



Transforming SP Business via Software Defined Networks

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Service Providers Require An Adaptable Architecture

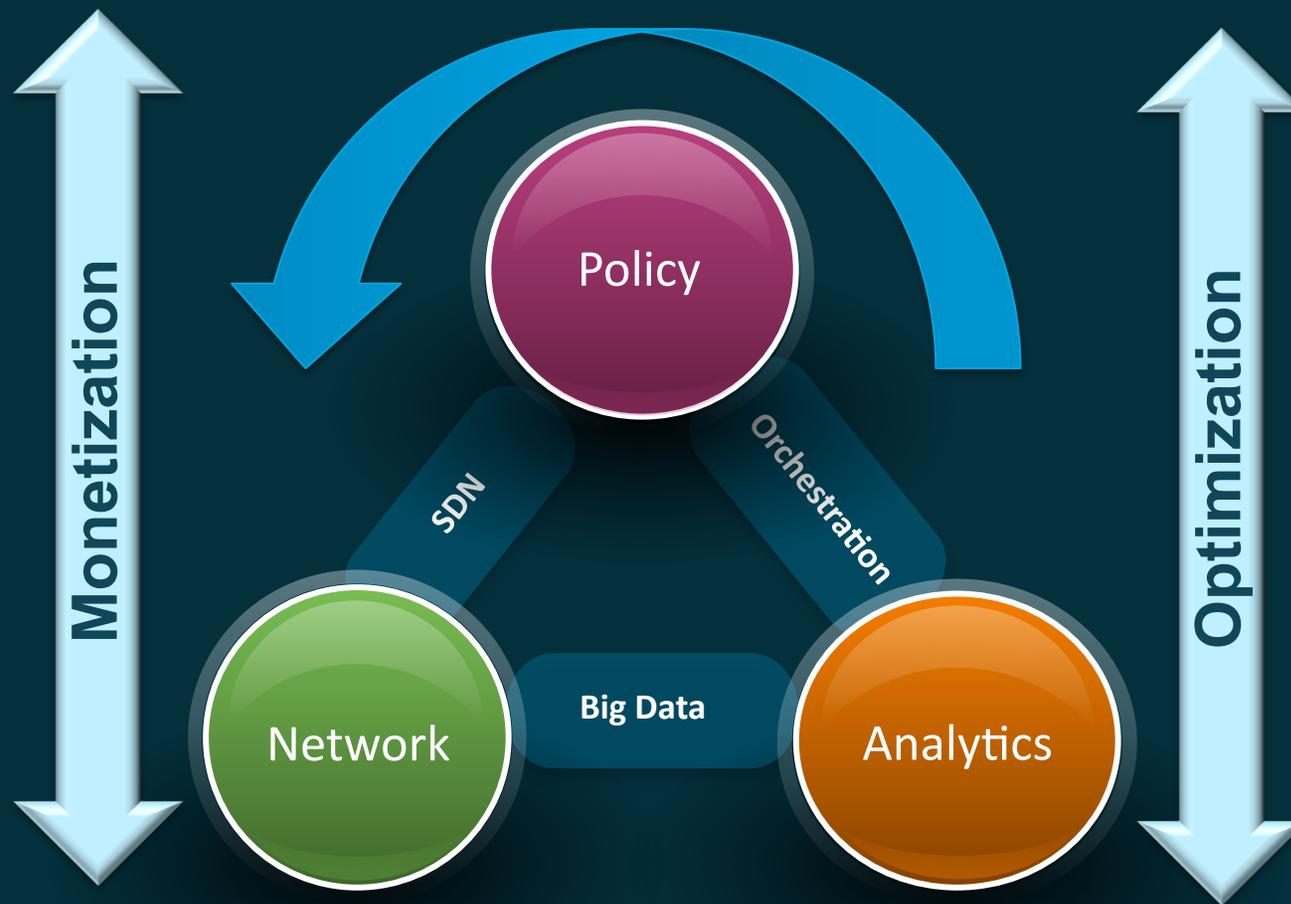
How to Harness
Network Value

How to Sustain
Profitability

How to Increase
Business Agility

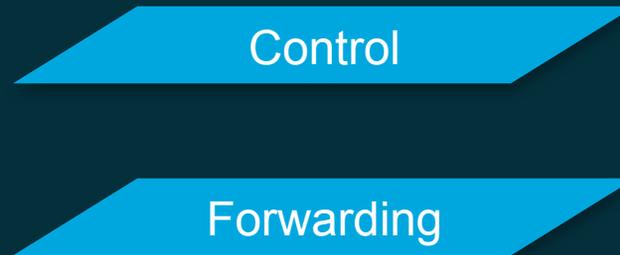
Adaptable Architecture
Bringing the network to applications

