



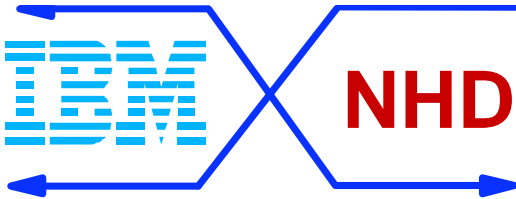
IBMCAMPUS ATM Switching Solutions



...building the new fabric for network computing

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IBM.....CAMPUS ATM Switching Solutions

...about this presentation

This "presentation" comes in 5 FILES, all .PRE format, for WINDOWS FREELANCE

CAMPATM1.PRE	Part 1 of "INTRO , STRATEGY"	839K	13 pages
CAMPATM2.PRE	Part 2 of "INTRO, STRATEGY"	1080K	13 pages
CAMPATM3.PRE	SVN CAMPUS	505K	27 pages
CAMPATM4.PRE	MSS "simplified"	1040K	37 pages
CAMPATM5.PRE	MSS 2.0 component Summary	166K	7 pages
		3.630 M	97 pages

depending upon the various audiences, and timing constraints there are 3 "sizes" or "formats" for this presentation...

1. EXECUTIVE (or Strategy) OVERVIEW pages marked ##
45 minutes , 12 pages
2. BUSINESS PARTNER "Key Issues" Review pages marked &&
120 minutes , 39 pages
3. BUSINESS PARTNER , CLIENT Review
200 minutes , 97 pages

it is on the following WEB site....

www.networking.ibm.com/ntm/ntmenter.html

(Insider Access , Competitive Information)

its author is ...

(despite 50%+ content being "borrowed" from many others !!)

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The intent and objective of this presentation is to take many of the concepts and issues of ATM , High-Speed Campus Networking , IBM's Switched Virtual Networking , and MSS strategy, and turn them into EXTREMELY SIMPLE IDEAS and STRUCTURES that will help our MARKETING and BUSINESS PARTNERS understand them better. Its design point is to be NON-TECHNICAL,,in fact, goes to a great extent to de-mystify what has probably been presented many times before at much too technical a level. The strength of IBM's solution is often lost in its perceived complexity. "To have the best technology" is not enough IF NOBODY can EXPLAIN it in SIMPLE TERMS.....this attempts to solve that challenge.



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IBMCAMPUS ATM Switching Solutions

AGENDA

1. Current Networking Issues
 - *Campus Legacy LAN Challenges*
 - *IBM 's Solution Strategies*
 - *(IBM WAN / Datacentre Access Summary)*
2. IBM's Switched Virtual Networking (SVN)
 - *Campus Directions for HIGH - SPEED Networking*
 - *Legacy LAN Access with ATM performance*
3. IBM's Multiprotocol Switched Services (MSS)
 - *Simplifying MSS's STRENGTH*
 - *"Layer 3 SWITCHING"*
4. MSS Version 2.X

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Business Transformation - 2000



1. **ACCESS Servers' CONTENT**
2. **FACILITATE User-User , User - Server**
3. **FACILITATE e-COMMERCE**

