Enterprise Cloud Migration Strategies

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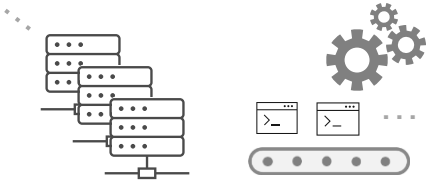
Sales Engineering/Product Management

ribbon INSIGHTS

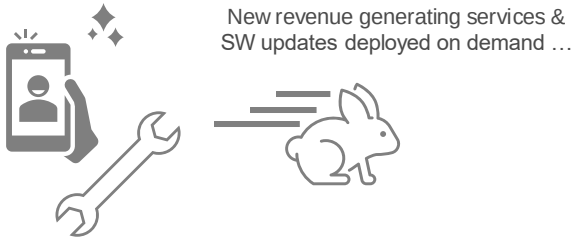
Motivations

Vendor-neutral, standardized datacenter, operations, management, automated “conveyor belt” SW roll-outs



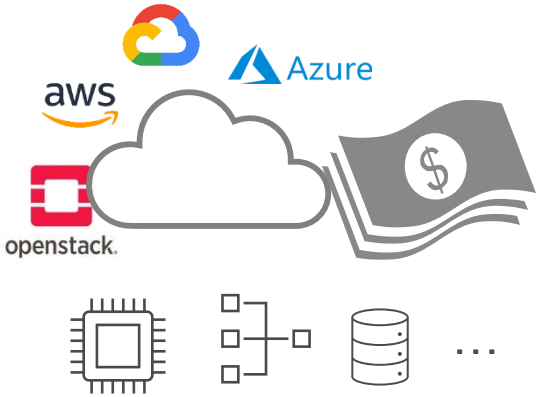
Optimized, reduced costs of datacenter & operations

New revenue generating services & SW updates deployed on demand …

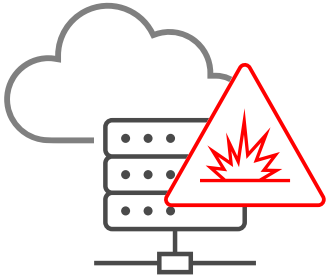


On-demand introduction of new services and SW upgrades

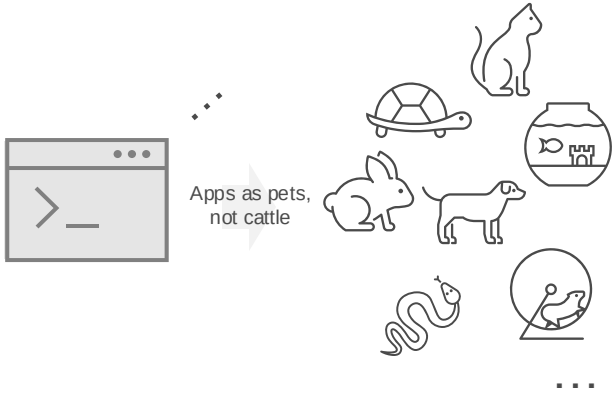
Challenges



Cloud Infrastructure Costs



Limited Cloud Resiliency



Implementation of Vendor Agnostic CI/CD, LCM, Ops …

What to Look For

Solutions Based on Cloud Native Technology

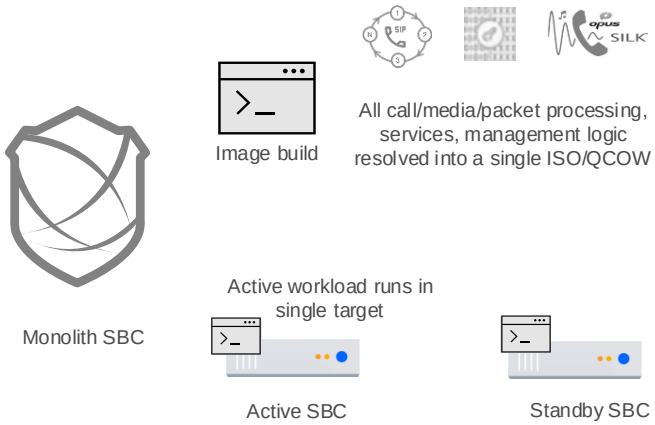
- Containers as portable programs
- Kubernetes (K8s) as the OS of the cloud
- Automation at every step

