



Cloud and NFV

Supporting the Journey to NFV/
Cloud

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Transformation

Cloudification



App Store



Google play

Enabling new ways to deliver applications, technology, and services

Make connections and provide insight to **It's about new**

possibilities,

Build engagement models based on the individual **redefining how**

Sharing, collaborating and learning together regardless of location **businesses run and**
people work and live

Answer questions we couldn't answer before, or never thought to ask



New Possibilities

Enhance Productivity
Better Engagement Model
Enrich Customer Experience
Supply Chain Automation
Predictive Maintenance
Increasing Competitiveness
Manage Business in efficient way

WORK

LIFE

Personalized Shopping
Personalized HealthCare
Personalized Entertainment
Smarter Home
Informed Decisions
Improved Navigation
Self-Driving Cars
Virtual Assistants

Stages of the Cloud Journey

Move

- Lift and shift
- Migrate workloads
- Applications in the cloud

Connect

- Integrate with on-prem
- Enhance and Extend
- Customize apps, build apps

Transform

- Predictive and Adaptive Insights
- Machine Learning and AI
- Digital engagement and IoT

A wide-angle, low-perspective shot of a modern suspension bridge. The bridge's steel truss structure is prominent, curving over a road that stretches towards the horizon. A bright sun is positioned on the horizon, creating a lens flare effect and illuminating the scene. A large, semi-transparent red banner is overlaid across the middle of the image, containing the text "What's Required" in white.

What's Required



A Platform and a Path



What is Required

A **complete, open, and secure** platform that spans **all layers** of the cloud, and provides **choice** and **access** to intelligence



Provides a Path

Supporting all stages of
the journey to cloud

A personalized path



Enabling the Journey

- From any starting point
- Public cloud, private cloud, and hybrid
- Connect all apps, business practices
- Core and independent apps services
- Go beyond just **migrate**



Connecting businesses and people to information

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Cloud



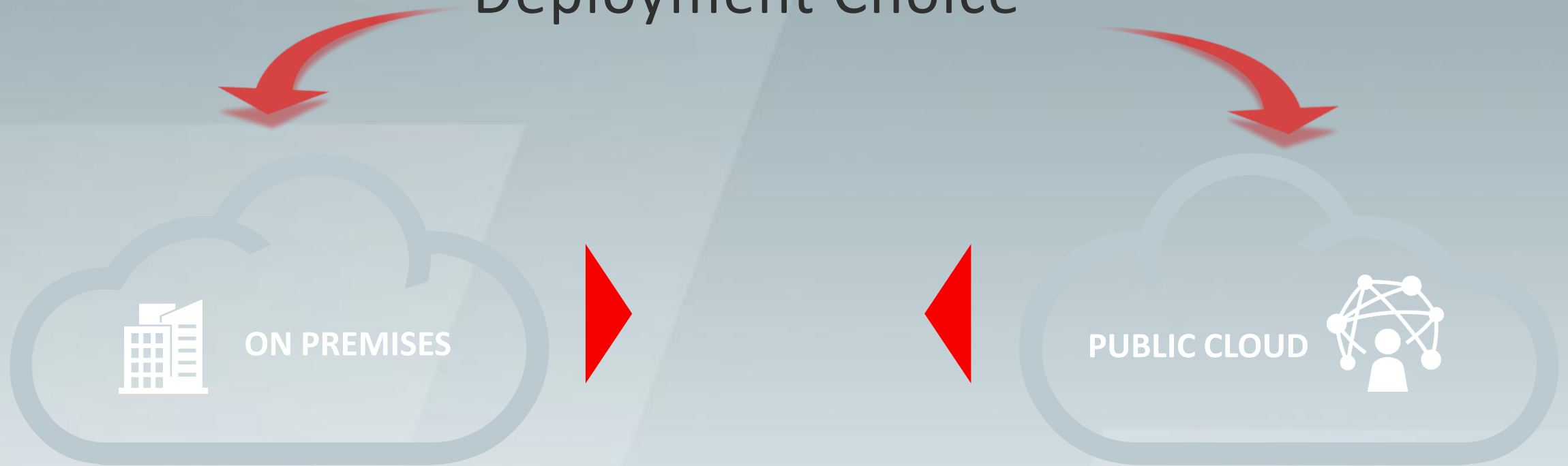
An integrated platform that provides unprecedented ability to take **meaningful steps** toward genuine business **transformation**



