



Cisco CRS-3

**Foundation for the
Next-Generation Internet**



March 12, 2010

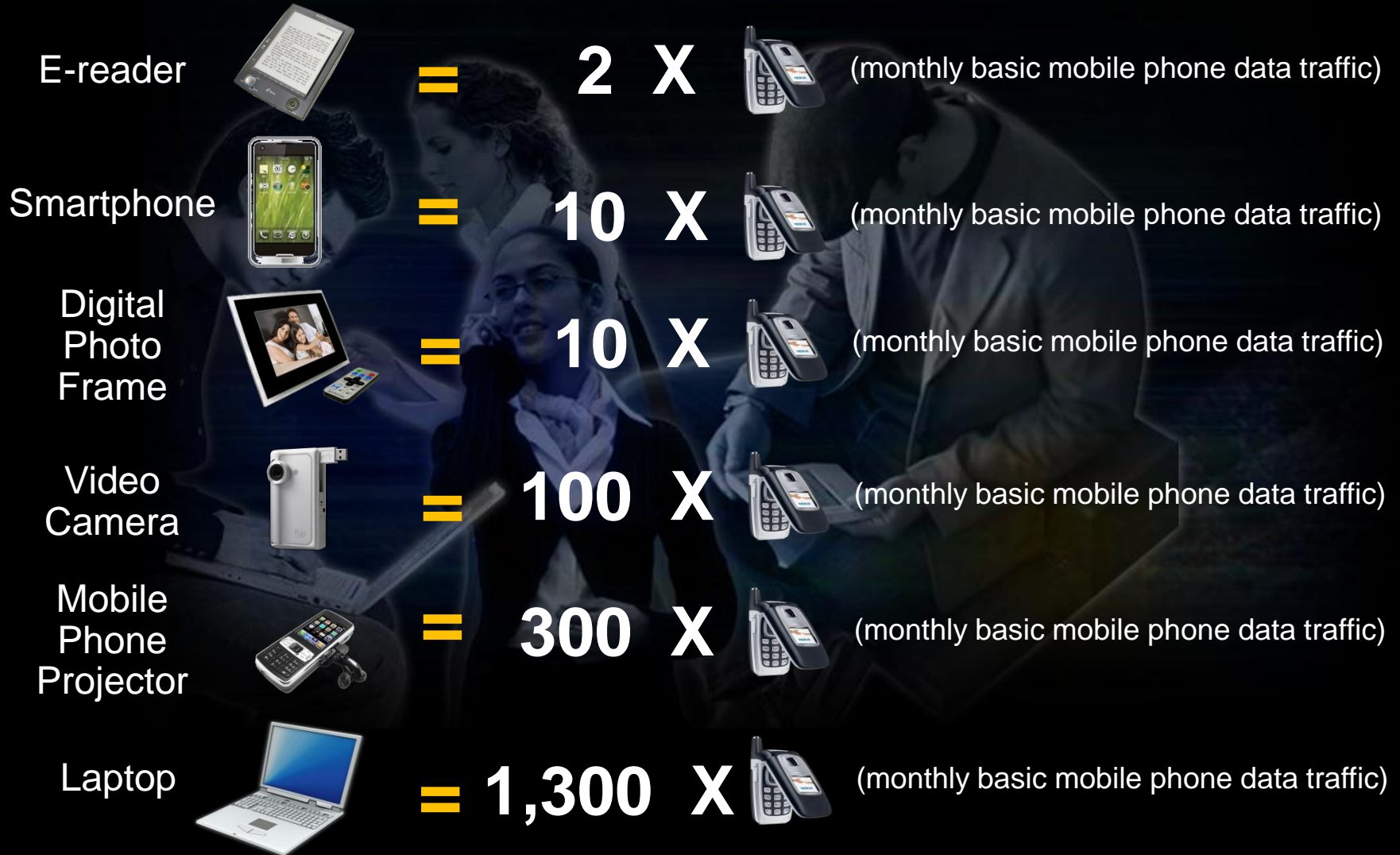
Asia-Pacific

In the eye of the storm...



Visual Networking Devices

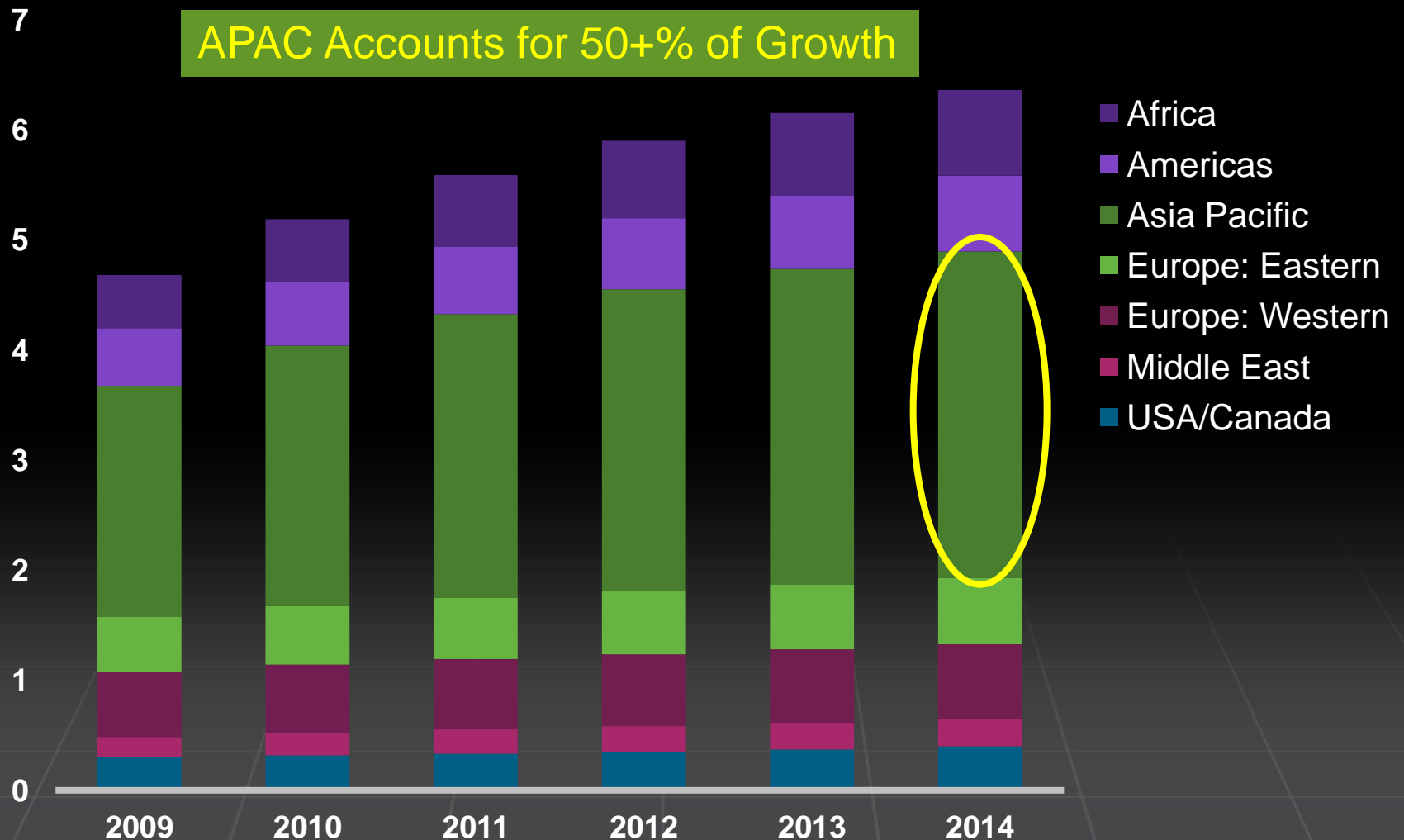
Driving Mobile Data Growth – 2010 Mobile Device Comparisons



