



PRESENTS

NETWORLD INTEROP

an INTEROP event

Train Wreck At The Edge

Manickam Sridhar

CTO

Sep 11 2001

msridhar@sitaranetworks.com



Train Wreck At the Edge

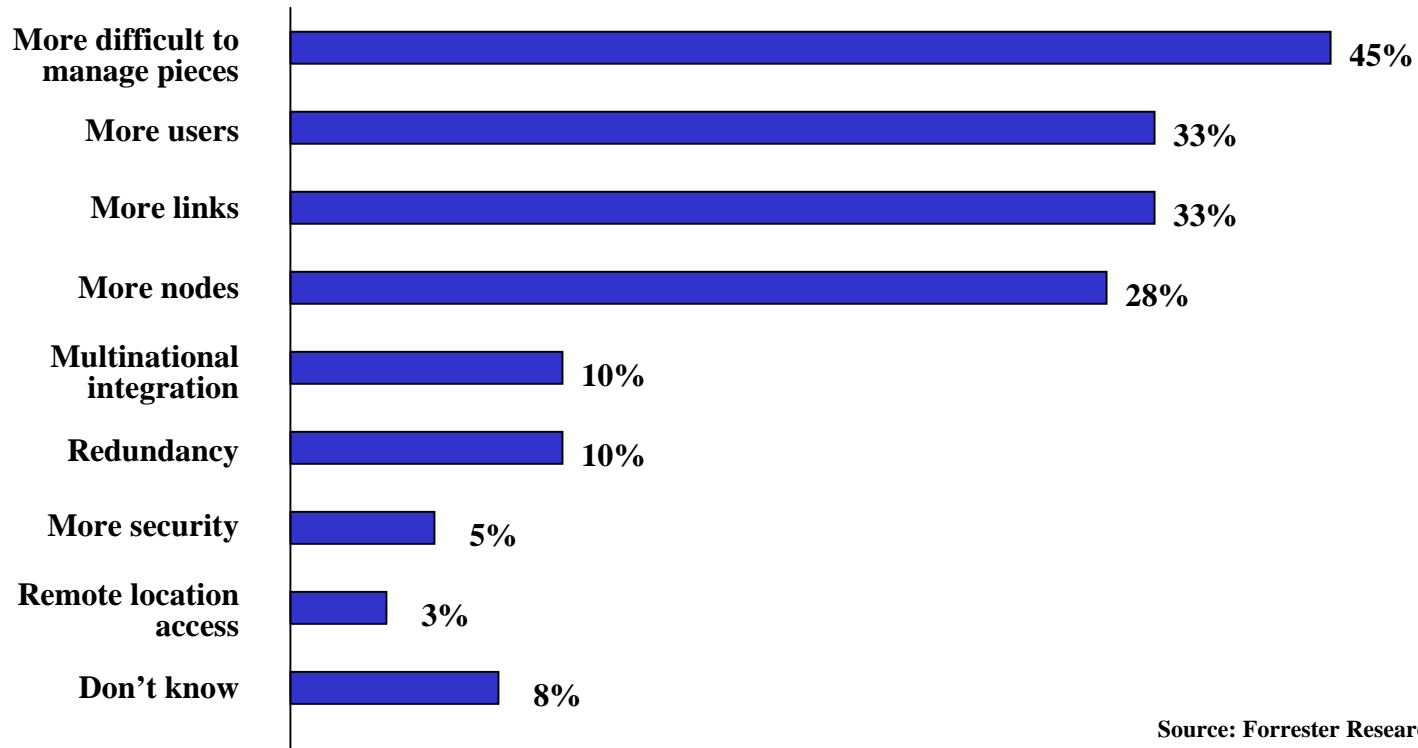
Sense of helplessness felt by the IT manager

