



Service Provider

Mobile. Discover All That's Possible on the Internet



Cisco is creating a seamless world of mobility where users can ubiquitously access rich content, applications, and services across any access network or medium.





Leading Cisco packet networking solutions, unmatched deployment experience in building service provider IP networks, and key strategic partnerships have made mobile access to the Internet and corporate intranets a reality. Working with strategic partners* Cisco is rapidly transitioning mobile infrastructures from voice-centric Global System for Mobile Communications (GSM) (second generation), to multimedia, multiservice Universal Mobile Telecommunications System (UMTS) networks, through the implementation of an open, peer-to-peer, multivendor packet infrastructure.

"The mobile wireless industry is a multibillion dollar opportunity today, and its future will be driven through the addition of data services and value-added services," says Jon Shantz, Vice President of the Cisco Mobile Wireless Group. "The wireless industry has a significant opportunity ahead of it in terms of data solutions, networking, and applications, and Cisco is in a unique position to help mobile operators transition their business models, infrastructures, and service offerings to deliver the mobile Internet."

The Importance of the Enterprise Market

Many industry analysts believe that the enterprise segment will be the primary early market for mobile Internet services and applications, as the costs of these services can be easily justified against tangible benefits in business productivity and efficiency. Thus enterprise will likely be the first segment to adopt and rollout mobile data services to internal users and customers.

With its unique leadership position within the enterprise market, Cisco is already working with many mobile service providers to drive adoption of mobile data and multimedia services through joint marketing and selling activities with mobile service providers.

Cisco can leverage its strength in terms of brand, channels, and presence in the enterprise networking market to enable mobile service providers to quickly deliver intranet virtual private network (VPN) and other advanced business services and a range of business to consumer (B2C)-focused applications built upon an open IP architecture.

Goals for the Mobile Internet

Cisco wants to facilitate the transition to a New World mobile infrastructure through the application of a flexible, scalable, and resilient all-IP core network that will:

- Enable mobile service providers to become mobile Internet and application service providers (ISPs/ASPs) and rapidly deliver innovative new mobile internet services
- Deliver incremental revenue opportunities and competitive differentiation for mobile service providers through the delivery of advanced customizable mobile applications and services
- Leverage the strength of Cisco in the enterprise market to accelerate adoption of mobile data services, such as mobile intranet VPNs
- Enable a smooth transition from voice centric GSM through General Packet Radio Service (GPRS) and into a multimedia, multiservice, multiaccess, all-IP network through the application of open packet infrastructure

In the mobile service provider market, Cisco is working with MSPs to build a robust packet infrastructure that will be consistent across all types of radio and fixed broadband access. Cisco enables carriers to offer advanced mobile data services, such as Internet access, personalized Web portals and home pages, and unified multimedia messaging for paging, voice mail, and e-mail.

"The leading market to drive the wireless Internet is going to be the enterprise," Shantz says. "Enterprises will want to broadcast using the Wireless Application Protocol so they can publish corporate data into their employees' handsets – such as data from a SAP application into a salesperson's PDA (personal digital assistant). This kind of wireless solution will start within the building and work its way out to become completely mobile."



Cisco is working with mobile service providers and the rest of the wireless industry to create a heightened awareness of future mobile wireless solutions. "This is very much a merging of two cultures," Shantz says. "And there is an enormous opportunity as we work with operators to rapidly transition their business models and infrastructures to deliver next generation Internet-based services."

Cisco is working with many of the world's leading Mobile Service Providers in a number of technology and solution areas:

- Deployment of flexible, scalable, resilient multiservice packet backbone and IP Core Network infrastructures for GPRS and 3G UMTS
- Advanced network migration solutions for Data Communications Network (DCN), transit, and Short Messaging Service (SMS) requirements including mobile voice convergence solutions (voice over packet)
- Enterprise VPNs - Integrated, secure enterprise access for data, voice, and video
- Unified messaging solutions
- Web-enabled call and contact centers and customer relationship management (CRM) systems
- Mobile ISP/ASP - Scalable ISP, hosting, and Web farm infrastructures
- Intelligent content delivery network (CDN) solutions
- Unified Operation and Support Subsystem/Base Station Subsystem (OSS/BSS) (with partners)
- Wireless office solutions (including Cisco Mobile Office Network Solution (MNET), Cisco's voice-over-IP (VoIP)-based enterprise in-building GSM solution)
- Providing broadband wireless access solutions for business services - Such as 802.11 wireless LAN "hot-spot" coverage
- Optical transport networks for long-haul and metro bandwidth delivery

"Cisco has been actively creating a portfolio of leading-edge service provider products for the wireless market," says Kevin Kennedy, Senior Vice President, Service Provider Line of Business at Cisco. "We have taken Cisco's traditional strengths in creating networks and expanded them to include these new access technologies. We feel Cisco has the best set of products to support both voice and data, particularly in the new 3G wireless area."

For additional details on any of these offerings, contact Cisco directly or your Local Cisco representative.



