



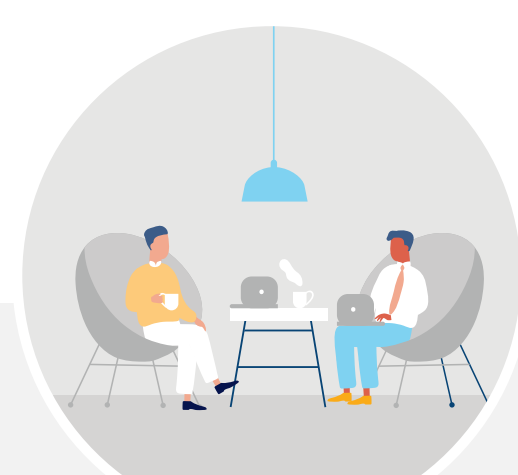
Achieve Mass-scale Network Transformation

If you're a service provider, you understand that today's marketplace poses challenges—but also holds **exciting opportunities**.

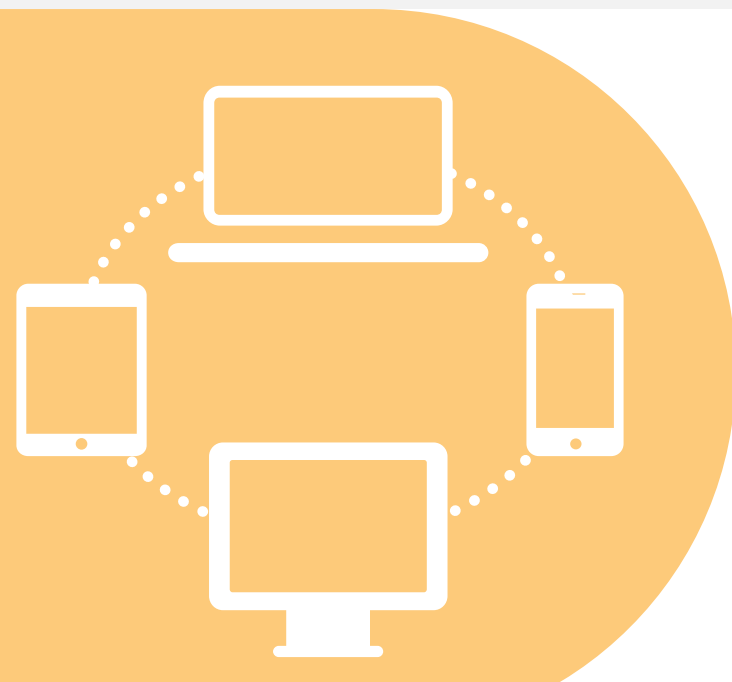
Traditional services are being commoditized, driving down growth and profitability.

But as the world changes, we're seeing **new possibilities**.

In providing high-speed internet to a data-hungry public...



Remote working, teaching and medicine are the new norm, and are here to stay!



By 2023, service providers will support more than **29.3 billion** networked devices and **13.1 billion** mobile connected devices.¹



In opening new markets such as SMB and enterprise and offering them new services...



The global managed services market is expected to grow by 2023 to over **\$282 billion**.

In offering 5G enabled services...

5G

5G is expected to contribute **\$2.2 trillion** to the global economy over the next 15 years⁶

Service provider economics are changing, so it's time to set your business up for **success**.



\$1 CAPEX in 2022 needs to do **11X** work it did in 2012

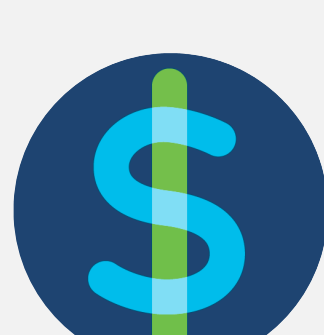
\$1 of OPEX needed for every **\$1** of CAPEX

What happens when you **transform your organization** for today's opportunities?

You can...

Grow your revenue by opening new markets and offering new services.

Digitally advanced service providers were able to accomplish:⁸



+14%
revenue increase



+30%
customer retention



+40%
customer satisfaction

Reduce your cost with agile and open infrastructure while achieving unmatched operational simplicity.

62% CAPEX savings

with converged SDN transport⁹

30%-50% reduced RAN costs

with Open RAN¹¹

66% OPEX savings

with converged SDN transport¹⁰

49% reduction

in time to market for new services

Mitigate risk, protect yourself and customers from security threats, and remediate them faster.

Cisco solutions can take you there.

With an end-to-end architecture that empowers service providers, enterprises and public sector for mass-scale network transformation.

Ready to learn more?

Explore our interactive Mass-scale Network Transformation app:

cisco.com/go/network-transformation

Or read the Mass-scale Network Transformation eBook:

ebooks.cisco.com/story/network-transformation