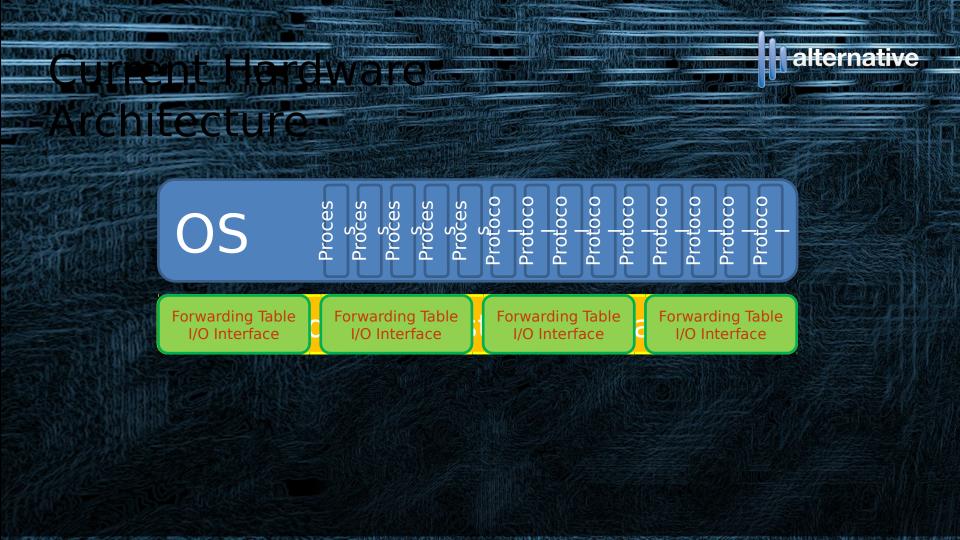


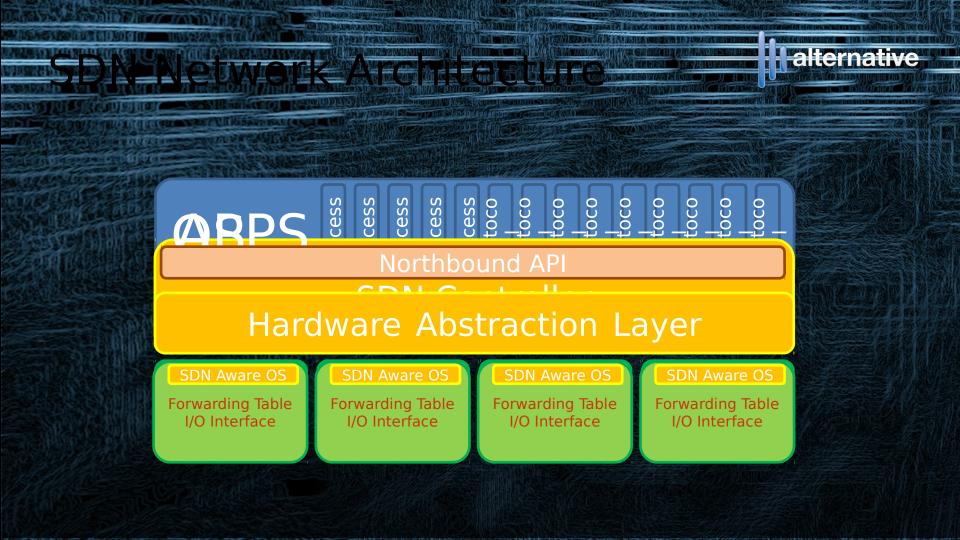
AGENDA

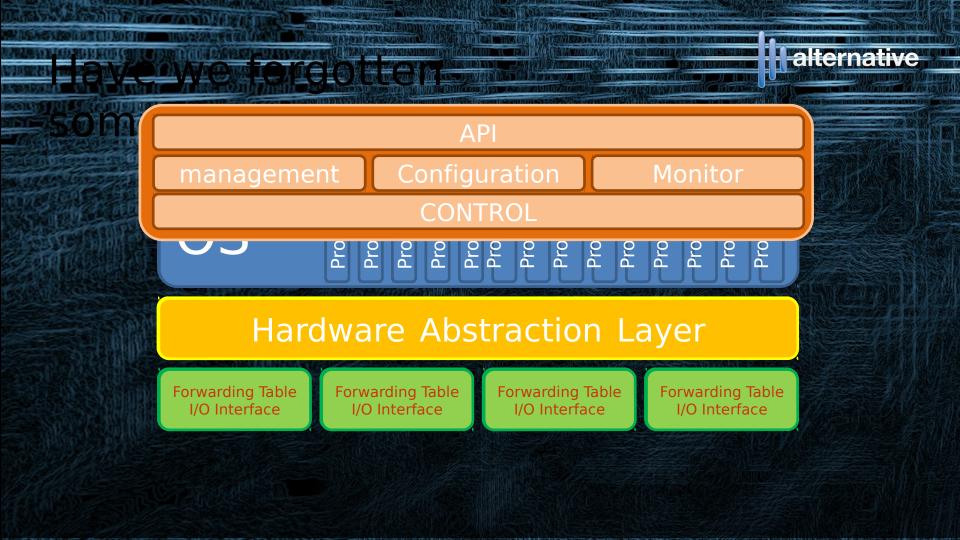
- · Why SDN?
- How does SDN fulfil the promises?
- Involving the User Applications and Clients
- Making the Move
- Summary

Wacies Sidnes Hereigie

- Separation of the control plane from the forwarding
- Making your network easier to manage
- Utilising your network more efficiently adding intelligence into the path choice process
- Virtualising the network on the fly
- Parning you revenue from differentiated services on a per flew basis
- · Reducing Vendor Lock-in Cheaper dumber hardware







alternative

and Client

- Extend API into User Applications and User Chents
- Applications can request hetwork services and specify the network requirements
- SPs can charge for these requests
- At the network boundary passing service requirements between operators may prove interesting
- How do you bill between providers for guaranteed latency
- · What when muttale operators are involved end-to-end-
- What when an intermediate operator is non-SDN compliants

Making the Movestassin

- Choose your flavour of SDN
 - Limited to particular vendors to get the one that looks best for you?
- Choose your Apps What does the network need to do?
 - Limited to the Apps available to your flavour of SDN?
 - · Limited to particular vendors through App requirements?
 - Is your peering traditional point and shoot or an SDN
- · Choose your SDN Controller
 - Musicialik vour flavour of Southbound SDN
 - Whist talk your chosen flavour of Neighbound API
 - Housed to be treated vendors through App / SENdlewour

Making the Movestassin

- Choose your flavour of SDN
 - Limited to particular vendors to get the one that looks best for you?
- Choose your Apps What does the network need to do?
 - Limited to the Apps available to your flavour of SDN?
 - · Limited to particular vendors through App requirements?
 - Is your peering traditional point and shoot or an SDN
- · Choose your SDN Controller
 - Musicialik vour flavour of Southbound SDN
 - Whist talk your chosen flavour of Neighbound API
 - Housed to be treated vendors through App / SENdlewour

Doen and Glocial

- Not Doom and Gloom
- A number of networks are going forward with SDN architectures already
 - Notably Google with Facebook coming on soon also,
- Probably the bigger providers will delve first
 - Have money to spend to see if they can save money
- Will the future be SDN based?
 - Yes Probably unavoidable now
 - When SDN stabilises
 - · Project miles Palottilley factions

