

Joint presentation by:



and



ERICSSON

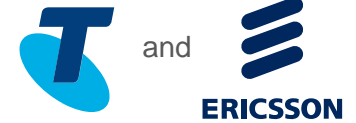
SERVICE PROVIDER SDN MEETS OPERATOR CHALLENGES

Dr Frank Ruhl, Telstra
Dr Jan Häglund, Ericsson

Open Networking Summit – Santa Clara, 16, 17 April 2013

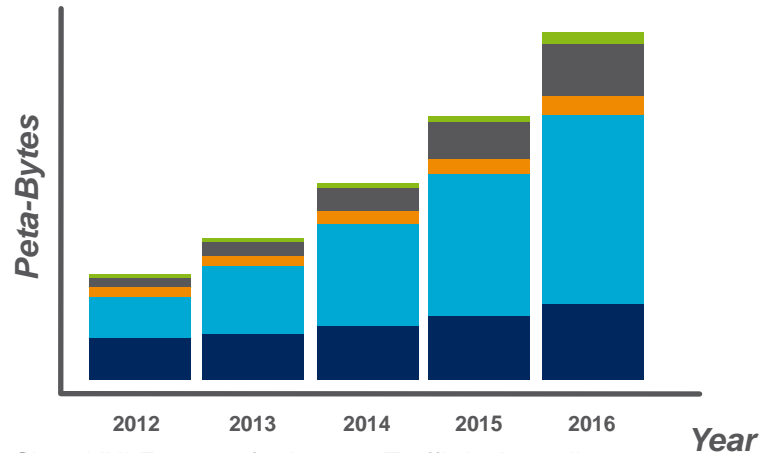
Network Operator Challenges

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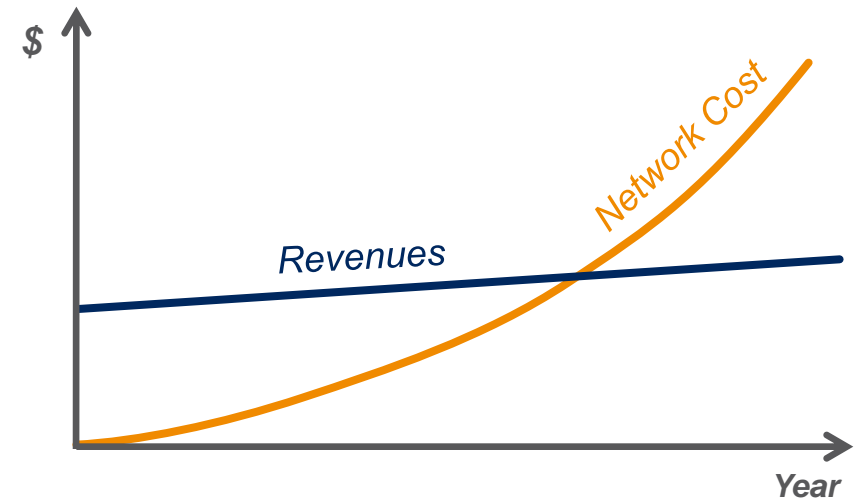
Service Providers face significant network challenges...

...rapid traffic growth, especially video...



