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# 1 Big Thing: Cisco Dropped Some Mighty Hybrid Work Technology

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By Mark Ivey

## What's in it for you?

- Cisco announced new wireless innovations to drive hybrid work in the enterprise.
- Hospitals, schools, and factories are also jumping on the hybrid work bandwagon.
- The hybrid world — and our technology — focuses on reliability, security, and actionable insights.



As the pandemic enters full-on toddlerhood — it will be **two years on March 11** — hybrid work is more than a prediction. It's a revolution in the workplace.

And Cisco is poised to lead it. How? By bringing together our collaboration, security, and networking technologies to create world-leading hybrid work solutions.

On February 3, we announced a slew of new wireless innovations. Together, they will help transform what it means to be connected, collaborative, and productive in a hybrid world.

## What we announced

- New high-performance wireless (Catalyst and Meraki) Wi-Fi 6E access points
- Specialized, high-powered “Private 5G” innovations specifically designed for mission-critical enterprise use
- Powerful new Catalyst 9000X switches, employing our SiliconOne chip technology

## Why it matters

The term “hybrid work” has moved beyond the binary of home and office. It also includes the **next generation of technologies** and use cases — many of which hinge on wireless connectivity.

In a hybrid world, in addition to new devices and applications, we’re seeing:

- Accelerated adoption of the internet of things (IoT) to power smart, sustainable buildings
- Digitalization of business operations
- Amplified productivity thanks to analytics and automation

You don’t need us to tell you how employees expect to connect and collaborate anywhere, anytime, seamlessly — and a better experience for both remote and office workers.

But we can’t reiterate enough how challenging it will be for IT teams to stay ahead of **the curve**. How else will they support massive data-producing and video-rich apps and highly distributed users while avoiding network bottlenecks and cyber-attacks?

## In other words

Businesses that don’t invest in smart, connected workplaces that deliver superior experiences will get left behind. But it goes beyond the enterprise.

Hospitals, schools, and factories across the globe are rapidly transforming, too. **Even vineyards**.

If we thought the rise of the internet changed the world, think even bigger. The best opportunities are the ones we haven’t **even imagined yet**.

## What gives us the edge

Seamlessly accessing technology is the connective tissue behind the hybrid workplace. Your flicker-free Webex meetings are made possible by our laser-fast access points and powerful



The Network.  
Powering Hybrid  
Work.

Wi-Fi 6E,  
Switching  
Innovations,  
and Private 5G

switches.

Our new Wi-Fi 6E access points operate over a newly opened up (6GHz) “clean spectrum” and provide a whopping gig of spectrum. The result is a super channel for emerging augmented reality and virtual reality applications.

It’s like expanding your local six-lane highway to a 20-lane super-highway. Take that, rush hour.

Behind it all are our new cutting-edge Catalyst 9000X switches managing data flowing across the systems — which will be exploding in coming years.

The Cat9K switch has been the fastest-growing switch in Cisco history, generating \$25 billion in revenue since its launch in 2017. Thanks to Silicon One, the new Catalyst 9500X and 9600X switches bring the advantages of both **routing** and **switching** together in one unified architecture.

The result: Blazing speed and performance. Each 400G port provides enough bandwidth to run 80,000 simultaneous high-definition video streams — five times the number of titles in the entire Netflix library.

## Speed is just the half of it

The hybrid world also places a premium on reliability, security, and actionable insights.

Take critical apps used in healthcare, for example. When lives are at stake, you’d better be able to bet on your technology stack (see sidebar).

Our Wi-Fi 6E and Private 5G provide the necessary horsepower, expanding customer capacity by operating on new “clean” radio frequencies or spectrums.

Cisco and Meraki Wi-Fi 6E access points allow IT teams to manage user experiences in real time, like identifying network issues *before* they lead to disruptions. It’s all fueled by advanced artificial intelligence and machine learning insights.

## The \$10 billion opportunity

Good news: Our customers are sitting on more than \$10 billion of older generation switches that need to be refreshed to be hybrid work-ready.

Even better news: We're still in the dawn of the hybrid work transformation.

What we are witnessing with the pandemic ushering in remote work is just a preview.

New technology like [holographic Webex](#) meetings and other immersive applications will put even greater demands on IT departments. The network isn't going anywhere. But it will evolve.

The hybrid work movement has begun. Are you ready to help our customers — and the world — join in?

## Related links:

- [Cisco.com](#) and hybrid work
- [Chris Stori blog: The Network. Powering Hybrid Work](#)
- [Greg Dorai blog: Reimagining Hybrid Work](#)
- [Wireless and mobility solutions](#)
- [SalesConnect launch site](#)
- [What is 5G?](#)
- [What is Wi-Fi 6E?](#)

## Beyond people: Connecting things

Hybrid work also requires connecting things — machines, sensors, scanners, cameras, and more — to generate data and insights, and drive operations.

Think of warehouse managers or medical professionals operating remote robots. Other work ripe for remote management includes plant floor operations, patient medication distribution, retail restocking, and supply chain.

Hardware alone won't deliver the optimum hybrid workplace. Cisco employs a holistic platform strategy, with innovative software solutions like [DNA Spaces](#).

From a central control, DNA Spaces ensures the return to the office is safe for employees through navigation, density monitoring, rich mapping and contact tracing services. It pulls in massive amounts of data from sensors, switches, and other devices for IT teams.

Then it feeds it into built-in applications, like asset management and other third-party applications to offer a vast array of digitized data and services across offices, hospitals, and

applications to enter a vast array of digitized data and services across offices, hospitals, and schools.

This helps third-party specialty vendors, like Stanley Healthcare, make their apps run smarter and smoother, saving money and boosting productivity.

Stanley uses it to track everything from hospital beds and newborns to monitoring vaccine storage — saving \$380,000 in asset costs in just one hospital.

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Rajat Ahuja

Wouldn't 'launched' be a better verb? 'Dropped' always sounds negative to me like 'dropped the ball on ...' or 'dropped the plans

for ...'. Then again, I'm older than Cisco so perhaps my brain doesn't pick-up on the new meanings of words.

February 03, 2022 0:44 AM



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