

Nortel Data/Energy Efficiency Story – Message Board - DRAFT

Who is the Audience?

Technical Decision Makers who are concerned about the increasing costs (CapEx and OpEx) associated with networking infrastructure. Also:

- ITDM's in companies/regions where they are impacted by "green" initiatives/laws
- ITDM's in companies who need to improve network effectiveness without increasing energy consumption.

Secondary Audience: Business decision makers concerned with lowering both capital expenses and operating expenses without compromising productivity.

What do they think today?

IT managers today need to improve the efficiency and capabilities of their networking infrastructure while simultaneously controlling both CapEx and OpEx. To accomplish this, many are looking to save on data center energy consumption, but are focused on improving the cooling efficiency of HVAC systems. What they are not paying attention to is the amount of energy that the networking equipment itself consumes, which is the primary source of heat. Cisco, the industry leader who has very energy inefficient products that produce lots of heat, is making a concerted effort to maintain focus on HVAC efficiency and not the networking equipment. Energy efficiency is starting to become a key decision factor, but the focus is often not on the networking equipment itself. We need to change the industries perspective.

What do you want them to think tomorrow?

Energy efficient networking equipment is very important and Cisco's is costing me more money than it's worth. Nortel has the answer.

Why Nortel?

Nortel data networks are up to **40%** more Energy Efficient than Cisco's. And we can prove it with a combination of analysis, research reports and our new **online Energy Efficiency Calculator**.

- In fact, some Nortel data switches are up to 50% more efficient than the Cisco equivalent

Brief Headline

A Nortel network delivers up to 40% less energy consumption

Or

A Nortel network consumes up to 40% less energy

Full Headline

A Nortel network consumes up to 40% less energy than comparable Cisco network.

Sub-headline

Users pay up to 40% less in electricity costs to operate a Nortel network than a comparable Cisco/Industry Leader's network

Energy Elevator Pitch

A Nortel network consumes up to 40% less energy than comparable Cisco network. That means companies using Nortel networking and IP telephony equipment can realize significant savings in electricity costs: ~40%. And depending on network configuration, phone models used, data center cooling efficiency and network utilization, these savings could be even higher.

Supporting Messages:

- **Don't Compromise** for Energy Efficiency. Nortel delivers...
 - **7X** the Resiliency of Cisco
 - Up to **20X** the Performance of Cisco
 - Initial cost up to **50% lower** than Cisco.
 - Over the life of our data networking products, this can add up to a Total Cost of Ownership nearly **50%** less than Cisco.

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The **online Nortel Energy Efficiency Calculator** can show both technology and business decision makers how it is possible to become more “green” while helping their company increase productivity and reduce operating expenses.

Start with the fact that Nortel data networks consume up to 40% less energy than comparable Cisco products. This means that our products can significantly reduce the operating expenses associated with networking infrastructure.

In addition, Nortel already offers the most cost effective data networking and infrastructure products in the marketplace. On average, our products are significantly less expensive than Cisco, often costing up to 50% less.

And all of these facts have been verified by independent, outside consultants and analysts. These people have validated and vetted the information. You can follow these links to review reports from The Tolly Group [1](#) and [2](#), as well as from [Gartner](#) and [Info-Tech](#).

The Nortel Energy Efficiency Calculator

The Nortel Energy Efficiency Calculator (NEEC) is a tool developed by Nortel to help customers understand the cost their business pays for inefficient networking equipment. The calculator creates a like-for-like comparison of Nortel and Cisco equipment to demonstrate how much Cisco's higher energy usage costs customers. It is available online and in a downloadable Excel based version – both have equivalent functionality.

To help business people fully understand the implications of their network buying decisions, the NEEC also the **amount of heat** that their data center produces (in BTUs) and the reduction in the size of their **carbon footprint** (CO²) that they can save by switching to Nortel.

The Excel version of the calculator has been available to Nortel and partner sales people since spring 2008 and will continue to be updated and available for the foreseeable future.

Why should anyone believe?

For Technology decision makers, there are several myths surrounding Cisco's dominant position and Nortel is out to dispel them.

Myth #1: As a progressive/socially responsible industry leader, Cisco must be “Green” from a networking perspective?

- **FACT – Nortel Data networks, including Power over Ethernet switches, WAN routers and IP Phone sets (core to the floor), are up to 40% more energy efficient than the Cisco equivalent**

Source: [Tolly Group Testing Report: Nortel Converged Data Network Solution](#).

Myth #2: To have become such dominate market leader - Cisco MUST offer customer's superior network performance than others in the industry?

- **FACT – Nortel provides up to 20X performance**
- Nortel products have been architected for speed. We are delivering an end-to-end infrastructure which is faster and more responsive to deal with real-time data and UC applications.

- In the LAN Campus, Nortel delivers up to 20x the performance of Cisco

Source: [Tolly Group Testing Executive Summary: Comparison of performance, resiliency and TCO](#).

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Myth #3: As the big gorilla in data networking - Cisco MUST offer customers better network resiliency than others in the industry?

- **FACT – Nortel offers up to 7X improved resiliency**
- Nortel was the first **to market with switch clustering**, and has years of experience in deploying these highly resilient networks across the globe. When tested against competitive recovery mechanisms Nortel has been shown to recover:
 - 7x faster from switch failures and 4x faster from link failures.

Source: Tolly Group Testing Executive Summary: Comparison of performance, resiliency and TCO.

Myth #4: Clearly –Cisco's solutions MUST provide customers a compelling value in terms of cost savings and overall network Total Cost of Ownership

- **FACT – According to Info-Tech Research, in every case – six scenarios in all – the cost of Nortel infrastructure is lower than Cisco, with cost savings ranging from 27% to 54%.**
- The cost savings that enterprises can expect for Nortel products compared to Cisco products can be over 50%. Enterprises that default to Cisco when buying network equipment should expand their shopping choices – the savings can be substantial.

Source: Info-Tech: Nortel versus Cisco - LAN and WAN Infrastructure TCO Comparison