



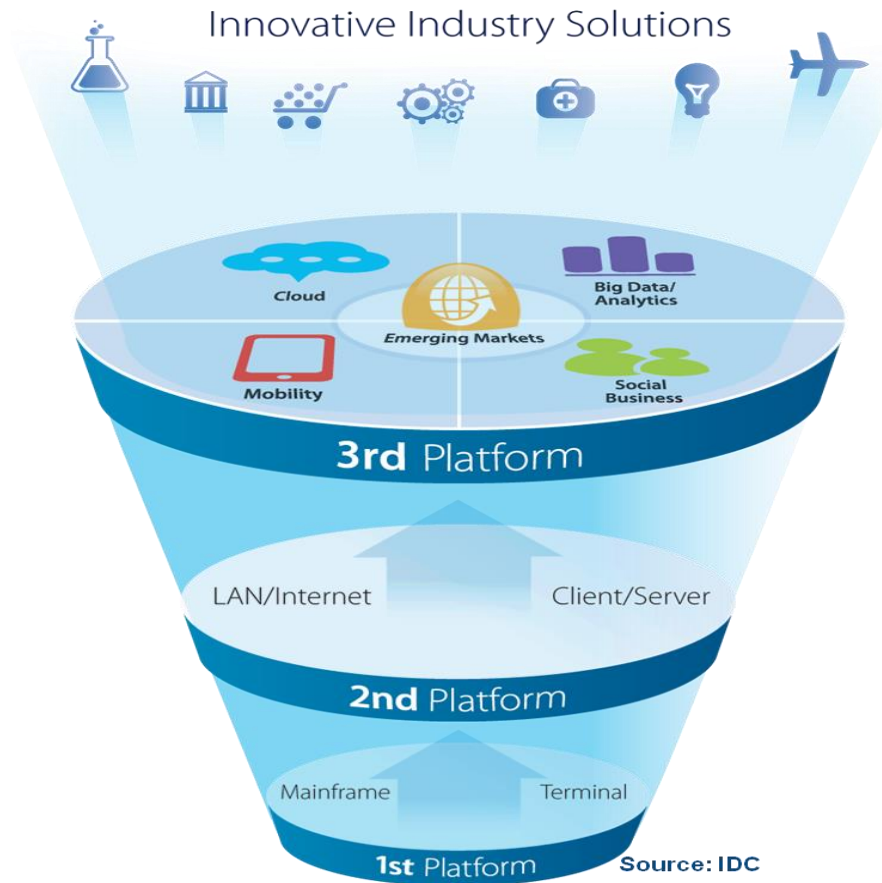
Networking in The Cloud Era

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The Third Platform

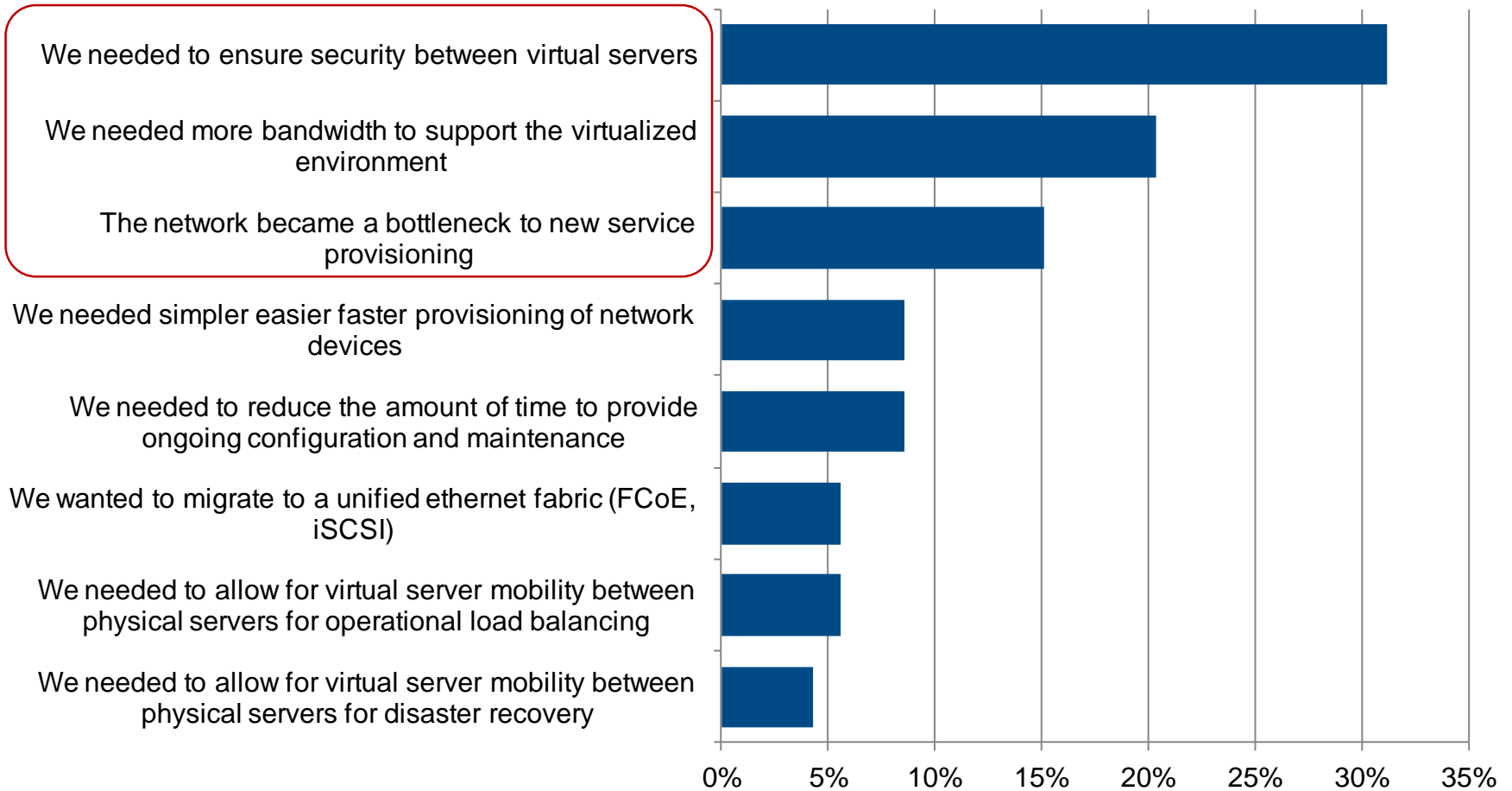
The Evolution of ICT Ecosystem



- IT landscape is transforming
- Network is a key enabler of the third platform
- Requirements of the third platform trends are driving networking technology and business transformation