When confronted with the challenges of dealing with

IP CONVERGENCE

Challenges In the New Enterprise Network

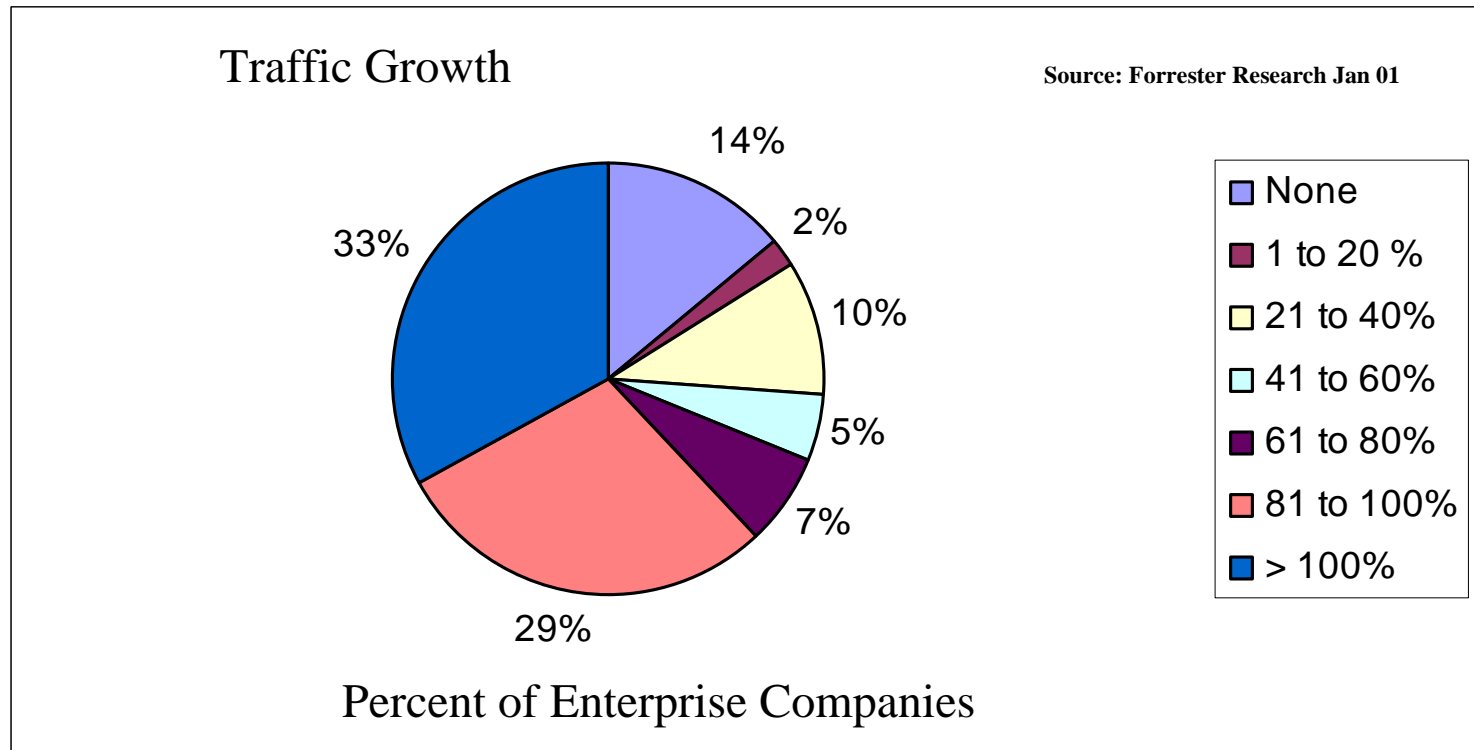
Is your network is getting more complex, how?



