

Segment Routing will boost your business in 5 key ways

Segment Routing emerged as a new technology in 2013 and has made a huge impact with service providers, hyper-scale web providers and large enterprises. As a key enabler for the transformation all networks must go through in the future, it's no wonder that adoption is growing exponentially. But what will it actually *do* for your business?

Simplify your network

Removing protocols and making network operations easier means Segment Routing is your fast track to network simplification.

Bell Canada's Technical Fellow Daniel Voyer agrees:

"Segment Routing is fundamental for today's reality, which requires on-demand services as well as exponential bandwidth growth. Streamlining the IP protocols stack in order to provide a simplified service assurance support model for day-to-day is the key benefit."

Make the network more robust

With Segment Routing, your network is more resilient. Whenever and wherever a node or a link fails in the network, connectivity is restored in under 50 milliseconds!

Orange Group's Stéphane Litkowski says:

"Micro-loops have always been a pain for networks by breaking fast-reroute or creating micro-congestions. Now, thanks to the Segment Routing building blocks, we have the technology to easily build loop-free paths in the network in a simple way."

Squeeze more out of your network

Hyperscale cloud providers have learned that by dynamically rerouting traffic, they can reach an overall capacity utilization of 80 percent or more.

Microsoft's Senior Software Engineer Paul Mattes describes the role Segment Routing plays in SD-WAN architecture:

"It gives us network independence, we don't need to write our proprietary agent for every box we want to buy, we get to use standard IGMP to set up our connectivity instead of having to do that ourselves. Segment Routing lets you program only the edge. We don't have the problem of tunnel setup synchronization; the network configures itself."

Release innovation

Segment Routing powers two vital network services: low-latency and disjointness.

Low-latency network service ensures that time-sensitive applications are always directed over the optimal low-latency path.

Disjointness network service ensures that applications can be directed over two paths, independent of one another, to provide higher resiliency in case of network failure.

SoftBank Corp's Senior Vice President, Keiichi Makizono enthused:

"SoftBank keeps focusing on improving service quality and enhancing the reliability and agility of networks while reducing costs. Cisco's advanced network technologies and support have allowed us to establish the next-generation mobile IP core network platform that meets the bandwidth demand."

Offer new levels of customer satisfaction

With an efficient network structure, you have a strong foundation on which to offer a best-in-class end-user experience.

Alibaba Group's Chief Network Architect Dennis Cai explains:

"Segment Routing architecture brings us many benefits - first, it can be easily deployed in our existing network infrastructure; second, the ability to have fine-grain control over how the network transports applications while being stateless meets our elasticity requirements. It helps us to deliver a better end-user experience."

Find out more

To see how Cisco could help to transform your network and future-proof your business with Segment Routing, visit our dedicated website.

[Discover Segment Routing](#)

