



The bridge to possible

FCC Open RAN Showcase

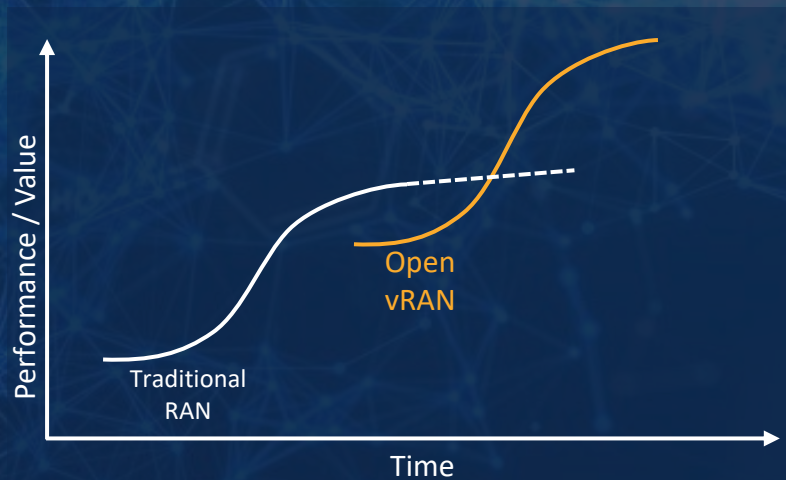
Cisco Strategy, Products and Solutions

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The Natural Tension of Innovation

Between the way RAN has been built for decades...

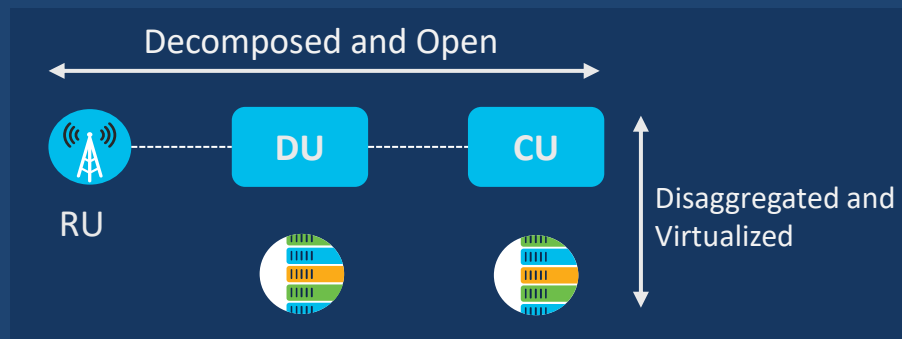


and a new,
innovative, and better way

Open Virtual RAN

The Best Path Forward

Traditional	vs.	Open vRAN
Proprietary	Platform	Open
Embedded	Software	Unbundled
Fixed	Applications	Programmable
Integrated	Deployment, Management	Flexible



Advantages



Open interfaces for vendor diversity and an ecosystem for innovation



Faster deployment and reduced time-to-market for new services



Disaggregated software managed with efficient cloud-based models



Service optimization from increased programmability



Decreased TCO – CAPEX and OPEX

Cisco's Multi-Faceted Approach to Open vRAN



Industry Leadership

- Early innovator and investor
- Leadership in xRAN, ORAN, Open RAN Policy Coalition
- 1st Commercial Open RAN Network



Develop Ecosystem

- 1st Open vRAN ecosystem to drive market
- Best-in-class partners
- Address full architecture, provide optionality



Leverage Strengths

- Leading products - Mobile, IP, Cloud, Security, Datacenter, etc
- Disaggregation & Virtualization
- Multivendor integration
- Solutions/Systems Development



Accelerate Transformation

- True commercial ready systems
- Simplify deployments
- Joint innovation
- Modularity and interoperability

