

Ascend Competitive Selling Brief

Ascend MAX 6000 vs. Cisco AS5300

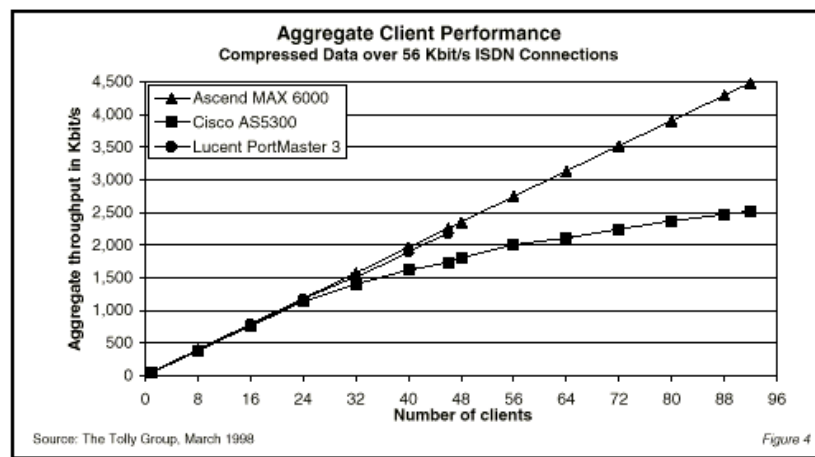
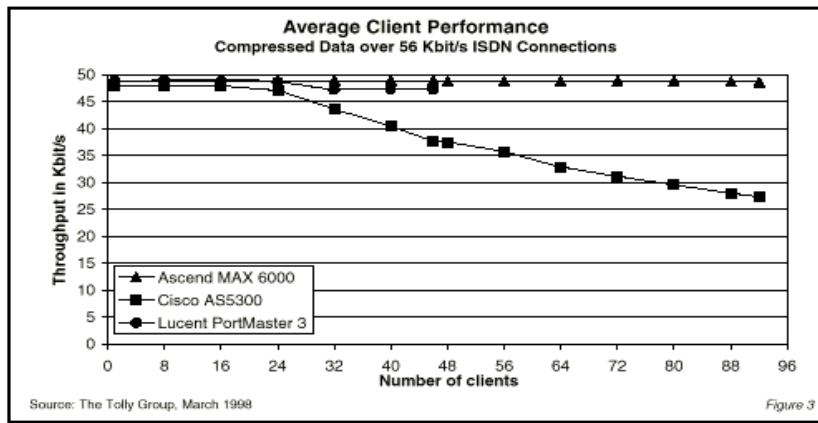
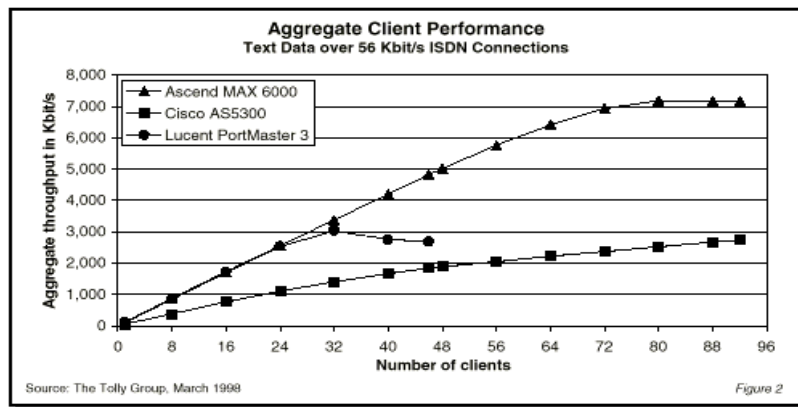
Product Description: Cisco AS5300

This modular, 3-slot system supports 4 T1/E1/PRI cards or 96 calls (120 in E1 version). The AS5300 utilizes MICA modem technology that supports 96 analog calls, but the box can also support older Microcom modems, which offer a density of only 48 analog calls. The AS5300 is promoted as part of the AccessPath line, and is managed with AccessPath Manager. List pricing starts at \$44,960.

Selling Against the Cisco AS5300

Key Weaknesses: Cisco AS5300	The MAX 6000 Advantage
Poor performance (Tolly Group Report 3/98) <ul style="list-style-type: none"> Degradation of performance when load increases beyond 24 clients (See attached Tolly Group charts) Performance lags due to lack of support for MS-STAC compression for Windows 95 among other factors 	The MAX™ 6000 maintains high analog and digital performance with no degradation up to 92 clients <ul style="list-style-type: none"> When fully loaded, the MAX 6000's aggregate 56 Kbps ISDN throughput is 160% faster than the Cisco AS5300.
New hardware platform and new MICA modems - no track record in the field <ul style="list-style-type: none"> New modems required a rewrite of CiscoIOS, which has not been field tested High cost to clients starting a new learning curve 	The MAX 6000 builds on Ascend's proven MAX hardware and software. <ul style="list-style-type: none"> The MAX line has a proven track record with an installed base of over 5 million RAC ports
IOS is not optimized for access needs and carries high additional costs: <ul style="list-style-type: none"> Modem management Required memory upgrades IOS feature sets AAA server 	The True Access™ Operating System (TAOS) kernel comes standard on all MAX and MAX TNT™ products <ul style="list-style-type: none"> Rich feature set at no additional cost: Ascend customers do not have to spend extra dollars on an AAA server, modem management, or bandwidth management.
Low value proposition – lacks many key features <ul style="list-style-type: none"> Cisco is yet to provide 56K support and may take time to provide a stable 56K software No VOIP support with access concentrators No RADIUS extensions and limited VPN protocol support (L2F only) No multi-vendor network management 	Rich feature set providing substantially high value <ul style="list-style-type: none"> Series 56™ (56 capable) modems have been shipping since summer '97 and V.90 software released for trials MultiVoice™ (VOIP) for MAX concentrators Comprehensive VPN support Extended RADIUS support Multi-vendor device management using Navis™ network management

MAX 6000 Performance Charts



Quick Product Comparison

Feature	MAX 6000	Cisco AS5300
Maximum Modems per box	96	96*
Price/modem at max. config	\$540 - \$571**	\$575
56K support	✓	NO
xDSL support	✓	NO
10/100Base-T support	✓	NO
Voice over IP	✓	NO
ATMP	✓	NO
PPTP	✓	NO
L2TP	✓	NO
L2F	Future	Yes
IPSec	Future	Future
Total Network Management	✓	NO
QoS reporting	✓	NO
Multi-vendor router/switch support	✓	NO
Complete discovery and mapping	✓	NO
Multi-user client server	✓	NO
Dynamic integrated firewall	✓	NO

* 120 in E1 version (International)

** \$571/port with ISDN software



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