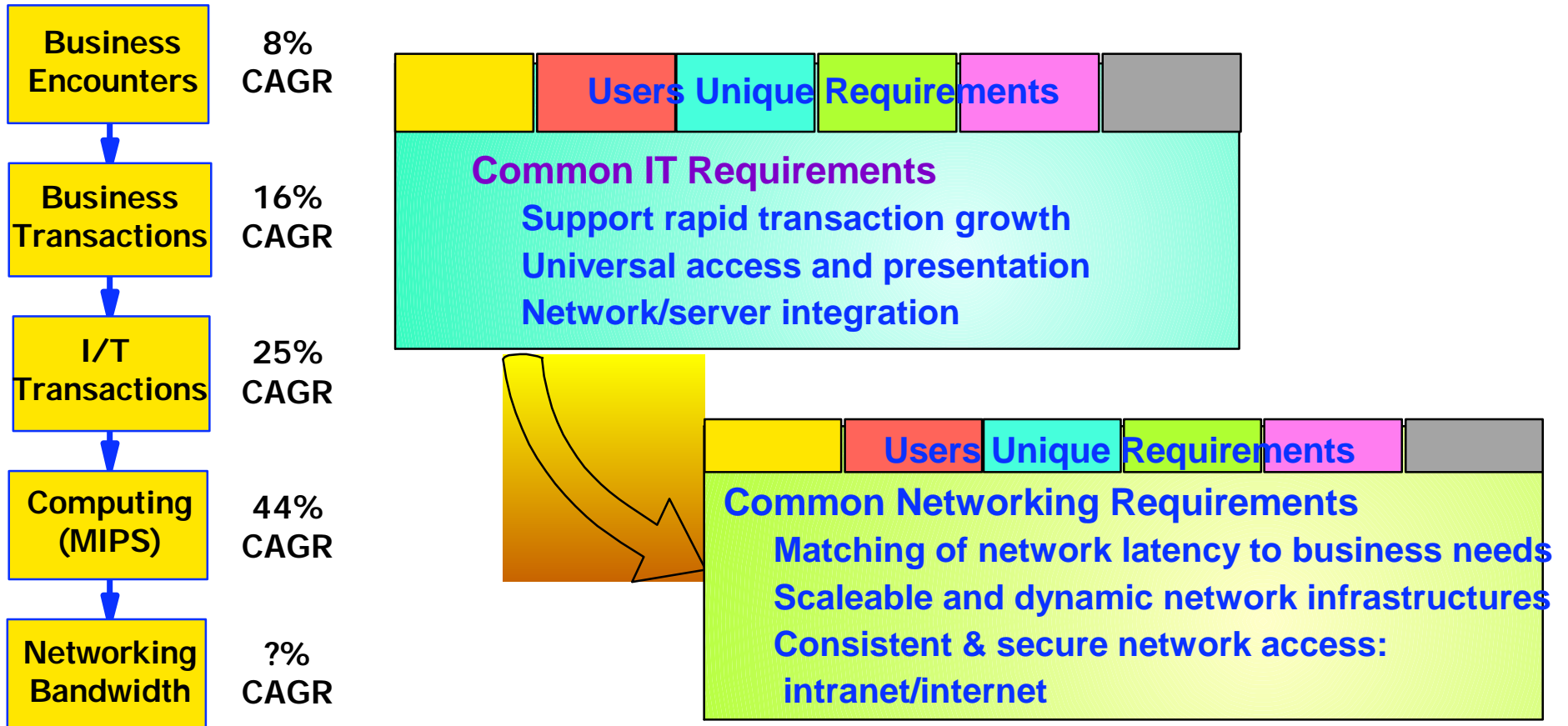


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Cause and Effect

Business drivers

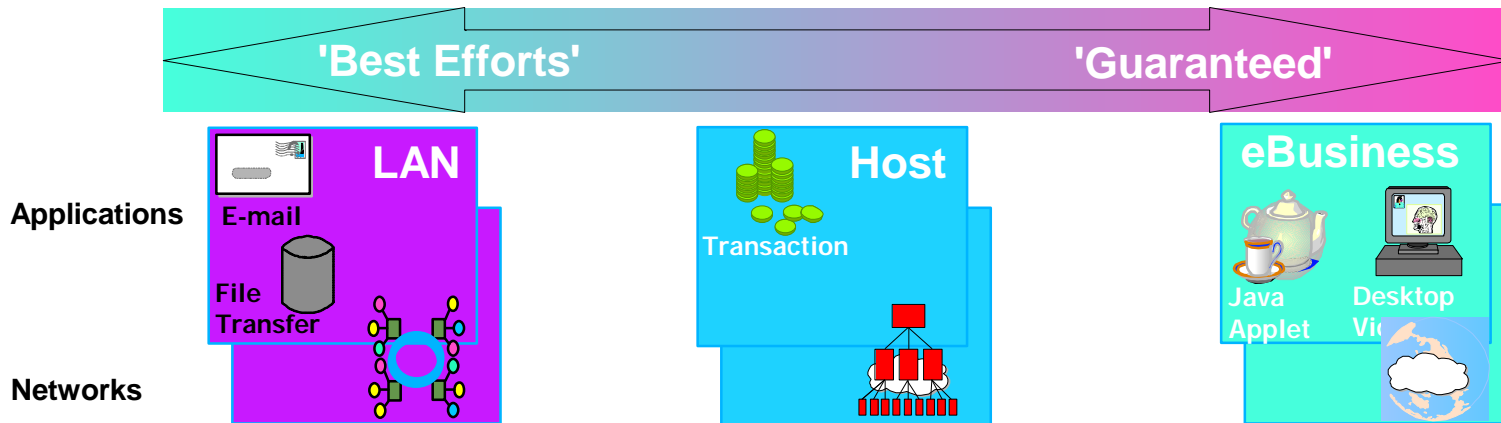
Re-centralization of information
Shift to electronic delivery



