

Policy Control Architecture for Wireline Networks

Intelligent Service Gateway



Ahmad Chehime

Welcome to the Human Network.



Agenda

- Services Evolution Requires:
Cisco ISG – Intelligent Service Gateway
- “Classic” Policy Control for Broadband Applications
 - Portal Based Self-Services
 - Tiered Services (Time & Volume)
 - Advanced Application Aware Tiered Services

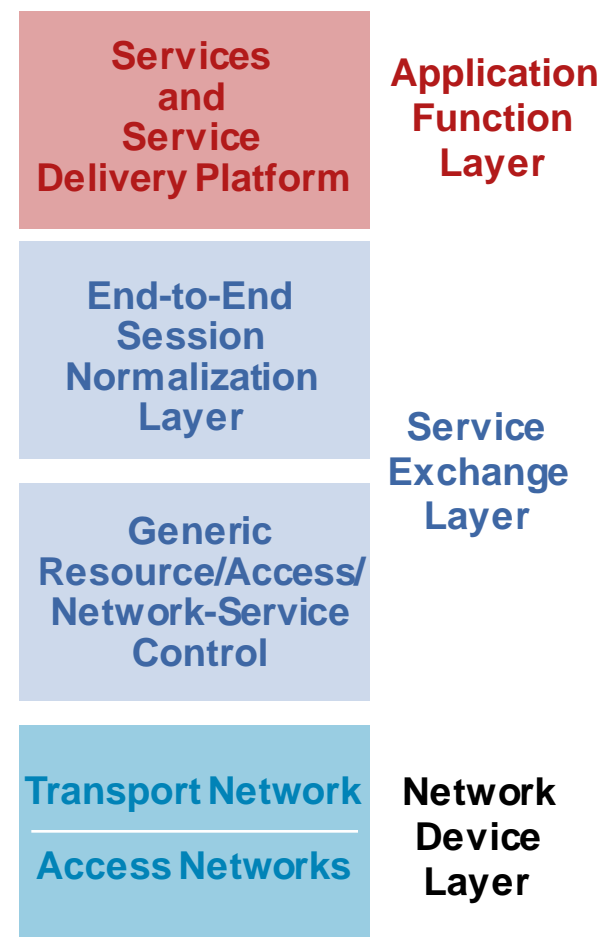
Services Evolution:
**Intelligent Service
Gateway**



Welcome to the Human Network.

Next Generation Network Overview and Drivers

- **SPs to offer differentiated services**
 - Rapid introduction of new value added services
 - Personalized applications to reduce churn and enhance differentiation
 - Multimedia and Combinational (e.g. Fixed-Mobile) Services
- **SPs require close User and Network control**
 - Authentication, Charging, Policy Enforcement (QoS, Security, Accounting...)
 - “Walled Garden” Service Concept for a wide variety of Services
- **Network Convergence**
 - Access independence and mobility
 - Transport convergence over IP
 - Reuse of common resources
 - Aging PSTN Equipment
 - Price pressure of commoditization



The New User Experience

Enabling the Next Wave of Broadband

Add Subscribers

Signup Now

First Name:*
Last Name:*
Username:*
Password:*
Email Address:

* - Indicates required fields

[Signup Now](#)

Register

Logon Existing Account

If you have an existing account with MegaCom enter user name and password here.

Username:

Password: [GO](#)

[Forgot your password? Click here](#)

Log in

Add Services

Pay As You
Go!

[Buy credit](#)

Pay What
You Use!

[Buy](#)

Broadband
Light

[Buy: \\$19.99](#)

Broadband
Basic

[Buy: \\$29.99](#)

Broadband
Premium

[Buy: \\$39.99](#)

Add Value



Branded
VoD
(\$4.99/movie)

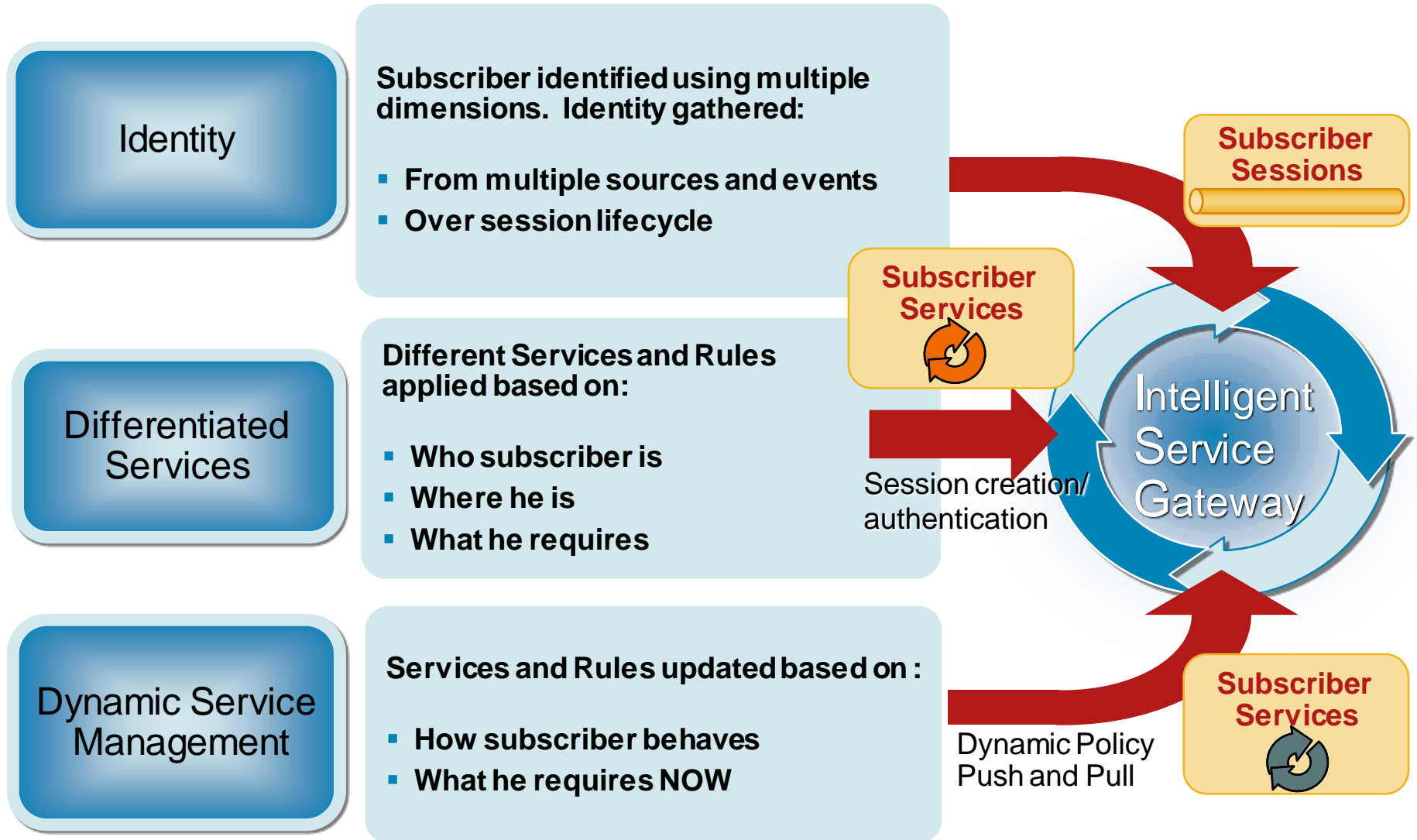


Branded
TV
(\$29.99)

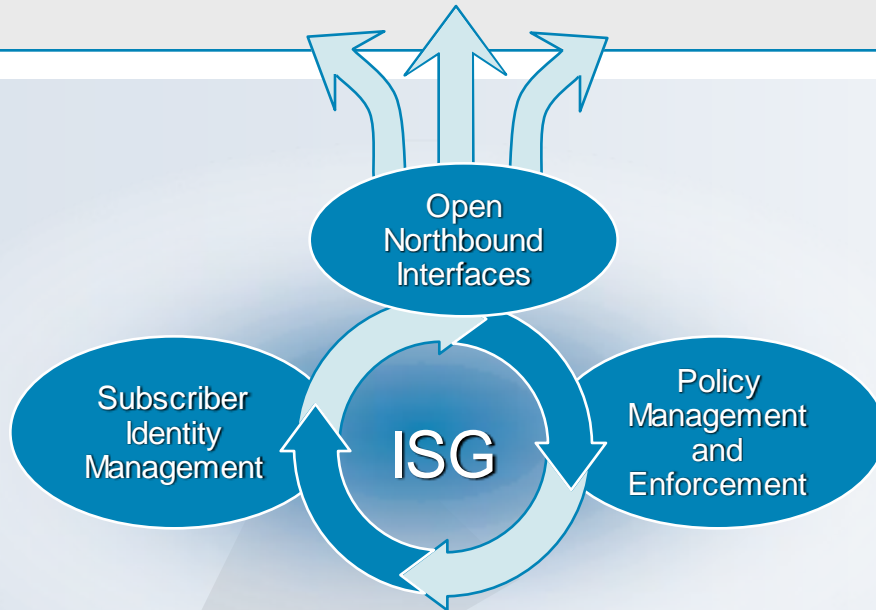
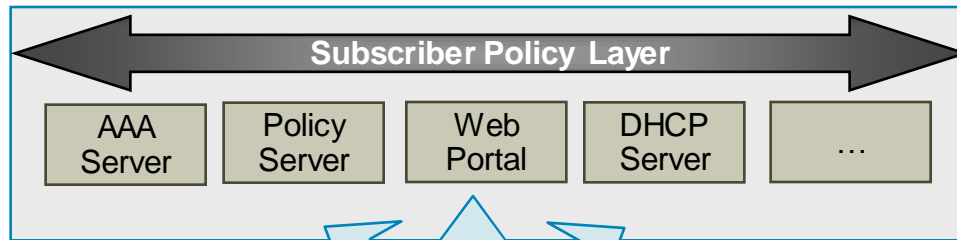


Branded
Phone
(\$15.99 + LD)

The Elements of Customization



What Is ISG?



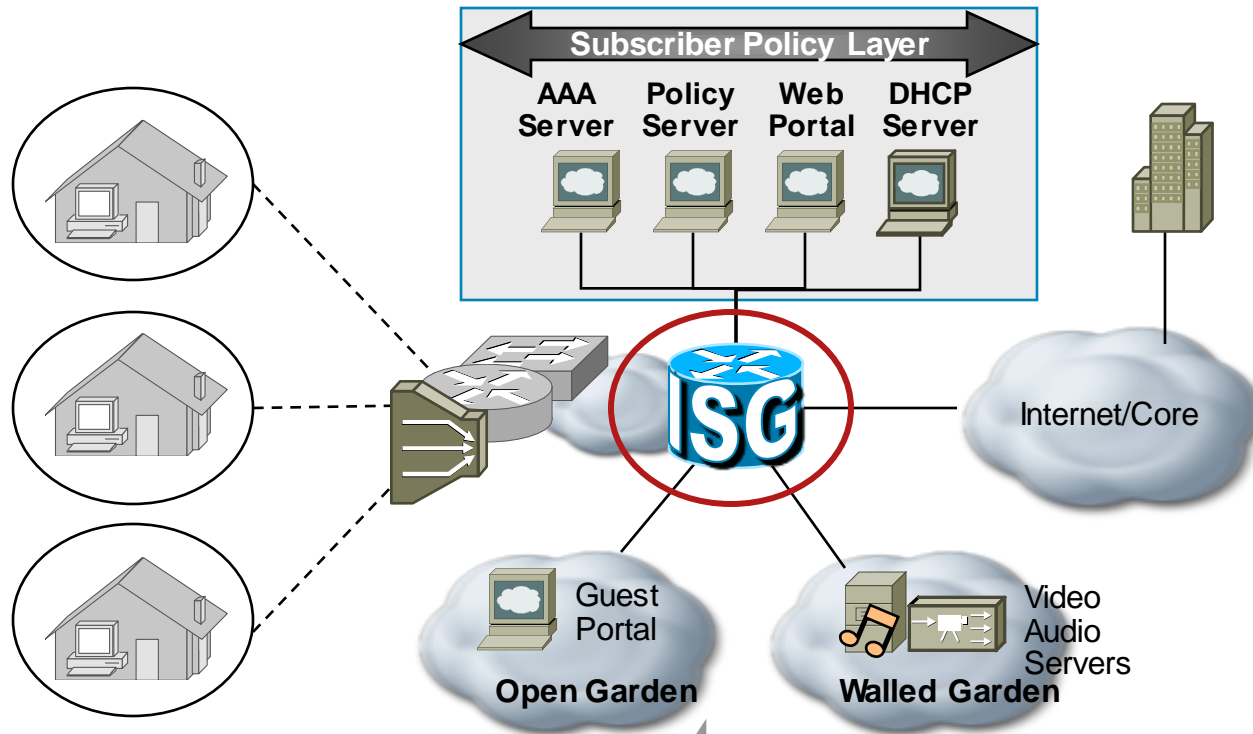
Cisco Intelligent Services Gateway (ISG) is a licensed feature set on **Cisco Routers** that provides **Session Management** and **Policy Management** services to a variety of **access networks**



So focal, that the entire device is often referred as an: **Intelligent Service Gateway router** or simply **"The ISG"**



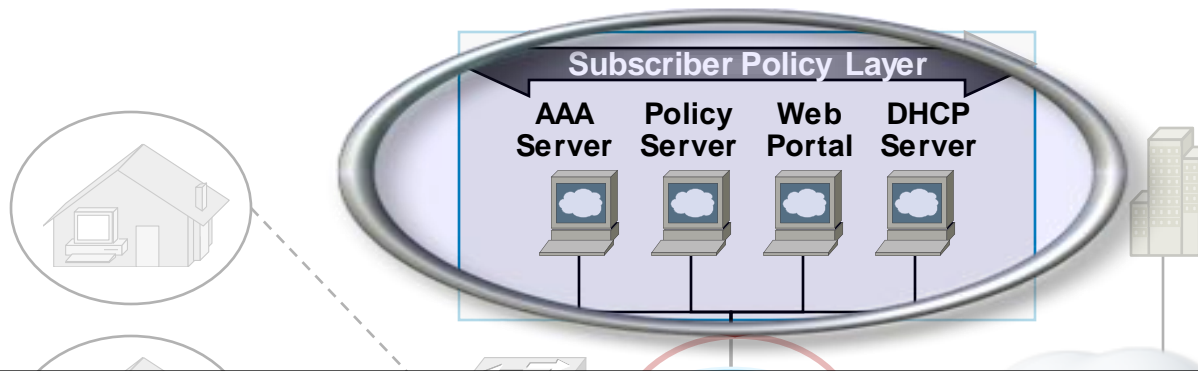
ISG's Place in the Network



- Sits at the edge of the network
- Communicates with other devices to control all aspects of subscriber access in the network
- Single point of contact

- **Subscriber Identification**
- **Subscriber Authentication**
- **Subscriber Services Determination and Enforcement**
- **Dynamic Service update**
- **Per access and per service accounting**

ISG's Subscriber Policy Layer

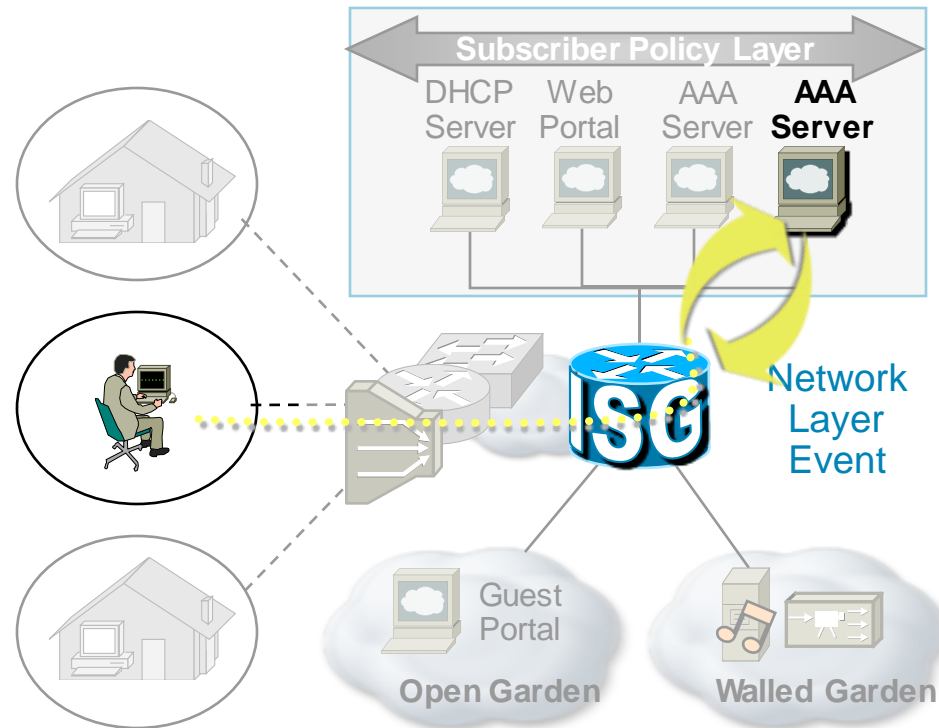


AAA Server	<p>Subscriber Authentication</p> <p>Subscriber Authorization: User and Service Profile Repository</p> <p>Per access and Per Service Accounting</p> <p>Front-end toward billing system</p>
Policy Server	<p>Dynamic Policy Push (Application Level Trigger)</p>
Web Portal	<p>Front end toward the subscriber for:</p> <ul style="list-style-type: none"> Self Subscription Web Logon Service Selection (Application Level Trigger)
DHCP Server	<p>Hand over of addresses to subscribers</p> <p>Class-based address handover for ISG driven address pool selection</p>

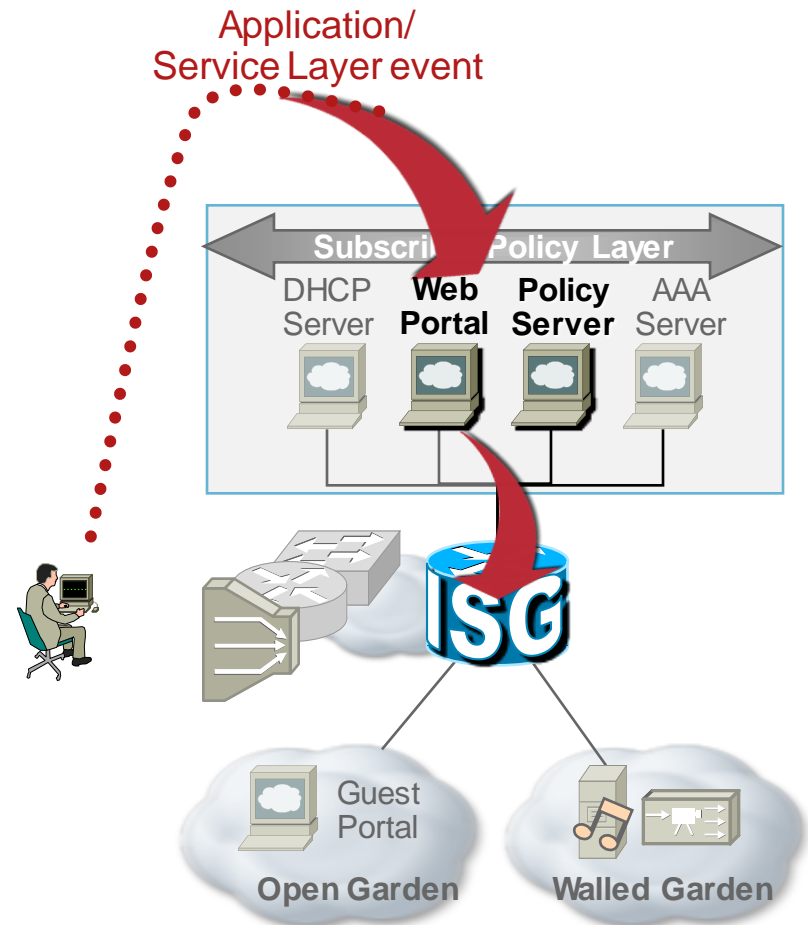
AAA Server, Policy Server, Web Portal can co-reside in the same appliance

