

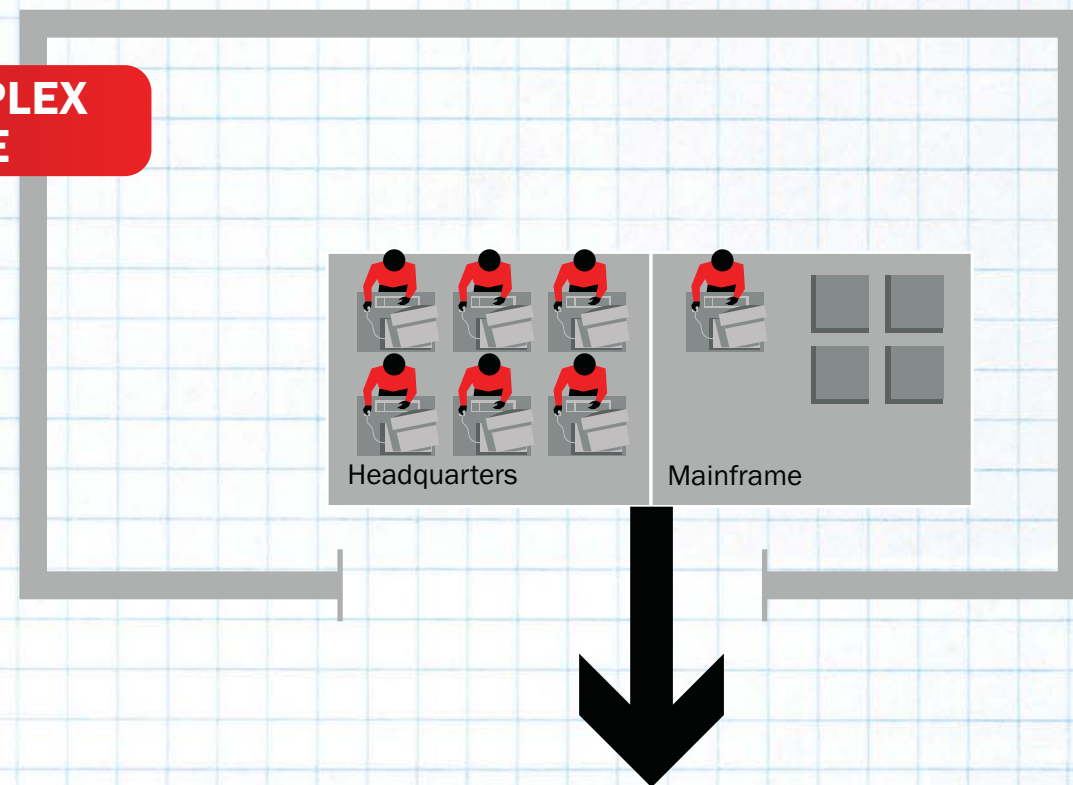
SORTING THROUGH NETWORK COMPLEXITY

Modern life flows through networks: Phone service, Internet, business transactions and social media. As our dependence on networks has grown, so has the complexity of networks. Yesterday's relatively simple network architectures are quickly becoming obsolete. New architectures and solutions—like Ethernet Fabric and Software-Defined Networking—are the keys to the next generation of networks.