Source: Cisco VNI Forecast for Internet Traffic in Australia

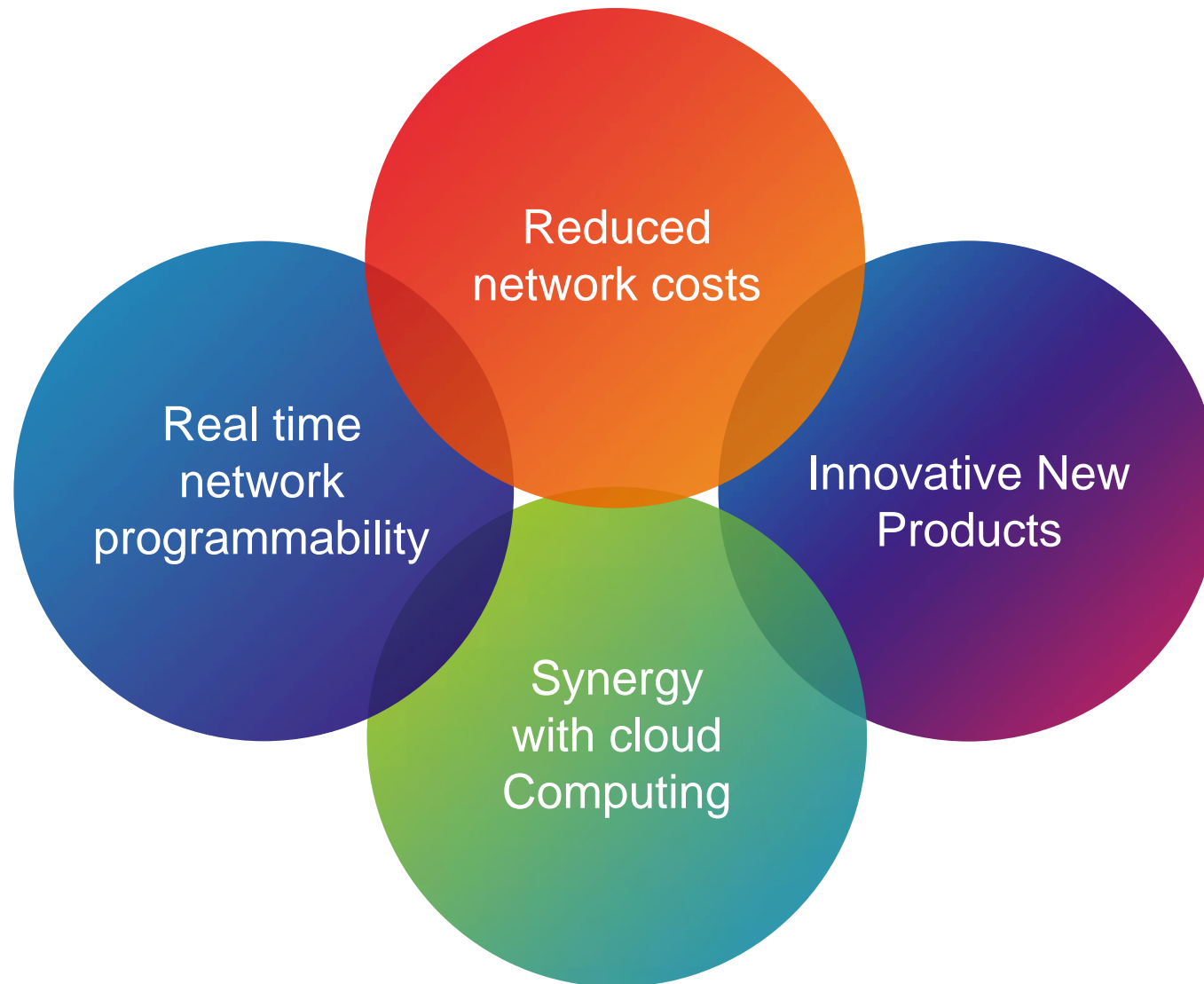
...while revenue is steady...



- › CAPEX CONSTRAINTS
- › OPEX CONSTRAINTS
- › CURRENT ARCHITECTURES WILL NOT SCALE ECONOMICALLY
- › TODAY'S BROADBAND IS BECOMING A UTILITY SERVICE

