



# Rakuten



intel

## 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)—are 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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[Intel® Xeon® D Processors](#)

### Industry

E-commerce,  
Communications

### Organization Size

10,001+

### Country

Japan

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