CISCO

Services to Enhance Service Provider Networking Value Propositions
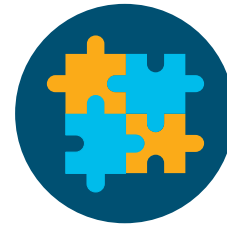
Get Ready To Innovate and Increase Your Market Share

Your Needs

Benefits Overview

Solution Overview

Summary

Your Needs

Is your service provider network ready to exploit the digitization opportunity?

The digital business is redefining and shaking up entire industries: retail, transportation, media, advertising, entertainment, hotels, and professional services. Its leaders have high margins and low costs. They move at Internet speed, leveraging video, the Internet of Things (IoT), and soon new network technologies such as 5G.

Is your network ready for this, though? Are you struggling to develop new sources of revenue? Finding it hard to cope with continuous technology transitions? Losing out to over-the-top providers? Needing to enhance your organizational agility and operational efficiency while dealing with huge traffic demands? Or worried your customers will find more innovative solutions and business models in the hands of over-the-top providers?

If so, now is the time to act. Your market is evolving rapidly. The IoT alone is expected to represent a $2 trillion economic opportunity for service providers over the next decade through digitization plans including Cloud, video growth, IoT (connected devices) and 5G roll-outs. (Cisco Consulting Services 2016)

"Implementing software-controlled networks and maximizing business benefits will require significant planning and a healthy appreciation of what it means to overhaul network operations," the analyst says.

Global Research firm Ovum meanwhile: "There are three main levers that must be addressed when running a transformation program: simplification, harmonization, and customer-centric organization."

The question you now face is: how do you transform your service provider network to profit from upcoming opportunities and not become a victim of the forces now shaping the market?

Benefits Overview

The Cisco Services to Power Your Network Transformation

If you have a plan for your infrastructure, Cisco can help you realize it. If you don't, we can assist you to formulate one. From **conception to implementation**, you can rely on our 30 years' global experience to lend a hand to your **success**. Once you have everything in place, we can train the necessary staff on your team, and even help you **manage infrastructure** if it makes sense for your business to do so.

And because our experience is **global**, you can rely on our **expertise**, wherever in the world it's needed. We can help you deploy:

Cloud-scale networking with…

- Large-scale automation with software extensibility
- Unified control, Ethernet VPN, and segment routing data planes
- Real-time visibility

Automation and orchestration that features…

- Physical and virtual orchestration
- Self-optimizing infrastructure
- Insightful operations through telemetry and analytics

Access independence that covers…

- The IoT
- LTE category M1
- NarrowBand IoT
- Early 5G and fixed wireless access

An open, virtualized environment for…

- Building strength in the mobile core
- Network slicing
- Distributed architecture with control and user plane separation
- Delivery of vertical value from network intelligence
- New business models

Network Services Overview

Go to Market Quicker With a More Agile Business: Simplify, Automate, Virtualize

Cisco service provider networking services help you adopt next-generation networks more quickly, helping you scale and plug the gaps in your own organization. No matter where you are on your transformation journey, the assistance we provide can help you address critical challenges such as speed, complexity, efficiency, growth, and security.

Our expertise and unique automated tools can help slash your migration times. Cisco engineers can bring decades of global expertise to bear and work hand-in-glove with your business to ensure the transition is not only totally secure but also seamless, so all that your customers notice are service improvements.

We can help you:

- **Exploit new business models** that are relevant to today's over-the-top-dominated world
- **Reduce time to market**
- **Gain the agility** to adapt to changing customer expectations
- **Cut operational expenses and improve customer care** by automating otherwise costly and laborious functions
- **Transform legacy operations support systems** for greater operational savings and security

Cisco Networking Services in Action

Cisco partnered with Reliance Jio to drive the national agenda of Digital India, from communications to digital lifestyle, by building a first-of-its-kind, future-proof, 5G-ready network.

This will be the largest all-IP, multi-terrabit capacity network in India, which will deliver broadband, mobile video, voice over Long-Term Evolution (LTE), and voice over Wi-Fi services to 18,000 cities and towns across the country.

To make it a reality, on this customer alone, over 100 Cisco engineers are providing the following services:

- Automation Services
- Network Advise Services: Strategy, Assessment, and Design Services
- Network Implementation Services
- Business Critical Services
- Training and Technical Services

The results so far are impressive, allowing Reliance to make a huge impact by meeting the vast pent-up demand for new services in its market, while transforming customers' user experience.

Specifically, partnering with Cisco has enabled the service provider to:

- Onboard 100 million 4G subscribers in just six months (that's 23,000 subscribers per hour)
- Surpass 10 times the Internet capacity of one of the world's largest providers
- Accelerate monthly data usage by 40 times
- Upgrade 4,000 devices with new firmware and operating system versions in a single change window

"Cisco has been a great partner for in building this highly scalable cloud centric All-IP Digital Services Network Platform meeting unprecedented data growth," says Mathew Oommen, Reliance Jio's president.

Call to Action

Take the first step to greater network value today

You know your business must get to the next level. With global teams of industry-leading networking experts, and a track record in building the biggest and most innovative networks in the world, Cisco is best placed to help get you there.

For more information on how, please visit www.cisco.com/go/ enterpriseservices

Summary

The Service Provider Journey

What you need to do:

- Mitigate risk when migrating to new technologies
- Respond to the increase in security threats
- Improve efficiencies by decreasing operational costs
- Accelerate growth by identifying new revenue streams and business models
- 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 proven track record in transforming service provider networks, which encompasses and leverages mass-scale networking. As the technology developer, we offer expertise and deep insights that are unparalleled in our industry today. This expertise is complemented by a full range of 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.