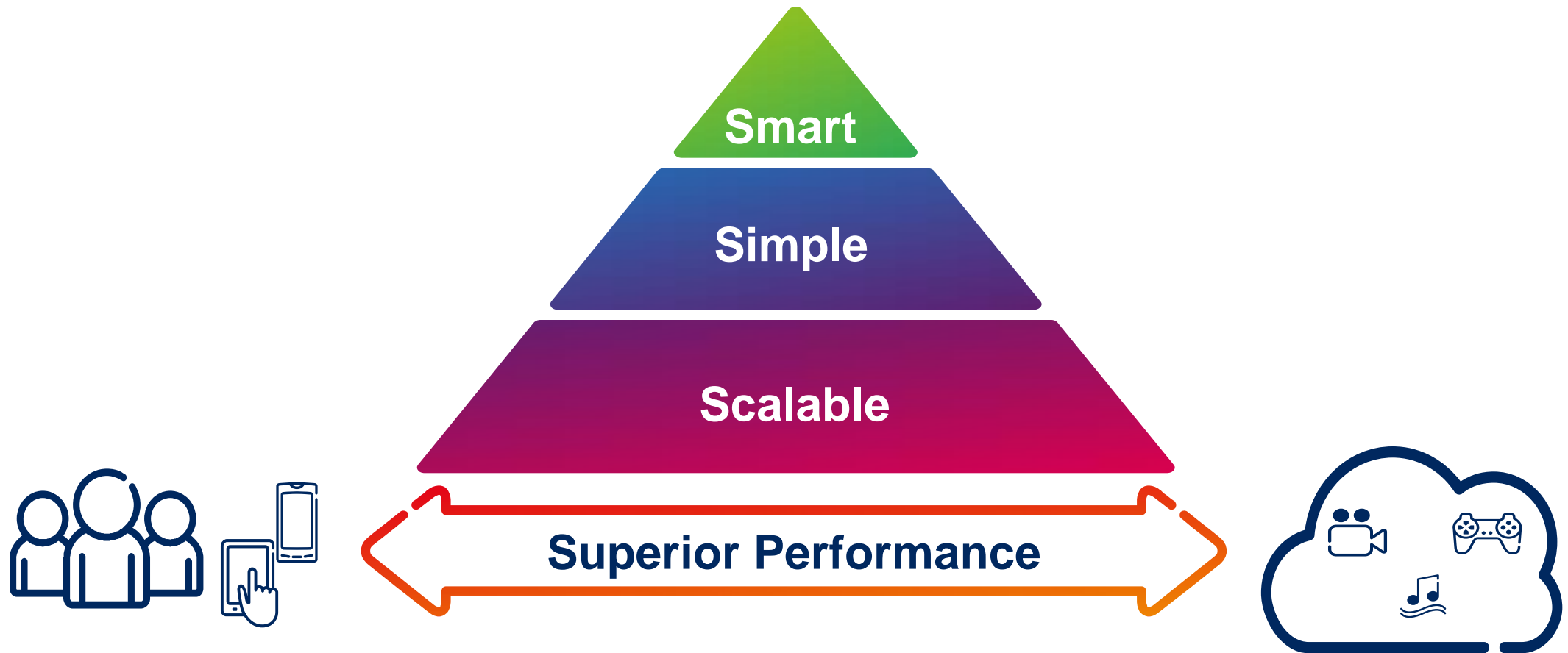
Network Operator Expectation

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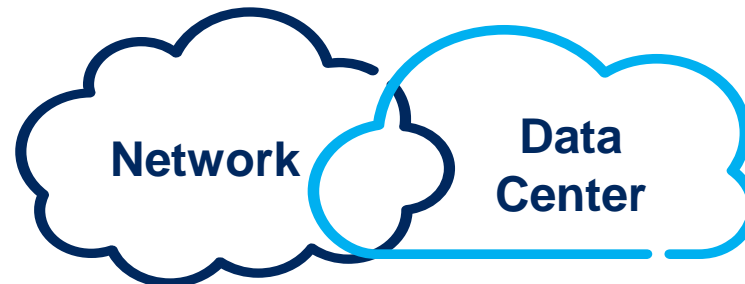
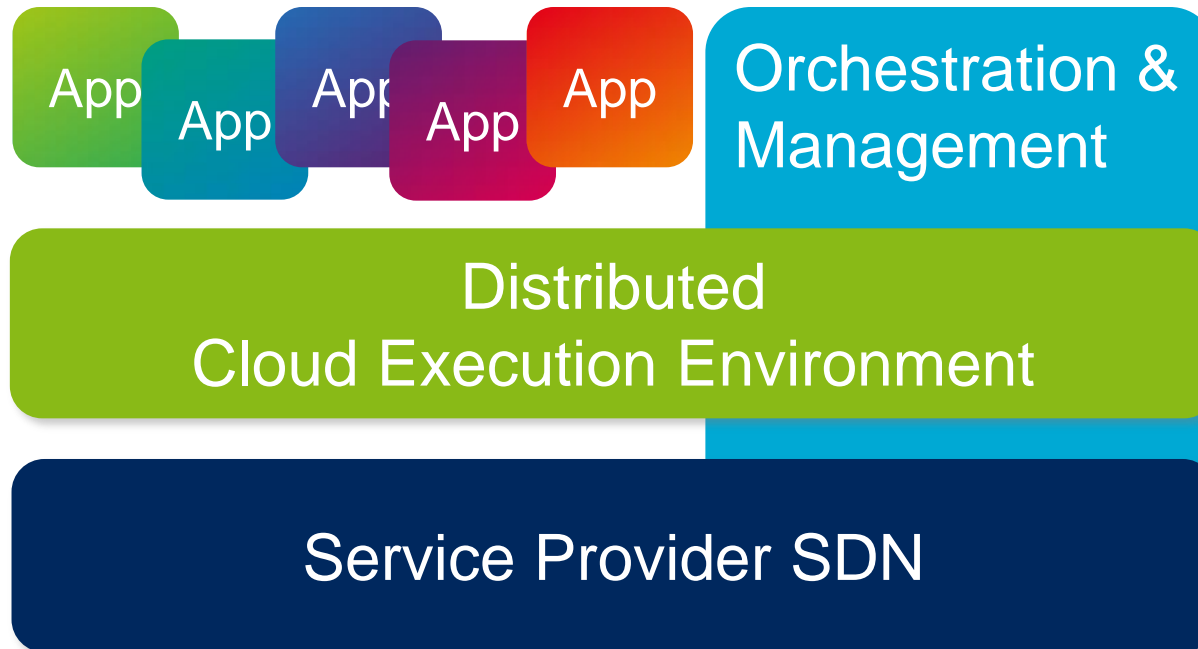
A new generation of networks

