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Open Digital: The Digital Services Opportunity Explored

Nik Willetts, Chief Strategy Officer
APNOMS 2013 – Hiroshima, September 26, 2013



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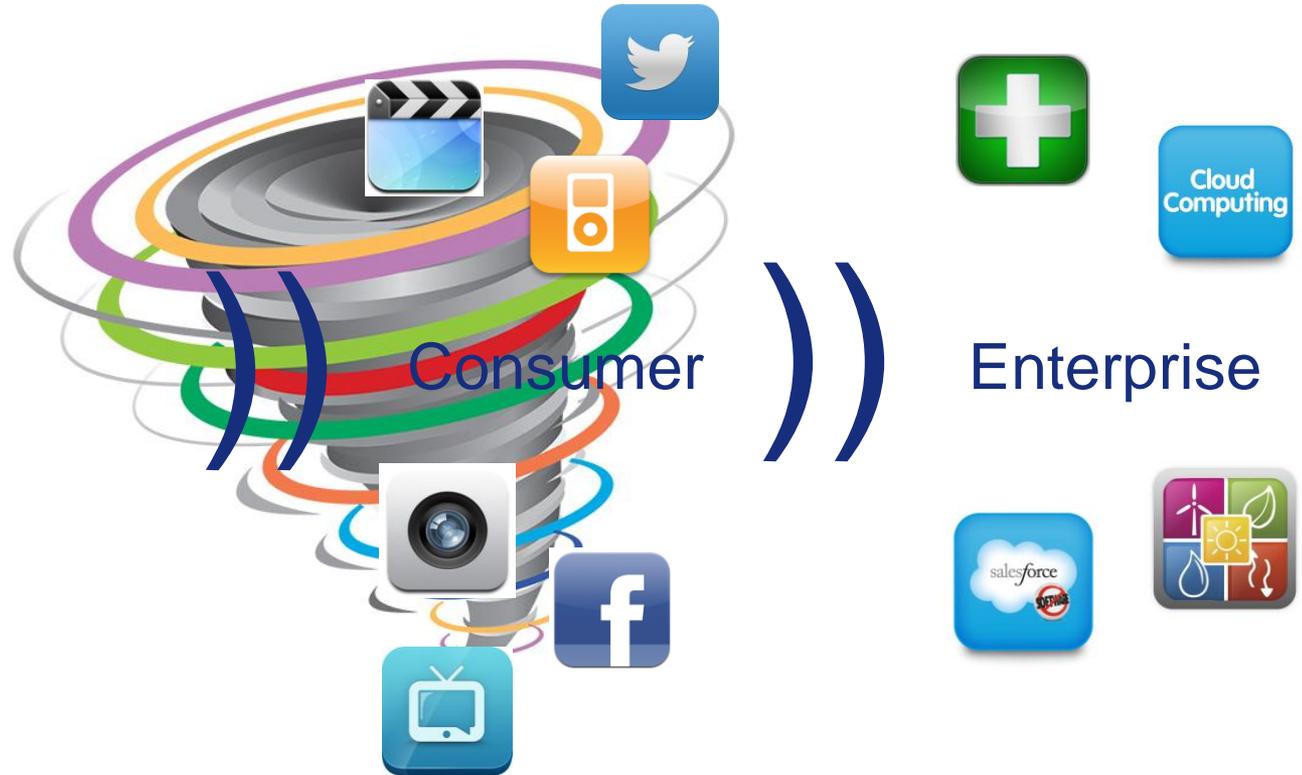
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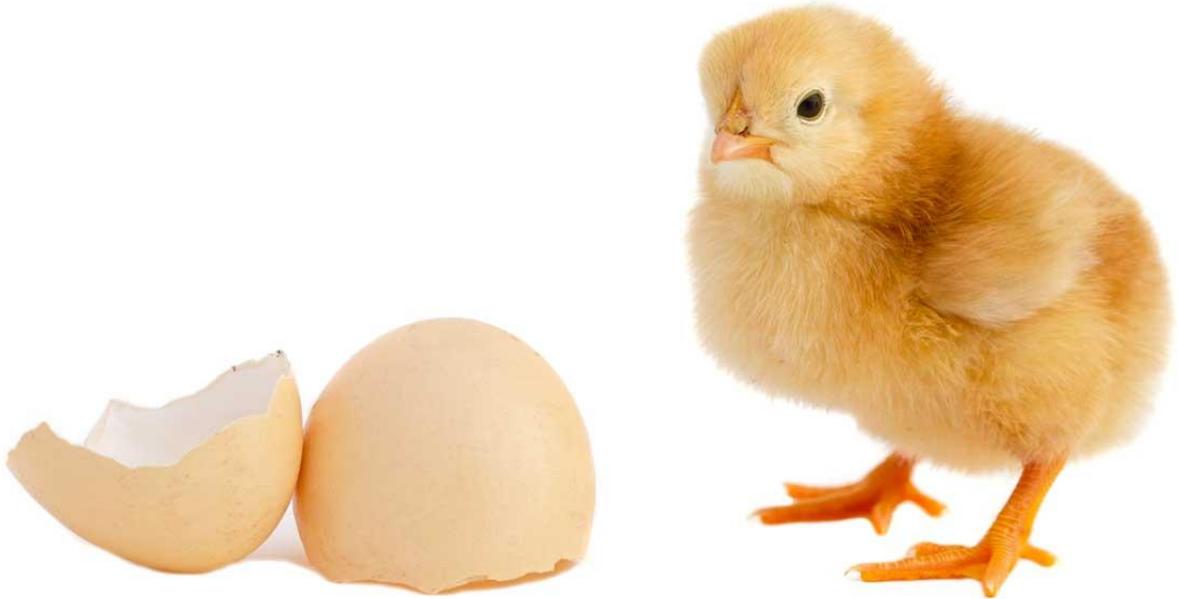
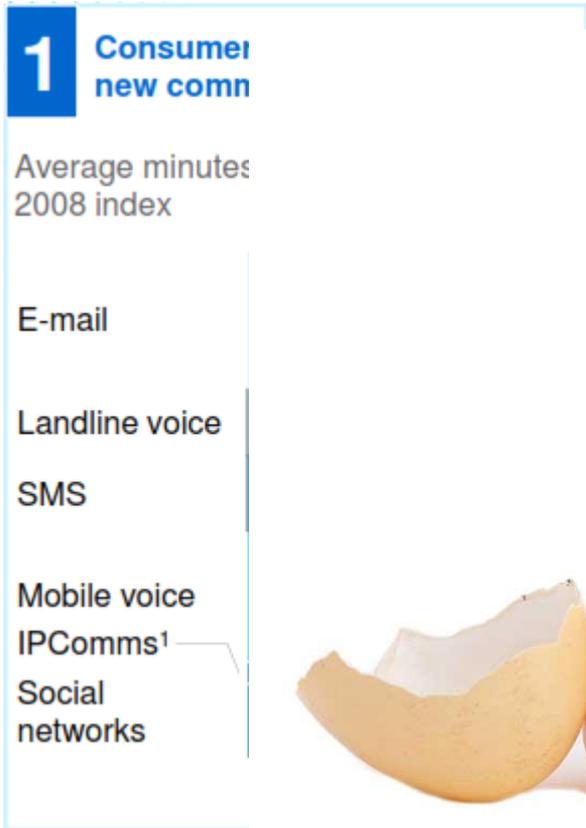
We're in a digital storm



