12:00–12:15 | Monetizing NaaS: New Revenue Strategies for Service Providers

PAUL GAMPE

Chief Technology Officer

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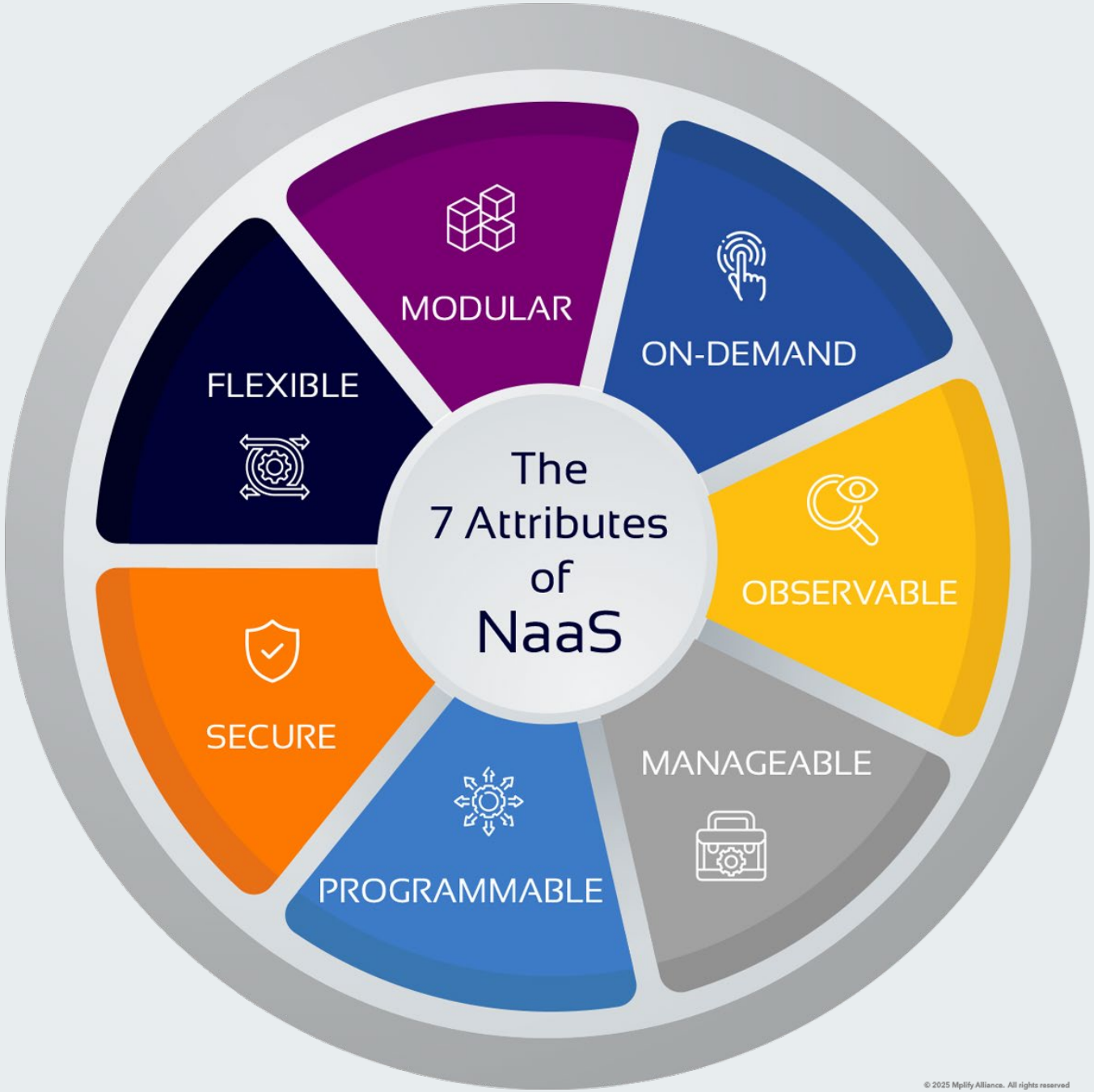
Making the **Vision a Reality**



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What NaaS Delivers: The Seven Core Attributes

At the foundation of dynamic NaaS solutions, we have identified seven core attributes of NaaS:

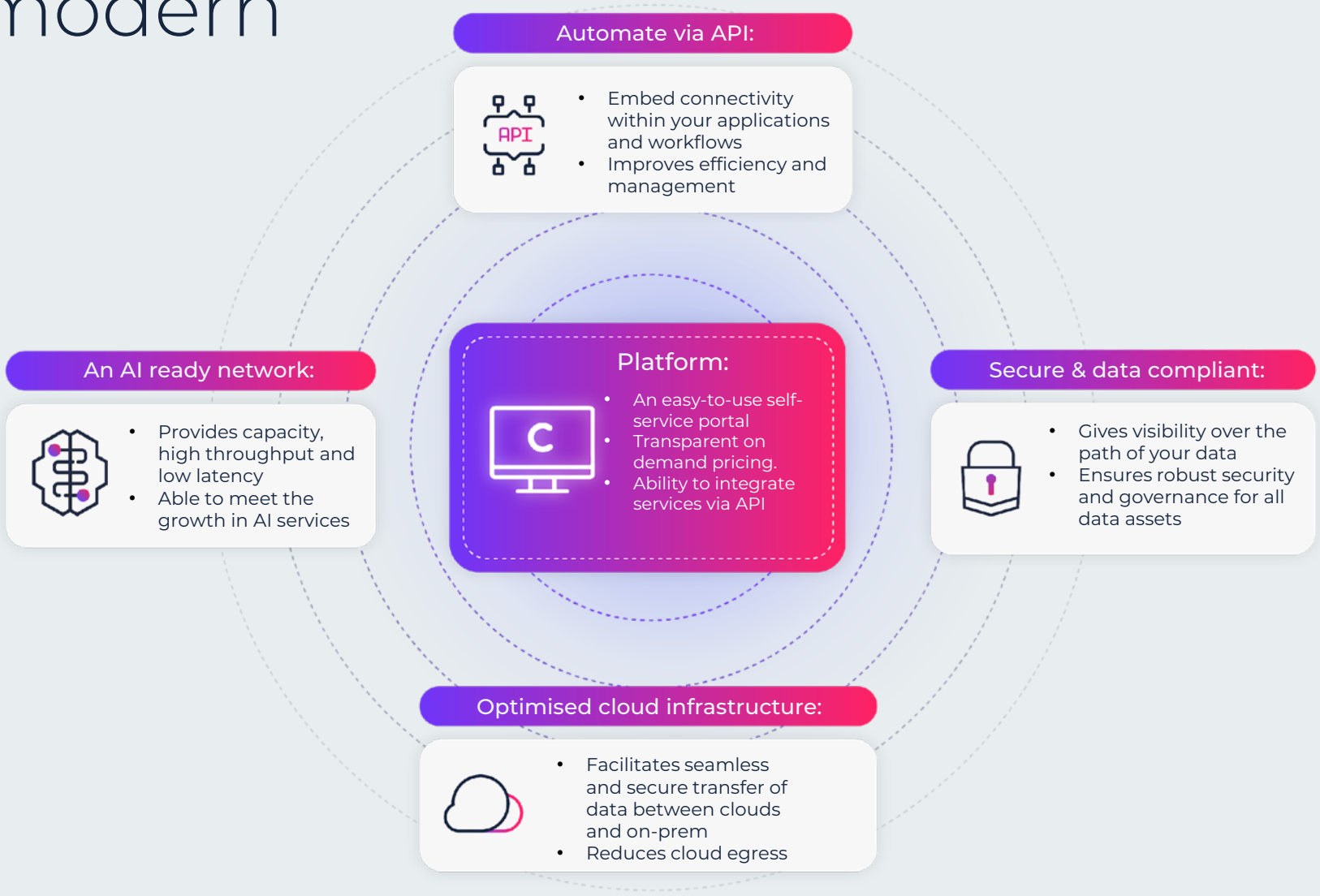
1. On Demand: Immediate response to business requests.
2. Observable: External monitoring of network performance/SLAs and data in motion.
3. Manageable: External adjustment of service behavior.
4. Programmable: Ecosystem-wide interoperability for enhanced application developer experience.
5. Secure: Secure platform interaction and service consumption.
6. Flexible: Flexible commercial models with fit-for-purpose options.
7. Modular: Versatility in building and enriching NaaS offerings.

Combining flexibility **with performance**

Why it matters...