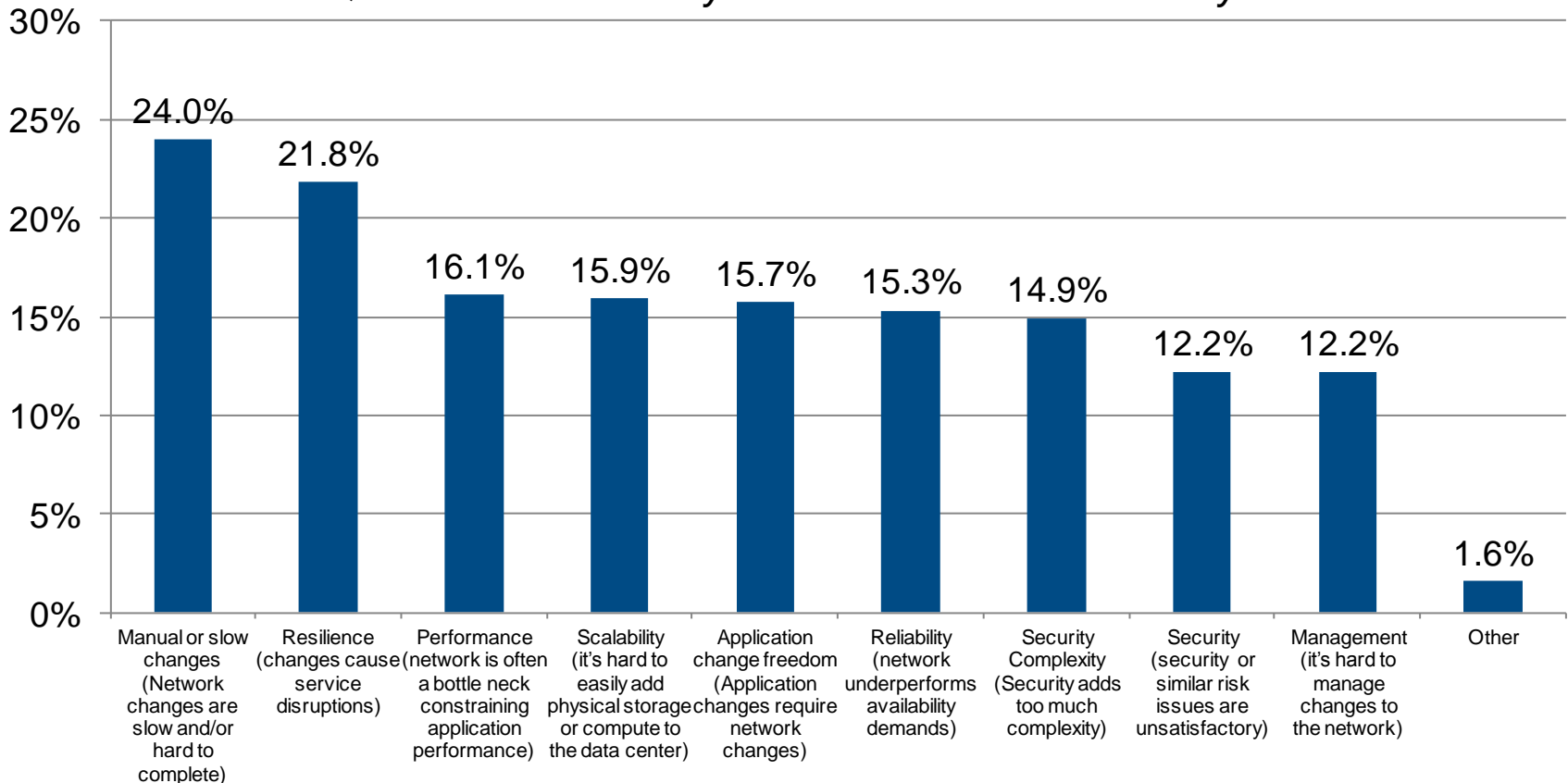
Cloud Drives Networking Changes

Q. What was the main reason you needed to Re-Architect The Network to support Private Cloud?



