



WEG MIT DEN WORKAROUNDS!

Vorhang auf für einen neuen mobilen Datenservice

TNG Big Techday, 5. Juli 2024

Why?

**Dare to question, for it is the silent revolt
against the tyranny of accepted truths.**

Wage es zu hinterfragen, denn das ist die stille Revolte
gegen die Tyrannei der akzeptierten Wahrheiten.

Hallucinated by ChatGPT

“Home sweet home”



Local Home Network

Wired and/or WiFi

“Home sweet home”



Smartphones/Tablets

Notebooks/PCs

Entertainment Devices

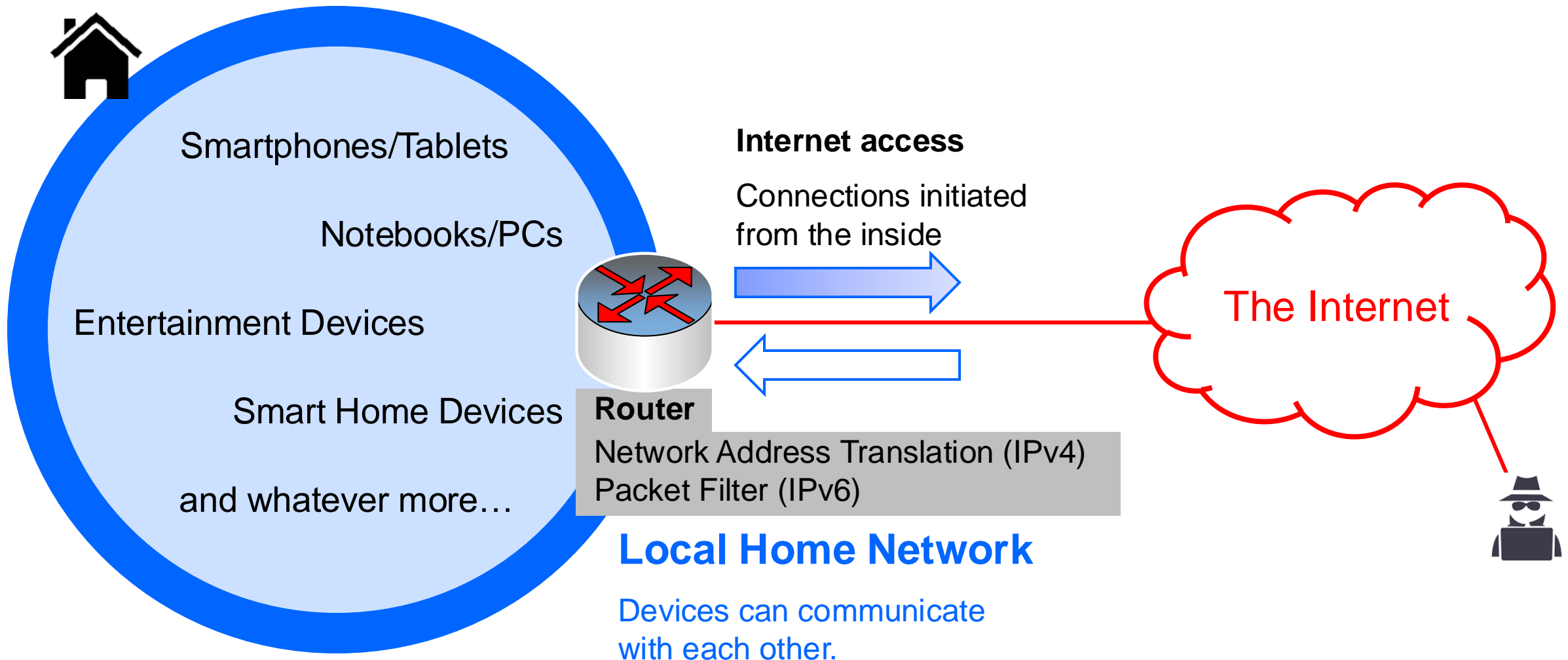
Smart Home Devices

and whatever more...

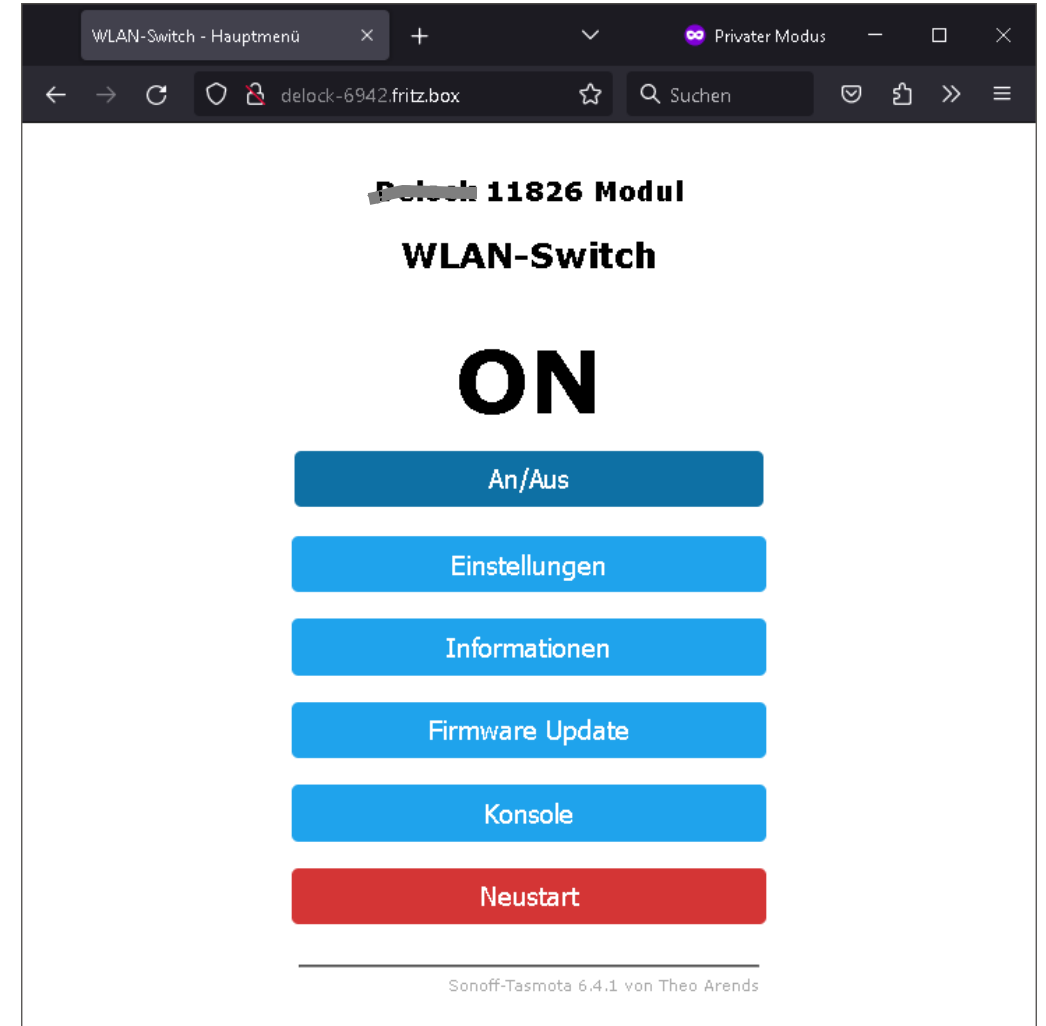
Local Home Network

Devices can communicate
with each other.

“My home is my castle”



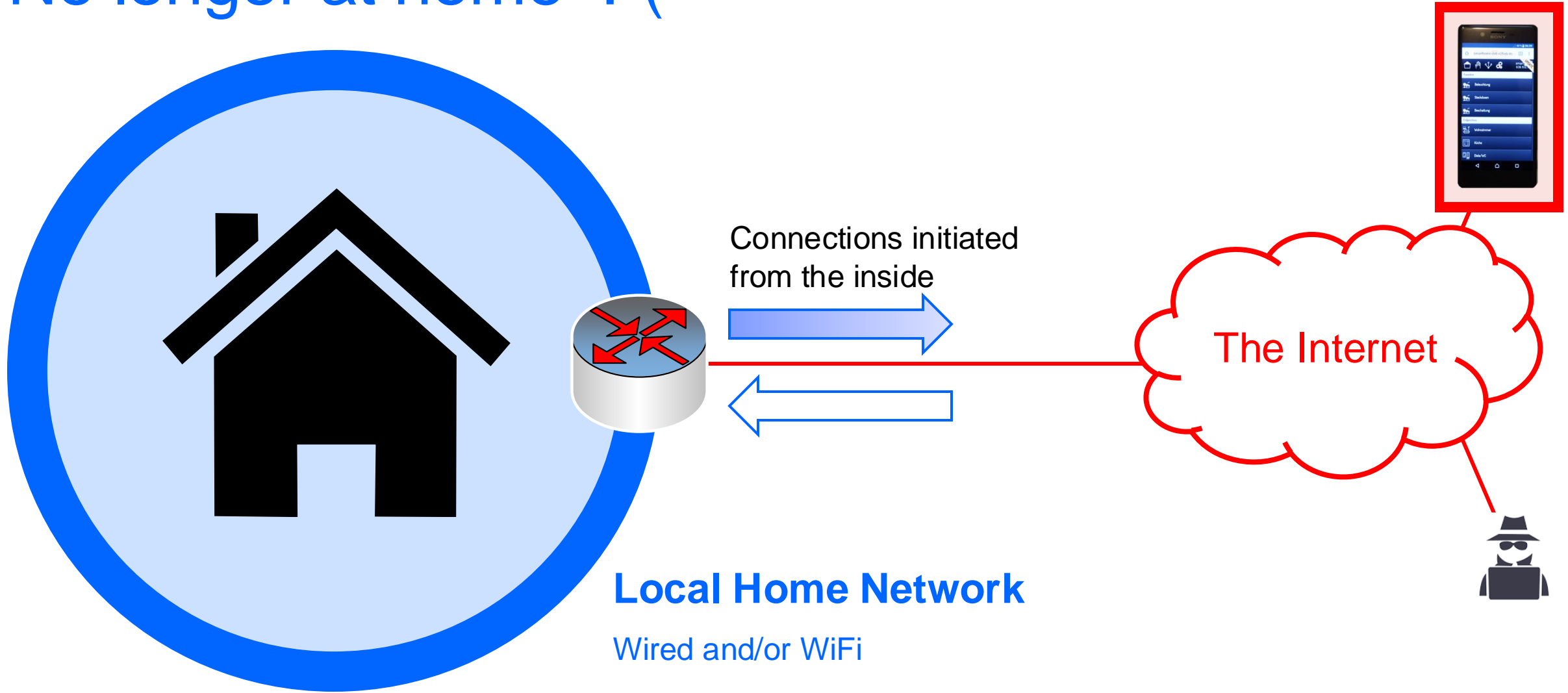
It's simple at home...