ISG's Dynamic Policy Activation

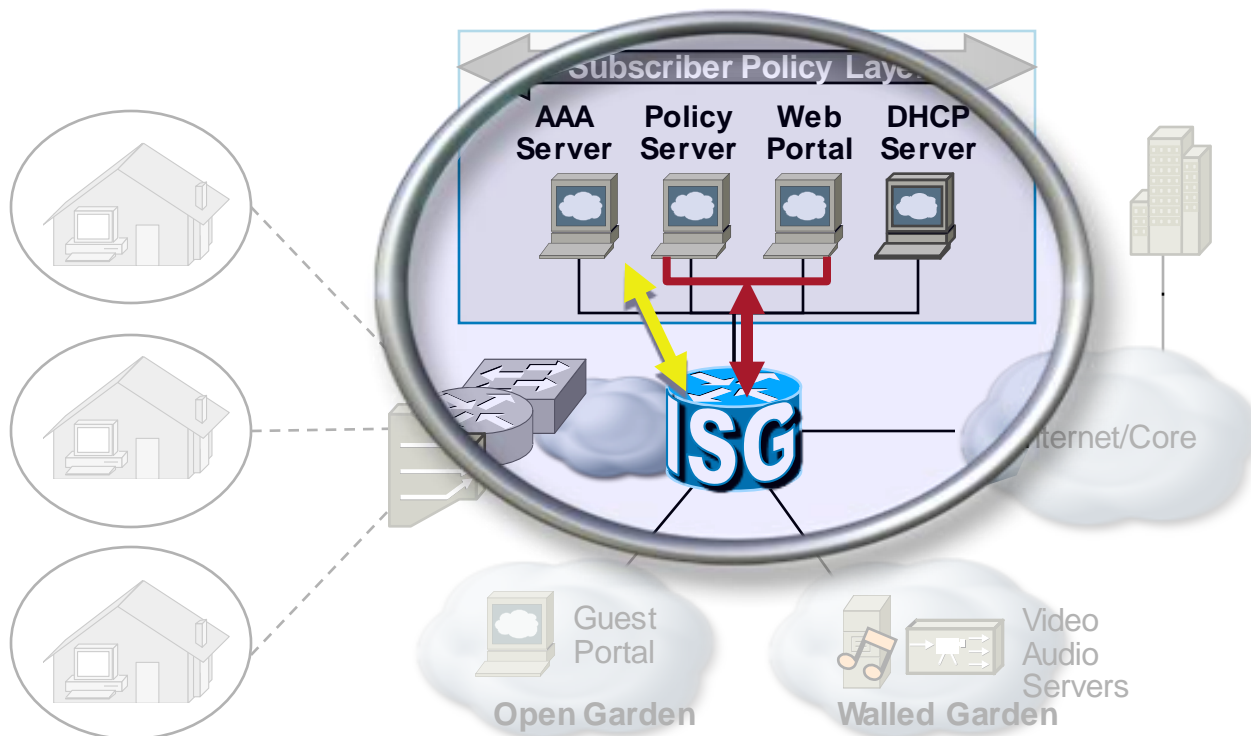
Dynamic Policy pull
(e.g. Automatic Service-Profile Download on Session Establishment)



Dynamic Policy push
(e.g. "Turbo Button")



ISG's Northbound Interfaces



RADIUS Interface, for subscriber AAA functionalities and service download

Policy PULL

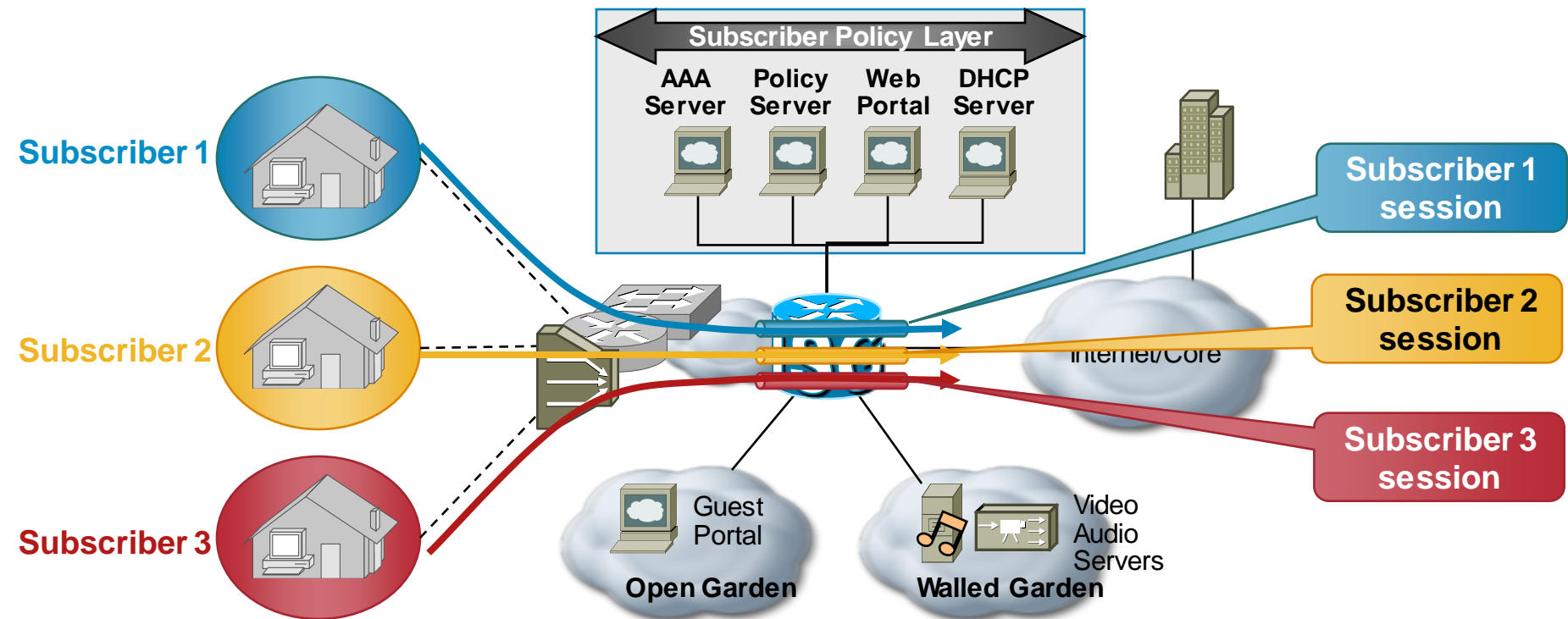


RADIUS Extensions (**RFC 3576**) and **XML** based (**SGI^(*)**) **Open Interfaces**, for dynamic, administrator or subscriber driven, session and service management functions

Policy PUSH

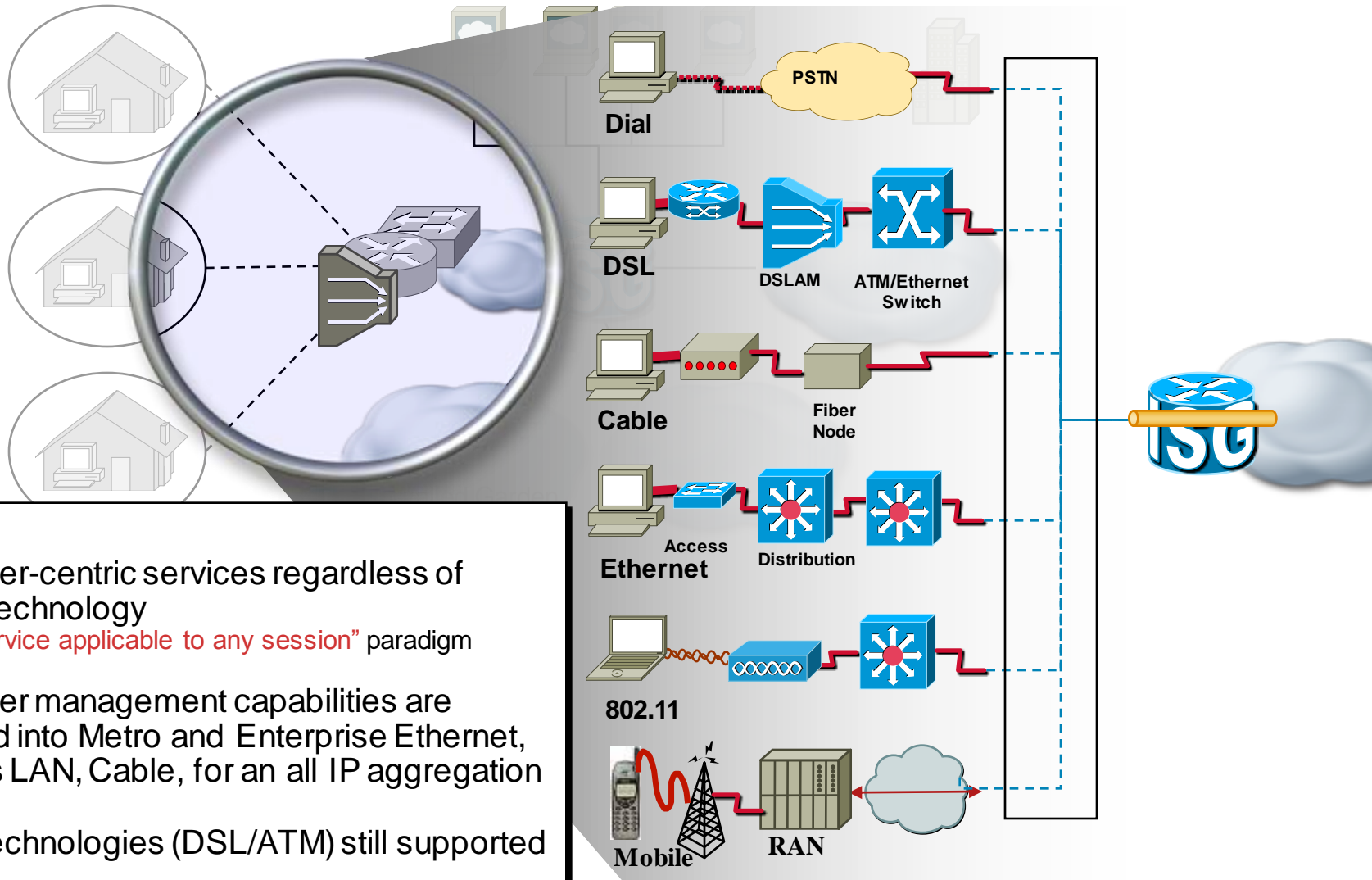
(*) SGI: Service Gateway Interface

The Subscriber Session in ISG



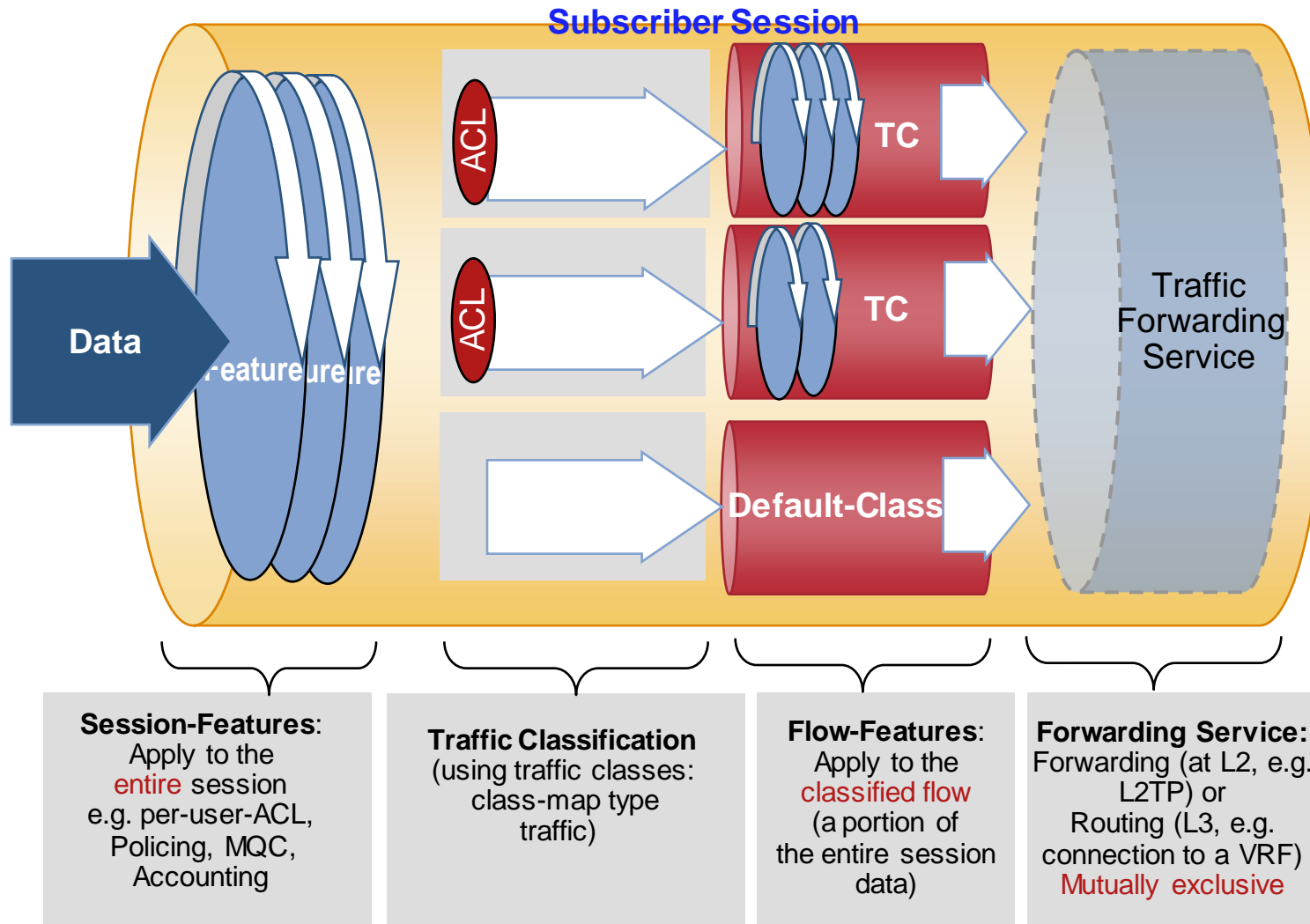
- Construct within Cisco IOS that represents a subscriber
subscriber: billable entity and/or an entity that should be authenticated/authorize
- Common context on which services are activated
- Created at first sign of peer activity (**FSOL** = First Sign Of Life)

ISG's Access Technology Abstraction



- subscriber-centric services regardless of access technology
“any service applicable to any session” paradigm
- subscriber management capabilities are extended into Metro and Enterprise Ethernet, Wireless LAN, Cable, for an all IP aggregation
- legacy technologies (DSL/ATM) still supported

ISG Subscriber Session Data Plane



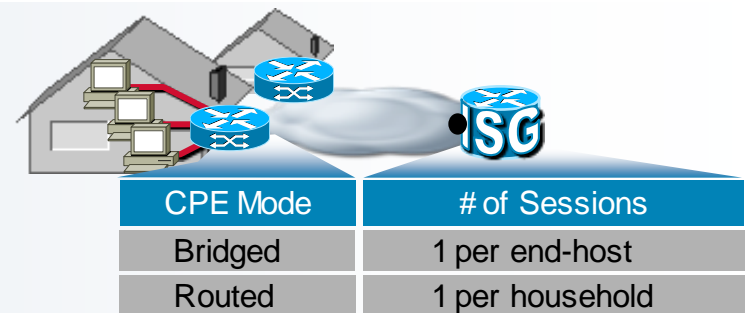
ISG Session Types

- Based on Subscriber Access Protocol not Technology
- Session typologies:

Dynamically Created Sessions:

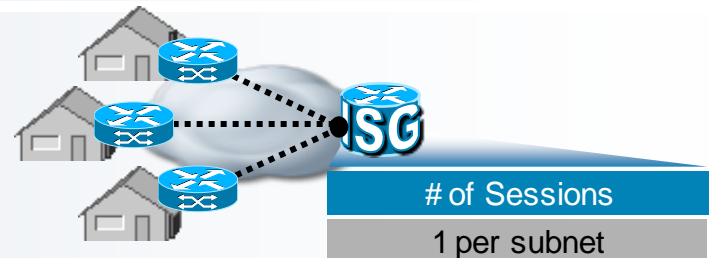
PPP sessions

IP Sessions



IP “Subnet” Sessions

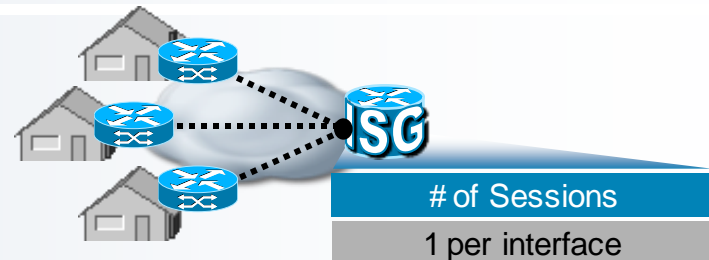
- Subscriber “Subnet” membership determined during authentication
- Authentication mandatory for subnet sessions



Statically Created Sessions:

