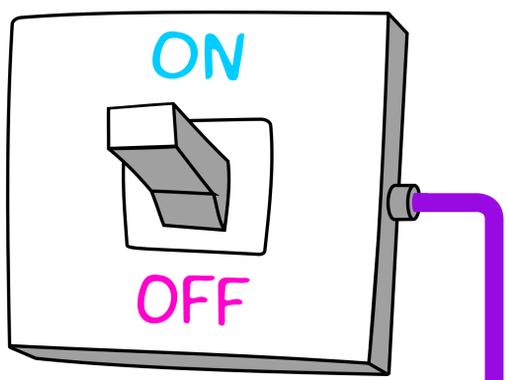
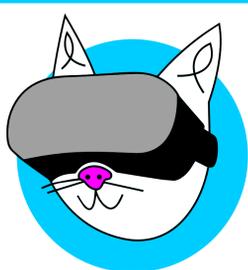


# 100G

## IS IT TIME FOR THE SWITCH?

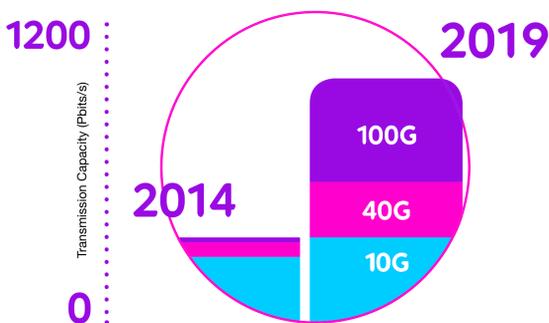


### WHY?



## ONLINE VIDEO IS JUST A FAD

Video might be driving traffic today, but it's just filling the gap until we all disappear into virtual reality – then emerge in augmented reality – that's when the really big demands will begin.



## BRACE YOURSELF

100G has been smoldering since 2008. Now it's set to explode. It's projected to make up more than half of transmission capacity by 2019.

## 5G SHOULD MELT YOUR FACE NOT YOUR NETWORK

If you're looking at the demands of today, you've got your hat pulled too far down. Look up! 5G will mean virtually limitless bandwidth everywhere. Then add a few billion IoT connections – including the cars that will drive us – and things are about to get real!



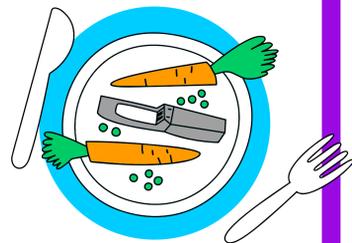
## UNPREDICTABLE CLOUD IS A TERRIBLE FORECAST

When your region is the Earth, your databases need to say the same thing at the same time everywhere. That's why mega-content providers have been pioneering 100G. And that's why maybe you should start thinking about it too.

### WHY NOW?

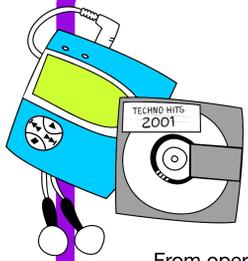
## YOU CAN FIT 100G IN YOUR MOUTH

Finally, optical modules are small enough to fit in your mouth. We're not sure why you'd want to, but it's great news for your pocket. Their price has shrunk too. And with local tails being the most expensive cables on Earth per inch – data center real estate not far behind – less of everything is very appetizing.



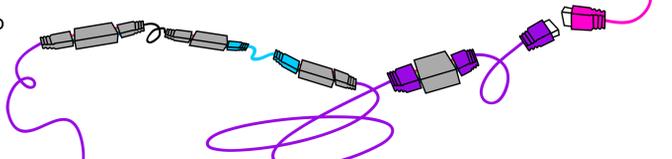
## EARLY ADOPTERS ALREADY TOOK THE PAIN

From operating systems to minidisc players, being an early adopter can be risky. With 100G, that phase is over – the biggest players already went there. If you're still adding 10G ports to keep up, but will eventually go 100G anyway, perhaps you should think about going there too.



## 100G CAN CURE CABLE PANIC

They terrorize you during the day and they haunt you at night. You close your eyes and all you see is cables. Imagine getting rid of 90% of them! Now, relax, exhale and let your spirit animal return. You're in your happy place now.

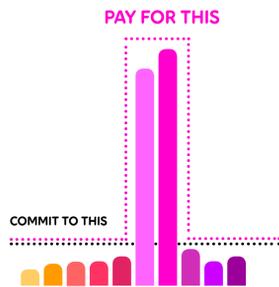


## 100G CAN MAKE YOU INVISIBLE

End users don't want to be connected, they want to be immersed in online worlds, seamless interactions and ever-present cloud services. If they even notice their connection, you're in trouble. 100G gives you the scalability to deliver quality so high, your end users won't even notice it.

## 100G CAN CURE COMMITMENT ISSUES

With burstable 100G pricing, you can commit to what you know you'll use. Provision for what you'd like to use. And pay for what you actually use. Because going viral should never be a bad thing.



## ALL DRESSED UP WITH NO PLACE TO GO?

If you're 100G at your core, but offloading onto multiple 10G ports, you're kind of missing the point. In fact, if you're even close to 50G – or using end-of-generation ports – you should be seriously looking at 100G.

But first, you should give your carrier an ability test.

- AVAILABILITY
- SCALABILITY
- PREDICTABILITY
- SECURABILITY
- FLEXIBILITY
- SPELLING