Leaving home...



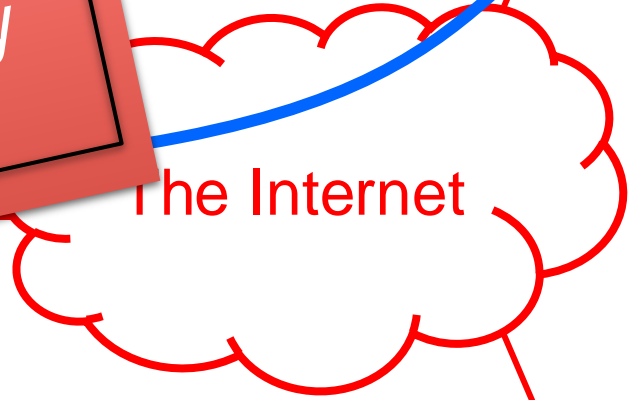
No longer at home :-)



Workaround 1: Virtual Private Network



Not a viable solution for everybody

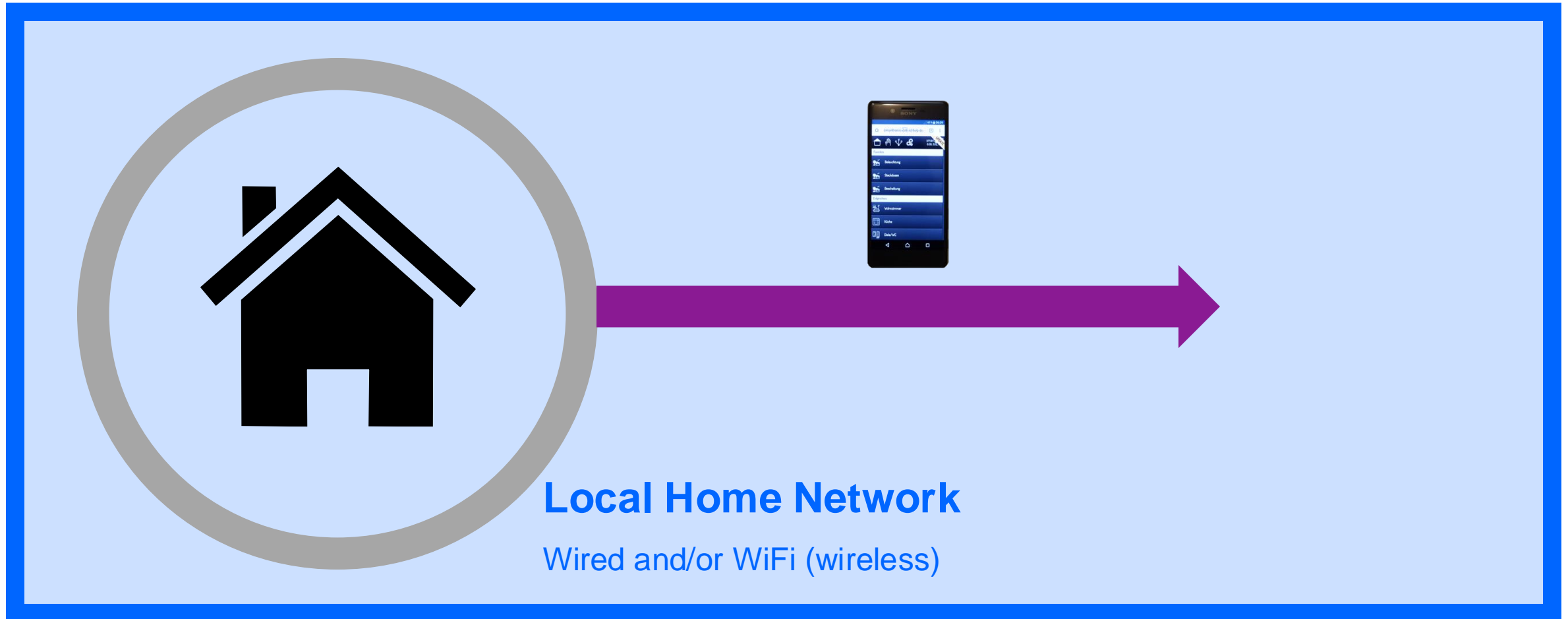


- Configuration needed on both sides
- Inconvenient
- Decreased battery life

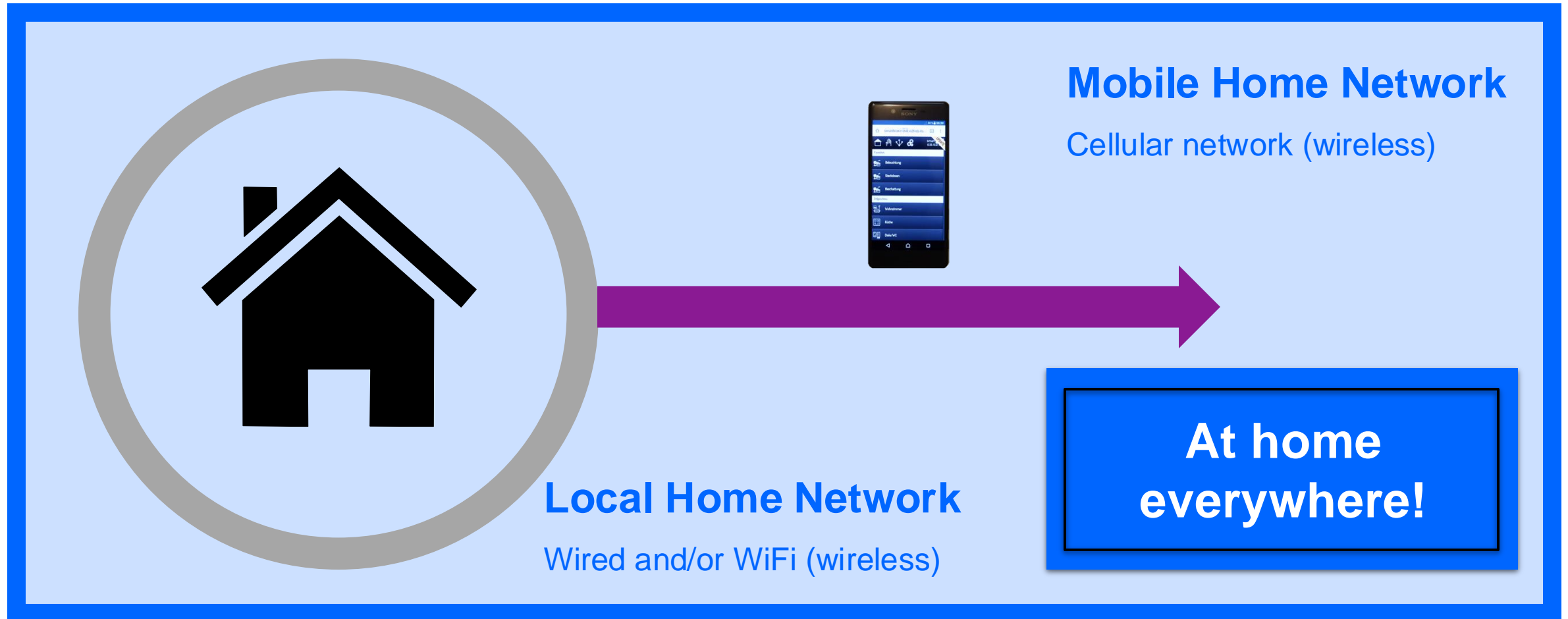
Workaround 2: Cloud Relay



Imagine we had a bigger home network!



