

Solutions for Business Services

Enabling high profit margin revenue growth in a lucrative fast-growing market

- Any-to-any, basic, and advanced Ethernet/IP services
- Mission-critical, performance-sensitive services
- 1 Gbps access, 10 Gbps optical Ethernet transport
- SLAs with QOS
- Comprehensive network and service management
- End-to-end solution
- Fast deployment and remote provisioning
- Utilization of existing cable plant
- High ROI, low CapEx and OpEx

Are You Missing a Revenue Opportunity?

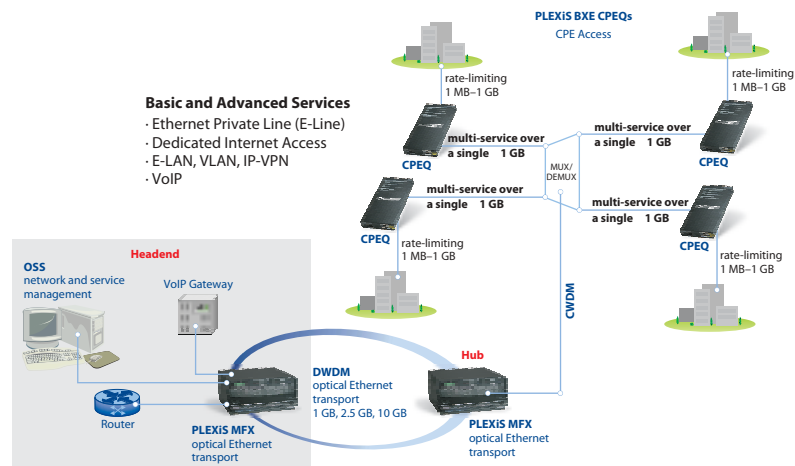
The business data and telecommunication services represent a tremendous economic opportunity that exceeds the residential market. Data and voice access expenditures of small and mid-sized businesses were \$40 billion and \$22 billion respectively. Large and enterprise companies invested \$63 billion on telecommunications. Furthermore, the Business Services market is growing substantially faster than the market for residential video, data, and voice services.

How Can Broadband Service Providers Monetize the Business Services Market?

C-COR offers Broadband Service Providers comprehensive end-to-end solutions and products to create, deploy, provision, operate, and maintain high value, high profit margin Business Services through:

- Multi-Service Managed CPE and Access—PLEXIS™ BXE
- Optical Ethernet Transport—PLEXIS™ MFX
- Network Management—PLEXIS™ CRYSTAL Network Management
- Service and OSS Management
 - Service Assurance—CableEdge®, CableEdge® Voice Assure™, and Network Service Manager (NSM™)
 - Subscriber Fulfillment—Service Activation Manager (SAM)
 - Policy Management—Policy Service Manager (PSM)

These offerings enable Broadband Service Providers to target high ARPU (Average Revenue Per User) customers such as high-end small, mid-sized, and large businesses, and vertical markets such as education, government, healthcare, and financial institutions.



Delivering High Profit Margin Business Services

Benefits

- Any-to-any managed services
 - Advanced Ethernet/IP services, such as E-LAN, VLAN, IP-VPN
 - Basic services, such as Ethernet Private Line (EPL, E-Line) and Dedicated Internet Access (DIA)
 - Performance-sensitive multimedia services, such as digital voice (VoIP)
 - Mission-critical services, such as business continuity
- High bandwidth connectivity: 1 Gbps CPE and access, 10Gbps optical Ethernet transport
- SLAs with QoS requirements for business-grade services
- End-to-end solution—CPE service deliver, hub and headend
- Comprehensive network and service management for fast service creation, operation, and maintenance
 - Physical layer (C/DWDM) to packet layer
 - SLA metrics reporting history
 - Extensive performance monitoring
- Secure networking
- Utilization of existing infrastructure (1310nm cable plant)

Delivering High Return on Investment

C-COR's Solutions for Business Services generates high profit margins at low CapEx and OpEx, thus yielding high ROI and fast payback period.

