Benefits for Service Providers

- Automate service delivery through cross-domain orchestration tools
- Improve your infrastructure utilization by scaling capacity up and down quickly in response to your customers’ needs
- Speed deployment of personalized service offerings for your customers through the rich catalog of virtualized network functions and predefined service profiles
- Make it easy for your customers to consume new services through prepackaged services modules from Cisco and a self-service web portal

Automating a New Class of Carrier Cloud Services

Imagine if you could:

- Have a platform that helps you transform your business and those of your customers
- Accelerate your time to revenue while reducing operational costs
- Deploy new services at web speed

The Cisco® Evolved Services Platform (ESP) can help you achieve these goals. It uses Software-Defined Networking (SDN), Network Functions Virtualization (NFV), open APIs, and advanced orchestration capabilities to deliver prepackaged services from a flexible pool of resources that can be reused and personalized for each customer, automatically and on demand.

Cisco ESP’s flexible modules make it easy for you to buy, deploy, manage, and sell innovative new cloud service offerings. Cisco ESP can help reduce your current operating expenses up to 45 percent, while accelerating new revenue growth at up to five times your current rates.

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You can achieve:

- Automated service delivery
- Improved network and data center use
- Fast deployment of personalized offerings

Serve your customers better by:

- Offering prepackaged Cisco ESP services modules with default features, security, and service-level agreements
- Letting them select new services from a self-service portal and activate what they want with a click of a mouse

Expand Your Network Services Business While Reducing Investment Risk

Cisco ESP is an open software suite that lets you quickly deliver new services for your customers and expand your business footprint. Cisco ESP uses SDN, NFV, open APIs, open source, and other open technologies to create greater flexibility for your business and drive down your operational costs.

To help you quickly deploy new services at low cost and risk, Cisco ESP offers innovative, prepackaged services modules. Deployed in minutes and easily scalable, the modules combine software, optional hardware, and advanced services to deliver an open, agile, application-centric infrastructure.

These modules include:

- **Multiscreen DVR**: Scale and accelerate delivery of any type of content on any network to any device, removing the need for a physical DVR in customer homes.
- **Premium Mobile Broadband**: Deploy a high-performance, private wireless network with consistent low latency and transparent handoff between licensed and unlicensed cells.
- **Virtualized Managed Services**: Rapidly create and automate the self-service, cloud-based delivery of managed network, mobility, and security services, reducing operating costs.

Unlike other SDN- and NFV-based offers that provide narrow solutions, Cisco ESP is a platform for all services. It is open and helps you to open your network to the third party applications innovation engine and quickly bring new innovative services to market. Flexible deployment models make it easy for you to buy and deploy services aligned with your investment needs.

Next Steps

For additional information, visit [Cisco Evolved Services Platform](#).