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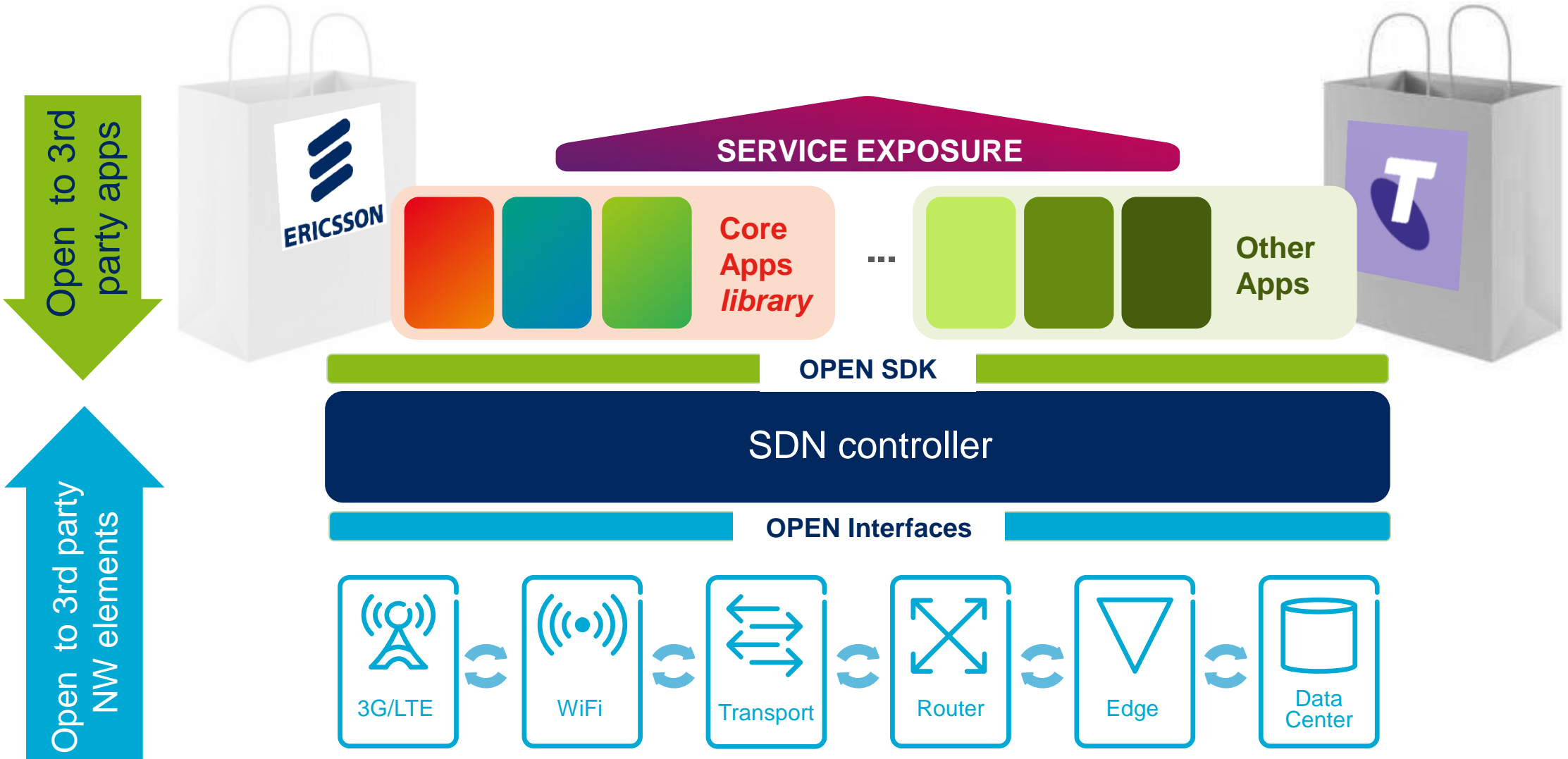
Service Provider Network Virtualization

