

EXPERIENCE  
DAYS | 2014



# UNIFIED ACCESS FROM APPLICATION CHAOS TO APPLICATION FLUENCY

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October, 2014

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# AGENDA

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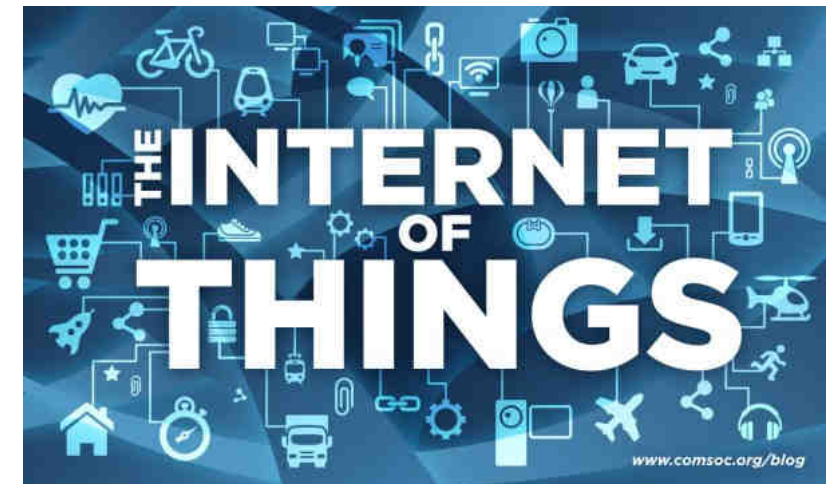
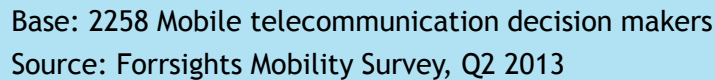
1. Market Trends & Today's Corporations Requirements
2. Converged Campus Proposition
3. Unified Access Network Services
4. Application
5. Conclusion

# OUR BEHAVIOR IS CHANGING...

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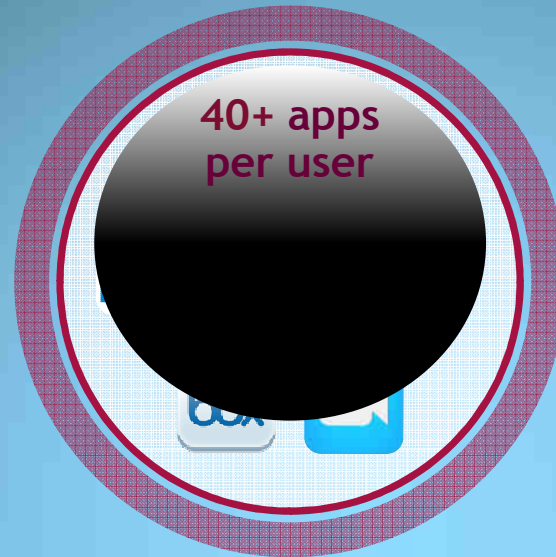


For your employees that use smartphones or tablets, how do you believe their work use of desktop and laptop PCs has changed over the past 12 months?



# THE NEXT GENERATION WORKPLACE

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# INDUSTRY TRENDS

## MOBILITY AND THE APPLICATION INVASION

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# Mobility is #1

PRIORITY FOR IT DECISION  
MAKERS CURRENT ANALYSIS

# 1.2 Billion

SMART PHONES TO BE  
SHIPPED IN 2014 IDC



# 87%

OF ENTERPRISES WILL ADD VIDEO CONFERENCING BY 2014  
FROST & SULLIVAN



# 41.7 Billion

APP DOWNLOADS PER YEAR

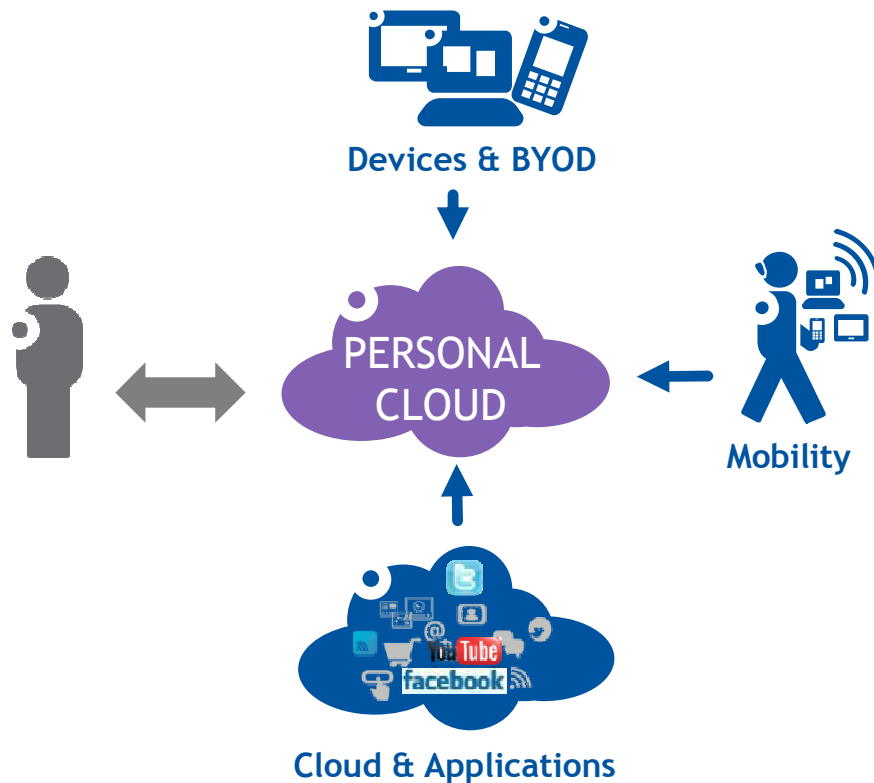
BY 2015 OVUM

## The frontiers between private and professional are blurring.



# MAJOR TRENDS ARE CHALLENGING THE IT INFRASTRUCTURE ENTERING THE PERSONAL CLOUD ERA

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- MORE APPLICATIONS AND MORE MULTIMEDIA
- FROM ANY DEVICE, CORPORATE OR PERSONAL
- CONNECTIVITY ANYWHERE, WIRED OR WIRELESS
- EASY INTERNET ACCESS FOR GUESTS/CUSTOMERS
- USER DIGITAL LIFE COMBINING BUSINESS AND PRIVATE PERSONA

HIGHER DEMANDS, MORE COMPLEXITY - IS YOUR NETWORK & THE IT TEAM READY?



