What (Exactly) is The New IP?

New IP is...

A new way to architect networks. New IP is an industry term that refers to a relatively new class of IP networking gear (hardware & software) that allows companies to build programmable networks to innovate more rapidly at lower cost.

Defined by its characteristics. New IP is open, highly virtualized, software-centric, vendor agnostic, automated, flexible and scalable; it also makes liberal use of merchant silicon, to cite just a few of its hallmarks.

A lower-cost option. The purpose of New IP is to support rapid service innovation and user self-service at a lower cost than traditional IP networks.

Without borders. New IP has no network "edge." In the New IP environment, the edge is redefined as a set of activities where the user interfaces and executes an application, whether mobile or fixed.

Applicable to all users. New IP is not limited by user type; with New IP, the hardware and software are combined to meet the needs of the specific environ-ment. This allows each user to move at its own pace, starting at the edge or in the data center depending on where the most value can be created.

An industry effort. New IP is not the exclusive domain of any one vendor or geographic market; it is a class of gear (hardware and software) that is being promoted and sold by vendors globally.

Fully embraced by Brocade. Brocade is among the leaders in global data center network equipment providers, and is fully committed to helping compa-nies migrate to the New IP.

The next step in the evolution of IP networking. New IP will support rapid innovation in business models and services for the next 20 years.

Let us tell you about New IP and how it can help Your Business, Today.
#NewIP

New IP is Not...

Exactly new. New IP, as a market segment, has been emerging over the past few years. Thanks to advances in networking, the New IP segment is starting to gain traction globally, hence the "new" reference.

A redefinition of the actual Internet Protocol. Let's be clear—New IP is not an attempt to rewrite the original IP protocol. Rather, it is an industry term that refers to a relatively new class of networking gear (hardware and software) now emerging.

Old IP. We define Old IP as the classic version that debuted in the mid-1990s. Old IP networking is based on a proprietary (closed), vendor-specific and driven business model that relies heavily on expensive customization. It was never designed for high virtualized environments, M2M traffic, hyper scale, rapid service innovation, and self-service delivery models. New IP does all that, and more.

A product. New IP is an industry term that refers to a relatively new class of IP gear (hardware & software) that is architected in a way that makes the resulting network programmable, scalable, open and cost effective.

Limited by user segment. Just as IP networks support users across a broad spectrum of industry, New IP supports service providers of all types, education, government, as well as enterprise businesses.

The exclusive domain of any one vendor. New IP is an emerging segment of products (hardware and software) sold by Brocade and other networking vendors globally.

A marketing campaign. New IP is a class of gear (hardware and software) that incorporates advances in networking technology over the past 20 years to turn the core IP protocol into an efficient workhorse for users. It's also true that Brocade is actively marketing its New IP product line, and this card is one example of that!

Let us tell you about New IP and how it can help Your Business, Today.
#NewIP