Source: Forrester Research Jan 01

Most Firms See Bandwidth Requirement Ballooning

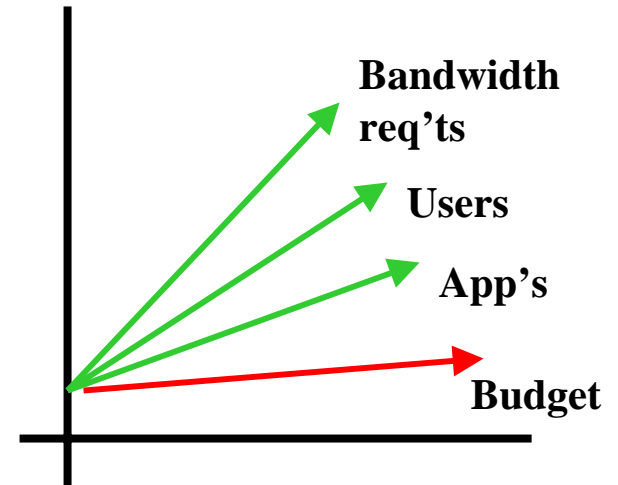
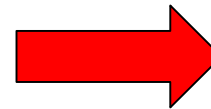
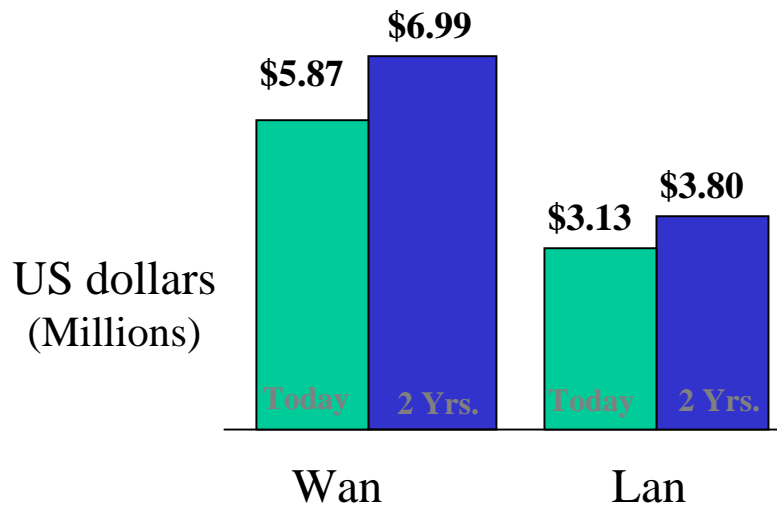
How much will Internet bandwidth usage increase during the next two years?



Seventy percent of firms will increase Internet bandwidth usage by at least 60% in next two years

Enterprise Budget Expenditures Average Of 50 Companies Surveyed

How much does your firm spend on its network now? In two years?