Choice

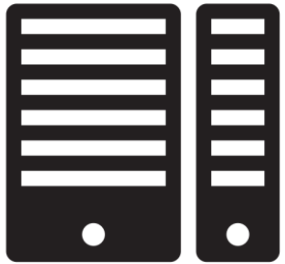
- Deployment: private, public, Cloud at Customer, hybrid
- Leverage apps and services individually or integrated together; and with the ecosystem
- Extend apps to match your needs

Complete Deployment Choice



Move Workloads Between On Premises and Public Cloud

Evolution of Computing



Mainframe



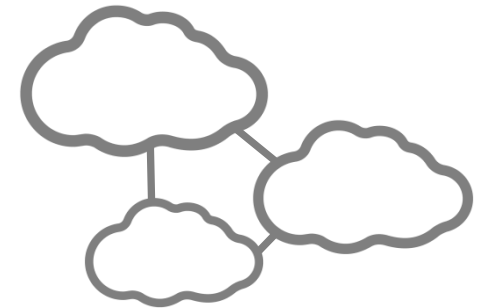
Client Server



Private Cloud

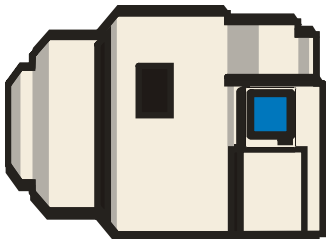


Public Cloud

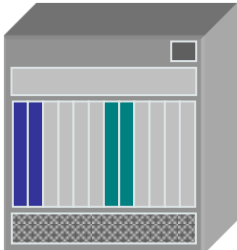


