

**Cisco Application-Oriented Networking (AON) Launch**  
**2005 Networkers Conference, Las Vegas, NV**  
**June 21, 2005 at 10:30 AM PDT**  
**Fact Sheet**

**What is Cisco Announcing?**

- Today, Cisco is announcing Application-Oriented Networking (AON), which is the first network-embedded intelligent message routing system.
- Application-Oriented Networking adds intelligence to the network, enabling the network to better understand business applications and to support better, more efficient business decisions.
- AON supports Cisco's vision for the Intelligent Information Network by integrating application message-level communication, visibility, and security into the fabric of the network.

**What Does the Cisco AON Technology Do?**

- Cisco's approach to AON is based on innovative new technology that moves beyond the packet level to read application-to-application messages flowing within the network – such as purchase orders, investment transactions, or shipment approvals.
- AON adds intelligence to the network and enables the network to act on messages as they are in transit across the network.
- AON takes the router to the next level by examining not only the data packets that flow through the network, but also looking inside the packets to see what the messages say, then taking action based on the message content and the business rules or policies that have been set up in advance.
- AON facilitates the seamless transition to new architectures such as SOA.
- AON enables businesses and organizations to better coordinate how their applications work together.

**How will Customers Benefit?**

**Cisco AON addresses four concerns of businesses and organizations:**

- First, it will help boost security. By being able to look at application messages, the network can more closely inspect traffic for malevolent messages containing viruses and other hacker code.
- Second, the issue of visibility. AON will make it easier for organizations to “see” more of what's going on in the network. And since the network has become an integral tool and resource, better visibility into the happenings of the network means a better understanding of what's happening with your business.
- Third, Flexibility. AON will also boost an organization's flexibility. Rather than being tied to fixed systems, organizations can use AON to pick and choose how it wants its applications to interact and what information it wants them to share.
- Finally, AON brings greater optimization. It will be able carry out such network functions as quality-of-service, traffic offloading, caching and compression on a message level, making all of these tasks far more dynamic and fine-tuned to business needs.

Further:

- AON technology uses the intelligence and reach of the network to provide improved real-time visibility and responsiveness to rapidly changing business conditions.

- AON technology provides excellent investment protection: it takes advantage of the existing network footprint and requires no new layers or changes to existing applications.
- By reducing the need for custom software development and systems integration, AON reduces cost and complexity, speeds application deployment, improves change management, and facilitates regulatory compliance.
- AON integrates across all of the layers of the IT infrastructure to enable real-time visibility and responsiveness.
- Provides an intelligent and adaptable application communication infrastructure that facilitates a seamless transition to new architectures such as SOA (Service-Oriented Architecture).