

# Enabling & Accelerating Telco Success

## *Cisco Services Value Proposition For Service Providers*

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July 1, 2010

# Agenda

- **Telco Industry Transformation**
- **Engagement & Customer Successes**
- **Service Portfolio & Value Proposition**



# Service Provider Business Trends



Rapidly  
Changing  
Competitive  
Environment



Monetize  
Infrastructure  
Investments



Cost  
Optimization

# Service Provider Opportunities

## Consumer Video/ Connected Home

- Consumer electronics, retail channel, OTT content
- Increased focus on value by the SPs to the content owners

## Mobile Internet

- Radio evolving from 3G to "Multi-G"
- Accelerating data traffic growth
- Network outsourcing

## Managed and Cloud Services

- IaaS offerings
- Facilities-based SPs require tight integration
- Monetization of DC investments - XaaS offerings

IP NGN Architecture

- Bandwidth without associated revenue

# What is our Service Provider Strategy ?

## Capturing Market Transition



Video Solutions



Mobile Internet Solutions



Next Gen Service Provider Infrastructure



Managed Services



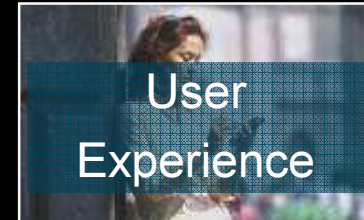
SP DC Virtualization

# Telco Operator Transformation

## Top of mind Issues



- How do we assure our network/services ?
- How do we optimize our network?



- How can you help me create & introduce new services quickly
- How can you help us to improve profitability & create new monetization model



- How can you help us successfully transition to IP/Packet Technology
- Help us integrate & deliver an end to end solution



# How? - Cisco Services Engagement

## Proven Track Record/Expertise

- IP NGN Deployment
- Carrier Ethernet Deployment
- IP Migration & Consolidation
- Optical / DWDM Deployments

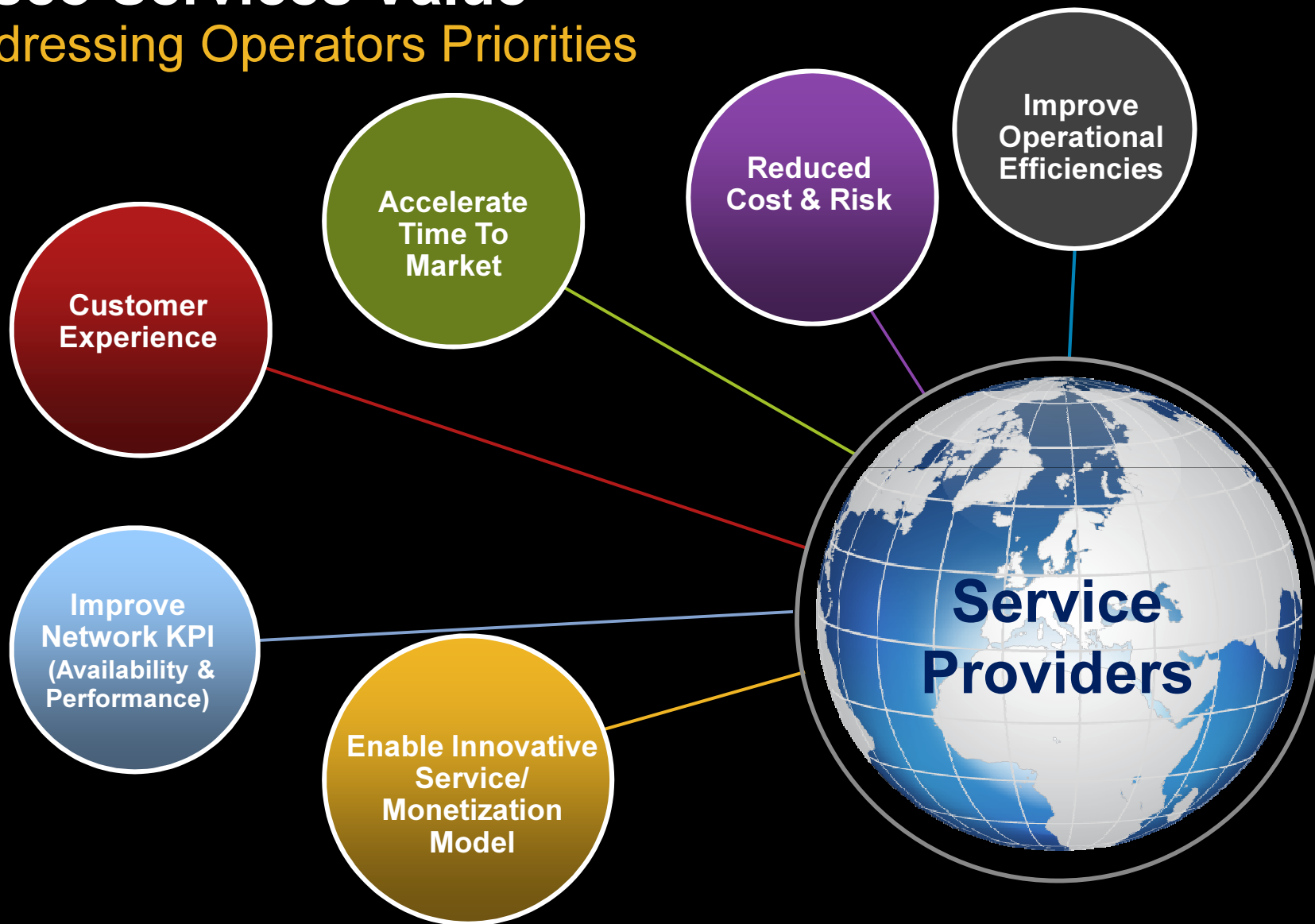
- Packet Voice/ITP
- Broadband cable
- Packet Gateways
- IT/OSS
- WiFi
- Network Optimization