## CONVERGED CAMPUS PROPOSITION

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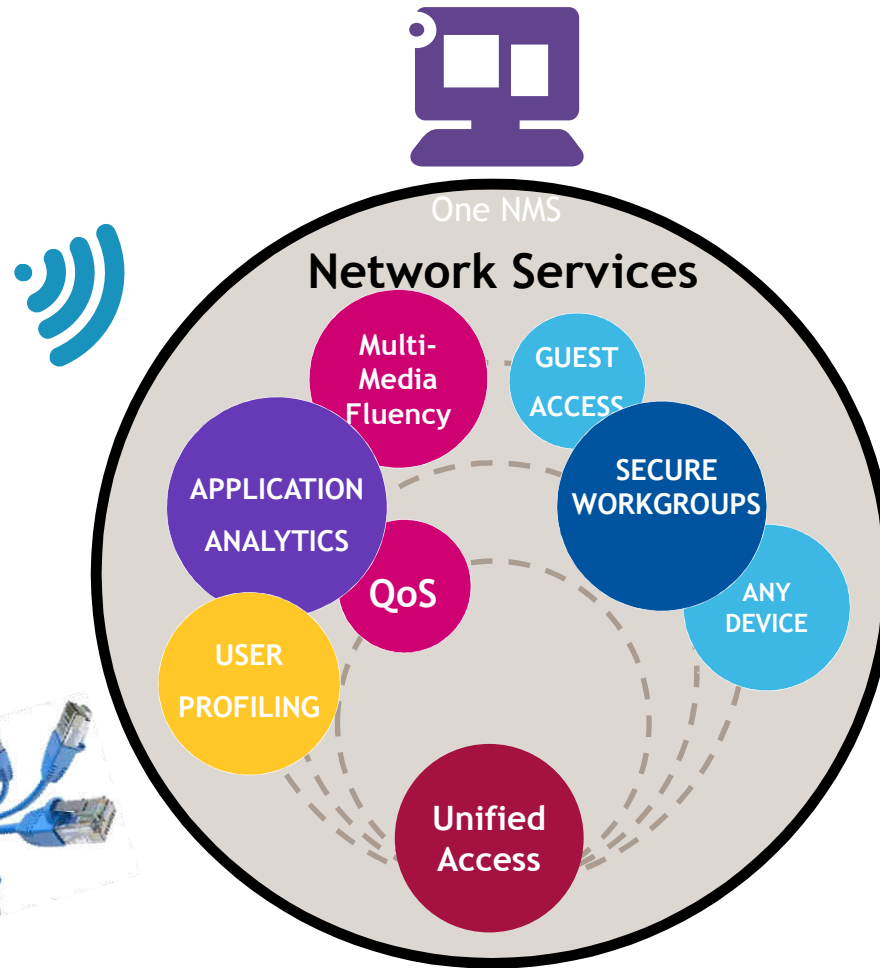
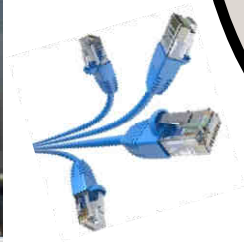
# UNIFIED ACCESS

SAME NETWORK SERVICES AVAILABLE FOR WIRED AND WIRELESS

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✓ high quality user experience on wired and wireless