	From	To
Terms	Long-term, lock-in contract	Agile, pay-as-you-go
Capacity	Fixed, contracted bandwidth	Elastic, user-specified bandwidth
Ease of use	Coding, emails and phone calls	Self-service web apps and APIs
Speed	Long lead times: days/weeks	Real-time provisioning: seconds/minutes

NaaS addresses the pain points of modern networking



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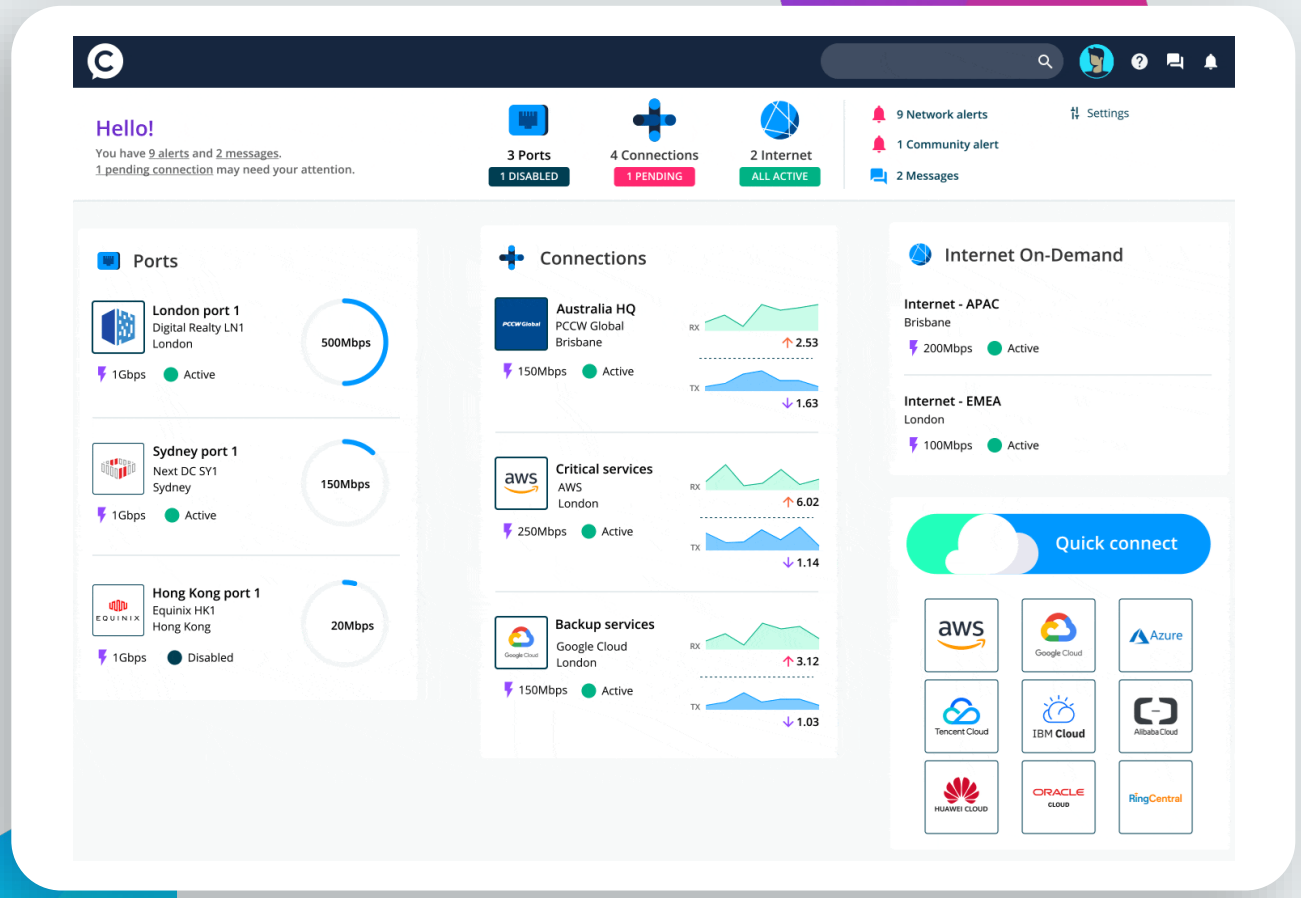
Where the Mplify Vision Meets **the Real World**

