CISCO *Live!*

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#CiscoLive

Cisco Webex App

Questions?
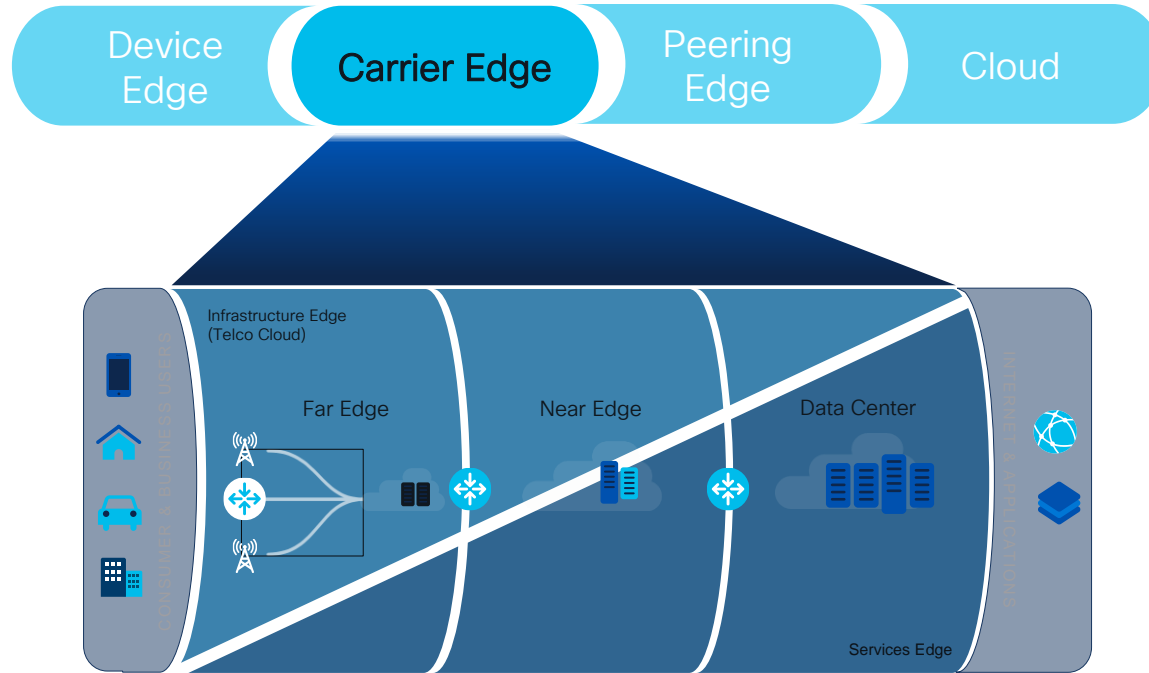Use Cisco Webex App to chat
with the speaker after the session

How

1. Find this session in the Cisco Live Mobile App
2. Click "Join the Discussion"
3. Install the Webex App or go directly to the Webex space
4. Enter messages/questions in the Webex space