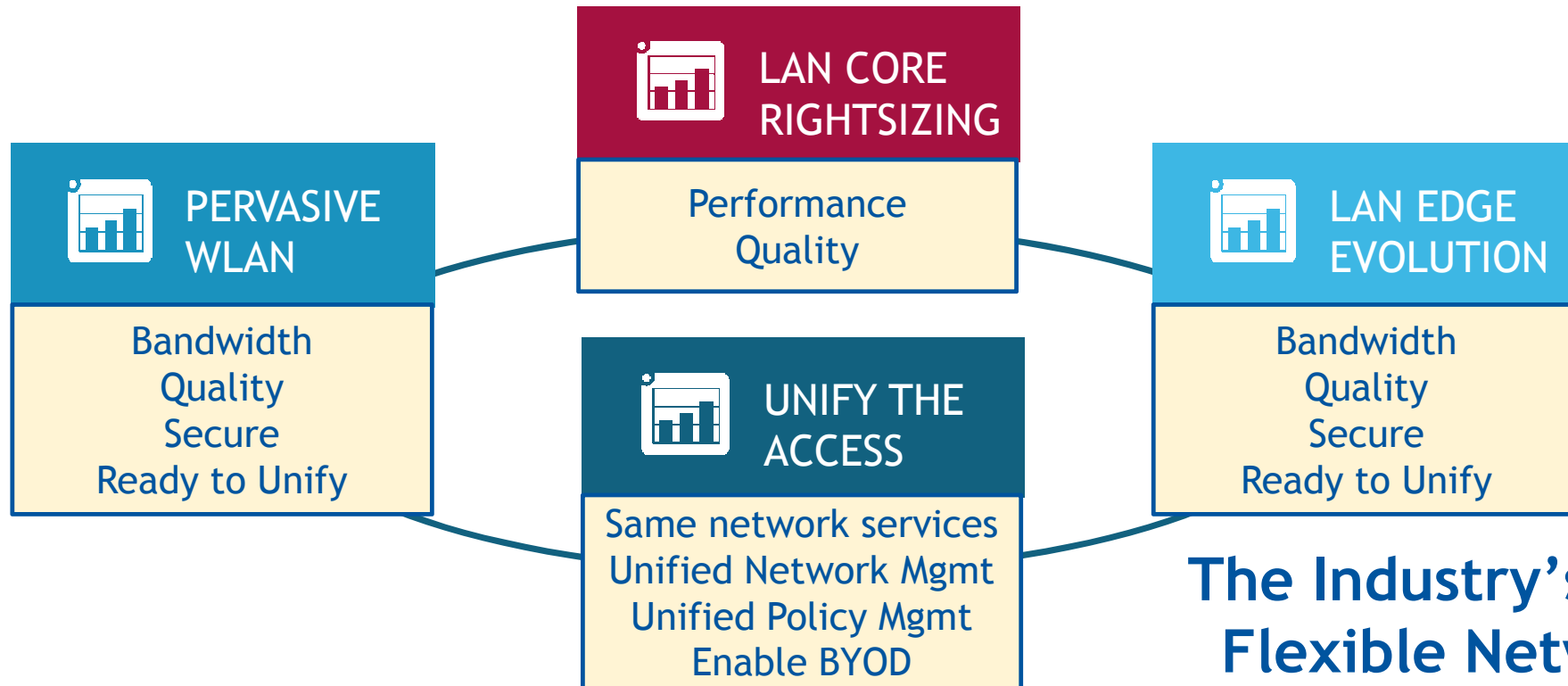


✓ Simplify operations and improve network security

# THE CONVERGED CAMPUS PROPOSITION

EVOLVE YOUR NETWORK WHILE PROTECTING YOUR INVESTMENT

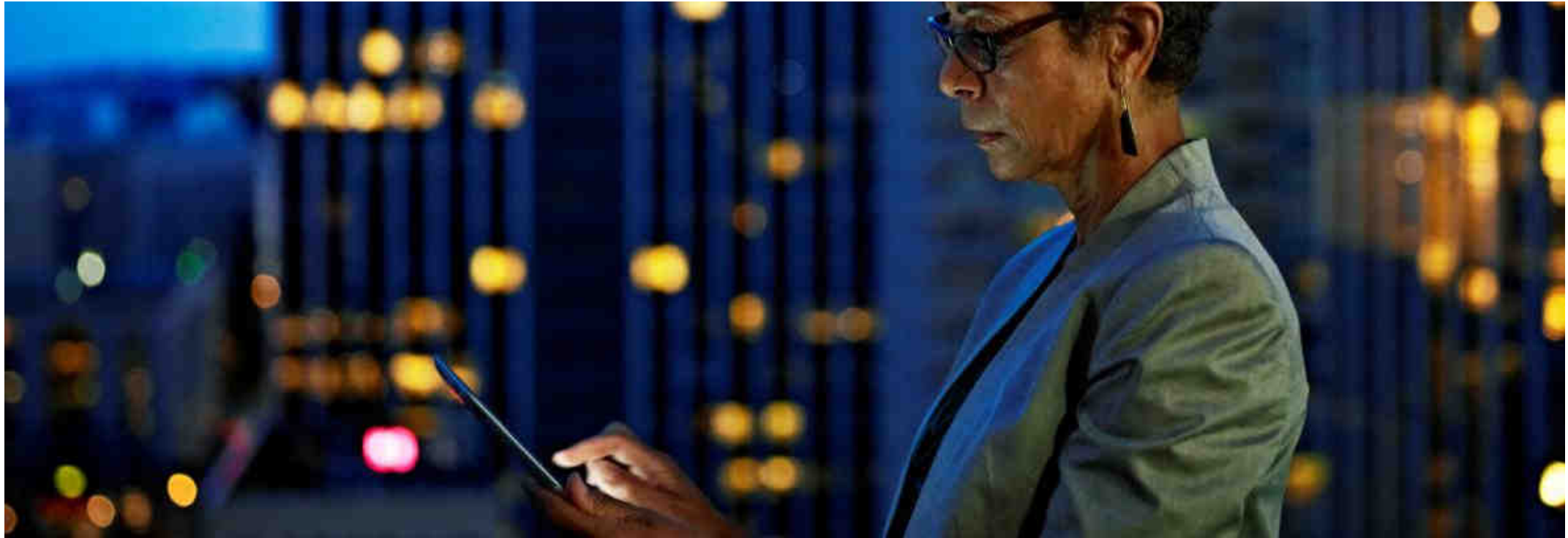
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**The Industry's Most Flexible Network**

THE DEVICES YOU BUY TODAY WILL BE LEVERAGED AS YOU EVOLVE THE NETWORK TO SUPPORT THE PERSONAL CLOUD ERA





## ALCATEL-LUCENT UNIFIED ACCESS NETWORK SERVICES

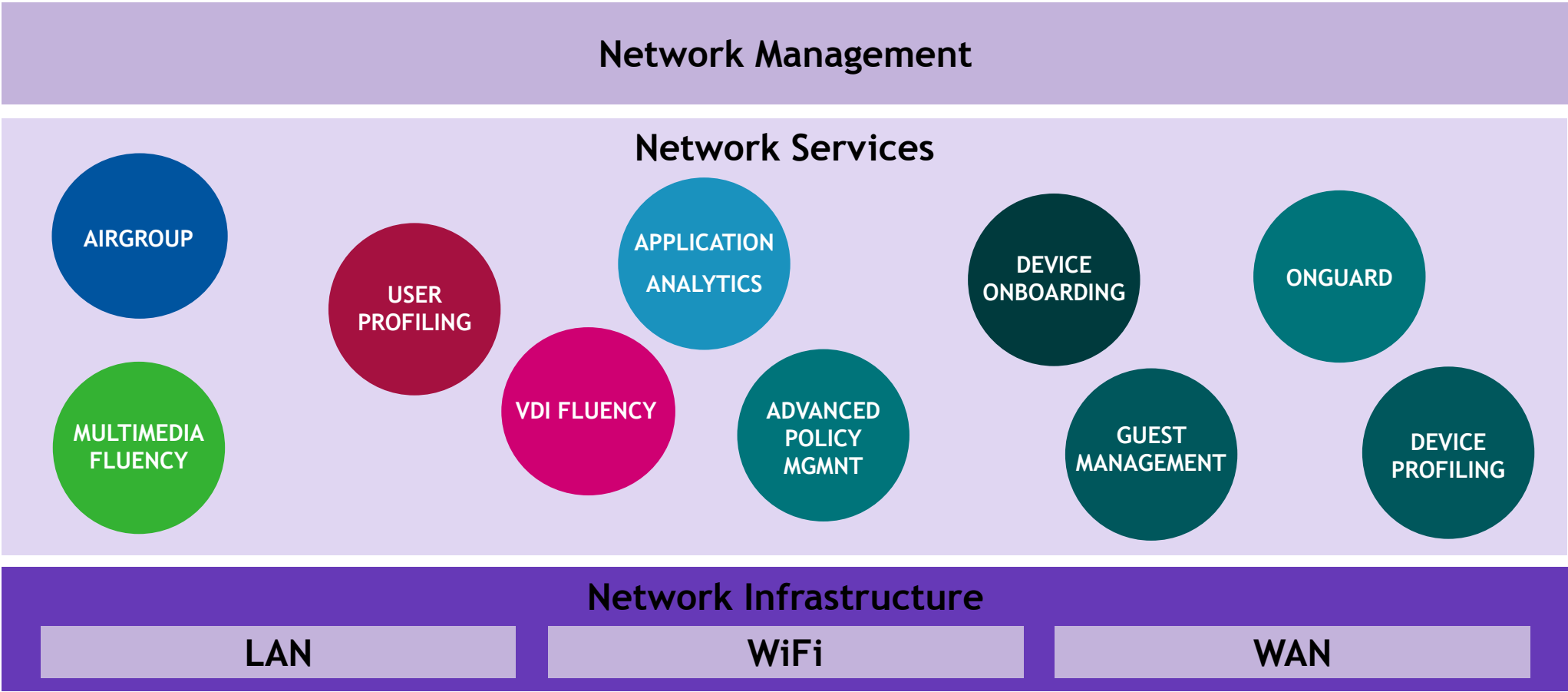
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# CONVERGED CAMPUS NETWORK SERVICES AVAILABLE FOR BOTH WIRED AND WIRELESS

