

Caretta Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Katharina Auster	2022	Marketing and Business Technology
Patrick Bauer	2021	Economics and Political Science
Daniel Menendez Lopez	2022	Economics
Geriana "Yanna" Villanueva	2021	Finance and Business Law

Advisor(s): Dr. Joan Martinez Evora

Topic: Speed, Security, and Espionage: Cisco Challenges Huawei in the Race to 5G

Division: Undergrad

Audience: Cisco Systems Inc. Board of Directors

Sustainable Development Goal

SDG # 9: Industry, Innovation and Infrastructure Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

Executive Summary

At the dawn of a new decade in the 21st century, the future of mobile networking is being redefined by the development and implementation of 5G. Being the fifth generation mobile network, 5G promises a more unified platform, faster services, better capacity and network efficiency, and a broader spectrum than previous generations. With large-scale implementation beginning in 2019 in accordance with 3GPP's 5G NR standards, the race to develop and deliver this new technology has introduced industry leaders, some of which have more ethically ambiguous business practices than others.

Currently, Huawei Technologies Co, a Chinese multinational technology company, is one of the world's leaders in providing 5G for its consumers. However, the company has faced numerous claims against them which include patent infringement and corporate espionage. Cisco Systems Inc. is an American multinational technology corporation that manufactures and sells networking hardware, software, and telecommunications equipment similar to that of Huawei. It is also a provider of 5G and is a viable market competitor to Huawei in the industry. Caretta Consulting urges Cisco to take on Huawei in the race to 5G by integrating themselves in the European market, one in which Huawei Technologies Co. is a prominent player, and position itself as a safer alternative. Not only would this dilute the market and decrease the possibility of a monopoly, but it would reduce Huawei's influence in the Western Hemisphere and allow Cisco to tap into the potential to position itself as the premier company in the European technology market. With Huawei currently being the European Union's largest provider, the need for a more socially responsible competitor is greater now more than ever and Caretta Consulting believes Cisco Systems Inc. is the answer to this problem.