



NEWS RELEASE

SFR (Altice) Evolves Its Networking Strategy with Cisco Network Automation

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BARCELONA, Spain, Feb. 27, 2018 (GLOBE NEWSWIRE) -- **Mobile World Congress** -- Remaining competitive in today's increasingly connected, mobile, digital and video-centric environment requires a network that is more agile and responsive than ever before. For service providers looking to support network speed and deliver high-quality services faster and more easily, deploying network and services automation solutions is crucial to managing secure, seamless operations and to preparing networks for 5G.

SFR, a subsidiary of the Altice Group, is deploying Cisco® Network Services Orchestrator (NSO) to tremendously enhance the automation, agility and reliability of its network, while accelerating network services change management from months to minutes with automated on-demand services provisioning.

With Cisco NSO, SFR is able to simplify the entire lifecycle management for its services, automating core functions across physical and virtualized networks for both existing and new customers. This enables faster innovation and increases customer satisfaction by speeding time-to-market for new managed services like SD-WAN, and Application-driven, on demand services.

A key technology enabler for software-defined and intent-based networking, Cisco NSO will enable SFR to reap several benefits including:

- Transform their networks and services towards programmability, by empowering SFR teams to manage their network services more efficiently
- Assured quality of service for critical applications, driven with agility, flexibility and simplicity of management at its core
- Faster delivery of revenue-generating services and shorter activation times from months to minutes
- Automated service lifecycle and reduction of manual configuration steps by up to 90 percent
- Model-driven automation, to abstract the services from the underlying devices, in a standardized

way

- Transparent orchestration spanning multiple domains in the network to include NFV and SDN through use of an open, modern programmable platform
- Reduce failed service activations and network issues by removing risk of human error

SFR is planning to replicate these network automation best practices using Cisco NSO to change the way it runs across its Fixed and Mobile networks, to accelerate digitization, that could be extended to other Altice entities.

“Utilizing Cisco’s leading network automation software allows us to bring a common API for our services across different networks in a simplified manner,” said **Christophe Delaye, CTIO, SFR**. “As a result, enabling SFR to get back to what matters the most – supporting our customers’ network automation requirements and enabling them to deploy new services quickly.”

“With Cisco NSO, customers like SFR can reap the business benefits of SDN and intent-based networking such as speed, agility, reduced risk and continuous compliance,” said **Yves Padrines, vice president, Global Service Provider EMEAR, Cisco**. “Our network automation solutions enable companies to simplify operations, increasing customer engagement and providing overall better experiences through network innovations.”

Cisco is leading disruption in the industry with our technology innovations in systems, silicon, optics, and security and our unrivalled expertise in mass-scale networking, automation, optical, cable access, video, and mobility. Together with our portfolio of professional services, we can enable service providers and media and web companies to reduce cost and complexity, help secure their networks, and grow revenue.

Supporting Resources

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