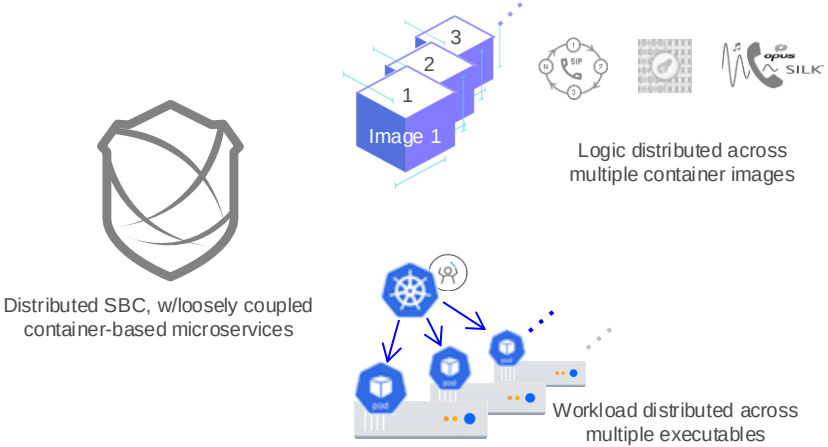
Solutions Supporting Industry Best Practices

- Software developed, delivered & deployed quickly, efficiently and with minimal manual intervention
- Standardized operations & tooling for optimized cloud operations

** References in the notes*

Monolith SBC vs. Cloud Native SBC





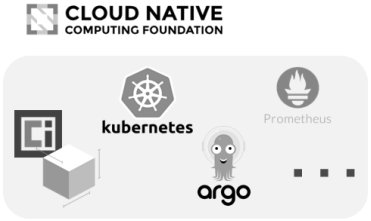
- All code compiled into a **single image**
- Tightly coupling to a single target for all active traffic
- **Benefits** of cloud computing **not realized**

- Code compiled into **multiple container** images
- Loose coupling to cloud compute resources
- **Benefits** of cloud computing **realized**

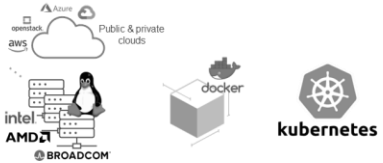
Cloud Native Solution Available NOW

Authentic Cloud Native Offer … Built to Customer Expectations

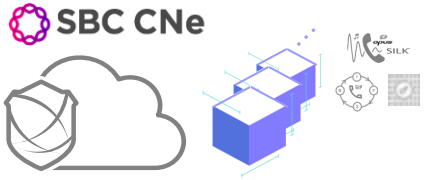
Ribbon's Multiyear Journey to the Cloud Native SBC



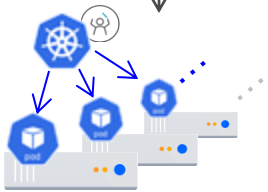
Multiyear significant engineering investment



Delivers



Distributed SBC implemented across multiple container images



SBC microservices deployed across multiple targets (the cloud), orchestrated by Kubernetes, presenting M:N resiliency

