Unified Domain Center

A Bridge to 5G Profitability

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Example of Verticals Benefiting from 5G

- Transportation
- Autonomous Vehicles
- Automotive
- IOT
- Augmented Reality
- Virtual Reality
- Smart City
- Traffic Management
- Emergency Communications
- Manufacturing
- Robotics
- Tactile Internet
- Health
- Fitness & Healthcare
- Smart grid
- Utilities
- Government
- Smart Office

A study prepared for the European Commission
WHICH OF THE FOLLOWING ARE THE KEY BENEFITS OF 5G TO THE SERVICE PROVIDERS?

Source: TelecomTV 5G Evolution Survey 2018
Survey Results

Sources of New Operator Revenues For 5G

**Question**: Where will new operator revenues in 5G come from? Global results

**Survey Results**

**Sources of new operator revenues for 5G**

Question: If you could extend your enterprise network policies across SP cellular network, what would be the top 2 services that you would pay a premium for (for your enterprise mobile and IoT endpoints)?
What the Enterprise Wants?

Control – Visibility – Secure

Build versus managed service

Easy and flexible management everywhere

Enablement to use the Mobile-WAN like their LAN
Intent-based wireless with Cisco DNA

Extend the Enterprise Experience

Consistent end-to-end experience for QoS, Security, Policy and Assurance

DNA-C/SDN Controller

Open API's

Controller (UDC)

Mobile Network (EPC)

Mobile Network (RAN)

3GPP QoS (PCF/Slice)

Enterprise Network

SP Network

SD-WAN QoS

WAN

Fabric SDA

Campus/Branch

Wireless SDA

WiFi/CBRS Access

Cloud Services

Device Ecosystem

Vantage Plus

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Extending Enterprise Intent Based Networking

The enterprise deploys 5G services as an extension of their own network and accelerates digitization strategies for productivity and growth.

The service provider benefits from increased customer satisfaction, loyalty, and new revenues while integrity of the network is preserved.
Unique Capabilities in Mobile Networks Critical to Enterprise Business 4G Evolving to 5G

- Mobility Specific Security
- QOE Priority & Control
- Multi Access Identity MGMT, Billing & Massive Data MGMT
- Policy Setting, Enforcement, & Assurance
- Mobile Service Grouping (Private Mobility Network)
- Smart Cloud & SLA based Slice Selection
**Examples of Unified Domain Center Value**

- **Click to edit Master text styles**
  
  **Second level**
  
  **Manufacturing**
  
  - **Third level**
    
    - **Fourth level**
      
      - **Fifth level**
        
        - **L** Low Latency secure robotic communication
        
        - **M** Operation & support remote secure access
        
        - **S** Automated alerting

  
  **Healthcare**
  
  - **L** Life critical monitoring device location based alerting
  
  - **M** Clinical communication & collaboration
  
  - **S** Medical expert video consulting

  
  **Retail**
  
  - **L** Augmented reality enables customer experience
  
  - **M** Associate enablement connected tools
  
  - **S** Personalized customer messaging & notification

  
  **Industrial Sites**
  
  - **L** Dedicated Low Latency priority traffic routing for Industrial control systems
  
  - **M** Emergency communication policies
  
  - **S** Automated remote monitoring

  
  **Transportation**
  
  - **L** Asset management & tracking
  
  - **M** Communication services for remote work
  
  - **S** Automated dispatch services

  
  **Public Sector**
  
  - **L** Collaboration services for inter-agencies
  
  - **M** Environmental safety & emergency mobile services
  
  - **S** Communication services for public safety

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Unified Domain Center features for Service Providers

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-tenant software platform</td>
<td>Enables enterprise to tailor use cases</td>
</tr>
<tr>
<td>Enables MNO control of time-to-market and feature differentiations</td>
<td>Verification and protection of core functions</td>
</tr>
<tr>
<td>Protects MNO network functions via verification of enterprise changes</td>
<td>Create valuable information through advanced analytics and processing</td>
</tr>
<tr>
<td>Leverages 4G and 5G functions</td>
<td>Charging &amp; auditing functions for monetization and support</td>
</tr>
</tbody>
</table>

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Summary

- Facilitates Partnership between SP & Enterprise for implementation of the enterprises’ 4G/5G use case
- Provide capability to monetize imbedded capabilities of Mobile network
- Extends control of enterprise into mobile network
- Race to 5G network transformation magnifies the need for differentiation services
- Very low risk implementation (Flexible business models)
- Flexible and Optional deployment models
- Cisco strength in enterprise market uniquely differentiate our offering

**Unified Domain Center,  A Bridge to 5G Profitability**
Learn more at...

Cisco 5G Mobility Products:
www.cisco.com/go/mobile

Cisco 5G Thought Leadership:
www.cisco.com/go/5g

eBook – Unified Domain Center:

MWC19 Los Angeles: Cisco Meeting Suite
Show time.
SP Enabled Factory Automation
UDC High Level Architecture
Extending Intent-Based Networking

DNA-C
- Multi-Access
- Campus/Branch
- SD-WAN

Enterprise Domain
- Fastlane
- IP QoS
- SD-WAN QoS

API
Policy
Assurance

Cisco Unified Domain Center
- Operator Admin Interface
- Customer Admin Portal
- QoE & Optimization
- Data Management
- Rule Manager
- Data Interfaces & Event Processing

RAN
- 5G
- 4G
- WiFi

Mobile Core Functions
- ULTRA VPC
- PCRF
- SON
- Other

Operator Domain
Extending Intent-Based Networking
Extending Intent-Based Networking

DNA-C
- Multi-Access
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Customer Admin Portal

RAN
- 5G
- 4G
- WiFi

Mobile Core Functions
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- Other

Operator Domain
Extending Intent-Based Networking
Extending Intent-Based Networking

Enterprise Domain
- DNA-C

Enterprise Network

Mobile Operator Network
- Unified Domain Center

Connections:
- API
- Policy
- Assurance
Welcome, admin

In order to gather Assurance data and calculate your network health, we'll need to discover or import your network devices.

Overall Health Summary  
As of Mar 4, 2019 4:30 pm

Network Devices  --%  
Healthy Devices  Last 24 Hours

Wireless Clients  --%  
Healthy Clients  Last 24 Hours

Wired Clients  --%  

Network Snapshot

Network Devices  As of March 4, 2019 4:42 PM
- Unclaimed: 0
- Unprovisioned: 0
- Unreachable: 0

Network Profiles  As of Mar 4, 2019 4:42 PM
- 0

Add Sites
Learn more at...

Cisco 5G Mobility Products:
www.cisco.com/go/mobile

Cisco 5G Thought Leadership:
www.cisco.com/go/5g

eBook – Unified Domain Center:

MWC19 Los Angeles: Cisco Meeting Suite
POC Topology
Global Enterprise vertical Spending on Mobility Management

Technologies
- Mobile Application Platform Management
- Mobile Content Management
- Mobile Device Management
- Mobile Telecom Expense Management

Source: Global Data Nov. 2017

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Global Enterprise vertical Spending on Mobility
Comm. Services

Category
Conferencing Services
Network Services
Enterprise Fixed Line Services
Enterprise Mobility Services
Managed and Hosted IP PBX

Source: Global Data Nov. 2017

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