Connected Car
Internet of Everything
Healthcare
Vertical Markets

Learn More about Cisco Policy Suite for Service Providers
http://www.cisco.com/go/mobilepolicy

How Operators Capitalize on Mobile Growth

Concurrent Sessions
Average Latency
Transactions per Second
Session Set-ups per Second

Flexible, Virtualized Platform for New Business Models and Revenue

Cisco Policy Suite for Service Providers

Source: Independently Verified in 2013 by EANTC

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Cisco Policy Suite: Delivering Dynamic Services

Delivery optimization
Existing services
OTT providers
New services

Profile
Segment
Device
Etc.

Subscriber ID
Access type
Location
QoS
Time
Etc.

Location
Load
Dynamic Policy
Core Network

SON

User Session Services
Network Vertically Targeted Services
Enable Operators to Grow the Pie

Today:
Operator business mostly focused on the saturated consumer market

Future:
Vertically targeted services will accelerate operator business growth

Turbo boost
Freemium

Location-specific information
Parental control

Individual Services
Enterprises/MVNOs
VoLTE/VoWi-Fi
Sponsored data

New Business Models
Cisco Policy Ready for Vertical Take Off

Orchestration
Automation, provisioning and interworking of physical and virtual resources

APIs
VoLTE
NETFLIX
4G
Content Providers
Handsets
BSS
Network Policy Server
Charging Server
Analytics
Policy Builder
Uniﬁed Subscriber Manager
Access Selection

NFV
Network functions and software running on any open standards-based hardware

SDN
Separation of control and data plane

Modular
Platform
Next-Gen Architecture
Open Environment

Opportunities
Policy

Note: For illustrative purposes – not based on speciﬁc data.

Target New Markets and Business Models

MVNOs
Smaller operators dedicated to a targeted market can quickly create new services and scale as they grow with Cisco Policy Suite.

Connected Car
Operators are partnering with automobile manufacturers to communicate telematics information, connect drivers, create car hotspots, and open new monetization opportunities inside cars with Cisco Policy Suite.

Internet of Everything
Connect devices of all types and provide policy-based connectivity with Cisco Policy Suite.

Partner with content providers, advertisers, or major brands to promote consumption of content and advertising.

Offer mobile subscribers data connectivity to certain sites toll-free (without counting data usage against monthly data quotas).

Share advertising revenue from the sites or charge the advertiser or sponsor for the bandwidth consumed by the subscriber.

Sponsored Data Offers

Shape Subscriber Experience Beyond Billing Plan
Create Value in an OTT-Dominated Ecosystem
Stand Out from the Access Providers Crowd
Service Revenue for Internet of Things, Connected Car, MVNOs, and Other Industry Markets

Unmatched Scalability, Reliability, and Virtualization

Target Markets
MVNOs
Connected Car
Internet of Everything
Healthcare
Utilities

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