Leveraging Network Value



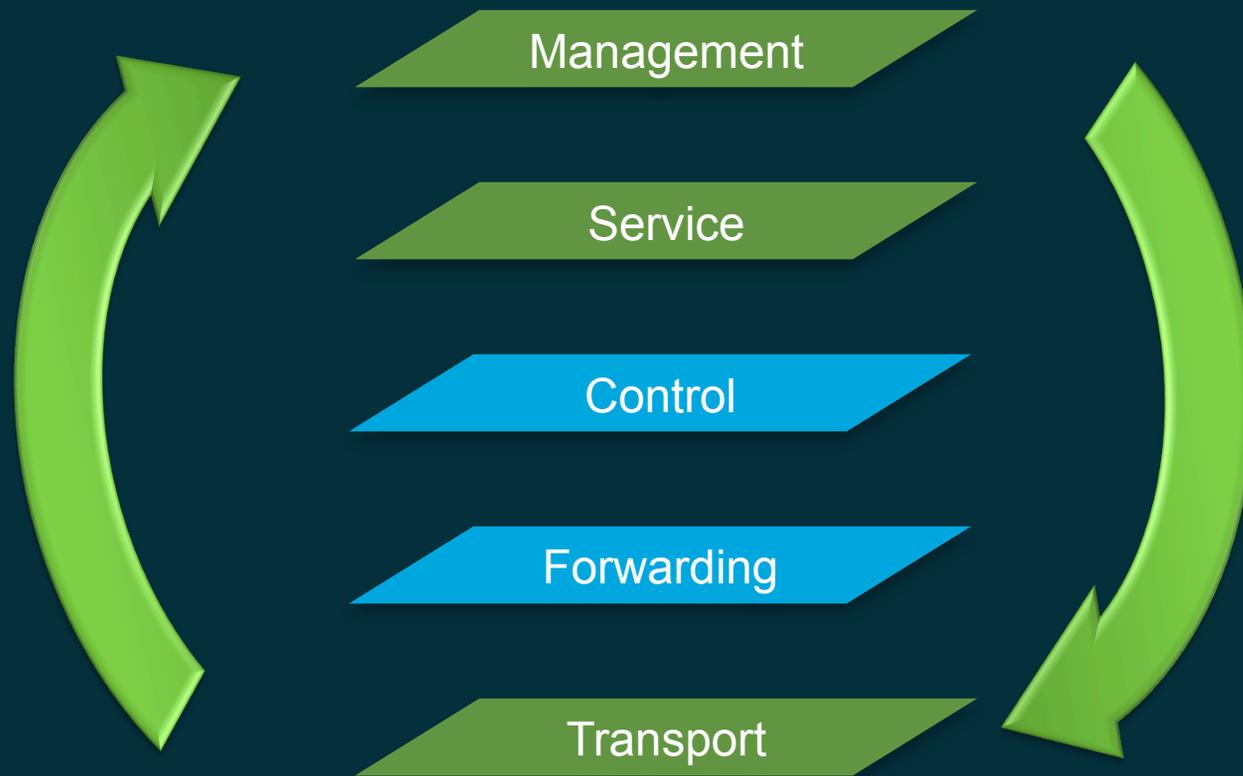
Current SDN Focus

