Making digital transformation a reality

Greater innovation, productivity, speed and business value are coming to fruition as critical business functions become available in communications-driven, cloud-native environments that encourage microservices, writes Doug Suriano, senior vice president and general manager at Oracle Communications

In the NOW Economy, the pace of innovation has accelerated and business models have changed rapidly. Think of Uber, Airbnb, Amazon, Netflix, WhatsApp, GE (industrial internet), and CVS (digital healthcare) and the online, mobile-first platforms that have caused disruption in both nascent and well-established industries.

By leveraging virtualised, software-driven and cloud-enabled infrastructure, NOW Economy innovators have proven that communications can be a strategic advantage in a world where almost everything communicates, such as people, apps, devices, sensors and “things.” Ubiquitous communications has changed how people engage in all dimensions of life, whether health, home, work, automobile, appliance, energy, transportation, food, or others.

Figure 1. Communications permeates and fosters disruption (and opportunity)

With communications-enablement of cloud services expected to become an integral part of many companies’ digital business models, communications can be a strategic competitive advantage in a nascent and well-established industries.

By subscribing to different services through the cloud, businesses can become more agile and efficient in an ‘as-a-service’ environment, where customisation is no longer necessary and new functions can be delivered via re-configuration through the public cloud and APIs.

Communications will more than double by 2025, making it a $3.1 trillion market. CIOs and IT executives in all industries will focus increasingly on how communications affects the customer experience and how to create and provision compelling and innovative services rapidly and efficiently to reduce CapEx and OpEx.

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With communications-enablement of cloud services expected to permeate all layers of cloud, NOW Economy service providers will focus on how communications can be a strategic advantage in a world where almost everything communicates, such as people, apps, devices, sensors and “things.” Ubiquitous communications has changed how people engage in all dimensions of life, whether health, home, work, automobile, appliance, energy, transportation, food, or others.

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Key areas of NOW Economy Investment

In order to handle the communications, cloud and ultra-scale IoT needs of the NOW Economy, there are key areas in which to invest:

1. Cloud-native platforms
   Continuous innovation is achieved through ubiquitously available and flexible open-source components that work together to support frequent software adjustments through the cloud. It means that services can be developed on a cloud platform, then deployed to different clouds where supporting software stacks will help them run at scale.

2. Virtualisation/orchestration
   Virtualisation/orchestration moves companies beyond the limitations of proprietary hardware and platform capabilities. Virtualisation on its own is not enough, as you must also orchestrate the interactions that take place between virtual network functions (VNFs) and physical network functions (PNFs). It’s the coordination of service design all the way through to data center operation that helps organisations optimise the effectiveness of virtualisation, the purpose of which is dynamic allocation of resources through finely controlled, quick-assembly service delivery that enables you to experiment with new services and test network or customer segments.

3. IoT enablement
   As 5G and IoT capabilities build, insights and controls will be gathered through real-time monitoring and transmission of the data generated by different devices, machines and sensors. This will help businesses, governments and people to extend the life of assets, improve safety and security, and work to enhance life and work experiences through higher degrees of personalisation.

This is where business models are revolutionised, as business and CSPs will be able to compete on innovation, value and CX as opposed to price.

4. Digital-business enablement
   Remove friction among business models, systems, applications and service by putting a greater focus on IT and network convergence, and on cloud services that minimise costs and optimise performance, customer experience and revenues. This will be increasingly important as value chains become more intricate and as the landscape of buyers and business models becomes more diverse.

With investment in each area, organisations move toward the next generation of infrastructure and cloud service capability, the goal being data sovereignty, control and performance that enables them to transform toward communications-enablement and the cloud-driven power and flexibility to build microservices-based applications that are secure, adaptable and scalable enough to accommodate existing and fast-emerging business models and customer and employee expectations.

To find out more about Oracle Communications’ cloud solutions, networking applications and monetisation and orchestration capabilities, visit www.oracle.com

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With more than 420,000 customers and deployments in more than 145 countries, Oracle offers a comprehensive and fully integrated stack of cloud applications, platform services, and engineered systems.

Oracle Communications helps network operators, enterprises and digital lifestyle providers innovate and adapt for the NOW Economy, a virtualised, orchestrated, software-driven and cloud-enabled future in which communications is the key to strategic competitive advantage. In the NOW Economy, the world’s multi-trillion-dollar business, industry, network and customer interactions are available on-demand, infused with context-driven intelligence and analytic insight, and able to be easily re-configured.

Oracle’s combined network and IT expertise is unparalleled. See how we will take you to the NOW Economy.

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