Interface Sessions—

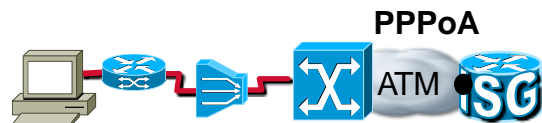
IP based access only



Subscriber Dynamic Sessions

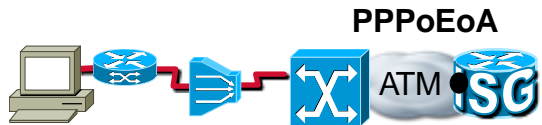
PPP Sessions

Virtual Template w/
Virtual Access (sub)Interfaces



PPPoA

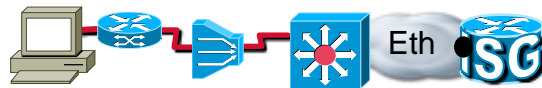
IP
PPP
1483
AAL5
ATM
Phy



PPPoEoA

IP
PPP
PPPoE
Eth
1483
AAL5
ATM
Phy

PPPoEoE / PPPoEoVLAN/PPPoEoQnQ



IP
PPP
PPPoE
.1Q, QnQ
Eth
Phy

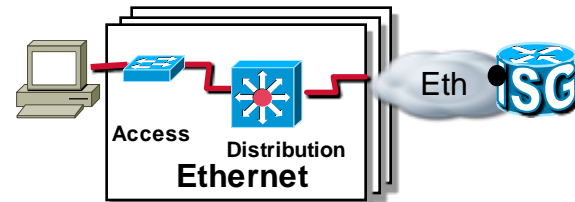


PPPoL2TP

IP
PPP
L2TP
IP/UDP
ATM, Eth,...
Phy

IP Sessions

IP-Layer2 Connected

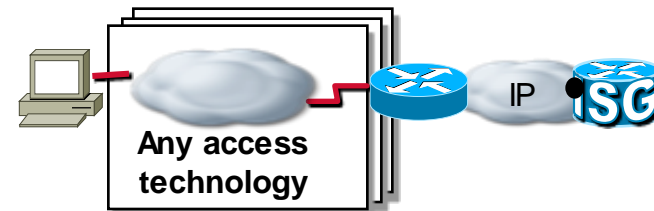


IP
Eth
Phy

Native IP capable
transport technologies
802.11, 802.16

802.3 based main intfes
Subinterfaces: .1q, QnQ

IP-Routed

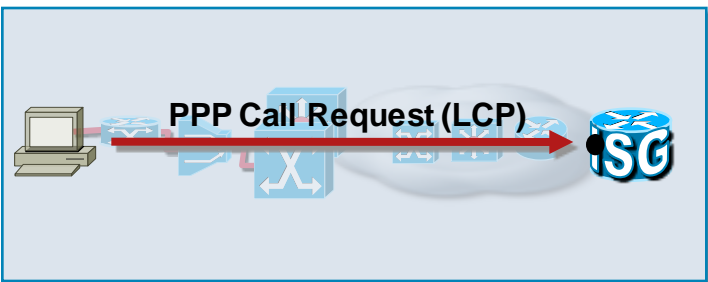


IP
Eth
Phy

Dynamic Session Initiation

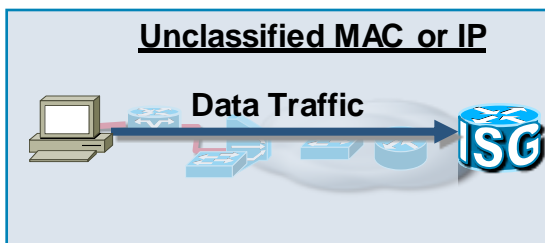
- ISG sessions are initiated at the First Sign of Life (FSOL)
- FSOL depends on the Session Type

PPP Sessions - FSOL

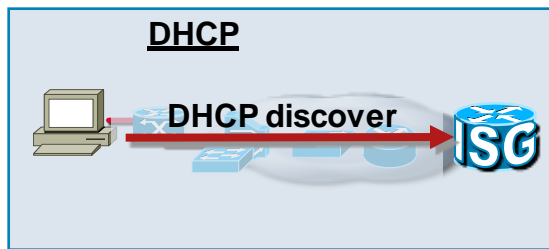


IP Sessions - FSOL

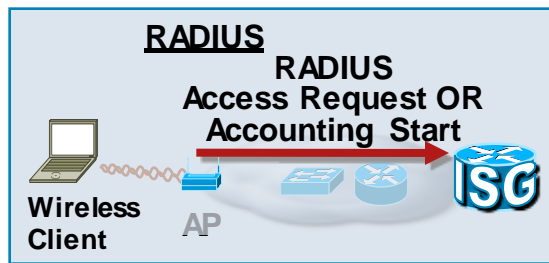
.... there are options



- IP packet with unknown MAC or IP source address
- Use MAC for L2-connected IP sessions
- Use IP for routed IP sessions



- DHCP Discover message
- ISG must be DHCP Relay or Server



- RADIUS Access/Acct Start
- ISG must be a Radius Proxy
- Typically used in PWLAN and WiMAX environments

Session Authentication

Authentication: Allow Access to Network Resources Only to Recognized Users



Authentication models supported:

- **Access Protocol Native Authentication:**

PPP: CHAP/PAP

IP: EAP for wireless client

- **Transparent Auto Logon (TAL):**

Authenticates using network identifiers. Typically “subscriber traffic” related identifiers

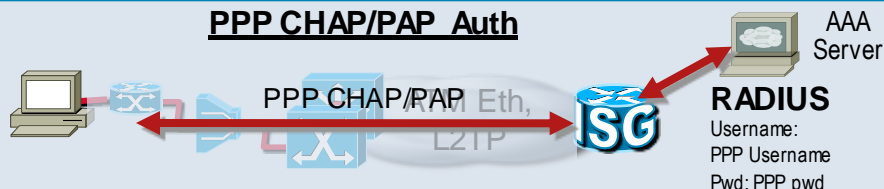
- **Web Logon**

Authentication is not mandatory on a session, but used in most situations

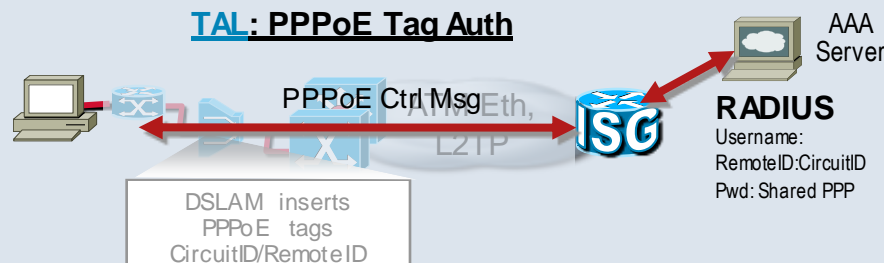
Session Authentication—PPP

PPP - common scenarios

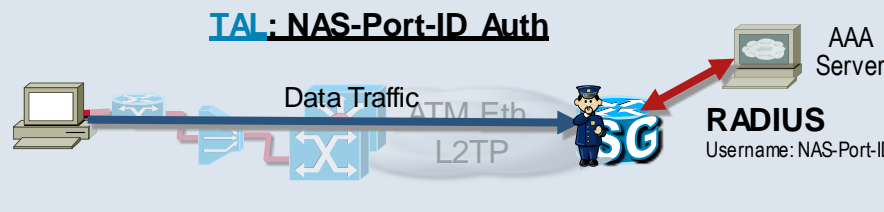
PPP CHAP/PAP Auth



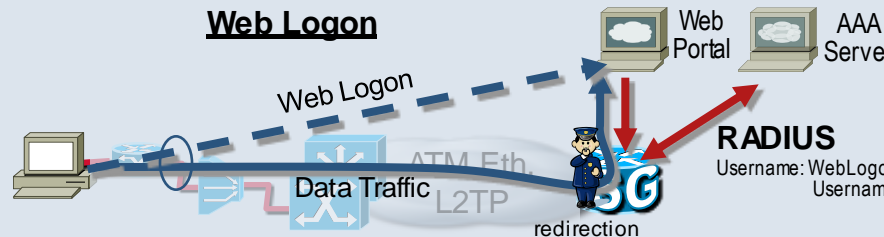
TAL: PPPoE Tag Auth



TAL: NAS-Port-ID Auth



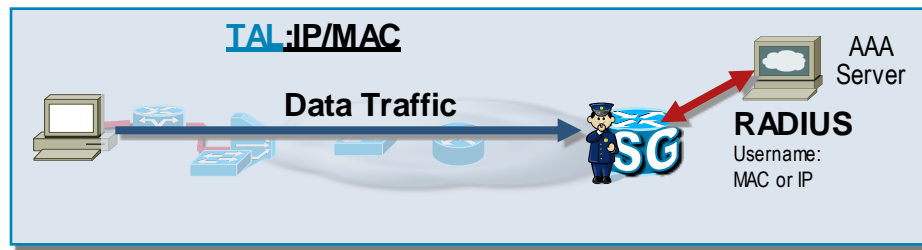
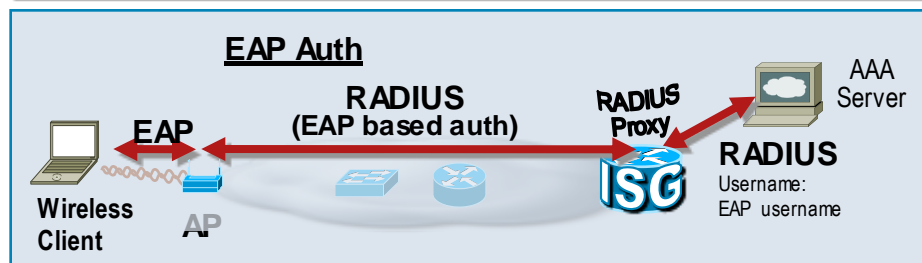
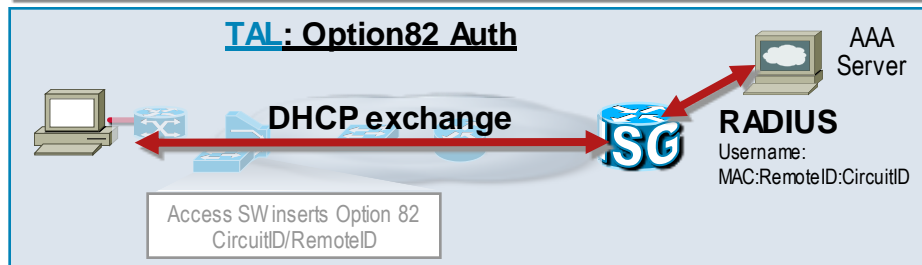
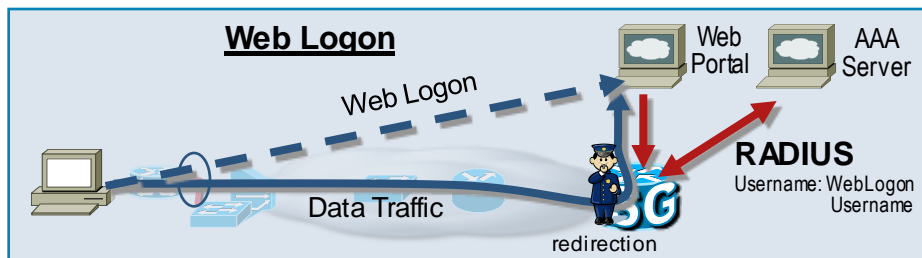
Web Logon



- Uses legacy PPP authentication protocols
- Applicable to all session types
- DSLAM inserts PPPoE tags, typically Circuit and Remote ID
- ISG performs authentication using a combination of Circuit and RemoteID as username
- Only available for PPPoE sessions
- ISG performs authentication using NAS-PortID as username
- Typically used w/ PPPoA and PPPoEoQnQ where a single subscriber is associated to VC/subif
- User traffic redirected to a Web Portal to enter credentials (username and password)
- User Credentials propagated to ISG
- ISG uses credentials to authenticate user with AAA
- Applicable to all session types

Session Authentication—IP

IP – common scenarios



- User traffic redirected to Web Portal to enter credentials
 - User Credentials propagated to the ISG
 - ISG uses credentials to authenticate user with AAA server
 - Applicable to all session types
-
- Access Switch inserts Option82 Circuit and Remote ID in DHCP Requests
 - ISG performs authentication using a combination of Circuit and RemoteID as username
 - ISG session must be DHCP initiated
-
- User starts EAP authentication with Access Point (AP)
 - ISG impersonates RADIUS server toward AP and RADIUS client toward real server
 - ISG learns session authentication status by proxying RADIUS messages betw/ real RADIUS client and Server
 - ISG session must be RADIUS initiated
-
- ISG performs authentication using identifiers from subscriber traffic (source IP/MAC)
 - Typically used in IP-L2 connected topologies to support clients w/ static IP address or in IP-routed topologies

Session Termination

IP and PPP Sessions

Idle and Absolute Timeouts/Timer Expiry

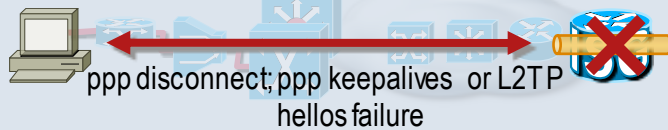


Web Logoff



PPP Sessions Exclusively

PPP and PPPoX protocol events



RADIUS PoD (Packet Of Disconnect)



IP Sessions Exclusively

ICMP/ARP keepalive failure



ICMP Keepalives used to terminate routed sessions
ARP keepalives used to terminate I2-connected sessions

DHCP

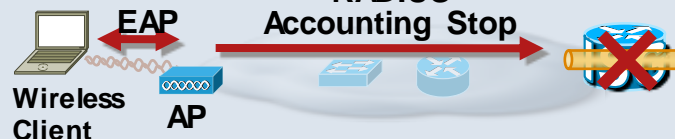
OR DHCP
lease expiry



DHCP
initiated
sessions
only

RADIUS

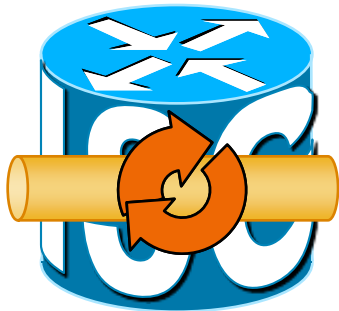
RADIUS
Accounting Stop



RADIUS
initiated
sessions
only

ISG Services

Service: a collection of features that are applicable on a subscriber session
 $\text{Service} = \{\text{feat.1}, \text{feat.2}, \dots, \text{feat.n}\}$

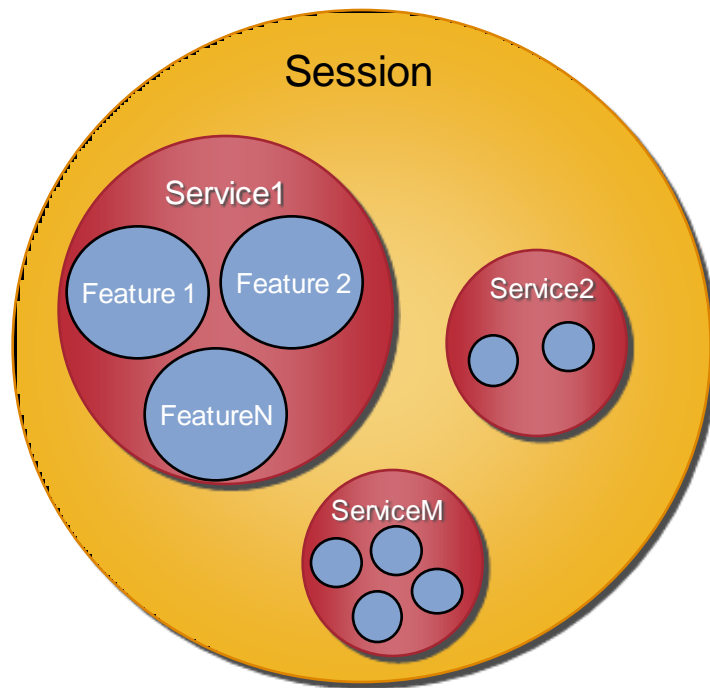


Features	Session Administration	Portbundle (PBHK) Keepalives: ICMP and ARP based Timeouts: Idle, Absolute
	Traffic Conditioning	QoS: Policing, MQC Security: Per User ACLs
	Traffic Forwarding Control	Subscriber Address Assignment Control Redirection: Initial, Permanent, Periodic VRF assignment: Initial, Transfer L2TP assignment
	Traffic Accounting	PostPaid Prepaid: Time/Volume based Tariff Switching Interim Broadcast

Associated to
Primary Services

Primary Service: contains one “traffic forwarding” feature and optionally other features. Only one primary service can be active on a sess.

How Many Features in a Service? How Many Services on a Session?



- No limit in the number of features per service, however consider that:

A service is smallest atomic configuration unit that can be activated/deactivated on a session

Deactivating a service implies deactivating all associated features

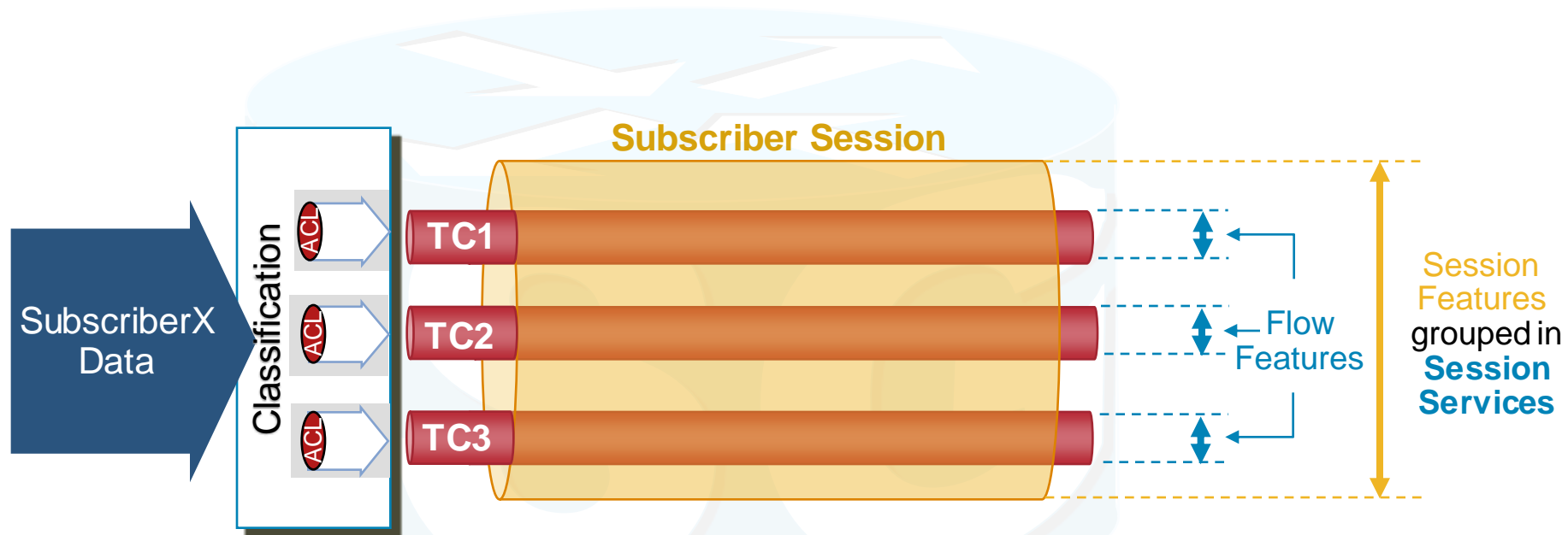
- Not all features (and therefore services) are compatible w/ each other
- No limit in the number of services per session, however:

