

Accelerating 40G Adoption

Trends Driving 40G Upgrades

Data Center Consolidation



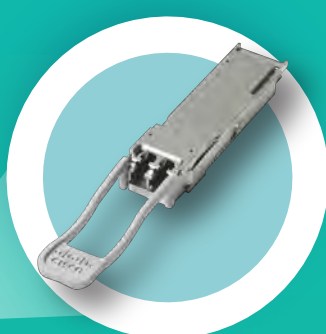
Increased Server Performance



Big Data Demands



Increased Data Traffic (East-West)



Industry's First 40GbE BiDi Optics Innovation

Re-Use 10G Fiber for 40G Connections

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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Citations

1. Dell'Oro Ethernet Switch Quarterly Report May 2013 - Assumption: 80% of modular 10G ports deployed in the data center from 2011-2012 are used for backbone connectivity = 3,010,000 ports
2. Cisco white paper - Migrate to 40G with Cisco's QSFP BiDi Optics
3. Optics savings estimated as of Nov 1, 2013.

