

SONA Fact Sheet

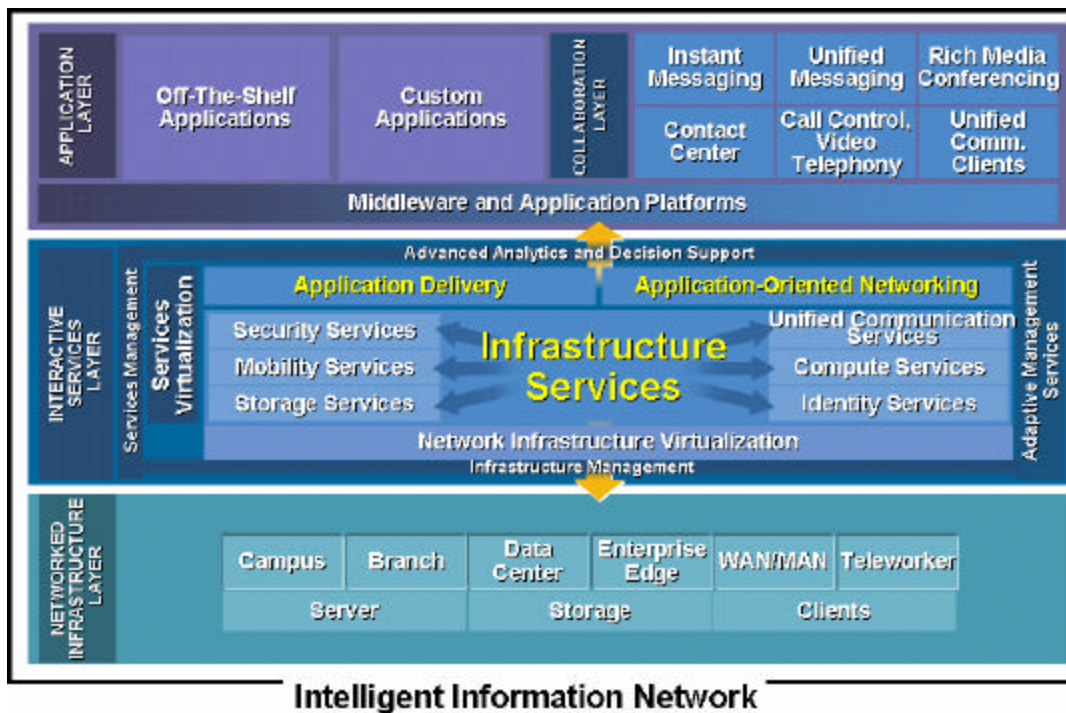
Cisco Service-Oriented Network Architecture Update

Overview:

The Cisco Service-Oriented Network Architecture (SONA) framework outlines how enterprises can evolve their IT infrastructure into an Intelligent Information Network that accelerates applications, business processes and resources, and enables IT to have a greater impact on business. The architectural framework shows how integrated systems across a fully converged network allow flexibility, while standardization and virtualization of resources increases efficiency. SONA extends Cisco's tested and proven network designs in the Data Center, Campus, WAN/MAN, Teleworker and Branch, to securely and reliably enable business applications. It leverages the solutions, services and experience of Cisco and its partners.

Since SONA was announced in December 2005 Cisco has delivered several new solutions that support SONA, added to our portfolio of lifecycle services and worked with customers and partners to explore ways to enhance SONA for global enterprises. We are currently working with the following partners on SONA related activities: Accenture, BearingPoint, Capgemini, EDS, EMC, Hewlett-Packard, IBM, Microsoft, and SAP.

The Cisco Service-Oriented Network Architecture (SONA)



Three Layers of Cisco SONA

- The **Networked Infrastructure** layer, where all of the IT resources are interconnected across a converged network foundation.
- The **Interactive Services** layer, which enables efficient allocation of resources to applications and business processes delivered through the networked infrastructure.
- The **Applications** layer, which contains the business applications and collaborative applications that leverage efficiencies from the interactive services.

New key products and services:

The following products were recently developed in support of the Service-Oriented Network Architecture:

- **Latest 7200 Series Routers** - deliver WAN and MAN services aggregation with a unique combination of scalability, value, performance and flexibility. Supporting the Cisco SONA, the Cisco 7200 series router helps IT organizations to quickly integrate different advanced services, such as security, voice and video services into their WAN and MAN infrastructures to better support and scale to changing business needs and drive overall business efficiency and growth. *[Announced May 2006]*
- **Application Control Engine (ACE)**: As part of SONA's Application Networking Services, the ACE multi-service module for Catalyst 6500 Series Switches incorporates many new capabilities, including virtual partitions, per-partition resource allocation, role-based access control, and a powerful XML management API into a single module. Supporting SONA, the Catalyst 6500 ACE module simplifies application infrastructures, shortens the workflow necessary to bring applications and business services online, and shortens time-to-deployment of applications. *[Announced April 2006]*
- **MDS 9513 Multi-layer Director storage switches** – redefines SAN scalability and provides unparalleled investment protection. As an integral part of Cisco Data Center SONA, MDS 9513 provides comprehensive capabilities such as, Virtual SANs (VSANs), Inter-VSAN Routing, and advanced management diagnostic and security features that cost effectively supports business applications and process. *[Announced April 2006]*
- **Unified Communications System**- a new suite of voice, data and video products and applications specifically designed to help organizations of all sizes to communicate more effectively. Supporting Cisco SONA, the Cisco Unified Communications system is an open and extensible platform for real-time communications based on presence, mobility and the intelligent information network. By using the IT data network as the service delivery platform, the system helps workers to reach the right resource the first time by delivering presence and preference information to an organization's employees. *[Announced March 2006]*
- **Network Application Performance Analysis (NAPA) solution**- an innovative portfolio of network management products and customer support services that provide IT management with a holistic view of the interaction between network resources and application performance. An integral part of Cisco SONA, NAPA combines tools that work together to monitor and predict application requirements and network issues aligned with support services to help customers solve problems immediately. *[Announced December 2005]*
- **SONA Lifecycle Services** – In support of Cisco SONA, Cisco offers advanced customer support services that help implement and manage the solution based on a lifecycle approach and the customer's specific needs. The Cisco Lifecycle Services approach defines the minimum set of activities needed, by technology and by network complexity, to help customers successfully deploy and operate Cisco technologies and optimize their performance.

Customers Planning for the Future with SONA:

Case Western University

- Built the most powerful learning environment to fulfill its teaching, research and community services goals
- 400% jump in revenue from inventions
- Number of grants increased by 21%
- Created new, more flexible teaching opportunities saving 85% per year on IPT service costs

Virgin MegaStores

- Cisco In-Store Media solution helps enhance customer experience, reinforce the brand and generate revenue
- Estimated savings of \$700k per year by using an IP-based phone system

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More information on Cisco SONA can be found on the website: www.cisco.com/go/sona.