- Simple and **user friendly**
- Make connections **in minutes**



The on-demand platform and **integrated global network**

Use case – GenAI

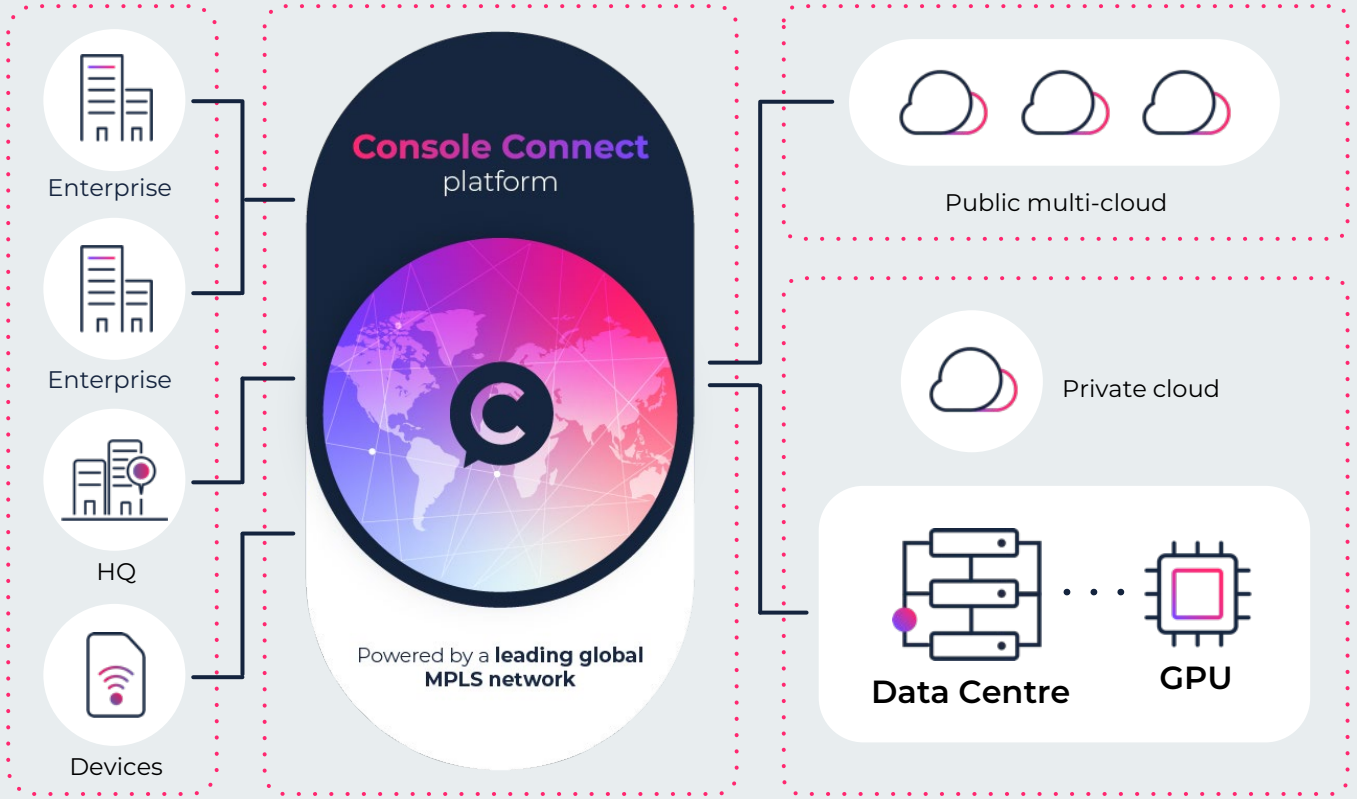
Keeping up with demand **for Generative AI**

Problem

- Networks are unable to keep up with requirements for Large Language Model (LLM) training and inference.

Solution

- High availability of bandwidth, scalability and security to support massive data transfers for LLM training.
- High-performance and low latency to support real-time processing for LLM inference.



