

Monetizing 5G Slicing with BlueMarble

INTRODUCTION

5G was designed to drive new business models and enable use cases that previous generations could not support sufficiently, mainly very high bandwidth applications, low and guaranteed latency and large scale, low bandwidth connectivity.

One of the challenges is that these business models are still evolving. Picking the right customer segment and use case will be essential for success with these services.

But also, an agile setup is required for enabling, testing and adapting new business models, giving Communication Service Providers a competitive edge in the market.

The underlying IT systems need to support these business models efficiently through the complete customer journey for enterprise and consumer customers.

This is the focus that the BlueMarble solution has been developed for, supporting TechMahindra's 5G Price for Slice solution.

BlueMarble provides a microservices based set of business capabilities that help CSPs monetizing their services from selling to delivery. Integrated with TechMahindra's Virtual Network management solution netops.ai it provides zero-touch delivery of 5G slices.

Challenges

- Enable end-to-end, zero-touch solution for monetizing 5G slice services

In order to monetize the capabilities of 5G, especially network slicing, enable Communication Service Provider to offer 5G slices to consumer and enterprise customer. Especially minimizing operational and administrative costs, a fully automated, zero-touch provisioning solution from lead to cash..

Solution

- BlueMarble Commerce, Product Catalog and Order Management as part of the 5G Price for Slice solution.

Implementing the BlueMarble Product Catalog for the specific 5G services with the Commerce part for selling these enables easy definition and turnaround of new services. BlueMarble Order Management integrates with managed virtual network environment via netops.ai (or ONAP), providing a complete end-to-end solution for monetizing the 5G slices.

Benefits

- Single solution to support consumer and enterprise customers
- Flexible selling and management of network slices
- Integration with standards based network virtualization environment

The solution provides a single deployment for selling and provisioning of 5G slices.

These benefits have been achieved with the launch of the BlueMarble solution for a unified sales platform.