NETSCOUT

O2 and the 2012 London Olympics Case Study

Assuring best quality of service at the world's biggest events

RESULTS AT-A-GLANCE

- Real-time alarms enabling rapid response to subscriber-impacting issues
- Voice, data and SMS session quality on 2G and 3G
- Best and worst performing cells
- Handset performance
- Real-time investigation of issues affecting VIPs during the event
- Network metrics reports for individual Olympic venues
- QoE assessment for inbound roamers around Olympic venues
- Visibility to the number of active inbound roamers per service

Immediate Value

- Rapid, focused response to interconnect issues
- Retained corporate account customers with solid VIP performance
- Immediate indentification of worst performing cells, venues, devices, transport hubs and VIP groups
- O2 could compare handset performance for their own customers and inbound roamers
- Improved subscriber experience through speedy isolation of performance issues

Background

O2 (Telefonica UK) is the UK's leading mobile carrier, providing mobile, fixed and broadband voice, messaging and data services. Acquired by Telefonica in 2005 and with 10,000 employees, the company has revenues of £2.973 billion.

NETSCOUT has enjoyed a relationship with O2 UK dating back more than ten years to 2001, with monitoring and assurance solutions across voice, data and SMS, covering 2G, 3G and now 4G.

In 2012, O2 UK became the exclusive mobile telecoms sponsor and provider of services at the 2012 London Olympic Games.

The world's largest sporting event afforded O2 an unparalleled opportunity to provide exclusive services to its own high value accounts and showcase its capabilities to new potential high value executives, as well as the the millions of native and roaming visitors to the Games.

Within this immense audience, 18,000 VIP customers were identified, comprising Olympians, their families, administrators of the Olympics and other VIPs, each of whom were given a range of handsets with O2 SIM cards.

An Olympic Challenge

Critical to the success of O2's sponsorship of the 2012 Games was the assurance that their own subscribers, inbound roamers and especially their high value and VIP customers would enjoy seamless, uninterrupted coverage during the Games. The challenge was to ensure this exceptional quality of experience was delivered consistently across the vast estate of Olympic venues and related locations such as airports and transportation hubs.

With the volume and concentration of mobile traffic reaching unprecedented levels, the risk of a less than perfect mobile experience was high. The potential threat to revenues ran into multi-millions, not to mention the impacts to brand, reputation and relationships associated with such a high profile event.

Telefonica O2

O2 chose to work with NETSCOUT to mitigate these risks and provide nothing short of excellent quality of service to Olympic guests.

In short, a fail-safe solution was required to provide near real-time network performance data and intelligence to help network operations teams respond to any potential traffic and signaling issues before they became mission critical or noticeable by subscribers.

"With the reports you produced for us, we were able to show our HVA customers how the performance was for the people using our network."

"I can honestly say your drive and passion to not only talk the talk, but also walk the walk, has been a breath of fresh air."

Telefonica UK VIP
Faults and Escalations Manager

The Professional Services Solution

NETSCOUT's Professional Services team was tasked with applying its big events monitoring expertise to the world's biggest global event, the London 2012 Olympics.

Our consultants quickly identified the need to provide clear, actionable intelligence and to ensure optimal experience for both domestic and roaming subscribers across all Olympic venues.

NETSCOUT solutions provided O2's network engineers with near real-time visibility and insight into network performance data and individual subscriber monitoring for existing and roaming customers.

Within just days of the appointment, our consultants carried out a comprehensive workshop with key O2 UK staff to outline the challenges for subscriber experience intelligence during this high profile event. Working closely with O2 UK, the team designed and rapidly deployed focused solutions that provided detailed monitoring, full access to actionable data, optimized network performance and ensured the success of this Olympic event.

Onsite professional services consultants remained engaged during the implementation phase and throughout the Olympics, providing constant and immediate support and response whenever required.

NETSCOUT's customer care module was used extensively during the Olympics. Customized dashboards and daily reporting provided visibility into key areas and trouble spots, to drive speedy resolution of subscriber-impacting issues.

Using our QuickStart service, the NETSCOUT team was able to fast-track the deployment of our RIA (Roaming and Interconnect) solution. This enabled O2 to closely monitor several hundred thousand inbound roamers, via alarms and dashboards defined by our team of big event expert consultants.

As part of the RIA deployment, custom dashboards provided O2's network operations team visibility to critical KPI's for key partners and any real-time service degradation, to ensure swift resolution. Executive level reporting was also created to provide visibility at the highest levels within O2.

The NETSCOUT Difference

The NETSCOUT team brings to each engagement many years' experience in network troubleshooting and optimization, consulting best practices and vendor-agnostic methodologies to address the pain points and focus areas of our customers and ensure results. Our holistic approach to finding network performance improvements includes:

- Analysis of capacity improvements for existing infrastructure
- Analysis and validation of network performance KPIs
- Improvement of user experience KPIs
- Use of NETSCOUT tools, dashboards and workflows
- Industry best practices that draw upon years of global experience

Our services enable operators to increase network performance while reducing CAPEX and OPEX. To get maximum value from your current network implementation, Professional Services believes it is necessary to regularly evaluate your KPIs. More importantly, it is critical to ensure they are aligned with both your business objectives, and ultimately, with delivering an improved customer experience.

Take the Surprise out of Big Events

High profile events always carry the risk of the unexpected. This case study is just one example of how NETSCOUT can help you to provide seamless QoE to your customers. Our data and analytics tools help you make the unpredictable manageable, and the unexpected predictable, in real-time.

NETSCOUT

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