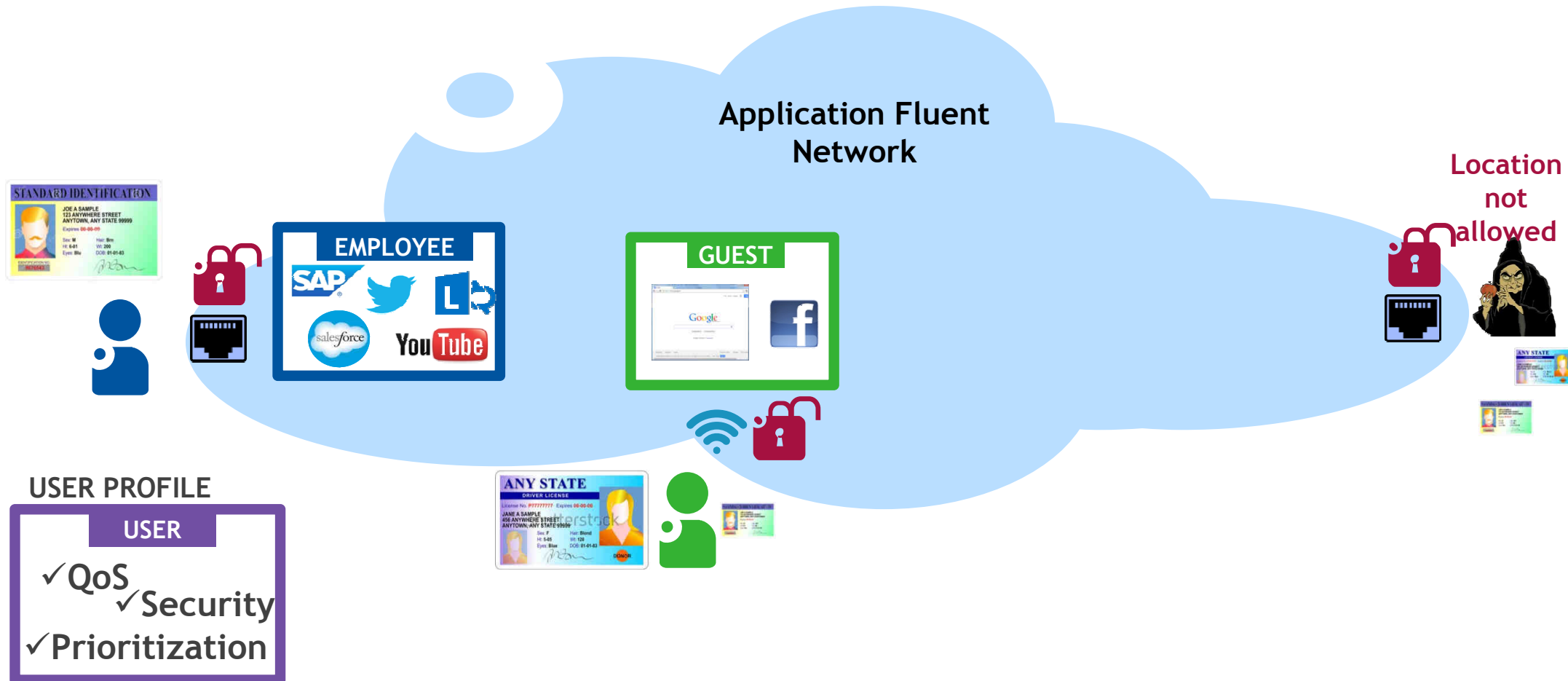
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# USER CENTRIC NETWORK SERVICES

## RECOGNIZE, AUTHORIZE AND CONTROL

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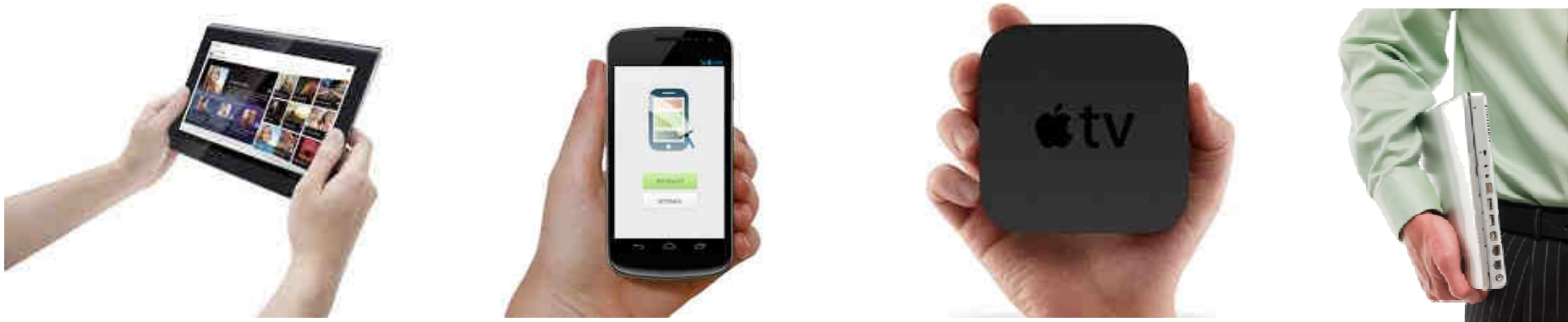