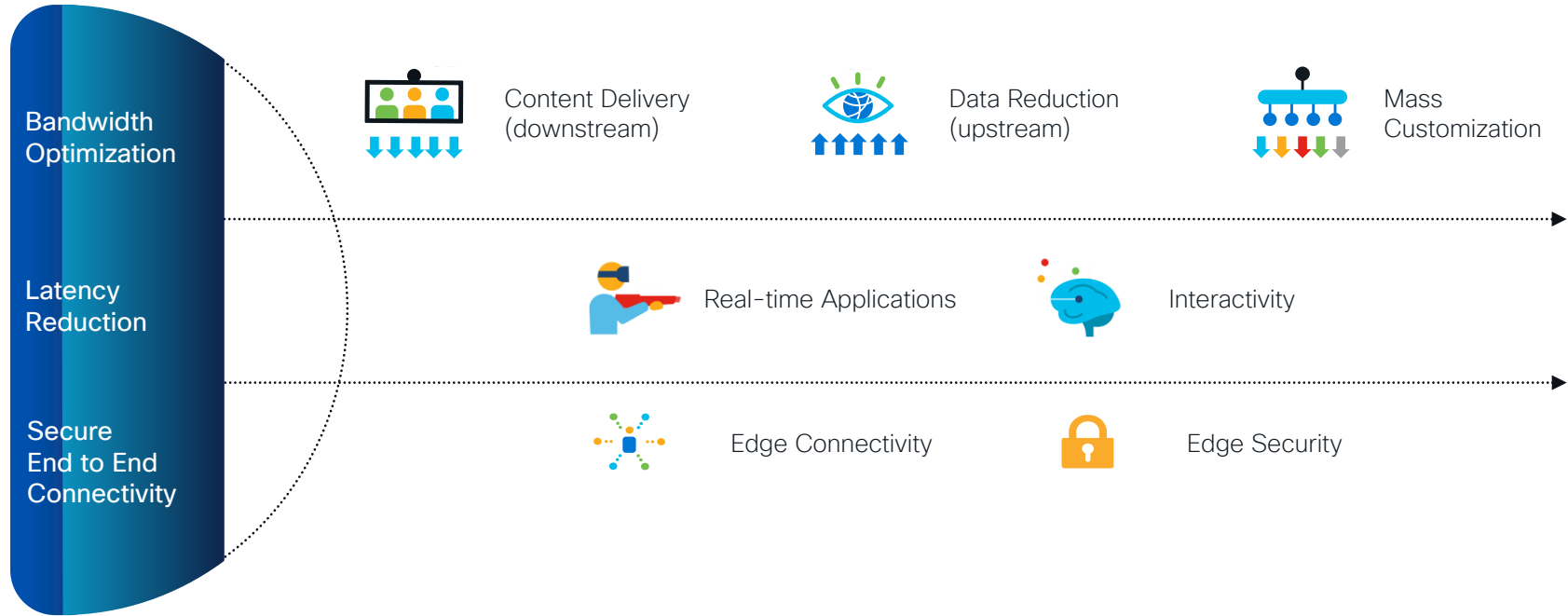Webex spaces will be moderated
by the speaker until June 17, 2022.

https://ciscolive.ciscoevents.com/ciscolivebot/#PSOSPG-2013

3

Communication Service Provider (CSP) Networks are a **Key Control Point** on the Edge Compute Continuum

The Carrier Edge Offers **Three Distinct Benefits**
for Applications that Require them

Bandwidth Optimization

Content Delivery (downstream)

Data Reduction (upstream)

Mass Customization

Latency Reduction

Real-time Applications

Interactivity

Secure End to End Connectivity

Edge Connectivity

Edge Security

Today, Only a Handful of Applications Justify Deployment on the Carrier Edge

Benefits from Deployment at the Carrier Edge
unique benefits of the carrier edge enable or greatly enhance performance

Technologically Ready for Large-Scale Deployment
underlying technology is mature enough for application to be deployed on a global scale

Targets an Existing, Large Market
Existing market structure, established business and monetization models

Creates Value for Communication Service Providers (CSP)
allows the CSP to play an active role in the value chain and directly monetize the application

Technology Readiness

IoT Edge Analytics

Enterprise Secure Edge Connectivity

Content Delivery

Connected Car / Connected Mobility

Cloud Gaming

AR/Volumetric

Value at stake

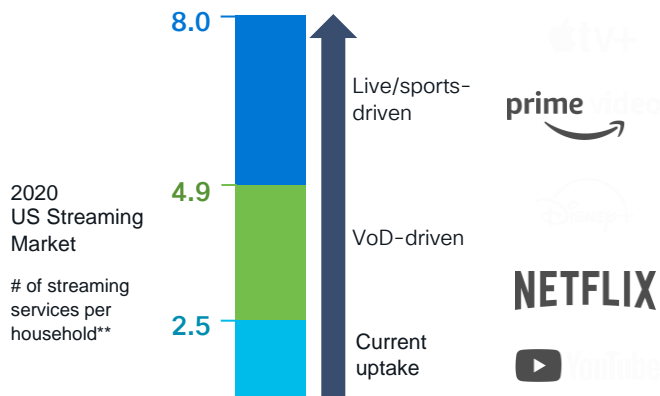# Over The Top (OTT) Streaming is Experiencing Three Concurrent Trends

33%

YoY global internet video traffic (CAGR 2017 – 2022)

