



Leading Central European provider selects NETSCOUT to assure exceptional voice network performance and quality.



Using the NETSCOUT assurance tools, the Voice Operations group is able to save more than **100 man hours per week** – a value equivalent to hiring **three** additional team members.

**In order to monitor and deliver high-quality service, Voice Operations wanted a scalable solution to be used across multiple countries, an efficient solution that consistently evaluates the same metrics.**

### Business Challenges

*“If your customers are telling you there’s a problem, that’s a problem”*

#### Competition & Subscriber Expectations

Regulatory relaxation has widened the playing field, inviting in a host of new players and challenges for well-established providers. The fixed telephony market is extremely competitive, characterized by aggressive subscription pricing. Fixed line customers are loyal to their providers, but they have a very low tolerance for poor service quality. This level of expectation is exactly why measuring network performance is so important to this customer’s Voice Operations team.

#### Disparate Tools & Consolidation Concerns

With entities across multiple countries, this provider has renewed its commitment to customer satisfaction and cost reduction. To streamline operations and to better serve customers, the company is combining country-specific business units and forming functional teams that operate across larger regions. This change resulted in the creation of a single Voice Network operations team that serves customers in multiple countries.

The Voice Operations group has identified a number of issues that will need to be resolved before the new team can truly operate as one – including the use of disparate toolsets. While some utilize NETSCOUT’s Service Provider assurance tools, others use a competitor’s solution. At present it is believed that the competitor’s solution lacks full visibility to network performance.

It is thought that troubleshooting will be more difficult and time-consuming because multiple points on these systems would need to be checked in order to find an underlying issue. Utilizing multiple platforms will also mean that different network efficiency metrics will be reported, eliminating the possibility of “apples to apples” comparisons and will result in an inconsistent and unreliable view of performance. Accurate management of interconnect partner performance will also be a challenge unless metrics are normalized across the region.



In addition, use of internally-developed tools increases the vulnerability of critical network functions left to depend upon unsupported and unproven tools with limited functionality and inaccurate reporting.

### Pressure to Control Costs

It is difficult to help decision makers understand the need for a unified network monitoring and assurance solution, but it only takes one network outage to prove the necessity of such an investment. Unexpected network failures correlate directly to revenue loss and churn, and with numerous banks and other VIP business customers counting on its voice network quality, this customer requires an assurance solution that can proactively detect VoIP issues before they lead to outages, customer dissatisfaction and churn. The best assurance solution must provide complete visibility across all networks in the region, with features that can be leveraged across multiple departments.

### NETSCOUT Service Providers Solution

*“Real-time makes the difference between solving a problem within hours, instead of days.”*

Over five years ago, the customer selected the NETSCOUT VoIP Assurance solution to provide real-time visibility to its network performance. The new regional restructuring served as a compelling event to leverage the scalability of the NETSCOUT solution across multiple countries. As the Voice Operations teams are combined, NETSCOUT's VoIP Assurance solution including the G10 and 14U instrumentation, and Iris applications will become the main monitoring and troubleshooting tools for the region.

### Iris Session Analyzer (ISA)

NETSCOUT's VoIP Assurance solution provides the Voice Operations team with the most powerful call trace capabilities available. Team members use ISA to perform before/after testing of firewall cluster changes to

verify that provisioning and management systems are communicating properly with soft switches – a key component in maintaining stability in the network. Voice Operations counts on ISA to deliver complete visibility and full correlation between multiple protocols, such as ISUP, MGCP and SIP, to troubleshoot even the most complex call paths and locate root cause. Because all relevant signaling messages for each session are collected and presented in a unified view, the team is able to quickly and confidently diagnose troublesome nodes.

### Iris Reporting Tools

Voice Operations relies upon the powerful capabilities of Iris reporting to analyze critical KPIs, giving them a comprehensive picture of network health. Recently, the team used Iris reports to track initial performance of a newly launched soft client that enables VoIP service subscribers to use their mobile phones to make and accept local calls via Wi-Fi or cellular networks. The Iris reports tracked specific performance metrics that identified total number of registrations, failures and the exact location of those failures. This information was provided to the group responsible for the soft client launch, allowing them to fine-tune the service before widespread exposure to negative experience.

### Business Value

For this customer, careful network management is essential to its success. Proactively identifying areas for improvement will enable them to deliver better service than the competition; a positive reflection of its network that intrinsically increases the company's value.

The company selected NETSCOUT not only because of its ability to correlate data across multiple interfaces and protocols, but also because its assurance solutions cover the entire spectrum of telecommunications - detecting signaling and quality issues with voice, data and video services delivered over fixed and mobile networks.

NETSCOUT provides one set of tools that deliver a complete view of network health for the region, eliminating the need to consult multiple, disparate tools in order to piece together a full call trace. With visibility to all the legs in a call path, valuable troubleshooting time is reduced, freeing the Voice Operations team to spend more time setting up new customers, collaborating with other teams and proactively examining network performance to stay ahead of potential issues – activities that help to reduce churn and increase customer satisfaction.

The provider also benefits from the powerful reporting capabilities of the NETSCOUT solution to deliver high-level reports to company executives for complete transparency into network health. Consistent reporting can help reduce the risks involved in new product and service launches with opportunities to fine-tune performance before widespread roll out. Normalizing metrics across the new organization instills confidence in stakeholders that they are truly seeing an accurate picture of network performance.

NETSCOUT's assurance platform can scale to meet the needs of the customer's network – today and into the future. This allows the provider to maximize their investment in the platform, because it easily extends throughout the region to other non-VoIP services. Because NETSCOUT supports multiple services and protocols, the customer can increase information sharing, productivity and efficiency by leveraging these powerful tools across other business units to monitor video and mobile telephone services.

This provider is committed to growth in all areas of its business. As far as the Voice Operations team is concerned, the secret to growth is to provide the best possible network experience to its customers. NETSCOUT is a trusted partner with comprehensive tools that give them the insights needed to deliver this unparalleled network performance.

**NETSCOUT.**

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