User Mobility; Unified and Secure

# DEVICE CENTRIC NETWORK SERVICES

## RECOGNIZE AND CONTROL DEVICES

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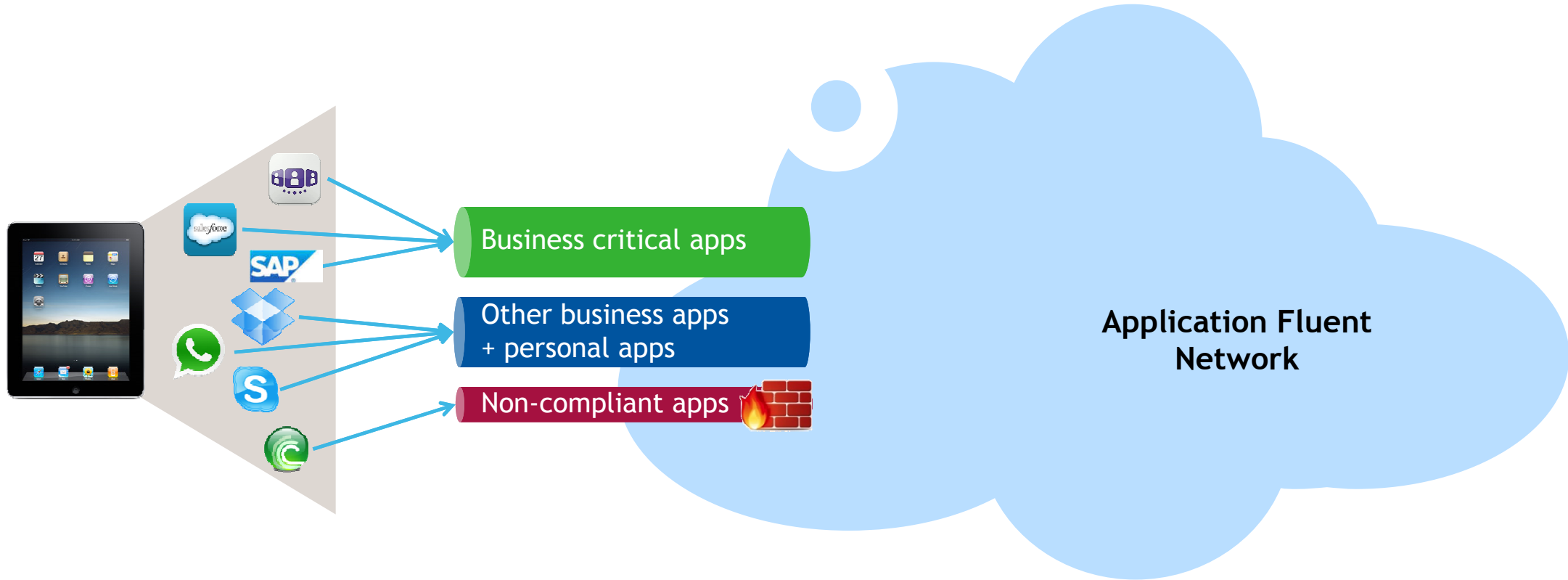
- ✓ Device visibility
- ✓ Automated device onboarding
- ✓ Device health check
- ✓ Manage multimedia consumer devices

Simplify IT administration; Let the network take care of it

# APPLICATION CENTRIC NETWORK SERVICES

## APPLICATION RECOGNITION AND CONTROL

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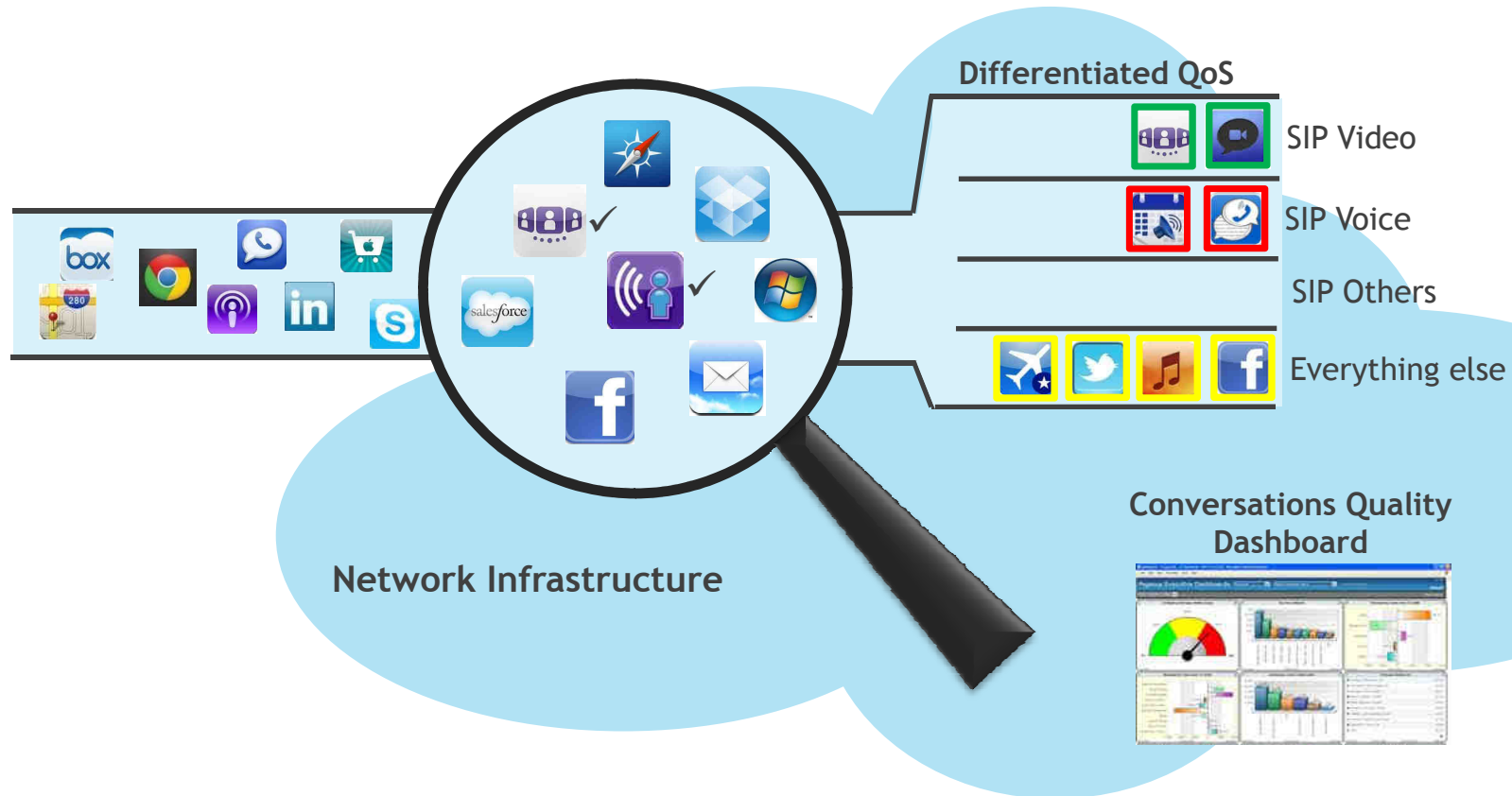