A “mobile home network” makes us at home everywhere

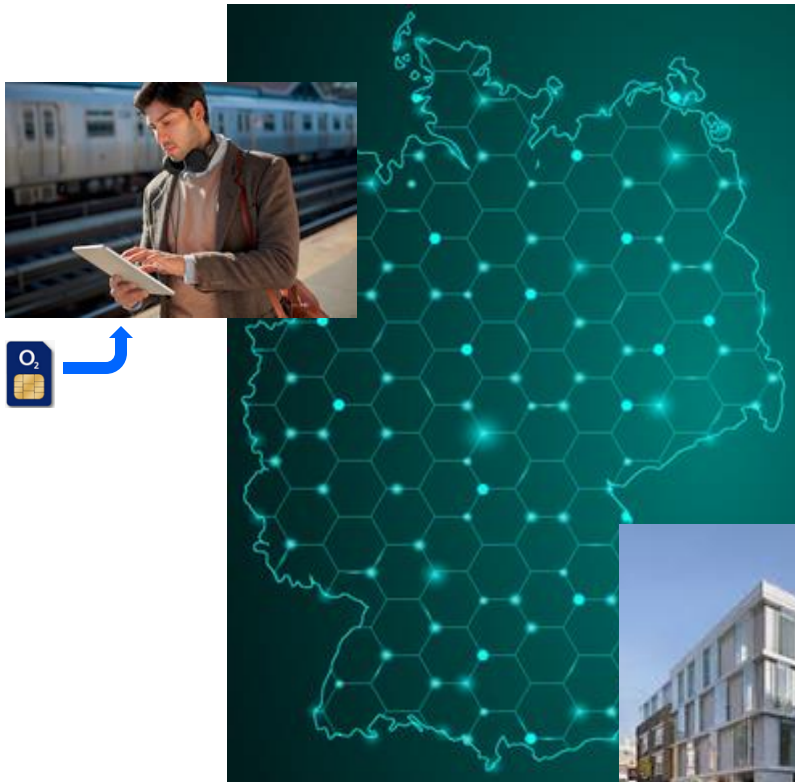


One's own personal mobile network

interconnects one's mobile devices in a controlled manner

Telefónica public mobile network (shared)

Convenient:
no software installation
needed on the mobile device.



The **SIM card** (and optionally an additional password) is the legitimization of the device to be part of the private network. Additional devices can be added using **tethering** or VPN.

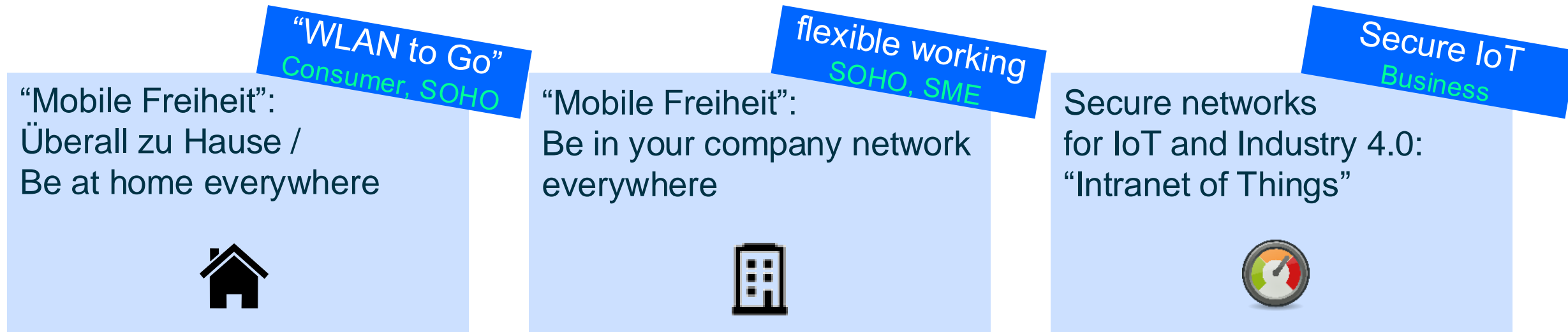
Logical network separation:

One's own personal mobile network is **separated from the public Internet and other customers**; a controlled explicit connection for e.g. Internet surfing is possible if desired.



One's own personal mobile network can **extend an existing private network** (e.g. home network or company network or IoT device network) to increase coverage to a national or even global extent.

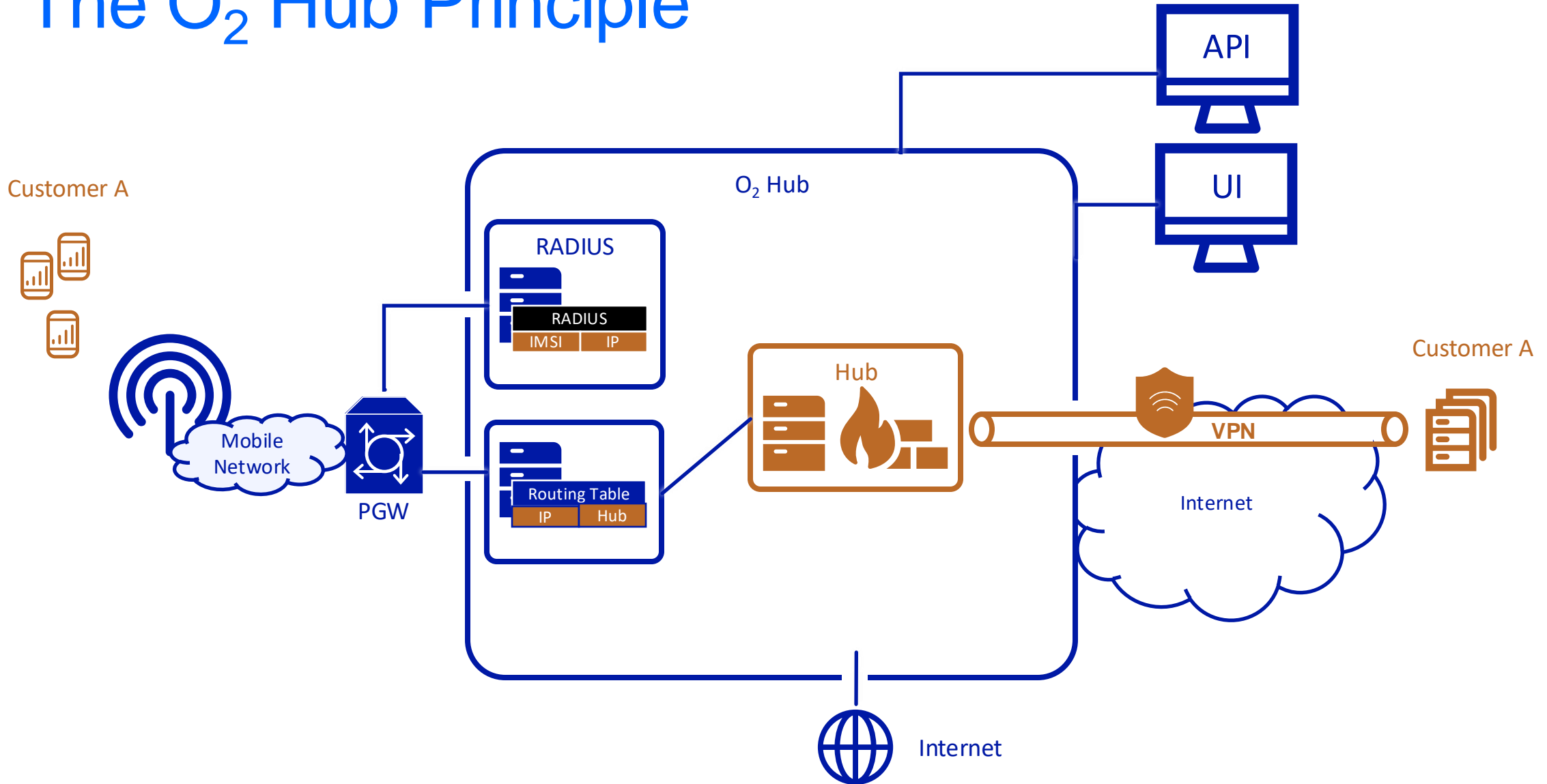
Enabler for many products and use-cases serves an increasing need in all customer segments



Challenge: implement it in a scalable manner and at low cost...

