

Cisco Prime for Managing Unified RAN Backhaul



What Is the Value of Cisco Prime for Managing Unified RAN Backhaul?

Cisco Prime™ provides integrated service lifecycle management capabilities for Unified Radio Access Network (RAN) Backhaul that extend from the cell site to the provider edge. By helping enable mobile service providers to design, fulfill, assure, and analyze the performance of services over mobile backhaul networks, Cisco Prime lowers operating expenses (OpEx), increases backhaul link utilization, and delivers faster time-to-service value across any combinations of radios, media, and content.

What Problems Does It Help Solve?

Mobile service providers face many challenges, including increasing cost pressures, higher bandwidth demand, and cost-efficient scaling of capacity. To define, roll out, and assure new services across heterogeneous and growing networks quickly and at the lowest cost possible, service providers need a unified lifecycle management solution that helps enable them to:

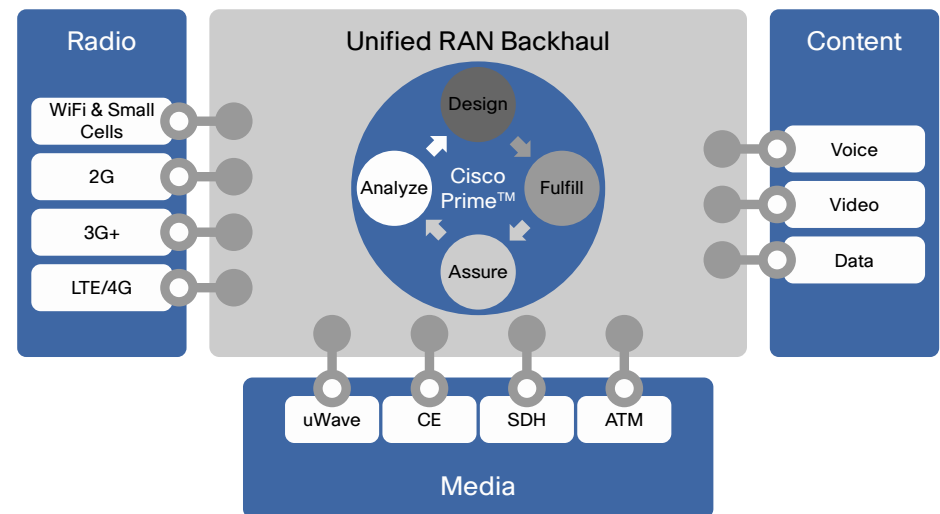
- Manage networks and service delivery across all media and content types with a single solution that supports large-scale networks
- Automate end-to-end fulfillment and rapidly add new features through out-of-box discovery and extendable activation workflows
- Simplify deployment and improve operational efficiency through the use of intuitive interfaces, increased automation, and complete end-to-end visibility of physical and logical segments
- Maximize capacity utilization while helping to ensure service-level agreements (SLAs) and differentiated service delivery
- Help ensure network health using run-time service diagnostics combined with service correlation and event consolidation to accelerate outage detection, troubleshooting, and resolution
- Avert service disruptions through proactive identification and correction of failures
- Realize fast time to value for new hardware

Cisco Prime for IP NGN

The Cisco Prime for IP Next Generation Network (NGN) suite of products offers advanced integration with key Cisco® hardware and third-party devices and are extensible over any transport media. The solution also increases efficiency with seamless transition between each of its software components. Designed as a modular suite of applications, Cisco Prime for IP NGN allows customers to adopt the capabilities they need to solve business problems today while having the flexibility to adopt new solutions as their business requirements evolve.

- **Cisco Prime Network** provides comprehensive assurance and device management for heterogeneous mobile backhaul networks from cell sites to core networks
- **Cisco Prime Performance Manager** provides actionable performance metrics for Cisco and multivendor backhaul networks and components to facilitate assurance and capacity planning
- **Cisco Prime Provisioning** accelerates service deployments by providing automated resource management and rapid, profile-based provisioning capabilities
- **Cisco Prime Central** tightly integrates all components of the Cisco Prime for IP NGN suite through a centralized management interface providing a single view of integrated operator workflows

Figure 1. Cisco Prime for Managing Unified RAN Backhaul





What Are the Benefits of Cisco Prime for Managing Unified RAN Backhaul?

- Accelerates service design and activation of “IP over Anything” with best-in-class multivendor discovery and plug-and-play capabilities
- Brings new equipment and services online faster and more cost effectively with day-one device support and zero-touch deployment for fastest time to value
- Reduces OpEx by up to 90 percent by automating routine operational tasks across the service lifecycle to eliminate truck rolls and other manual processes
- Helps ensure efficient and profitable capacity utilization using powerful visualization and performance measurement capabilities to minimize backhaul congestion, facilitate service differentiation, and help ensure SLAs through robust prioritization and optimization of service traffic
- Reduces operating costs through a centralized user portal with integrated framework and intuitive GUI for rapid visualization and diagnosis, single-point entry into the network, and point-and-click operation
- Lowers outage costs by 40 percent through advanced monitoring tools that help enable rapid diagnosis of faults, 50:1 event reduction, and the ability to assure SLAs across multiple domains and thousands of cell sites

Why Cisco?

Cisco offers industry-leading solutions delivered through a unique combination of people, processes, tools, and partners to empower service providers to deploy equipment and services faster, optimize operations, maximize performance and reliability, and achieve high levels of customer satisfaction. For more information on how Cisco Services can extend network intelligence and the power of your business, see Cisco Technical Support Services or Cisco Advanced Services.

For more information, visit www.cisco.com/go/prime-sp or contact ask-prime-sp@cisco.com.