Source: IDC Corporation
Retail Banking Study
(9/96)



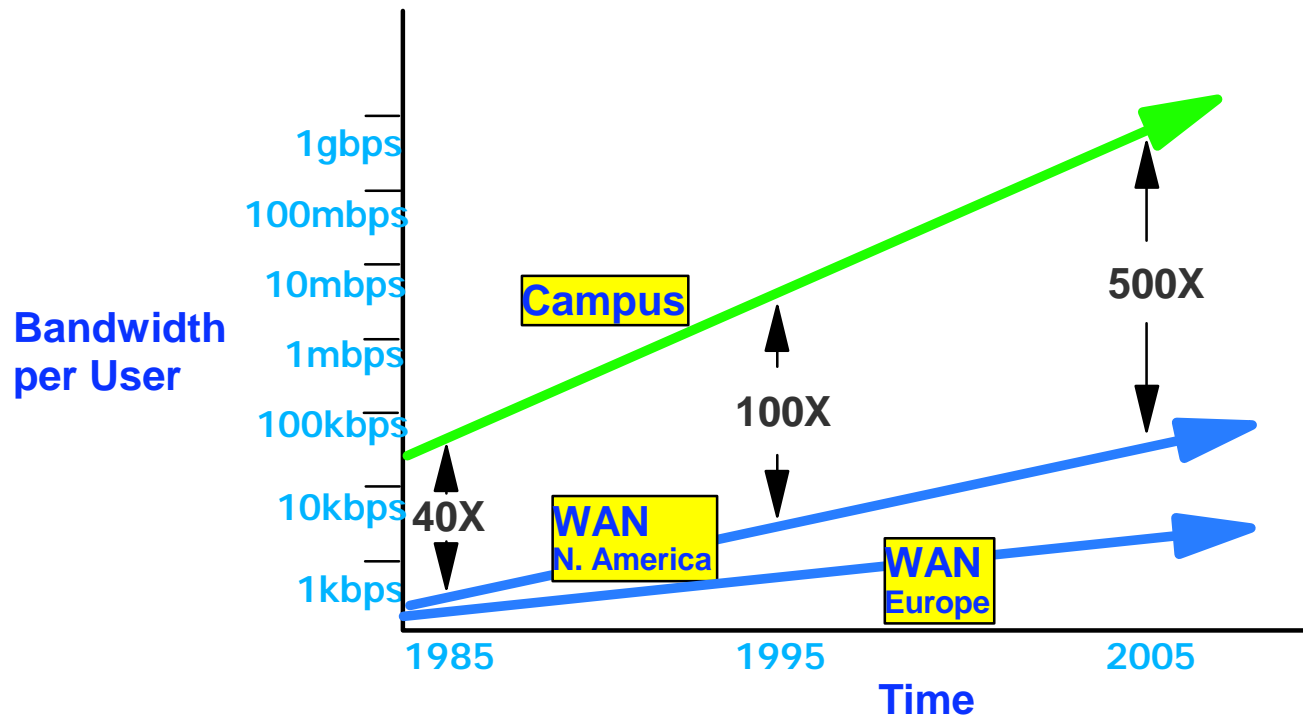
Mega-trends: Applications



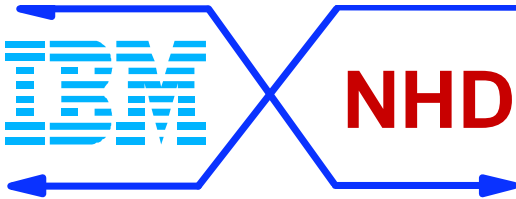
As any application becomes more 'mission critical', its users become less tolerant of network delay



