

# Filling Bandwidth Gap

**FutureNet**

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New Edge Networks

# SMBs Are In A Quandary

# SMB Excitement Abounds

- New IP apps driving growth, profitability
- Major IP applications providers making major push in SMB market space
- IT has become more strategic
- SMBs finding new competitive advantages

# SMB Reality Dosage

- SMBs have limited budgets, resources, and IT expertise
- IP has gotten complex
- SMBs deferring roll-out of new apps
  - Avoid potential DSL network bottlenecks
  - Huge price gap between DSL and T1
- Delays benefit nobody

# Breakthrough Service

- Listen to Voice of Customers
- Tag, prioritize application traffic over DSL
- Honor up to five classes of service
  - Customer selects priorities
  - Honor tags end-to-end, across entire network
  - Enable Tagging by port of IP address
- Truly integrate DSL into MPLS T1 network

# Filling Bandwidth Gap

- Priced between DSL (\$150) and T1 (\$500)
- Optimize use of available WAN bandwidth
  - Encourage use of new applications
  - Build early customer loyalty
- Works on widely available ADSL lines
- Customers get Cisco CPE upgrade

# Slow-to-Respond Industry

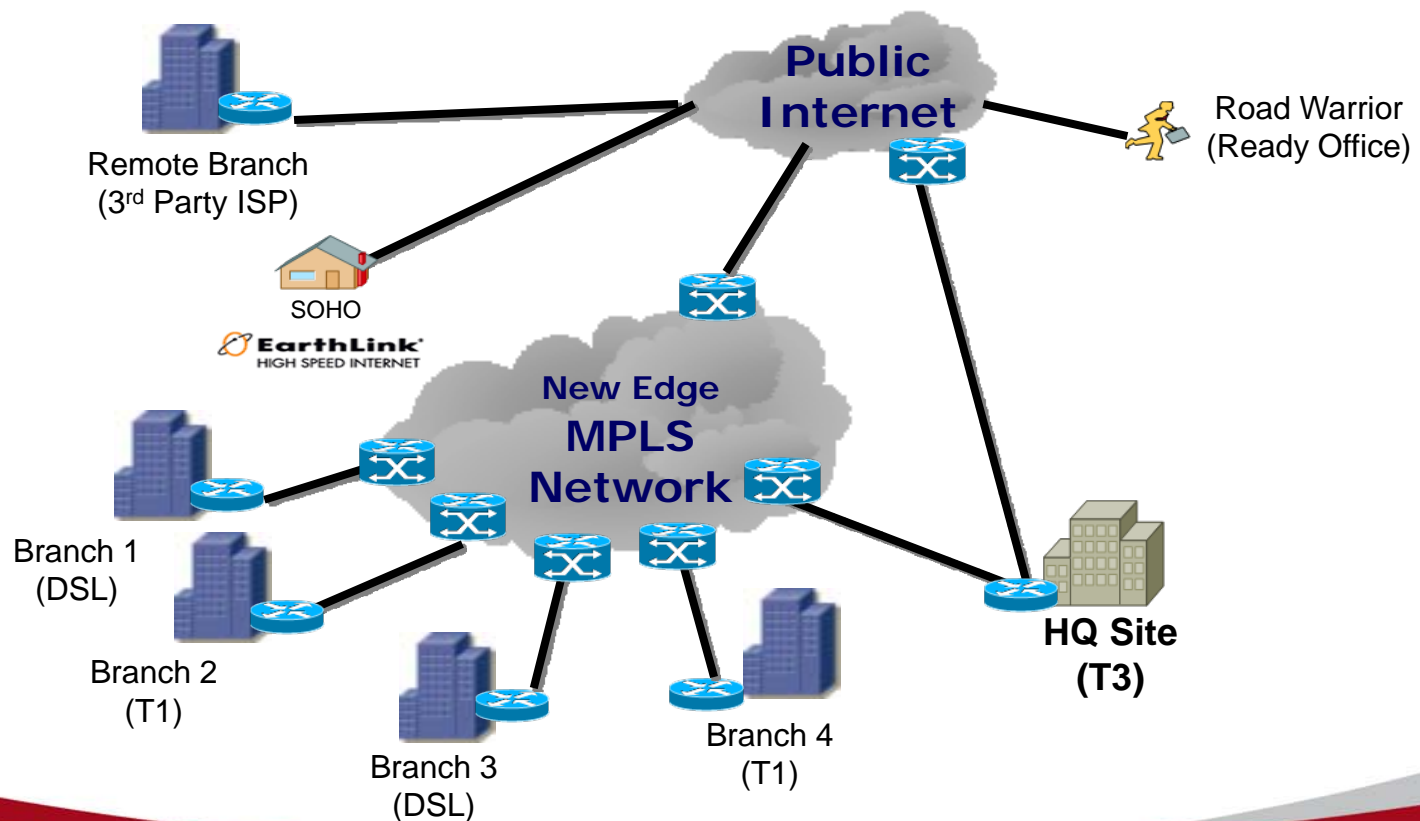
- Major LECs don't want to cannibalize T1 revenue sources
- In contrast, New Edge views this as growth opportunity, customer loyalty

# MPLS over DSL

- Deploy Redback Smart Switches
  - More than 900 carrier-class switches, routers
  - DSL coverage spans >10,000 unique COs
- Extensive DSL experience
  - Internal operations support systems
  - Strong inter-carrier relationships
- Private networks anyway customers like



# MPLS Network



# Value Propositions

- SMBs optimize use of existing network
- More rapid deployment of new apps
- Faster migration to MPLS T1
- Build, maintain ongoing customer loyalty
- New area of revenue growth for providers