Only 1 primary service can be active at any given time on the session

Good Practice: Different services should have different set of features

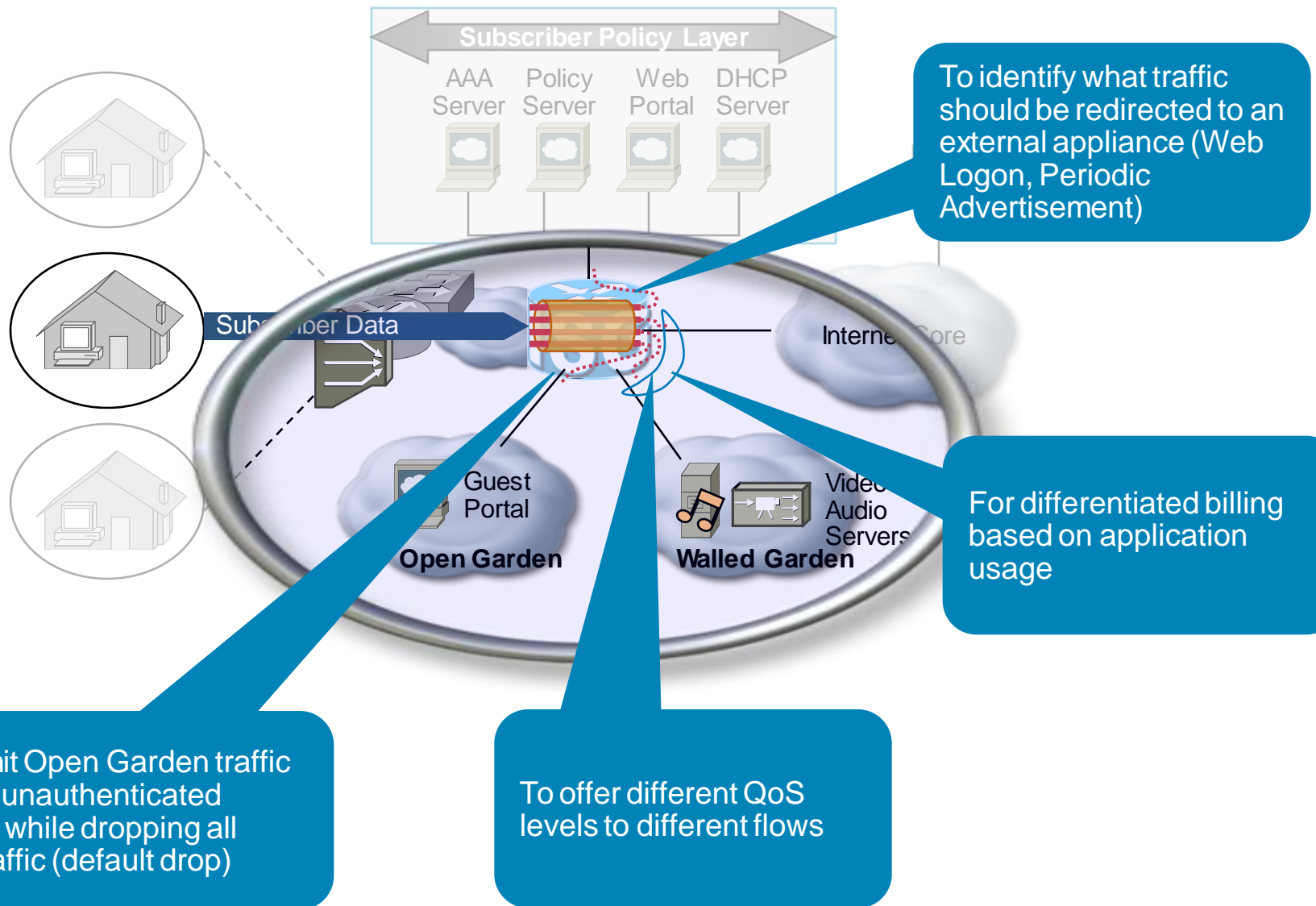
ISG Feature Granularity

Per Session or Per Traffic Class (TC)?











- ISG Classification resembles Modular QoS CLI (MQC)
- Only traffic that can be identified via an IP ACL (standard or extended) can be classified
- Each Traffic Class can have a different set of features applied
- A Traffic Class and associated features also referred as **TC service**
- A **Default TC** can be used to drop traffic that could not be classified

When Should I Use TC Services?

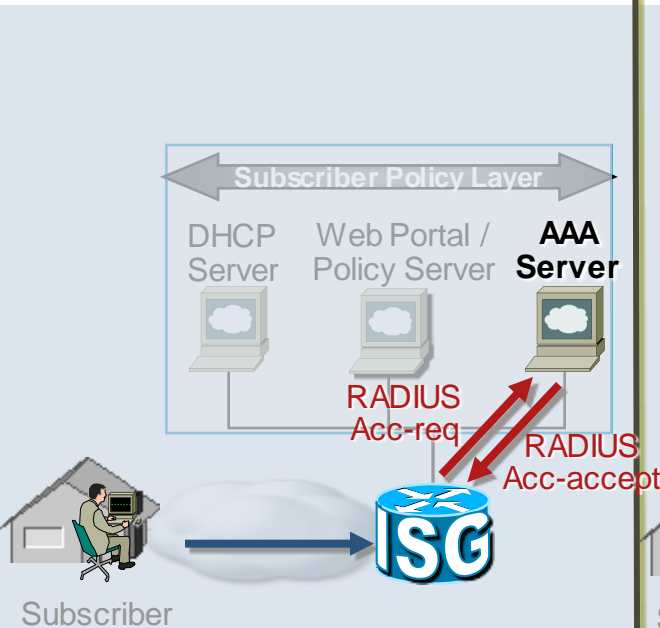


Defining Services

Location	Download
 <h2 data-bbox="291 354 527 389">AAA Server</h2> <ul data-bbox="305 421 821 596" style="list-style-type: none"> Services defined in Service Profiles Standard and Vendor Specific RADIUS attributes used On demand download on a need basis 	 <ol style="list-style-type: none"> <li data-bbox="1000 307 1039 349">1 Premium HSI service should be activated on the session No definition yet available <li data-bbox="1362 378 1400 421">2 RADIUS Access-request Username: Premium_HSI Password: <service pwd> <li data-bbox="1362 549 1400 592">3 RADIUS Access-accept Features associated w/ service <li data-bbox="1039 649 1078 692">4 Service Activated on session Service Stored in local cache while in use by at least 1 sessions 
 <h2 data-bbox="291 761 821 863">Policy Manager (supporting the SGI Interface)</h2> <ul data-bbox="305 913 821 992" style="list-style-type: none"> Services defined in XML Pre-download of all existing services 	 <ul style="list-style-type: none"> Definition of all existing Services typically pre-downloaded on Box <ol style="list-style-type: none"> <li data-bbox="1420 849 1458 892">1 SGI Request Premium, Standard, Basic HSI service definitions <li data-bbox="1420 1013 1458 1056">2 SGI Response <li data-bbox="1039 935 1078 978">3 Services permanently stored in local database 
 <h2 data-bbox="291 1139 367 1175">ISG</h2> <ul data-bbox="291 1203 830 1310" style="list-style-type: none"> Services pre-configured using CLI Services defined on Service Policies: <code>policy-map type service <name></code> 	 <ul style="list-style-type: none"> Services permanently stored in local database

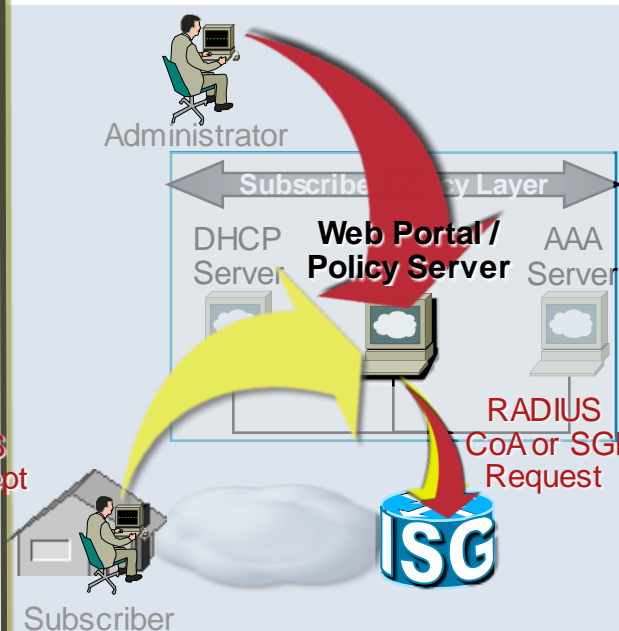
How Services Are Activated on a Session?

During Subscriber Authentication/Authorization



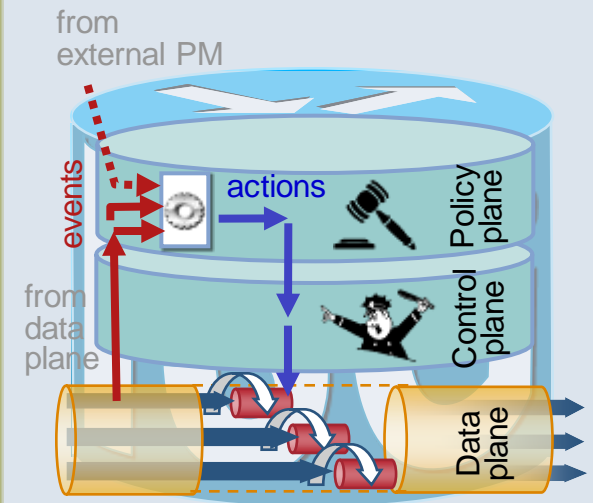
- Subscriber is successfully authenticated
- RADIUS Response includes Services and Features to activate on Session (from UserProfile)

Via an external Policy Server/Web Portal



- Service Activation request sent by External Policy Managers via a RADIUS CoA or a SGI Request message

Via the On-Box Policy Manager

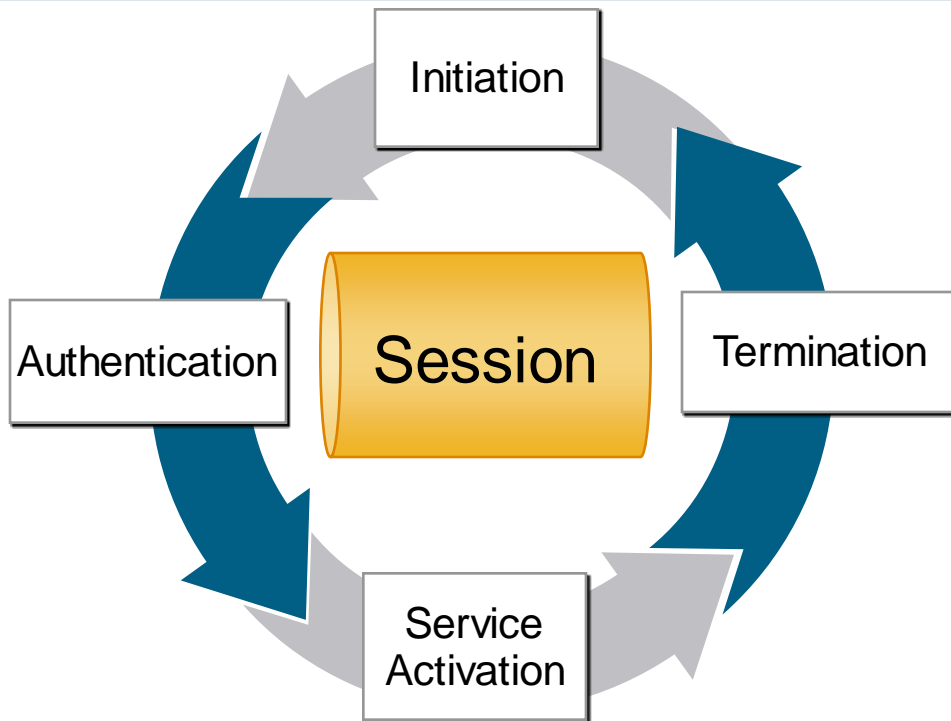


- **Policy Plane** determines what **actions** to take on session based on **events**
actions*include* applying a service
- **Control Plane** ensures actions are taken –i.e. provisions the data plane
- **Data Plane** enforces traffic conditioning policies to the session

The On-Box Policy Manager (PM)



Handles all aspects of subscriber session lifecycle
not just Service Activation!



Session Life Cycle

described using

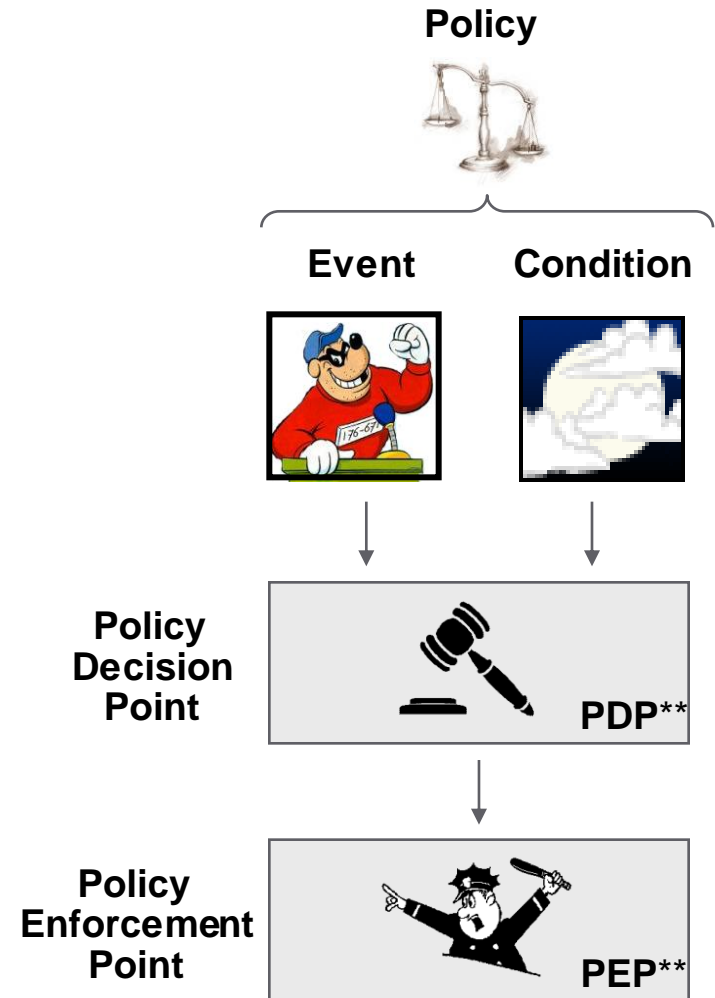
Cisco
Policy
Language

Through CPL and the On-Box PM
ISG is not only a Policy Enforcement Point (PEP)
it is also a Policy Decision Point (PDP)

Customize and Control: Policy

Definition and Nomenclature

- **Policy:** Set of rules which govern the choices in behavior of a system and that are comprised of conditions and actions, where conditions are evaluated when triggered by an event.*
- **Traffic policies:** Policies for which the execution trigger is the arrival of a data packet, and for which the action(s) constitutes some form of processing of this packet before it is forwarded to another device, are known as traffic policies.*
- **Control policies:** Policies for which the execution trigger is an explicit control-plane event (e.g. a signaling event, a timer expiry event etc.), and for which the action(s) does not entail the processing of a forwarded data packet, are known as control policies.*



*Source: Draft ETSI TS 182 019; **PEP, PDP: See RFC2753

Cisco Policy Language CLI



Control policy-map

policy-map type
control *<name>*

Conditional class of events

event 1
class type control *<conditions>*
event *<event type>*

event 2

more events
.....

Actions

action1

action2

more actions for event
.....

Typically applied on
interface
Defines all aspects of
session processing

Events are identified by their event type
Common event types:

- Session-start: New session detected
- Account-logon: Account-Logon msg. received from external source
- Service-start: new service start req. from external source
- Service-stop: Service termination req. from external source
- Timed-policy-expiry: Set Timer expired

Event actions are executed only if
<conditions> are met for the event

- Multiple instances of same event w/ unique condition
- Different set of actions for same event type
- Conditions account for other aspects surrounding the event

Actions are in a ordered list
Different set of actions per {event,
condition}

Common action types:

- Service: Used to start a new service
- Service Unapply: Used to terminate an active service
- Authenticate: Used to authenticate a session using subscriber's credentials
- Authorize: Used to authenticate a session using one or more network identifiers (TAL)
- Set-Timer: Used to generate an event after a configured amount of time

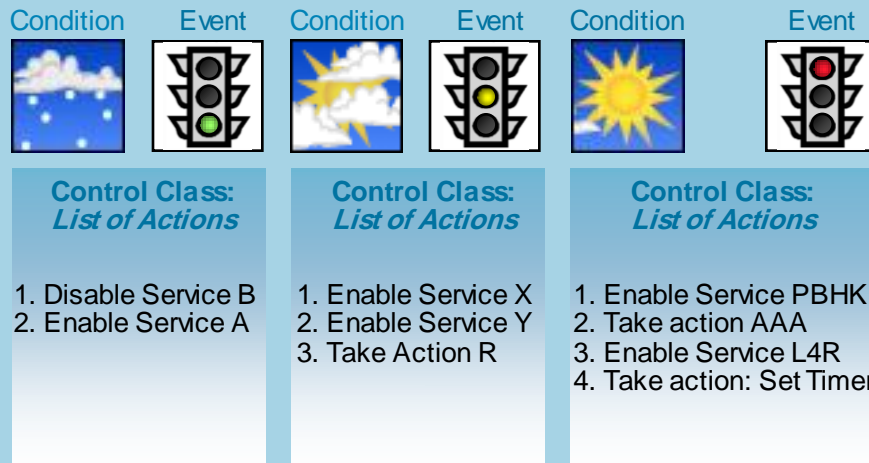
Defining a Control Policy



policy-map type control



Control Policy

Associate Events and Conditions to an ordered list of Actions



```

policy-map type control SUBSCRIBER_RULE
class type control always event session-start
  10 service-policy type service name PBHK
  20 authorize aaa password lab identifier mac-addr
  30 service-policy type service name L4R
  40 set-timer IP_UNAUTH_TIMER 5
  !
class type control always event account-logon
  10 authenticate aaa list IP_AUTH_LIST
  20 service-policy type service unapply name L4R
  !
class type control CND_U event timed-policy-expiry
  10 service disconnect
  !
  
```

Network Access
Services:

User Self-Care



Portal Based Self-Subscription with Re-Direction
Key Ingredient: **Cisco Intelligent Service Gateway - ISG**

Welcome to the Human Network.