End to End System Architecture



Innovating Across the Entire Network

Open vRAN



Converged SDN Transport



5G Subscriber Experience



Pervasive Automation

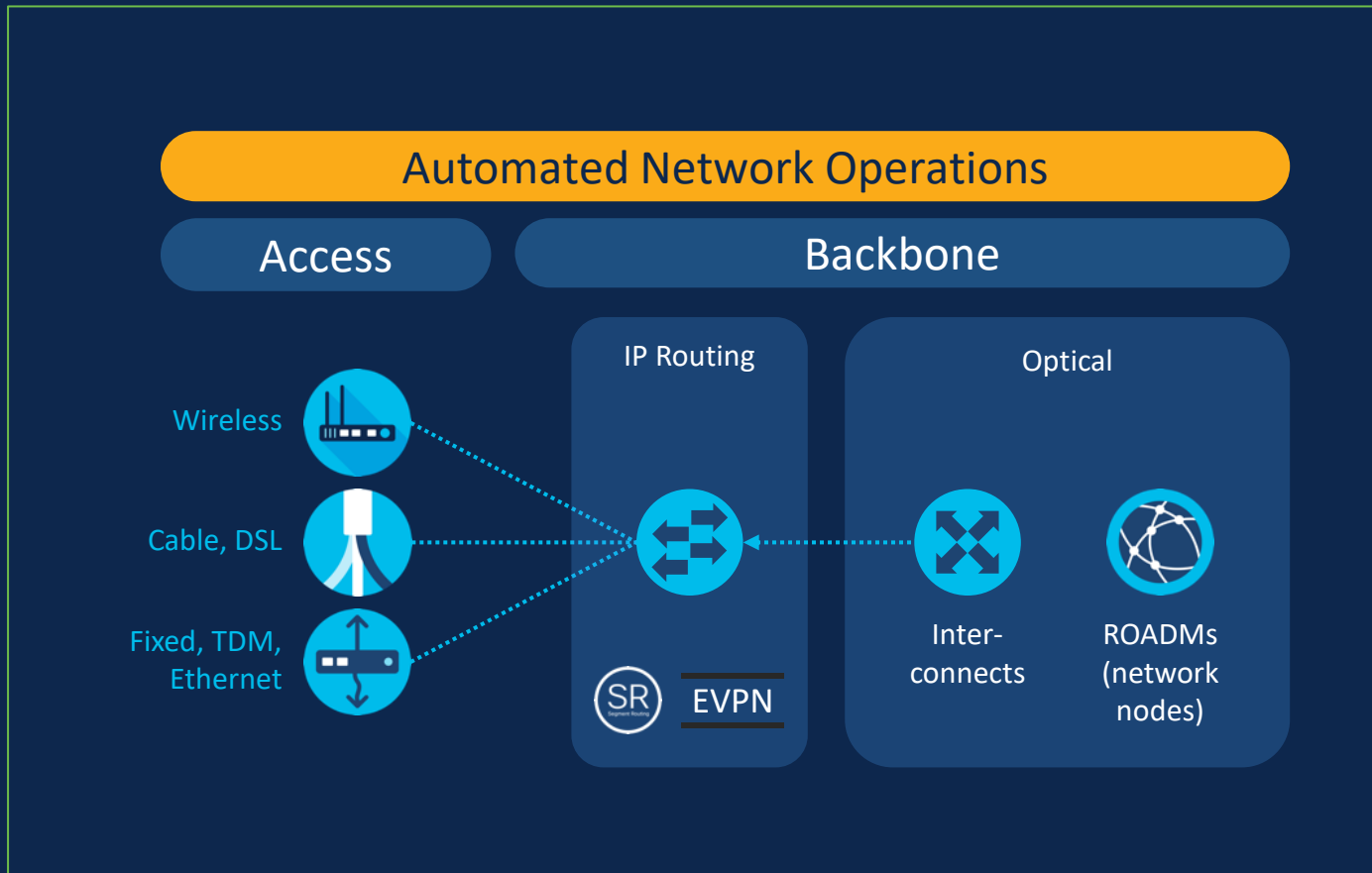


Cloud Platform and Consumption Models



Trusted and Secure

Converged SDN Transport



Connect

Services, protocols, and layers converge in single architecture



Automate

