



# The Cisco 3300 Series Mobility Services Engine

## The Value of the Cisco Mobility Services Engine

The Cisco® Mobility Services Engine is an innovative new product that creates an open platform for the development and optimization of mobile applications. Designed with extensibility in mind, the platform supports a suite of software that is designed to create and optimize the performance of mobility applications by offering a standardized, open method for bridging network and application intelligence. The Mobility Services Engine allows IT to simplify the deployment of mobility applications across the enterprise and introduces a structured way for partners to develop industry-specific mobility applications.

## The IT Mobility Challenge

As businesses embrace the opportunity of mobility, IT is faced with the challenge of architecting systems to support consistent access to applications across a variety of networks and devices. Few IT organizations are seeing an increase in resource allocation to match the potential increase in the complexity of building mobility networks. To meet these demands, IT must be able to:

- Unify a variety of networks from personal to private to public
- Secure and manage the growing wave of new mobile devices
- Enable collaboration
- Build an open platform for a broader ecosystem of partners to develop mobility applications

By addressing these mobility challenges, IT can enable business to realize the full potential of the network through delivery of true business mobility solutions. With the right mobility architecture, a customer can access real-time inventory data over their mobile device in the store without speaking to a store associate. A nurse can instantly know the availability of critical diagnostic tools and how to locate them. A student can locate and collaborate with like-minded individuals with a few taps on a screen.

Achieving these objectives requires IT to take a practical approach to architecting business mobility; an approach that is about working smarter, not necessarily harder.



## The Benefits of the Cisco 3300 Series Mobility Services Engine

The Cisco 3300 Series Mobility Services Engine is an open platform that provides a new approach for the delivery of mobility services to enable mobile business applications. A combination of hardware and software, the Mobility Services Engine is an appliance-based solution that supports a suite of software services to provide centralized and scalable service delivery. The Mobility Services Engine transforms the wireless LAN into a mobility network by abstracting the application layer from the network layer, effectively allowing for the delivery of mobile applications across different types of networks, including Wi-Fi, Ethernet, cellular, WiMAX and RFID.

The Cisco 3300 Series Mobility Services Engine delivers the following key features and benefits:

- **Extensible and flexible service delivery platform:** The platform separates services and applications from the data and control planes so that each can evolve independently. This provides a common framework for hosting multiple mobility services. An open API eases third-party application development.
- **Scalability:** Multiple services can be deployed on a single Mobility Services Engine or a single service can span multiple Mobility Services Engines.
- **Manageability:** The Mobility Services Engine serves as a single point of integration for the various services. All mobility services are managed centrally via the integration with the Wireless Control System.

- **Return on investment:** The Mobility Services Engine integrates with the Cisco Unified Wireless Network to optimize the delivery of mobility applications. This architecture builds upon the existing investment in Cisco wireless and mobility solutions and provides a platform that is both flexible and scalable to meet evolving business mobility requirements.

## Why Cisco?

The Cisco Mobility Services Engine is an innovative new platform that transforms existing Wi-Fi-centric networks into mobility networks. Only Cisco can unify disparate networks and enable the delivery of consistent application performance across networks to the right user with the right device. Existing Wi-Fi architectures, while optimized for WLAN performance, fall short of delivering the breadth of services required for an easy-to-manage, centralized approach to mobility applications development. With the Cisco Mobility Services Engine, Cisco is changing the discussion from wireless connectivity to the enablement of true business mobility solutions for business transformation.

