

EMPOWERING THE NETWORK

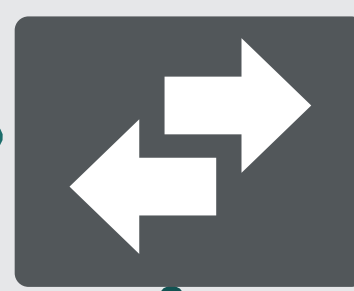
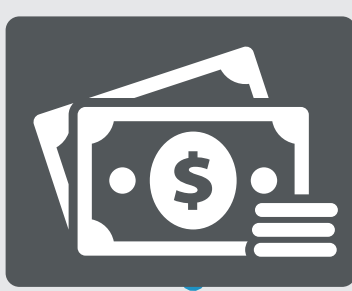
SDN

Software Defined Networking

10%

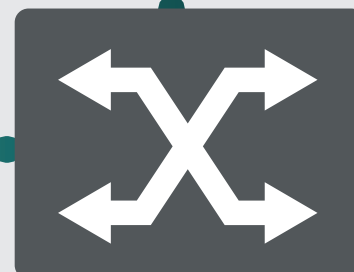
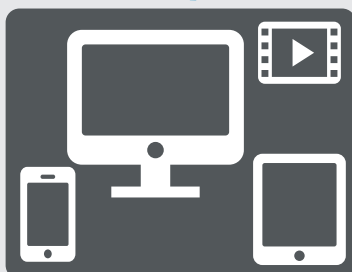
Only 10 percent of 450 IT Professionals at a recent *Network World* event admitted to understanding SDN¹

Cost Effective and Flexible Approach



Decouples the Network and Forwarding Functions

Application Aware



Abstraction of Infrastructure

1. The Promise of SDN, networkworld.com. May13, 2013

The worldwide SDN market for Enterprise and Cloud Service provider segments is expected to grow from \$360M in 2013 to \$3.7B by 2016