The Network Not Well Suited to Making Changes

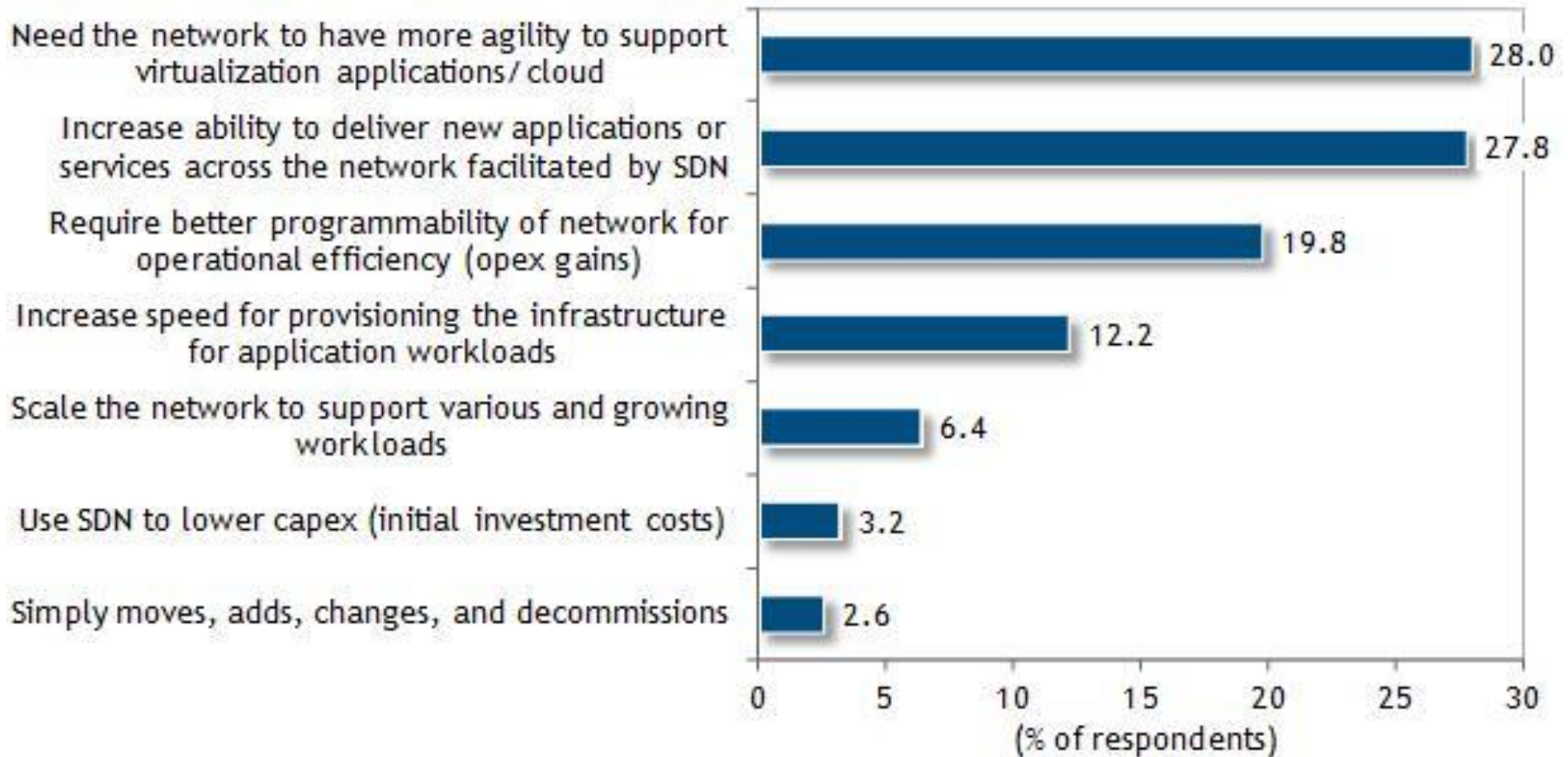
Question: What does your network not do well today?



