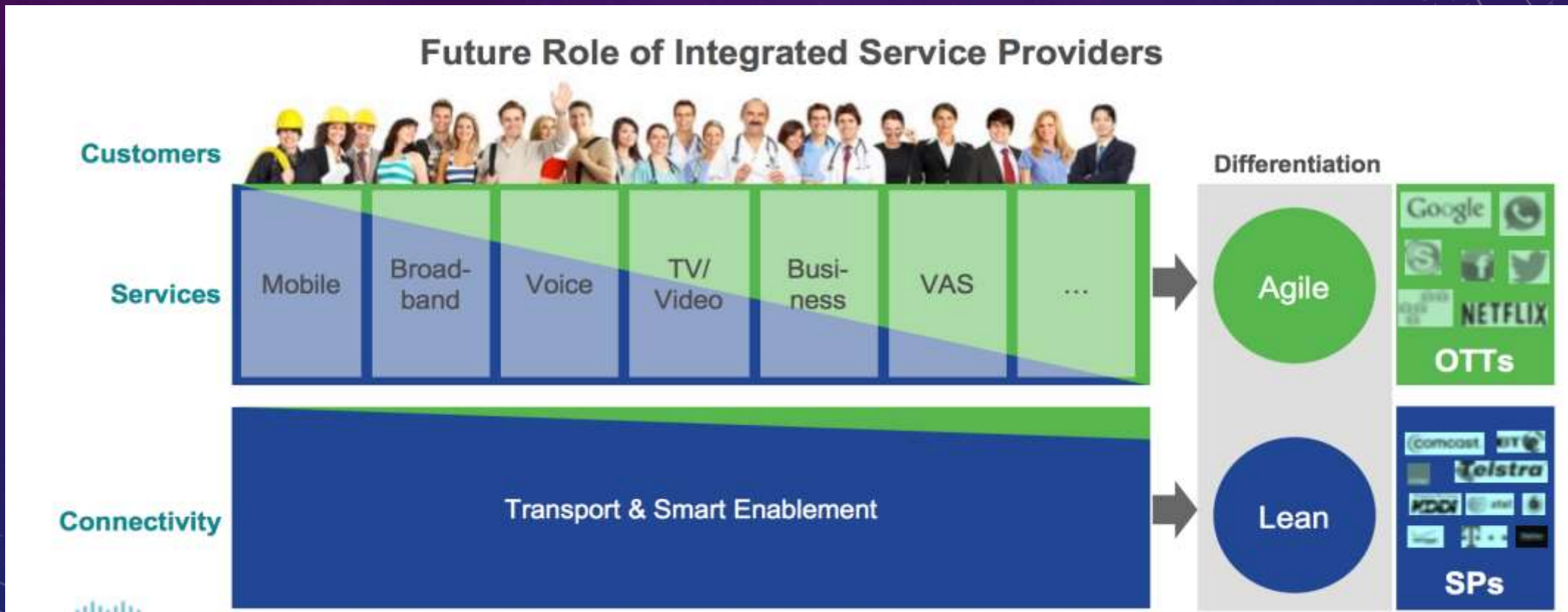


The background features a dark blue gradient with a subtle pattern of white stars. On the left side, there are several technical diagrams. A large circular scale with tick marks and numbers (140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260) is prominent. Other diagrams include concentric circles, dashed lines, and arrows, suggesting a complex technical or scientific theme.