AI workloads at the edge:

- Real time inference
- Natural language processing
- Edge AI and IoT

AI workloads at the core:

- LLM operations
- Data lakes and data warehouses

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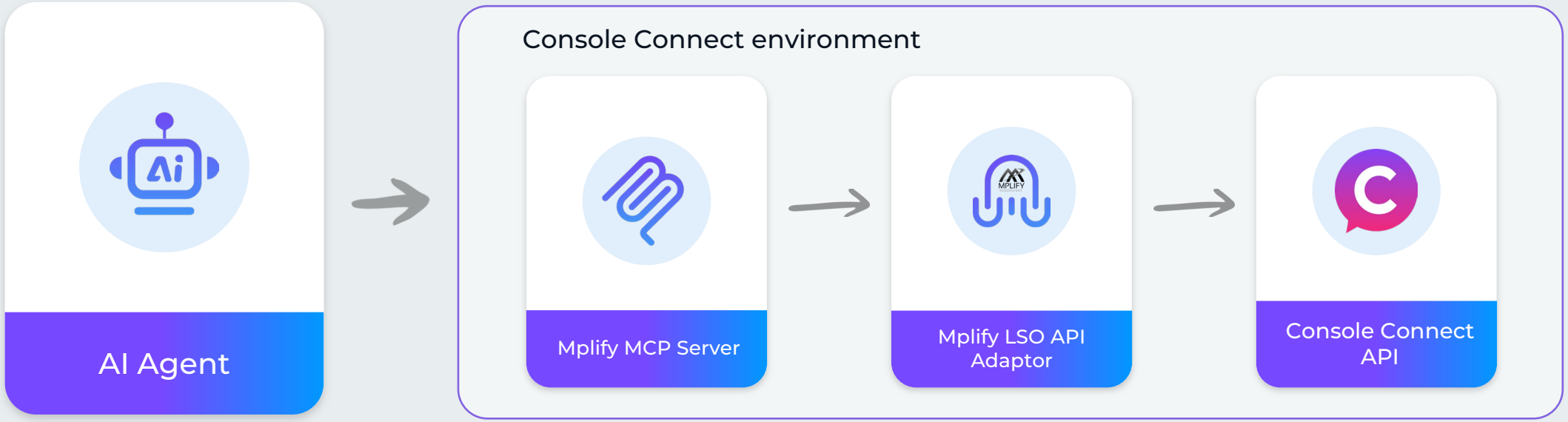
The Amplified **Future**


AI Agent
Console Connect environment
Mplify MCP Server
Mplify LSO API Adaptor
Console Connect API
Entry Point
Message Processing
API Translation
Final Destination

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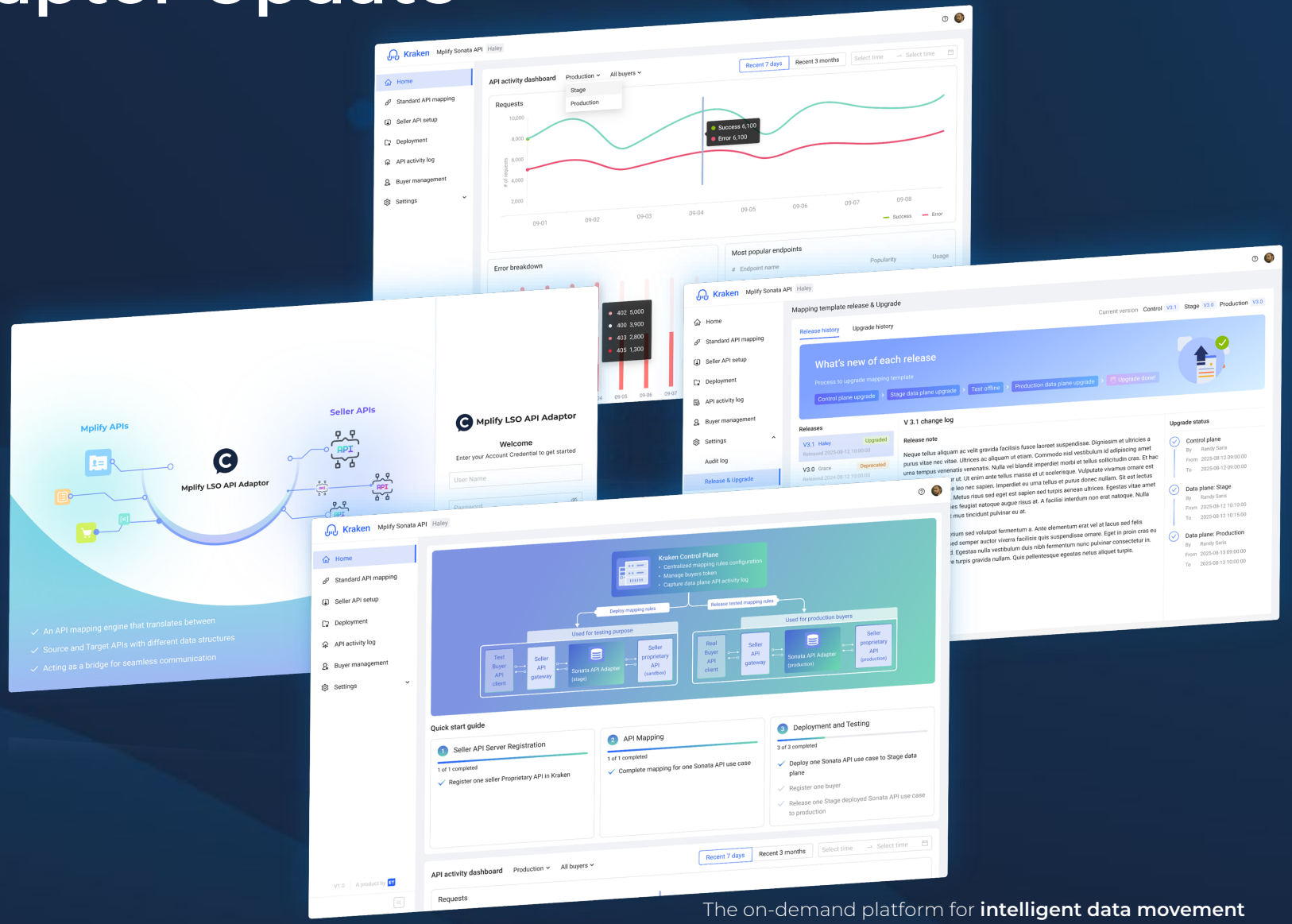
Mplify LSO Adaptor Update

