

## BENEFITS:

# THE PERFECT STORM

- Utilize best-in-class applications to protect your core network
- Provide superior service levels to customers
- Maximized security with 50% lower energy
- Ability to provide millions of concurrent sessions; securely

Mobile operator networks are straining under a perfect storm of demands—from growing bandwidth requirements and rising number of cyber threats to the explosion in smartphone users. It has never been more difficult to provide superior service levels while ensuring “clean pipes” delivery of data services.

To protect revenue streams from attacks, mobile operators need to make security a top priority, including protecting their own internal network assets. However, most of today's network security solutions are not built to support the type of scalability or performance required in mobile networks.

Whether the damage comes from subscriber messages carrying viruses or direct cybercrime via hacking into core network infrastructure, the costs from an outage immediately impact your bottom line.

### THE TRUE COST OF A CUSTOMER OUTAGE

Here is an example illustrating the potential revenue impact of a service outage for a mid-size mobile operator with 15 million subscribers.

The above model assumes the following:

- The cost per voice minute is US \$0.10
- The average subscriber makes 7 calls per 24 hour period with each call lasting 4 minutes (or 28 total prepaid voice minutes per day).

If the mobile operator experiences an outage affecting 10 percent of their subscribers from a Denial of Service attack, they would lose an estimated US \$315,000 in gross prepaid voice revenue per hour (on average) for as long as the outage persists.

Assumptions with text messaging:

- The cost per text message is US \$0.01.
- Typical user sends 33 texts in a 24 hour period, on average.

Should the mobile operator experience an outage affecting 10 percent of their text subscribers (who comprise perhaps 75percent of their total subscribers), then the operator would lose an estimated US \$77,344 in gross SMS revenue per hour (on average) for as long as the outage persists.

The operator would also experience an increase in the number of customer service calls, which would increase the costs associated with the outage.

The above model assumes that the cost of a consumer customer service call to the mobile operator is approximately US \$12; if only 25 percent of those affected call in, the call center costs would be approximately US \$187,500 per hour.

The effect of subscriber loss would not be felt immediately, but assuming that 0.05 percent of those affected by the outage decide to switch providers, then the estimated impact on the operator would be significant - US \$18 million in added customer acquisition costs.

### CROSSBEAM X-SERIES: DEMAND DIFFERENT

We know every mobile operator network is different - and that means your security should be, too. That's why we created the X-Series.

The X-Series integrates superior network processing together with exceptional application processing in an open architecture - which means you get to choose which best-in-class applications run on the platform to maximize your security - protecting your assets, brand and customers.

The secret to the platform is that it's actually a Virtual Infrastructure or “network-in-a-box” that provides a responsive system that is change-ready to your application and performance needs. Our Virtual Infrastructure provides exceptional performance by leveraging every ounce of processing resource and maximizing system life.

The net effect is that we can consolidate 50:1 devices in the network. That means fewer devices to manage, a smaller footprint in the data center and of course a lower cost of ownership. There is a reason why 10 of out of the top 11 mobile networks rely on Crossbeam's X-Series to protect their core network. The ability to cope with 10 million concurrent sessions, 320,000 new connections per second, and an application throughput capacity of 40Gbps is only half the story. The ability to adapt the same platform over time is why mobile operators have used the same X-Series chassis for over 7 years.

Ready to rethink your mobile network?