User Self-Care

The “Zero-Touch” Network

- User Self Care is
 - Self-Subscription
 - Self-Management
 - Upgrade Services
 - Change Account attributes
 - Cruise Control
 - Sub-Account Creation
 - Parental Control
- User Self Care addresses
 - Streamline Network provisioning and User management
 - Reduce human intervention to Subscriber management to minimum
 - Increase customer loyalty and satisfaction
 - Provide easy and scalable way to up-sell services

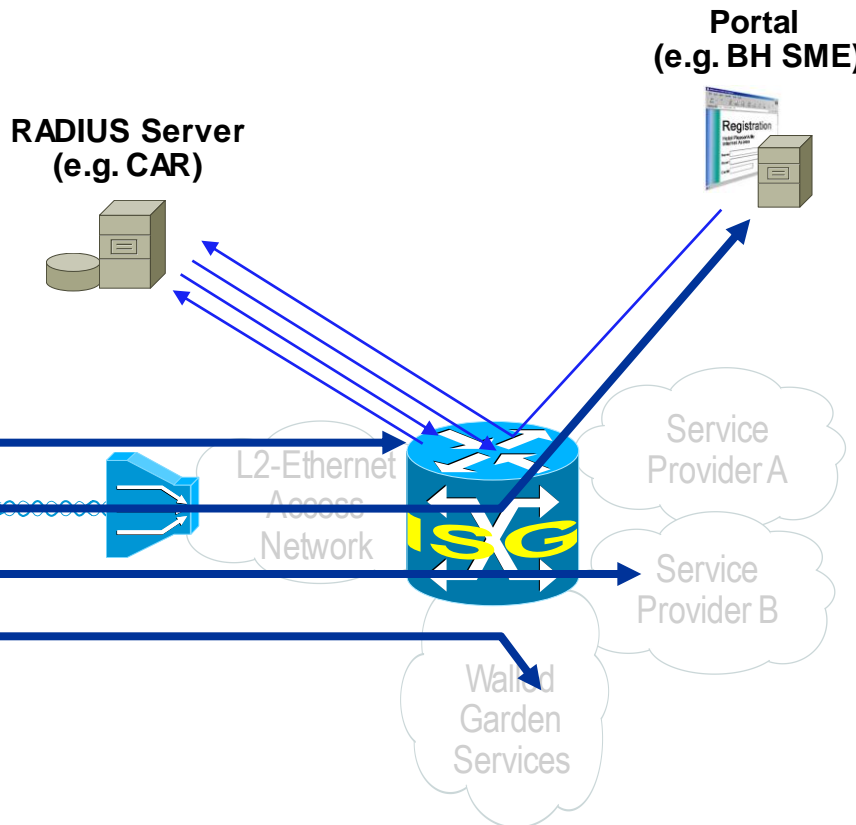
User Self Subscription Example

One-Shot Authentication and Transparent Auto Logon

- User Self-Provisions himself at a portal (upon first access to the network)
 - Choose appropriate Service Provider and Service Portfolio
- Once Provisioned, transparent access to the network is granted without further authentication (Transparent Auto-Logon / Persistent Authentication)
- Can be combined with time or volume based Pre-Paid Services (e.g. only access the Internet for X minutes, or only transfer Y amount of data)

Generic Functional Reference Architecture

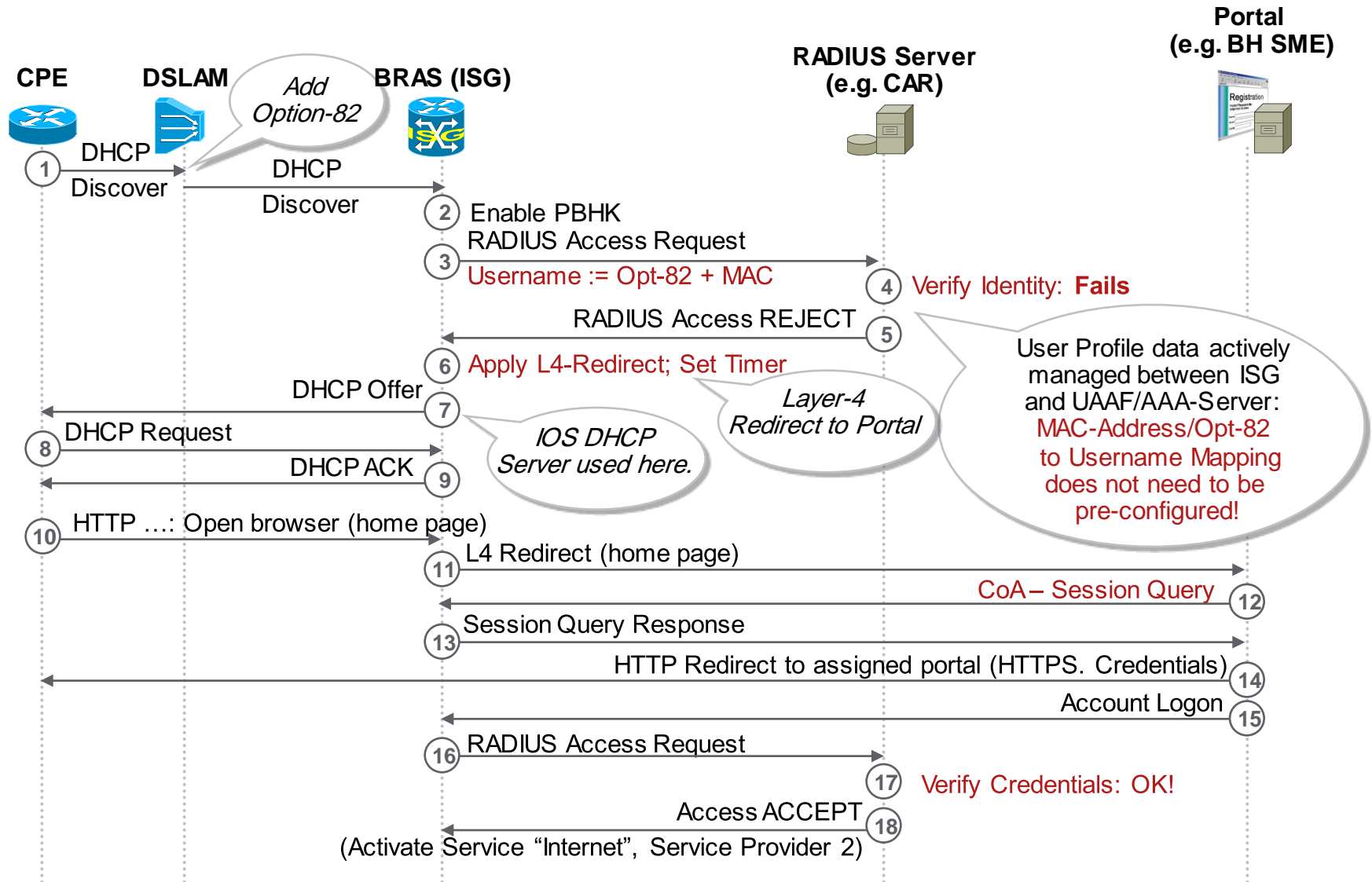
One-Shot Authentication and Transparent Auto Logon



1. User connects to network. ISG identifies User with Line-ID and his MAC-Address. ISG tries to authorize User based on Line-ID and MAC-address, but fails initially (User still un-provisioned)
2. ISG redirects User to Portal. User self provisions himself and inputs his credentials. Portal passes credentials back to ISG and ISG initiates authentication of user via AAA. On success, ISG places User in VRF of SP B and allows full access to network. MAC-Address and Line-ID are saved – to allow for subsequent transparent login
3. User has full access to network. Next time user comes back, ISG will be able to authorize access to the network based on Line-ID and MAC.
4. User has used up quota (time or volume). ISG re-applies default service (e.g. access to Walled Garden only).

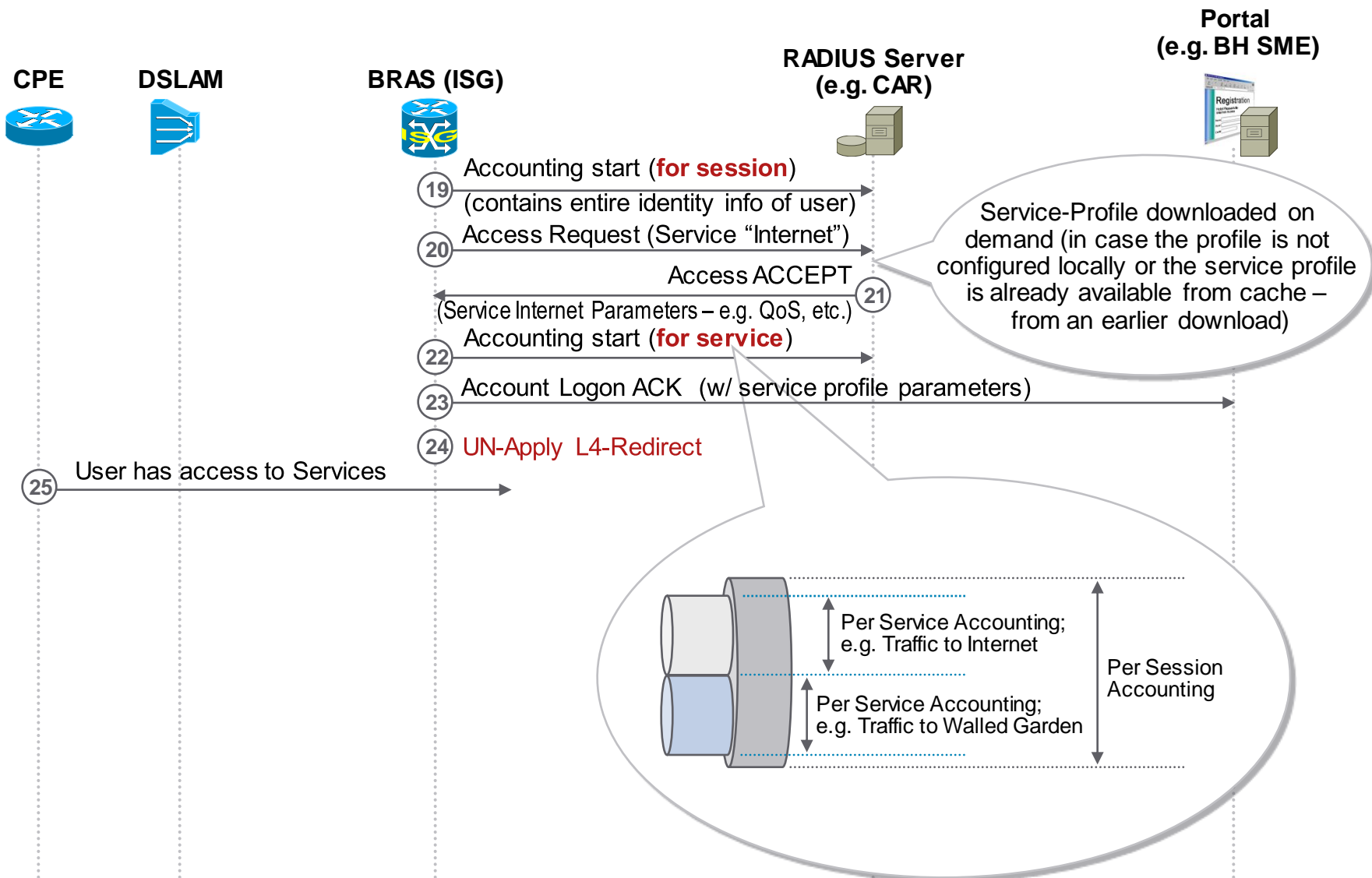
One-Shot Authentication and TAL

First Time Access—Call Flow (1/2)



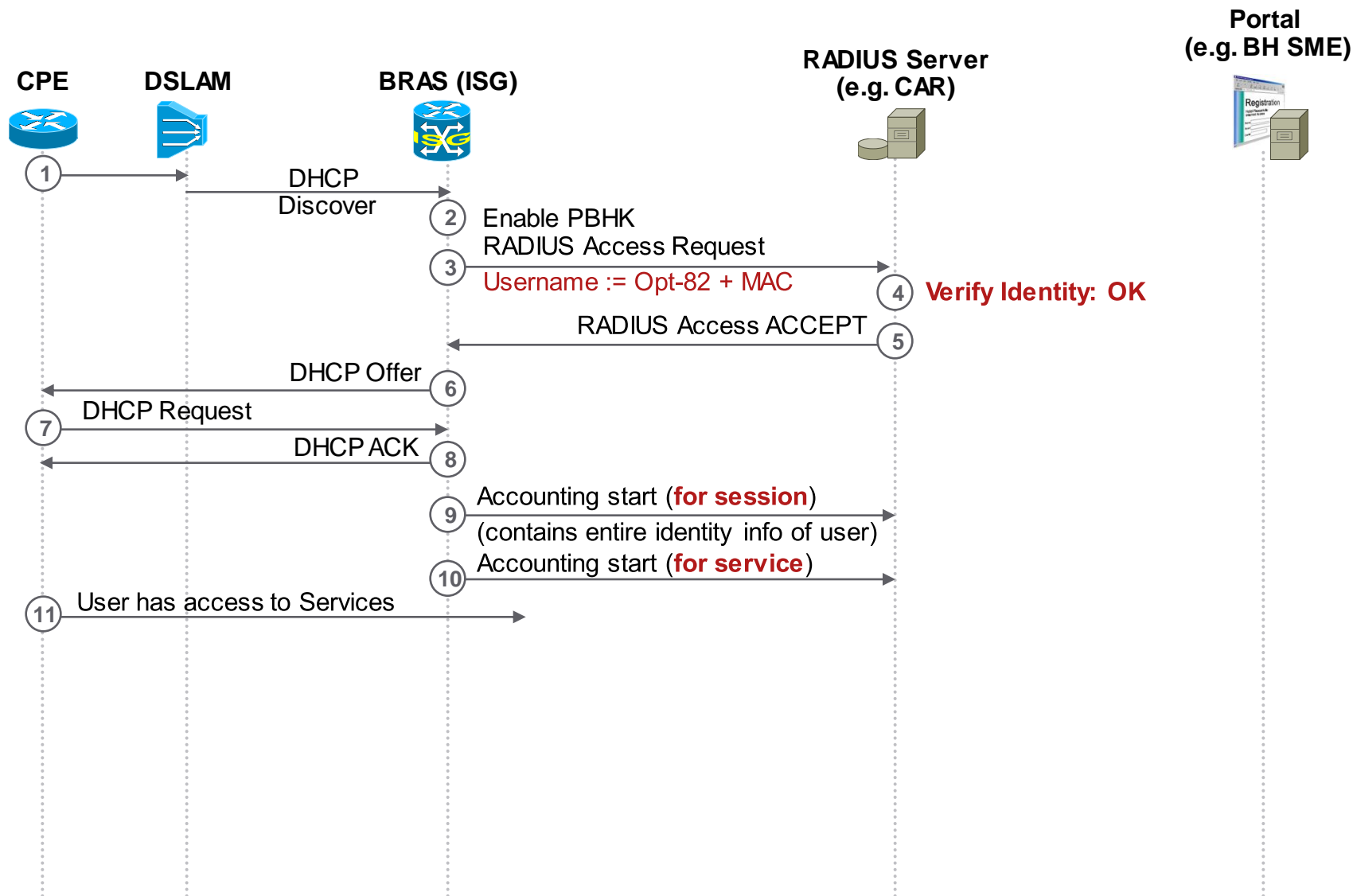
One-Shot Authentication and TAL

First Time Access—Call Flow (2/2)

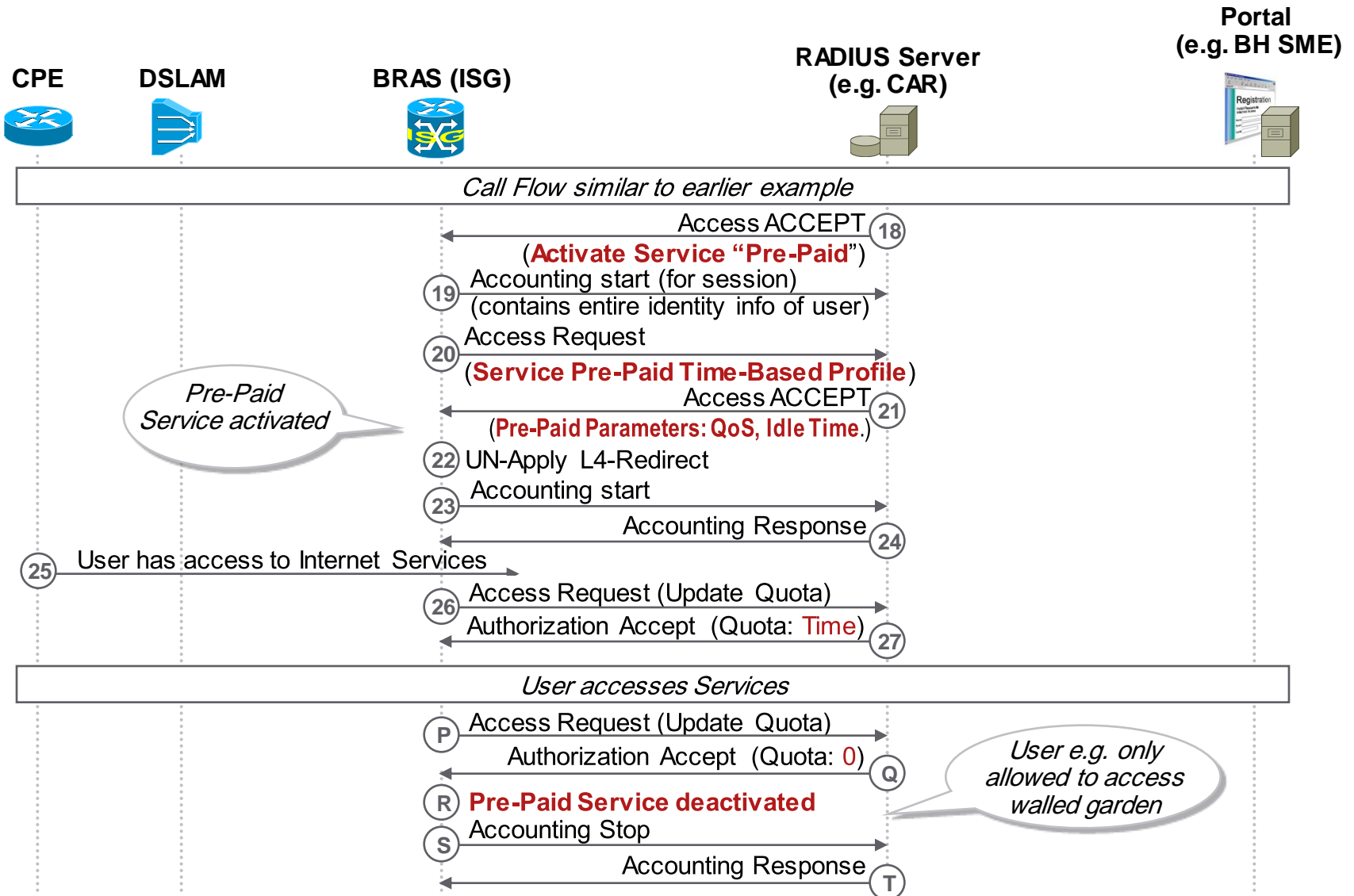


One-Shot Authentication and TAL

Subsequent Logon—Call Flow



User Self Provisioning Time-Based Services



Network Access Services:

Migration to IP- Sessions



DHCP Authentication

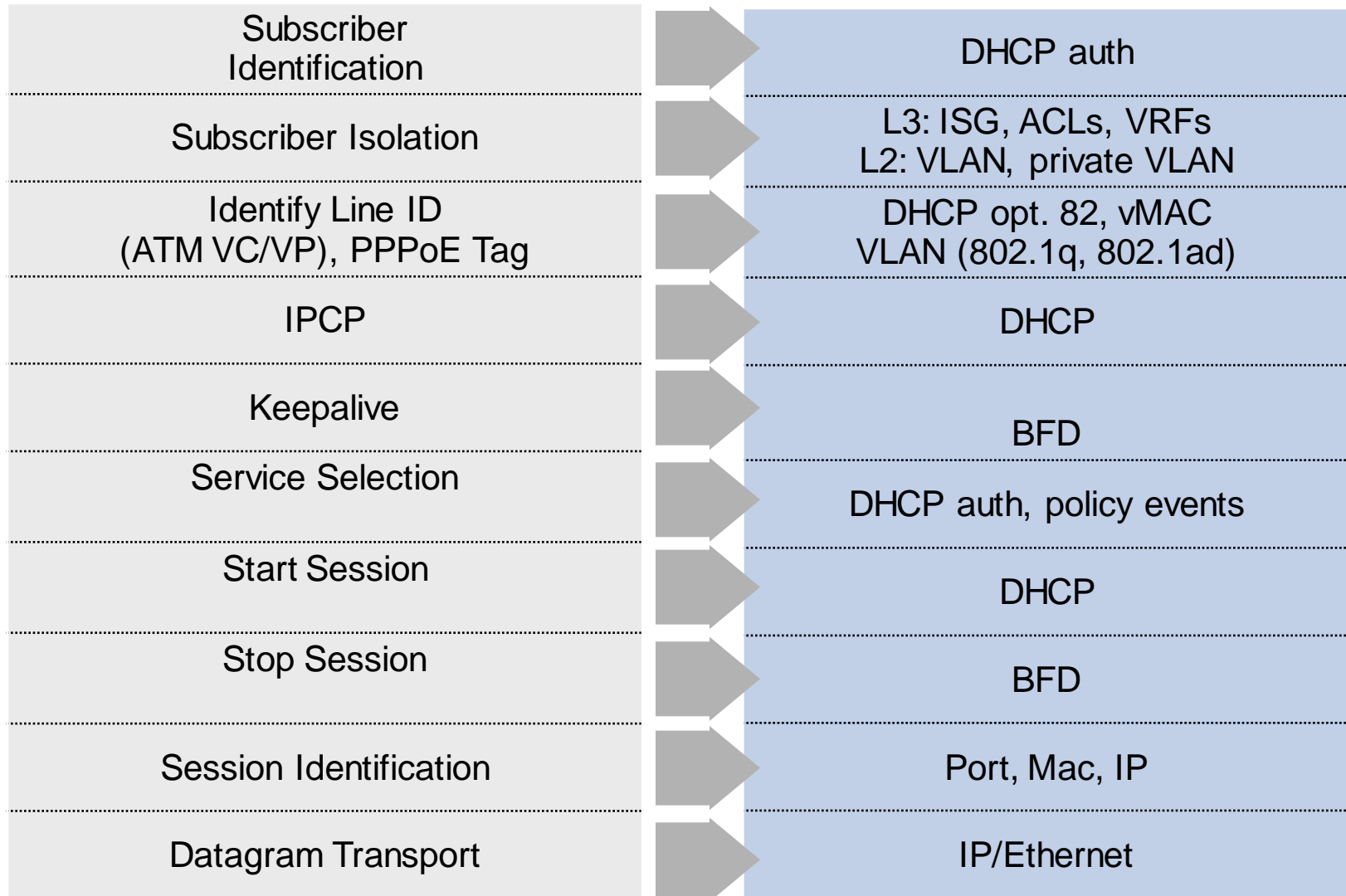
Key Ingredient: **Cisco Intelligent Service Gateway - ISG**

Welcome to the Human Network.