SDN & NFV REAL LIFE EXPERIENCE

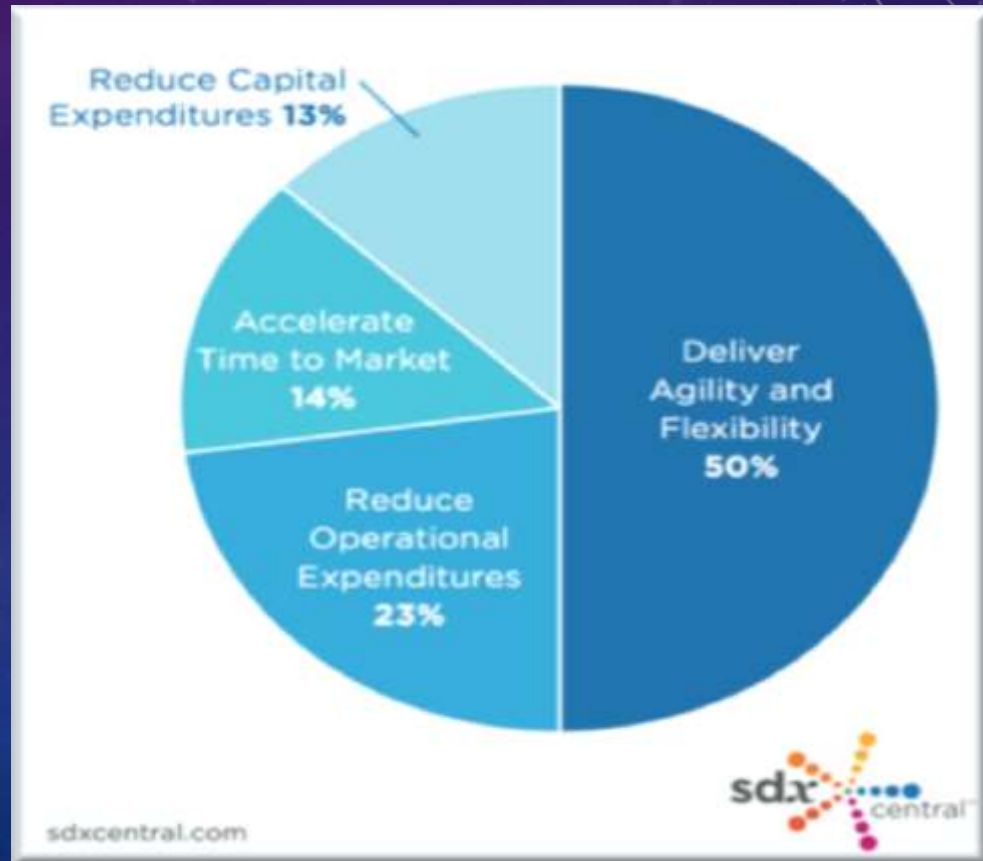
WHAT THE OPERATORS WANT



WHY SDN & NFV

Agility and Flexibility

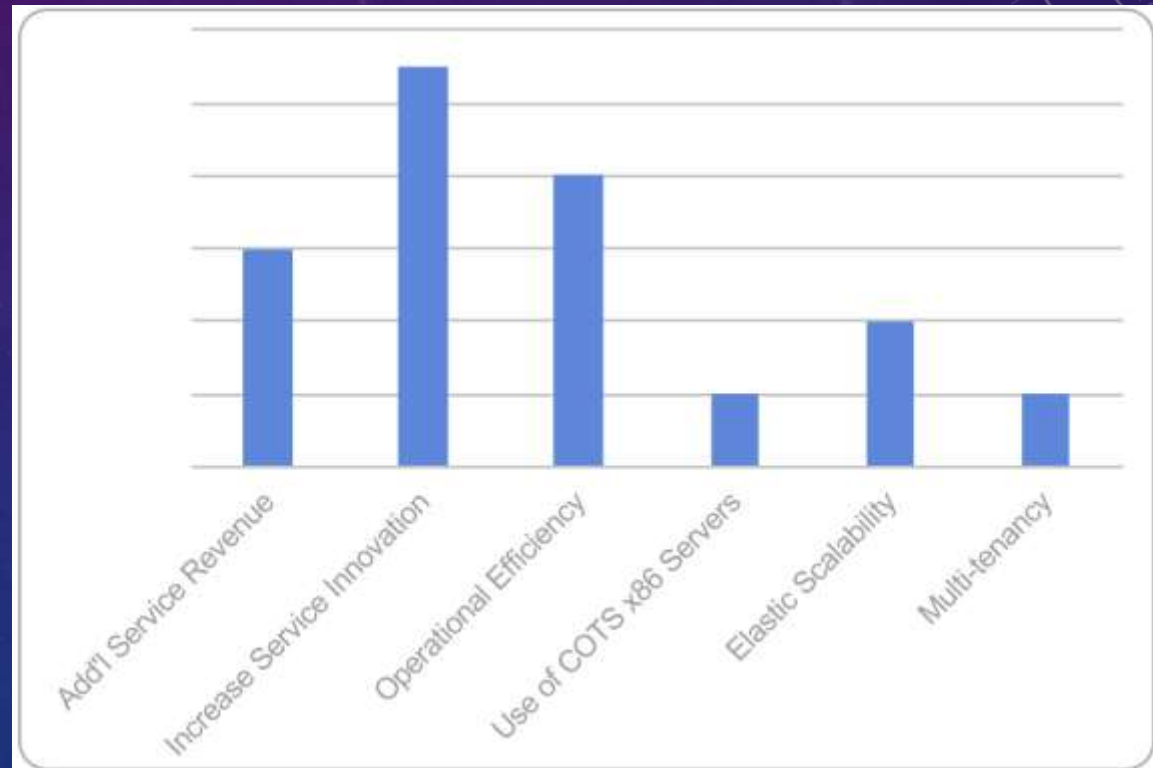
Easily tear down, move, scale and configure services as the demands of customers or the business changes gives organizations the ability to bring up services anywhere in the world, any time.



