

# Cisco vPCRF for Mobile

## Benefits

- **NFV orchestration**—vPCRF provides the resource management and orchestration intelligence to dynamically scale your policy solution to adapt to real-world traffic patterns and business growth. This helps you reduce Capital Expenditures (CapEx) and Operating Expenses (OpEx).
- **Carrier-grade reliability**—Get carrier-grade reliability, high availability, and fault tolerance with a virtual architecture that supports flexible, cost-effective carrier-grade strategies and a smooth transition into an NFV deployment environment.
- **Industry-leading scalability**—Gain superior scalability to support today's networks and upcoming next-generation networks.
- **Service creation velocity**—Accelerate service creation velocity with rapid solution rollout and extensibility.

## Product overview

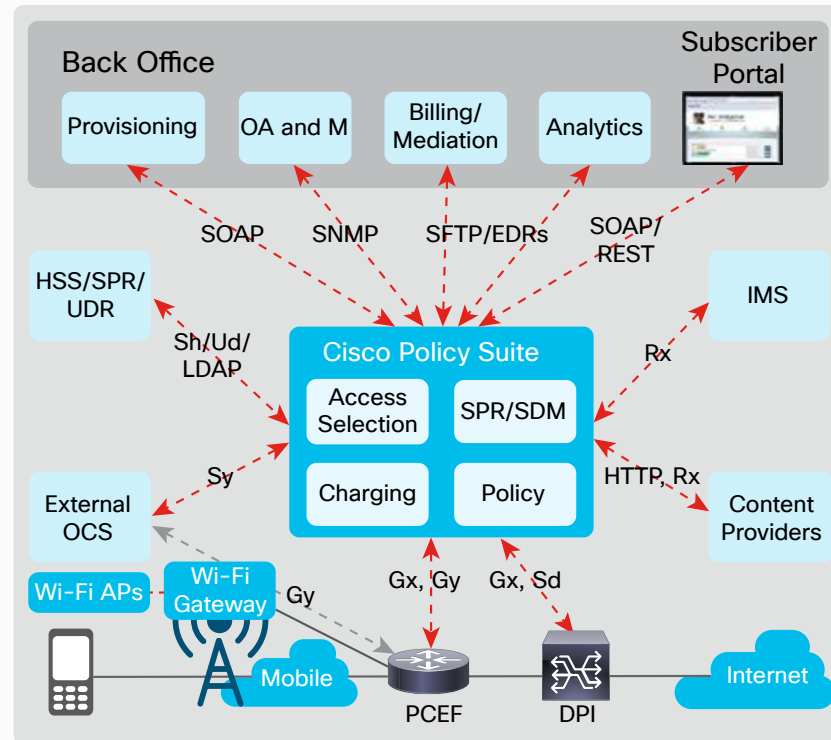
### The market leader in policy control solutions

Cisco understands the role policy control plays in carriers' ability to monetize your networks. To compete in this rapidly changing environment, mobile operators need a policy solution that does more than contain network costs. You need to go beyond a traditional Policy and Charging Rules Function (PCRF) with a solution that can act as an intelligence layer for mobile data service innovation.

## Call to action

### Get started today

Monetize and optimize your networks in the face of ever-increasing demands. For more information about Cisco vPCRF for Mobile, contact your local account representative or visit <https://www.cisco.com/c/en/us/products/wireless/policy-suite-mobile/index.html>.



## What it does

### Gain complete network control

Cisco® vPCRF for Mobile provides real-time management of subscribers, applications, and network resources based on service provider-configured business rules. It coordinates the subscriber's session across multiple enforcement points in the network, including gateways, Deep Packet Inspection (DPI) devices, and optimization servers. Policy control actions include:

- Subscriber session authorization and management
- Service selection and personalization
- Quality of Service (QoS) and bandwidth control
- Session- and application-specific quota authorization and tracking
- Voice over LTE (VoLTE) and Voice over Wi-Fi (VoWi-Fi)