Mobile Internet is at an Inflection Point

**Handsets**
Powerful New Devices with Compelling UI (iPhone, BBerry, Droid, Pre, Nexus, N97, …)

**Broadband**
High Speed Networks Based on HSPA, EV-DO, and WiMAX Are Now Available in Many Geographies

**Pricing**
Flat Rate Data Plans Accelerating Consumption; Personalized Services

**Applications**
Apps Moving from Wired World; Emerging LBS Services; Application Ecosystems

66 Fold Increase in Data Traffic by 2013–14

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The Need for Speed + Scale + Services

Bandwidth Demand Skyrocketing

Traffic to increase 66x from 2008–2013
Driven by broadband

IP Devices Multiplying

Tens of Billions by 2013
Increase further with machine-to-machine network

Service Mix Changing

Video will be 64% of the mobile traffic by 2013
Service velocity and quality key

The Network is the Platform

Source: Cisco VNI Study, MWRF
Service Provider Business Imperatives

Rapidly Changing Competitive Environment

Monetize Infrastructure Investments

Cost Optimization
Comprehensive End-to-End Mobile Internet Network Architecture

Devices and Applications

- 3G
- LTE
- Wimax
- WiFi Femto

Radio

- IP RAN (Access & Aggregation)

Mobile Packet Core

- 3G
- 4G

IMS FMC

Unified Service Delivery

Data Center

Enabling Next-Generation Mobile Multimedia Applications and Services

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The IP network is the engine for network monetization having the greatest impact on operator revenue and profits.
IP NGN 2.0: Innovation Architecture
Addressing the Major Operator Opportunity Areas

Applications

Service Intelligence

Services

Medianet

Mobile Internet

USD

IP Infrastructure

Video Enabler

Mobile Enabler

Cloud/Managed Enabler

IP NGN 2.0
Delivering Quality of Mobile Experience

Multi-Device Support

- Cisco Unified Communications
- Cisco Compatible Extensions (CCX)
- Connection Management
- Cisco VPN Client
- Cisco WebEx Meeting

Personalization

- Application
- Service
- Time
- Device
- Usage
- Roaming

Fixed Mobile Convergence

- Any device
- End-to-end security
- Seamless Interoperability
- Improved in-home coverage
- Zero-touch provisioning

Services Anywhere, Anytime, on Any Device

Integrated Communications

- Rich communications suite
- Presence
- Enhanced voice & messaging
- Mobile video

User Experience
Intelligent IP Networking for New Markets and Services

Cisco IP NGN Intelligent Networking
- Content Inspection
- Service-Aware Charging
- Application Optimization
- Dynamic Policy Control
- Quality of Service
- Traffic Steering
- IPv6

M2M Application Services

Collaboration Cloud Services

Mobile Video

Personalized Services

Business Models
Mobile Internet: Innovation

Industry-Leading Portfolio

Cisco 7600

Femtocell

ASR-9000

Embedded Mobile Gateway Card

ASR-1000

Mobile Internet
More on Cisco SP Mobility @
http://www.cisco.com/go/mobile