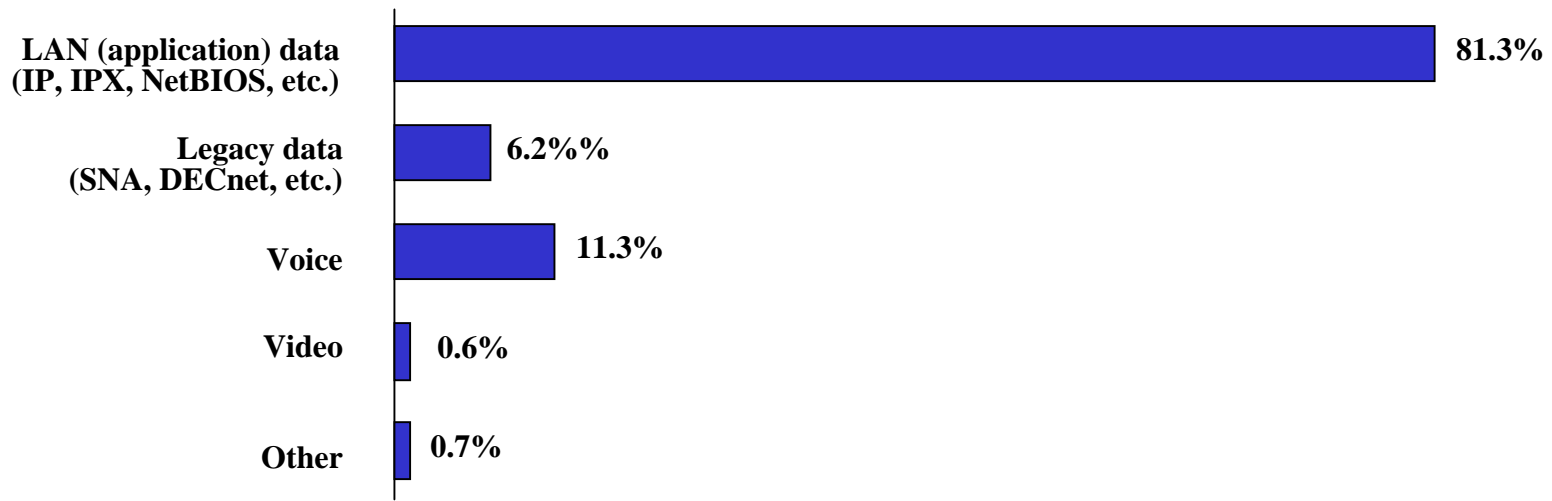


**82% of firms would use more bandwidth
were it not for their budget constraints**

Growing Demand, Constrained Budget

Result: Network Rationalization

Corporate WAN traffic type by percentage volumes



Source: IDC Dec 00

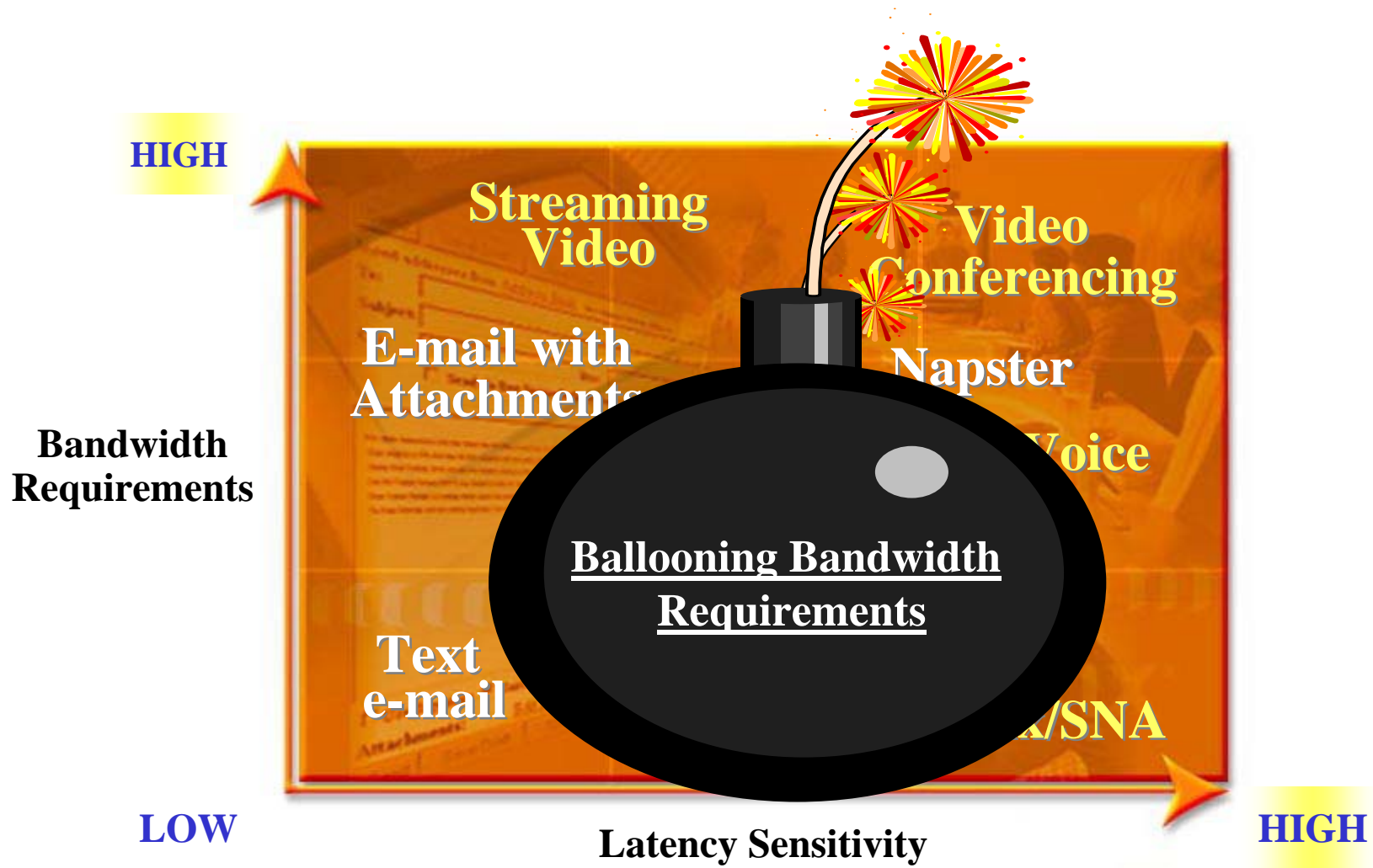