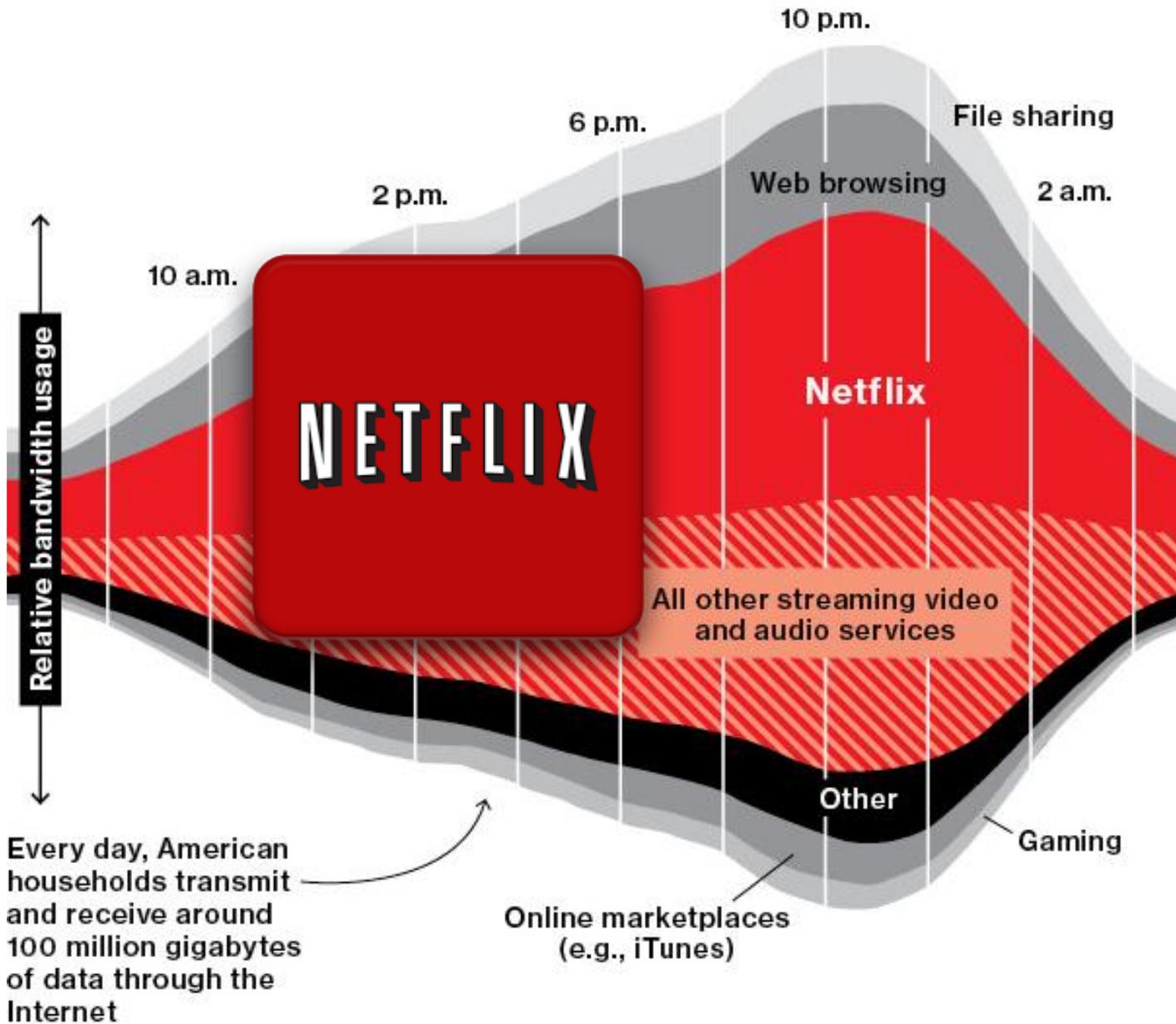
A complex digital ecosystem



- Multiple services, providers, business models & users



Source: McKinsey research: Consumer 2008-12; Ericsson, sample operators



SDN: The solution to traffic problems?





... with priority



For economy of scale, this network needs to be inexpensive, agile, elastic and controlled by the application layer using SDN

The device is becoming yet another blade (with constraints (power, bandwidth))

Gateway/appliance are installed on premise

CDN optimizer

Google, Apple: TV
Amazon: Streaming

Google
Akamai

Google: openflow technology in android



Hardware abstraction

- Network elements should run using commoditized hardware
- Network becomes elastic

Forwarding plane remote access

- Clear separation between the control plane and the data plane
- Application layer to control the forwarding plane
- Can be implemented natively or as an overlay

Modern data centers are an extensive network of blades that expands within the data centre or between data centres. Each blade is remotely controlled to dynamically manage the forwarding plane

The opportunity: Network as an IT Resource

A lot of raw storage and computing power locked in proprietary solutions which make the network an IT no man's land

Software services can be distributed at the edge or within the network either for minimizing the latency of the user experience or optimizing the centralized data center load



Implementing on premise (home/enterprise) gateway as IT resource allows us to extend our reach

Abstracting the hardware of network elements enable the ability to expose them as IT resources
Network need to be software programmable and controllable to allow quick access to resources

Implementing SDN in the network

- Edge (one hop away) IT resources handle low latency user solution are more viable than devices as IT resources
- Complementary to the other IT resources

We are part of the computing supply chain providing specific IT resources only network operator can implement and we have visibility of inter-service element traffic

What does the future hold?