Interconnected
Cloud

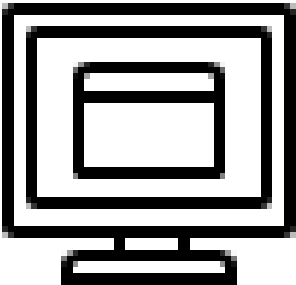
Evolution of Network



Purpose Built Hardware



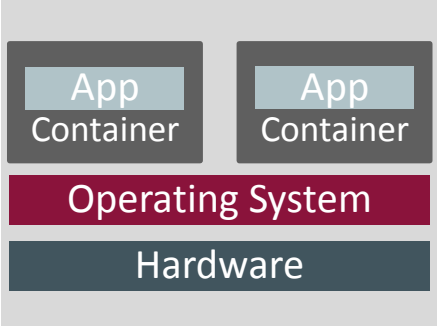
COTS Hardware



Virtualized Software



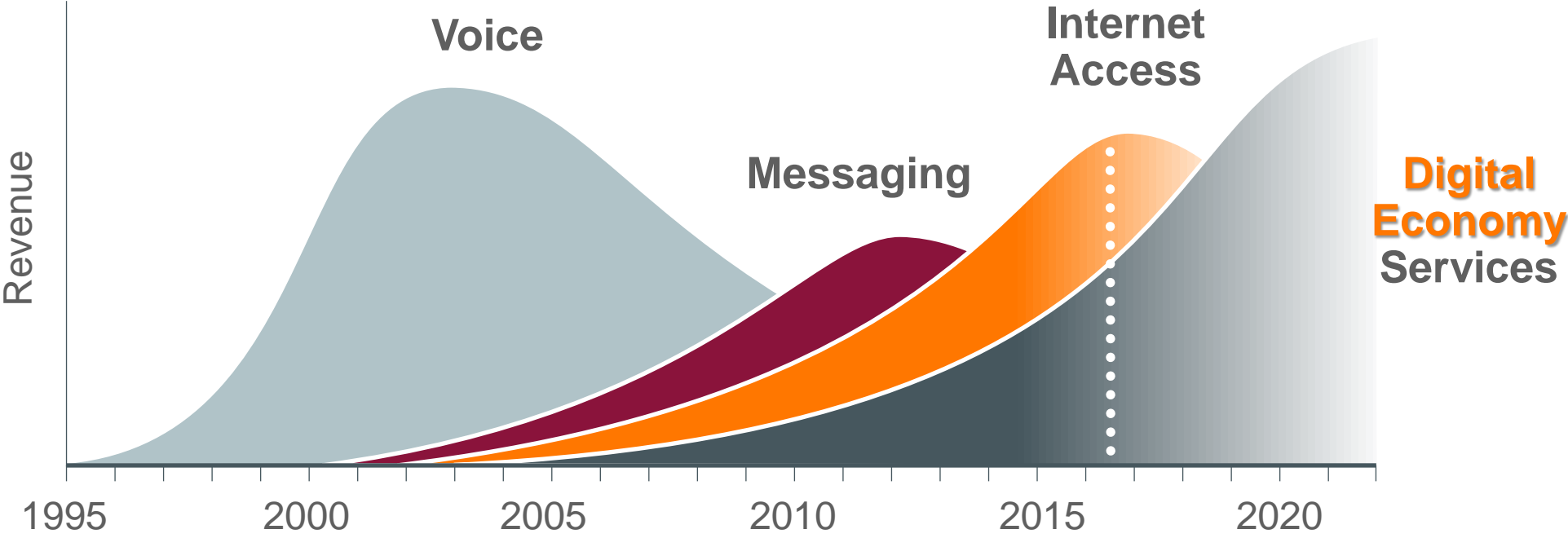
Network Function Virtualization



Microservices based Private & Public Cloud

Communications + Computing = Digital Economy

Now Economy - The Next Opportunity



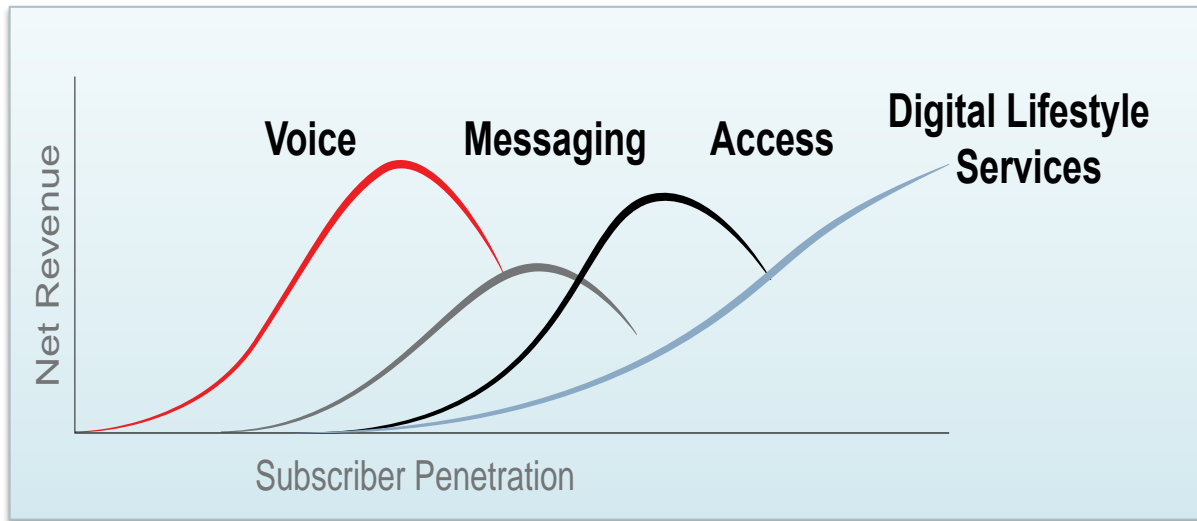
Source: Chetan Sharma Consulting, Modified by Oracle