- **Control Operating Expenses**

Converge all applications on a single network

- **Control Capital Expenses**

Move towards a common IP infrastructure

IP Solves Some Problems But Creates Others

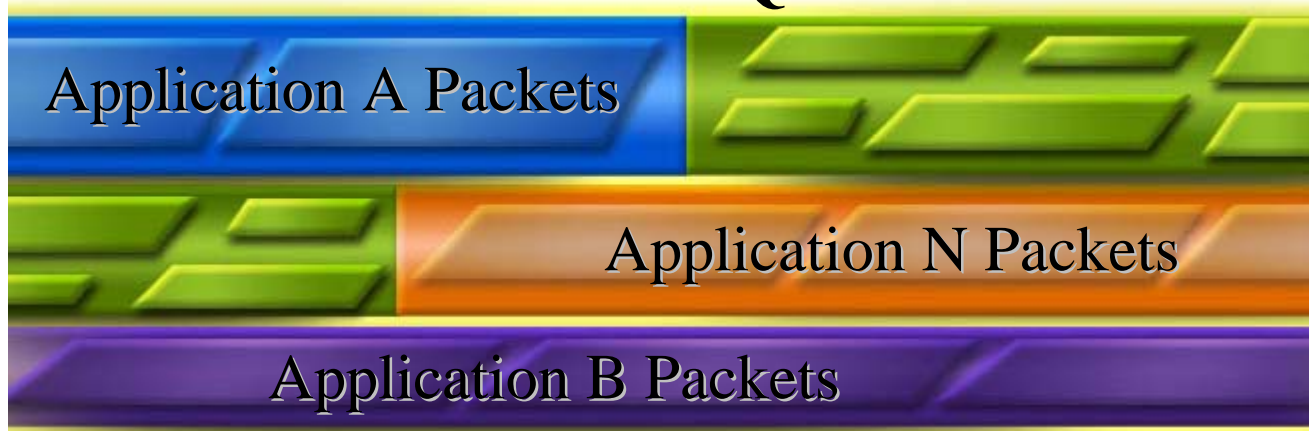


The Solution: IP QoS

Native IP

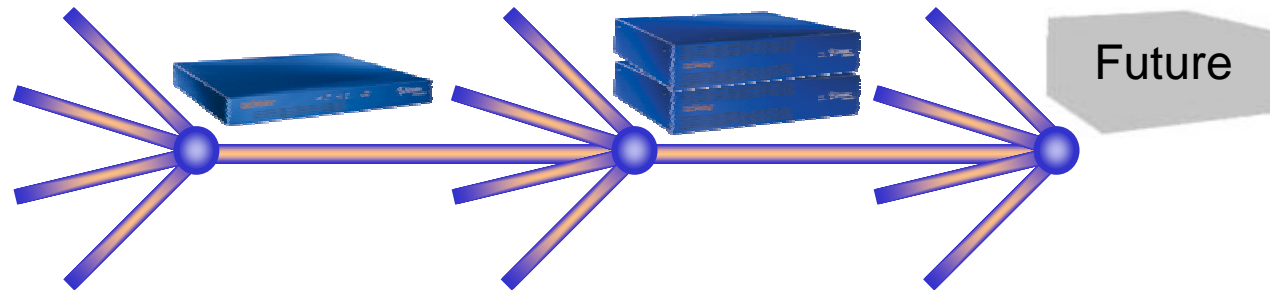


