

Cisco Switching Strategy Briefing
Technology Backgrounder
<http://newsroom.cisco.com/dlls/innovators/switching/index.html>
May 2003

Switches are at the heart of all computer networks. They can be simple devices that connect components to the network by selecting a path for sending a data unit to its next destination. They can also be sophisticated, multifunction devices that, like routers, can select both the route and the network point for a data unit. Providing capacity and speed, switches are used at all levels to connect individuals in workgroups, workgroups to the network and even networks to other networks, easily transmitting both low- and high-bandwidth data intelligently.

According to Dell' Oro Group, market projections for the switching market are expected to reach \$16 billion in 2007. In Q4 2002, Cisco continued to hold the number one spot in all managed switch categories (Ethernet switching, modular switching and gigabit switching) with a total of 70% (Synergy Research Group).

Major New Product Introductions:

? Cisco Catalyst 6500 Next Generation:

In March 2003, Cisco announced major innovations to its high-end switching line, the Cisco Catalyst 6500, including a new Supervisor Engine 720 bringing performance to 720Gbps and 400Mpps, high performance two-port and four-port 10 Gigabit Ethernet modules, and two 48-port 10/100/1000 Ethernet modules.

? New Cisco Catalyst 3750 Series:

In April 2003, Cisco recently introduced its next-generation stackable LAN switch platform, the Cisco Catalyst 3750 Series with Cisco StackWise Technology. This new switch family raises the bar by bringing new levels of performance and capabilities to the stackable form factor.

? New Cisco Catalyst 2955 Series:

In March 2003, Cisco released its Catalyst 2955 Series of switches which are industrial grade switching products that provide wire-speed Fast Ethernet and Gigabit Ethernet connectivity for deployment in harsh environments.

Cisco Switching Product Portfolio:

Cisco's Catalyst LAN Switching portfolio is the industry leading family of intelligent switching solutions delivering a robust range of security and QoS capabilities. The Catalyst portfolio enables organizations to enable new business applications and integrate new technologies like wireless and IP Telephony into their network infrastructure.

Cisco Catalyst 6500 Series Switches:

The Cisco Catalyst 6500 Series delivers the industry's most highly available, high-performance, multilayer switching solutions for campus networks that integrate wiring-closet intelligence, high-performance multi-protocol backbone routing, and intelligent server switching.

Cisco Catalyst 4500 Series Switches:

. Cisco introduced Catalyst 4500 series chassis switches bringing control and resiliency to the mid-market. Catalyst 4500 provides high-density integrated in-line power, high-density 10/100/1000, robust layer 2/3/4 intelligent services and routing and integrated resiliency.

Cisco Catalyst 3750 Series Switches:

The Catalyst 3750 Series is an innovative product line for mid-sized organizations and enterprise branch offices. Featuring Cisco StackWise™ technology, the products improve LAN operating efficiency by combining industry-leading ease of use and the highest resiliency available for stackable switches. With this product line, Cisco brings to market the first multilayer Gigabit Ethernet stackable switch.

Cisco Catalyst 3550 Series Switches:

The Catalyst 3550 Series is a line of enterprise-class, stackable, multilayer switches with Fast and Gigabit Ethernet configurations that provide high availability, security, and control to enhance the operation of the enterprise network.

Cisco Catalyst 2950 Series Switches:

The Catalyst 2950 Series is a line of fixed-configuration, stackable switches that provide basic and intelligent services, and wire-speed Fast and Gigabit Ethernet desktop connectivity for small and medium-sized businesses and small enterprises. An extension of this family, the Cisco Catalyst 2950 Long-Reach Ethernet solution, delivers high-performance broadband access over existing telephone lines for small and medium size enterprise environments and multi-tenant buildings.

Targeted Customer Segments:

Enterprise, campus-wide/branch offices, service providers and small and medium businesses.

Select Customers:

Access.Seven	The Harvard-Smithsonian Center for Astrophysics
Acer America	Illinois State University
Air Products	Infotech
Arizona Biltmore	Iona Technologies
Bank Networks	Longs Drugs
Carnival Cruise Lines	Magnifi, Inc.
Color Technology	MOREnet
Commonwealth of Massachusetts	Nextel
Community Health Care	Pennsylvania Senate Democratic Caucus
CTC	Singapore Telecom
Danske Bank	Swisscom
Electro Scientific Industries	Trimble
Erlangen University	University of California, Irvine
General Motors	Wake County Public Schools
FastWeb	Worldcom