- Mobile Packet Core
- Video/IP TV Head end
- IP RAN
- Femto Solution
- IMS/OSS Integration
- Mobile Data Center



# Cisco Services Value

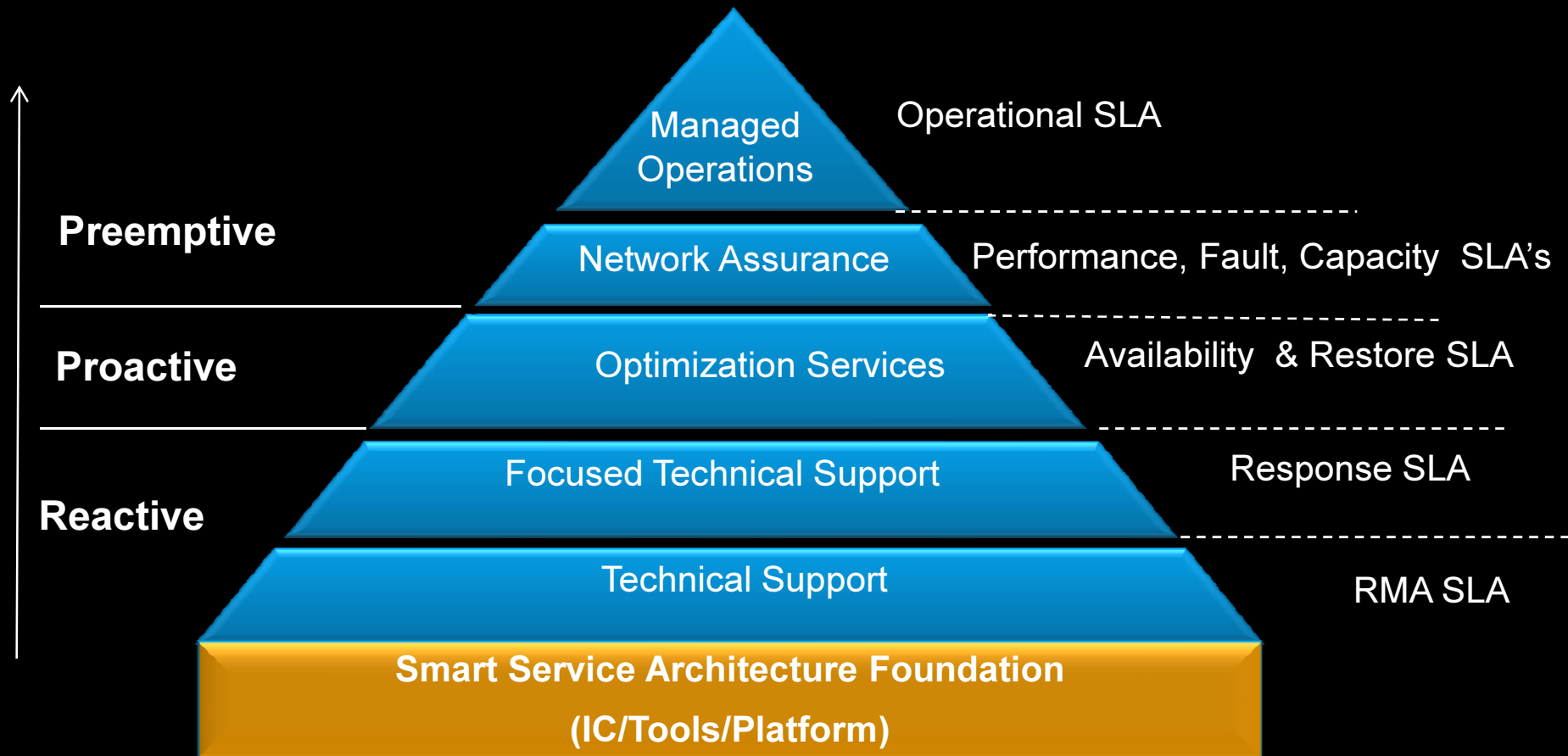
## Addressing Operators Priorities



# Business Impact Delivered

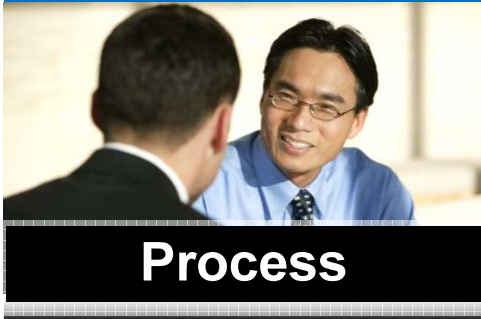
# Outcome-based Offers Backed by SLAs

**Reactive -> Proactive -> Preemptive**



# Cisco Services Advantage

## Significant Investments for Operators to leverage from



- IP NGN Practice
- Reference Architecture
- Methods & Procedures
- Knowledge Management
- Extensive Service Supply Chain
- Skills/Expertise
- Specialization



- NoC Platform
- Smart Devices
- Test Labs
- Ecosystems
- Certification
- Master Agreement
- SLA



# Cisco Service - Enabling SP Transformation

## The Connected Life

