

## ATM:

### VIRTUAL NETWORK REVOLUTION -- NETWORK EQUIPMENT FORECASTS TO 2000

Primary ATM equipment market drivers are Internet and Intranet service platforms. These networks are breaking the barriers of time and space, supporting low cost data transmission across geographical boundaries. The quantity of data being transmitted is increasing exponentially. As teams of people seek to work together using distributed computers, ATM is the transmission support mechanism. Business productivity and efficiency are being achieved using ATM technology, fueling growth.

Tremendous changes in the fabric of daily life are occurring as communications architectures allow people to exchange information and ideas with virtually anyone else in the world. This creation of a universal community is creating new markets and permitting significant growth to occur. Communication without boundaries is evolving as barriers between LANs and WANs drop.

Asynchronous Transfer Mode (ATM) markets are positioned for significant growth as local area network (LAN) scalable migration paths are put in place. Fast Ethernet switching and frame relay both overload networks from time to time. Increased bandwidth is needed at the time overloads occur. Upgradable ATM backbone switches support high and low density data traffic at the same time.

Internet and Intranet markets are moving the enterprise toward open systems data exchange based on defacto or ATM forum industry standards. As broadband communications systems thrust multimedia data communications to the forefront, ATM equipment will provide switching capability at all communications levels:

Competition with private networks will drive WAN implementation of ATM which will in turn stimulate LAN and desktop use of ATM. High speed end to end communications stimulates business procedures and enhances competitive advantage by facilitating direct reach to customers, business partners, and distributors.

A new study from WinterGreen Research **ATM: VIRTUAL NETWORK REVOLUTION -- NETWORK EQUIPMENT FORECASTS TO 2000.** documents the market shifts and points out the opportunities.

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