High Profit Margin Revenues

- Increasing ARPU to thousands of dollars by enabling business-grade services
- High speed: 1 Gbps CPE, 10Gbps transport. Tiered data rates
- Tiered services, QoS support for SLAs. SLA metrics reports

Low CapEx

- Low startup cost and incremental expansion (pay as you grow)
- Utilization of existing 1310nm cable plant

Low OpEx

- End-to-end comprehensive network and service management
- Fast service creation and remote provisioning
- Performance monitoring for fast MTTR
- CWDM integration



Business Services Product Overview

PLEXiS™ BXE Multi-Service Managed Access (CPEQ customer premise module and MCLC MFX hub modules)

- Tiered Ethernet Services, 1 Mbps to 1 Gbps
- Modular GigE C/DWDM WAN Transceivers (SFP)
- VLAN Tagging (IEEE 802.3q), VLAN Stacking (IEEE 802.1ad)
- QoS, CoS Packet Prioritization, 8 priorities (IEEE 802.3p)
- Multiple Services on a single CWDM/DWDM wavelength
- Comprehensive Management (IEEE 802.3ah); Remote Monitoring (SNMP v2 agent); RMON Stats
- T1 Support (future release)
- Compact footprint, wall-mounted version
- Modular Multiple Port Versions: one to four 1 Gbps Ethernet and one to four T1 (future release)



PLEXiS MFX Modular C/DWDM Optical Transport System

- Plug & Play Building Blocks
- 40 DWDM Channels (ITU Grid), 8 CWDM
- Unidirectional Transmitters and Receivers, Bidirectional Transceivers
- Ethernet Aware, Physical Layer 1 G and 10 G Ethernet
- Protocol Independent Transport, 1, 2, and 10Gbps



Network Management—Performance, Configuration, Accounting, Fault, and Security Management

PLEXiS™ CRYSTAL Network Management

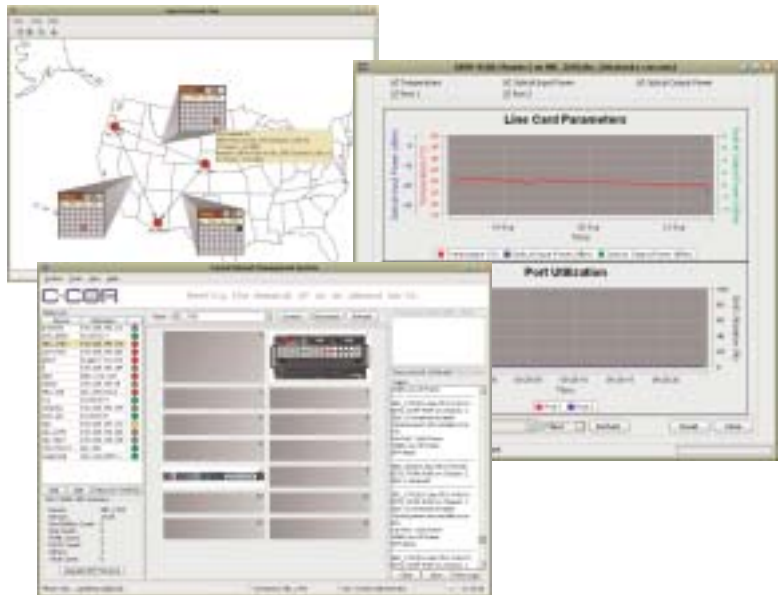
- Wavelength to Ethernet Level Management
- Performance Monitoring—RMON Stats
- Provisioning
- Capacity Utilization, Link Status Event Log Manager
- Trap Management, User Definable Alarms

Subscriber Fulfillment

- Service Activation Manager (SAM)
- Service Provisioning manager (SPM)
- Policy Service Manager (PSM)

Service Assurance

- Network Service Manager (NSM)



Generating High Profit Margins at Low CapEx and OpEx

Extensive Business Services Applications

- Advanced Ethernet/IP Services
 - E-LAN, Transparent LAN Service (TLS)
 - IP-VPN
- Basic Ethernet Services
 - E-Line (Ethernet Private Line)
 - Dedicated Internet Access (DIA)
 - VLAN
- Performance-Sensitive Services
 - Digital Voice (VoIP)
 - T1 Replacement (future release)
- Mission-Critical Applications
 - Managed Storage Area Networks
 - Business Continuity
- Service bundles with digital voice and Ethernet/IP



Multiple Service Access Over a Single Wavelength

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