

# Enabling Customer-premise Cloud-based Services with Lifecycle Service Orchestration

The enterprise needs:

On-demand connectivity and Cloud-based services to accelerate growth and reduce TCO.

The service provider must:

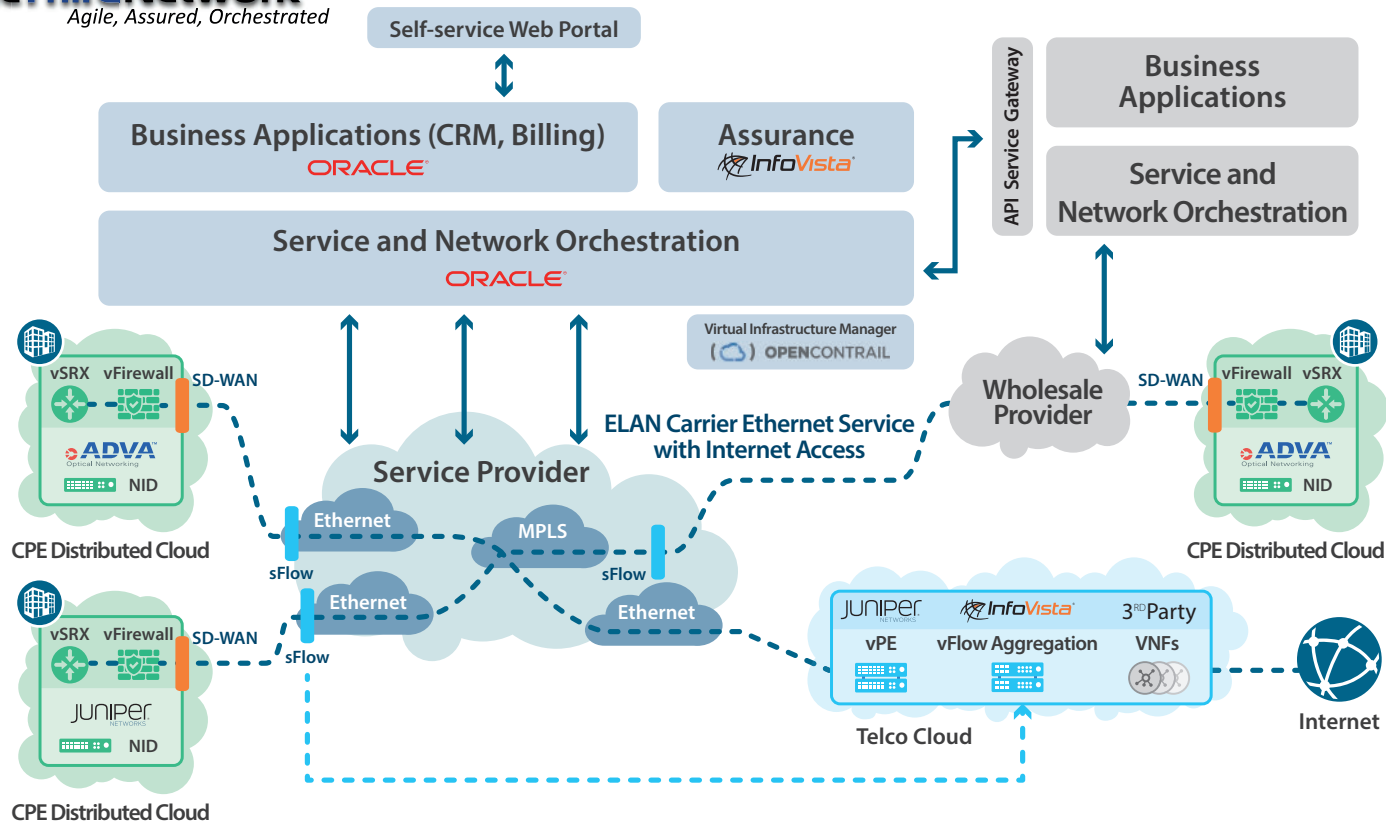
Deploy a combined agile Network, IT and operations environment to support on-demand services.

The technology provider should:

Enable flexible and software-centric solutions with open, standards-driven interfaces.

## Architecting Dynamic and Assured E2E Services Across Networks, Clouds, and Partners

**TheThirdNetwork**  
Agile, Assured, Orchestrated



Service Provider Champions

**PCCW Global**

Technology Solution Providers

**ORACLE**  
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NETWORKS

**InfoVista**

**ADVA**  
Optical Networking

# Proof-of-Concept Map of Success



## Customer Experience

Empowering enterprises to access the power of the network in real-time addressing their business needs



## Integrated SD-WAN

Maximizing enterprise's business value of their network service while optimizing network utility both on- and off-net



## CPE Distributed Cloud

Cost-effective multi-vendor edge compute platform and orchestration enabling innovative virtualized enterprise services



## E2E Service Assurance

MEF performance best-practices plus integrated application layer intelligence, assuring enterprise's business value over multiple operators



## CSP Agility

Model-driven, cross-layer orchestration delivering market responsiveness and operational agility



Technology providers **succeed in collaborative**, value-focused solution delivery

Service providers **unlock the digital economy** with OTT-like business agility

Enterprises **optimize their business** with on-demand network and cloud services

## More Information

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This PoC provides service providers with practical insights on architecture and operational design principles needed to realize the dynamic lifecycle of assured, agile and real-time third-network connectivity and cloud-based services.



**Shahar Steiff**  
AVP, new technologies, PCCW Global

## Winner