Harmonized coexistence of business and personal apps

# MULTIMEDIA FLUENCY

## REAL-TIME PROTOCOLS DO NOT LIKE CONGESTION

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- Quality experience for SIP based multimedia conversations
- Visibility of actual service level via dashboard



# CITRIX® VIRTUAL DESKTOP INTERFACE (VDI) FLUENCY EXPANDING APPLICATION FLUENCY CAPABILITIES

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## Solving the problem of QoS in VDI sessions



### Benefits:

- Quality delivery of multimedia on VDI deployments
- Simplified operations with one touch configuration

CONSISTENT VDI APPLICATION FLUENCY ACROSS WIRED/WIRELESS IS A KEY BYOD ENABLER



# UNIFIED ACCESS WITH ANALYTICS HELPING IT MANAGE THE APPLICATION EXPLOSION

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I don't want to stop business agility and the adoption of applications, but how can I keep control and guarantee QoS for business critical applications?

IT

Too many applications!

Security

Enough bandwidth?

Lack of control

Compliance

Limited visibility

Application Fluency!

Application

Chaos!



Business Unit & Users

Technology is great! It helps me reach my business objectives

Better customer experience

Agility

Any app

Productivity

Mobile employee

Any device

Engaged Employee

HARMONIZING THE IT AND BUSINESS UNIT DILEMMA



# NETWORK ANALYTICS VISIBILITY & CONTROL

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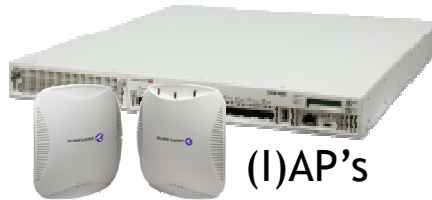
OV2500



