Winning with Telco Cloud

Live the benefits of proven solutions from VMware
Telco customers are a tough crowd. They want new services, more innovation, a bigger ‘wow!’ factor. They want a Communications Service Provider (CSP) that’s quick out of the blocks, offering the latest and the best. And for the front runners, the opportunities are huge.

VMware is the new agile, strategic vendor that more than 70 leading service providers rely on for software-driven infrastructure, from the core to the cloud to the edge.

The race is on

5G presents a once-in-a-generation opportunity for a business such as yours to offer higher-value services and better performance at a lower operational cost. In short, 5G marks the arrival of the Digital Service Provider.

To adapt, you need a new way of working, new technologies and new partnerships. Embrace the benefits of a software-driven Telco Cloud for 4G services now, and be among the first to cross the 5G finishing line.
Get set… GO!

Since the 5G starting gun was fired, the potential impact of your business decision has greatly increased. The most forward-looking CSPs see operational and financial consequences now and right down the track. That’s why choosing the right partner is critical. At VMware, we understand the obstacles and opportunities ahead. We can help plan your course, and stay with you all the way.

The key is the digital transformation of infrastructure. With a VMware Telco Cloud platform, you can unleash innovation and wow your customers. You can bring seamless, personalised experiences to market faster – and at lower cost – and stay ahead of your competition.
With VMware as your strategic partner, you will be best placed to achieve your long-term strategic 5G vision and immediate 4G business goals.

Getting you up to speed

A fast pace of innovation and efficiency at scale are no longer ambitious goals; they’re fundamental to winning. 5G will be built on the principle of software-defined services and Network Functions Virtualisation (NFV), and Software Defined Networking (SDN) will form the basis of the new service architecture. These the first steps on your route to Telco Cloud.

To deliver a future-focused and future-proof service, respected by enterprises and consumers alike, you need proven technologies from an experienced player. VMware’s Telco Cloud is the world’s most deployed and best understood virtualisation and cloud platform.

Our platform is relied upon by more than 70 operators to deliver their telecoms services to 600 million subscribers globally. Vodafone alone runs more than 300 Virtual Network Functions (VNFs) across deployments spanning 15 countries. While AT&T, well known for innovation, is enhancing its enterprise services with the integration of VMware SD-WAN by VeloCloud, and 5G service capabilities.

VMware Telco Cloud technologies are helping service providers accelerate to compete.

Keeping pace with you, all the way

Customer loyalty requires that they see you as more than just another service provider. You must become their Information and Communications Technology partner, with agility as well as speed. That means becoming a Digital Service Provider, delivering a premium portfolio of high-value services with 5G at the centre.

VMware’s Telco Cloud is the industry’s only comprehensive platform optimised for both 4G and 5G — a single architecture supporting both networks, and much more besides. Accelerating you to both 5G and IoT on a massive scale, it also offers integrated and open NFV infrastructure, SD-WAN and Service Assurance solutions that allow you to automate your business and deliver high customer value. It offers instant access to the world’s largest pool of skilled virtualisation technicians, and to systems with proven design.

All of this means VMware delivers the fastest time to revenue, the lowest cost of ownership and the lowest deployed risk of any NFV solution on the market. Plus, with the largest ecosystem of application (VNF) and hardware vendors, a best-of-breed strategy that differentiates your business becomes a reality. At VMware, we understand where you’re going and we know how to get there.
VMware supports you on your race to success; helping you realise four key objectives:

- Operational efficiency and scale
- Improved time to revenue
- Monetisation of services
- Open, 5G-ready infrastructure

**Operational efficiency and scale**

Enabling and supporting new service innovation, developing more personalised, high-value services, and deploying with confidence in a multi-cloud environment.

Being 5G-ready means changing your mindset, so you can build the telco world of the future. And it means putting in the time and resources required. But, investing in the future needn’t mean compromising services today. In fact, one operator leveraging VMware Telco Cloud has projected a 65% saving in operational costs over the next five years.

