

## How Cisco ASR 1000 Enables Cisco Business Strategies by Providing Capacity and Resiliency for Collaborative Applications

### BUSINESS BENEFITS

- Supported Cisco business by enabling collaboration, high quality video applications
- Helped avoid costs through better WAN utilization
- Contributed to IT efficiency by providing the capacity and resiliency needed for network and data center virtualization

Cisco ASR 1000 Routers support company shift toward virtualized data centers and cloud computing.

**A global company needs strong communication.** With 70,000 employees and hundreds of partners in locations around the globe, Cisco Systems relies on a high-capacity, robust network infrastructure to enable its business strategies.

### Improving operational efficiency while keeping costs under

**control.** Virtual meetings via videoconference, collaboration tools such as Cisco WebEx®, and webinars are cost-effective and time-efficient tools for Cisco employees and partners. However, their popularity and growth placed a strain on the Cisco network and its connections to the Internet and Extranet partners.

**Scaling as traffic demands increase.** ASR 1000 Routers installed at the Internet edge and as virtual head-ends for home-based workers can scale from T1 to T3 to OC3 to OC192 as traffic demands at the network edge increase.

**Migrating applications and data as part of data center virtualization and cloud computing strategy.** The increased network capacity, performance, and robustness of ASR 1000 Routers allow 25,000 employees based in San Jose to access several applications that reside natively in Texas data centers.

**Supporting the growth of tens of thousands of video endpoints.** ASR 1000 WebEx node deployments maintain the integrity of the WebEx user experience while reducing bandwidth consumption, allowing more room for traffic from other rich media applications. ASR 1000 routers also supported the expansion of Cisco TelePresence, currently numbering over 1100 locations.

**Avoiding costs through better WAN utilization.** The ASR 1000 is an important component in a WAN optimization program projected to save Cisco US\$80 million over three years. The capacity and resiliency of the ASR 1000, combined with service virtualization capabilities in Cisco Integrated Services Routers Generation 2 (ISR G2) and Wide Area Application Services capabilities helped Cisco IT relocate branch office applications to centralized data center locations, eliminating hardware redundancy and reducing maintenance costs.

### 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).

### NOTE

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