Complements

Monolithic SBC

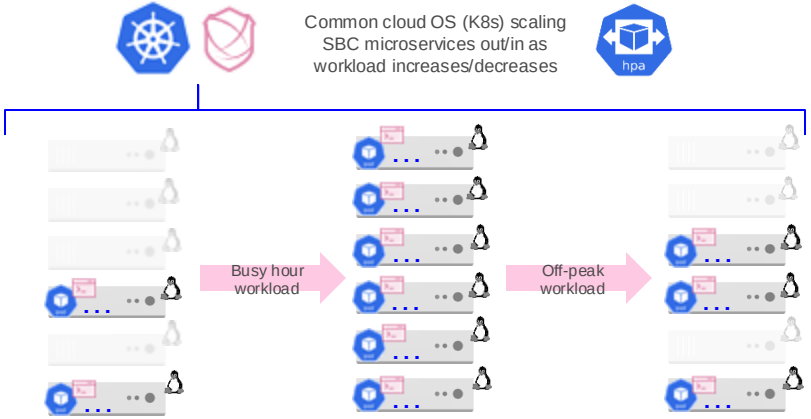
Active SBC | Standby SBC

Single SBC application deployed w/ 1:1 resiliency across target pair

Cloud Native Core vs. Monolithic Core Comparison

Product Type	Cloud Native Core Solutions	Monolithic PNFs/VNFs
Infrastructure	Whitebox servers/Linux OS	Costly proprietary HW & SW
Workload scaling	Automated real time scale out/in	Fixed
Resiliency	Automated, infrastructure flexible M:N	1:1
Security posture	Common & under customer control	Vendor dependent
Service Launch Agility	Faster Agile CI/CD and automation	Slow
Upgrade Type	Automated staged canary (Immutable)	New ISO; manual MOPs
Opportunities for Automation	ACUMEN-directed cluster behavior	No
Upgrade frequency & nature	4 – 8/year, highly automated (LEAP)	1/year, manual upgrade cycle

Elasticity with No Boundaries



Cloud Native Customer Data Center

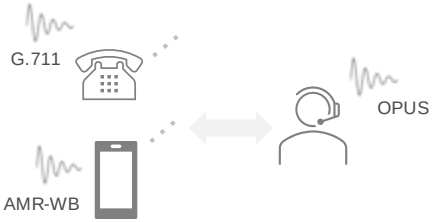
AI based tools for customer engagement
coaching, compliance, training, …

No networking bottlenecks

Use Cases

Holiday call agent traffic spike

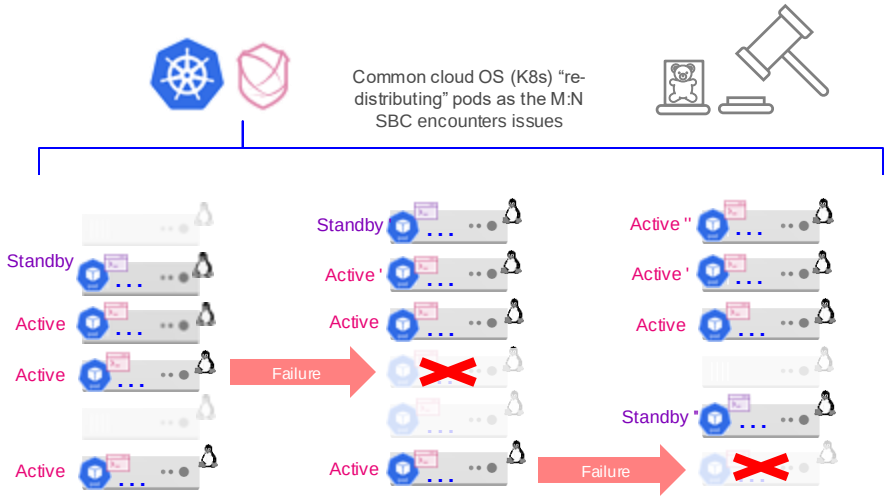
No lost revenue



Call agent ⇆ customer compute intense high
fidelity media normalization

No unhappy customers

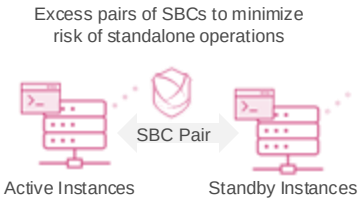
Cloud Native Always Available, Efficient Resiliency