927%

KEY DRIVERS OF SDN

CLOUD



BIG DATA



MOBILE



VIDEO

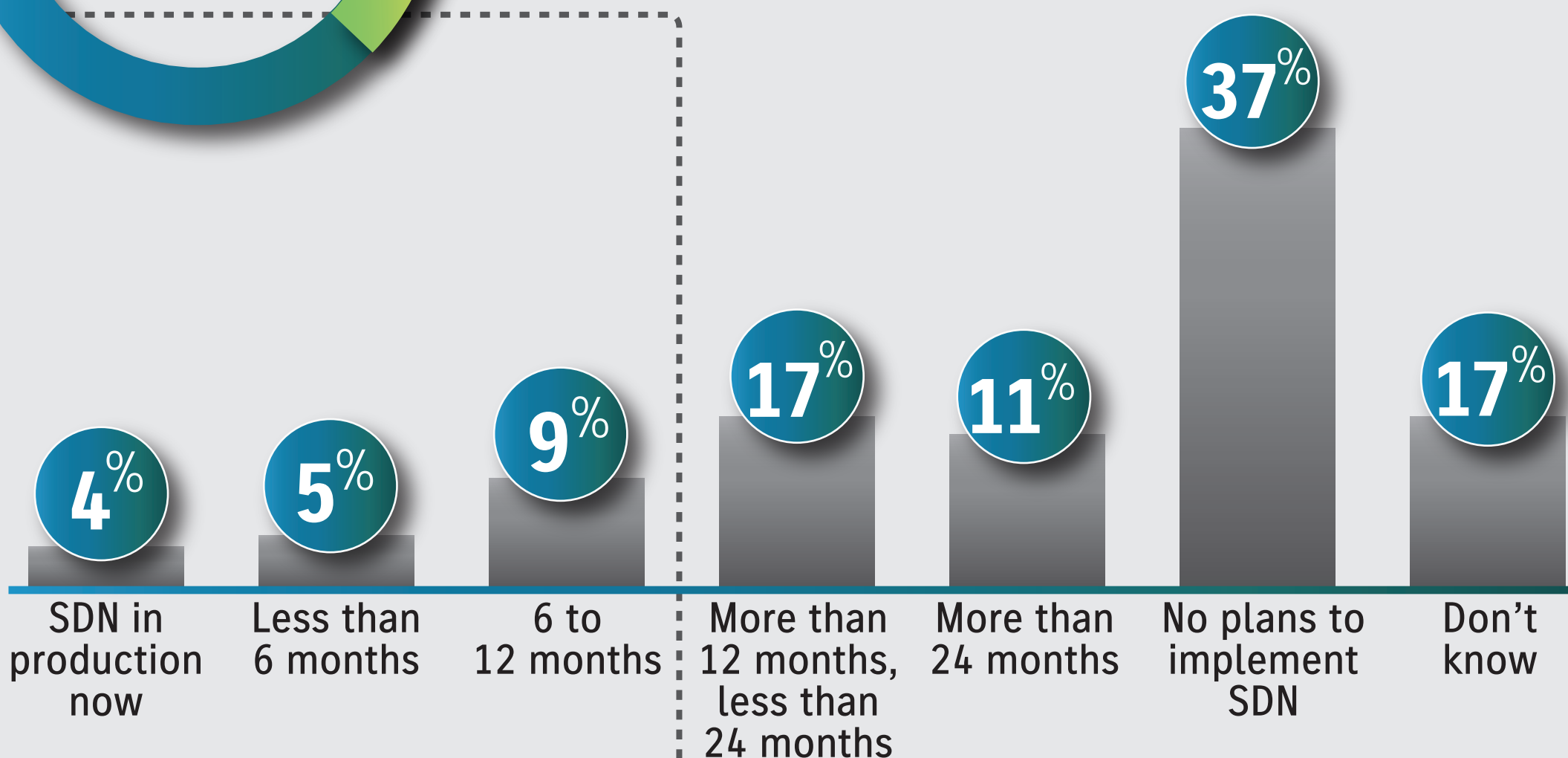


\$3.7B
by 2016²

2. SDN Shakes Up the Status Quo in Datacenter Networking, www.idc.com. Dec 19, 2012

18%

Market Research indicates that 18% of IT organizations intend to have SDN production within a year



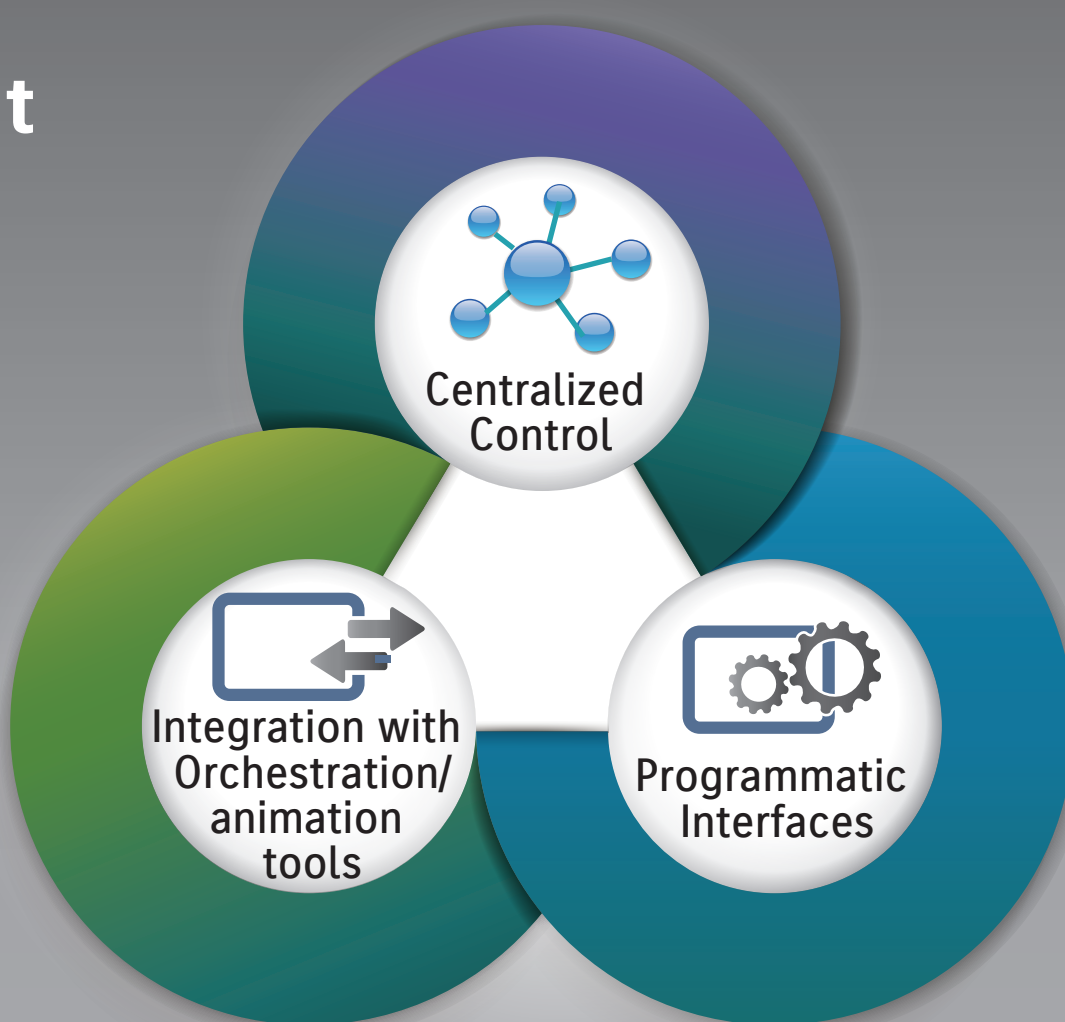
Source: Information Week and AM&A

What is different about SDN?

01 Agility Via Network Programmability

02 Enable Faster Innovation

03 Zero Touch Automation



Strategy and Planning



Rapid Deployment



Cost Optimization - Benefits Realization



Business Intelligence/Analytics



Governance, Risk and Compliance



How can Cisco Services help?

To learn more: www.cisco.com/go/services