Forwarding Programmability Through OpenFlow

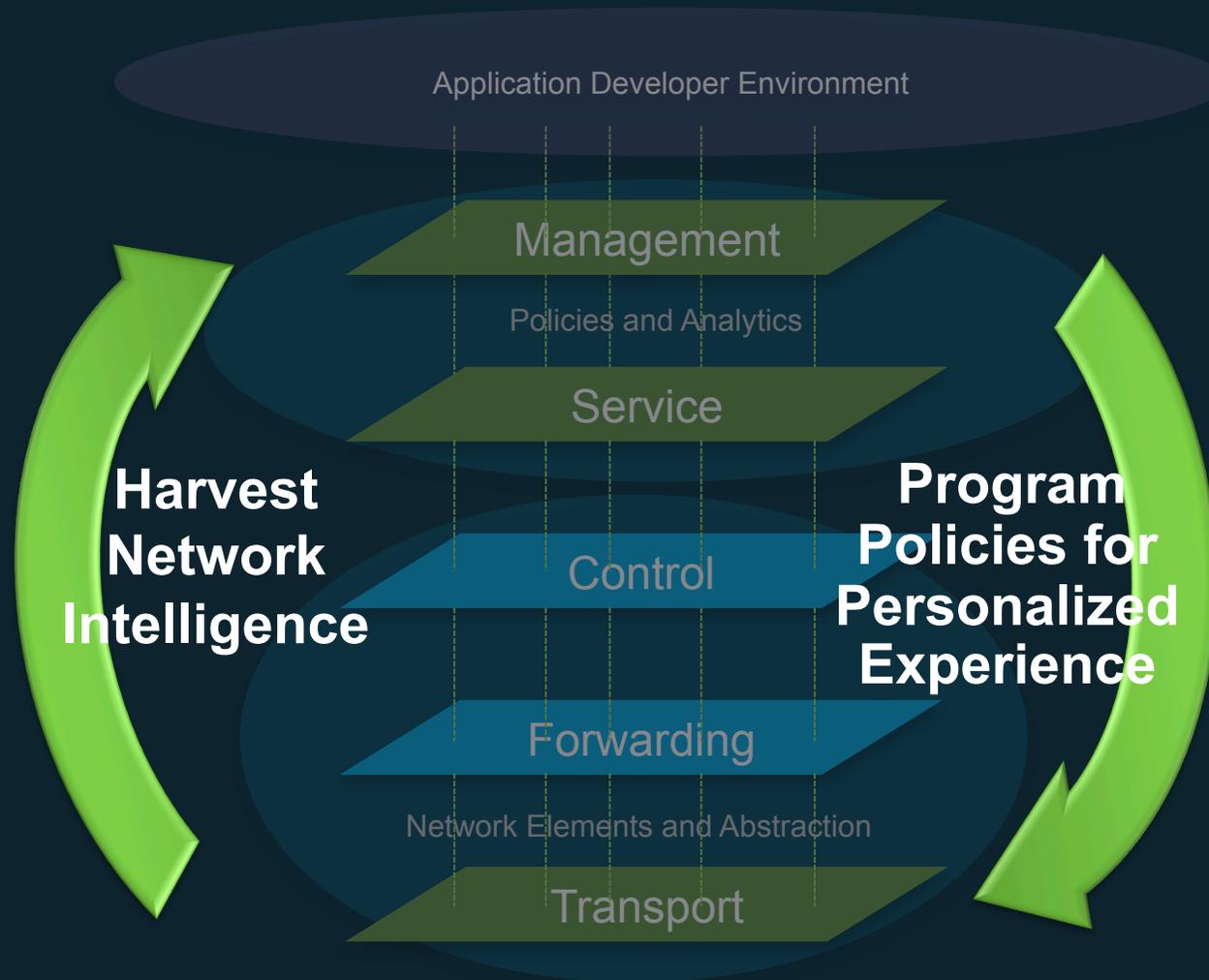


Exposing Entire Network Value

