

Cloud Services Policy Controller: Overview

Supporting industry and open standards, the Cloud Services Policy Controller enables communications service providers (CSPs) to stand out in the market, to increase loyalty, and to grow revenue by powering differentiated policy control-based services.

The cloud services market is incredibly competitive, and many types of communications service providers are embracing this new delivery model. Sandvine's Cloud Services Policy Controller is a platform that lets you stand apart from the crowd by enabling superior visibility, control, and protection services.

Achieve Service Differentiation

The Cloud Services Policy Controller lets you efficiently address many business verticals with one approach to service differentiation: "View" services provide traffic and usage insight, diagnostics, and real-time and historical reporting; "Control" services enable network resource management and productivity controls; "Protect" services provide advanced security options.

Leverage a Virtualized Platform

The Cloud Services Policy Controller is a completely virtualized platform, built upon the foundation of software-defined networking (SDN) and network functions virtualization (NFV) standards. This same framework enables on-demand, elastic provisioning for maximally efficient use of cloud resources.

Benefit from Simple Configuration

The Cloud Services Policy Controller ensures simple configuration by providing integration APIs and a self-serve web interface for the end user; these interfaces abstract the advanced network policy control technology at the heart of the system. To further ensure interoperability, the platform integrates to provisioning systems, customer-premises equipment (CPE) devices, and other Ethernet access devices (EADs).

Power the Connected Business

The Cloud Services Policy Controller lets CSPs deliver business services that stand out in the market, deliver great value, and contribute to churn reduction. The reality of most business services is that once a contract is up, the business seeks the lowest price from any supplier - it's a classic race to zero.

Differentiated services offer a compelling value proposition to businesses: they make important solutions available in a manner that is affordable and doesn't require IT expertise. Many businesses lack dedicated IT resources and the expertise to deploy and maintain focused technology products, but these same companies are interested in gaining visibility, controlling how they use their available bandwidth, and protecting their employees and information.



View: Gives business customers access to real-time usage and historical reports



Control: Moves beyond connectivity by providing businesses with control over their traffic



Protect: Advanced network protection features to address more security requirements



Control portal: users can easily toggle policy control services

Service Details

View	Real-time and historical (e.g., daily, weekly, monthly) insight
	Quality assurance metrics by application
	Quality assurance for VoIP and other real-time media
	Support for custom network protocols, web services, and mobile apps
	Per-user and per-network differentiation
	Per-category and per-application visibility
	Unsanctioned applications and cloud services
	Performance monitoring of critical applications and cloud services
Control	Generation of detailed data records (UDRs)
	Threshold configuration and alerts for anomalous activity
	Prioritization of critical applications and cloud services (e.g., guaranteeing quality for VoIP, video conferencing, and telepresence)
	Control of unsanctioned applications and cloud services
	WAN optimization
	Content filtering
	Time-of-day acceptable use enforcement
Protect	Dynamic traffic management and optimization
	Differentiated/tiered services
	Web and video acceleration
	Cloud security, including blocking of malicious traffic (e.g., worms, botnet command channels, phishing attempts, etc.)

Technical Details

Usability	Cloud services provider: <ul style="list-style-type: none"> • APIs for system configuration and provisioning • Instance health and KPI monitoring
	Cloud services client: <ul style="list-style-type: none"> • Policy toggles (e.g., on/off, time-of-day, etc.) for easy configuration • Self-service management web portal, reference GUI • Web portal skinning
Virtualization/ Cloud	Dedicated virtual instance per client; secure multi-tenancy
	OpenStack
IT Integration	Hypervisors: VirtualBox, KVM, ESXi
	Ethernet access device (EAD) integration: <ul style="list-style-type: none"> • RAD NID support • IPFix reporting and policy control • IP fragmentation support • NETCONF, XMPP, OpenFlow • Service discovery for registration and keep-alive