Source: Cisco Visual Networking Index (VNI) Global Mobile Data Forecast, 2009–2014

Mobile Subscription Growth by 2014

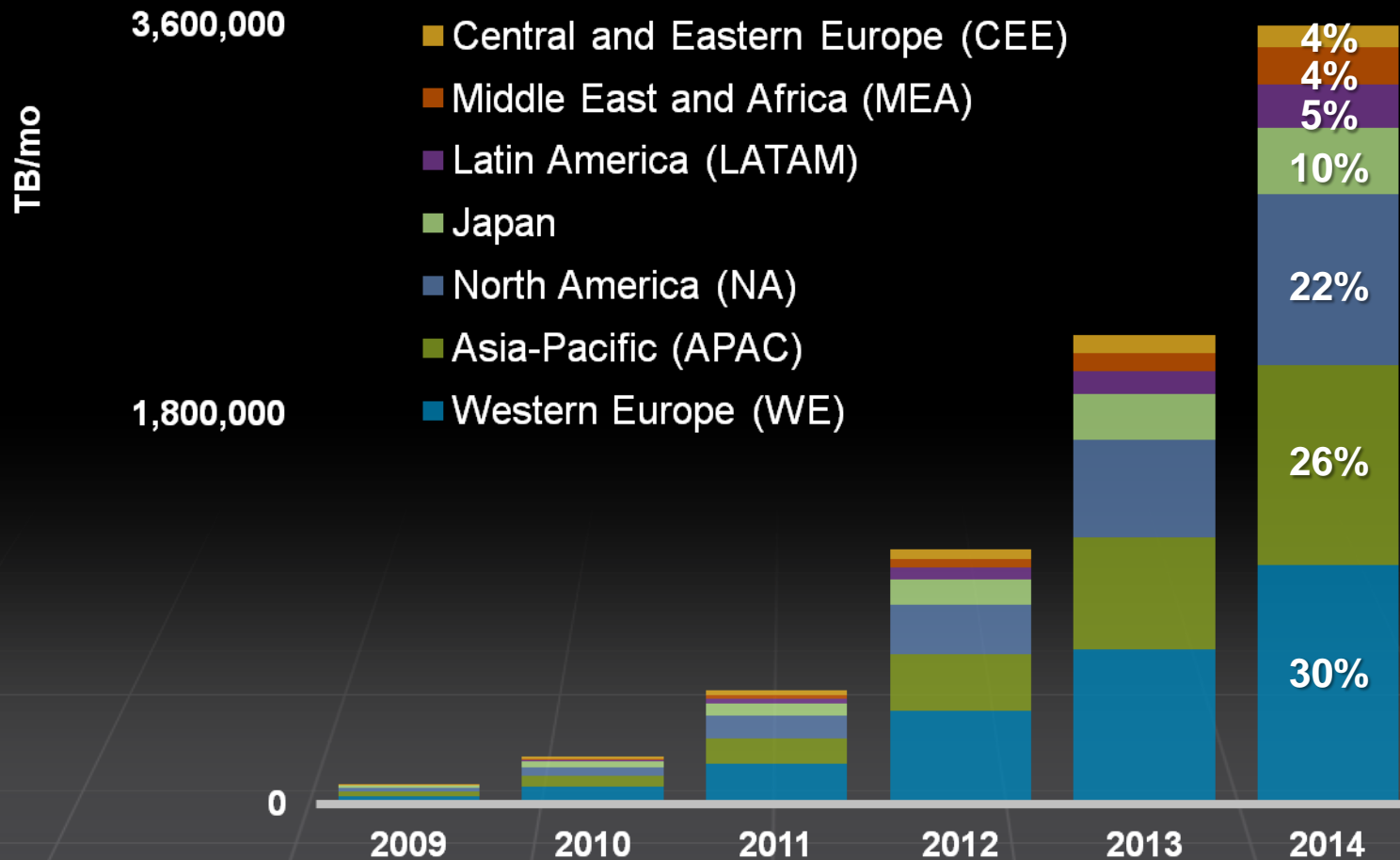
6.4B by 2014, CAGR of 6%



Source: informa, 2009

Global Mobile Data Traffic Growth / Regions

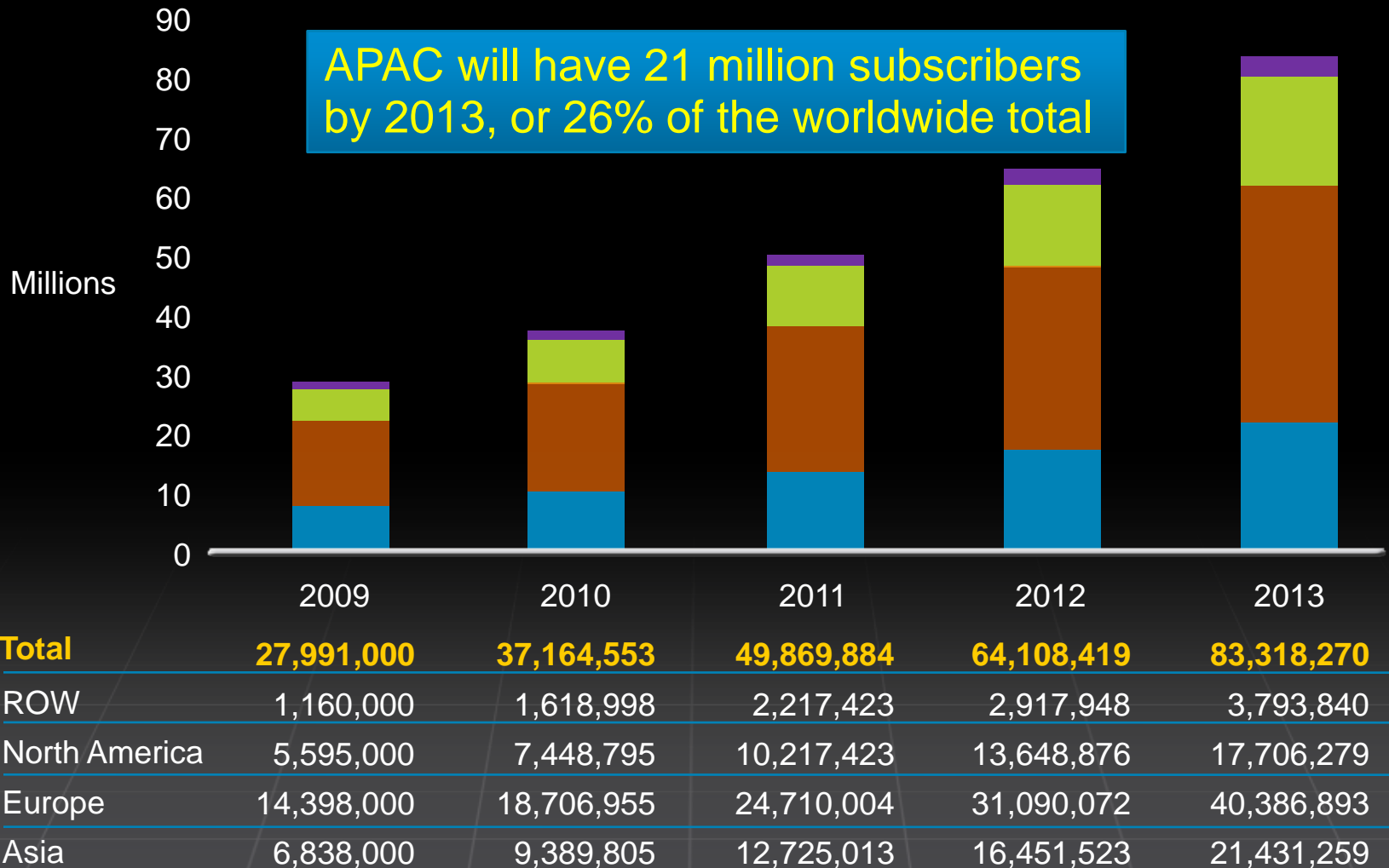
APAC will be more than 1/4 of mobile data traffic by 2014



Source: Cisco Visual Networking Index (VNI) Global Mobile Data Forecast, 2009–2014

