

ISPs and PPs: Growing Similarities

Platform Providers (PPs) like FAANG* have created their own extensive fiber infrastructure, which can be used to carry their own traffic bypassing traditional Internet Service Providers (ISPs). And many traditional ISPs now offer their own over-the-top content and applications.

* Facebook, Amazon, Apple, Netflix, and Google



Internet Service Providers (ISPs)

Original “Bottom Up” Network Buildout

Relies on **mostly proprietary hardware** such as physical carrier grade switches and routers, controllers, and other hardware boxes.



Router, Switch, Controller, etc.



Platform Providers (PPs)

Original “Top Down” Network Buildout

Relies on **cloud-based open source software** that provides functionality and scalability and inexpensive hardware like high volume standard processors and storage components.



High Volume Processors and Storage

More and more, **ISP platforms are embracing a cloud-based network structure model**, increasingly relying on software-driven network functionalities to replace proprietary hardware.

And **Platform Providers are building their own networks to take on traditional ISP functions** and carry the traffic generated by their millions of end users.

ISPs & PPs



Network Function Software



High Volume Processors and Storage

As a result of ISP evolution to software and white box cloud elements, **the core infrastructures of ISP and FAANG platforms are becoming virtually the same.**

For more information, visit these sources:

[NFV Standards](#)

[ETSI White Paper](#)

[AT&T White Paper](#)