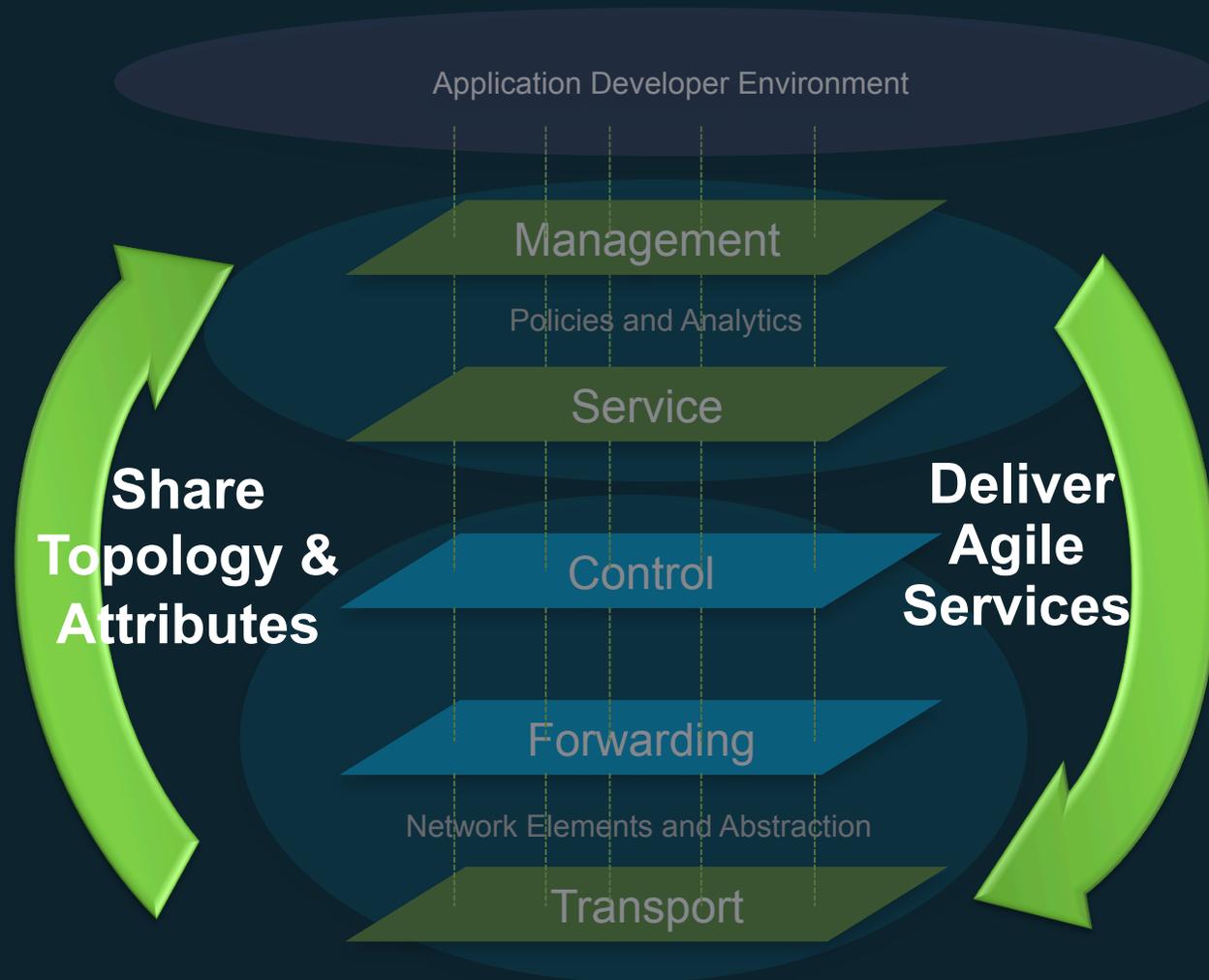
Programmability Across Multiple Dimensions