SIMPLE VS. COMPLEX INFRASTRUCTURE

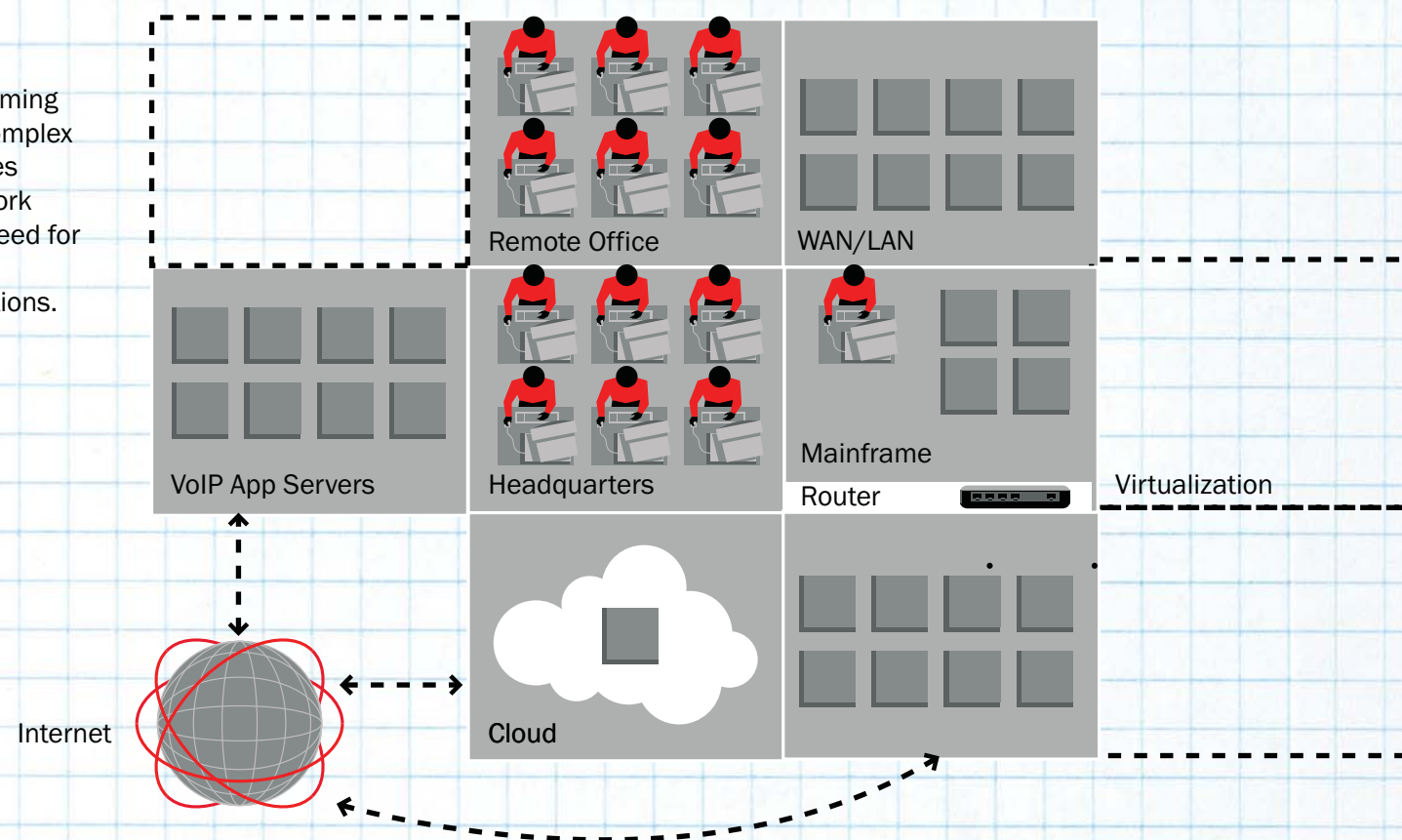
THEN

In the past, networks could be managed more easily; they were simpler and smaller.



NOW

Networks are becoming larger and more complex as new technologies emerge. This network growth creates a need for effective network management solutions.