Software defined and programmable with Crosswork

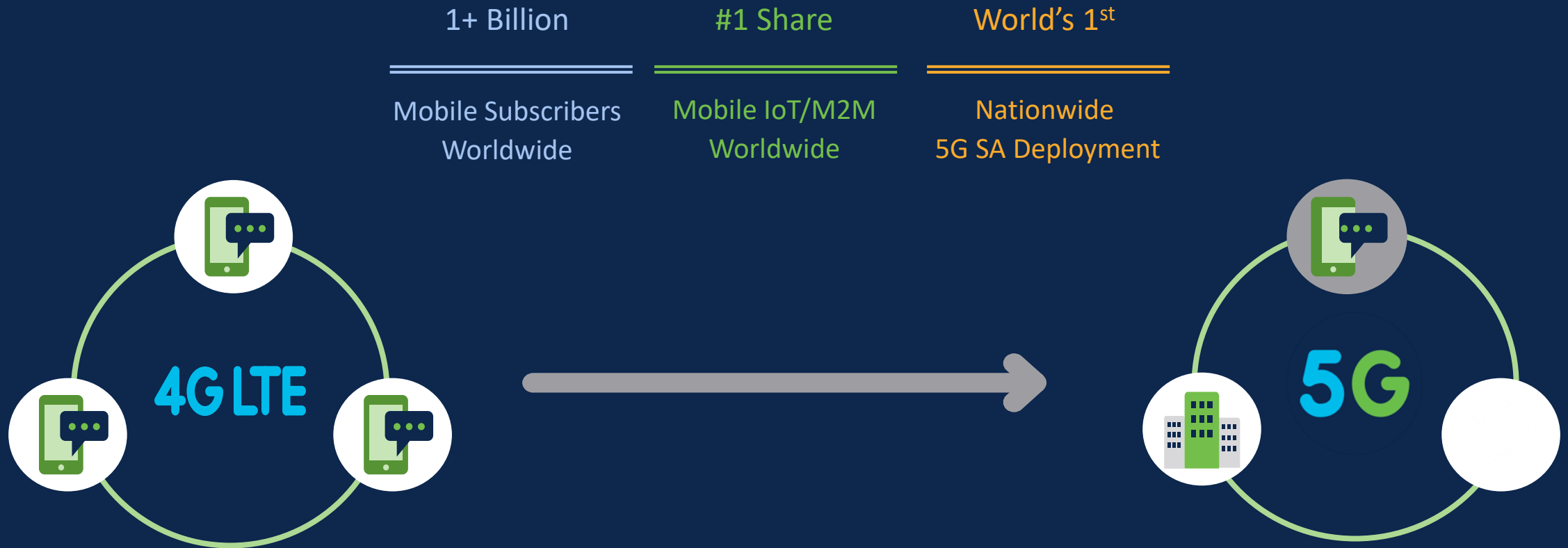


Secure

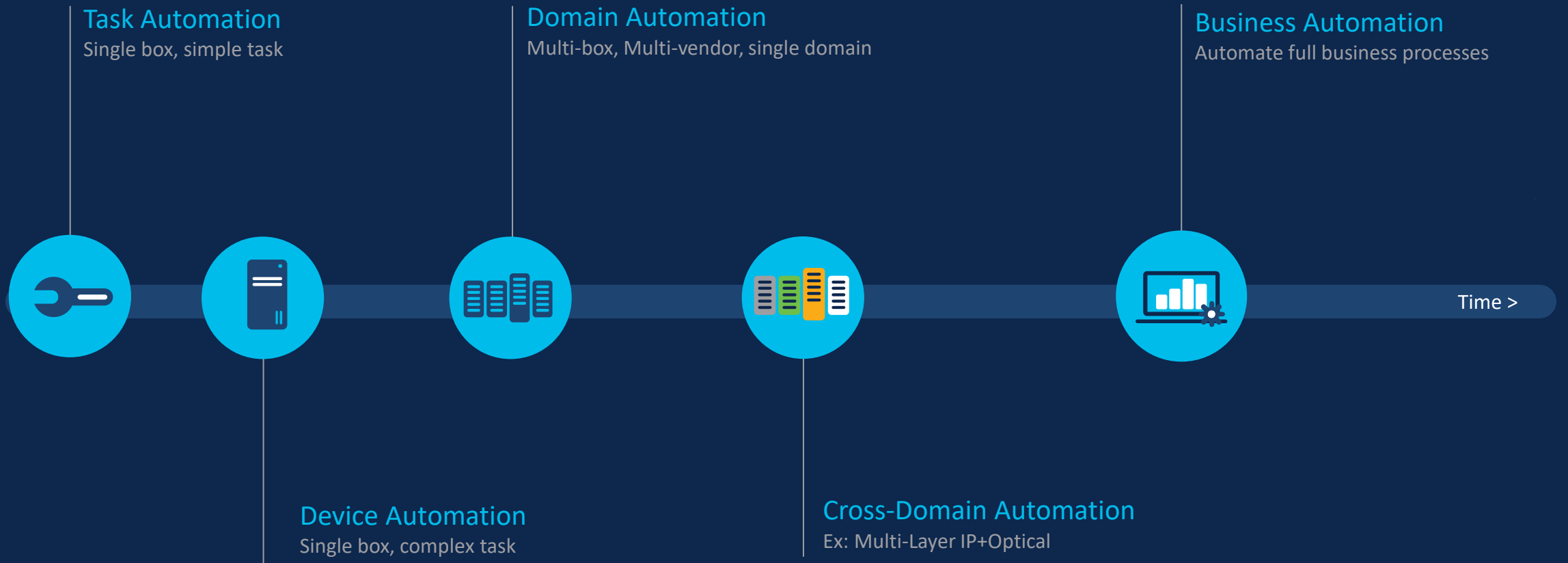
Trustworthy critical infrastructure

Two Decades of Mobile Core Leadership

4 Billion people connected, internet is mobile, mobile app economy



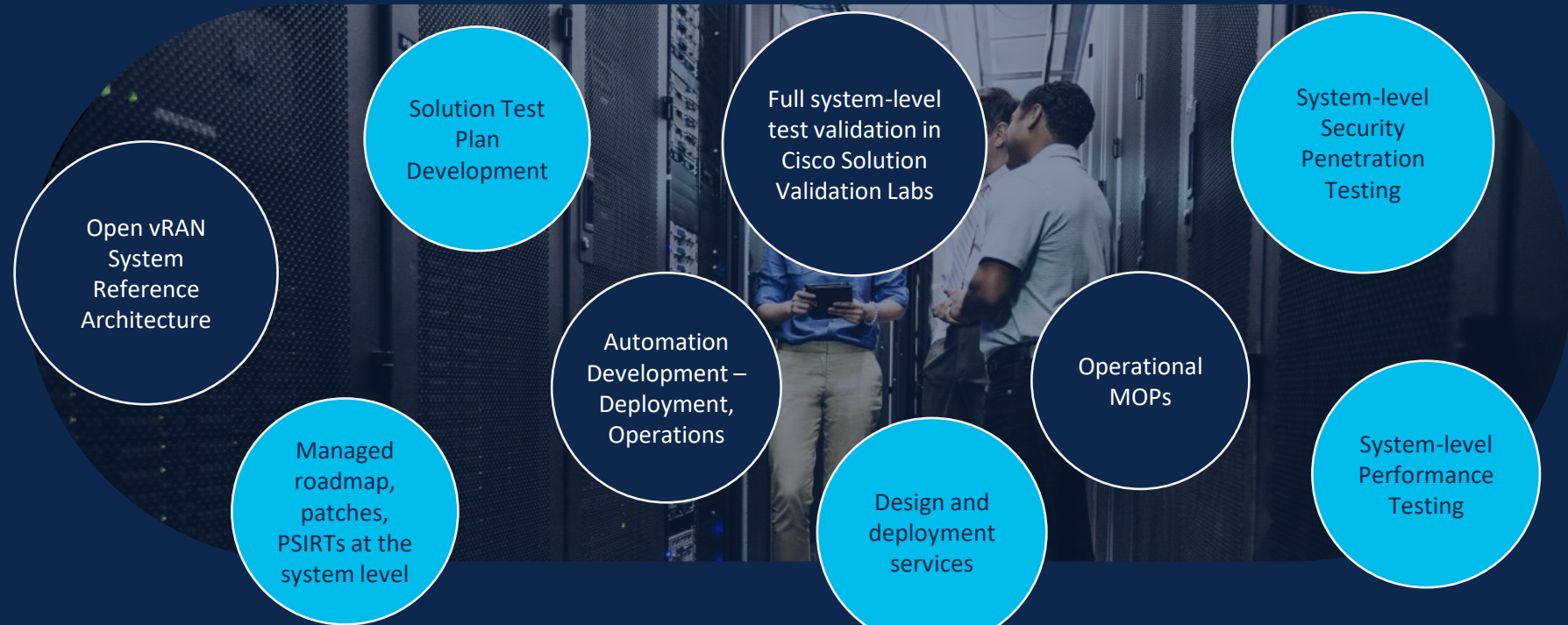
Automation is foundational



Cisco Services – Building & Maintaining Open vRAN

