



## Benefits

- **Offer a superior user experience** with a consistent, reliable, easy-to-use, online IT storefront for all of your customers' service and applications needs.
- **Increase opportunities for new revenue streams** through rich service offerings that can combine existing services with new virtual service components.
- **Design and deploy end-to-end services quickly** and iteratively across physical and virtual infrastructure.
- **Lower costs** through more efficient operations and optimal resource use.
- **Help guarantee SLAs** through deep service and network awareness and dynamic services assurance.

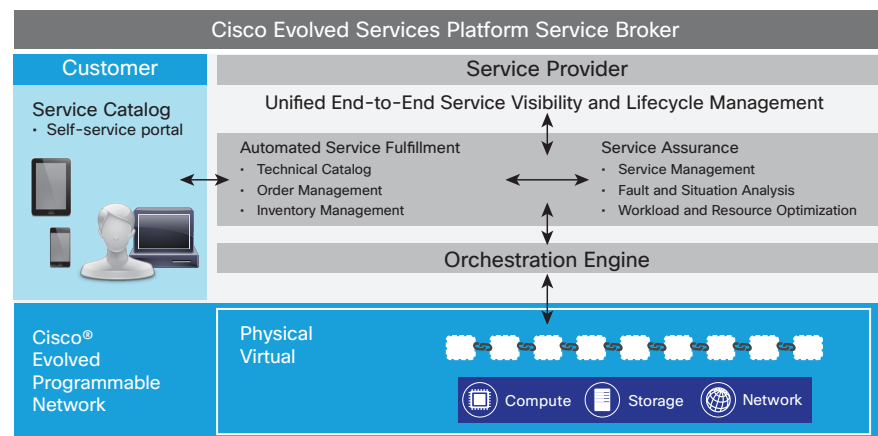
# Cisco Evolved Services Platform Service Broker

## A Holistic Approach for Offering Dynamic Network Services and an Outstanding Customer Experience

Software-defined networking (SDN) and network functions virtualization (NFV) help you establish the dynamic network and services environment that you need to respond to your customers' needs, get to market faster, and lower your costs. As networks and service delivery models change, operational support systems (OSS) must change, too. OSSs enable end-to-end coordination of business orchestration and workflows around service fulfillment, activation, and assurance. Traditional OSSs work well with relatively static networks and services, but programmable networks deploying new technologies, such as NFV and SDN, can impose changes on the network at any time. This evolution requires an entirely new approach to operations support.

The Cisco® Evolved Services Platform (ESP) Service Broker brings real-time OSS capabilities to your dynamic environment. It provides the support you need to deliver the experience and services your customers want, and it helps establish trust as they rely on your services to run their critical business functions.

Figure 1. Service Broker Functional Building Blocks



## Dynamic Service Fulfillment and Assurance in Real Time

The Evolved Services Platform Service Broker automates the orchestration and lifecycle management of services delivered dynamically across your evolved programmable networks. Based on an open and modular architecture, it easily integrates with domain managers or resource facing orchestration systems for provisioning and activating physical or virtual services (Figure 1). This includes the industry-leading cross domain orchestrator, [Cisco Network Services Orchestrator enabled by Tail-f](#).

The Evolved Services Platform Service Broker:

- Provides user-centric fulfillment of services that can help accelerate your customers' businesses
- Discovers and helps remediate service issues in real time, using a unique collaborative method for situation awareness
- Resolves issues before they affect your customer, and increases staff productivity by up to ten times
- Increases the return on your existing hardware and software while helping you more efficiently monetize your NFV and SDN investments

The powerful capabilities of the Evolved Services Platform Service Broker are included with preintegrated and pretested Evolved Services Platform service modules. The capabilities are also offered as individual Cisco software products.

### Next Steps

To learn more, visit [www.cisco.com/go/esp](http://www.cisco.com/go/esp).