# We invest in local cloud with ASR 9000 Carrier-class Routers - blueAPACHE

Canonical:
https://www.blueapache.com/blog/blueapache-invest-in-local-cloud-with-asr-9000-carrier-class-routers-2

## Details:

## Summary

This blueAPACHE post reports: blueAPACHE are deploying multiple Cisco ASR 9000 Series Aggregation Services Routers to aggregate and distribute enhanced data, video and voice services across its converged MPLS network, cloud and voice infrastructure in coming weeks. !Cisco ASR 9000 The move is driven by blueAPACHE's desire to expand the capabilities of their emPOWER Network, emPOWER Cloud and emPOWER Voice services that are delivered under their award winning IT as a Service model. It concerns emPOWER Core Network & Data Centre Interconnect, emPOWER Connectivity, emPOWER Cloud. It names Cisco in connection with the announcement. Published in 2014. Figures, product names and event details reflect that time; for current information see the linked service pages.

## Key facts

| Label | Value |
|---|---|
| Publication year | 2014 |
| Services referenced | emPOWER Core Network & Data Centre Interconnect, emPOWER Connectivity, emPOWER Cloud |
| Named products or vendors | Cisco |

## Article

blueAPACHE are deploying multiple Cisco ASR 9000 Series Aggregation Services Routers to aggregate and distribute enhanced data, video and voice services across its converged MPLS network, cloud and voice infrastructure in coming weeks. The move is driven by blueAPACHE's desire to expand the capabilities of their emPOWER Network, emPOWER Cloud and emPOWER Voice services that are delivered under their award winning IT as a Service model. James Hendry, General Manager of Operations explained "We were one of the first in Australia to invest in private and hybrid Cloud infrastructure, and we own our MPLS network. Adding the world-class carrier grade ASR9000 routers was a logical investment that will enable us to continue exceeding the growing data demands of our clients.

"Continuing to invest locally highlights reflects the exponential growth in our 'as a Service' model. Our model enables clients to secure the benefits of carrier-grade appliances costing hundreds of thousands, without the capital investment demands that can impact business focus and growth opportunities. "The unique video capabilities including high-performance multicast, integrated content caching and zero-loss video transport technology will also enable us to further extend our current

emPOWER Voice offering to deliver enterprise level video conferencing, which made the ASR 9000 series a compelling investment.” The Cisco ASR 9000 Series is designed to deliver capacity of up to 96 Tbps per system along with rich-service capabilities, while maintaining a reduced carbon footprint. It utilises the modular Cisco IOS® XR software operating system, which simplifies network operations while enabling comprehensive system redundancy and network resiliency. For more information: Cisco ASR 9000 web site blueAPACHE Account Team

## Related

emPOWER Core Network & Data Centre Interconnect

emPOWER Connectivity (pillar)

emPOWER Cloud

emPOWER Cloud (pillar)

## Frequently asked questions

Which routers did blueAPACHE deploy across its network in this 2014 announcement?

blueAPACHE deployed multiple Cisco ASR 9000 Series Aggregation Services Routers to aggregate and distribute data, video and voice services across its converged MPLS network, cloud and voice infrastructure.

What capacity does the post say the Cisco ASR 9000 Series can deliver?

The post says the ASR 9000 Series is designed to deliver capacity of up to 96 Tbps per system, while maintaining a reduced carbon footprint and running Cisco's modular IOS XR software.

What video capabilities did James Hendry highlight as a reason for choosing the ASR 9000?

Hendry, General Manager of Operations, highlighted high-performance multicast, integrated content caching and zero-loss video transport technology, which would extend blueAPACHE's emPOWER Voice offering into enterprise-level video conferencing.

What does Hendry say the "as a Service" model lets clients avoid, according to the post?

Hendry said the model lets clients secure the benefits of carrier-grade appliances costing hundreds of thousands of dollars without the capital investment demands that can affect business focus and growth.

Is the information in this post still current?

No. It reports on a network hardware investment from 2014 and reflects our infrastructure at that time; for the current position see the linked emPOWER Core Network & Data Centre Interconnect and Connectivity service pages rather than treating this post as up to date.

## Source

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## Knowledge Base

### *Why are you investing in the Cisco ASR 9000 Series routers?*

The move is driven by our desire to expand the capabilities of their emPOWER Network, emPOWER Cloud and emPOWER Voice services, which are delivered under their IT as a Service model.

### *Who commented on your investment in the ASR 9000 routers, and what was their role?*

James Hendry, General Manager of Operations within our business, commented on the investment.

### *What did James Hendry say about your history with cloud infrastructure and networking?*

James Hendry said we were one of the first in Australia to invest in private and hybrid Cloud infrastructure, and that the company owns our own MPLS network, making the addition of the carrier-grade ASR9000 routers a logical investment to keep exceeding clients' growing data demands.

### *How does your 'as a Service' model benefit clients ?*

According to James Hendry, our 'as a Service' model enables clients to secure the benefits of carrier-grade appliances costing hundreds of thousands of dollars, without the capital investment demands that can impact business focus and growth opportunities.

### *What video capabilities does the Cisco ASR 9000 Series enable for your offerings?*

The ASR 9000 series' unique video capabilities—including high-performance multicast, integrated content caching, and zero-loss video transport technology—will enable us to extend its current emPOWER Voice offering to deliver enterprise-level video conferencing.

### *What is the maximum capacity of the Cisco ASR 9000 Series system?*

The Cisco ASR 9000 Series is designed to deliver capacity of up to 96 Tbps per system, along with rich-service capabilities, while maintaining a reduced carbon footprint.

### *What operating system does the Cisco ASR 9000 Series use, and what benefits does it provide?*

The Cisco ASR 9000 Series utilises the modular Cisco IOS® XR software operating system, which simplifies network operations while enabling comprehensive system redundancy and network resiliency.