

CISCO
Market Strategies, Market Opportunities, And
Market Forecasts, 2002-2007

Cisco Market Assessment



Go Above and Beyond

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Lexington, Massachusetts
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CHECK OUT THESE KEY TOPICS

Router Market Forecasts
Transition From Circuit Switch Network To IP Architecture
CISCO MARKET ANALYSIS
CISCO SYSTEMS DOMINANT POSITION IN THE INTERNET
EQUIPMENT
AUTOMATIC ROUTING MANAGEMENT
CISCO END-TO-END NETWORKING SOLUTIONS
CISCO SERVICE PROVIDER SOLUTIONS
INTEGRATION MAKES THE DIFFERENCE
OPTICAL MULTISERVICE EDGE AND TRANSPORT
CISCO UNIFY CHANNEL INITIATIVE
ZERO PACKET LOSS

Cisco Market Strategies and Forecasts

2002-2007

Cisco is poised to benefit from the transition from circuit switch network to IP architecture. Circuit switching is being replaced because it is inefficient. Circuit switching depends on an end-to-end circuit connection that leaves a lot of dead space in the network while a single call is being handled.

Packet switching permits a single line to manage many calls simultaneously. Cisco dominates packet network equipment markets. Frame relay, IP, and ATM are known as packet or cell switching technologies. Cisco dominates in the IP space.

Routers are positioned to achieve market dominance Worldwide in converged networks. Markets at \$7.9 billion in 2001 will decline significantly in 2002 and 2003 as a result of a decline in capital spending.

As the Internet proves its intrinsic value and as companies begin to achieve improved productivity as a result of using the Internet, spending will increase at a rapid rate. Markets are expected to reach \$10.8 billion by 2007.

Cisco has a dominant position in the Internet equipment market. Cisco brings substantial resources to the router and security markets. Market dominance has enabled Cisco to reduce prices on its products within a short period of time following the introduction of these products. This reduces the margins and therefore, the profitability of its competitors.

Company Profile

Cisco

REPORT METHODOLOGY

THIS IS A NEW REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, OR TELEPHONE EQUIPMENT. THE PROJECT LEADERS TAKE DIRECT RESPONSIBILITY FOR WRITING AND PREPARING EACH REPORT. THEY HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. FORECASTS REFLECT ANALYSIS OF THE MARKET TRENDS IN THE SEGMENT AND RELATED SEGMENTS. UNIT AND DOLLAR SHIPMENTS ARE ANALYZED THROUGH CONSIDERATION OF DOLLAR VOLUME OF EACH MARKET PARTICIPATION IN THE SEGMENT. INSTALLED BASE ANALYSIS AND UNIT ANALYSIS IS BASED ON INTERVIEWS AND AN INFORMATION SEARCH. MARKET SHARE ANALYSIS INCLUDES CONVERSATIONS WITH KEY CUSTOMERS OF PRODUCTS, INDUSTRY SEGMENT LEADERS, MARKETING DIRECTORS, DISTRIBUTORS, LEADING MARKET PARTICIPANTS, OPINION LEADERS, AND COMPANIES SEEKING TO DEVELOP MEASURABLE MARKET SHARE. OVER 200 IN DEPTH INTERVIEWS ARE CONDUCTED FOR EACH REPORT WITH A BROAD RANGE OF KEY PARTICIPANTS AND INDUSTRY LEADERS IN THE MARKET SEGMENT.

YOU MUST HAVE THIS STUDY

Cisco

Market Strategies, Opportunities, and Forecasts

2002-2007

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