Cloud Native Customer Data Center

Heightened service interruption risk

or

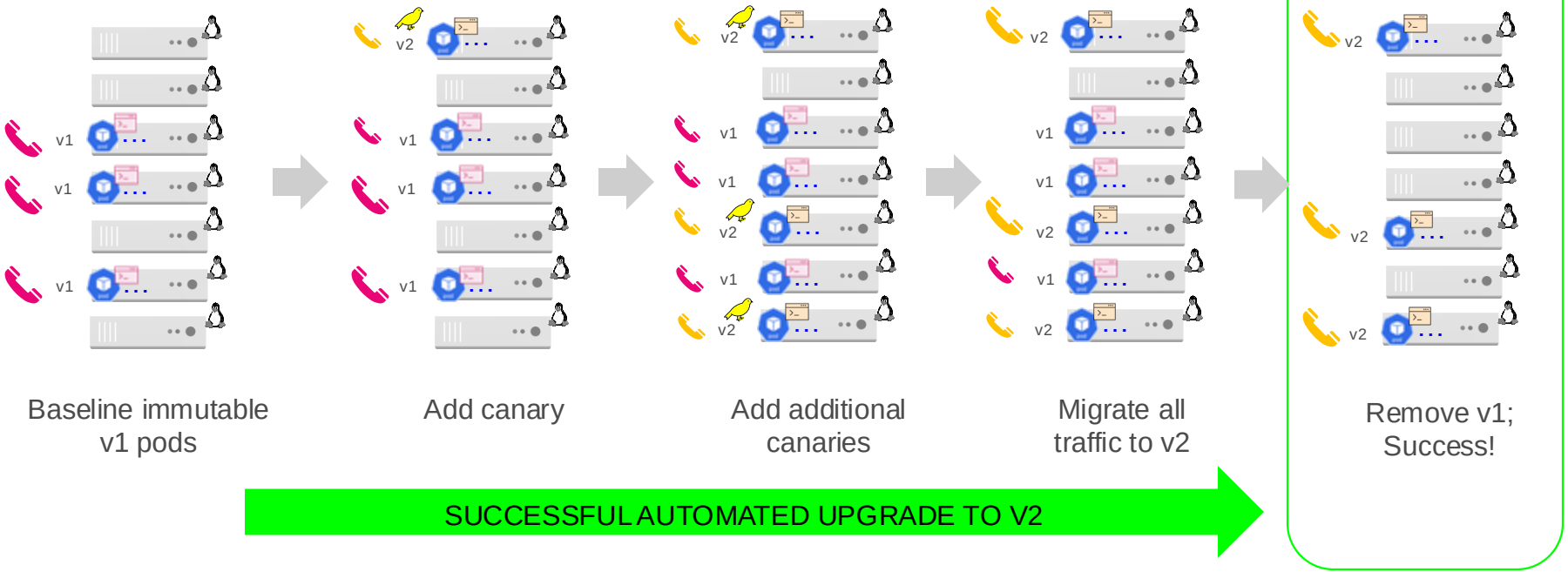


Extra infrastructure costs

Traditional Customer Data Center w/Monolithic SBCs

Automated Deployment of New Services & Security Updates

Cloud Native Customer Data Center



Ribbon Will Support You on Your Cloud Native Journey

Automation — CI/ CD Acceleration — Consultancy

SBC SWe
SBC 7000
SBC 5400

Monolithic SBC

Active SBC
Standby SBC

SBCs deployed w/ 1:1 resiliency

Your current network

Migration

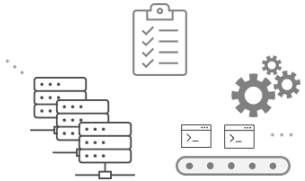
Cloud Native SBC
SBC CNe

aws
openstack.

SBC microservices deployed across your desired cloud, orchestrated by Kubernetes, presenting M:N resiliency

Your future cloud datacenter

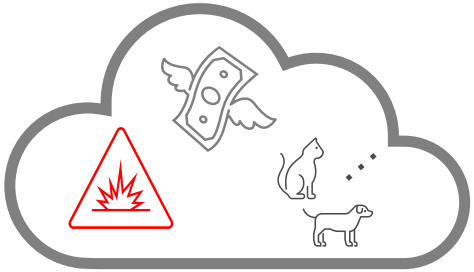
The Wrap



Reduced cost datacenter

Fast & furious SW updates

The Promise of the Cloud



But … challenges exist

Ribbon here to help you overcome the challenges and realize cloud benefits

Thank You

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