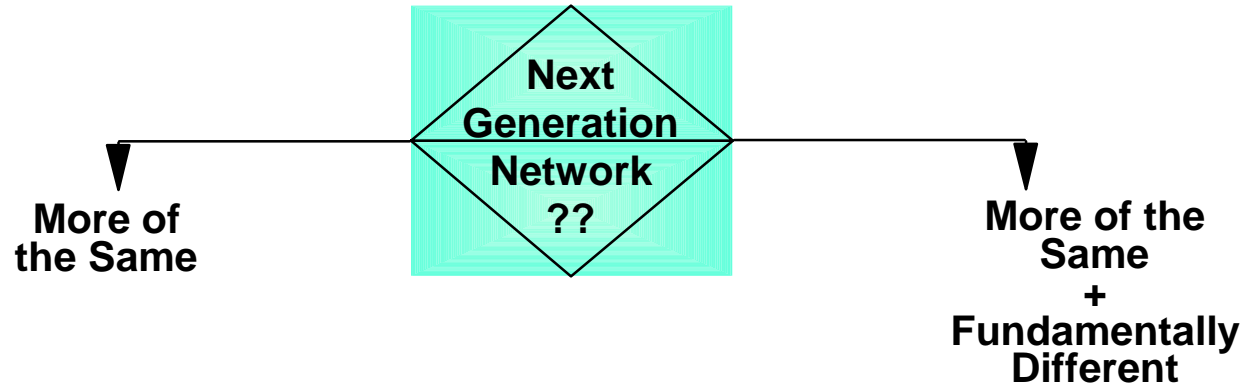
Mega-trends: Bandwidth



- Higher bandwidth is both available and affordable
 - Advanced technologies
 - Deregulation
- The continuing price/performance disparity of WAN and campus impacts:
 - Application deployment
 - Placement of function
- Effective bandwidth management continues to offer great value for all types of networks