82%

Video is projected to account for of all Internet traffic in 2022*

growth
of video traffic

2020 US Streaming Market

# of streaming services per household**

8.0

4.9

2.5

Live/sports-driven

VoD-driven

Current uptake

fragmentation
of content sources

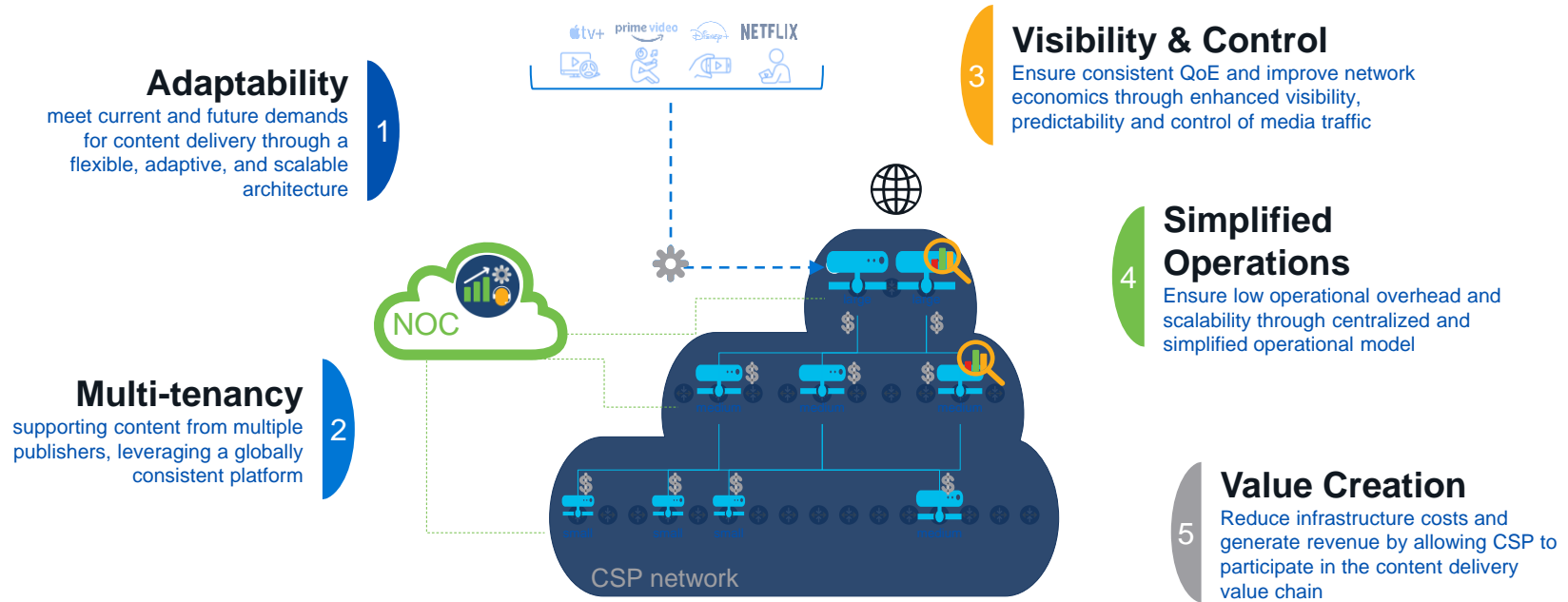**73%**

YoY global LIVE internet video traffic (CAGR 2017 – 2022)*

live streaming
proliferation

Sustainable and Profitable Content Delivery Needs To Satisfy Five Requirements

Adaptability
meet current and future demands for content delivery through a flexible, adaptive, and scalable architecture

1

Multi-tenancy
supporting content from multiple publishers, leveraging a globally consistent platform

2

Visibility & Control
Ensure consistent QoE and improve network economics through enhanced visibility, predictability and control of media traffic

3

Simplified Operations
Ensure low operational overhead and scalability through centralized and simplified operational model

4

Value Creation
Reduce infrastructure costs and generate revenue by allowing CSP to participate in the content delivery value chain

