

## Services to Enhance Service Provider Mobility Value Propositions

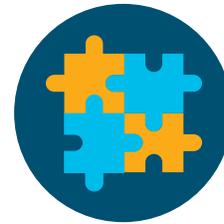
# The World is Going Digital—and Digital is Mobile



**Your Needs**



**Benefits Overview**



**Solution Overview**



**Summary**

## Your Needs

### How to profit from the new digital-mobile world?

The world has gone digital, and digital is increasingly mobile. The Cisco Virtual Networking Index forecast indicates that global mobile data traffic will increase seven times by 2021, a 47 percent compound annual growth rate. There will be massive IP traffic growth, mainly driven by video. By 2021, mobile video traffic will grow eleven-fold on today's level.

Meanwhile, machine-to-machine (M2M) communication is driving business value. The ability for service providers to create M2M connections for process, data, and things can generate significant new business opportunities in the business-to-business and enterprise sectors. We are beginning to see this with connected cars, connected homes, and connected businesses.

And the rise of cloud computing is a game changer in service provider architecture and service delivery, potentially resulting in greater efficiency and capacity, and reduced costs.

Finally, there is 5G. This is not just about adding more capacity; it enables building new capabilities for new opportunities. Service providers and large enterprise will use 5G architecture to transform business based on cloud platforms where services are created and consumed.

But to profit from this market evolution, you need to capture greater value from the new market conditions. There are four questions your business must answer:

- How to offset investment costs when revenues are flatlining?
- How to reduce capital expenditures (CapEx) and operating expenses (OpEx)?
- How to outcompete other players in the market?
- How to offer new services that drive top-line growth?



# Benefits Overview

## Mobilize Your Business Future

Cisco Service Provider Mobility Services can help you overcome market challenges by reducing your CapEx and OpEx while driving innovation and reducing time to market for new services. At the same time, your business will be better placed to meet ever-greater demands for bandwidth.

Our deep end-to-end expertise, global range, and many years of experience contribute to a transformation framework that combines an understanding of technology and a series of proven methodologies to:

- Enable your business to evolve with **minimal disruption** and maximum security
- Achieve a **fundamental shift** in your technology architecture
- Let you enjoy the **economic advantages** of automation

To transform your existing service provider network, you need to build a foundation with **Cisco Open Network Architecture** that has open APIs, analytics, telemetries, policy-driven management, and self-healing capabilities.





# Mobility Services Overview

## What Cisco Mobility Services Can Do For Your Business

Whatever your current mobility situation, we have the expertise to improve it, every step of the way. Below is a summary of some of the many benefits our services can offer.

### Advisory Services help your business:

- Create an agile infrastructure
- Develop a cost-effective strategy
- Prepare to support new solutions

### Implementation Services, including solution integration and test plan development and support, enable:

- Faster time to value
- Reduction of deployment costs
- Maintenance of availability during deployment and migration

### Business Critical Services:

- Help optimize your infrastructure, applications, and service management approach
- Monitor and manage your infrastructure, which works to:
  - Boost performance, availability, and resiliency
  - Increase efficiency and reduce costs
  - Identify, preempt, mitigate, and manage risk
- Business Critical Services for SP Mobility

### Technical Services

Technical services can provide your business with increased uptime for service provider mobility solutions, including:

- End-to-end coverage of mobility solutions, including
  - Third-party vendors
  - Open source software
- 24x7 support for software solutions, along with traditional hardware and software products
- Full network coverage with fast incident resolution by Cisco experts
- Configuration guidance and technical adoption

## Cisco Mobility Services in Action

We've already engaged with customers worldwide to help them improve their mobility offerings and their businesses' future. The following summaries provide an overview of what services and outcomes Cisco achieved for two global communications giants.

### Mobility Private Network

Mobile services provided physical and virtual mobile packet core automation in a challenging environment:

Challenge: Business agility and service velocity

Cisco Services Solutions:

- Lead System Integrator

- E2E Program Management
- Vendor & Risk Management
- Architecture Management
  - Requirements, Design, and Test Plan Development & Execution
  - SI Technical Project Management
- System Integration Testing
  - Functional Testing
  - E2E Validation
- Managed Telco Cloud Solution
  - Enabled operations teams to manage solution

Impact: Business Outcomes

- Faster time to market for new services
- Expected 25-45 percent CapEx savings over 5 years
- Expected 30-60 percent OpEx reductions over three years

### Automation Management Platform

Cisco mobility services helped enable mobile packet core automation and customer onboarding in a multivendor environment which included a Cisco Network Services Orchestrator stacked services architecture and portal and Maintenance Operation Protocol automation. This resulted in:

- Smooth migration of enterprise customers from legacy data centers
- 75 percent reduction in provisioning time
- Easier up-selling of new services

# Call to Action

## Make transformation your business priority today

You know that without comprehensive transformation, the future of your business is under serious threat. Cisco SP Mobility Services can help you succeed in a world gone mobile, at every step of the way.

For more information on how, please visit [www.cisco.com/go/mobilityservices](http://www.cisco.com/go/mobilityservices)

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# Summary

## The Service Provider Journey

### What you need to do:

- Mitigate risk when migrating to new technologies and responding to the increase in security threats
- Improve efficiencies by decreasing operational costs
- Accelerate growth by identifying new revenue streams
- Increase speed to market with new services

### How you're going to do it:

- Transform the customer experience
- Transform the architecture
- Transform the business

### What needs to happen to your network:

- Simplification
- Automation
- Virtualization

### Why Cisco?

Cisco has a unique approach to service provider services, which encompasses and leverages mass-scale networking. We're access agnostic, and use virtualization with API openness as well as employing automation and orchestration. This methodology is complemented by a full range of Professional, Advisory, Implementation, Training, Optimization, Managed, and Technical Services.

We know the network and our products better than anyone. And we have the experience and track record it takes to deploy products and solutions effectively and to integrate them into your network.

Cisco can call on the expertise of more than 12,000 engineers and technicians, including more than 2,500 CCIEs. Our intellectual capital goes deep: our team has been granted more than 1,100 patents since 1998. In addition, we manage more than 100,000 devices for customers in 75 countries.

We use proven methodologies and best practices derived from our experience with service providers all over the world supporting complex networks for over 30 years. That depth and breadth of experience with other service providers is unique, and we can put it to work for you. You'll be in safe hands.