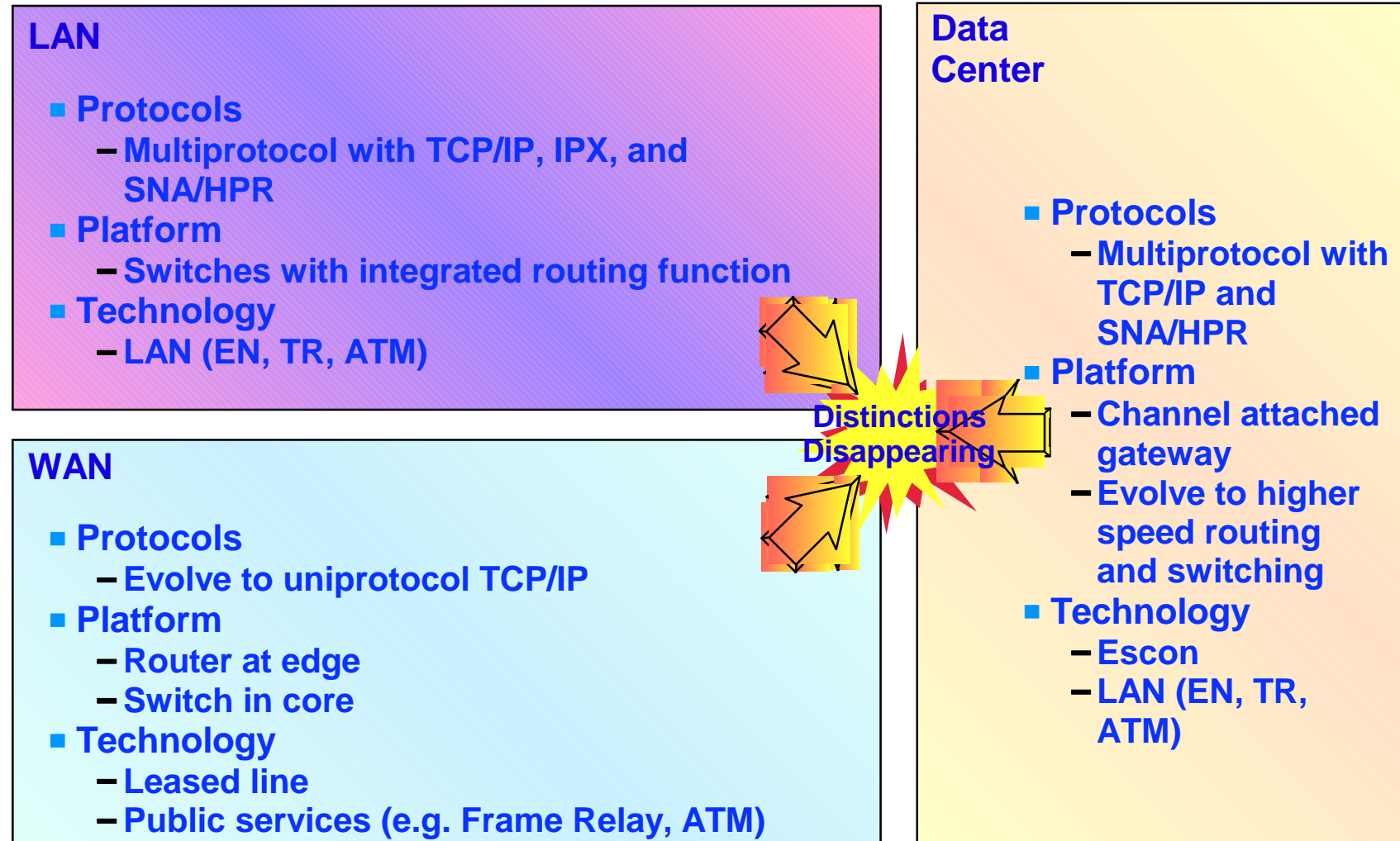


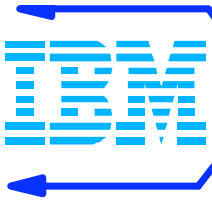
Marketplace DIRECTION



<ul style="list-style-type: none">• Approach<ul style="list-style-type: none">• Cheap, familiar• Loosely coupled• Simple• Technologies<ul style="list-style-type: none">• Ethernet - Desktop• Fast Ethernet - Uplink• Gigabit Ethernet - Backbone• Platforms<ul style="list-style-type: none">• LAN switches• Big fast routers• Integrated switch/routers• Services<ul style="list-style-type: none">• TCP/IP	<ul style="list-style-type: none">• Approach<ul style="list-style-type: none">• Sophisticated networks• Tightly coupled• Technologies<ul style="list-style-type: none">• Ethernet, ATM - Desktop• ATM (OC3) - Uplink• ATM (OC12) - Backbone• Platforms<ul style="list-style-type: none">• LAN switches• Backbone ATM switches• Integrated switch/routers• Services<ul style="list-style-type: none">• Multiservice• Virtual overlays
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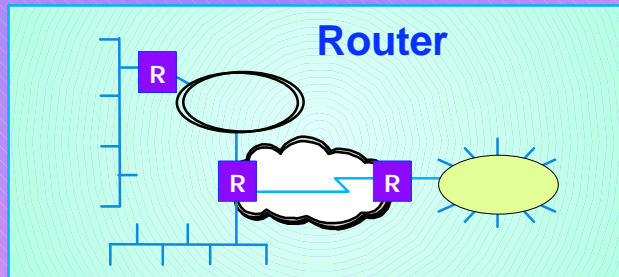
Different Strategies



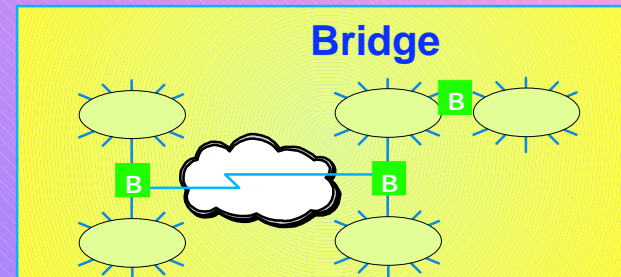


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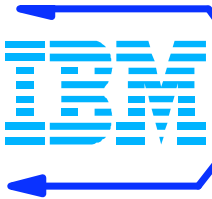
Today's Dominant Network Models