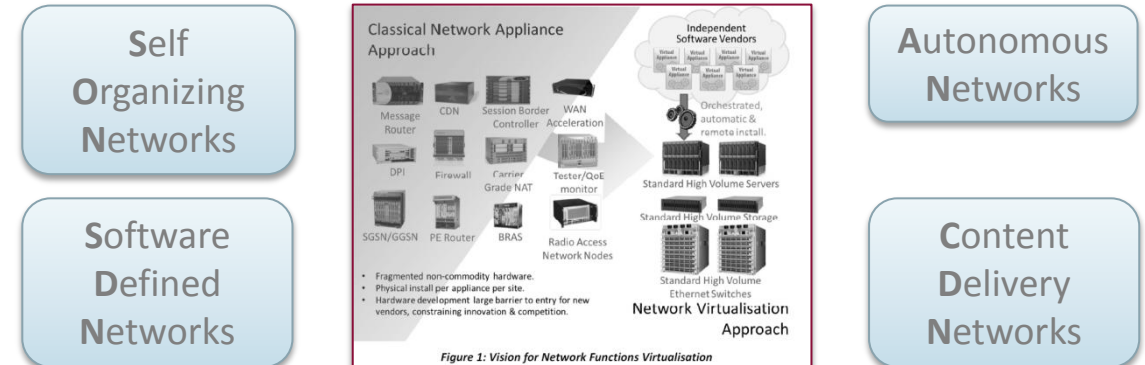
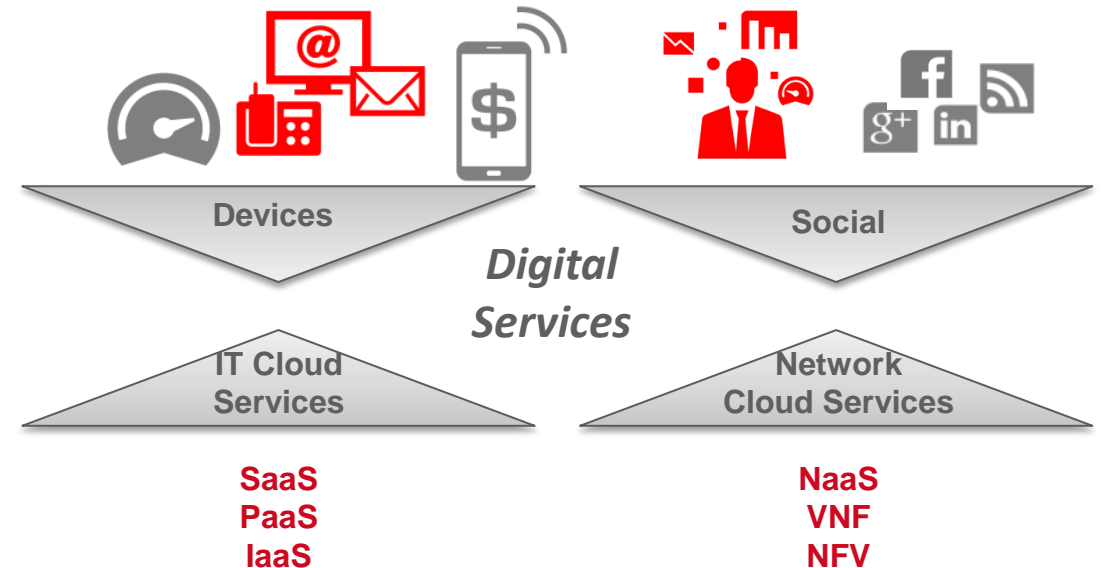
Digital Lifestyle Services

powered by IT & Telco Convergence

Virtualization Continuum



Network 'Softwarization'



Network Function Virtualization

Journey to Communications Cloud

Journey to Communications Cloud

Open, Virtualized Software

- Hardware Agnostic
- Flexible Deployment
- Reliable and Scalable
- Cost Reduction



Reduce Network Service Cost

- Customer choice of HW and/or SW
- Flexible Commercial Options
- Benchmark
 - Reliability
 - Scalability
 - Performance

Journey to Communications Cloud

Open, Virtualized Software

Network Function Virtualization

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- NF Compliance
- Automated Deployments
- Programmability
- Deploy in CSP/DC



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Orchestrated

- NF Managed by MANO
- Intro Service Agility
- Reduction in
 - Deployment
 - Upgrades
 - Complexity

Journey to Communications Cloud

Open, Virtualized Software

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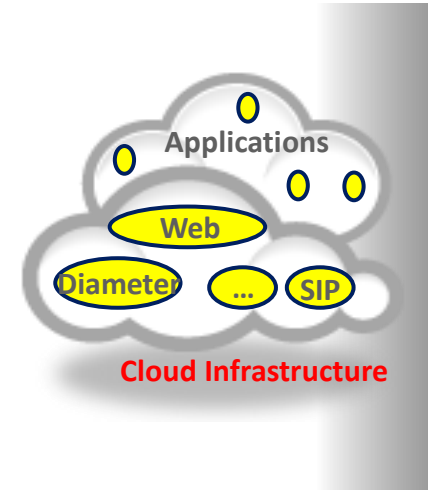
Network Function Virtualization