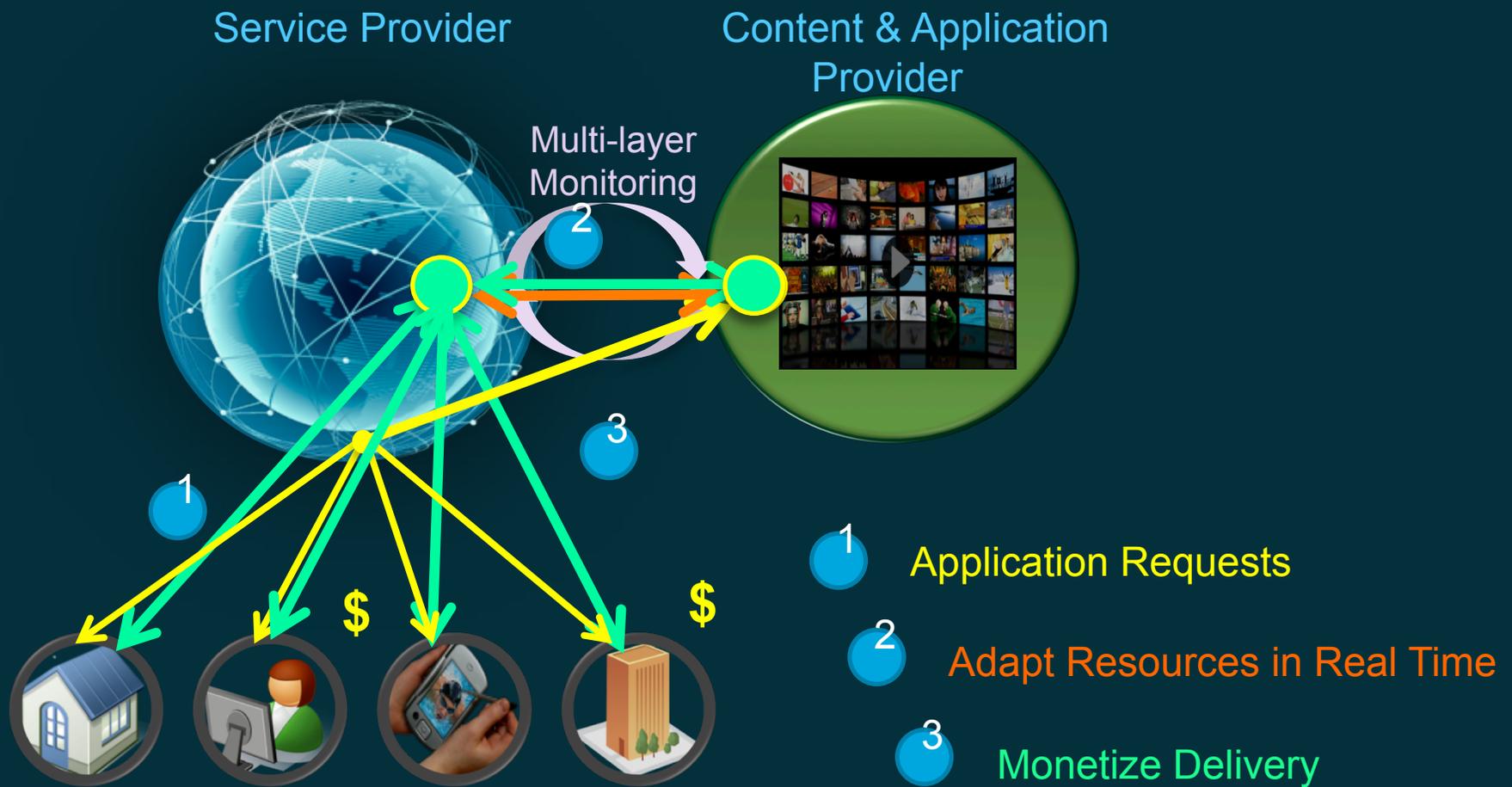
Exposing Entire Network Value - Monetize