- **Pros**
 - Broadcast Firewalls
 - Dynamic Path
 - Security
- **Cons**
 - Protocol Dependence
 - Application Fairness
 - Performance
 - Administrative Complexity
 - Scaleability

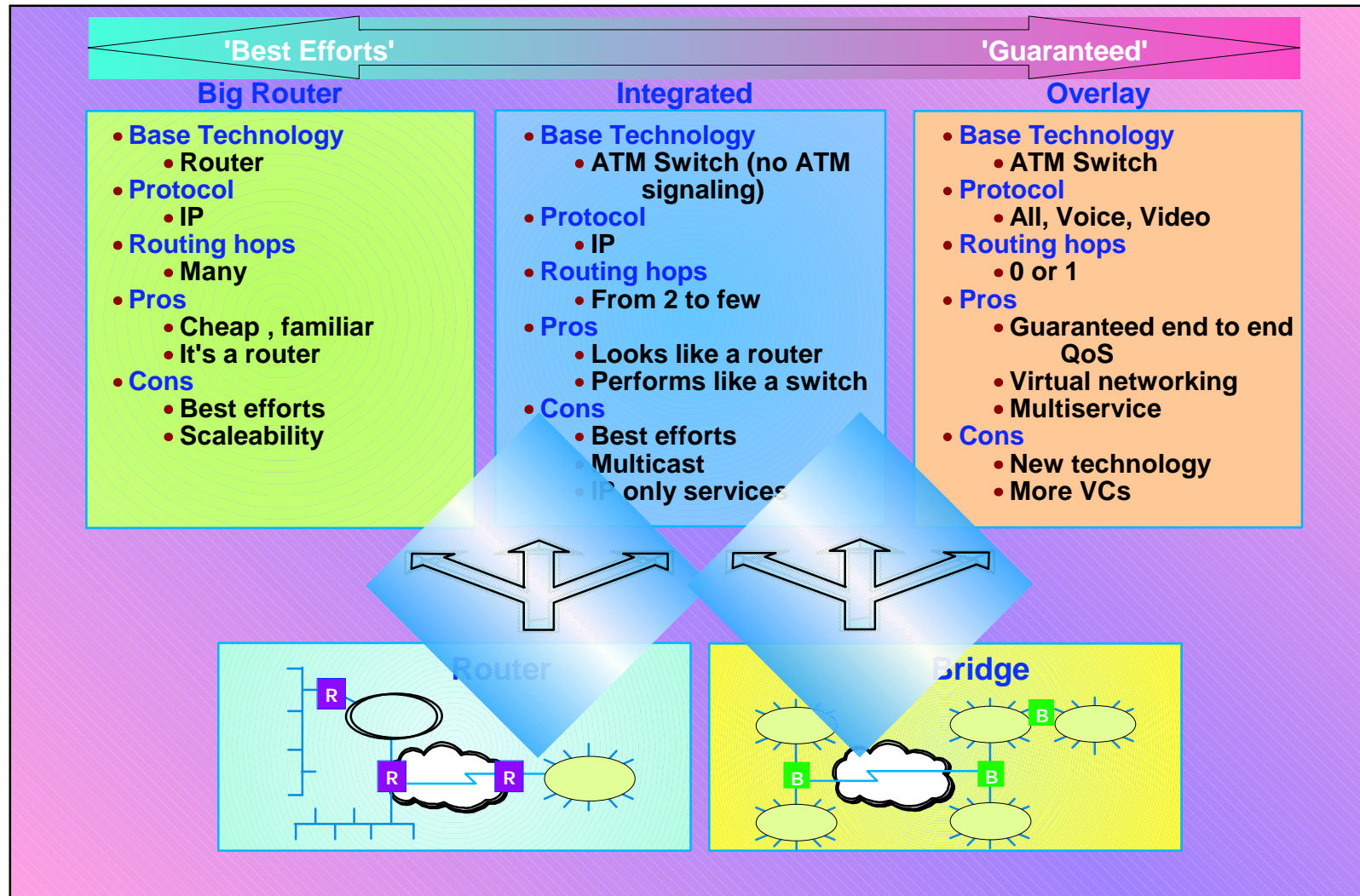


- **Pros**
 - Plug 'n Play Connectivity
 - Simplicity
- **Cons**
 - Broadcast Storms
 - Bandwidth Intensive for WANs
 - Static Path
 - Scaleability



