



NEWS RELEASE

Cisco Brings the Promise of Private 5G to Enterprises, Together with Global Partners

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News Summary:

- Cisco Private 5G as-a-Service delivered with global partners offers enterprise customers reduced technical, financial, and operations risks with managing enterprise private 5G networks.
- Cisco has worked in close collaboration with two leading ORAN vendors to include ORAN technology as part of Cisco Private 5G and is currently in customer trials with Airspan and JMA.
- Multiple private 5G pilots and projects are currently underway spanning education, entertainment, government, manufacturing, and real estate sectors.

Mobile World Congress — Cisco today announced details on its go-to-market strategy for Cisco Private 5G together with partners, fostering a new wave of productivity for enterprises with mass-scale IoT adoption.

Most businesses are beginning to realize the benefits of digitizing, or 'going digital' – connecting their physical operations with information systems, and using analytics, artificial intelligence (AI), automation and machine learning (ML) to improve productivity and efficiency. Most businesses are used to connecting more people and things with Wi-Fi. What most businesses have not experienced yet – is what the power of Wi-Fi, 5G and IoT together can do for them to connect more and do more.

The Power to Transform Industries

Alongside Wi-Fi, private 5G and IoT have the potential to transform industries and redefine the future of hybrid work. Cisco views private 5G as a complement, not a replacement for the investments businesses have made in Wi-Fi, Ethernet transport, and corresponding management systems. Private 5G is set to enable connectivity for a full range of use cases from factory floors, supply chains, university and enterprise campuses, venues, hospitals and more.

Cisco Private 5G

The foundation of the solution is built on Cisco's industry-leading mobile core technology and IoT portfolio – spanning IoT sensors and gateways, device management software, as well as monitoring tools and dashboards. Open Radio Access Network (ORAN) technology is a key component of the solution. Cisco is working in close collaboration with ORAN vendors, JMA and Airspan, and is currently in customer trials utilizing their technology.

Key differentiators of Cisco Private 5G for Enterprises:

- **Delivered as-a-Service:** Delivered together with global service providers and system integration partners, the offer reduces technical, financial, and operational risks for enterprise private 5G networks.
- **Complementary to Wi-Fi:** Cisco Private 5G integrates with existing enterprise systems, including existing and future Wi-Fi versions - Wi-Fi 5/6/6E, making operations simple.
- **Visibility across the network and devices:** Using a simple management portal, enterprise IT teams can maintain policy and identity across both Wi-Fi and 5G for simplified operations.
- **Pay-as-you-use subscription model:** Cisco Private 5G is financially simple to understand. With pay-as-you-use consumption models, customers can save money with no up-front infrastructure costs, and ramp up services as they need.
- **Speed time to productivity:** Businesses can spare IT staff from having to learn, design, and operate a complex, carrier class private network.

Key Benefits of Cisco Private 5G for Partners:

- **Path to Profitability for Cisco Partners:** For its channel partners, Cisco reduces the required time, energy, and capital to enable a faster path to profitability.
- **Private Labeling:** Partners can private label/use their own brand and avoid initial capital expenses and lengthy solution development cycles by consuming Cisco Private 5G on a subscription basis. Partners may also enhance Cisco Private 5G with their own value-added solutions.

"Cisco has an unbiased wireless strategy for the future of hybrid work. 5G must work with Wi-Fi and existing IT environments to make digital transformation easy," said Jonathan Davidson, Executive Vice President and General Manager, Mass-Scale Infrastructure Group, Cisco. "Businesses continuing their digitization strategies using IoT, analytics, and automation will create significant competitive advantages in value, sustainability, efficiency, and agility. Working together with our global partners to enable those outcomes with Cisco Private 5G is our unique value proposition to the enterprise."

Supporting Comments

"DISH Wireless is proud to partner with Cisco to bring smart connectivity to enterprise customers through dedicated private 5G networks. Together, we have the opportunity to drive real business outcomes across industries. We're actively collaborating with Cisco on transformational projects that will benefit a variety of sectors, including government and education, and we're working to revolutionize the way enterprises can manage their own networks. As DISH builds America's first smart 5G network™, we're offering solutions that are open, secure and customizable. Teaming with Cisco is a great next step, and we look forward to offering more innovative solutions for the enterprises of today and beyond."

— **Stephen Bye, Chief Commercial Officer, DISH Wireless**

"Cisco is busting the myth that enterprises can't cross Wi-Fi, private 5G and IoT streams. Enterprises are now tantalizingly closer to full visibility over their digital and physical environments. This opens up powerful new ways to innovate without compromising the robust control that enterprises require."

— **Camille Mendler, Chief Analyst Enterprise Services, Omdia**

"Developing innovative, customized 5G private network solutions for the enterprise market is a major opportunity to monetize the many advantages of 5G technology. Airspan is proud to be one of the first leading Open RAN partners to participate in the Cisco Private 5G solution and offer our cutting edge 5G RAN solutions including systems and software that are optimized for numerous enterprise use cases."
— **Eric Stonestrom, Chairman and CEO, Airspan**

"This partnership opens a world of new possibilities for enterprises. With simple downloaded upgrades, our all-software RAN can operate on the same physical infrastructure for 10+ years—no more hardware replacements every 36 months. And as the only system in the world that can accommodate multiple operators on the same private network, it eliminates the need to build separate networks for new licensed band operators."
— **Joe Constantine, Chief Technology & Strategy Officer, JMA**

"5G marks a milestone in wireless networking. For organizations, it opens many new opportunities to evolve their business models and create a completely new type of digital infrastructure. We see strong demand in all types of sectors including manufacturing and mining facilities, the logistics and automotive industries, as well as higher education and the healthcare sector. As a leading Cisco Global Gold Partner, we are excited to help drive this evolution. Thanks to our deep expertise, international capability, and close partnership with Cisco, we can support companies in integrating Private 5G into their enterprise networks,"
— **Bob Bailkoskiis, Logicalis Group CEO.**

"NEC Corporation is working on multiple 5G initiatives with Cisco. We have a Global System Integrator Agreement (GSIA) partnership for accelerating the deployment of innovative 5G IP transport network solutions worldwide. Work is in progress to connect Cisco's Mobile Core and NEC's radio over Cisco's 5G Showcase in Tokyo, a world leading 5G services incubation hub. Leveraging NEC's applications, Cisco and NEC will investigate expanding the technical trials including Private 5G in manufacturing, construction, transportation, and others."
—**Yun Suhun, General Manager, NEC Corporation**

Industry Projects Underway

Cisco is working together with its partners on Private 5G projects for customers across a wide range of industries including Chaplin, Clair Global, Colt Technology Services, ITOCHU Techno-Solutions Corporation, Madeira Island, Network Rail, Schaeffler Group, Texas A&M University, Toshiba, Virgin Media O2, Zebra Technologies and more. See news release addendum for project details and supporting comments.

Additional Resources:

- [Cisco Private 5G](#)
- [Blog: Private 5G Delivered on Your Terms](#), Masum Mir, Vice President and General Manager, Mobile, Cable and IoT

About Cisco

Cisco (NASDAQ: CSCO) is the worldwide leader in technology that powers the Internet. Cisco inspires new possibilities by reimagining your applications, securing your data, transforming your infrastructure, and empowering your teams for a global and inclusive future. Discover more on [The Network](#) and follow us on [Twitter](#).

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