PPP to IP-Sessions/DHCP Migration

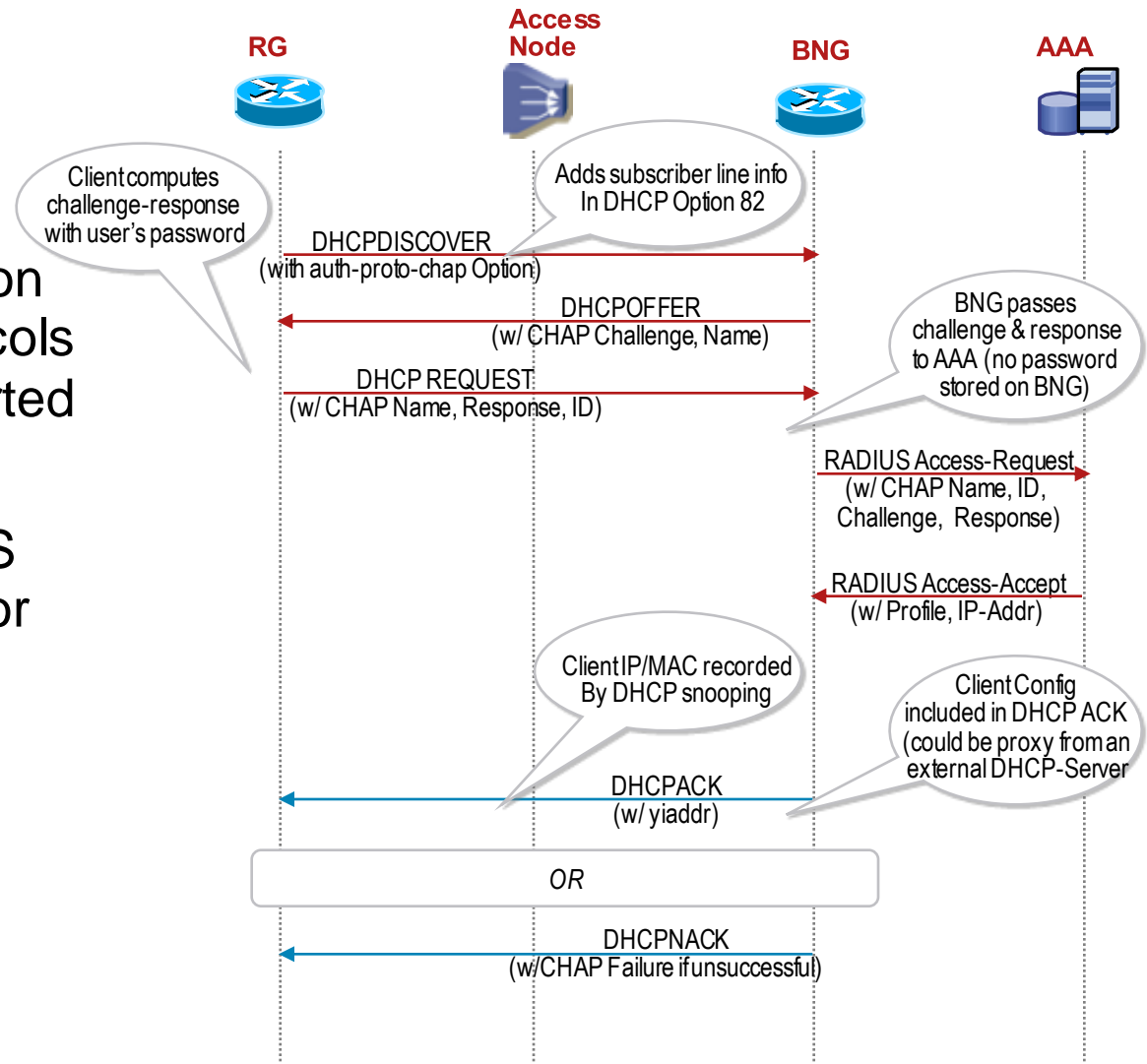
Experience should be similar to former PPP



DHCP-AUTH as “drop-in” for PPPoE

draft-pruss-dhcp-auth-dsl-01.txt* (Alternative 1)

- Use existing DHCP message set
- Reverse Authentication and other Auth Protocols (e.g. EAP) not supported
- All Attributes are mapped from RADIUS including IP address or Pool



Enhanced DHCP-Auth – For EAP, CHAP server auth etc. draft-pruss-dhcp-auth-dsl-01.txt (Alternative 2)

- Expands capabilities of “Alternative 1” :

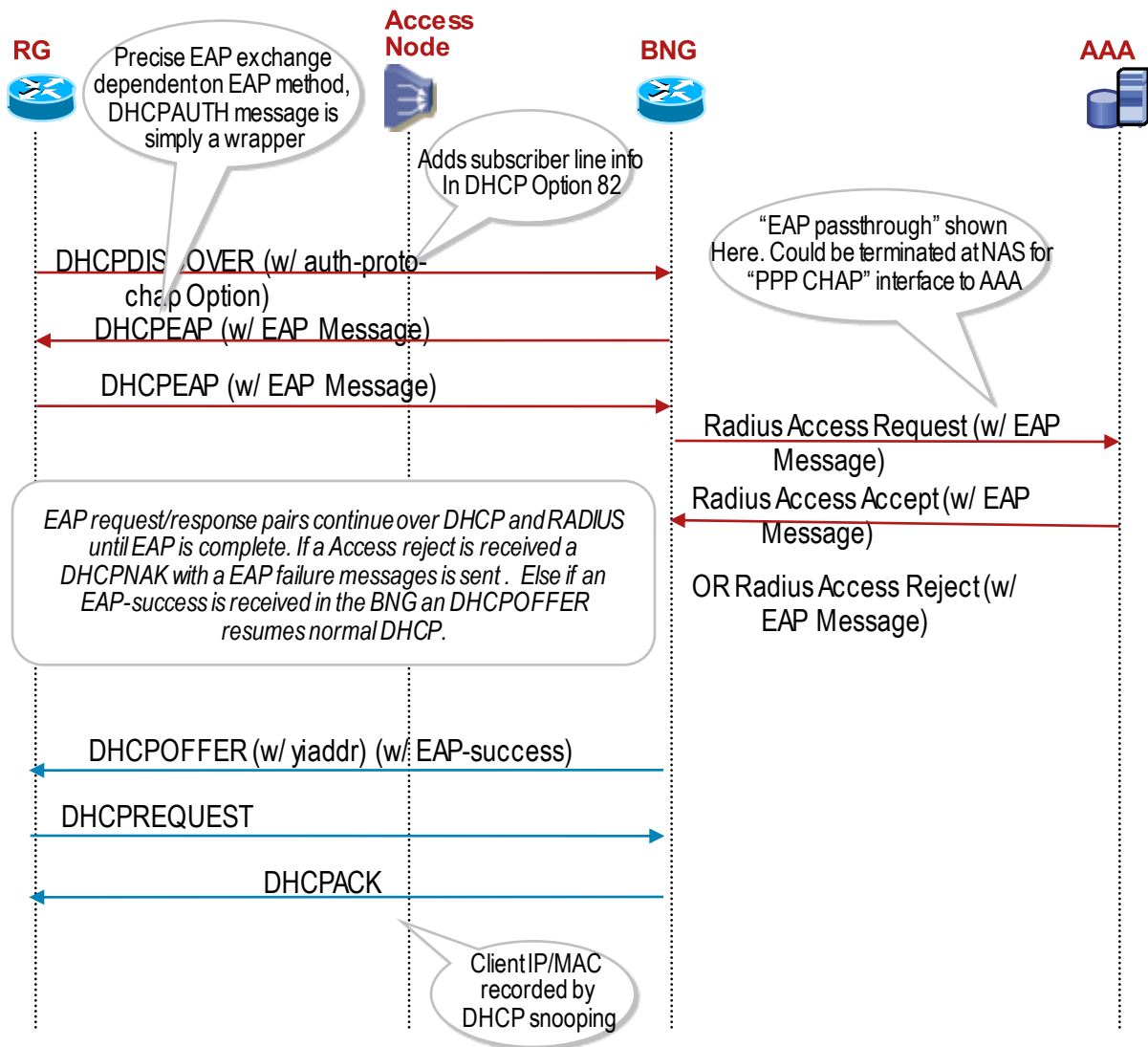
supports CHAP server authentication

supports EAP and with that more advance methods for authentication

- Requires:

A new message

DHCP message size ≥ 1604 for use with EAP message option (RFC 2132 – max DHCP message size option)



Network Access
Services:

Tiered Services



Tiered Services

Key Ingredient: **Cisco Intelligent Service Gateway - ISG**

Welcome to the Human Network.



One Quota Level per Speed Level

Telenet: Cable Company in Belgium

- Quota complements Speed as a tiering parameter
- When a User reaches Quota, his Internet service is reduced to dial-up speed
- The User then has the option to upgrade his Quota Level or continue at reduced speed till the end of the month
- 15% of the Customers upgrade their Quota every month*
- Belgacom, the Incumbent deployed similar Quota system on xDSL

The screenshot shows the Telenet website interface. The top navigation bar includes links for Webmail, My Telenet, Contact, and language options (NL, FR). The main menu has tabs for Home, Residential (selected), Professional, Hotspots, Online Support, and About Telenet. A left sidebar lists categories: Internet (selected), Products, Security, Promotions, What do you need?, Find out more, Telephony, and Packs. The main content area features a banner for 'Telenet Internet super fast Internet connection via the cable' with a 'You are here' breadcrumb trail. Below this, a section titled 'Broadband Internet' introduces the service. Three product cards are displayed: 'Fast internet ComfortNet' (1Mbps | 1 GB, €30,64/month), 'Super fast internet ExpressNet' (10Mbps | 12 GB, €42,91/month), and 'Ultra fast internet ExpressNet Turbo' (20Mbps | 35GB, €61,32/month). Each card has 'want to know more' and 'order' buttons. At the bottom, a 'Packs' section promotes a 'New!! Surf, call and so much more...' offer with a 'want to know more' button and a 'not-satisfied money back' guarantee.

Source: *<http://www.billingworld.com/rev2/main/featureArticle.cfm?featureID=7799>

BT Total Broadband

■ BT Total Broadband Options

Option 1 – Basic Internet with wired home router, 5GB download allowance, Basic Security

Option 2 – Internet with wireless home router, 8 GB download allowance, Advanced Security Package

Option 3 – Internet with wireless home router and Phone, unlimited downloads, Advanced Security Package

Source: <http://www.productsandservices.bt.com/consumerProducts/displayTopic.do?topicId=15744>

BT Total Broadband: Compare options

With the UK's most complete broadband package, you get a choice.



Most Trusted Brand for Internet Service Provider 2007

Option 3	Option 2	Option 1
Unlimited downloads		
Includes the Wireless BT Home Hub ² with BT Hub Phone ³	Includes the Wireless BT Home Hub ²	
18 month contract £18.99 per month¹ for the first 6 months, £26.99 thereafter	18 month contract £13.99 per month¹ for the first 6 months, £22.99 thereafter	18 month contract £8.95 per month¹ for the first 6 months, £17.99 thereafter
Order now ▶	Order now ▶	Order now ▶
12 month contract £22.99 per month¹ for the first 3 months £26.99 thereafter	12 month contract £17.99 per month¹ for the first 3 months £22.99 thereafter	12 month contract £12.99 per month¹ for the first 3 months £17.99 thereafter
▶ Wireless BT Home Hub ² with BT Hub Phone ³	▶ Wireless BT Home Hub ²	▶ Standard wired router
▶ UNLIMITED downloads	▶ 8GB download allowance	▶ 5GB download allowance
▶ Up to 8Mb download speeds ⁴	▶ Up to 8Mb download speeds ⁴	▶ Up to 8Mb download speeds ⁴
▶ 24/7 customer support ⁵	▶ 24/7 customer support ⁵	▶ 24/7 customer support ⁵
▶ Norton advanced security	▶ Norton advanced security	▶ Basic security
▶ Inclusive UK ⁶ Evening and Weekend broadband calls	▶ Inclusive UK ⁶ Evening and Weekend broadband calls	▶ Inclusive UK ⁶ Evening and Weekend broadband calls
▶ 250 Wi-Fi minutes per month ⁷	▶ 250 Wi-Fi minutes per month ⁷	▶ 250 Wi-Fi minutes per month ⁷
▶ 2GB FREE secure online storage	▶ 2GB FREE secure online storage	▶ 2GB FREE secure online storage
More on Option 3 ▶	More on Option 2 ▶	More on Option 1 ▶

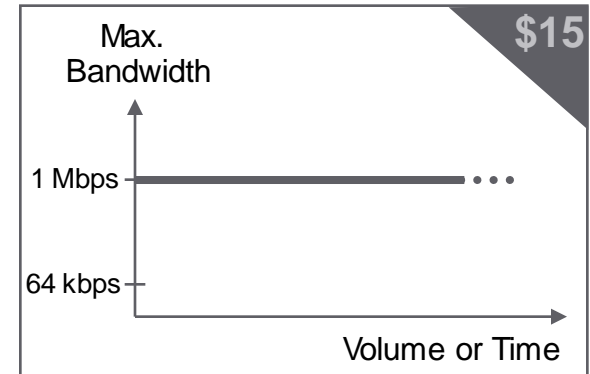
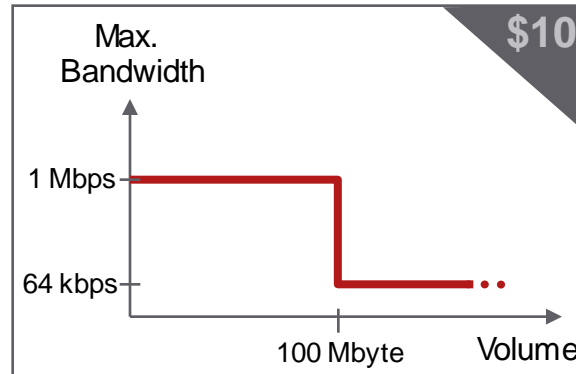
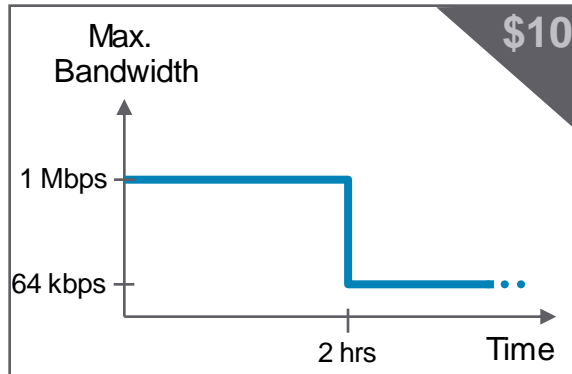
Tiered Services

Example Use Case for Dial Migration

- Many Service Providers have Internet use still on Dial-up connections
- Maintaining Dial Access Server Shelves is costly and in some cases infrastructure support comes to the end of the lifecycle
- Natural Choice is to migrate Subscribers and target shut-down of Dial infrastructure
- New Service Offerings need to be low-cost in order to facilitate migration
- Upgrade to higher profile packages should be automated and self-managed by subscriber

Use Case for Dial Migration

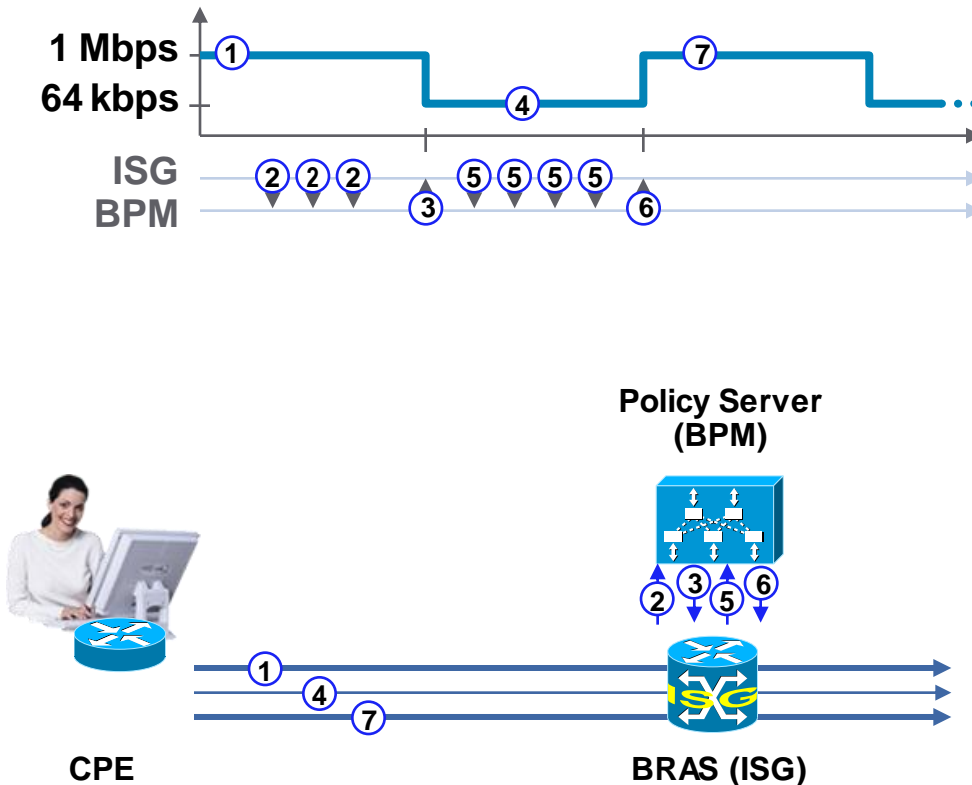
Migration Offerings



- Time-based, x amount of hour/minute at high-speed per month, then back to dial-bit rate
- Volume-based, x amount of M byte free at high-speed-bit rate per month, then flat-rate dial-bit rate
- Virtual Network Operator (VNO) sponsored periodic advertising with redirect to VNO Ad homepage

Generic Functional Reference Architecture

Dial Migration—Components



Precondition: User provisioned for migration service. Initial Authentication and Authorization completed. User's service profile available on BPM.