IPTV Subscriber Growth

83 Million Global Subscribers by 2013; 31% CAGR

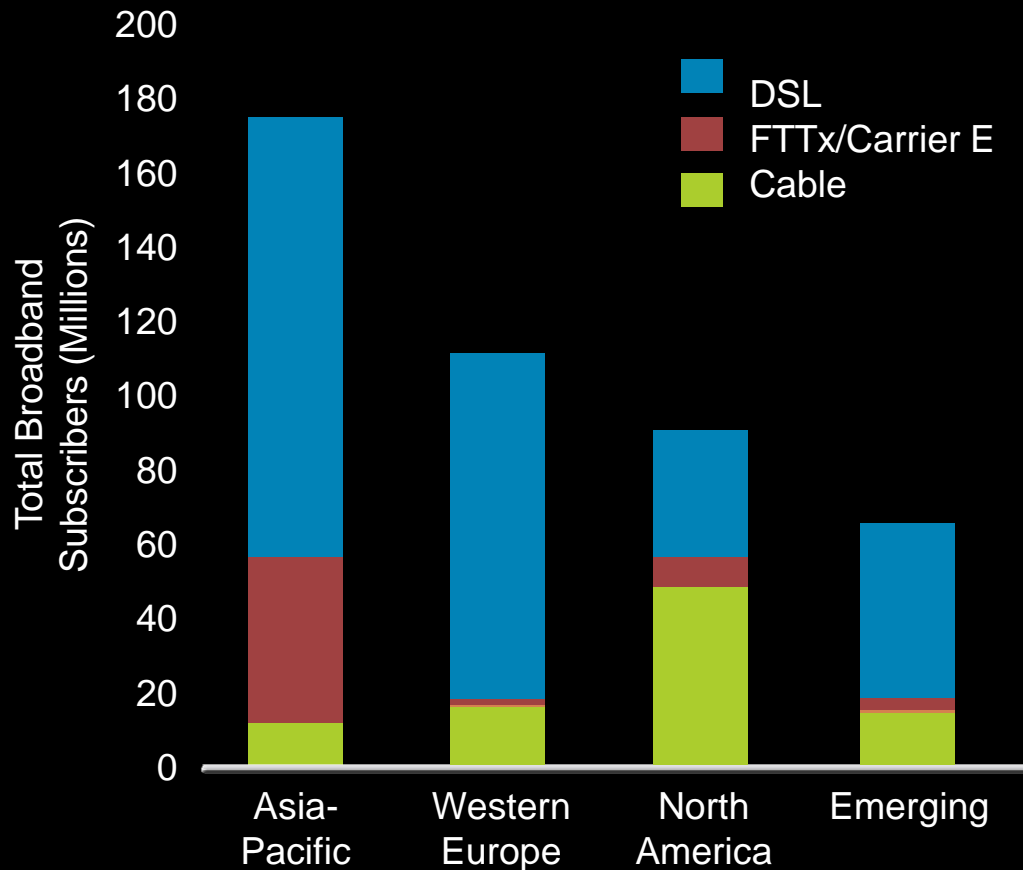


Source: MRG

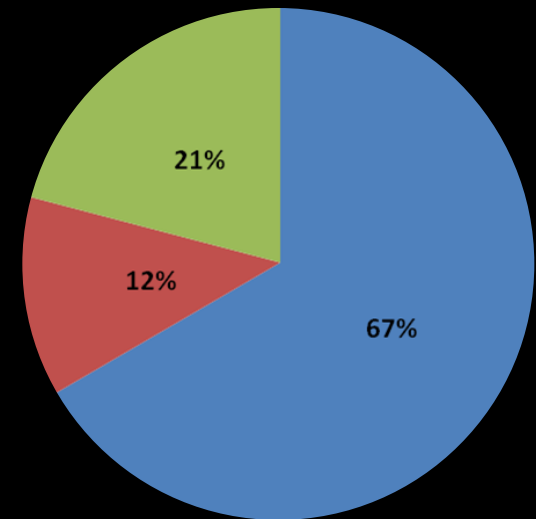
Broadband Growth Will Drive More Core Capacity

Asia- Pacific Is the Fastest FTTX Growth Market

Regional Subscriber Mix
by Technology – Sept'09



Global Subscribers Mix
by Technology – Sept'09



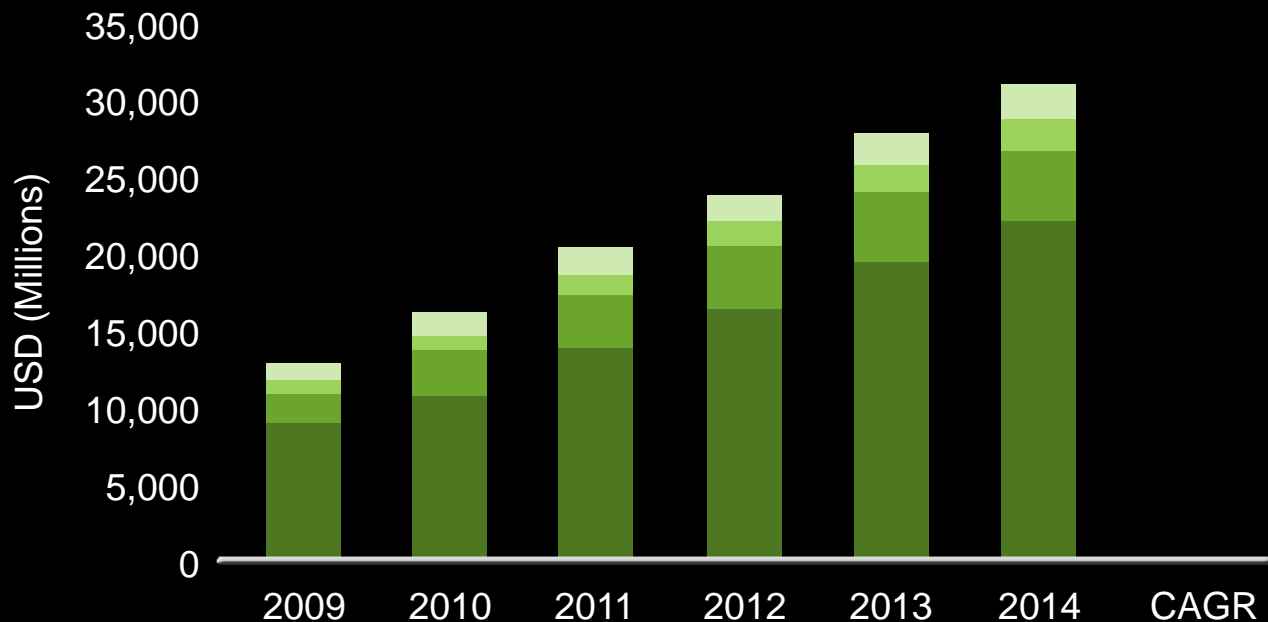
APAC leads the FTTx for broadband connections, commanding 70% market share with 44.4 million FTTx subscribers and market growing exponentially. China, Korea and India are leading market. FTTx will significantly **drive the backhaul and core capacity** requirement in future.