IP with QoS



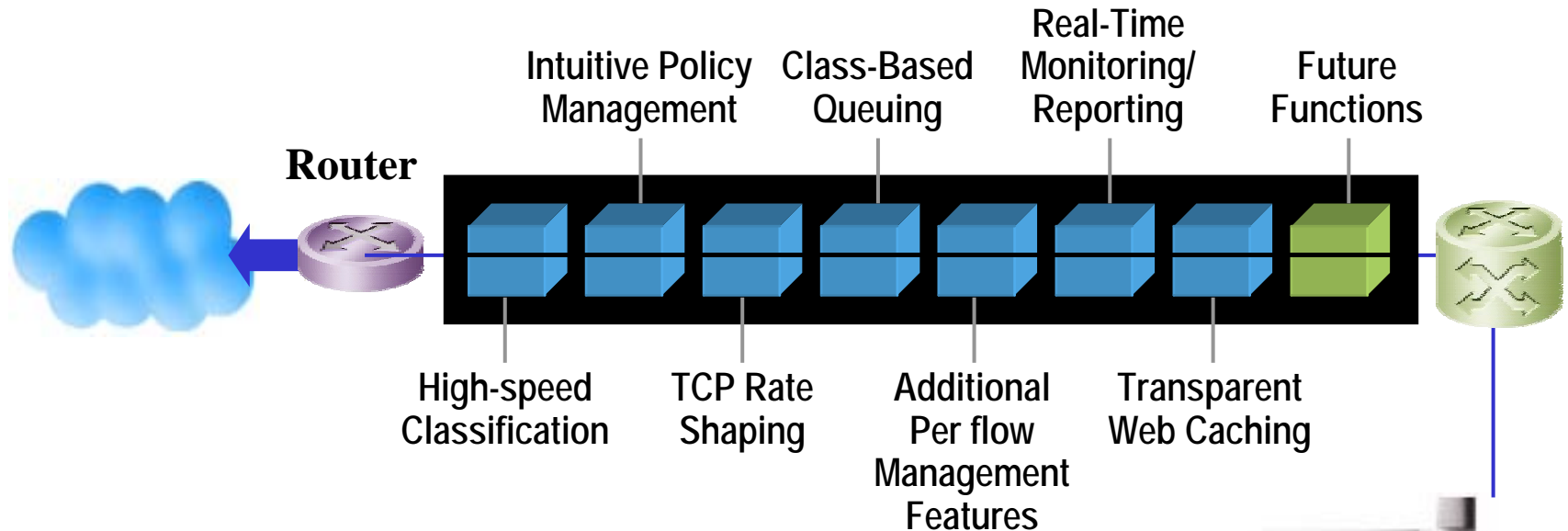
**Combines performance guarantees of dedicated connections
with IP network's cost effectiveness**

Where Does The Train Wreck Happen



Aggregation Point	1	2	3
Location	Enterprise	Access Pop or Hosting Site	Edge of Core
Speed	64K - 100 Mbps	10M - OC3	OC12-OC192