- More than 20% of respondents noted that their network is not well suited for making changes and loses resiliency when doing so

Primary Drivers for SDN Adoption

Q. Which of the following factors is the primary motivation for considering or implementing SDN?

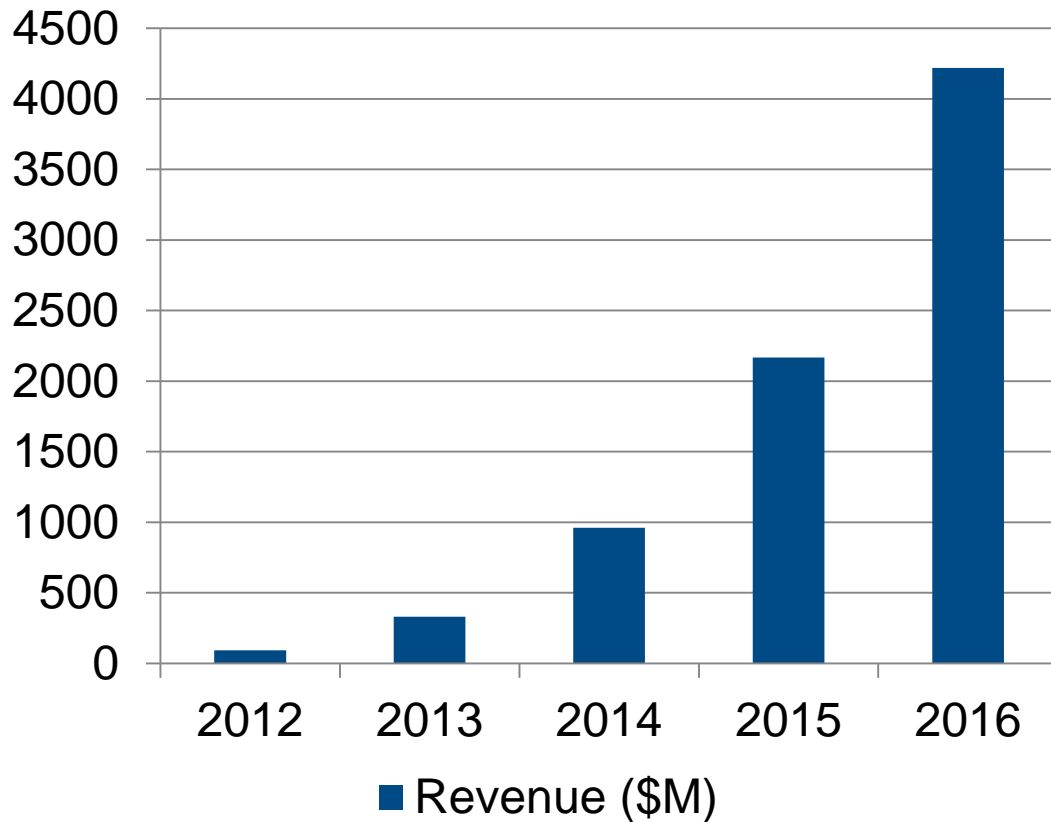


N=500
Source: IDC SDN Survey, 2014

SDN Market Potential

Modest Starts, High Growth Potential

Worldwide SDN Revenue (\$M)



- IDC expects SDN deployments to accelerate in 2014, and go beyond hyper-scale data centers and early experimentation.
- The application ecosystem is growing, as well as the number of SDN architectures.
- Market players have embraced SDN as a marketing topic and is exploiting it heavily, generating a lot of buzz in the marketplace.