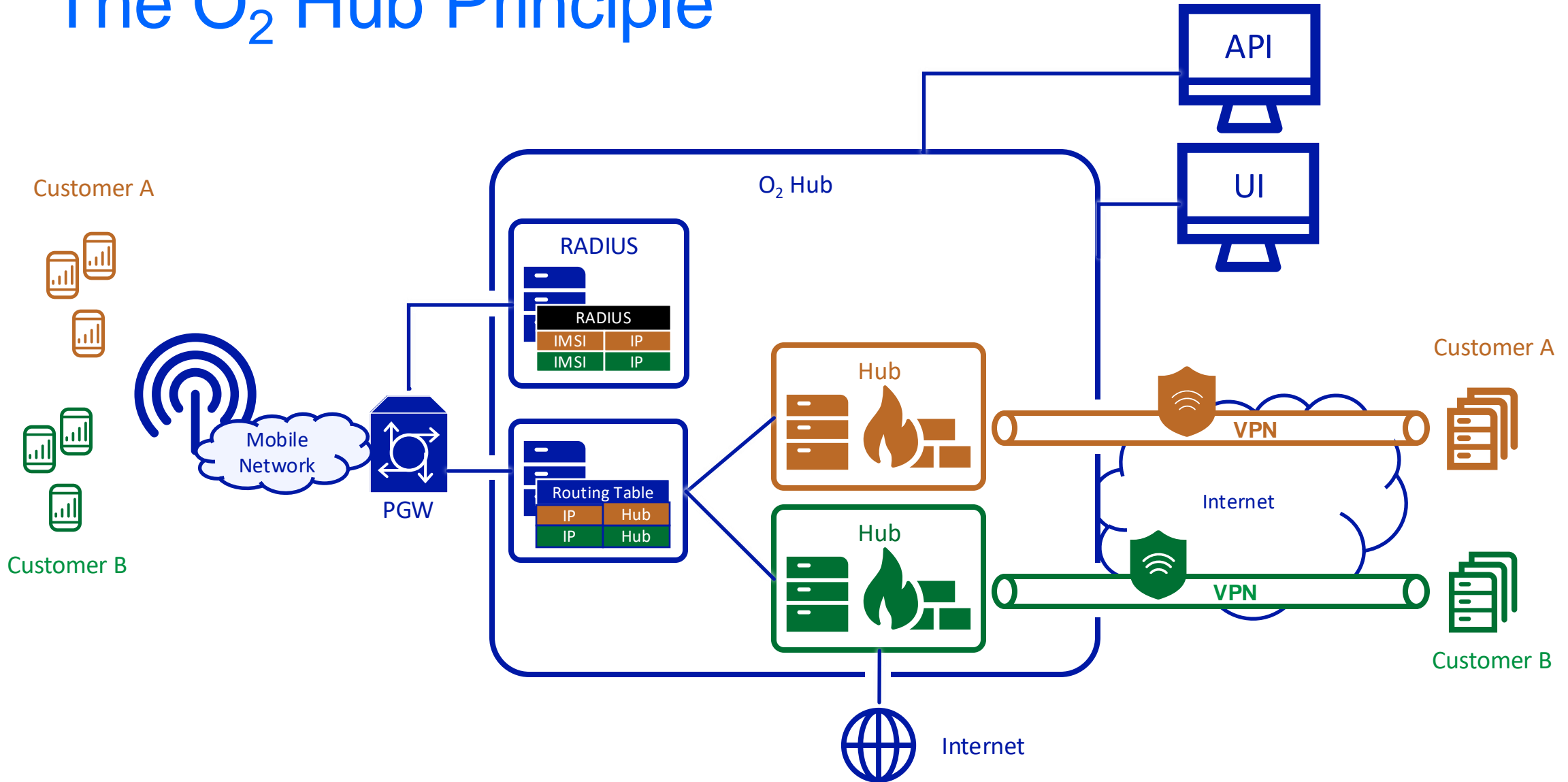
...and make *innovation* happen

The O₂ Hub Principle



Let's show it with a demo...

The O₂ Hub Principle



**What it took for
Telefónica**

**to get started with
O₂Hub**

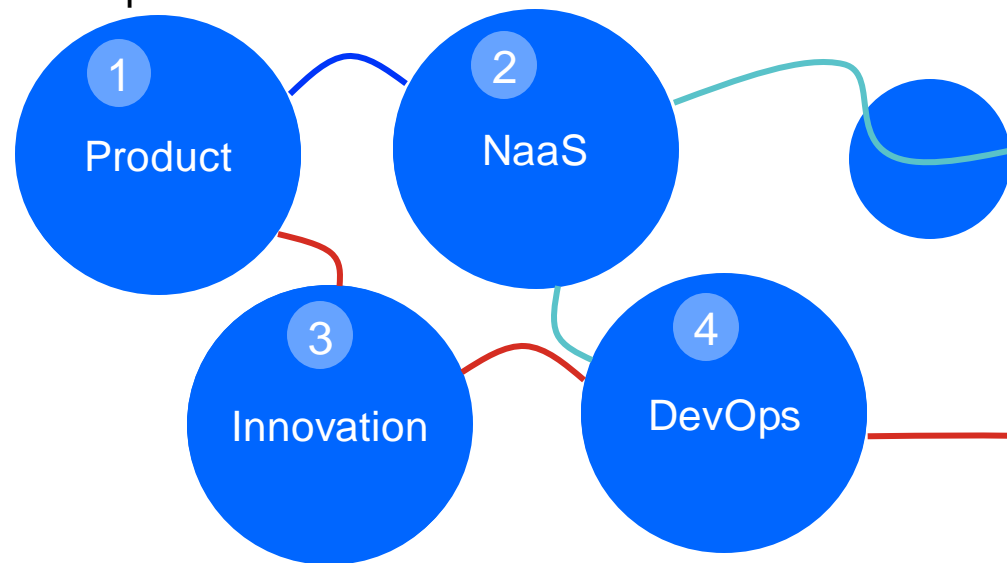
Centenario Telefónica 1924-2024



Re-Wire (Y)our Thinking

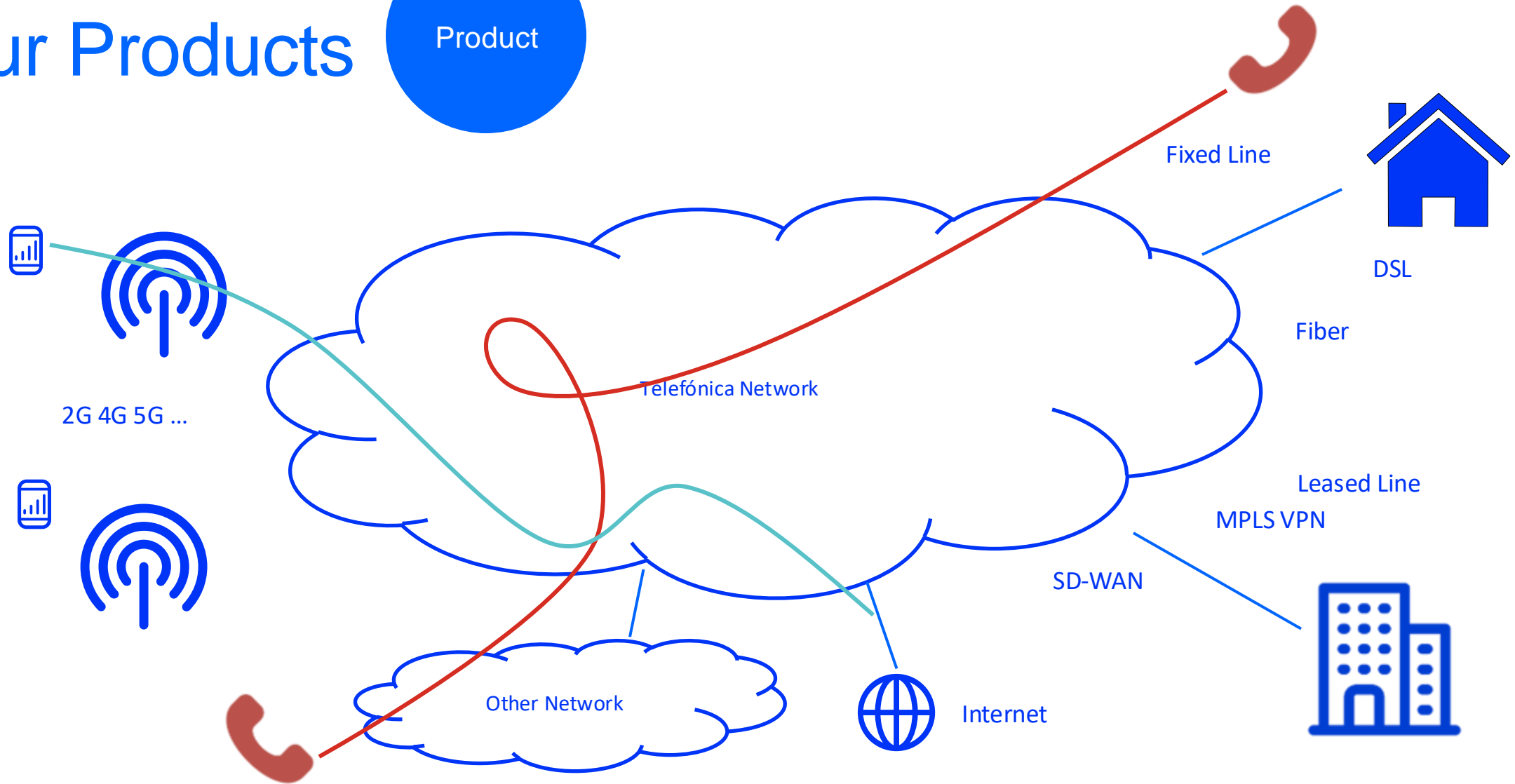
It is in Telefonica's DNA not only to connect telephony devices. We also are very good at innovation, but the **tyranny of accepted truth** is strong in large companies.

