



# Rakuten and the World's First End-To-End, Fully Virtualized Cloud-Native Network

Rakuten, one of the world's leading Internet services companies, wants to disrupt communication and how services are offered to consumers in Japan. Rakuten Mobile is building a network of and for the future with Intel – a network that delivers agility, efficiency and the cost benefits to consumers in Japan. The world's largest telco cloud platform is 100% based on Intel platforms – from Radio Access Network (RAN) to Core, Packet Core, IP Multimedia Core Network Subsystem (IMS), Rich Communication Services (RCS), Operations Support Systems (OSS) and Business Support Systems (BSS) – all running as Virtual Network Functions (VNFs) on top of Intel® Xeon® platforms.

“During this journey, Intel was not just a company that was just selling us components. Intel was a company that's willing to put the effort and energy – not just about providing our hyperscale Xeon® D processors and the data center processors, but look at an opportunity to really contribute in writing the software code needed to enable virtual RAN.”

**Tareq Amin, Director and CTO, Rakuten Mobile, Inc.**

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