

Modern Monetization

HARNESS THE BENEFITS OF CLOUD NATIVE

How do you design cloud native monetization applications for the communications industry?

What is Cloud Native?

A modern approach to building and running applications



Underpinned by microservices-oriented architecture



Deployed in containers such as Docker



Managed using an orchestrator such as Kubernetes



Incorporates DevOps methodologies and tooling



Takes advantage of modern cloud infrastructure

71%

OF FORTUNE 500 COMPANIES ARE USING CLOUD NATIVE¹

1. <https://www.datadoghq.com/docker-adoption/>

267%

YOY GROWTH OF CLOUD NATIVE TECHNOLOGIES²

2. <https://www.cncf.io/blog/2018/08/29/cncf-survey-use-of-cloud-native-technologies-in-production-has-grown-over-200-percent/>

Cloud Native Key Benefits



Operate more efficiently:

maximum compute utilization



Seamlessly manage growth:

simpler upgrades and efficient scaling



Increase agility and innovation:

offers launched faster and more reliably

How Granular Should Microservices Be in Cloud Native?

Aim should be to:

MAINTAIN THE BENEFITS OF CLOUD NATIVE

MITIGATE, NOT CAUSE, OPERATIONAL COMPLEXITY

For CSPs with business-critical applications, who

- Typically purchase and operate apps from vendors
- Require network grade availability, easy management and rapid innovation

Best practices are to...

- Use a multi-service architecture
- Deploy core business functions in dedicated multi-replica containers

Oracle Communications Billing and Revenue Management (BRM)

Cloud native modern monetization: Kubernetes orchestrated and Docker containerized multiservice architecture

- Monetizes any service, industry and business model
- Enables fast and reliable releases with robust pricing design tools and DevOps
- Leverages power of Oracle Cloud Infrastructure and its industry-leading security
- Provides foundation for 5G, network slices and SLA-driven offers



Industry Metrics Using Cloud Native BRM*

Compared to traditional on-premise deployment

20-40%

OPERATIONAL SAVINGS

20-50%

UPGRADE SAVINGS

20-66%

FASTER TIME TO MARKET

* Indicative only estimates. The economy of CN improves with scale and depends on the specific deployment context and extent to which CN and DevOps is embraced

“As the telecommunications industry prepares itself to take advantage of 5G, architectural agility will be essential to monetize next-generation services quickly and efficiently. With its cloud native compliant, microservices-based architecture framework, the latest version of Oracle’s Billing and Revenue Management solution is well positioned to accelerate CSPs ability to support emerging 5G-enabled use cases.”

JOHN ABRAHAM, PRINCIPAL ANALYST, ANALYSYS MASON

Learn more: oracle.com/modern-monetization