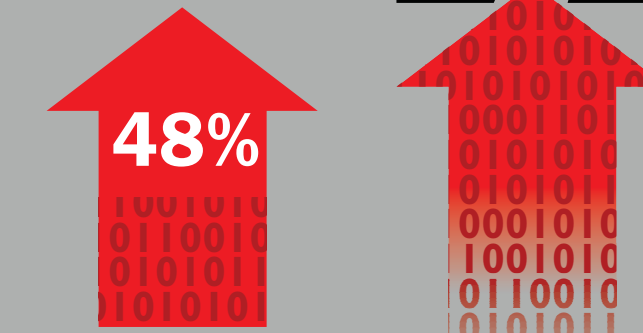


CONTRIBUTING FACTORS TO COMPLEXITY

GROWTH OF NETWORKS



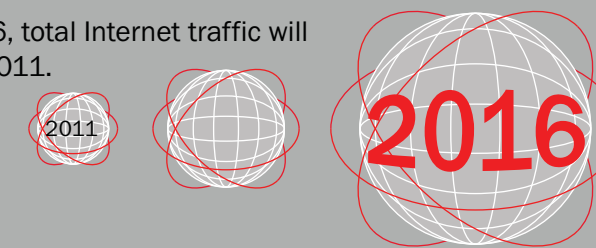
BIG DATA



Avg. amount of data being measured will increase 48% within the next 12-18 months.

INTERNET GROWTH

By 2016, total Internet traffic will be 3x 2011.

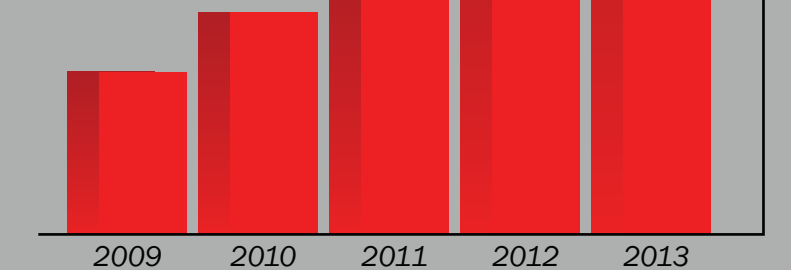


E COMMERCE

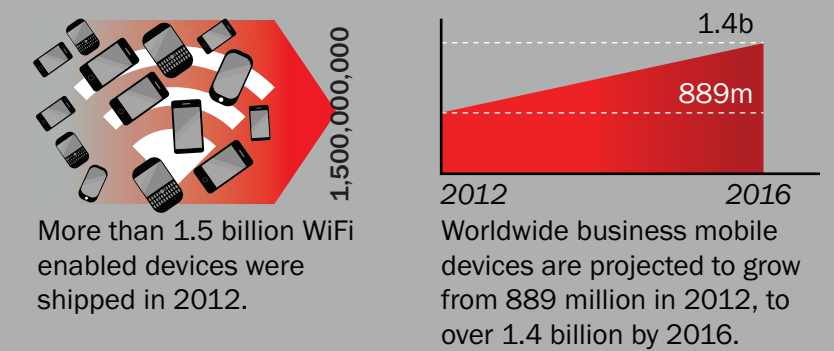
Worldwide growth of E-commerce crossed

\$1 TRILLION

in 2012.

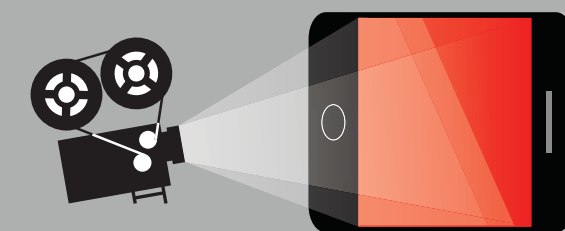


MOBILE DEVICES



VIDEO TRAFFIC

There will be over 73 million mobile video viewers in 2013.



SOFTWARE-DEFINED NETWORKING

Software-Defined Networking (SDN) enables direct programmatic control of the network, coupled with end-user-driven applications and needs, enabling operators to efficiently use their network and operational resources to increase revenue from highly customized and "sticky" services. IT leaders expect SDN to simplify the way they provision and create network services and virtual networks—and to do so in ways that are not always possible with existing technologies.

ETHERNET FABRICS

The control, data, and management planes are logically connected to every port via a back plane. Control and management planes operate at the switch level not a network level. Ethernet fabrics can be thought of as extending the control and management planes beyond the physical switch into the fabric.

TRANSFORMING THE NETWORK

