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## Cisco caught overmarketing

**By Jim Duffy**  
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Cisco has been caught overmarketing and overstating a recent router win.

Last week, Cisco announced that IntelliSpace is deploying Cisco's 7600 series routers to support broadband growth "throughout its global network."

The Cisco release went on to state that IntelliSpace is using the Cisco 7600 in the backbone of its network to support more than 1,000 Ethernet-wired buildings and more than 60,000 connected business users worldwide.

"IntelliSpace also will deploy the Cisco 7600 throughout its global network points of presence," the Cisco release trumpeted.

Sounds like a big deal. Too big, according to IntelliSpace.

The next day, IntelliSpace issued its own press release clarifying the Cisco release and accusing the company of misleading people. In a release entitled "Recent Cisco Press Release Concerning IntelliSpace Network Misleading," the service provider "expressed disappointment" with Cisco's announcement suggesting that IntelliSpace is physically deploying Cisco routers globally throughout its network.

"IntelliSpace purchased only two Cisco routers several months ago for deployment in two POPs in one city," stated IntelliSpace CEO Jeff Allen in the company's release. "It might be possible that Internet traffic passing through these two Cisco routers could travel the world, but that is very different than IntelliSpace actually deploying, or planning to deploy, Cisco routers throughout our network. We have no plans to deploy Cisco routers throughout our network."

IntelliSpace is a big Riverstone shop. The service provider has more than 1,500 Riverstone routers representing approximately 90% of the IntelliSpace network, the service provider stated.

"These Riverstone routers do an excellent job of supporting Internet services to the more than 75,000 IntelliSpace business users, located in more than 200 cities and communities throughout the U.S. and the U.K.," Allen stated in the release.

Cisco said IntelliSpace co-wrote and approved the Cisco press release in question. IntelliSpace refused to confirm this, seeking higher ground.

"We're not going to respond to questions on approval, authorizations, he said, she said, and when," says Paul Brindak, IntelliSpace's chief marketing officer. "We just want to provide clarity on our relationships."

An IntelliSpace spokeswoman added, "Our style is not to play in the mud."

Even if IntelliSpace helped muddy the playground. The moral of today's story is: Read the bold print carefully before signing, especially if it pertains to you, lest a pointed finger points back at you.