

MBA General Management  
School for Business and Regional Development  
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ESSAY

1<sup>st</sup> Assignment

Course Module: ASR 4006

**Fundamentals of Marketing: Investigation on marketing activities of Cisco CSS 11500 (Content Switch service) as an example**



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## **Cisco CSS 11500 (Content Service Switch)**

<p><b>Basic investigation and a road map view on the success of the product in the growing market.</b></p>
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### **Introduction:**

Why Cisco?

We have a lot of options available in the market like D-Link, Juniper (The upcoming terrain) but still why people opt to go with Cisco products?

The following essay deals on the above topic to justify my points by taking up a Cisco product CSS 11500 (Many of the facts and factors provided are given from my own practical experience)

Cisco network management solutions help to automate, simplify, and integrate the network setup to reduce operational costs and improve productivity. The tools within the solutions provide innovative ways to centrally manage the network to achieve critical functions such as availability, responsiveness, resilience, and security in a best consistent way.

The above management solutions help to reduce the troubleshooting and planning time associated, with the introduction of new services such as voice, wireless, and security management. Solutions-focused tools compliment the popular Cisco Works end-to-end products design to efficiently manage the network devices, configurations, users and services. The modular nature of Cisco Work solution, are combined with the integration of key data's and work-flow processes.

### **Content Service Switch**

Content switching is a new generation of networking specifically designed to address the unique requirements of Web traffic. It helps customers scale Web site, Web security and Web application platform performance while optimizing network and server resource utilization

Content Service Switch is compatible for small and large networks, its basic characteristics that differs from others in market is that it's uniqueness in its nature and its product functionalities

Content Networking can help enterprises optimize the security, scalability, availability and manageability of e-business applications and services across private and public

networks, to improve customer and partner interaction, employee productivity, business profitability, and cost structure.

### **Cisco Content Switching Products**

- Cisco CSS 11500 Series Content Services Switches
- Cisco CSS 11000 Series Content Services Switches
- Cisco Local Director 400 Series
- Cisco Catalyst® 6500 Series Content Switching Module

### **CSS 11500**



### **Marketing Environment:**

On marketing point of view, the primary check point comes on the customer satisfaction as there are not much competitors for them. The internet security that they provide, makes managing web traffic and interesting returns on investments.

It is known that for a growing business, it requires smart management and strong strategies to set up a strong base. It's also understood that for the growth of the same it requires internet security and internet advanced facilities.

Challenges that are faced in a corporate environment:

***Customer Satisfaction:***

Customer satisfaction is a key factor involved in the success of any product, especially for internet related services with the foremost focus in internet security

***Information Security:***

Another factor is that internet security, information has to be encrypted in the most secured and in the most opted way (SSL-Secure Sockets Layer Encryption technique is used)

***Server slowdowns:***

Server Slowdown is another critical factor that can happen due to sudden shutdowns, in which in turn gets intruders access and resulting on loss of impartation on internet.

***Improved profitability:***

By the usage of the content switching (CSS 11500) we can increase the performance and overcome the challenge of secured transactions. It lead to a wide change in the profitability cycle

***IT Staff overload:***

Non-experienced users, make the system more complex. But by the use of new technological break through, the implementation of content switching can avoid varied series of technical problems.

***Employee productivity:***

As everything was manual, responsibilities are high and need more technical knowledge.

**Technology:****Implementing the technology involved in CSS 11500****Content Switching**

As the use of the Web for business increase, browser-based computing has also increased in complexity. Many businesses (such as those providing Web hosting, online, content, and e-commerce services) depend on delivering fast, reliable, error-free Web performance.

Content switching is a new generation of networking specifically designed to address the unique requirements of Web traffic. Content switching intelligently load balances traffic

across servers in a data center or point of presence (POP) based on the availability of the content and the load on the server.

Content switches are smart-armed with sophisticated load-balancing capabilities and content-acceleration intelligence. This results in a consistently positive experience for Web site users.

**Smart solution for the challenges:**

There is a comprehensive way for the challenges briefed to the formulation of new technological aspect Content Switching Service Solution.