Source: Point Topic, Cisco Analysis

Data Center Services \$30.2b in Asia Pacific By 2014

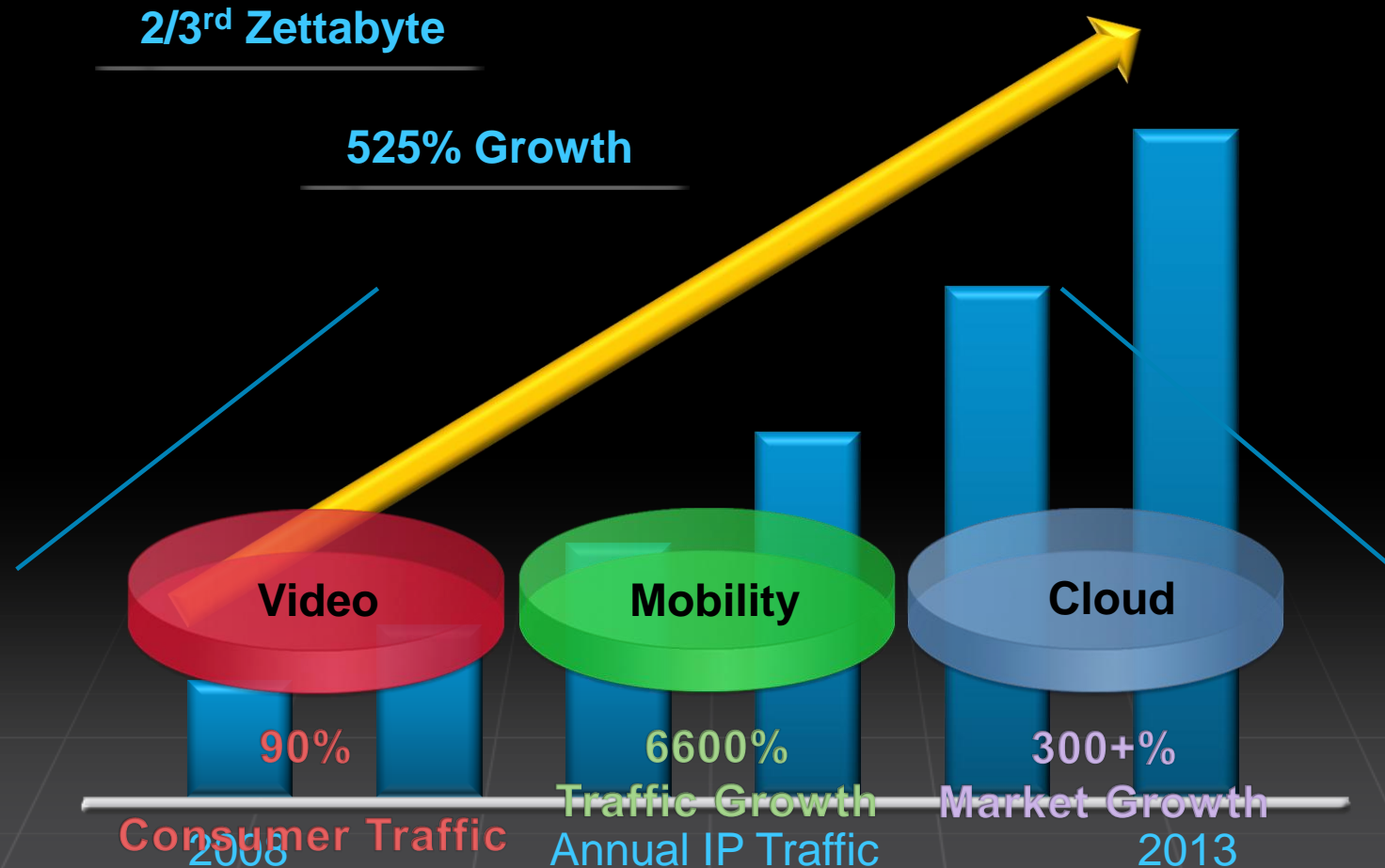
Cloud-Based Technology Is a Platform for Growth for SPs

Total Data Center—Asia Pacific Revenues



Storage	1,051	1,300	1,541	1,748	1,912	2,024	14.0%
Content and App Mgmt	815	1,054	1,305	1,543	1,755	1,926	18.8%
Computing Services	2,048	2,784	3,395	3,852	4,199	4,446	16.8%
Colo and Hosting	8,958	10,869	13,704	16,273	19,295	21,762	19.4%

