



# Cisco mobile Service Exchange: Intelligent Service Edge Solution

[www.cisco.com/go/mobile](http://www.cisco.com/go/mobile)

Cisco® applies its undisputed IP leadership to the mobile Internet with Cisco mobile Service Exchange Framework (mSEF), a standards-based framework that links the Radio Access Network (RAN) to IP networks and their value-added, content-based IP services.

- Cisco mSEF enables the intelligent framework that identifies users, knows where they are, and delivers services to them anywhere, over any access medium, to any client device

### Business Benefits:

- Connectivity—Common, scalable, and flexible approach to supporting multiple access technologies (second generation [2G], 2.5G, 3G, 802.11, and WiMAX 802.16) and multiple mobile services within a single architecture
- Control—Common mechanism for the authentication and access control to services, and the ability to tailor service offerings to specific subscribers or market segments
- Billing—A flexible framework for pre- and postpaid billing at the subscriber, session, and content level, thereby opening up new revenue streams to the mobile operator
- Functions—Enhanced services for corporate customers, including VPN options such as Multiprotocol Label Switching (MPLS), Layer 2 Tunneling Protocol (L2TP), generic routing encapsulation (GRE), and IP Security (IPsec)