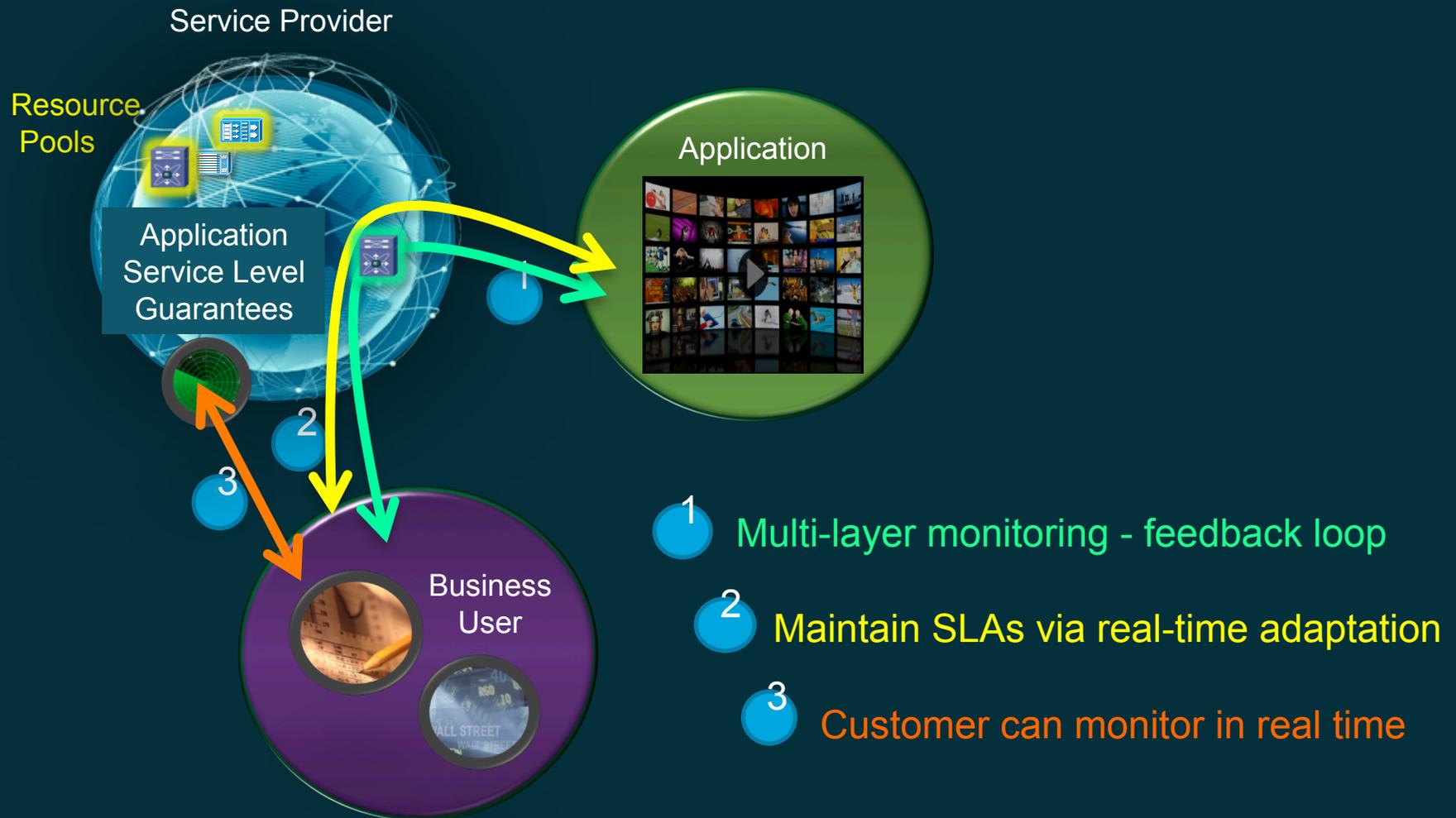
Exposing Entire Network Value - Optimize



Monetize New Application Economy



Optimize With “Network Weather Report”