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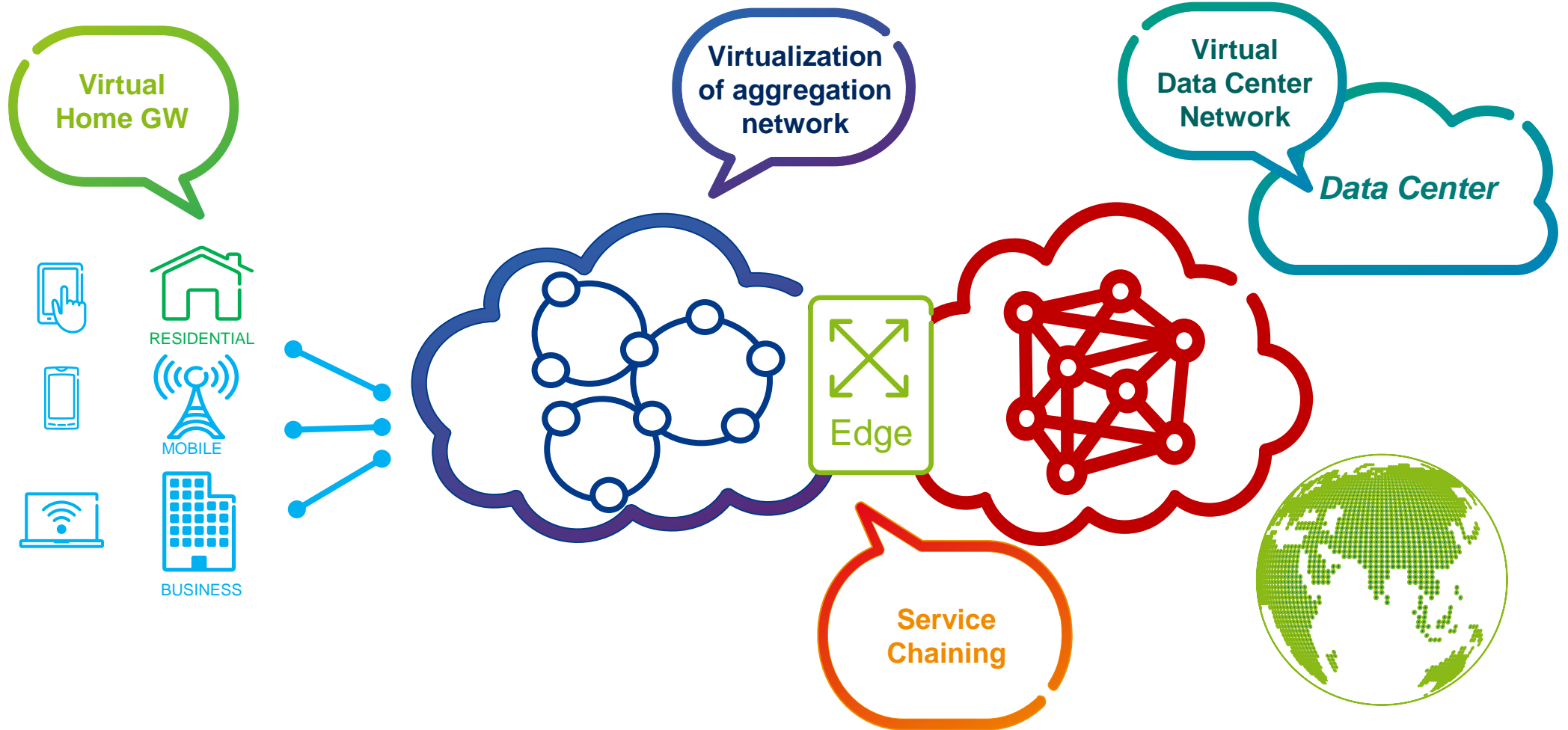
Open Architecture

