NEARBY COMPUTING

nearbycomputing.com

SINGAPORE

Create your **own scalable** entry-level Telco Edge Cloud

and **expand your services** based on your customer's demand

Challenges

01
LATENCY

Many **customer IT services are run in the Cloud**. However, most of the new applications driving industries' digital transformation, still need to be run on premise as the Cloud do not meet their latency, bandwidth or data privacy requirements.

02
DISTANCE

Most customers would prefer all of these apps to be run ***as a Service***, **but as close as possible to their locations: at the Edge of the Telco Network**. Benefits are clear, as customers get the best of cloud and on-premise computing.

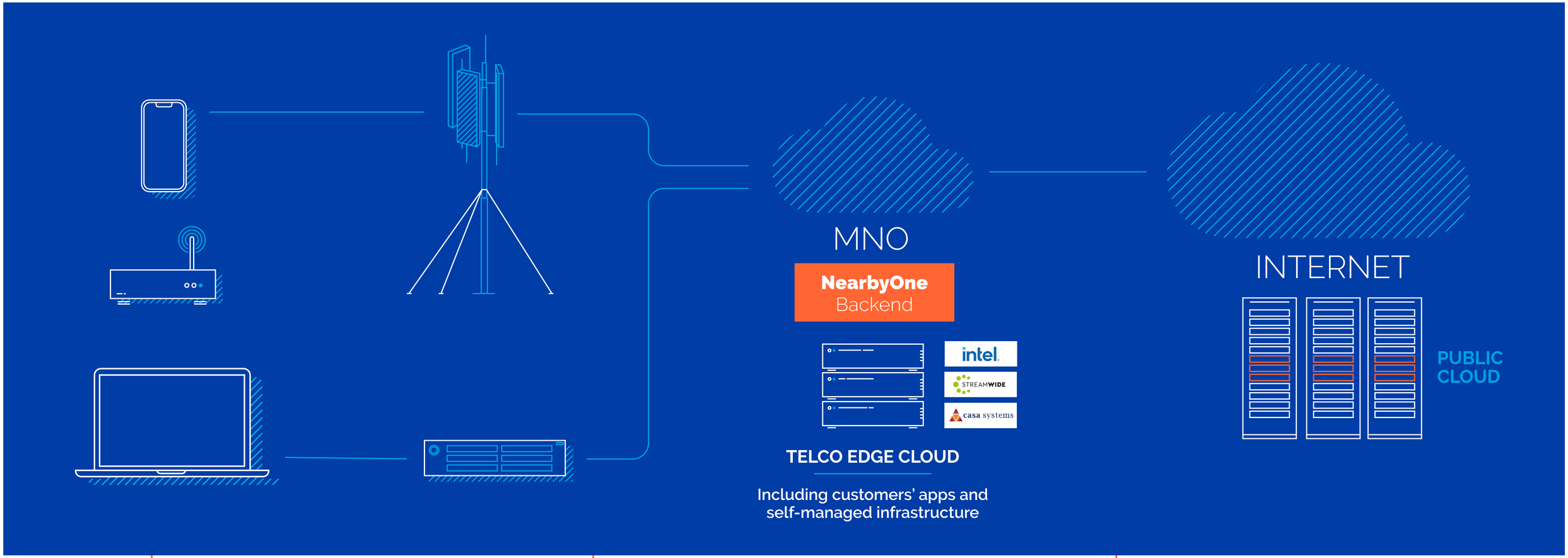
03
CUSTOMER SATISFACTION

In a context of commoditization of network services, **operators must develop new services** to remain a valuable partner to their customers, **to trigger new revenue sources and increase loyalty**.

04
COST

The main challenge is to implant new services **in a performant but cost-effective way**, so initial **investments remain low**, and the system scales up as revenues flow.

Highlevel solution architecture



NearbyOne **seamlessly** orchestrates end-to-end EdgeCloud services, both at the MNO datacenter and at the public cloud level.

An MNO **can deploy its own catalog of powerful apps**, based on the local market demand. The offer may include IaaS, managed also through the NearbyOne console.

Customers can also build **multi-cloud solutions**, getting the best out of public and private cloud services.

Use Cases deployed

Telco cloud scalable platform

1 Telcos can propose **powerful Edge apps** *as a Service* to their customers (Mission-Critical communications, Remote Assistance through Augmented Reality, Video Analytics, etc.) or allow their customers to host and manage apps in VMs inside the Telco Edge Cloud infra.

2 Each Telco customer gets a **self-service marketplace** to directly deploy and manage apps into their VMs or those available as a Service proposed by the Telco.

3 Customers may start, stop, size, etc. their VMs **as in usual cloud services**.

4 The architecture enables a full **Hybrid Public-Private Cloud capability**.

5 The Telco Edge Cloud platform is based on **an integrated container and VM converged platform**, allowing for a larger number of potential customers.

OUTCOMES

Improve your **customers' experience** with Telco Edge services

Deployed in weeks

The whole solution **can be deployed in weeks and expands transparently** by adding new infra as customers contract the Telco Edge Cloud services.

Limited CAPEX

The flexible sizing of the solution allows a **limited CAPEX investment**.

Better customer experience

Customers enjoy high-bandwidth, low latency services... **a much better experience compared to Cloud Services**.

Reduced OPEX

NearbyOne single-pane-of-glass orchestration services enable a **tightly controlled OPEX**.

Greater Engagement

By implanting Telco Edge Cloud services, MNOs are perceived as added value providers by their customers, **increasing their loyalty and engagement**.

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