



NEWS RELEASE

## Cisco at Mobile World Congress 2016: Transformation Through Innovation

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Cisco Showcases Expanded Technology Portfolio Featuring Powerful Virtualization and Automation Tools for Service Providers to Take Advantage of the Digitization Opportunity  
BARCELONA, SPAIN -- (Marketwired) -- 02/22/16 -- This week at the GSMA Mobile World Congress, Cisco (NASDAQ: CSCO) will showcase how it's delivering on its strategy of helping service providers drive profitable business outcomes in today's digital world and keep pace with an industry undergoing unprecedented change. Cisco's announcements this week will highlight new technology innovations and the company's commitment to helping service providers transform their businesses and architectures, and the experiences they deliver.

"The industry is at an inflection point where the Internet has evolved from connectivity, to immersive experiences, to digitization," said Kelly Ahuja, senior vice president, service provider products and solutions, Cisco. "It is clear that service providers are essential in driving new and compelling digitization opportunities. Cisco is committed to enabling operators to keep pace with this rapid change and lead the next wave of innovation in 5G, cloud, and IoT."

Attendees are invited to the Cisco booth, located at stand 3E30, Hall 3 in Fira Gran Via, during Mobile World Congress, to discuss the latest advancements to the Cisco service provider portfolio and view demonstrations of 5G network innovation, voice over Wi-Fi, virtualized radio access and more.

### **News Highlights**

- **Ericsson and Cisco Announce New Joint Customer Engagements and Offerings**
  - Ericsson and Cisco today [reported](#) significant progress in all areas of their [next-generation strategic partnership](#), announced in November 2015. The companies' sales forces have successfully engaged with customers across all global regions on business deals spanning networking, mobility and cloud technologies, to IP transformation and managed services agreements, resulting in new and expanded businesses opportunities.

- **Cisco Simplifies, Automates, and Accelerates Mobile Cloud Services While Cutting Costs with Ultra Services Platform**
  - [Cisco Ultra](#) is a complete, virtualized, feature-rich, mobile services platform that helps mobile operators launch and deploy new services faster and more efficiently. The breakthrough innovation will allow Deutsche Telekom and SK Telecom to unify physical and virtual resources, enable agility, increase operational efficiency, and lower the cost to serve new markets
- **Cisco Announces Collaboration with Ericsson and Intel to Develop Next-Generation 5G Router for Business and Residential Services, Verizon 5G Technology Forum**
  - Cisco [announced](#) that it will begin collaborating with Ericsson and Intel to develop and trial what is expected to be the industry's first 5G (fifth generation mobile networks) router for business and residential services.
- **AT&T/Cisco Expand IoT Partnership**
  - AT&T and Cisco are [expanding](#) their partnership to combine powerful IoT tools and technologies that can help business more easily deploy and monetize IoT apps. This collaboration expands AT&T's IoT relationship with Cisco beyond smart cities into asset management, transportation and retail.

#### **Cisco Mobile World Congress Product Demonstrations:**

- Cisco Ultra Services Platform
- [Ran Backhaul](#)
- Virtualized Radio Access
- 5G Network Innovation
- [Evolved Packet Core](#)
- Voice Over Wi-Fi
- Integrated Policy Control
- [Security Solutions](#)
- Infinite Video Live

#### **Cisco Speakers at Mobile World Congress 2016:**

- Chuck Robbins, CEO, Cisco; "Mobile is Transforming Industries;" Wednesday, February 24, 9:15 a.m. (CET); Fira Gran Via, Barcelona, Hall 4, Auditorium 1
- Dave Ward, senior vice president of engineering, CTO & chief architect, Cisco; "Cisco and Ericsson Model-driven Technology Vision;" Tuesday, February 23, 3:00 p.m. (CET); Fira Gran Via, Barcelona, Hall 8, Auditorium 5
- Doug Webster, vice president, service provider marketing, Cisco; "Stadiums - Enhancing the Fan Experience;" Tuesday, February 23, 4:45 p.m. (CET); Fira Gran Via, Barcelona, Hall 4, Auditorium 5
- Mark Grayson, distinguished consulting engineer, Cisco; "Virtual small cells set the stage for 5G;" Tuesday, February 23, 1:50 p.m. (CET); Fira Gran Via, Barcelona, Hall 8, Theatre B
- Jose van Dijk, vice president, business operations, service provider, Cisco; "Women Leadership Accelerating the Digital Age;" Thursday, February 25, 10:00 a.m. (CET); Fira Gran Via, Barcelona, Hall 8, Theatre F
- Suraj Shetty, vice president and general manager, mobility solutions, Cisco; "Connecting the

Home, " Thursday, February 25, 2:15 p.m. (CET); Fira Gran Via, Barcelona, Hall 4, Auditorium 5

### **Supporting Resources**

- [Cisco newsroom](#)
- [Cisco SP360: Service Provider blog](#)
- Information on [Cisco's Service Provider business](#)
- Information on the [Cisco Ultra Services Platform](#)
- Read the complete [Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update, 2015-2020](#) white paper
- For information about Cisco's service provider news and activities visit the [SP360 Blog](#) or follow us on Twitter @[CiscoSPmobility](#).
- [The Platform: Cisco corporate blog](#)
- Join our Mobile World Congress conversation at [#ciscomwc](#)

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