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Innovative Service Provider SDN solutions

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Virtualization with Service Provider SDN

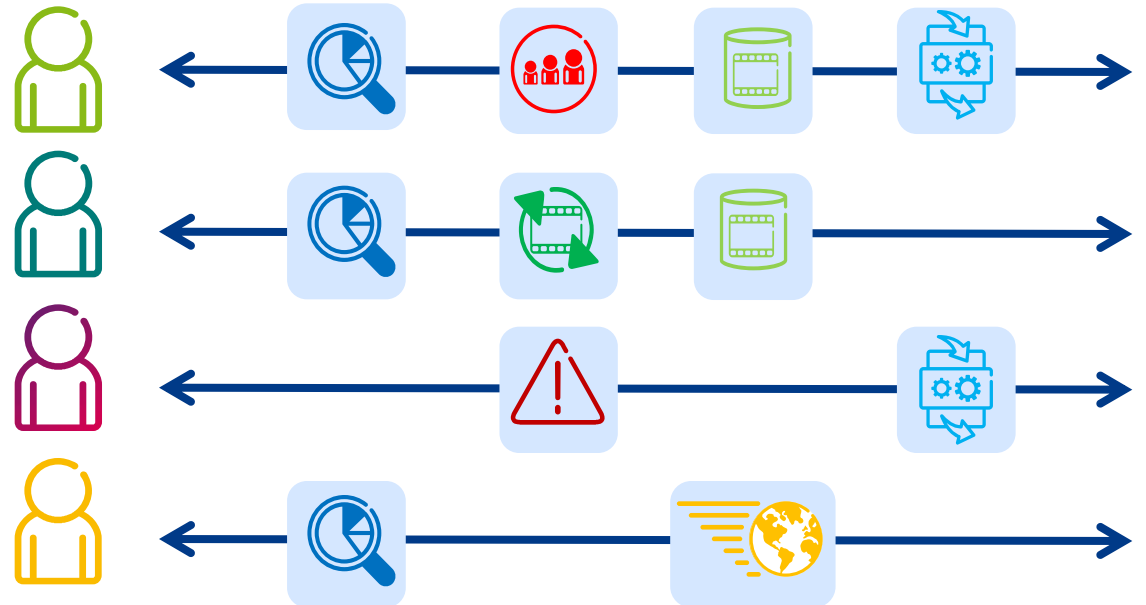
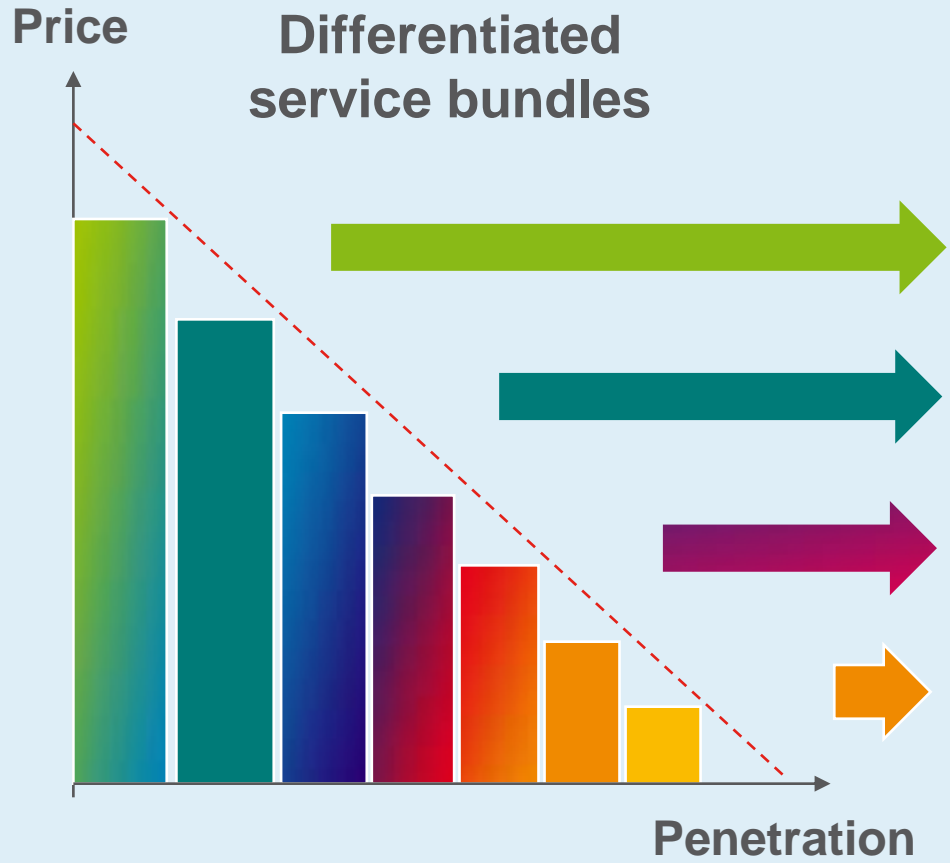