Mplify LSO Adaptor (Kraken) is a low code API mapping solution.

Its core is an API mapping engine that translates between Source and Target APIs with totally different data structures.

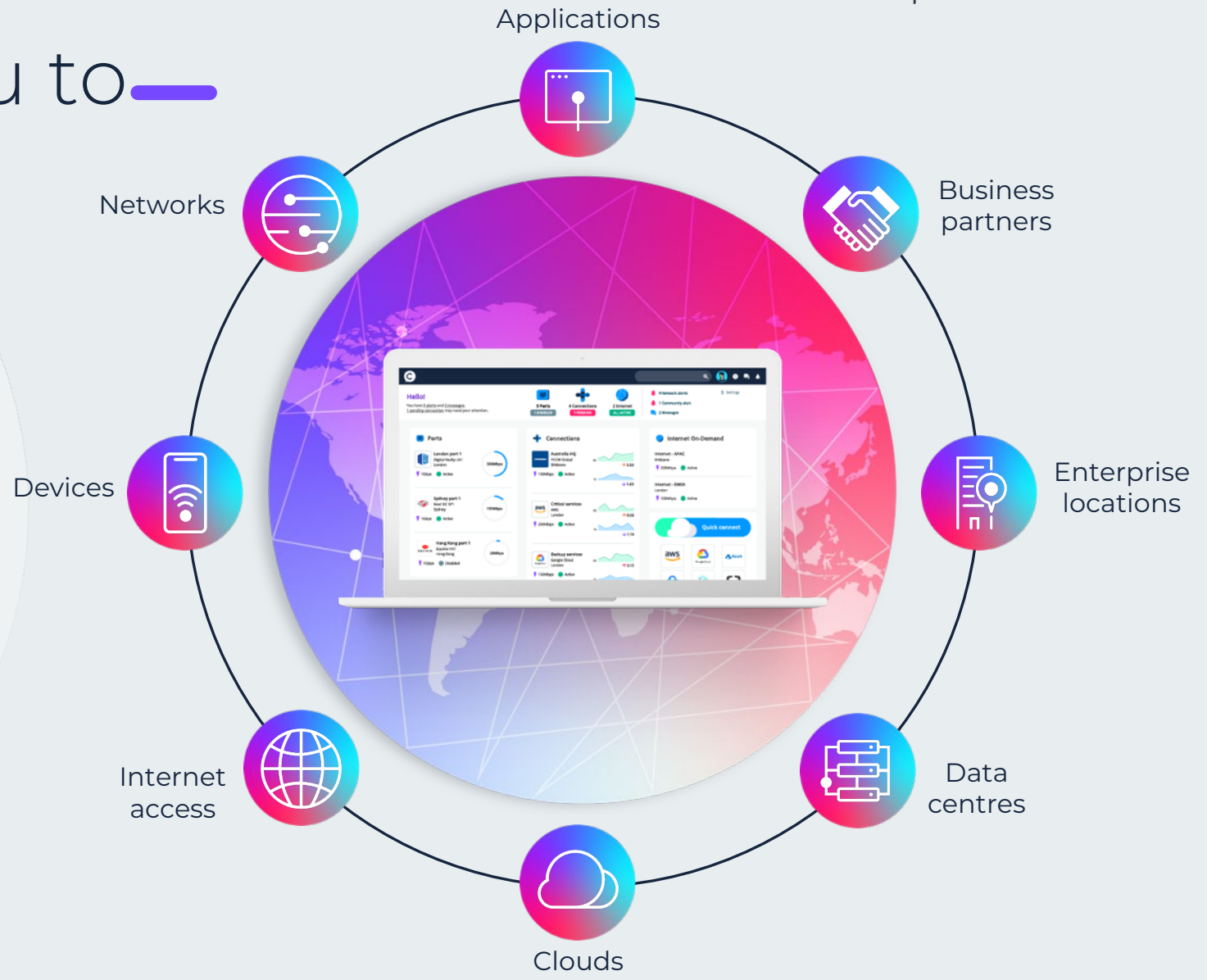
Console Connect **becomes first to achieve Mplify's new LSO API certification**