Main advantage is the ease to deploy and manage

They indeed provide:

- a) Availability
- b) Scalability
- c) Security

To continue the success in your e-business, CSS solutions provides security for your intelligent load balancing of

- a) Server farms
- b) Firewalls
- c) Secure Socket layer
- d) Virtual private network

Content switching Analyze the incoming request directly and will redirect to the best traffic or to the single or multiple data centre

Content Switching services gives an integrated support for voice, video and for an end-to-end solution. Compatible and secured for any small range to mid range network

This gives users needs the right directions for the right action so this helps in

- 1) Cost Saving
- 2) Productivity
- 3) Faster response time
- 4) Customer satisfaction

**Marketing Views from the Business point and Service provider side:**

**From Business Priorities point of view:**

- Profitability
- Security
- Worker productivity, retention and effectiveness
- Customer/partner satisfaction ,repeat and referral business
- Availability /integrity of e-Business information and transactions

**From Service provider point of view:**

- Build revenue streams and customer base
- Improve operational head and reduce unwise slowdowns
- Provide for higher value ,profitable managed services
- Speed service time-to-market
- Reduce deployment risk and integration burden
- Improve value of outsourcing

**Organizations that so far has deployed for rapid returns and productivity gains**



Small statistical view when we generally take the internet security on a simulated technological view ,that can come across when we take the Supply on one hand and Demand on the other for global users :

**Supply side analysis:**

What is the current server load?

*It depends on the network setup configuration*

Where is the application response time best?

*When the throughput is least, and number of users trying to access it is nominal*

Is the content available accurate?

*Usage of Content Switching makes it feasible*

Is site overloaded? Is content relevant?

*Load balancing over comes this. Yes it will be relevant*

Is this just one of many?

*Now it's best out of that's in the market*

### **Demand-side Analysis:**

What content is requested?

*Depend on the user request*

Who is requesting the content?

*Users*

What access policies are in effect? Is this a secure or open transaction?

*SSL-Socket secure layer Encryption technique*

In the above raised questions

Pointing out on the above conditions, there may arise a few problems, which is found while going through the product study and some solutions to overcome the same

### **Problems:**

- Servers can be distracted by I/O activity supporting static downloads
- High value transactions not provided full attention of servers and storage resources

### **Solutions:**

- Automated static content request redirection
- Static content replication on caches



## **Financial Factor :**

An epitome to figure it out how profitable it was on the implementation of content switching technique CS 11500:

### **Sample E-Commerce Site**

Web site receives 10,000 visitors per day; 10 percent of visitors execute a purchase transaction; the average purchase is \$100

**Without Content Switching:** Five percent of purchase transactions are lost due poor performance, session misdirection, or security-related problems; 20 percent of these "lost" purchases are regained due to user determination

Potential purchase revenue per day (1,000*\$100).....	\$100,000
Lost purchase revenue ((50*\$100)-(10*\$100)).....	<u>(\$4,000)</u>
Lost purchase revenue per year (\$4,000*365).....	<b>(\$1,460,000)</b>

**With Content Switching:** 50 percent reduction in "lost" purchase transactions  
(Note: Cisco customers have seen recovery reductions as high as 90 percent)

One Cisco CSM installed into existing Catalyst 6500.....	<b>(\$40,000)</b>
One SSL Services Module installed in Catalyst 6500.....	<b>(\$30,000)</b>
Gain in purchase revenue per day.....	\$2,000
Gain in purchase revenue per year (\$2,000*365).....	\$730,000

**One-Year Revenue Gain with Cisco Content Switching: \$660,000**

**Other Potential Areas of Improvement**—Repeat and referral business, company reputation, avoidance of security breaches, customer satisfaction levels, shareholder value, online service quality, market share gains, average purchase size.

Example taken from [www.cisco.com](http://www.cisco.com) site

## **Competition:**

\* The only competitor for Cisco so far on edge is Juniper. Cisco is still a leap ahead in the networking pre-sales and post-sales field compared with Juniper products on a wide range of distinct qualified ways such as Scalability, performance, pricing and Technological aspects.

*A statistical report can be observed on the following link to justify the above*

<http://www.miercom.com/dl.html?fid=20040621&type=report>

\* There is a report on the below link

### ***Which states Market mass or Open Standard?***

The article deals on the factor that Cisco represents the market power, account control, where as the counter part Juniper represents the Open standard. Both network vendors are not only archrivals in a business sense but also in their approach to market. And the question here points out who will take up the market in the last?

