

# Telefonica Mexico Launches Differentiating SD-WAN Services in Weeks With Netcracker Business Cloud



## Customer Profile

- > LATAM affiliate of Telefonica Business Solutions.
- > Provides a wide range of communications products and services for consumer and business customers.

## Business Goals

- > Drive new revenue in B2B with innovative offerings and a digital customer experience.
- > Expand reach to new off-net customers.
- > Increase market share in large enterprise and SMB markets.

Telefonica Mexico needed a new approach to address the highly competitive B2B market in Mexico. Transformation to a cloud delivery model with SDN/NFV was essential to meet the speed, efficiency and control needed by its customers. But building and operating the solution themselves would take too long. Instead, the service provider chose Netcracker Business Cloud to run its business services from Netcracker's data center. This pioneering approach accelerated the service provider's ability to offer differentiating cloud business services.

## Featured Customer Benefits

- > Fast market entry into cloud B2B avoiding major network and IT transformation.
- > New revenue growth with intuitive self-service marketplace offerings and a compelling range of SD-WAN and value-added services.
- > Minimized risk of moving to cloud with single accountability and a revenue-share business model.

## Project Requirements

Telefonica Mexico, under their Movistar brand, needed a solution that would help quickly launch differentiating SD-WAN services and react fast to new service requests and service modifications. It also needed to ensure there was minimal impact on current network/IT infrastructure, BSS/OSS systems and business/operational processes. The service provider also needed help with the go-to-market strategy to select the right set of services that would meet business goals and support the creation of marketing and sales collaterals and training. Another requirement was the ability to continuously expand its service portfolio beyond SD-WAN to meet new market needs.

## Value-Added Business Cloud Services

### SD-WAN Basic

SMB or branches of enterprises with comprehensive future set (single/dual uplink, ZTP, full-mesh VPN, DDoS protection, DHCP, NAT).

### SD-WAN Pro

visibility, traffic management and redundant link for enterprises and critical sites (all Basic features, multilink, app aware routing, app visibility and stateful firewall).

### SD-WAN Ultimate

critical security sites (all Pro features, app firewall, access restriction, antivirus, antimalware and content filtering).

## Netcracker Business Cloud Offering

Telefonica Mexico selected Netcracker Business Cloud to gain fast entry into the cloud B2B market with SD-WAN as the first service. In just 12 weeks, SD-WAN Basic, SD-WAN Pro offerings were launched, combining software-defined connectivity with advanced security, high-performance application routing and service control. With these differentiating offerings, the service provider could address large enterprises as well as SMBs and also expand to off-net customers.

The fast service launch was made possible because Netcracker Business Cloud runs the entire commercial SDN/NFV stack as a service—including everything from VNFs, orchestration, digital marketplace to revenue management—from Netcracker’s data center. With new, flexible deployment models leveraging subscription-based pricing and revenue sharing, we minimized the service provider’s business and commercial risks so it could start small, avoiding a massive IT/network transformation.

As a part of the service, Netcracker is responsible for CPE supply chain and go-to-market support to help the service provider quickly launch the SD-WAN offers and expand its portfolio with new features and services based on market needs.

By using Netcracker Business Cloud, Telefonica Mexico eliminated significant overhead, effort and expenses it would have incurred with a full virtual infrastructure deployment. The company can now focus its efforts and skills on the sales, marketing and delivery of an outstanding customer experience.

### About Netcracker Technology

Netcracker Technology, a wholly owned subsidiary of NEC Corporation, is a forward-looking software company, offering mission-critical solutions to service providers around the globe. Our comprehensive portfolio of software solutions and professional services enables large-scale digital transformations, unlocking the opportunities of the cloud, virtualization and the changing mobile ecosystem. With an unbroken service delivery track record of more than 20 years, our unique combination of technology, people and expertise helps companies transform their networks and enable better experiences for their customers.

For more information, visit [www.netcracker.com](http://www.netcracker.com)