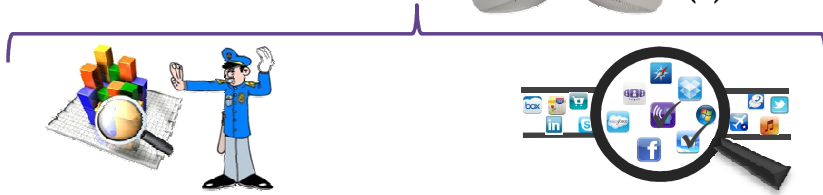
OS6860/E



OAW4X50



(I)AP's



## Visibility

- Application Collection
- Application Reporting

## Control

- Application Enforcement
- Policy Management

INTELLIGENCE AND ENFORCEMENT AT THE EDGE OF THE NETWORK

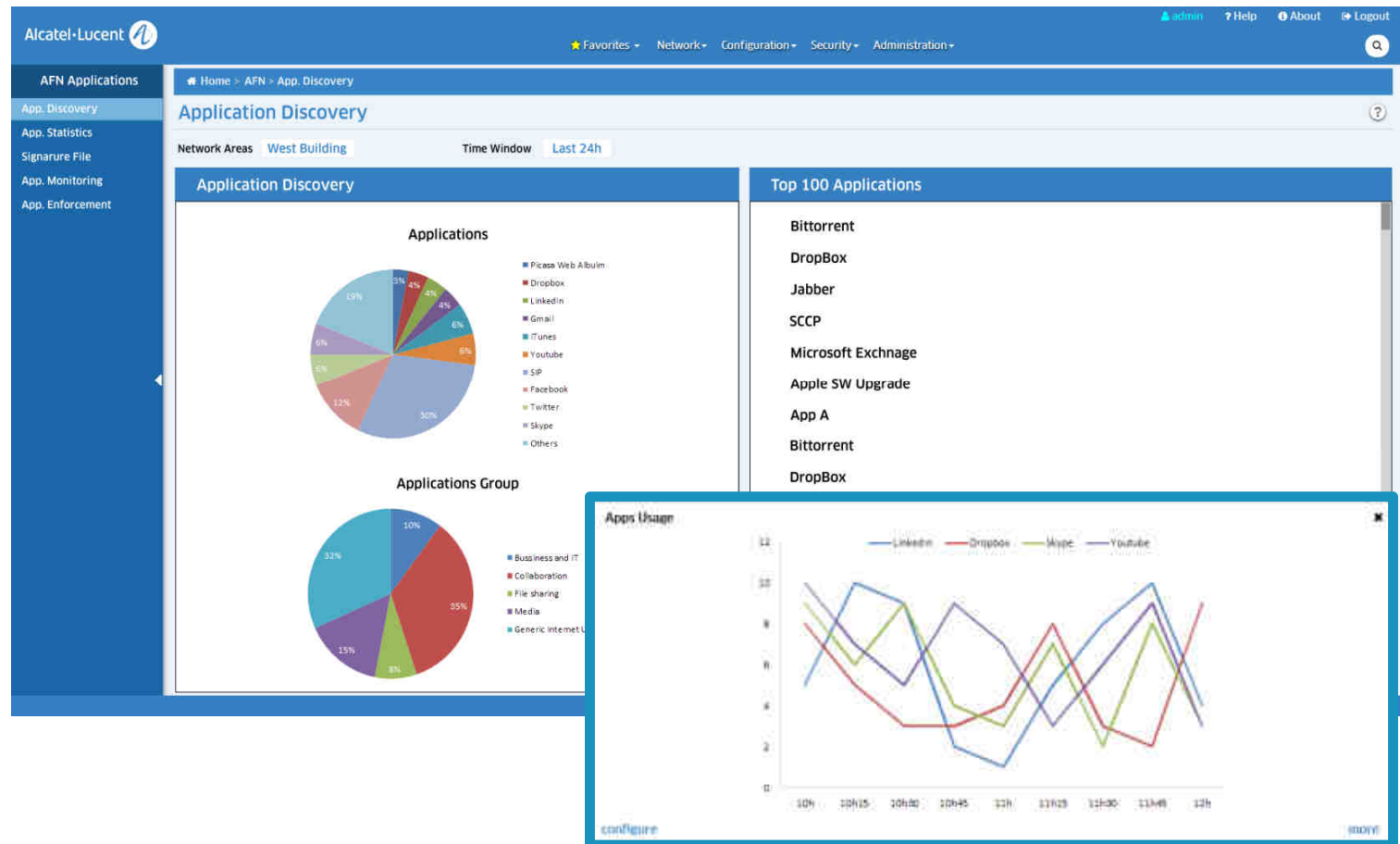


# OMNIVISTA2500

## APPLICATION VISIBILITY

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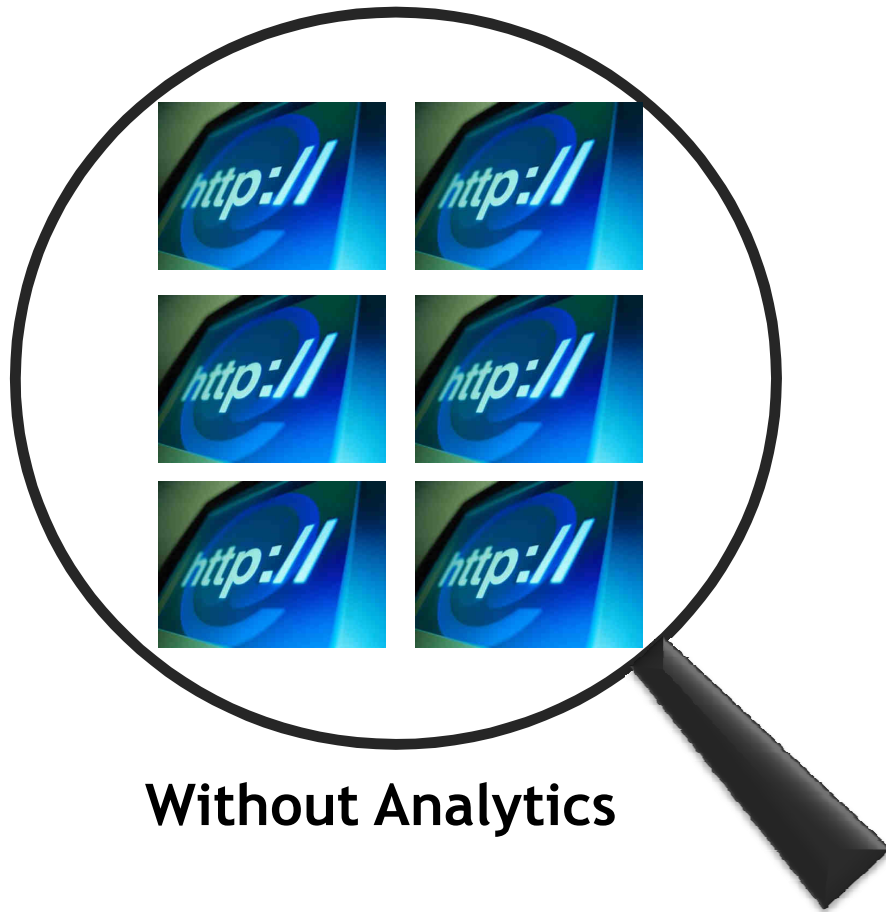
- Unified view of wired and wireless network
- Applications View
- Group view simplifies analysis and management
- Export of data to third party applications



