Shape Your Business For the Future:
Powering Transformation With Cisco

Cisco Prime for Service Provider:
Optimize Your Agility, Lower Your Costs

Kenneth CHAN
Consulting Systems Engineer
Global Service Providers, SSAT, APJC
12 June 2012
(for Network Management Technology Group)
The Challenge

• The problem: the way customers do business is changing; unified communications, next generation video, cloud, and fixed/mobile convergence require significant new investment in equipment and services. Customers expect vendors to ease these transitions.

• The Equipment “Tax”: This is a result of the time and costs required to integrate the equipment and deploy differentiated features within the customer’s ecosystem to reach their business goals.

• The solution: Cisco can deliver support day-one and simplify the deployment and ongoing operation of Cisco differentiated technology, this is the Cisco Advantage, no third-party can provide time-to-value faster and more cost effectively.

• The Benefit: Customer with Cisco equipment in 40% or more of their network will gain significant reductions in time-to-market with Prime
Solving Network Service Challenges

The Old Way

- Point solutions
- Pockets of control or mega-suites
- Reliance on highly-skilled experts
- Lack of end-to-end service view
- Slow time-to-value

The Better Way

- Integrated suites
- Lifecycle approach
- Scale through automation
- High visibility
- Day-one support

Mini-suites aligned to specific IT transitions
Prime for Service Providers
Mini-suites supporting customer transitions

• Automating management to increase value and efficiency
• Common architectural components to reduce costs
• Common look and feel to help customers move across architectural plays
• Delivering on the Cisco Advantage

Making customer transitions quick and efficient
Cisco Prime Value Evolution
Aligning to Cisco Priorities

Executive Decision Making

Business Enablement

Technology Enablement

Cisco Alignment

Core Services
- IP Address Mgmt & Configuration
- DHCP & DNS Mgmt
- IPv6 dual stack capable
- CPE provisioning
- Cloud ready
- AAA / RADIUS

Network Management
- Auto-discovery
- Physical inventory & topology
- Service inventory & topology
- Event management
- Root cause analysis
- Configuration management
- Performance management

Service Management
- Service creation and design
- Service activation & fulfillment
- Customer impact database
- Service path tracing
- Service assurance / Service-Level Agreements (SLAs)

Subscriber Management
- Policy management
- Diameter Routing Agent (DRA)
- Subscriber data management
- Home subscriber management
- End-user experience monitoring
- Self-Service Portals

Analytics
- Real-time, streaming data
- Multi-dimensional
- Customer usage to service mapping
- Subscriber profiling
- New service generation
- Traffic shaping
- Planning Tools
- Decision analysis

Mobile Services
Video Services
Cloud & Managed Services

IP Next Generation Network
Experience Lifecycle Management
Benefits for Service Providers

**Design**
- Rapid time to revenue
- Differentiated services

**Analyze**
- Grow ARPU
- Increase loyalty

**Fulfill**
- Low-cost operator
- Zero touch
- Lowest cost

**Assure**
- Improve QoS
- Reduce turnover
- Lowest cost

**Domain Managers**
Provide core information for devices and technologies
Automated discovery and configuration management
Network visibility
Cisco Prime
Architectural Plays for Service Providers

Prime for Mobility
- Mobile RAN Backhaul lifecycle (packet, optical, 3rd-party microwave radios)
- Mobile GW & packet core mgmt
- Zero-touch provisioning
- Mobile AAA for SP Wi-Fi [Sigtran]
- Diameter Routing Agent
- Femto/Small cell provisioning, mgmt [TR-069] & performance
- Policy & Subscriber Data Mgmt
- Analytics

Prime for Video and Connected Home
- Centralized Assurance and Inventory Management
- Broadband customer premise equipment (CPE) management (Data over Cable Service Interface Specification [DOCSIS] and TR-069)
- Performance Management
- Analytics

Prime for Cloud & Managed Services
- Next-generation DNS for cloud
- Hosted collaboration services on IaaS
- TelePresence as a service
- Unified Computing System (UCS), Nexus, and Data Center Networking (DCN) management solutions
- Fulfillment stack driving Cloud domain provisioning (LineSider)

Prime for IP Next Generation Network

Architectures
- MPLS and Carrier Ethernet (Core, Distribution, Access)
- RAN Backhaul
- Next Generation IPv6 Residential Services
- Optical Transport

Cisco Prime IP NGN Suite
- Prime Central
- Prime Provisioning
- Prime Network
- Prime Optical
- Prime Performance Manager

Core Services
- Prime IP Address Management (IP Address Management and Configuration)
- Prime Network Registrar (IPv6 and scalable DNS and DHCP Servers)
- Prime Access Registrar (Authentication, Authorization, Accounting)
Cisco Prime the Modular Management Portfolio

**Prime Analytics**
- Cisco Workplace / Cloud Portal
- Prime Fulfillment
- Prime Service Inventory
- Prime Provisioning
- Prime Central
- Prime Network
- Prime Optical
- Prime Performance Manager
- Prime Infrastructure
- Prime Collaboration
- Prime Assurance
- IBM Tivoli Netcool for Cisco Prime
  - Prime Home
  - Prime Network Registrar
  - Prime Access Registrar
  - Prime Premises
  - SP Wi-Fi Service Manager for Prime
  - BNG Service Manager for Prime
  - Business & Operational Analytics
  - Unified self-service portal
  - Business process and order management automation
  - Customer impact database
  - Policy driven activation of network services

**Service Management**
- Just Announced
  - Central point of access for network information and control
  - IP element and network management
  - Optical transport network management
  - Network performance management & reporting
  - Lifecycle management of wired/wireless networks
  - Management of converged voice, video and collaboration
  - Collection, analysis and troubleshooting of network traffic
  - Multivendor, multiservice management platform
  - End-to-end management of home devices
  - DNS, DHCP servers and IP address management
  - Authentication, Authorization, Accounting
  - Residential/SOHO equipment activation
  - Subscriber policy and data management for SP Wi-Fi
  - Subscriber charging, policy and data management for BNG
Cisco Prime for IP NGN
Simplify the Design, Provisioning and Management of Carrier-Grade Networks

Access, Aggregation, Edge, and Core Consistency in Delivery and Management of Services
Cisco Prime for IP NGN Benefits

• Automating and accelerating service time-to-value
• Improving subscriber experience with rapid fault isolation
• Ensuring service levels with performance management
• Simplifying buying with modular portfolio
• Reducing complexity with standards-based integration

Using the Cisco Advantage to simplify management
Cisco Prime Fulfillment
Codifying and automating end-to-end fulfillment
Cisco Prime Fulfillment Benefits

• Reduced time to market for Cisco Architectures with predefined fulfillment scenarios
• Improved product quality leveraging pretested components
• Reduced prototyping costs by testing only what’s new
• Full orchestration of Cisco and non-Cisco devices and technologies
• The foundation for continuous product improvement

Using the Cisco Advantage to accelerate service delivery
Cisco Prime for Service Providers
Summary

• A modular portfolio of applications
• A-to-Z management for next-generation packet and transport networks and order fulfillment
• Delivering the Cisco Advantage
• Visit the Cisco Prime overview at www.cisco.com/go/prime-sp

Experience Lifecycle Management
Thank you.