Boost Telco Performance with Platform Engineering

With the continued expansion of 5G and the explosion of network-connected devices, the physical and digital infrastructure, as well as networking capacity and capabilities of telecommunication providers, must grow in lockstep to satisfy customer demands. Telcos are increasingly utilizing platform engineering to develop new offerings and improve infrastructure.

Over the past decade, telco companies' core business has become increasingly commoditized, resulting in dwindling profit margins.[1]

F5 and AWS can empower platform engineers at telcos to facilitate the development and operations of secure and modern cloud-based applications and services that expand lines of business and improve service performance. By leveraging F5 solutions, platform engineering can optimize AWS environments to improve telco perception, performance, and profits.

Develop New Revenue Streams

With an abundance of valuable data at their disposal, telcos can generate new revenue sources by creating cloud services that securely share data.

Platform engineers can use F5 BIG-IP DDoS to protect AWS Global Accelerator apps that securely transfer anonymized and aggregated customer data to partners for analysis.

Improve Network Performance

The ever-increasing number of connected devices strain network performance and increase security risks.

By constructing network-interfacing apps with F5 BIG-IP for AWS Gateway Load Balancer, platform engineers can help to optimize network performance and security for their North-South-East-West traffic flows.

Safeguard Customer Data

Customers entrust their sensitive personal and financial information when corresponding and transacting, making telco services attractive targets for bad actors.

With F5 Distributed Cloud App Infrastructure Protection, engineers can fend off automated attacks to ensure customers can confidently transmit data across the network.

Enhance Public Reputation

Without fast, secure, and interconnected internal systems, telcos risk providing unsatisfactory customer service that can severely damage their brand reputation.

Platform engineering can build reliable AWS applications with F5 NGINX to help deliver exceptional customer experiences and expedited troubleshooting.

For more information, please visit f5.com.

Source:
1. McKinsey & Company, How telcos can succeed in launching new businesses beyond connectivity, February 2022