Joint development
with Telstra

- › **Service Chaining & Virtualized Aggregation Networks**
- › **Scalable to switching millions of flows and configuring 100 000s flows/sec**
- › **First Ericsson Service Provider SDN application commercially available Q4 2013**

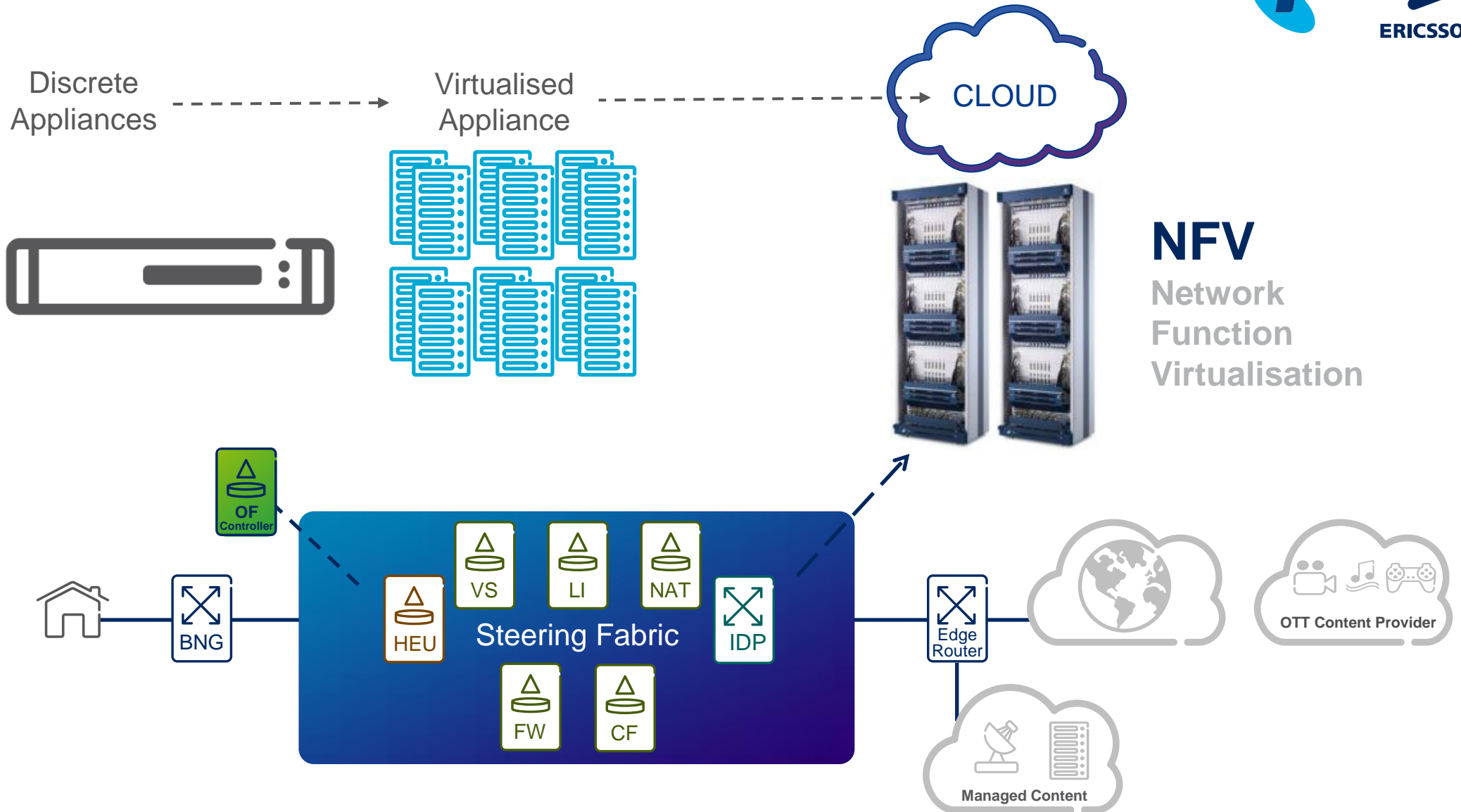
Service Chaining for differentiation