SaaS offering available **Q1 2026**



The on-demand platform for **intelligent data movement**

NaaS connects you to



The on-demand platform and **integrated global network**

Three Things to **Remember**

The old way of networking is finished. The industry, through the **Mplify Alliance**, has committed to a new, automated path.

The future is an on-demand fabric powered by **NaaS and AI**.

This future is not a distant concept; platforms like **Console Connect** are delivering it today.

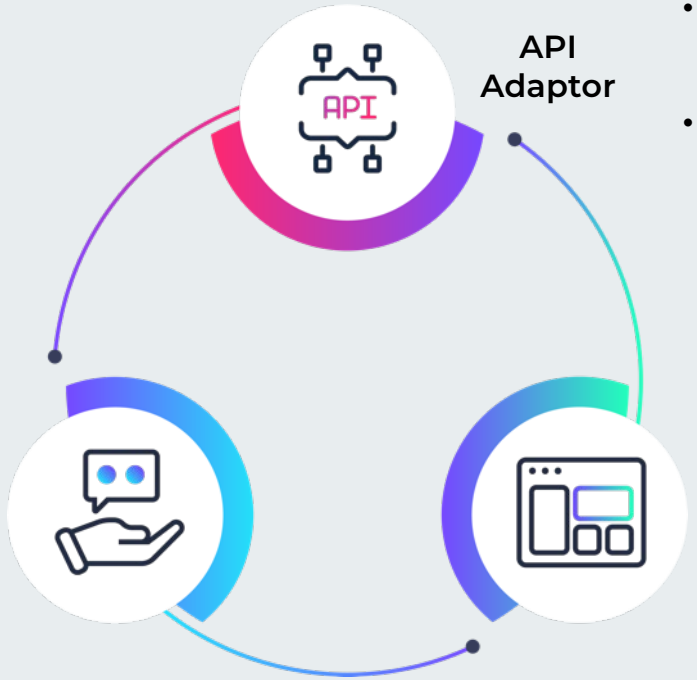
> 70% of organisations will turn to automation to deliver flexibility and efficiency by 2025
>
> Gartner

> 75% of business will leverage digital platforms and ecosystems by 2025
>
> IDC

> Employing an SDN solution can streamline networking activities and help IT teams navigate performance challenges very quickly
>
> Frost & Sullivan

Open access to **our platform ecosystem**

We offer a range of tools to help service providers and resellers accelerate their move to Network-as-a-Service.



API Adaptor

- Ensures easy and fast API integration between your platform and Console Connect
- Aligns your APIs with standard-based APIs

Technical expertise

- Best practice project management and implementation
- Dedicated support teams

Private Label

- A real-time tool to quote, provision and monitor connectivity on behalf of your customers

GNE

Global NaaS Event

10-14 November 2025

Dallas, Texas, USA

GNE.Mplify.net

Paul Gampe

GNE
Global NaaS Event