Video, Mobile and Cloud to Dominate Growth 2008–2013

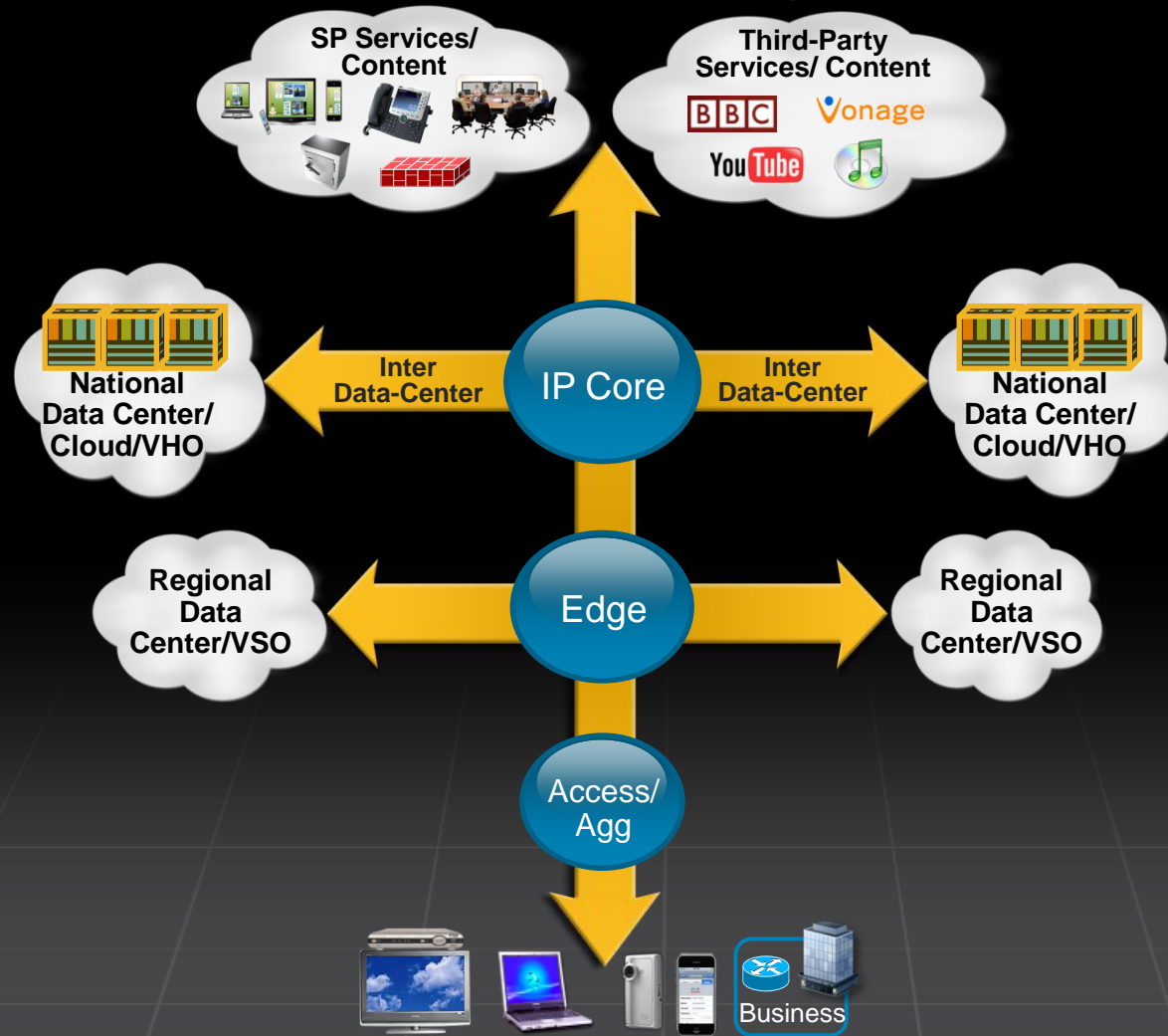


Traffic Mix of Tomorrow Fundamentally Different

Source: Cisco Visual Networking Index—Forecast, 2008-2013

Next-Generation Internet

Multi-directional Networking



Introducing CRS-3 = 3x CRS-1

IP Core



Unmatched Scale

3x CRS-1 = CRS-3 = 322Tbps



Unique Service Attributes

2x Intelligence (Core/IPv6 + Data Center/Cloud)



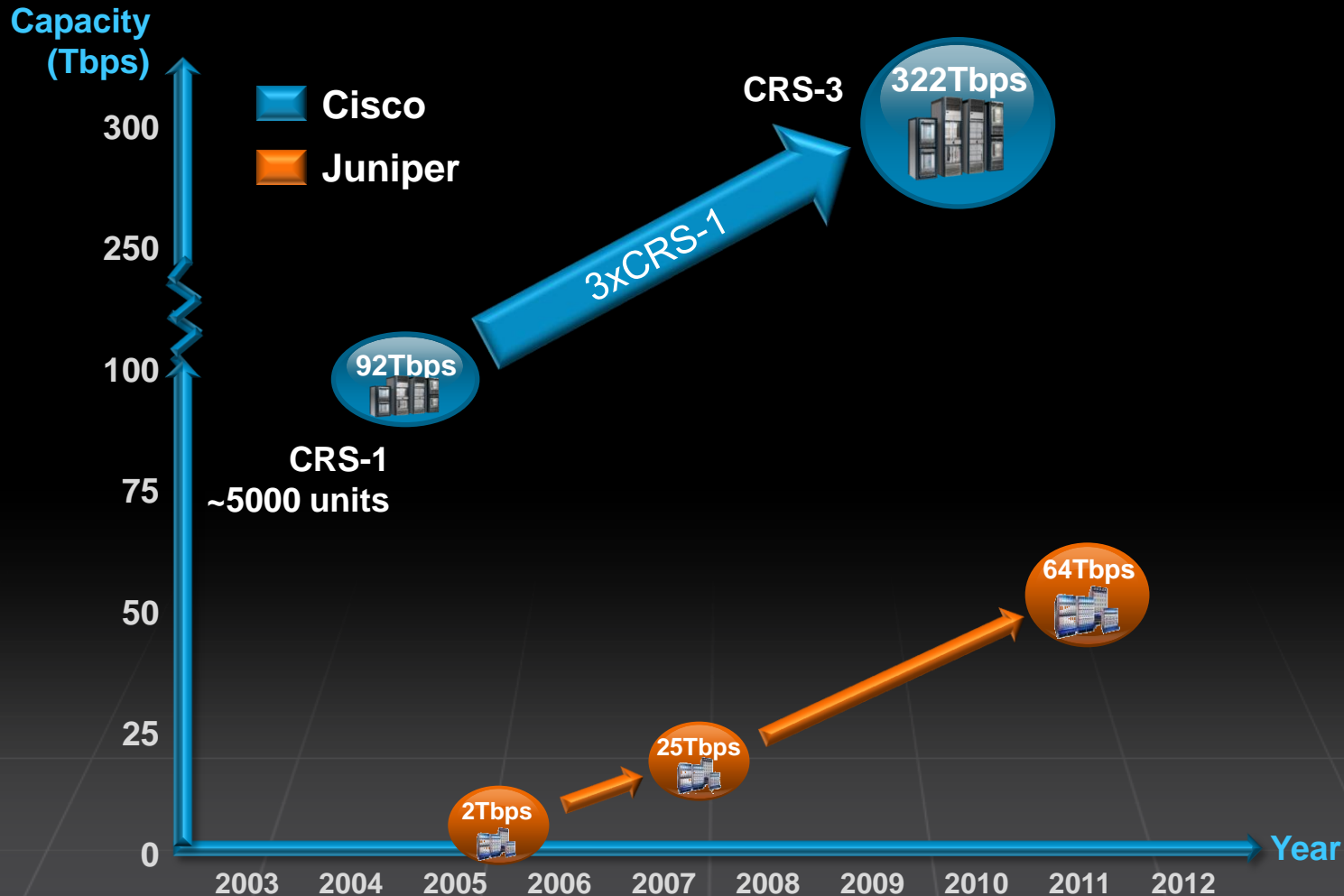
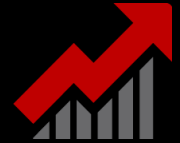
Unprecedented Savings

1x CRS Family Protecting Investments

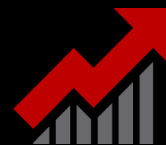
Foundation for the Next-Generation Internet

Unmatched Scale

CRS-3 = 3x CRS-1 Capacity



Cisco CRS-1 (2004) > Juniper T-Series (2011)



2x Intelligence

Powered by QuantumFlow Array

Cisco Design Innovation

Multiple Patents

Unique Attributes

Core + DC/Cloud Services



No Bottlenecks

Single-flow Forwarding

Massive, Multi-chassis Scalability

Proven 3-Stage Benes Fabric
Control & Data Plane Scale to 322Tbps

Tried, Tested and Ready

Introducing Data Center Services System

Intelligence Spanning Networks & DC/Clouds



Network Positioning System (NPS)

