



Voice of the Customer: Unified Communications Performance Management Challenges and Solutions

OVERVIEW

Service Assurance

- Continuous monitoring and real-time analysis of all network traffic flows
- Proactively detect UC service issues and performance degradation
- Reduced MTTR and MTTK

Holistic Visibility

- Oversee call signaling
- Isolate load balancing issues
- Identify QoS mismatch problems

Cost Benefit Savings

- Increased call quality reliability
- Reduced management costs
- Improved cross-IT collaboration
- Accelerated deployment of UC services
- Monitor data, voice and video within a single solution
- Multi-vendor support, i.e., Microsoft® Lync, Cisco Jabber®, SIP trunking, VoIP, desktop video and telepresence

Rapidly Triage UC Issues and Simultaneously Improve ROI and User Experience

It sounds simple enough. Unified Communications (UC) tools will provide web and video conferencing, instant messaging, voice, desktop and data sharing across multiple devices and media – and all with exceptional user experience. Plus, its capability to consolidate multi-channel communications onto a single architecture – and across globally distributed organizations – makes UC desirable, but the reality can be much different.

Indeed, the value proposition of UC is seductive: it will reduce costs, foster collaboration, and accelerate end-user productivity. Also, a well-established UC service-delivery infrastructure can optimize business processes, assist daily workflow, and enhance everyday communications so vital to enterprises. However, UC like any business service can experience problems anywhere in the IT infrastructure, causing poor user experience, subpar teamwork and increased costs.

Challenges

The performance of UC applications is highly dependent on the infrastructure that it runs on. The UC service can be delivered across routers, switches, desktop or mobile endpoints, call control software, video CODEC, SIP trunks, LAN/WAN, service enablers, e.g., DHCP, database servers, and cloud resources. Problems within this IT environment will degrade UC performance and it can happen anywhere and at any time. Common problems include quality of service (QoS)/DSCP mismatch, signaling failures such as errors between the call server and session border controller over a SIP trunk, Active Directory not configured correctly, packet loss and jitter. UC users thus experience poor call quality, call and video latency delays, one-way audio, grainy video, or static noise during video conferencing.

How do organizations face these challenges? A recent TechValidate study revealed that NETSCOUT® customers are using unparalleled traffic-based solutions to successfully tackle complex UC incidents, and help achieve high value business outcomes and growth.

Real-World Customer Results

What are some of the results current NETSCOUT customers have experienced? The organizational benefits are substantial including improved operational efficiency, lowered IT staff costs and improved return on investment (ROI) that can range from tens of thousands to millions of dollars. A large government agency utilized NETSCOUT solutions to identify network problems an astonishing 75 to 100 percent faster. And a well-known enterprise telecommunications services company reduced mean time to knowledge (MTTK) a whopping 75 to 100 percent as well.

Says the systems engineer at the telecom, "With NETSCOUT nGeniusONE...we get a consistent, holistic and comprehensive view of our entire network service delivery IT infrastructure. We have also reduced time spent in the war room resolving technical issues. We've also been able to initiate quicker problem resolution, reducing MTTK substantially. Lastly, we have also increased our service uptime and end-user productivity."

Other customer results from the TechValidate study are eye-opening, too. Some of the results are:

- Four out of five customers reduced MTTK by 80 percent or more while also decreasing OPEX
- 100 percent of customers had shorter service disruptions with NETSCOUT's nGeniusONE™ Service Assurance platform as powered by patented Adaptive Service Intelligence™ (ASI) technology
- An energy company improved its end-to-end monitoring of its Microsoft® Lync deployment
- Another large energy and utilities company cut their MTTR by 90 percent

Case Study

A leading tourism company experienced a number of UC service delivery problems, which directly impacted its bottom line. Needless to say, it was utterly imperative for the tourism company to ensure critical ship-to-shore UC services for its passengers. The tourism company learned from bitter experience how vital it is to monitor continuously the entire UC service delivery environment.

With worldwide operations, the IT organization within the tourism company requires holistic real-time visibility of the entire infrastructure, from the call center reservation system to onboard point-of-sale. For UC, that includes application servers and gateways and the service elements such as the DHCP, DNS, SBCs, LDAP/Active Directory, backend databases, firewalls and load balancers. Indeed, IT teams at the tourism company needed a comprehensive service-triage solution that is capable of rapidly identifying service-delivery issues across multiple domains. Customer satisfaction and experience depend on it, as the tourism company learned.

Perhaps the IT manager of the tourism company said it best when he commented, "The most important barometer of success at the company is customer experience... the modern cruise experience is about service assurance."

NETSCOUT Delivers Service Assurance for UC

The NETSCOUT nGeniusONE platform gives organizations a holistic, end-to-end operational visibility of their entire UC and network infrastructure, thus providing extensive service performance insights. NETSCOUT solutions provide service assurance in complex multi-vendor environments and visibility into all UC components including network, gateways, call servers, applications and end points.

NETSCOUT's award-winning solutions are driven by its ASI technology. NETSCOUT

brings clarity to complex UC processes using its patented ASI technology to collect, correlate, and contextually analyze traffic data. ASI technology runs on NETSCOUT's physical and virtual Intelligent Data Sources and generates highly scalable metadata in real time as the IP traffic traverses physical or virtual links. With pervasive instrumentation and ASI technology at work, traffic-based intelligence provides a complete understanding of the UC service experience and can quickly identify the source of a performance problem.

With NETSCOUT, IT teams quickly – and efficiently – triage service performance issues, which reduces MTTK and mean time to repair (MTTR) with the end result being an improved user experience.

Getting the Best from UC

UC represents a giant leap forward in expediting the processes of collaboration, communication and connectivity. However, in order to fulfill that promise, service assurance is paramount. The NETSCOUT nGeniusONE Service Assurance platform powered by ASI technology facilitates the delivery of business-critical data and high-quality UC services. UC deployments need to play well with the company's overall IT infrastructure. With NETSCOUT solutions, IT teams across different domain ownerships (telecom, applications, and network) obtain an enterprise-wide view of the entire UC service-delivery environment and benefit from a common situational awareness, ensuring high performance in the connected enterprise.

UC's purpose is to improve collaboration with real-time communication, which in turn boosts and promotes organizational productivity toward the accomplishment of strategic initiatives. With NETSCOUT's end-to-end performance management of UC services, this is possible.

For more information on how you can enhance your enterprise's UC service performance, visit our website [here](#) or call +1 800-309-4804 today.

NETSCOUT.

Americas East

310 Littleton Road
Westford, MA 01886-4105
Phone: 978-614-4000
Toll Free: 800-357-7666

Americas West

178 E. Tasman Drive
San Jose, CA 95134
Phone: 408-571-5000

Asia Pacific

17F/B
No. 167 Tun Hwa N. Road
Taipei 105, Taiwan
Phone: +886 2 2717 1999

Europe

One Canada Square
29th floor, Canary Wharf
London E14 5DY, United Kingdom
Phone: +44 207 712 1672

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For more information, please visit www.netscout.com or contact NETSCOUT at 800-309-4804 or +1 978-614-4000

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