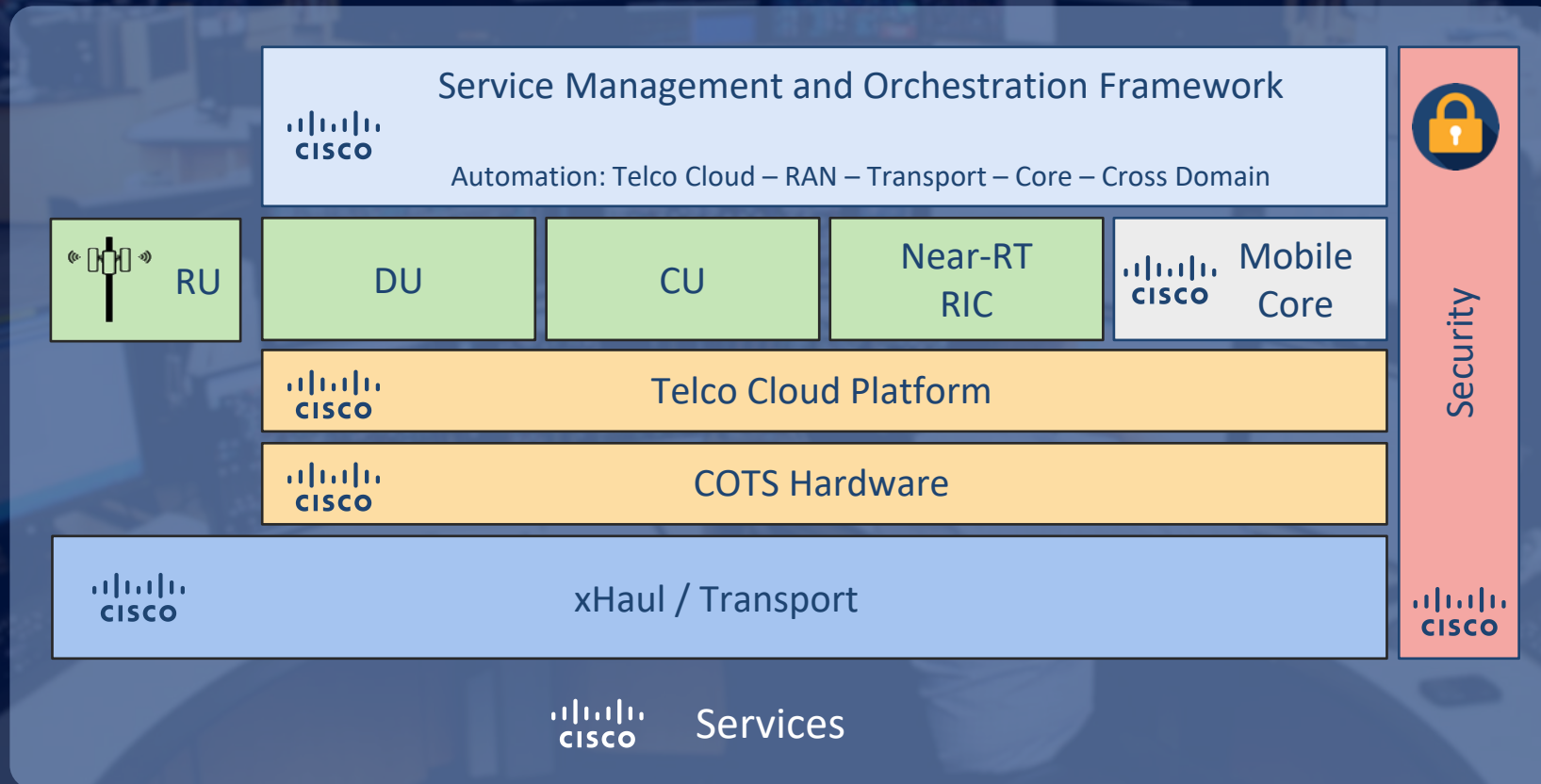
Cisco CX provides expertise across all key aspects

-  Procurement
-  Design
-  Integration
-  Test and validation
-  Deployment
-  Operations processes
-  Operations support
-  Ongoing evolution
-  Roadmap alignment



Modular Solution Approach

Leading Cisco products + best-in-class partners



Summary

Transforming mobile networks for the next generation of services and operations

Openness and Modularity


Must be the foundation of any RAN deployment

Open vRAN is the path forward

Flexibility, scalability, optionality

Cisco delivers leading solutions

Rich products and services + partners to enable a successful deployment



"the difficulty lies not so much in
developing new ideas as in escaping
from old ones"

John Maynard Keynes



The bridge to **possible**