5

NOC

CSP network

Content Delivery Options Available Today Are **Not Sustainable**

		Bigger Pipes	Private CDN *(e.g. Netflix)*	CSP CDN	Public CDN *(e.g. Fastly, Akamai)*
1	**Adaptability**	➕ ➕	➖	➕ ➕	➕
2	**Multi-tenancy**	➕ ➕	➖	➕	➕ ➕
3	**Visibility & Control**	➖	➖	➕	➖
4	**Simplified Operations**	➖	➕ ➕	➖	➕ ➕
5	**Value Creation**	➕	➖	➖	➖

Edge Cloud for Content Delivery
Ushers a New Era of Sustainable Content Delivery

QWILT

CONTENT DELIVERY PLATFORM

A CDN solution tailored for deployment inside SP networks including revenue sharing with carrier

CISCO

EDGE COMPUTE INFRASTRUCTURE

Compute/storage/ networking infrastructure, management technology and services

Adaptability

Highly flexible, scalable and future-proof architecture

Multi-tenancy

API-driven global onboarding & joint go-to-market

Visibility & Control

Full visibility & control leveraging partnership model

Simplified Operations

Full-stack solution delivered as a service

Value Creation

Revenue sharing construct where CSP participates in the CDN revenue

Highly **Flexible**, **Scalable** and **Future-Proof** Architecture

Unparalleled Quality of Experience
Extremely flexible, can be customized for every service provider

Network Optimization/Utilization
Strategic positioning of caches enables path to higher network utilization & lower cost/bit

Future-Proof
Evolves as needs evolve

10%
fewer video playback failures

32%
reduction in the rebuffering ratio

7%
faster video startup time

9%
fewer video start failures

Major Content Publisher – Streaming Video Quality KPIs for Open Caching Vs Commercial CDNs
(Tier 1 US Broadband and Mobile Service Provider 2020)

Open, API-Driven Onboarding and Joint, Global Go-To-Market

Established and growing ecosystem

Global API-driven multi-tenant platform based on Open Caching
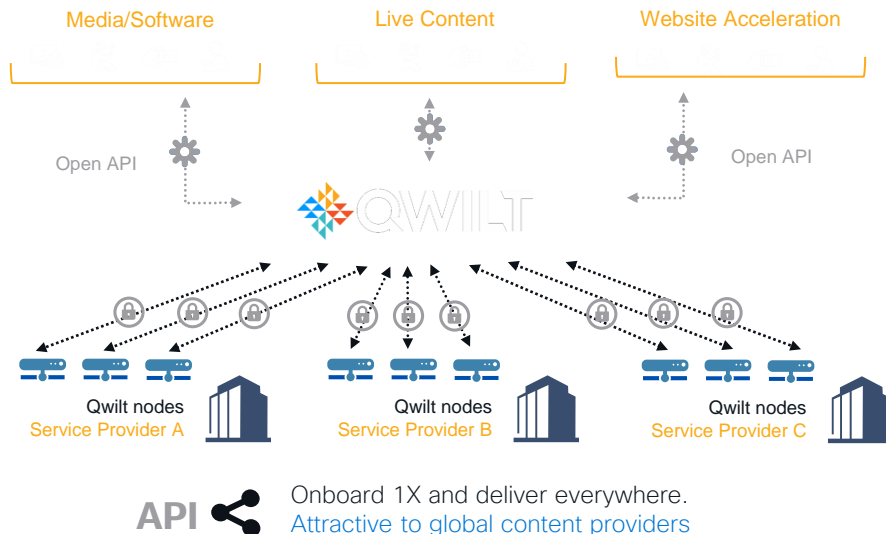
Global Content Publisher go-to-market

Co-founder

Open Caching TECHNOLOGY

140+ members, both service providers and content providers

Media/Software

Live Content

Website Acceleration

Open API

Open API

QWILT

Qwilt nodes
Service Provider A

Qwilt nodes
Service Provider B

Qwilt nodes
Service Provider C

API ⇗ Onboard 1X and deliver everywhere.
Attractive to global content providers

Disney+

hulu

VALVE

dailymotion

ST★R

Taking back **control** on traffic flows with **enhanced predictability**

QoE
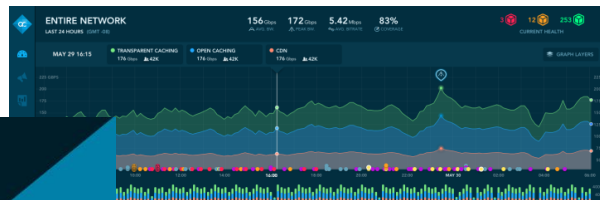
Content Publisher Client Reports:
On-Demand Subscriber
Quality of Experience

