



NEWS RELEASE

# Softbank Deploys Cisco Evolved Services Platform Technologies to Increase Customer Experience and Flexibility for Its Managed Services Gateway

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DUSSELDORF, GERMANY -- (Marketwired) -- 10/15/15 -- Cisco (NASDAQ: CSCO) -- At [SDN & OpenFlow World Congress](#), Softbank Corp. announced that it will deploy an upgraded architecture of Softbank's White Cloud SmartVPN, utilizing Cisco Evolved Services Platform (ESP) Orchestration, software defined networking (SDN) and network function virtualization (NFV) technologies. The enhanced architecture reduces the time to deployment for new enterprise services from weeks to minutes, while allowing for greater elasticity of customer demand by utilizing service chaining of new virtual network functions.

The Softbank White Cloud SmartVPN offers enterprise customers a differentiated network service with a selection of multi-vendor networking equipment offerings. Traditionally, network operators have built service chains of L4-L7 security functions by wiring cables between physical network devices. This service chaining infrastructure is expensive, difficult to manage, and inflexible for differentiated service offerings to diverse customer segments. In contrast, service chaining using SDN creates software-controlled service chains in which traffic is steered through the appropriate security functions for a given flow, based on customer profile, service type or other characteristics.

Softbank is using Cisco's [Network Services Orchestrator \(NSO\) enabled by Tail-f](#) for the provisioning of both its physical and virtual elements. Cisco NSO is an extremely flexible standards-based DevOps product that enables rapid development and modification of network services. Using strict, standardized YANG models for both services and devices, NSO automates all of the multi-vendor devices, making it easy to change and reconfigure services on-demand, without time-consuming and error-prone manual effort.

Softbank has also deployed Cisco's [Virtual Topology System](#) to stitch the dynamic service chains within the data center. The Cisco Virtual Topology System is a standards-based, open software-overlay management and provisioning system. It automates data center network fabric provisioning for virtual and physical infrastructure.

The White Cloud SmartVPN uses a self-service online portal to give customers a simple way to select security policies and scalable network services associated with changes of business requirements.

**Supporting Quotes:**

"Our new Cisco architecture has enabled us to dramatically increase our ability to provide highly responsive customer experience," said Sadahiro Sato senior vice president of ICT innovation, Softbank. "The flexibility and open nature of the Cisco Evolved Services Platform will equip us with the tools to innovate new services at a rapid pace and keep ahead of our competition. Automation and elasticity on demand will also help us dramatically reduce both our operating and capital costs as we grow the offering."

"We are delighted to partner with Softbank to unlock network innovation and accelerate service creation and deployment," said Gee Rittenhouse, senior vice president of cloud and virtualization, Cisco. "Softbank was able to enable an open, modular multi-vendor architecture that suits its specific needs by utilizing Orchestration, NFV and SDN products from Cisco's Evolved Services Platform. This new business solution is an exciting opportunity for Cisco to work with such an innovative and customer-centric service provider."

**About Cisco**

Cisco (NASDAQ: CSCO) is the worldwide leader in IT that helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the previously unconnected. For ongoing news, please go to <http://thenetwork.cisco.com>.

**About Softbank**

SoftBank Corp., a subsidiary of SoftBank Group Corp. (TOKYO: 9984), provides mobile communication, fixed-line communication and Internet connection services to customers in Japan. Leveraging synergies with other companies in the SoftBank Group, SoftBank Corp. aims to transform lifestyles through ICT and expand into other business areas including IoT, robotics and energy. To learn more, please visit [www.softbank.jp/en/corp/group/sbm/](http://www.softbank.jp/en/corp/group/sbm/)

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