Evolution At The Edge

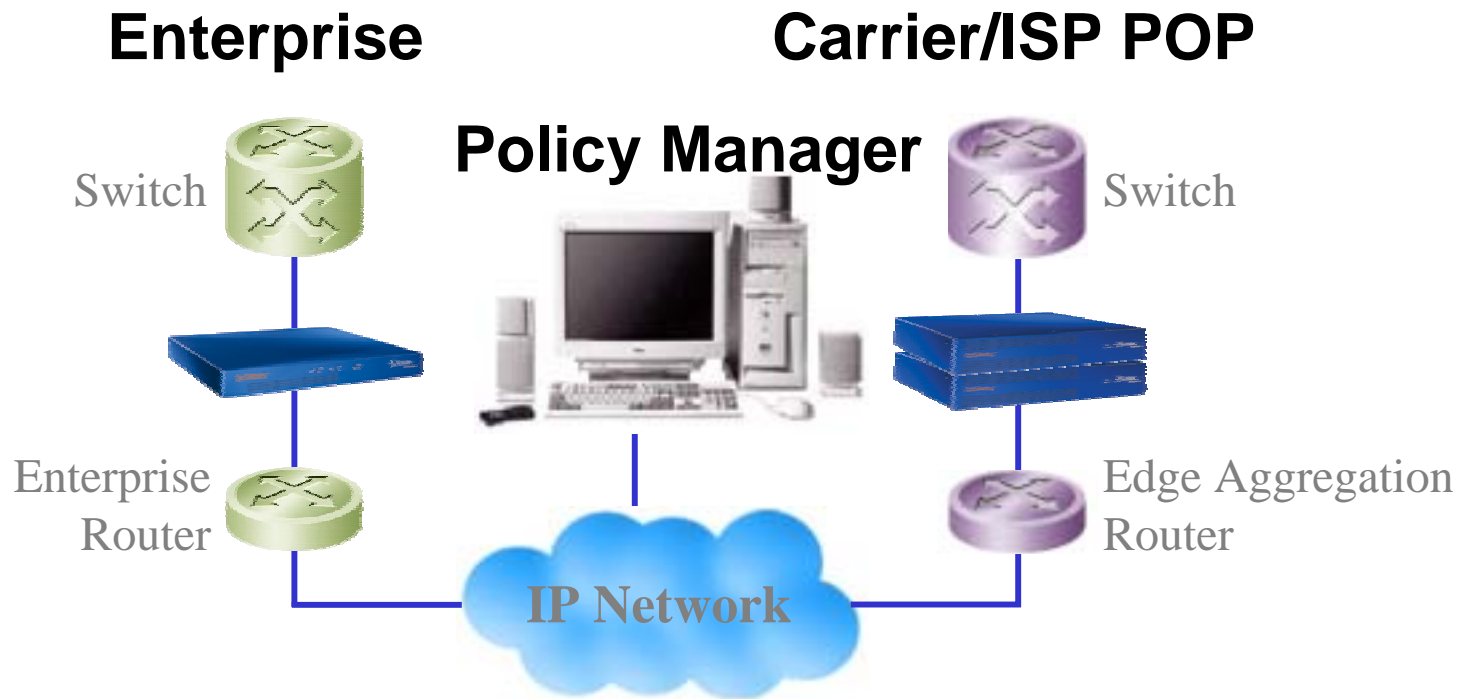


- **Integrated Appliance**
- **Requires no change in existing network infrastructure**
- **Optimal network bandwidth utilization to maximize user satisfaction**