I will present four areas, where we had and still have to create new connections between thoughts and concepts



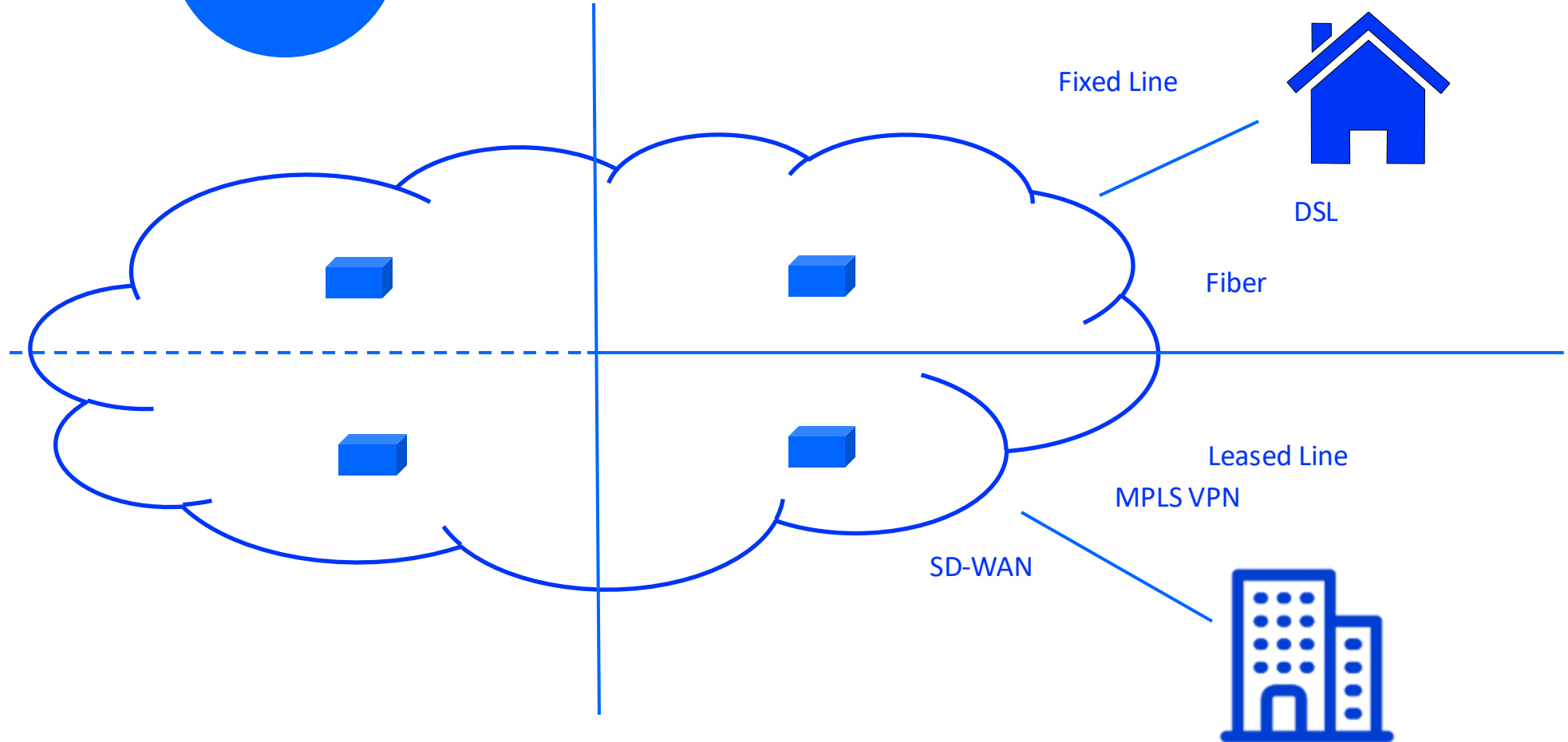
LET'S REWIRE OUR THINKING

Our Products



LET'S REWIRE OUR THINKING

Our Products

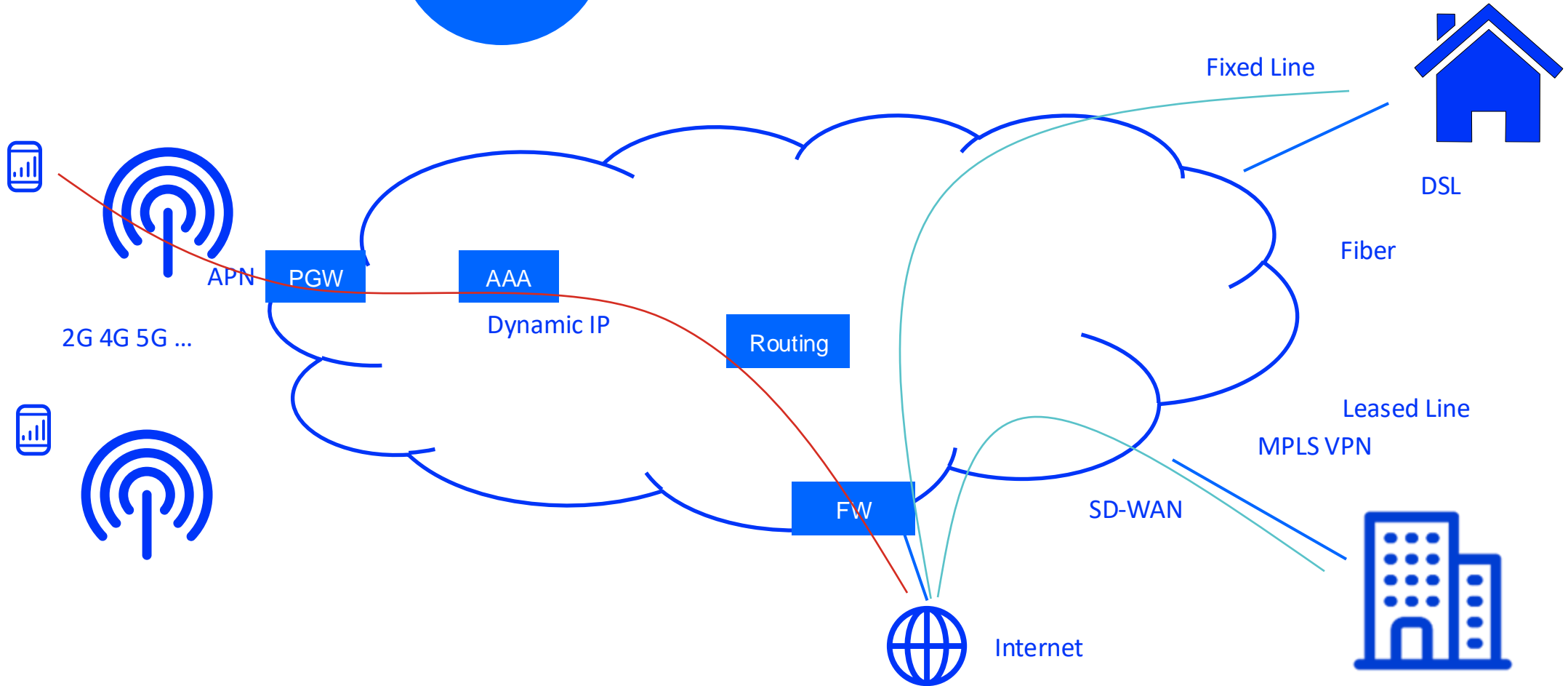