L3-L7 info for best path to content
Improves Experiences, reduces costs



Cloud VPNs for IaaS

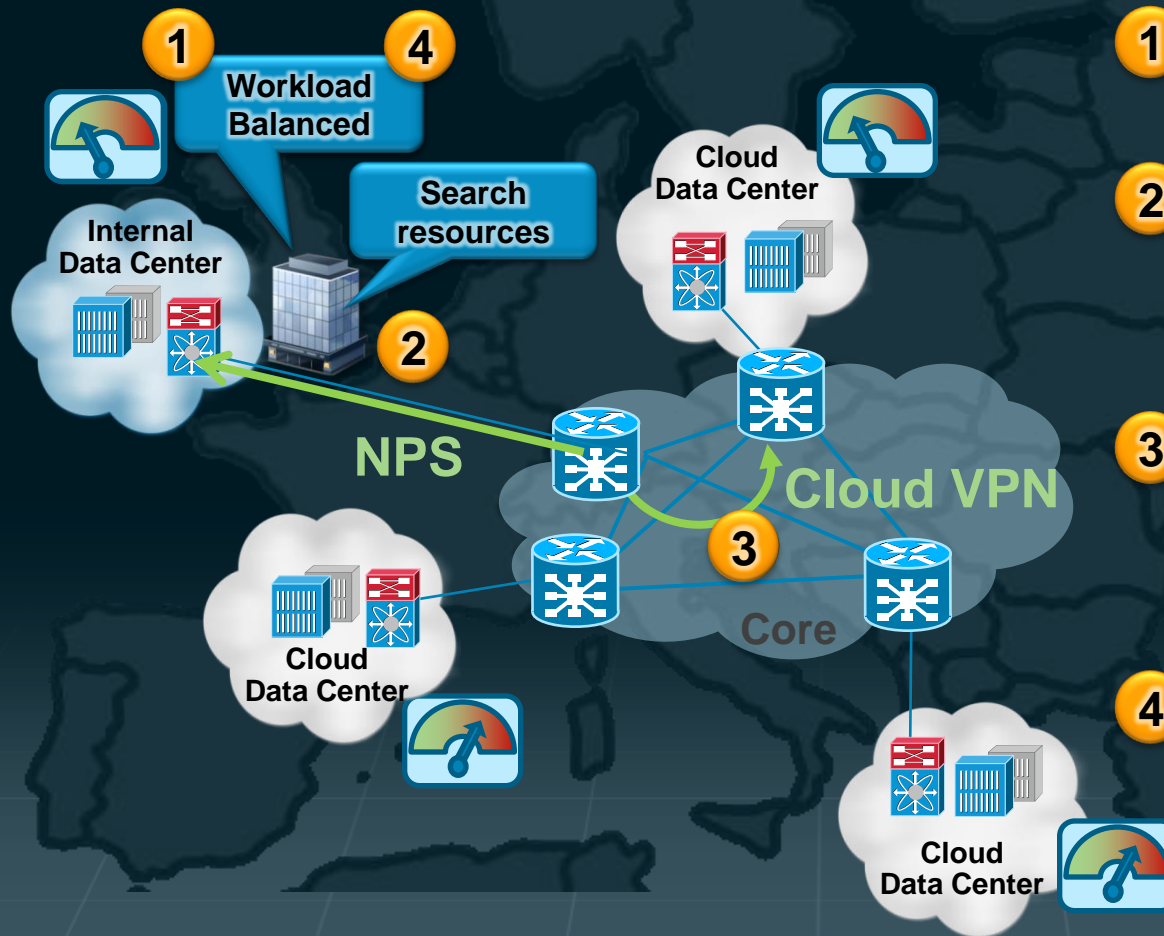
CRS + Nexus automate Inter-DC connections for UCS
'Pay-as-you-go' for compute, storage, network