Opportunity

Enterprise relationships

Cloud provider

SDN Identity

Local infrastructure

Location

Threat

OTT SDN

Legacy

Partner experience

Customer first

Disruptive innovation

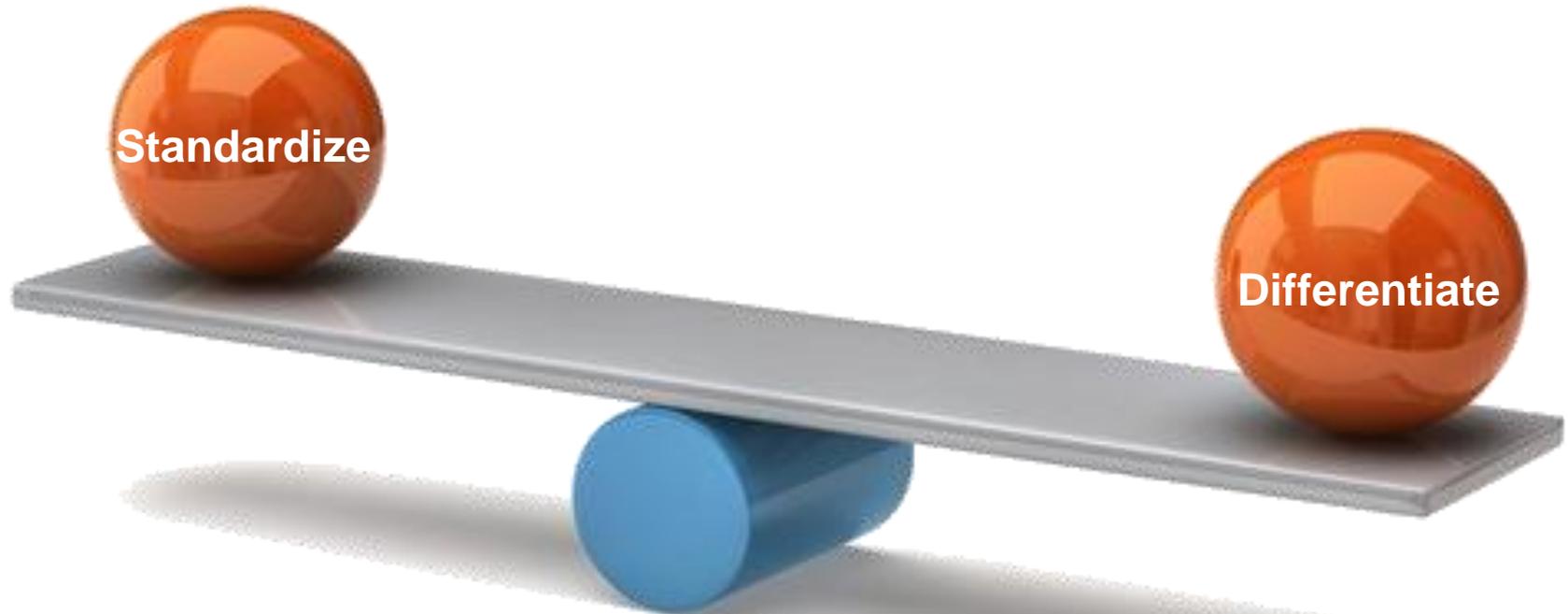




This is a critical decision that many have not yet made

Infrastructure player? Enabler? Service Provider? Retailer?





network infrastructure

99% of business processes

IT systems

data architecture

integration architecture

software & COTS suppliers

services & features

brand

customer experience

service packaging

pricing & bundling

creative use of data

service innovation

An Open Digital Economy

...where anyone can trade with anyone...

...on a trusted basis...

...where customer experience is maximized...

...operational costs & barriers are minimized...

...agility & innovation are enhanced

The word "Vision" is written in a large, blue, sans-serif font. A hand is pointing upwards with its index finger touching the letter 'i'. Above the letter 'i' is a blue line-art icon of a lit lightbulb with rays emanating from it.

Vision



Solving three core challenges for any service provider business





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Thank you

nwilletts@tmforum.org
@nikwilletts