Qwilt Cloud - Single Pane of Glass:
Unified UI, Multi Functional, Multi Service, SP & CP API

QoS
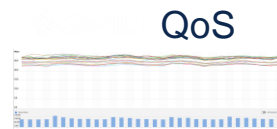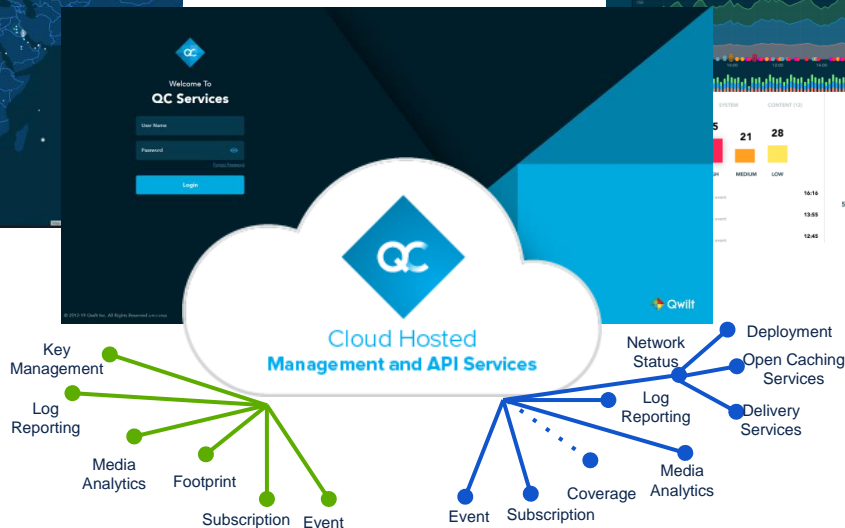
Edge CDN Network Reports:
Real-Time & Historic
Quality of Service

Turn-key solution and business model delivered as a Service

Full-stack Solution

Includes hardware, software, delivery, support and maintenance services
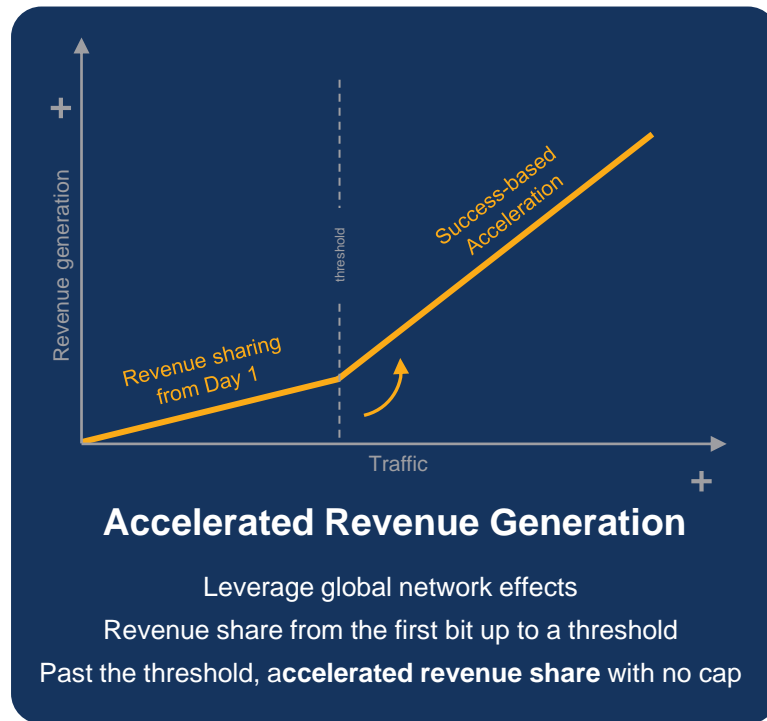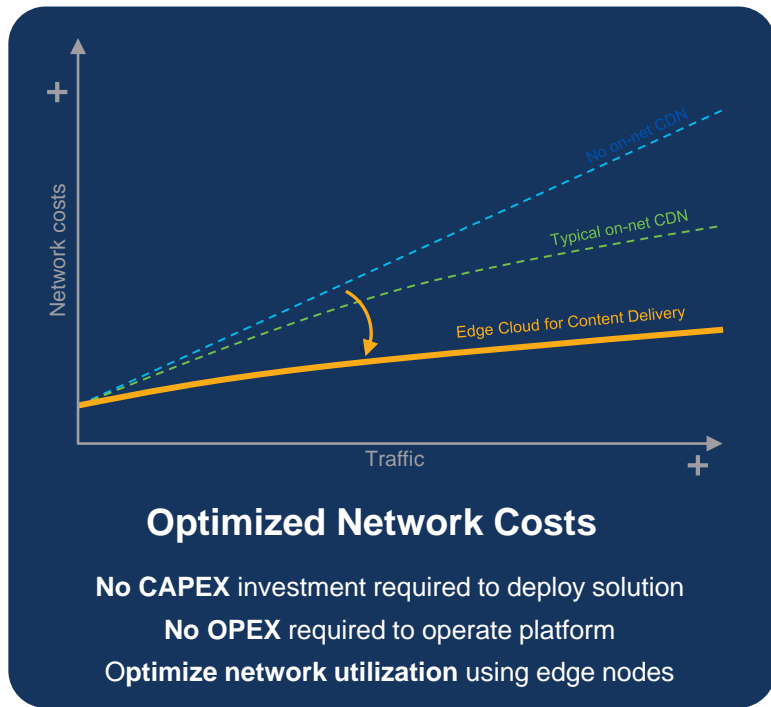
Delivery as a Service