# APPLICATION ANALYTICS

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DETAILED VISIBILITY EVEN WITH THE “WEBIFICATION” OF APPLICATIONS



Without Analytics



With Analytics

21st century application analytics

# APPLICATION CONTROL

## POLICIES PER APPLICATION OR APPLICATION GROUP

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Visibility



OpenTouch



Skype



BitTorrent



FaceTime



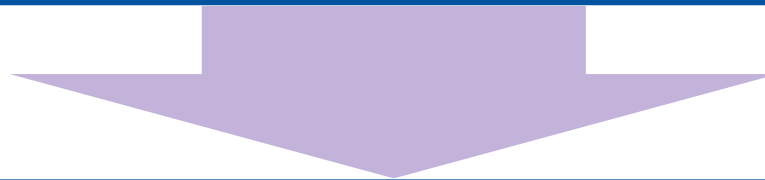
Box



SalesForce



AirPlay



Control



Reserve  
bandwidth



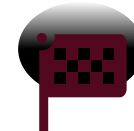
Lower  
priority



Blacklist



Limit  
Bandwidth



Prioritize



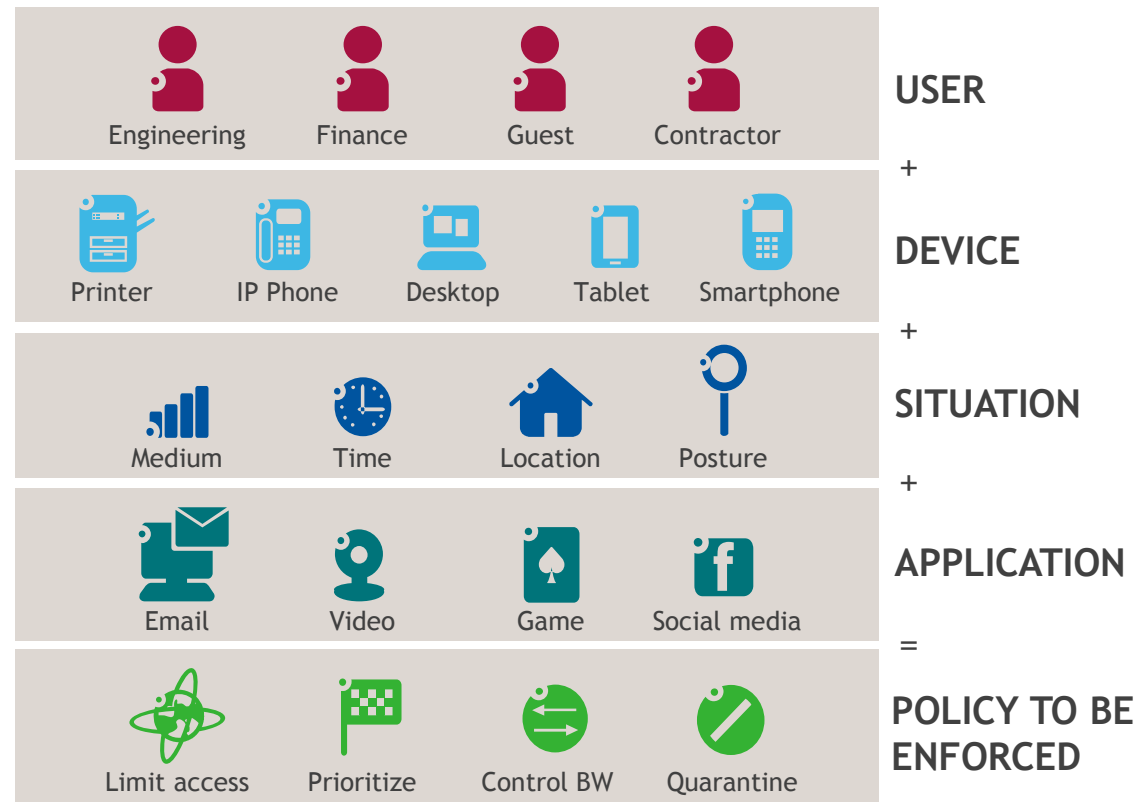
Optimize  
jitter&latency



# CONTEXT-BASED POLICY MANAGEMENT

## DYNAMIC POLICY CHANGE FOR WIRED AND WIRELESS DEVICES

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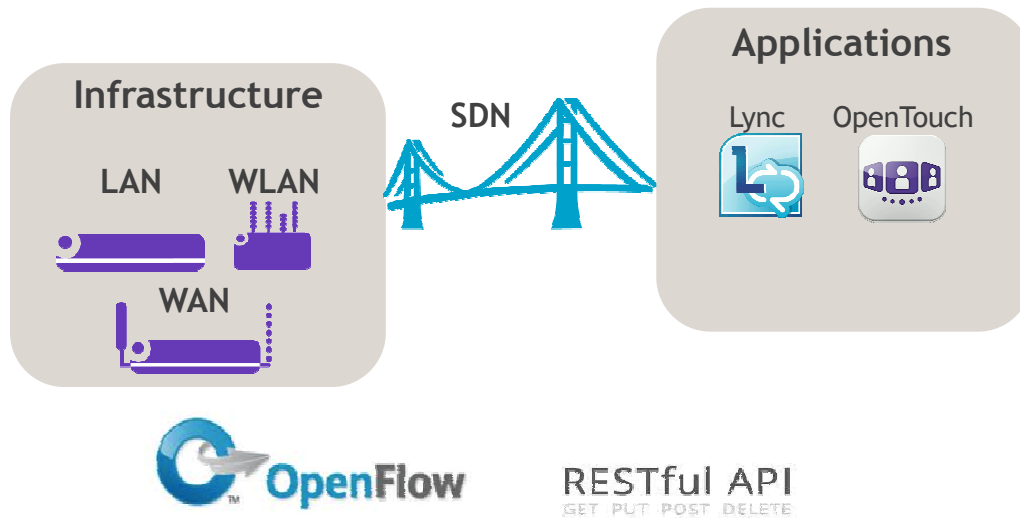


# NETWORK PROGRAMMABILITY

## SDN SUPPORT ACROSS THE UNIFIED ACCESS PORTFOLIO

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**WITH SO MUCH INNOVATION...  
WILL I HAVE TO REFRESH THE NETWORK SOON?**



- ✓ Investment protection
- ✓ Facilitates integration with other systems
- ✓ Simplifies the customization to address specific needs

SDN does not replace the modern network; it makes it better



# UNIFIED ACCESS KEY DIFFERENTIATORS

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- Only vendor to offer application analytics at the edge of the network



- AirGroup on wired and wireless



- Combined wired and wireless management via OV2500.

- Application visibility
- Policy management



- Software upgradeable port speeds: FE → GE and GE → 10GE



- SDN (OpenFlow/RESTful API) support across portfolio



- One OS on all switches: access, core, DC

**AOS**

- Professional services expertise on LAN, WLAN, Core, DC, Voice



# KEY TAKEAWAYS

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## EMBRACE THE TRENDS

- Mobility, BYOD, Cloud & Applications

## AFN-BASED CONVERGED CAMPUS W/ UNIFIED ACCESS

- Build a pervasive WLAN
- Right-size the core
- Evolve the LAN access
- Unify the access

## BENEFITS FOR BUSINESS AND IT

- Seamless high quality experience on wired & wireless applications
- Business chooses device: corporate, personal, wired and wireless
- Business on boards guests and new devices: IT off-load
- Business welcomes guests and devices, yet IT secures assets

# WELCOME TO THE NEW PC ERA



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# COMPETITIVE INFORMATION

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	Alcatel-Lucent Enterprise	Cisco	Juniper	HP
Application Analytics	Y	Netflow	N	N
Unified Management System (app visibility)	Y	Y	N	Y
Airgroup on Wired and Wireless	Y	N	N	N
Professional Services Expertise on LAN, WLAN, Core, Voice	Y	Y	N	N
One OS on all switches (including DC)	Y	N	Y	N
SW Upgradeable FE to GE and GE to 10GE	Y	N	N	N
SDN (OpenFlow) on all portfolio	Y	N	N	Y