LET'S REWIRE OUR THINKING

The Product



Data connections Internet

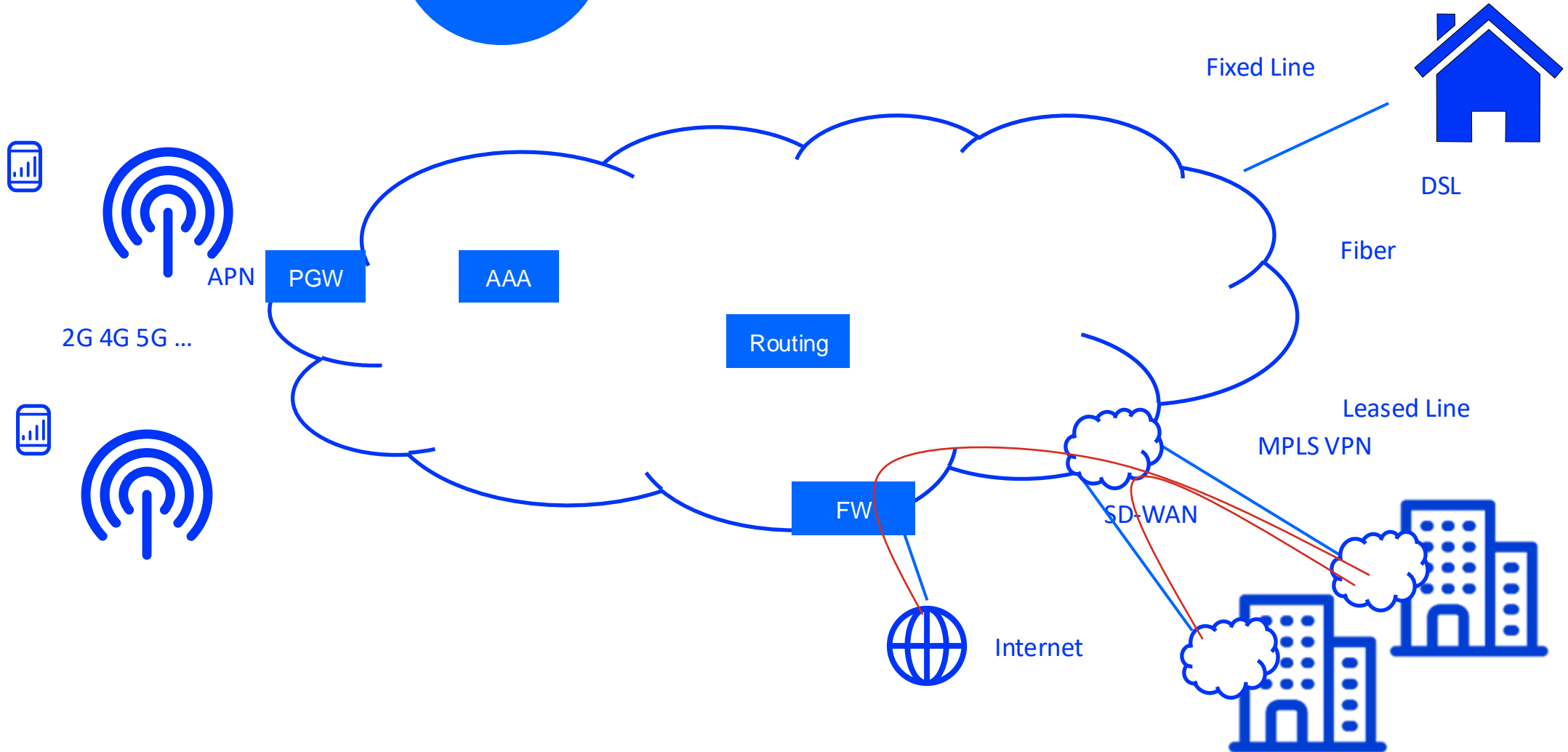


LET'S REWIRE OUR THINKING

The Product



Data connections MPLS-VPN

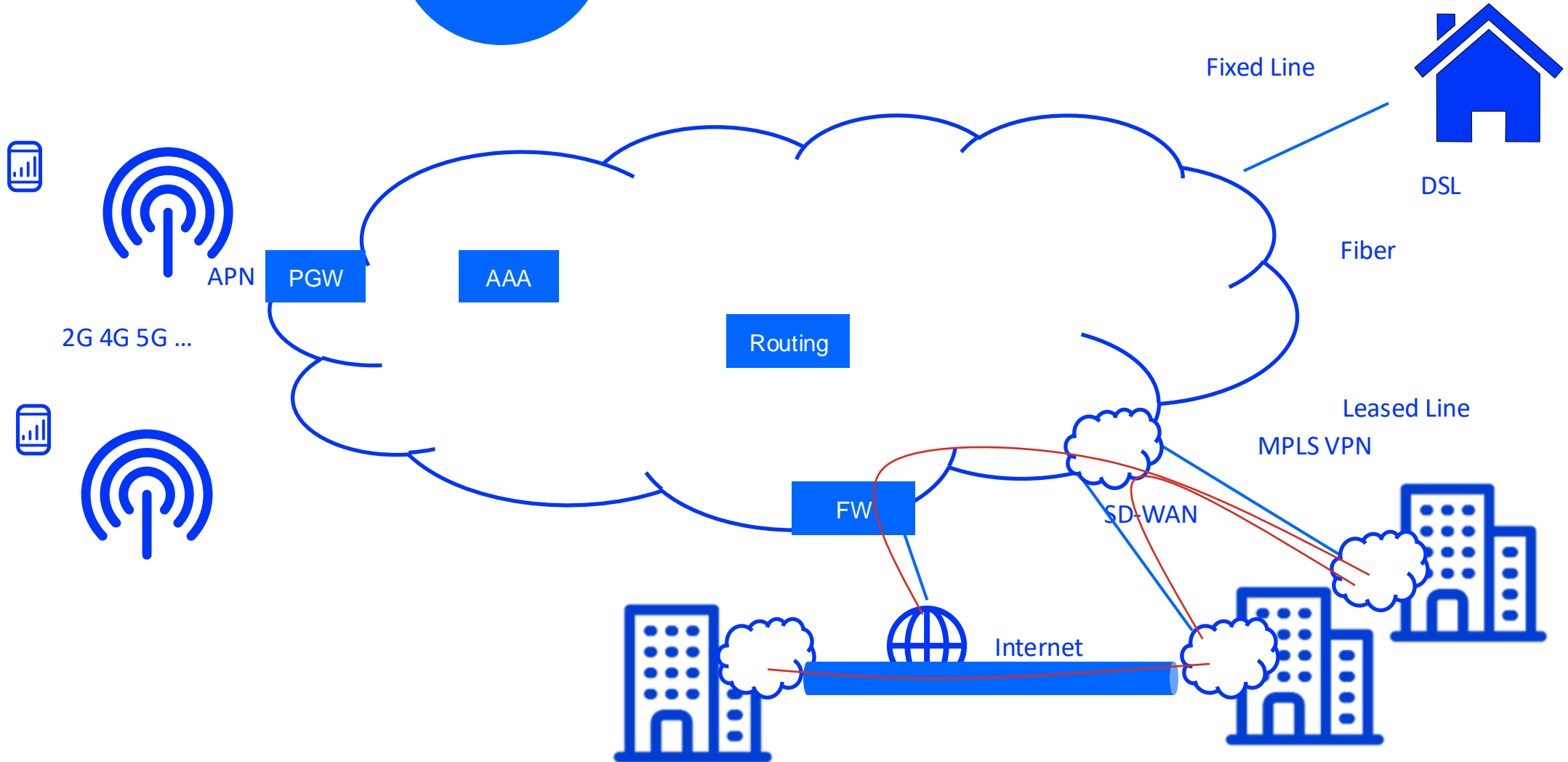


LET'S REWIRE OUR THINKING