WHY SDN & NFV

Top motivations:

1. service agility
2. Operational efficiency
3. New revenue streams



Cisco Limited Survey of SP Tier 1 Customers

THE VALUE OF AUTOMATION TO SERVICE PROVIDERS



BUSINESS IMPACT OF AUTOMATION

Tangible Benefits

Value of Automation

Cost Of Automation

Truck Rolls

MTTR

MOP

SLA Violations

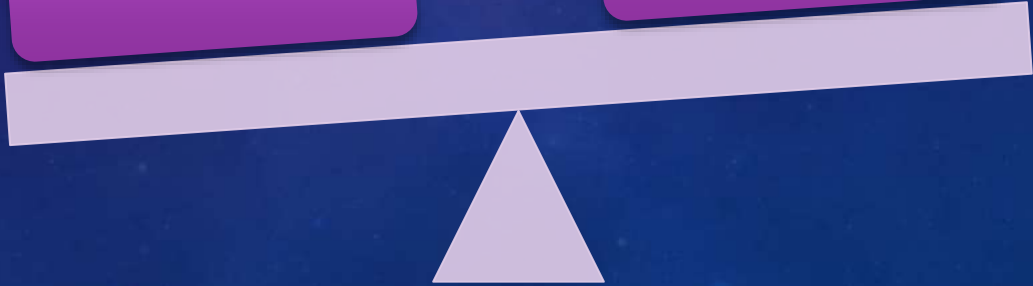
DevOps Team

Integration

Software

How much is it saving me and where?

How much does it cost me to own this on a recurring basis?



BUSINESS IMPACT OF AUTOMATION

Improve OpEx &
Reduce IT Investment



Network and
Service Operations

- Time to deployment
- Time to activation

IT Investment

- BSS/OSS update
- Integration

Improve Revenue &
Avoid Costs



Revenue Uplift

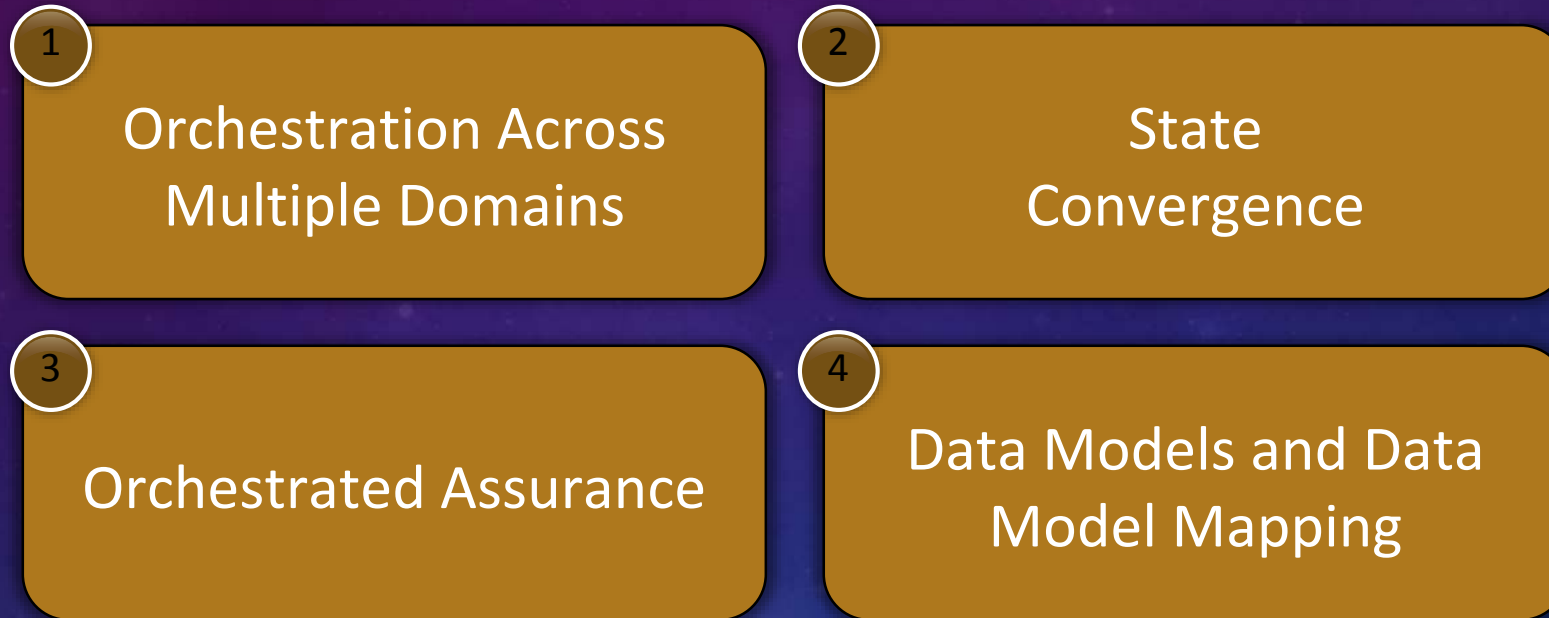
- FTTR*
- Churn Reduction

Cost Avoidance

- 3rd party Fees
- Truck Rolls

*Faster time to revenue

THE FOUR PILLARS OF ORCHESTRATION



Foundation for Full Lifecycle Service Automation

THANK YOU