Tight Linkages Between DC/Cloud and Core



Data Center Services System

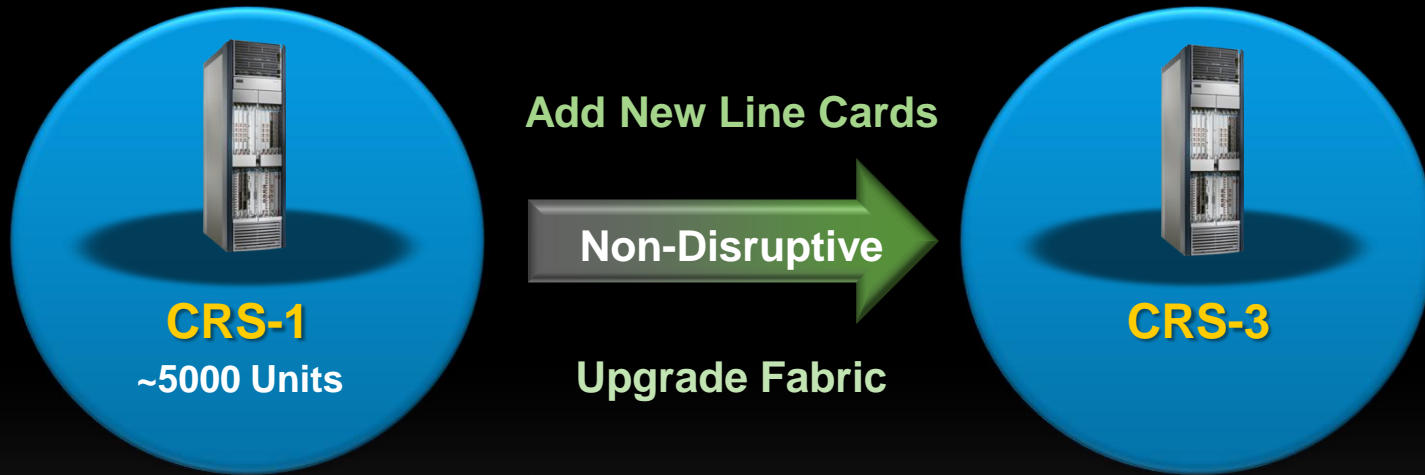
Cloud VPNs for IaaS



'Pay-as-you-go' for compute, storage, network

1x CRS Family

Investments Protected for Decades



Time

Excellent Return on Investment

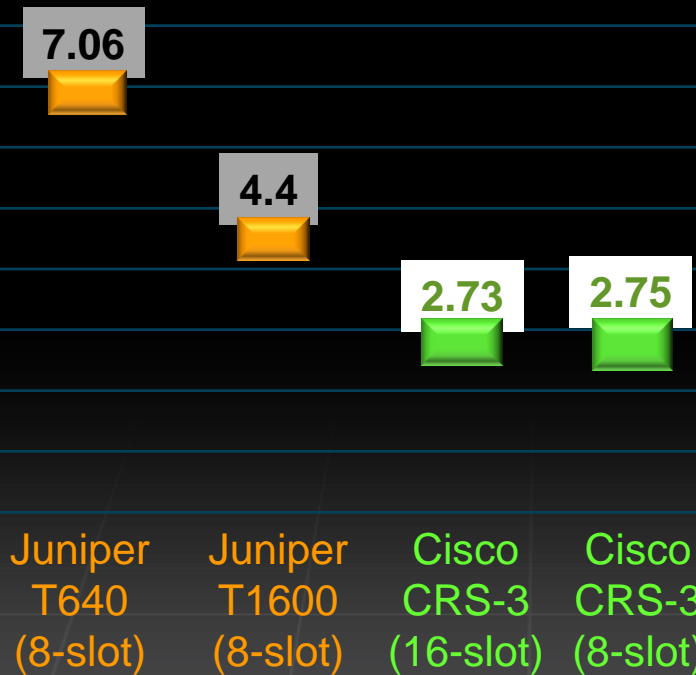


1x CRS Family

Unprecedented Savings

Watts/
Gig

10
9
8
7
6
5
4
3
2
1
0



CRS-3
Power
Reduction
Per Gbps

60%



Even More with New:
Modular Power System

Significant Drop in Power and Cooling

Source: Current Published Documentation

Outclassing Competition



JUNIPER
NETWORKS



Scale

322Tbps
1200% More Capacity

25Tbps



Services

**Core + NPS + Cloud VPN +
Carrier-Grade IPv6**

Core + ?



Savings

**No Power,
Chassis Upgrade**

**Rip & Replace
Power, Chassis**

Cisco Leadership in Multiple Dimensions



“We are at the beginning of a new age in communication and entertainment services and applications, which requires a new set of advanced Internet networking technologies.”



Keith Cambron, President and CEO,
AT&T Labs

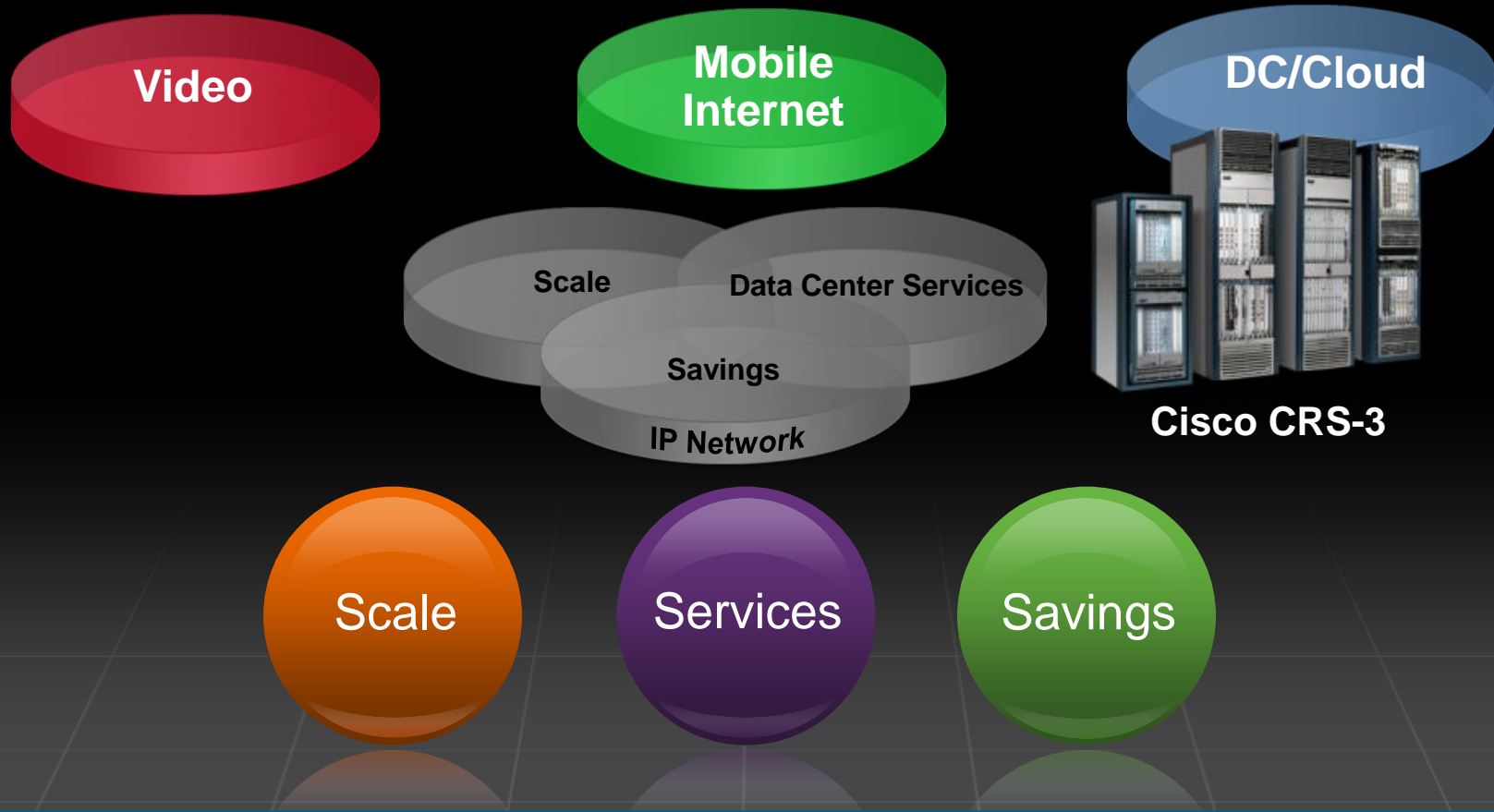


World's First Field Trial of Single Flow 100GE in Production Network



Enabling You to Deliver

3 x Scale, 2 x Services, 1 x CRS Family



Begin the Transformation



CISCO