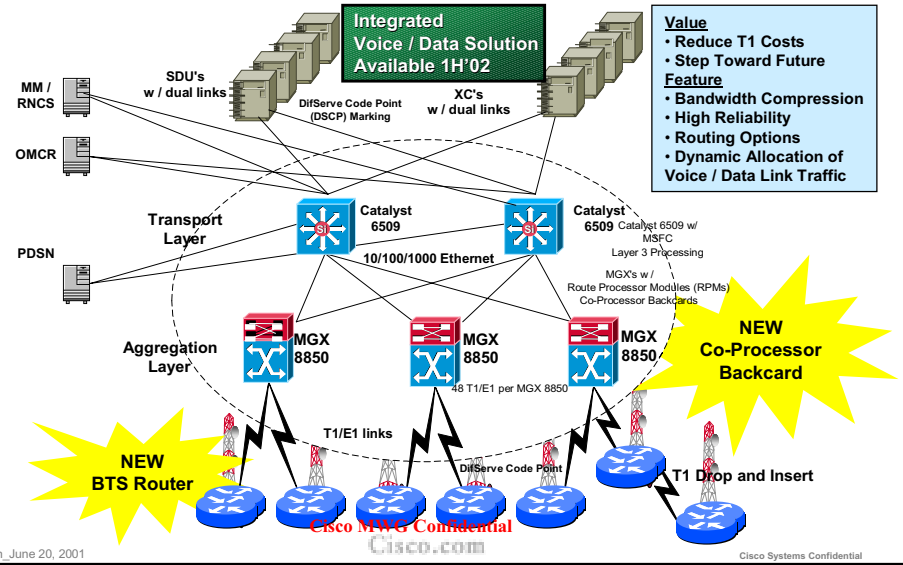
Flintstone (CDMA) RAN Architecture



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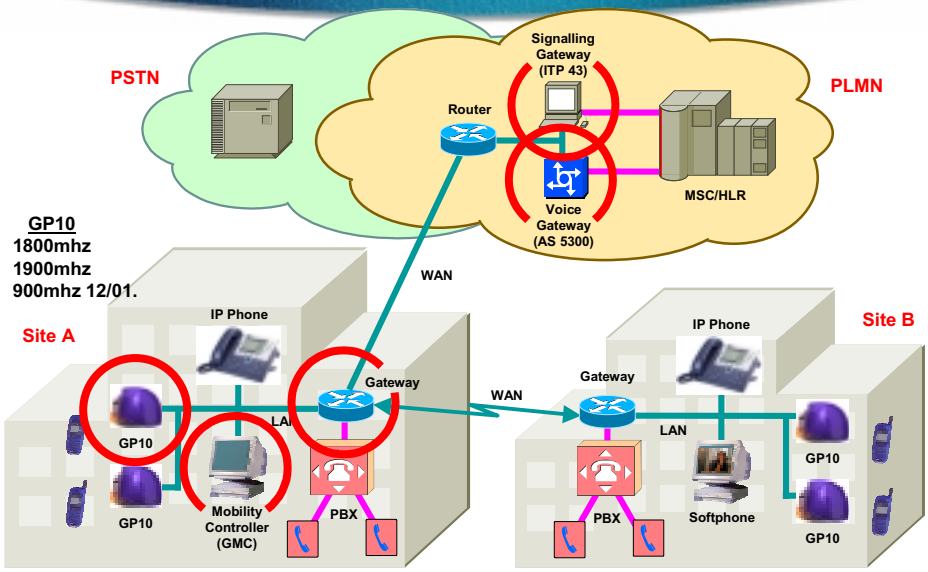
MNET™ GSM Enterprise Solution



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Summary

- The inflection point for the mobile market is data services
  - success is likely to be determined before 3G
- Cisco enabling operator success in Mobile Internet
  - enabling services
  - ease of migration
  - new market opportunities
  - network savings
- Committed to operator success – willing to work with RF systems vendor of choice

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