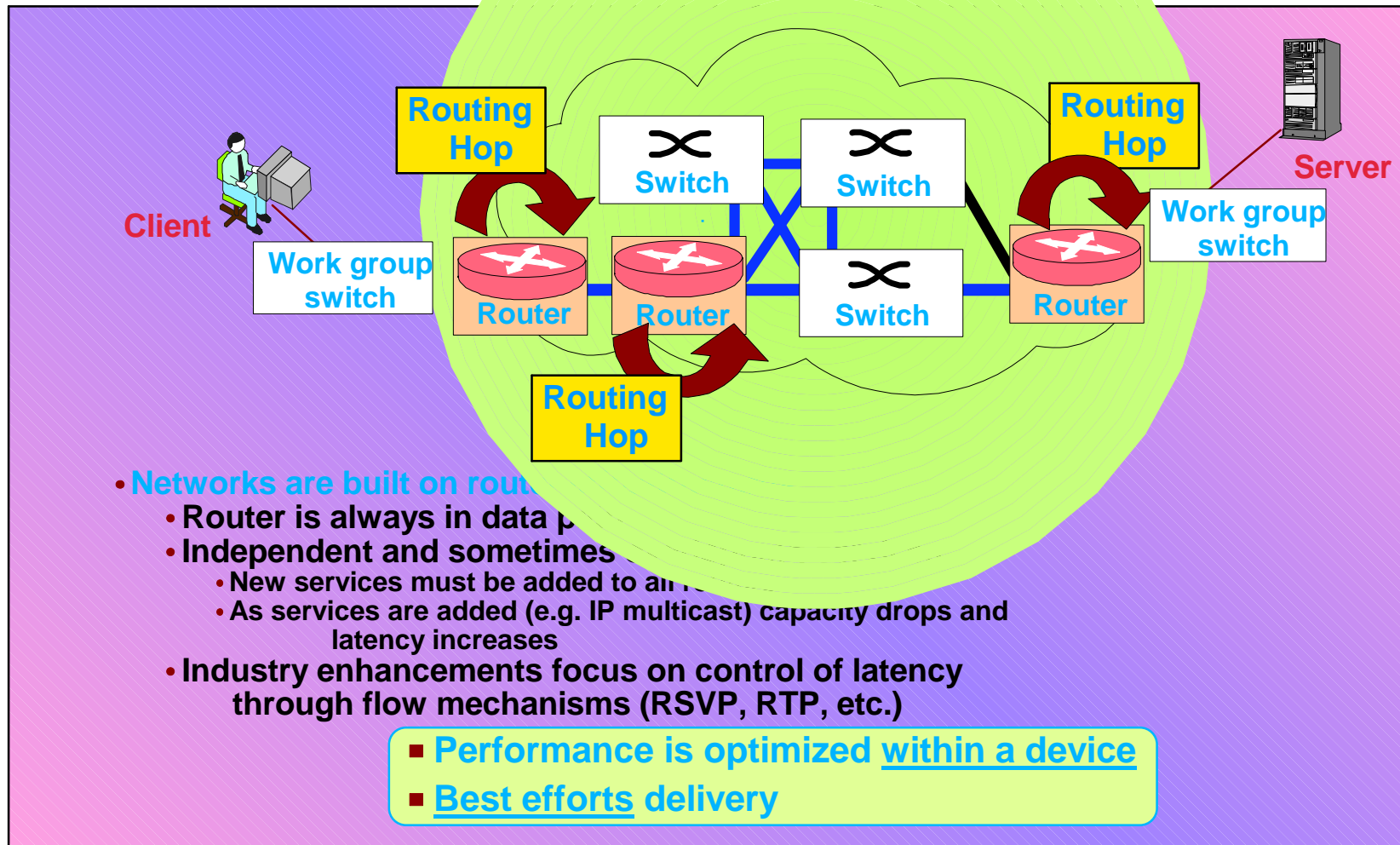
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Emerging Campus Network Models



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The Big Router Model



The Integrated Model