The Product



Data connections SD-WAN

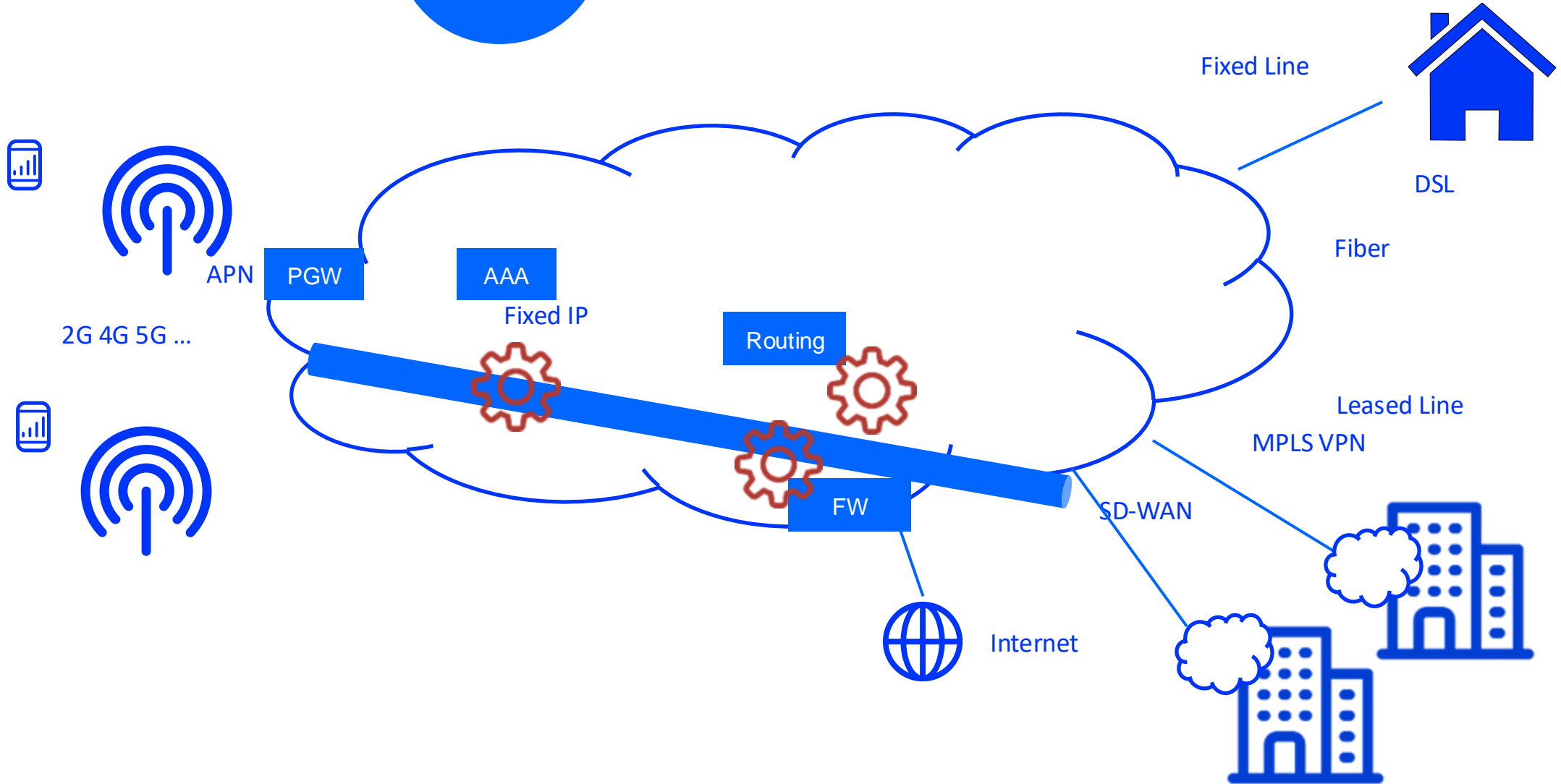


LET'S REWIRE OUR THINKING

The Product



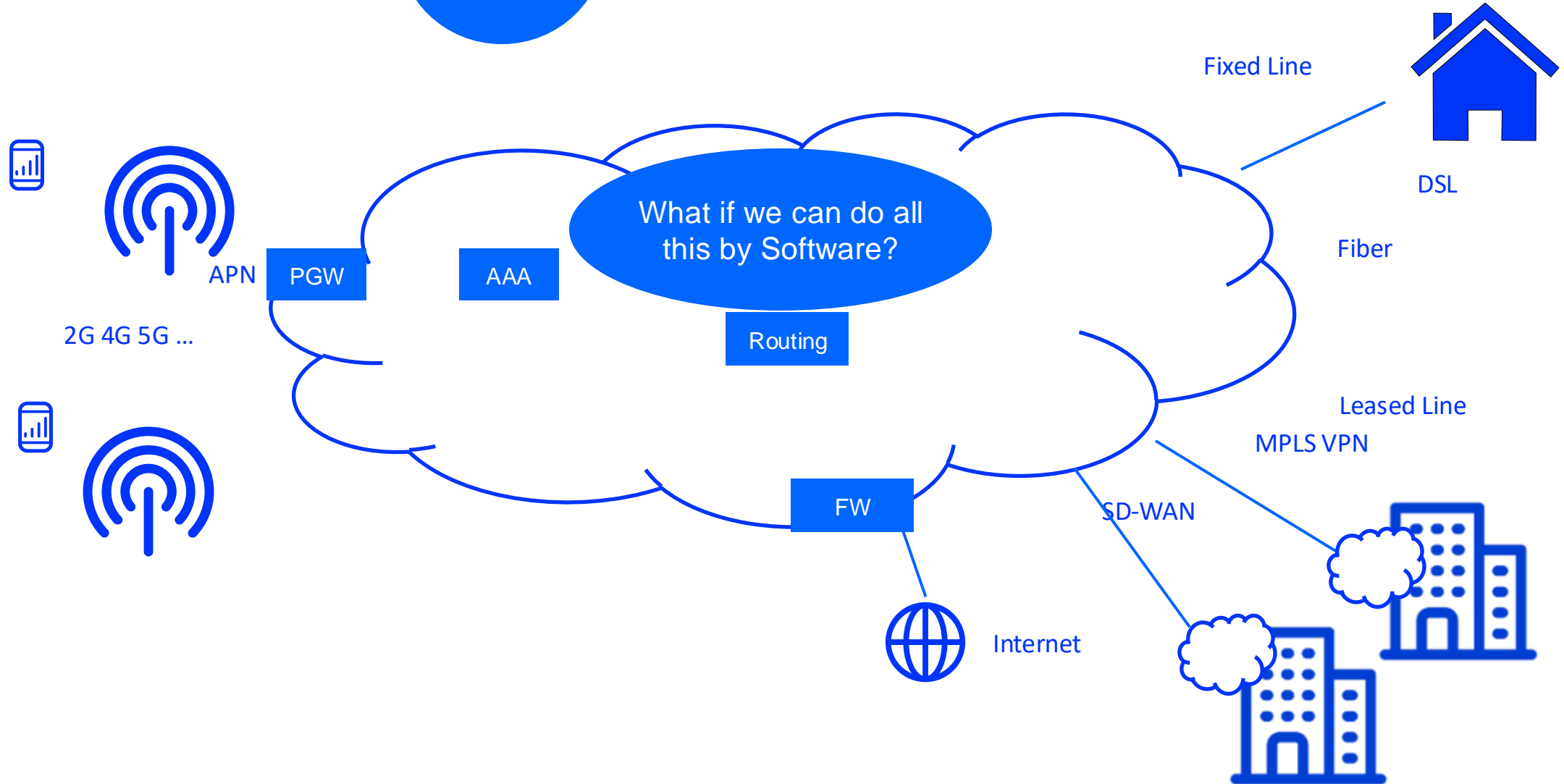
Data connections CS-APN



The Product

Product
NaaS

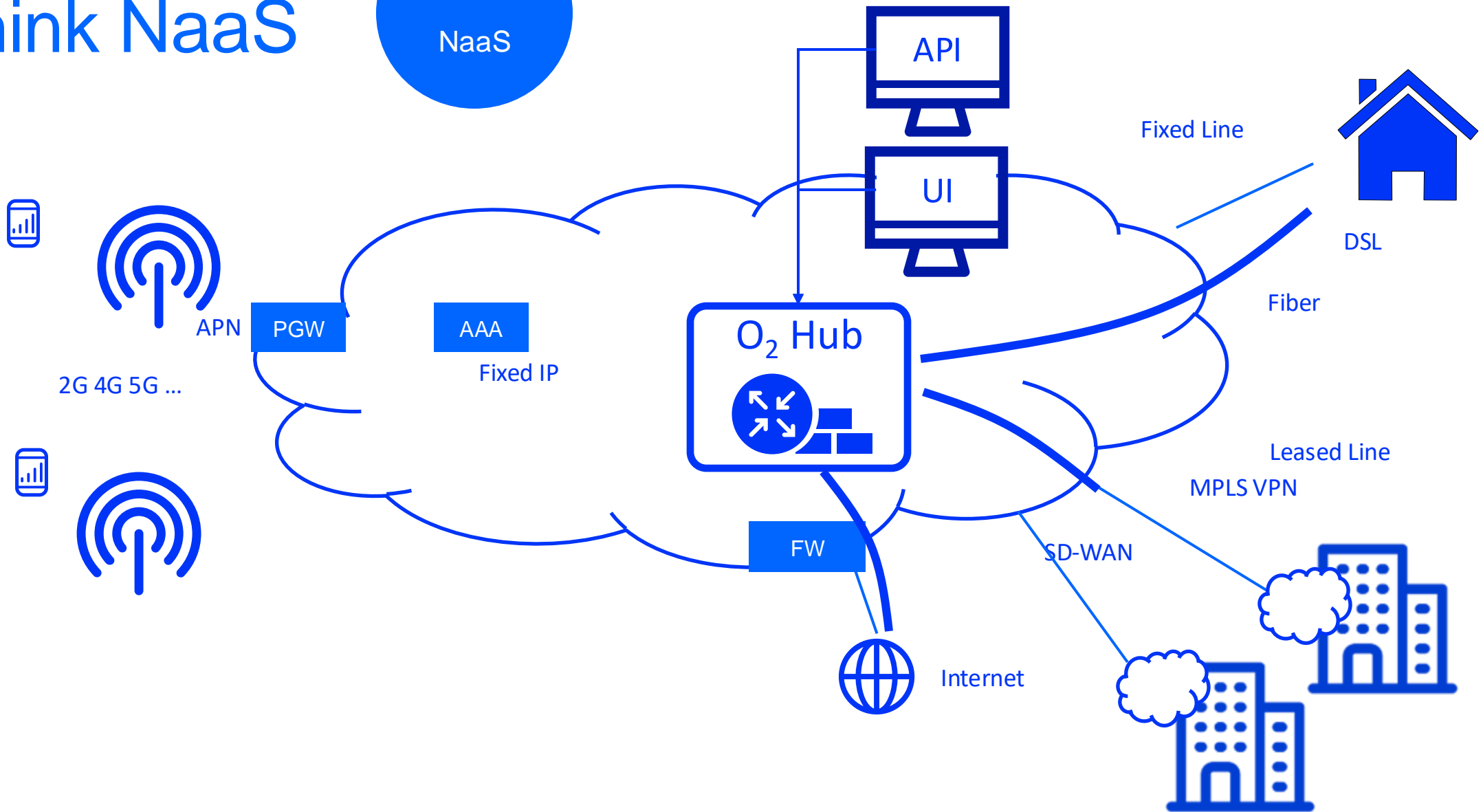
What next?



