



PRESENTS

**NETWORLD INTEROP**



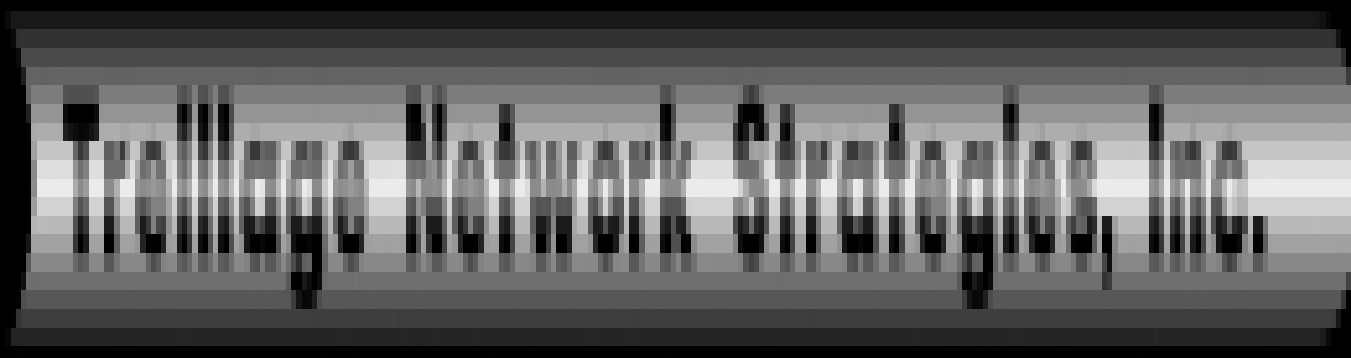
# The New Optical Enterprise

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Principal

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# Agenda

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- Speed, Reliability – “The Biz”
- Standing Out in a Crowd
- Making It Happen
- Presenters

# The Optical Advantage

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- Speed
  - E-Biz Applications
  - Streamed Media
  - Those “Big” Files
  - Things we haven’t even thought of (P2P, GRID)
- Reliability
  - “Always On” – Like the Lights (except in CA)
  - Customer Loyalty
  - Thriving In an Uncertain Economy
- The “Biz”
  - Internal and External Customers
  - Suppliers and Distributors
  - Having It All

# Different Differentiators

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- In the Data Center
  - Server to Server
  - Server to Storage (NAS/SAN)
- Metro
  - Building
  - Ethernet/GigE
- Wide Area
  - Ethernet/GigE
- A strategy that finally marries LAN/Metro/WAN
- Platform for BUSINESS Differentiation

# What to Look For

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- Flexibility (protocol/speed)
- Simplicity (implementation/provisioning)
- Reliability (always on)
- Speed (are your customers patient?)
- Leveraging Optical Technologies for Business Advantage
  - Data Center
  - Metro
  - Wide Area

# Presenters

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- Doug Marquis – Malachite Technologies
- Tim Wu – Riverstone Networks