



A Major Telecommunications Company Faced Declining Revenues Due to Competition from Internet-Based Communications Services

Situation

A major European telecommunications company was facing declining voice and messaging revenues over several years due to new entrants providing competing services over the Internet. The telecommunications company sought to identify a path forward that created differentiated services, expanded revenues, improved customer service levels, and addressed the threat from over-the-top services.

Solution

Velerity was brought in to help the telecom executives evaluate and prioritize new services, technologies and investments to address the erosion of revenues and profits associated with over-the-top services. The process included:

#	NFV Use Case	Target	Strategic Initiatives										Value	Risk			
			Virtualized Broadband	Cloud Managed Network	Network Functions Virtualization	Network Programmability	Network Slicing	Network Automation	Network Security	Network Resiliency	Network Scalability	Network Flexibility					
1	Set Top Box / Virtualized Home Gateway	Residential Fixed Broadband	Y	Y	Y	3	4	4	4	4	2	4	4	5	4.0	3.5	★
2	Bandwidth / Usage Management, Residential Fixed Broadband	Residential Fixed Broadband	Y	Y	Y	3	2	5	4	2	4	3	4	2	5.5	3.3	★
3	Bandwidth / Usage Management	Mobile	N	Y	Y	2											
4	Digital Video Recording	Residential Fixed Broadband	Y	Y	Y	3	4	5	4	3	3	2	3	4	4.0	3.6	★
5	Traffic Steering, Residential Fixed Broadband	Residential Fixed Broadband	Y	N	Y	2											
6	Traffic Steering, Mobile	Mobile	N	N	Y	1											
7	Security, Firewalls, Intrusion Detection	Enterprise	N	Y	N	1	3	4	2	4	2	2	3	2	5.3	2.5	★
8	Cloud Computing Services	Enterprise	N	Y	N	1	4	5	4	4	4	2	4	2	4.3	3.6	★
9	Cloud Computing Services	Service Provider	N	Y	N	1											
10	Network Functions Virtualization Infrastructure as a Service	Service Providers	N	Y	N	1											
11	Virtual Network Function as a Service	Enterprise	N	Y	N	1											
12	Virtual Network Platform as a Service	Enterprise	N	Y	N	1											
13	NFV Forwarding Graphs	Enterprise	N	Y	N	1											
14	Virtualization of Mobile Core Network and Internet Multimedia Subsystem	Service Provider	Y	N	N	1											
15	Virtualization of Mobile Base Station	Service Provider - Mobile	N	N	N	0											
16	Content Delivery Network Virtualization	Service Provider - Fixed & Mobile	Y	N	Y	2	1	5	4	5	4	5	4	5	1.8	4.5	★
17	Fixed Access Network Functions	Service Provider	Y	N	N	1											
18	Virtualized Switching	Service Provider	Y	N	N	1											

- Conducted a workshop with the management team on challenges, ambitions, and strategic options;
- Developed a process to screen and evaluate potential Network Functions Virtualization (NFV) initiatives; and
- Identified and analyzed potential NfV initiatives to establish the potential value of NFV for the telecommunications company.

Result

The telecommunications company was provided the information needed to move forward and implement new investments in equipment and services to provision and offer services based on Network Functions Virtualization.