LET'S REWIRE OUR THINKING II

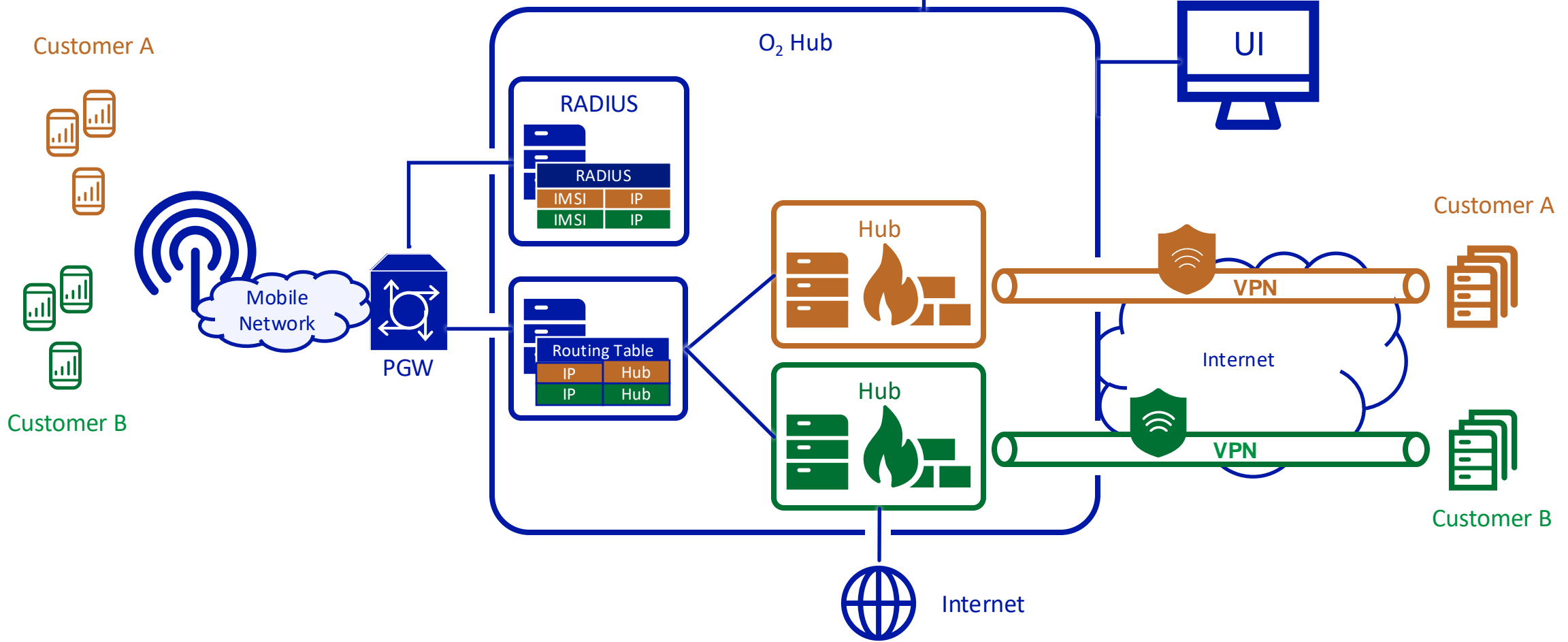
Think NaaS

Product
NaaS

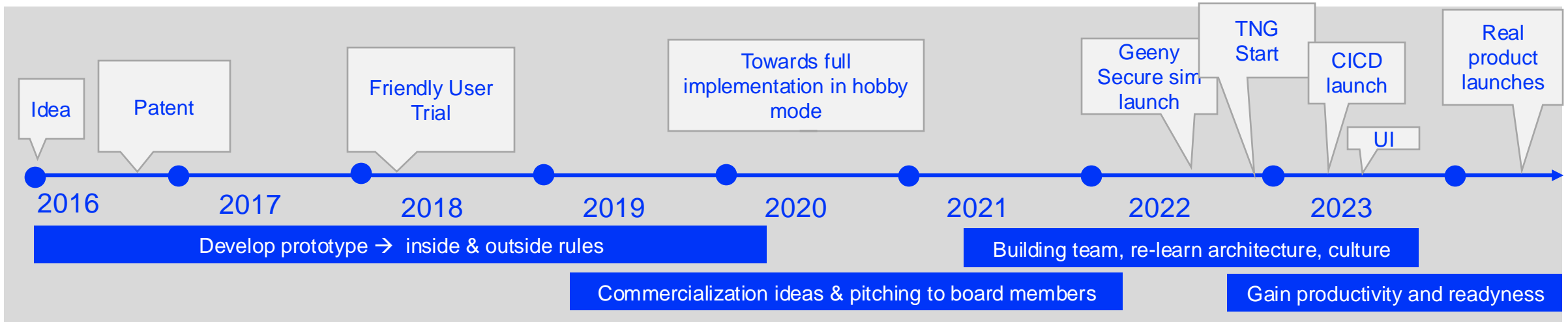


The O₂ Hub – NaaS to start with

Product NaaS



Innovation happens on the extra mile



Freedom

- Think different
- Use selected parts
- Ignore other selected parts
- (are we violating architecture?)

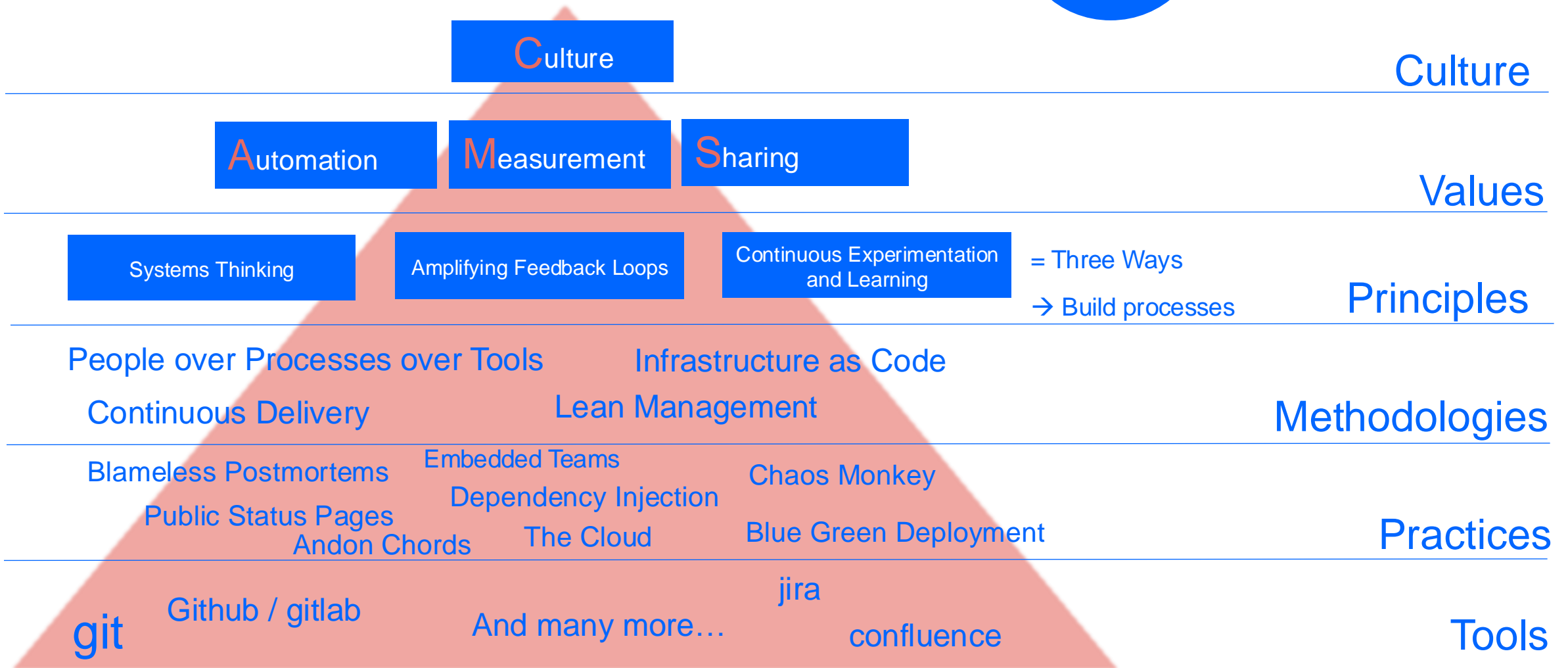
Perseverance

- Efficiency optimization sucks (remember „slack“)
- Do not underestimate memory
- Lots of nonlinear effects (wait for exponential growth)

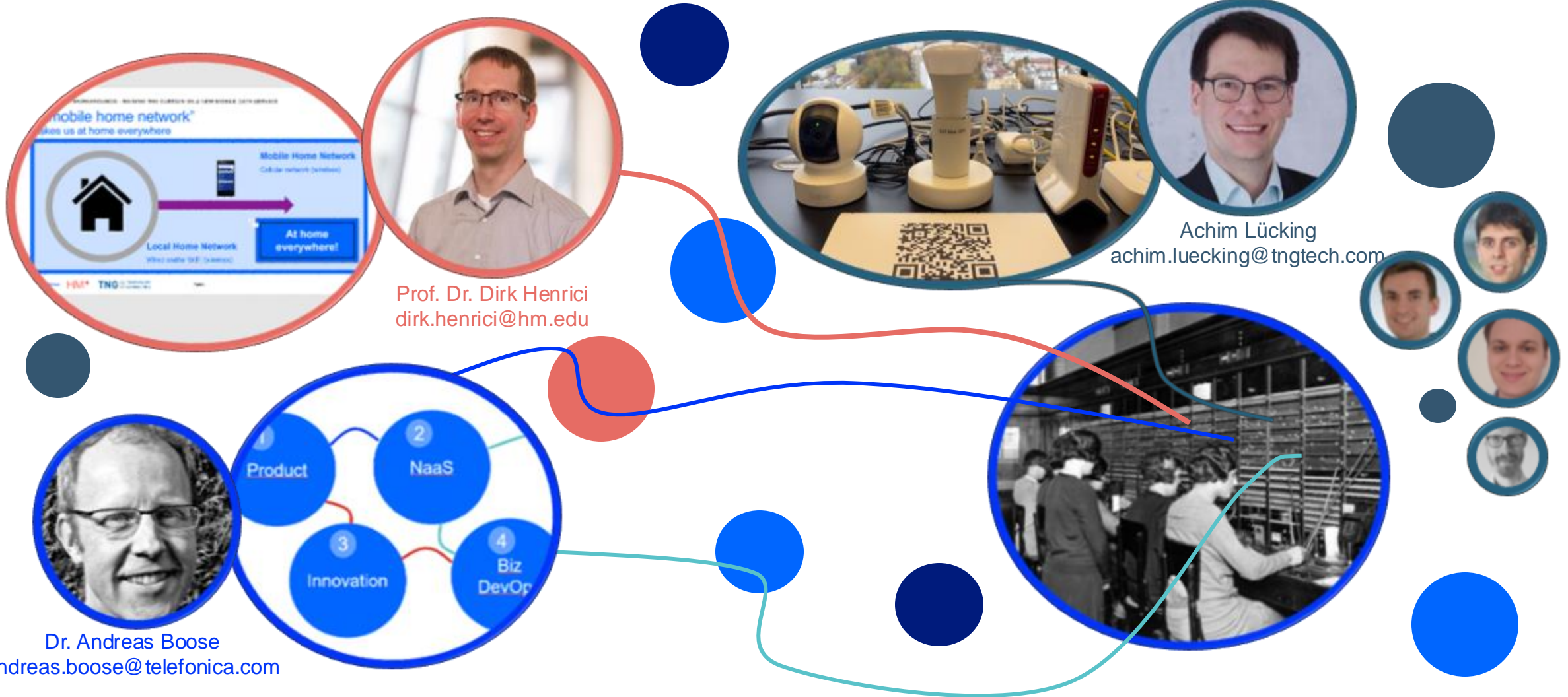
Excellence

- DevOps & BizDevOps
- Skills & Knowledge
- Networking
- Truth & Blamelessness
- Culture

DevOps is a Matter of Culture



Thank you! Any Questions & Suggestions?



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Telefónica