- NF Compliance
- Automated Deployments
- Programmability
- Deploy in CSP/DC



Evolve to Cloud

- Orchestration
- Choreography
- Cloud APIs
- Big Data/Analytics



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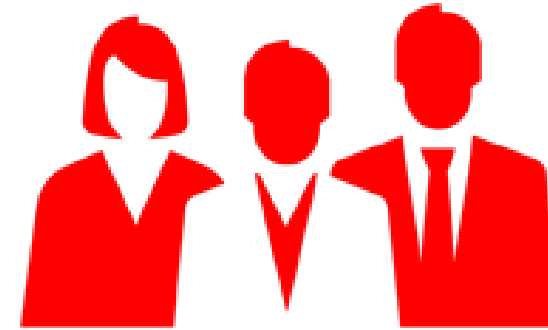
Communications Cloud

- Convergence of IT and Network
- Maximize Service Agility
- True “SaaS” model
- Consolidated or Distributed deployments

CSPs Have Articulated Their Needs

Requirements

- Comprehensive Orchestration
- Virtualized Applications
- Hybrid Support
- Choice of Hypervisors
- “Off the Shelf” Hardware
- Interoperability
- Proof of Concept Engagement



Service and Business Agility

Better Customer Experience

NFV
Promise

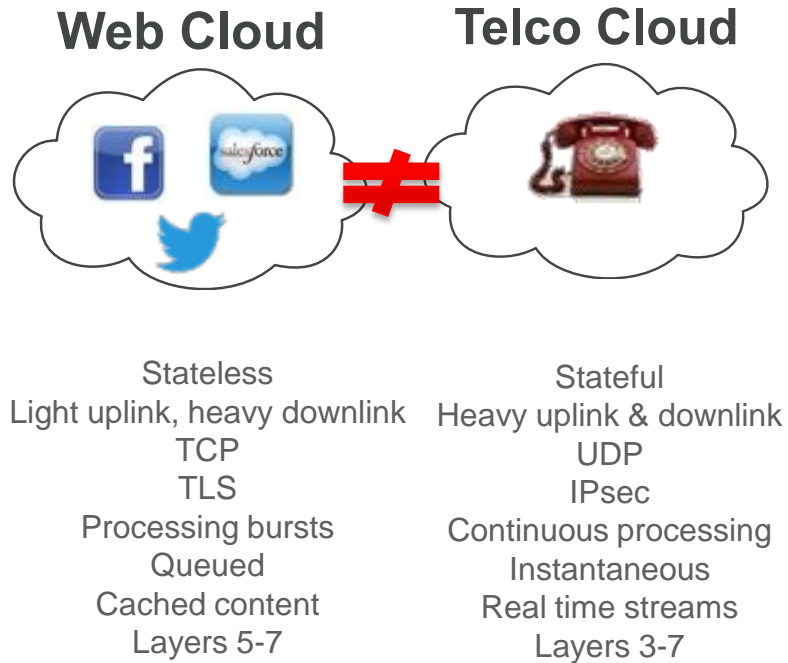


Simplified Operations

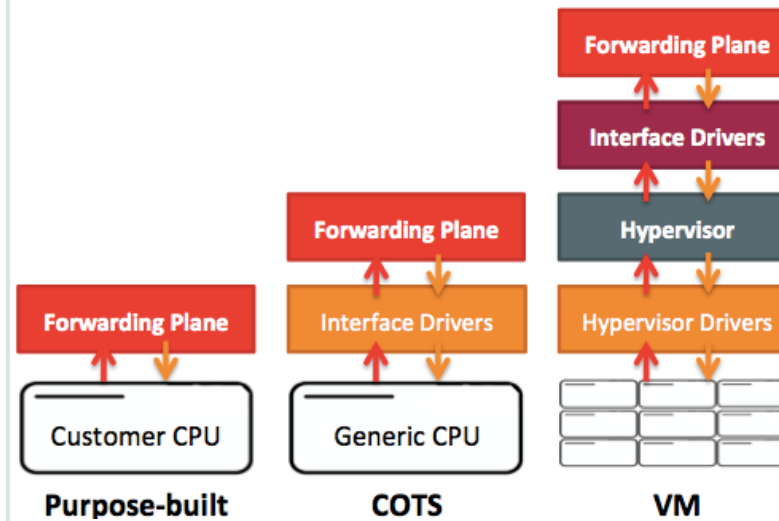
Better Time to Market

Grow your network ***JUST IN TIME*** and not ***JUST IN-CASE***

NFV Telco Cloud Challenges

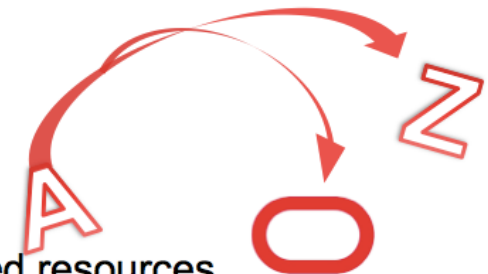


Differences between Web and Telco Cloud



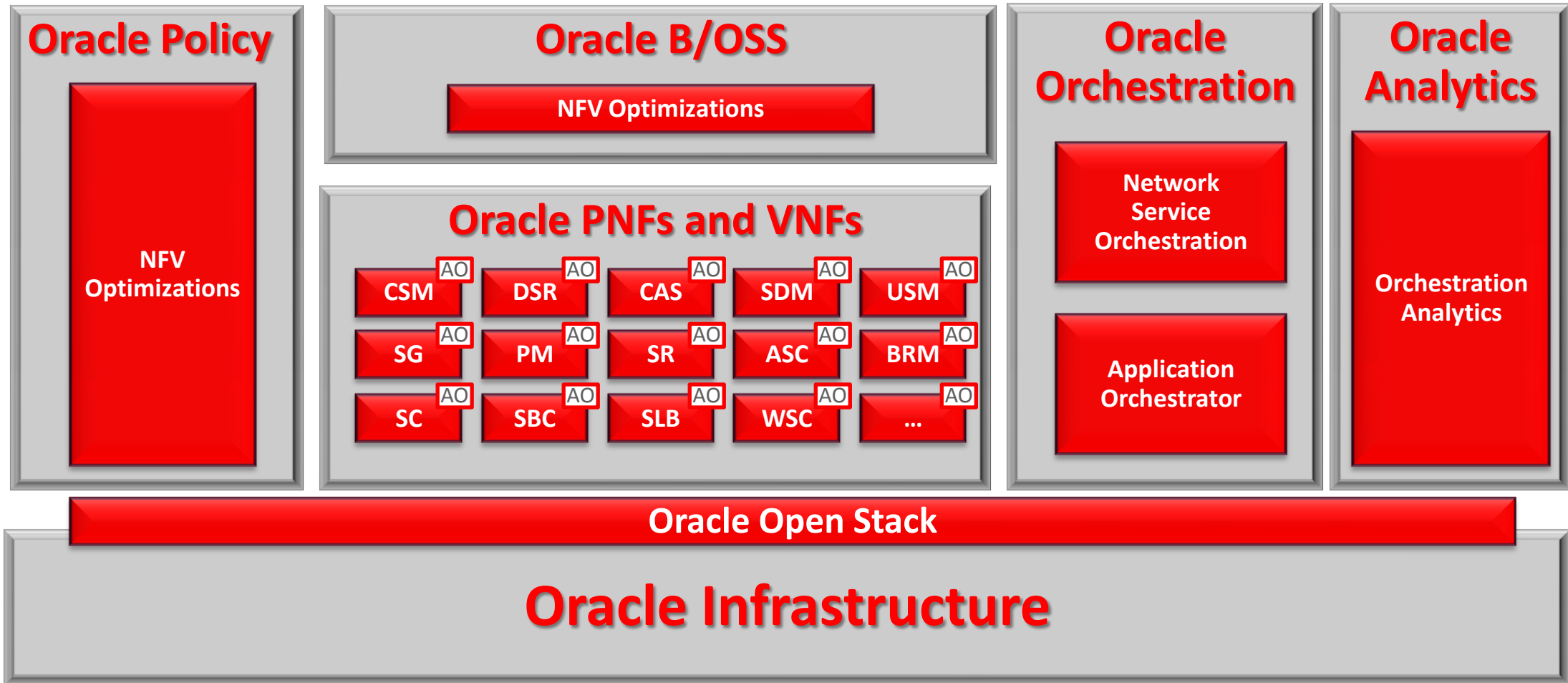
New layers of capabilities- a mixed blessing

- Migration
- Hybrid
- Differentiated resources
- How do we still get the benefits?
 - Open interfaces and technologies
 - Interoperable
 - Secure
 - Flexible
 - Intelligent Orchestration