SDN End To End

3rd Party Applications

Operator Applications

Operator OSS/BSS

HTTP RESTful – SOAP XML – XMPP – One API

Integrated Subscriber/Policy Management

Network Services Policy/Service Layer

Network, Service, & Subscriber Abstraction And Orchestration Layer

Analytics

Client

Mobile	UC&C
Analytics	Video
VDI	Policy

Access

OMC-R	RAN
Small Cells	WiFi
FTTx	HFC/CMTS

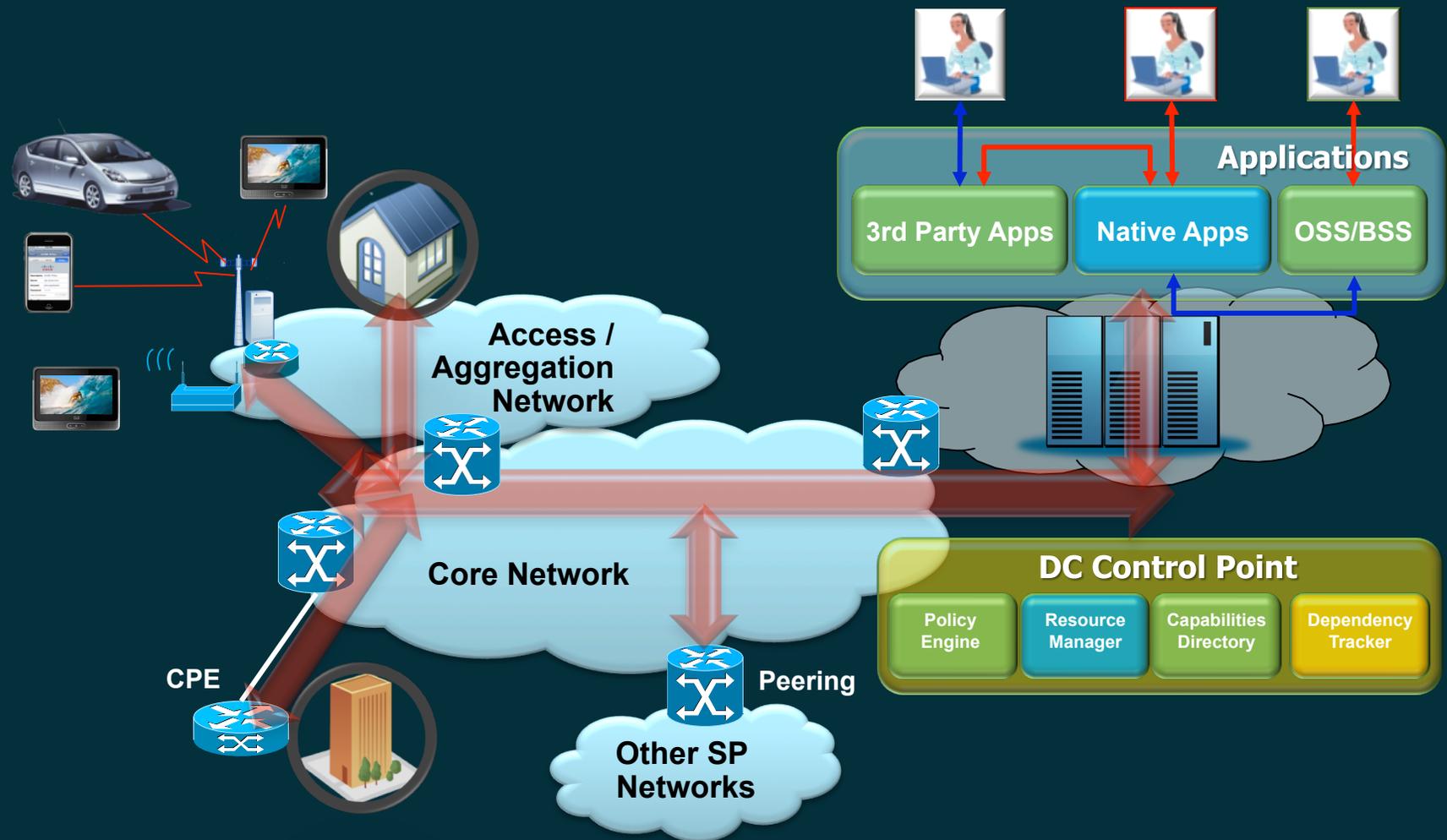
Agg/Core Network

Mobile Pkt Core	Ethernet
Routing	Optical
Legacy/IN	Location

Integrated Apps

Video	IMS
Localization	Advert
User	Social Media

Is It Just SDN?



Thank you.

