

# Leading Global Financial Services Company Assures High Performance of Unified Communications Services with NETSCOUT

Financial Firm Uses nGenius UC Server to Optimize Delivery of Communications Services, Including Telepresence, Desktop Video and Conferencing Services

## Overview

### Region

Americas, United States

### Business Challenge

- Provide reliable, regulation-mandated unified communications accessibility.
- Delivering premium video sessions across numerous operation centers including desktop video, telepresence, Microsoft Lync and video conferencing.
- Proactively oversee identification, troubleshooting and resolution of video quality issues.

### NETSCOUT Solution

- nGenius® UC Server
- nGenius Lync Data Collector

### Business Value

- Proactive identification of video and voice call performance degradations helps avoid service outages.
- Real-time monitoring of voice and video calls reduces troubleshooting time and Mean Time to Repair (MTTR).
- UC performance diagnostic and historical reports lessens need to test and replicate problems within network.
- Centralized management platform provides a holistic view across technology silos.



## Customer Profile

This leading global financial services company provides investment services to over 20 million individual and institutional clients, providing open-end mutual funds, retirement planning, portfolio guidance and brokerage services. With over 35,000 employees and \$1.5 trillion dollars in assets under management, they rank as one of the largest financial institutions in the world. Although the fund company is geographically distributed globally, the majority of its over 40 corporate operations and 140 smaller brokerage offices are U.S. based.

## Business Challenge

The success of this financial services company is dependent upon up-to date-pricing, reliable high-performance communications, and exemplary customer service. All communications are not only federally governed by Sarbanes-Oxley (SOX) for accuracy, but are required to be accessible 24/7 to investors as well as employees. The company relies on its service delivery infrastructure to assure the delivery of financial transactions as well as the reliability of internal and customer-facing applications and services.

Video communications have long been a staple of operations for financial service firms. Early video systems were often large and cumbersome to manage and were often unreliable, resulting in significant down- and off-line time with costly repairs.

The company was evolving a large scale multi-vendor Unified Communications (UC) rollout. The multi-step process to deliver advanced real-time communication services to the over 40 operations centers offered improved cost savings, reduced transaction time, and increased efficiency. The array of collaborative communications technology customized to streamline business processes for the financial services company's employees including next-generation call center technology, SIP Trunking, Microsoft® Lync® and video conferencing from the desktop and telepresence suites.

The primary concerns of the key stakeholders responsible for the implementation were successful deployment and investment protection; minimizing the cost of ownership was important as well. IT management tasked the operations team with the development of a Video Quality Project roadmap, which outlined the processes, tool sets and hurdles impacting the initiative. The goal was to allow the video team to evolve the current reactive process to a proactive process in the identification, notification, troubleshooting and resolution of video quality issues.

The Video Quality Project team assigned 45 employees to oversee the delivery of premium video sessions across numerous operations centers including desktop video, telepresence, Microsoft Lync and video conferencing.

This team relied on multi-step methods, such as the manual process of testing video services, which required them to make multiple, lengthy off-hour test calls to one another to ready the network for business video.

In addition, post-complaint trouble ticket remediation required reactive methods such as attempting to recreate the problem, deploying active test equipment, and relying on multiple trial and error tests. This legacy remediation processes was costly, human resource intensive, and yielded poor results in detecting and diagnosing intermittent service issues. The lack of visibility across all network vendors from end-to-end and into historical views of recurring incidents hindered team's ability to proactively manage the unified communications services.

### NETSCOUT Solution

The company selected nGenius UC Server for its ability to analyze voice and video performance, independent of the end-point, mid-point, or vendor-specific data. During the testing phase, the IT team found that nGenius UC Server detected several issues that were affecting the performance and reliability of their Internet Protocol Telephony (IPT).

nGenius UC Server provided the operational tools to manage service delivery within the company's UC network. Through real-time monitoring of voice and video calls, the nGenius solution provided pervasive visibility of UC performance and proactively identified calls that were breaching predetermined quality-control thresholds. The service-oriented workflows helped effectively triage the source of the UC services performance degradations and repair the problem. By utilizing historical reports provided by the nGenius UC Server, the Video Quality Project team was able to review call history to aid in investigation as well as delivering business-relevant Voice over IP (VoIP) performance reporting for key stakeholders including user groups and operational teams.

### Business Value

By assessing the company's capacity to manage the new technology they were rolling out, the IT team could define their needs before investigating possible solutions. This greatly reduced the amount of time, energy and costs required for a seamless introduction of the new UC technology and adoption by the different user groups.

The Video Quality Project team introduced the nGenius UC Server to other telephony teams and the solution quickly became the performance management solution for all communication service assurance. This streamlined all UC operations by delivering:

- Proactive UC performance management using real time alerts on any voice or video call's performance degradations.
- Effective triage, which helps pinpoint the root cause of problems while reducing the troubleshooting time and MTTR.
- Minimal trouble ticketing bounce back by including the diagnostic details delivered by nGenius UC Server, which contains details about what occurred, where it occurred and to whom it affected.
- Comprehensive UC performance information, based on deep diagnostics and historical reports, mitigates the need to replicate the problems encountered within the network.
- Connected technology silos with a centralized management platform with a truly holistic view regardless of vendor or technology from the perception of the end user, not the hardware.

Assuring superior UC service delivery gives key executive and IT stakeholders confidence that employees have the ability to continue providing high-quality, industry-leading financial services.

<b>IPT Technology Deployed</b>	Cisco Call Manager, Cisco Unified Communications, Microsoft Lync, CUCIMOC Integration, Tandberg Video, Polycom Voice and Video, Acme Packet SBCs
<b>Network Scope</b>	nGenius UC Server is utilized corporate wide by both the Service Desk and Executive Management
<b>Users</b>	The network supports over 30,000 UC users worldwide

Table 1



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