1. User accesses the network. Active Profile is "High-BW-Service".
2. ISG sends frequently sends interim accounting records to BPM.
3. BPM tracks quota. If quota expired, BPM sends CoA to ISG, changing the service profile to "Low-BW-Service".
4. User accesses the network. Active Profile is "Low-BW-Service".
5. ISG continues to frequently send interim accounting records.
6. Start of New Months: BPM sends CoA to ISG, changing the service profile to "High-BW-Service" and topping up the quota for High-BW-Service.



Tiered Services

Key Ingredient: **Cisco Intelligent Service Gateway - ISG**

Welcome to the Human Network.



Advanced Tiered
Services:

Leveraging Application
Awareness



Key Ingredient: **ISG, SCE (Service Control Engine)**

Welcome to the Human Network.



Personalized Subscriber Management Operational Services Examples

■ Content Filtering

Subscriber-managed
parental control

Basic website blacklisting
provided free of charge

Comprehensive filtering &
security for a small monthly
subscription



■ Implement Fair Use Policy

Eliminates bandwidth
bottlenecks

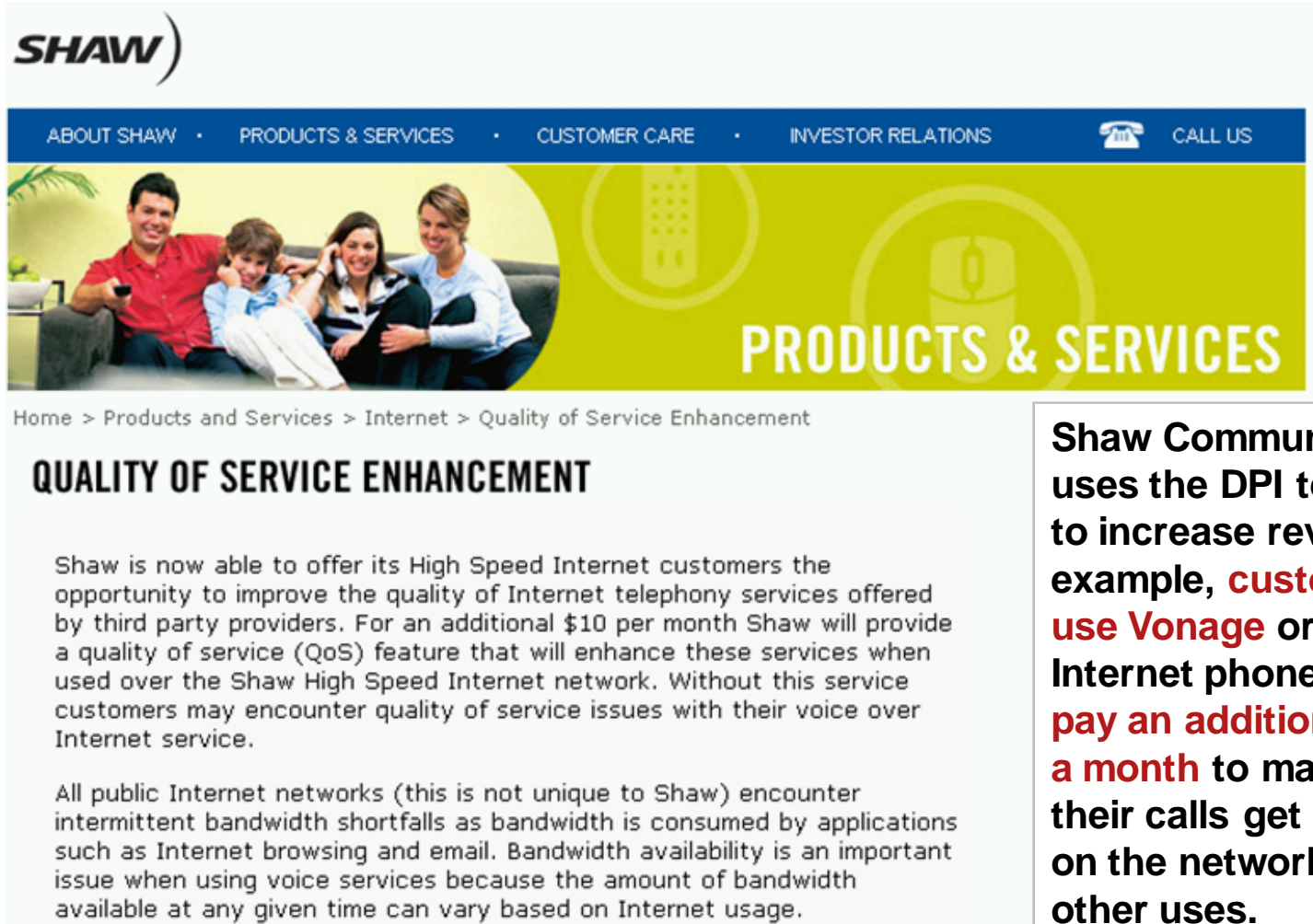
Enhanced user experience
for the average user



Usage	Less Than 2.8GB	Less Than 4.2GB	Less Than 5.6GB	Over 5.6GB
E-mail + WWW	No Limit	No Limit	256 kbps	256 kbps
Audio/Video Streaming	No Limit	128 kbps	64 kbps	48 kbps
P2P	48 kbps	28 kbps	28 kbps	16 kbps

User Quota Based on 7-Day Timeframe

Improve Over-the-Top-VoIP towards User Shaw Communications (Canada)



The screenshot shows the Shaw Communications website. At the top is the Shaw logo. Below it is a navigation bar with links: ABOUT SHAW, PRODUCTS & SERVICES, CUSTOMER CARE, INVESTOR RELATIONS, and a 'CALL US' button with a phone icon. The main banner features a family of four (a man, a woman, and two children) sitting on a couch, with the text 'PRODUCTS & SERVICES' overlaid in large white letters. Below the banner, the breadcrumb trail reads: Home > Products and Services > Internet > Quality of Service Enhancement. The section title is 'QUALITY OF SERVICE ENHANCEMENT'. The text describes a new service where Shaw offers High Speed Internet customers the opportunity to improve the quality of Internet telephony services for an additional \$10 per month. It explains that this service (QoS) will enhance services when used over the Shaw High Speed Internet network, as without it, customers might encounter quality issues. A second paragraph notes that all public Internet networks face intermittent bandwidth shortfalls due to bandwidth being consumed by applications like browsing and email, and that bandwidth availability is crucial for voice services.

Shaw Communications also uses the DPI technology to increase revenue. For example, customers who use Vonage or another Internet phone service can pay an additional CAD \$9.95 a month to make sure that their calls get higher priority on the network than some other uses.

Source: <http://www.shaw.ca/en-ca/ProductsServices/Internet/ServiceEnhancement.htm>

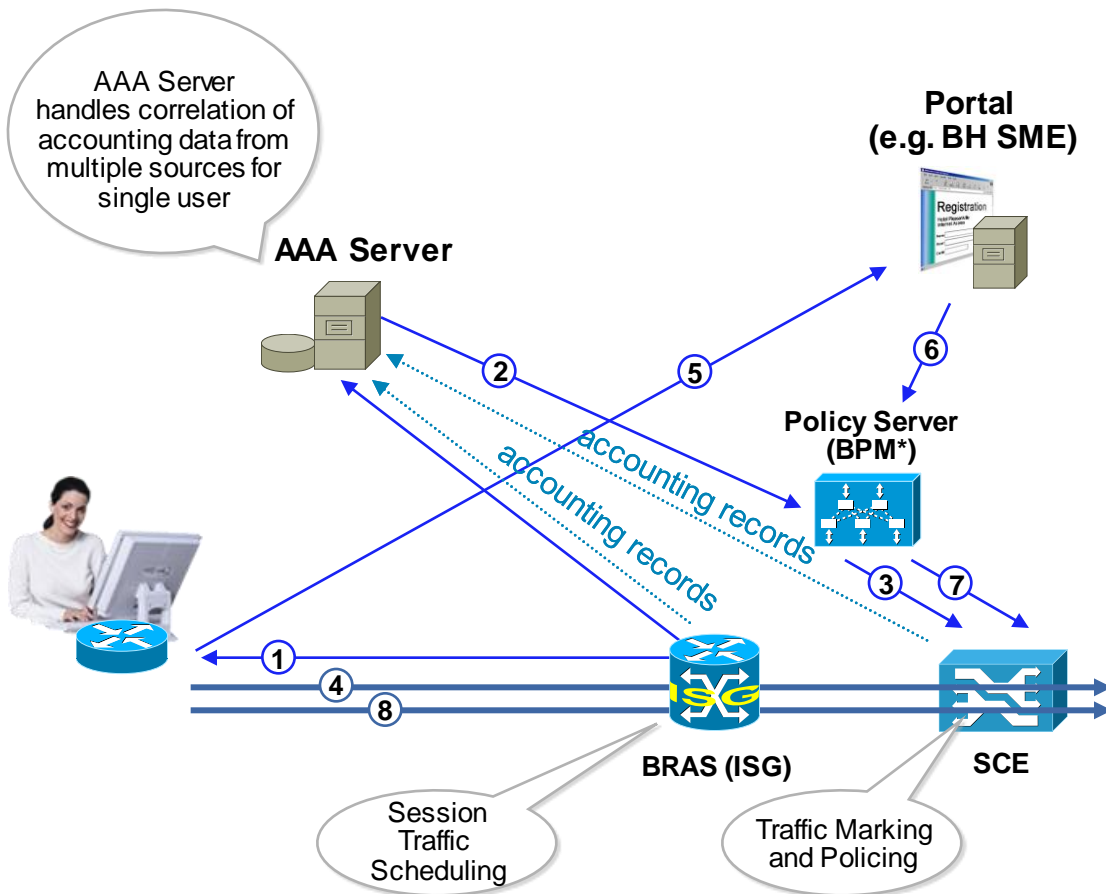
Application Aware Data Services

Example: Improve Over-the-Top-VoIP

- User has an existing subscription for Internet Access and is leveraging “Over-the-Top Voice over IP” Applications (e.g. Skype), though voice quality is not always acceptable
- SP offers User to prioritize “Over-the-Top Voice over IP” for an additional \$9.95 a month
- User can order an self-provision the service through a portal (“Per-Application Turbo Button”)

Application Aware Data Services

Example: Improve Over-the-Top-VoIP

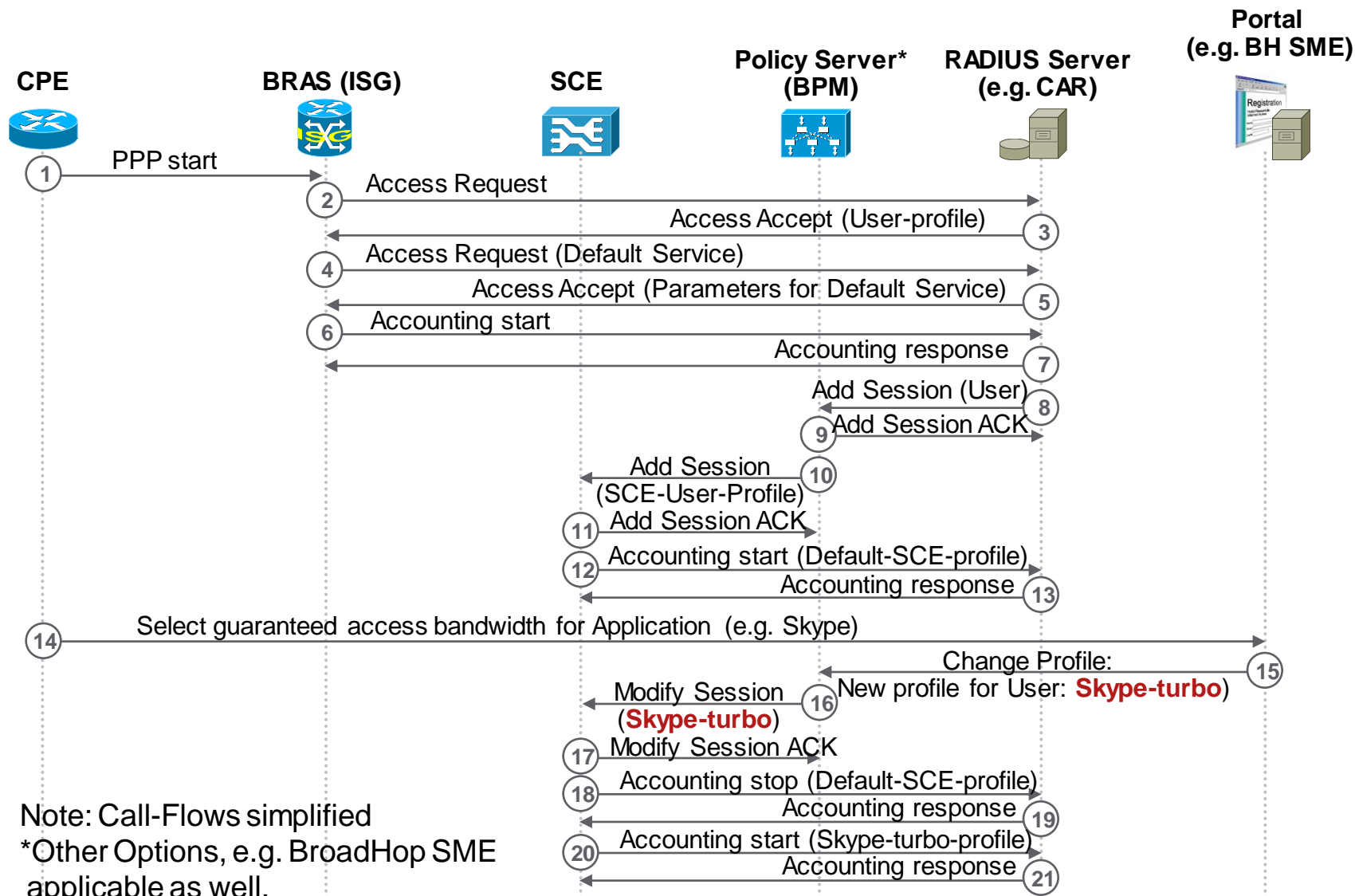


1. PPP session setup. User default access profile downloaded to ISG.
2. AAA-Server notifies BPM of new access session and forwards user-profile of BPM.
3. BPM creates user-session on SCE and enables default profile
4. User accesses the network with default profile active.
5. User reaches out to service selection portal and chooses acceleration for a specific application (e.g. Skype)
6. Portal notifies the BPM of the new service request
7. BPM activates a new service profile which prioritizes Skype (e.g. mark Skype traffic so that it is put into the priority queue on ISG)
8. User accesses the network. Skype traffic is now handled with priority.

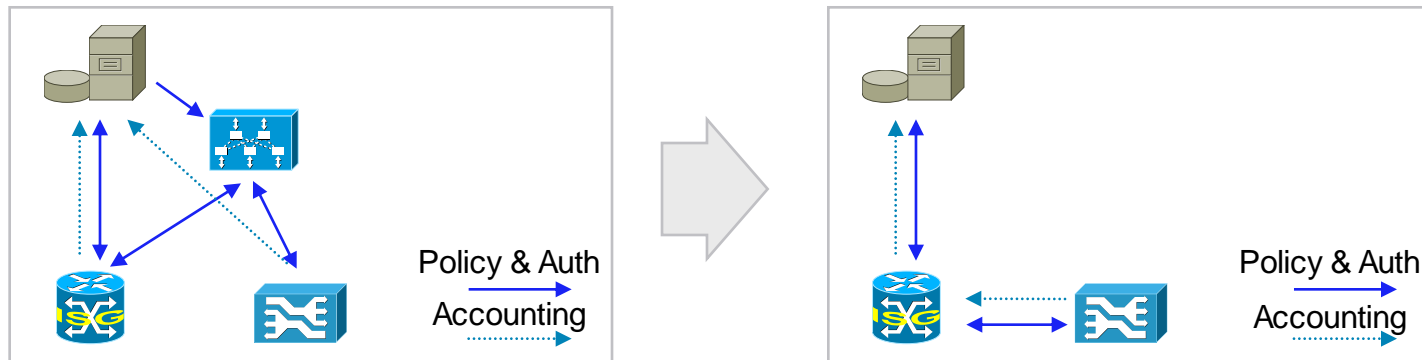
*Other Options, e.g. BroadHop SME applicable as well.