VMware can cut your costs while enabling an agile, responsive service capability that keeps you out in front. With the power to deploy and manage any application across a multi-cloud footprint, and supporting any device, our Telco Cloud allows you to deploy telecoms and IT-related workloads in private, public or hybrid cloud, as best meets your business goals and efficiency targets.

Predictive analytics identify requirements and automatically balance workloads, optimising both network performance and resource consumption. VMware can enable you to predict, prevent and troubleshoot faster across virtual and physical devices, using VMware Smart Assurance to provide a superior customer experience. As well as lower costs that means less churn and better service economics with carrier-grade performance and availability.
Improved time to revenue

Delivering a common service platform and consistent operations is key to reducing time to revenue for new services.

A variety of factors can act as barriers to time to market – slowing your pace and, taken together, seriously impairing progress. What if, instead of having to worry individually about cost optimisation, productivity and efficiency, the need for automation and compliance, all these features were built into your processes? One VMware customer delivered a full Voice over Long Term Evolution (VoLTE) service from scratch in under 16 weeks.

You too can accelerate time to revenue for new consumer and enterprise services through a common NFV infrastructure and consistent operations platform. A platform based on a proven reference architecture, backed by an industry-leading VNF certification programme. An infrastructure with integrated NFV automation and service onboarding to enable faster multi-vendor and multi-VNF deployments.

VMware can play a key role in supporting your service design through a common platform and consistent operations philosophy. And our professional services team won’t walk away when the design is complete; they can also support your own teams through knowledge transfer, resident engineers and a ‘Build, Operate, Transfer’ deployment model, to provide quality assurance. Let us help you give your customers the best of what you have to offer today, and tomorrow, faster!
Monetisation of services

Providing the agility and flexibility to innovate fast, to create higher-value, truly personalised and relevant services.

The current network architecture of too many telcos doesn’t allow for the delivery of high-value services. Lack of flexibility and inability to innovate and monetise new, personalised services at speed is slowing growth and relevance for many.

With VMware, you can deliver a 5G-ready NFV infrastructure that’s tuned to support the rapid rollout of next-generation, high-value services. An infrastructure with low latency and high network throughput. One that provides support for the massively distributed set of endpoints and devices the future requires.

Our technology enables you to create an end-to-end software-based network architecture. So you can deliver consistent, pervasive connectivity and intrinsic security to applications and VNFs – wherever they’re located. And you can do so at scale, and regardless of underlying physical infrastructure.
Open, 5G-ready infrastructure

Move your digital transformation forward, with an agile, flexible platform that supports current business functions and is ready for the new connectivity.

Technological acceleration makes predicting the future impossible. There are no more safe bets; no decades-long trends. In a sprint rather than a marathon, what we think of as cutting-edge today will be seen as legacy tomorrow. That’s why VMware is focused on building a service delivery environment that’s capable of embracing technological evolution. We want to maximise business effectiveness and help you avoid both vendor lock-in and the risk of creating ‘future legacy’.

VMware’s commitment to protecting our clients’ investments includes evolving reference architecture and incorporating both in-house and open-source community developments. Our best-of-both-worlds approach means you can quickly adopt industry requirements, from Multi-access Edge Computing, Cloud Native and container-based services to 5G – and many future technologies as yet beyond sight.

With technology evolving at such a furious speed, where you need to be, the hurdles you must get over and what you need to change into may not always be clear. However, knowing that you can change lanes – quickly, intelligently and with great flexibility – counts. Now and always.
A crowd-pleasing finish

Improve profitability while delivering new revenue streams through value-added services your customers will love.

Millions of purchasers of new 5G devices will soon be switching their support to the network that offers the best experience. VMware can help you make sure that network is yours. VMware vCloud NFV with VMware Smart Assurance provides the platform you need to attract customers in the 5G era.

Get ahead and stay ahead in the 5G era with VMware 5G-ready Telco Cloud solutions:
- NFV infrastructure; production proven in 70+ CSPs
- Enhance customer experience with VMware Smart Assurance
- Advanced SD-WAN Edge Services with VMware SD-WAN by VeloCloud
Thank you

For more information, go to:
telco.vmware.com