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Services Virtualization

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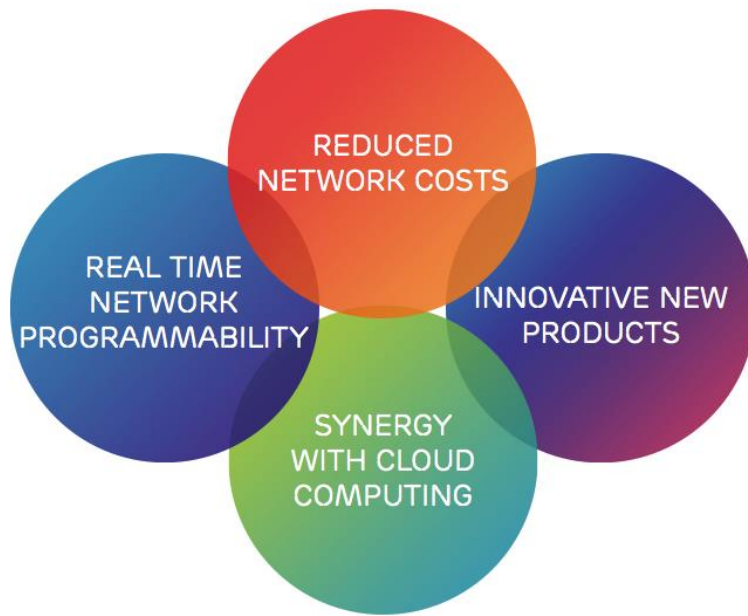


Conclusions

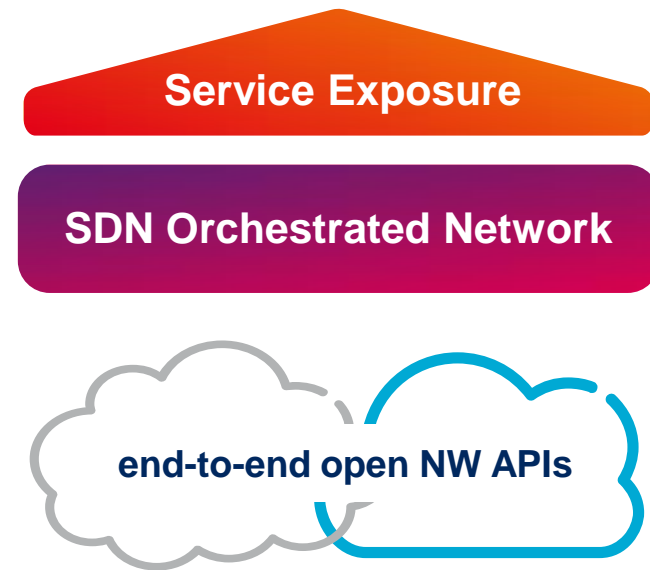
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New business opportunities



Service Provider SDN – an enabler





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Thank You!