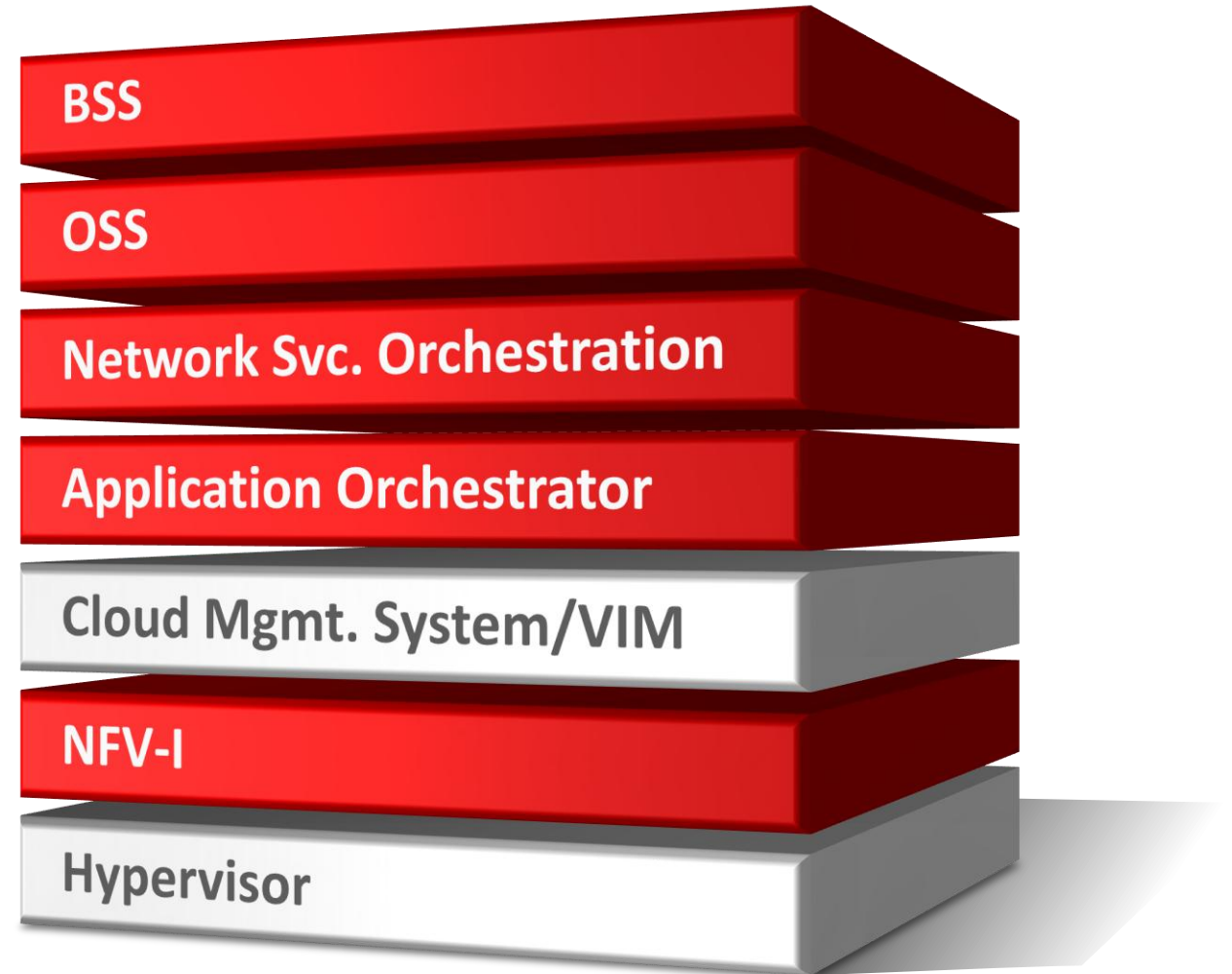
Optimum may reside in the middle ground

Oracle is helping CSP Delivering Business Acceleration



Choices

- Open, standards-based components
- Interoperability at all levels of the NFV solution
- Customer choice of components



The Oracle Communications Journey

*BSS/OSS
Unified Communications
Charging Policy IMS
Signaling SDP WebRTC
Session Border Control
Service & Network Activation*

Solutions for Every Category



Customer Experience



ERP



HCM



IoT



Application Development



Data Management



Data Integration



Enterprise Integration



Business Analytics



Management



Security



Big Data



Compute



Storage



Networking



Engineered Systems



Solutions for Every Stakeholder



IT



Developer



Sales



Marketing



Human Resources



Finance



Analyst



Service

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