Turn-key content delivery service through global open caching APIs

Go-to-Market

Global content publisher agreements for content delivery w/ revenue share

Cost Savings and Value Creation With
No Upfront Investment

Optimized Network Costs

No CAPEX investment required to deploy solution

No OPEX required to operate platform

O**ptimize network utilization** using edge nodes

Accelerated Revenue Generation

Leverage global network effects

Revenue share from the first bit up to a threshold

Past the threshold, a**ccelerated revenue share** with no cap

Edge Cloud For Content Delivery

✔ **Fully Managed**

✔ **Future Proof**

✔ **True Partnership Model**

Technical Session Surveys

- Attendees who fill out a minimum of four session surveys and the overall event survey will get Cisco Live branded socks!

- Attendees will also earn 100 points in the Cisco Live Game for every survey completed.

- These points help you get on the leaderboard and increase your chances of winning daily and grand prizes.

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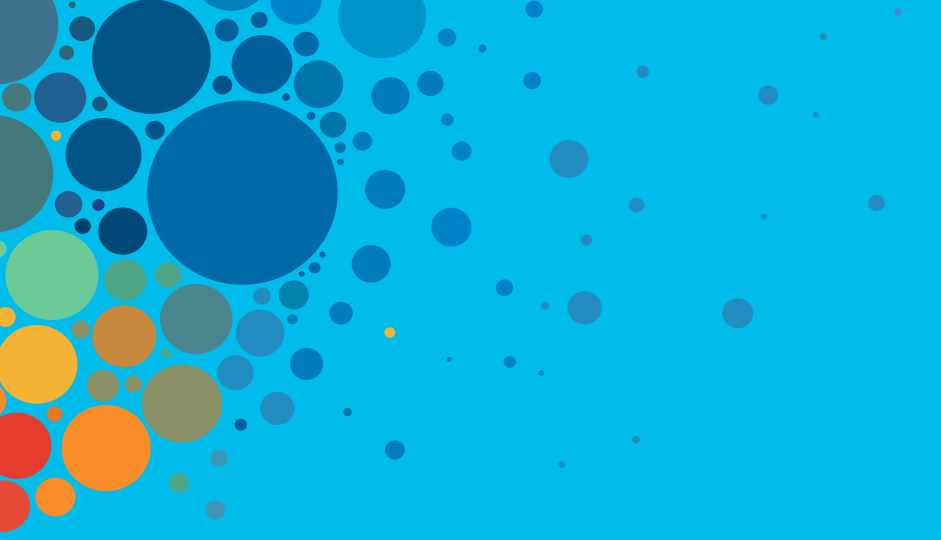
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Thank you

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