LAN Clients

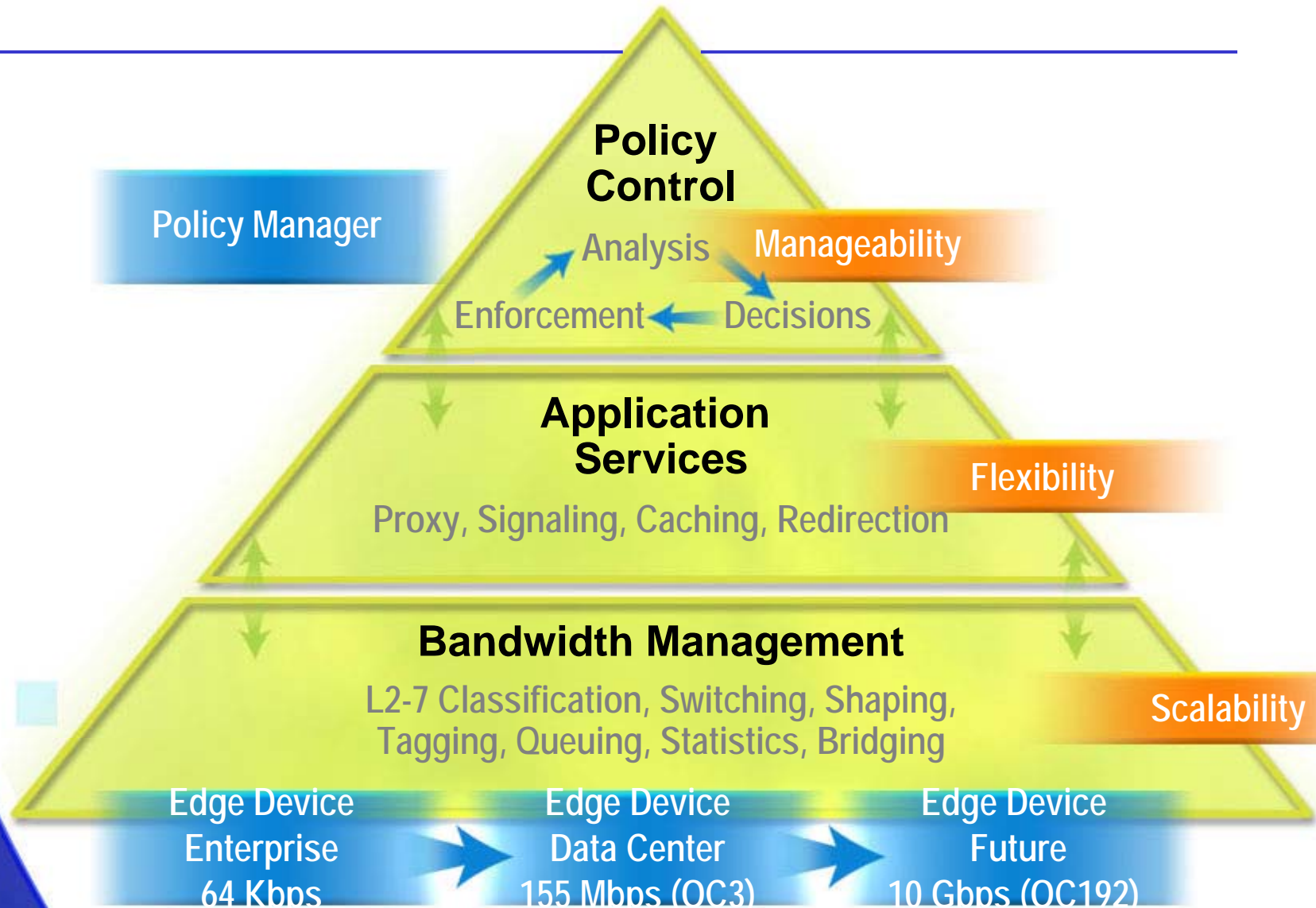
Deployment



Global revenue from all value-added IP services expected to be between \$40 and \$70 billion by 2004

— Cisco

QoS Architecture





PRESENTS

NETWORLD INTEROP

an INTEROP event

Thank You

Manickam Sridhar

msridhar@sitaranetworks.com

www.interop.com



SITARA
Networks™