<http://www.networkworld.com/columnists/2006/052206nolle.html/>

### **Warranties and service :**

Cisco provides around the clock service for their products:

There are TAC engineers available online at any point of time to satisfy your queries and sort out your network related problems

Warranty is on contract basis, you have to renew the same on yearly basis for the product. System engineer review the product yearly to check the performance and productivity.

### **Legal:**

#### **Increased Flexibility**

Engineers are under tremendous pressure to keep track of latest technological developments in the field relating to their cases. Cisco Connected Workplace for Law Firms is a comprehensive LAN/WAN/VPN solutions blueprint for delivering actionable intelligence.

#### **Access to People**

Engineers can interact with internal and external experts — anywhere on the globe, around the clock.

#### **Access to Internal Client Files**

Engineers can access real-time information on internal client files, including correspondence, discovery and pleading files, document summaries and other document repositories.

#### **Access to Case Intelligence**

Engineers can connect to timely business and case intelligence including legal applications, e-discovery material, and public data bases for accessing court calendars, alerts on breaking news and trends.

### **Profitability:**

The Cisco Service-Oriented Network Architecture is an architectural framework that guides evolution to an Intelligent Information Network to accelerate applications, business processes, and profitability. This comprehensive framework provides guidelines to help us to evolve an IT infrastructure and transform a business processes with network investments that increase business growth, agility, efficiency and productivity.

### **Distribution:**

#### **Market coverage and the Global distribution:**

Cisco provide service around the world they are globally distributed .They have 24/7 maintenance and help centers. Cisco has one of the best Research and Devolvement centers, recently it announced \$12 million for R&D in Japan which will be focusing on the development of Internet Protocol-based networking technologies, including routers and Cisco IOS and IOS XR software, the most broadly deployed and advanced software platform powering the Internet.

#### ***Point to sustenance::***

**The below is a note taken from an article posted stating there potential and market growth**

The article dealt on developing strategic technology to extend there commercial alliance to 2008 ,with an extended market coverage beyond Europe, Middle East and Africa to include the Latin America region with taking Italtel on hand.

#### **From the featured article:**

The extension of the agreement to support the Latin American market resulted from successful joint activities including implementation of VoIP infrastructure in Brazil and Argentina for fixed and wireless service providers with the goal of optimizing and expanding existing networks.

The Yankee Group expects the aggregate market for next generation network infrastructure and services to grow worldwide from € 3.5 billion to € 6.7 billion, resulting in a 24% compound annual growth rate (CAGR) between 2005 and 2008. More specifically, the prospects for growth within EMEA for NGN and NGS are very strong: capital expenditures will show a 22% CAGR, growing from €833 million to € 1.5 billion, according to the Yankee Group.

*(Source: Yankee Group February 2006).*

[http://www.cisco.com/web/partners/pr67/pr36/docs/060913\\_pr\\_italtel\\_cisco\\_srs\\_agreement.pdf](http://www.cisco.com/web/partners/pr67/pr36/docs/060913_pr_italtel_cisco_srs_agreement.pdf)

## **Conclusion:**

The changing environment provides Cisco with opportunities and threats. Large market with so many active competitors from different countries, globalization and the high technology consequents, governmental policies and the demanding customers' needs, all are making the imperative to plan appropriate strategies in order to cope with the threats and take the advantages of the opportunities.

Cisco is one of the leading organizations that provide networking support and security it encompasses one-third of the whole network world wide among the other Multinational networking service companies across the world. Through its strong brand name, it has been able to establish a stronghold in the worldwide Networking sector. Corporate Social Responsibility, as a promotional tool is an integral part of Cisco's marketing strategy. Cisco firmly believes in offering the best possible customer service, keep its customers satisfied and retain them.

## **References :**

Technical know-how developed from working experience and website:: [www.cisco.com](http://www.cisco.com)

E-Books Referred:: CBT Nugget CCNA ver 4

CBT Nugget CCNP ver 2

Network Admin combo

Books Referred:

CCNA ICND, published by Cisco Press ISBN: 81-297-0294-0 ver 1.0