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## ●チェンバース・シスコCEO、SDN採用に意欲

【Wall Street Journal, 2014/08/13】

シスコのジョン・チェンバース CEO は 13 日、よりソフトウェア定義ネットワーク (SDN) を求める顧客の声に耳を傾ける用意があると語った。

フィデリティ・インベストメントや Gap、FedEx といった顧客は同社が SDN 分野に進出することを望んでいるが、チェンバース氏も「SDN は我々が受け入れ、恩恵を得られるであろうもの」との見方を示し、同社バージョンの SDN ともいえる「アプリケーション・セントリック・インフラストラクチャ」は上々の評価を得ているという。

同氏は、SDN はシスコが新たなスイッチング・アーキテクチャの一環として導入するものであり、他社はシスコのような統合インフラを提供できないとし、ネットワーク業界が SDN 主体に移っていても、シスコは高い利益を維持できると自信を見せた。

(参考) 本件報道資料

### Cisco CEO Says Company ‘Embraces’ Software-Defined Networking

Cisco Systems Inc. CEO John Chambers said Wednesday that customer demands for cheaper, software-based products known as software-defined networking are not falling on deaf ears.

Companies from Fidelity Investments to Gap Inc. and FedEx Corp. have pressured the company to move in that direction. “I see SDN as something we’ll embrace and get the benefits of,” Mr. Chambers said during a conference call with investors, where he addressed earnings and layoffs.

Customers are calling on Cisco and other networking companies to develop SDN based on common standards, arguing it will lower costs and give them greater flexibility to integrate products from a variety of suppliers.

Cisco’s new “application-centric infrastructure” – Cisco’s version of SDN — is well-received, according to Mr. Chambers.

Mr. Chambers said he is confident that Cisco can maintain its high gross margins, even as much of the networking industry moves toward standardized software running on commodity machines.

“Those who think SDN is going to drive down gross margins, you’re just wrong,” Mr. Chambers said. Instead, he sees SDN as something that Cisco will implement as part of its new switching architecture. Competitors, he says, are selling boxes and not an integrated infrastructure like Cisco’s. “We will lead with this implementation and it will let us get higher gross margins,” he said.

Rivals such as Cumulus Networks CEO JR Rivers say that SDN is really about the commoditization of networking. “We believe the supply chain around networking is changing and that customer expectations about what matters are changing,” he told CIO Journal Wednesday.

Last month, executives from companies including Credit Suisse Group AG, FedEx Corp., Gap Inc. and JP Morgan Chase & Co. collaborated on a white paper saying that they want lower prices, interoperable gear and faster innovation with new SDN networking gear, CIO Journal reported. The companies are seeking to avoid so-called vendor lock-in and achieve greater flexibility to work with different suppliers.

However, Mr. Chambers contends that customers want an integrated approach, “not boxes.”

Amid the shift, CIOs may not be fielding as many calls from Cisco as in the past. Mr. Chambers said, “We’re selling to the business unit more than to the CIO now when we do our job right.”

Source: Wall Street Journal, 2014/08/13

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