Application Aware Data Services

Example: Improve Over-the-Top-VoIP



Alternative Deployment Approach Leverage ISG-SCE Control Bus



- Leverage upcoming ISG-SCE Control Bus

ISG takes the role of PDP and PEP

- Benefits

Single northbound interface from ISG (BRAS) platform

Single Unified subscriber database

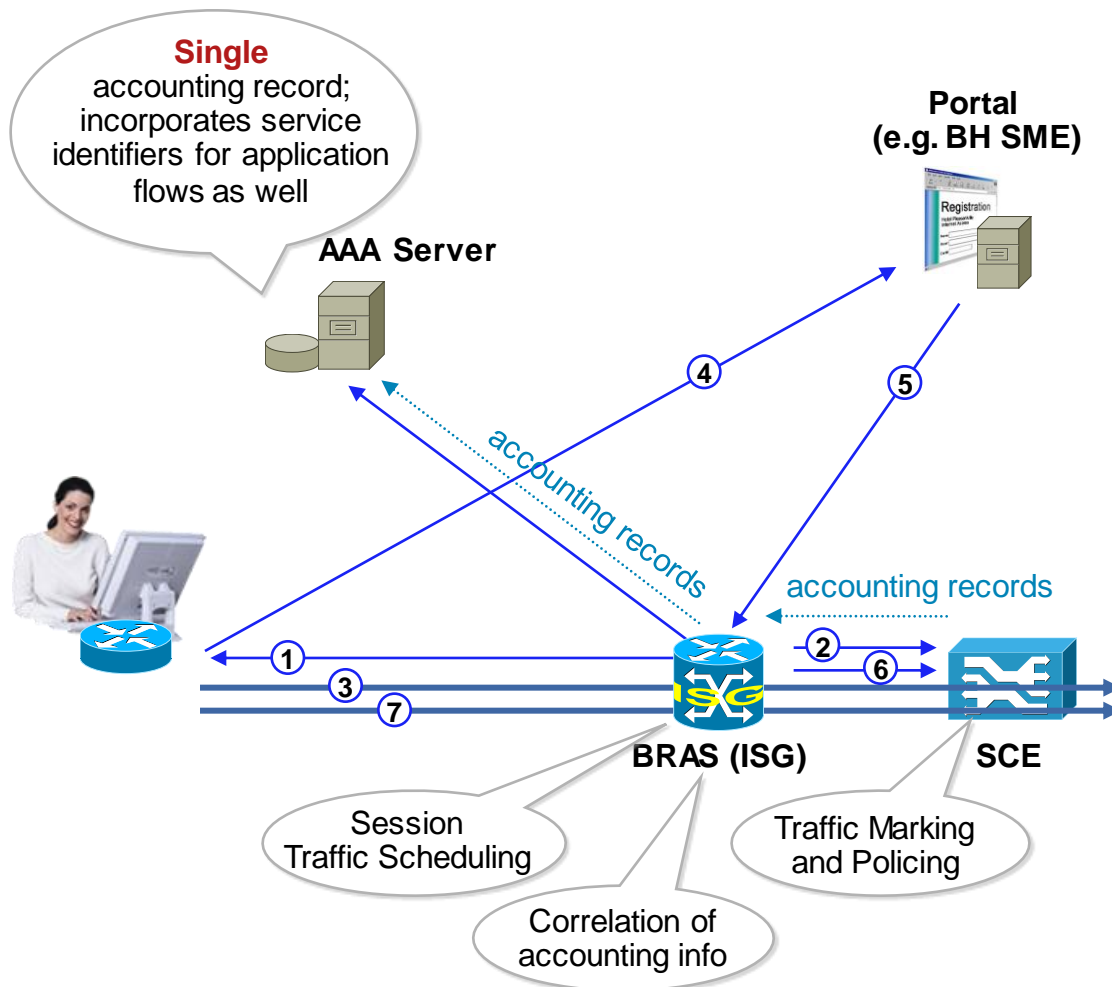
CAPEX/OPEX optimized deployment

Only need to integrate with one platform (ISG)

Reduced resource requirements on AAA/policy layer
(RADIUS and policy infrastructure)

Increased Scale and Reliability

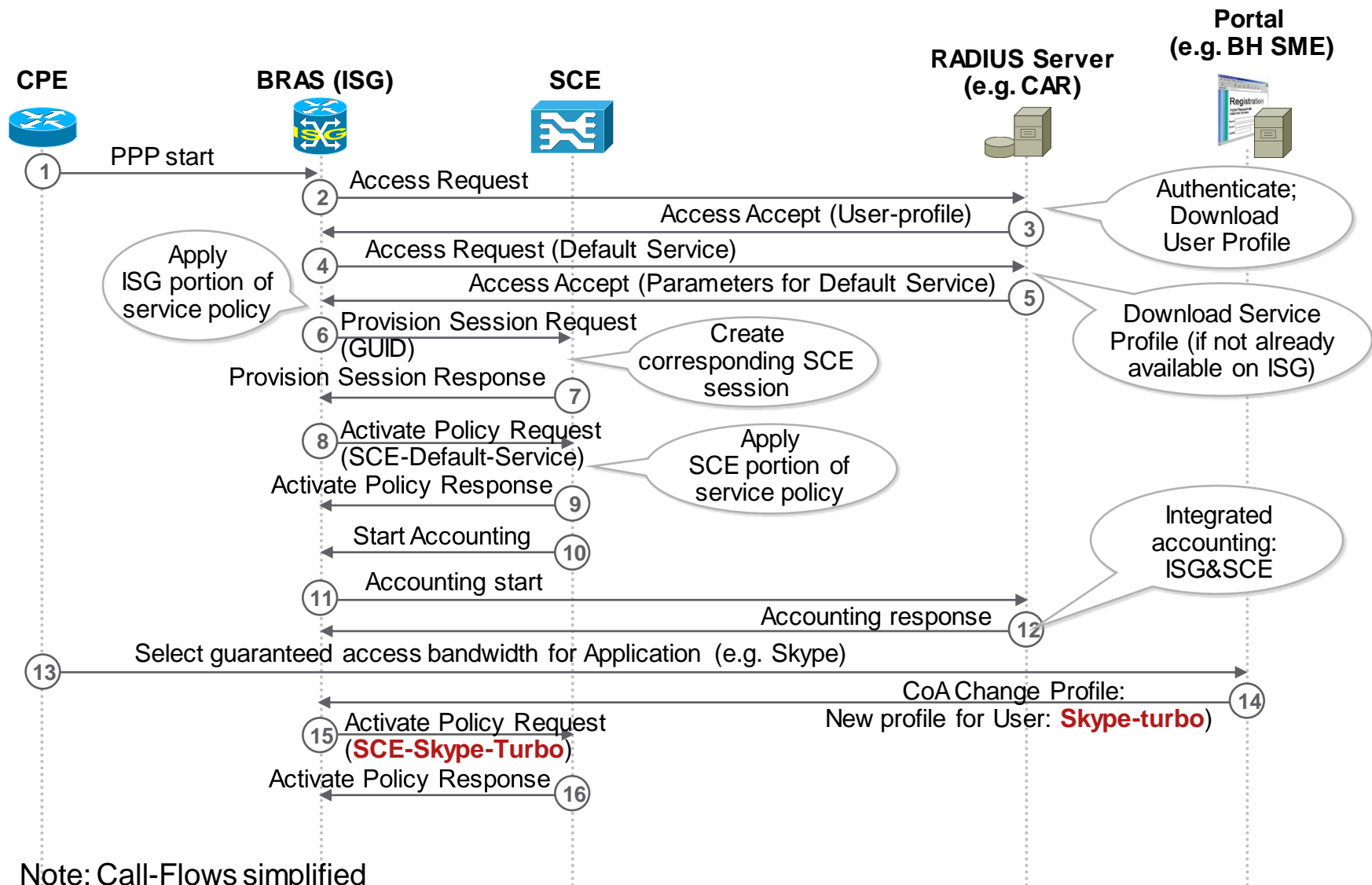
Example: Improve Over-the-Top-VoIP Leveraging ISG-SCE Control Bus



1. PPP session setup. User default access profile downloaded to ISG.
2. ISG establishes session on SCE and passes the portion of the profile relevant to SCE over to SCE.
3. User accesses the network with default profile active.
4. User reaches out to service selection portal and chooses acceleration for a specific application (e.g. Skype)
5. Portal CoA to ISG to enable a new service for the user ("prioritize Skype": e.g. mark Skype traffic so that it is put into the priority queue on ISG).
6. ISG receives the request, determines it is for SCE – and forwards the request to SCE, where the new service policy is activated.
7. User accesses the network. Skype traffic is now handled with priority.

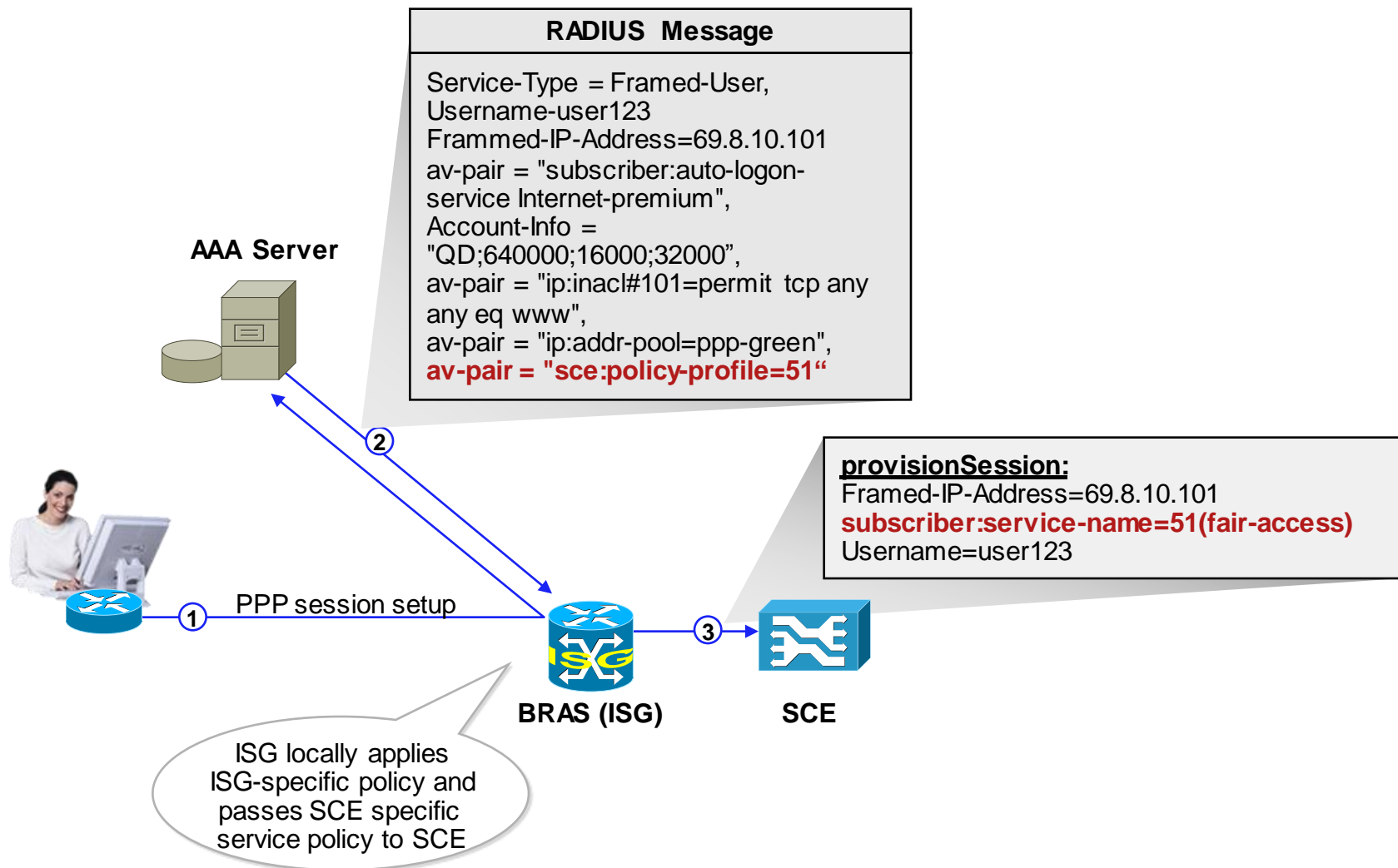
Application Aware Data Services

Example: Improve Over-the-Top-VoIP



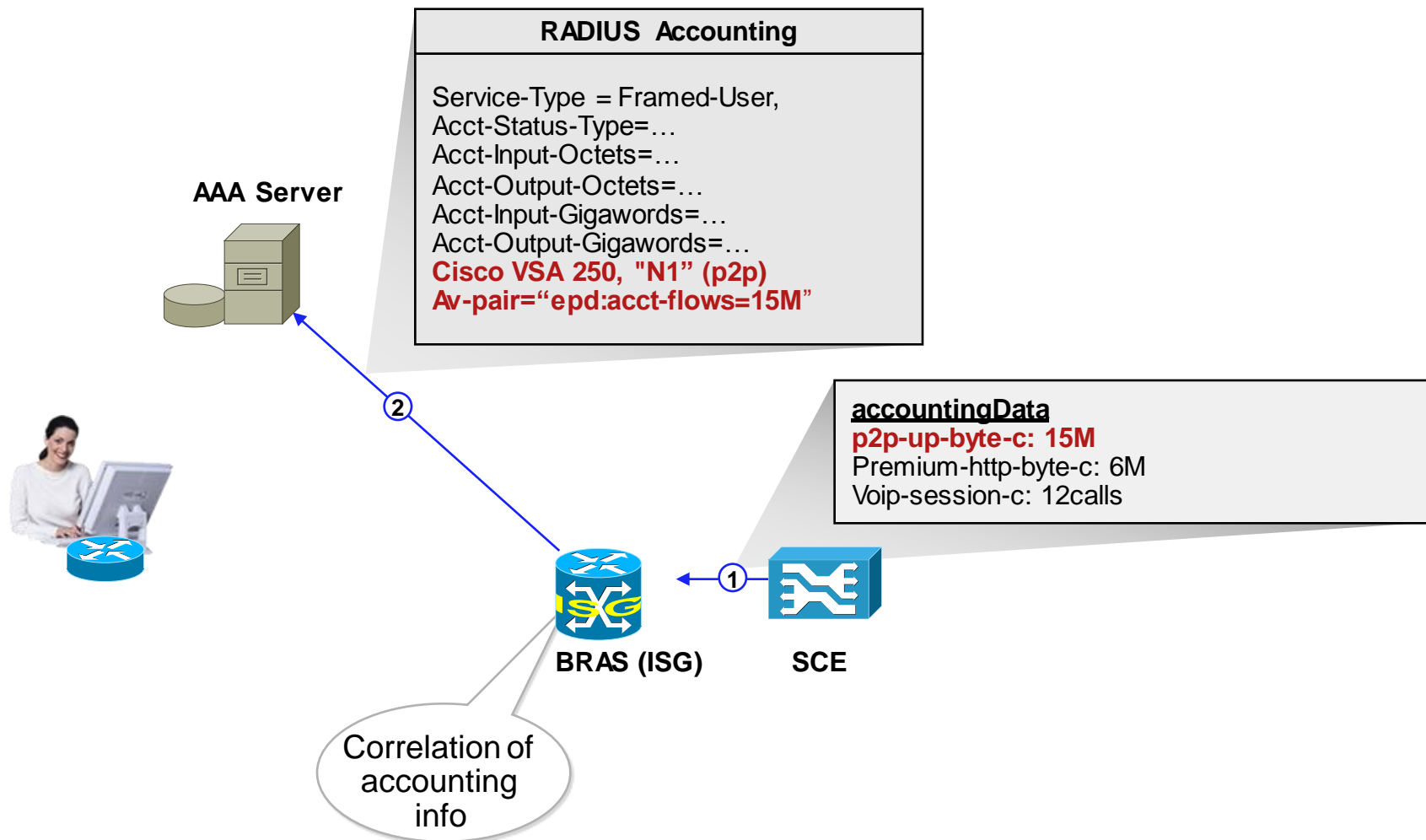
Note: Call-Flows simplified

Enhancements Through ISG-SCE Bus Delegated Policies



Enhancements Through ISG-SCE Bus

Single Accounting Stream



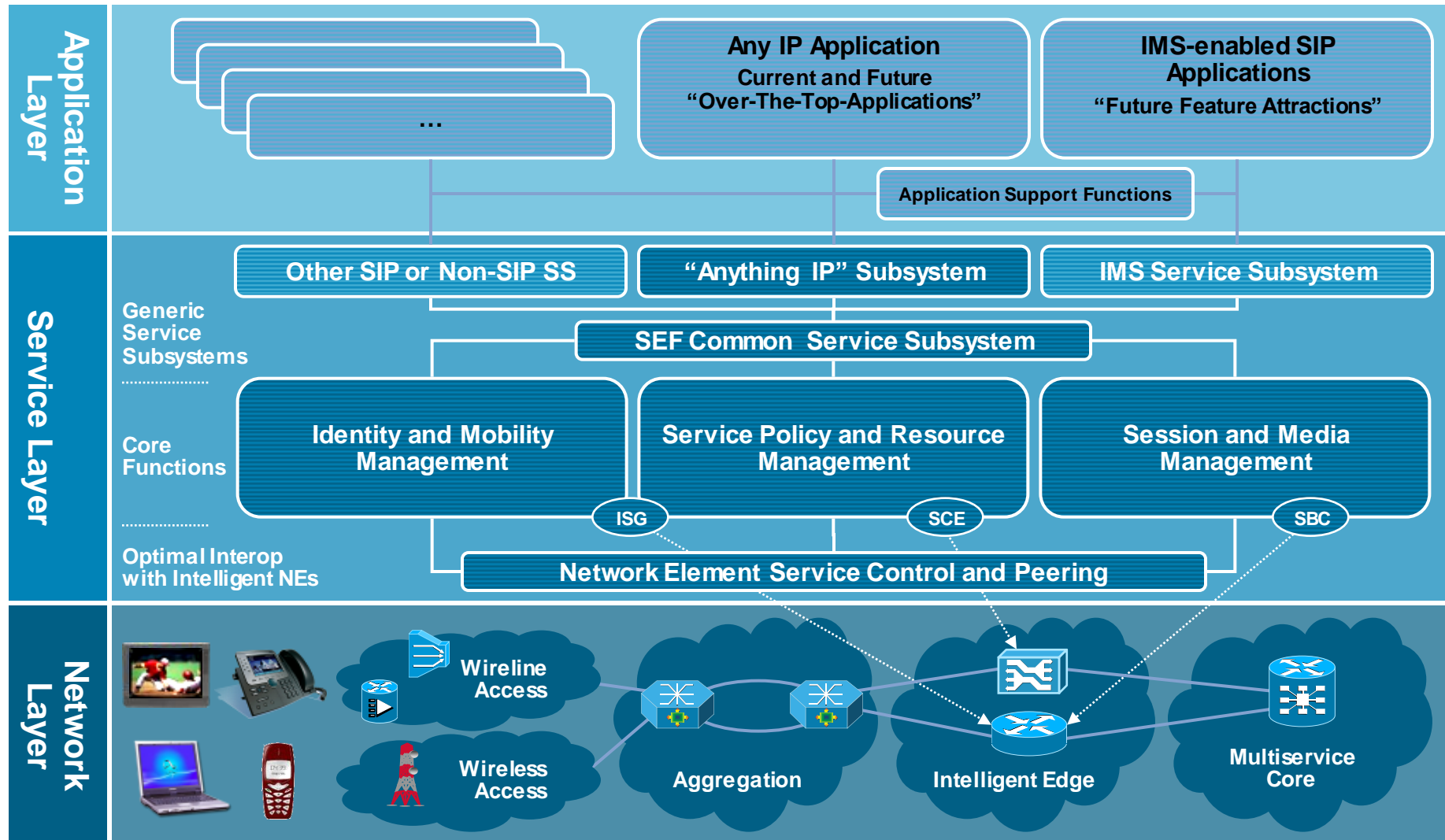
Summary



Welcome to the Human Network.

Cisco IP NGN: Universal NGN Architecture

Enabling all Emerging Network Architecture Standards



Key Takeaways

- **ISG handles the key aspects of dynamic service delivery in BB aggregation networks:**
 - Subscriber identification
 - Service and policy determination
(Including AAA & Dynamic Service Updates e.g. RADIUS CoA, SGI/XML)
 - Session policy enforcement
 - Session life-cycle management
 - Accounting for access and service usage
- **ISG adds Policy Management Capabilities to the Network Element**
 - Complements stand-alone Policy-Servers
 - Towards a network policy plane: ISG-SCE Bus
 - A key component of SEF
- **Platform Support**
 - ASR 1000, 7600 (SIP-400, ES40), ESR 10000, 7200, 7301

Q and A



Welcome to the Human Network.

