



## SOLUTION HIGHLIGHTS

Our solution provides a comprehensive toolkit for ensuring the performance of valuable video services:

- Ensures quality and reduces churn and retention costs
- Improves problem detection and resolution process
- Enables monitoring of SLA compliance for VIP users
- Supports conversational video (person-to-person calling, telepresence, H.264/RTP/H.248)
- Supports streaming video (RTSP/RTP/HTTP, ABR)

## Video and Media Assurance

### Ensure the Quality of Your Fastest Growing Service

#### Increase Revenue With Video by Providing the Highest Quality of Experience

According to Cisco's latest VNI report, video now accounts for 70% of global IP network traffic and is forecasted to increase to 82% by 2020. Now more than ever, carriers must manage and ensure the quality of video services, not only to reduce churn, but also to protect lucrative target advertising revenues.

Subscribers expect the same standard of quality they have come to enjoy, in both fixed and mobile environments. Your customers don't know or care about how the video is delivered, just that it is delivered with the expected performance. While they may tolerate an occasional issue, on-going degradation will drive them to evaluate other providers with more attractive options.

With the rise in subscriber video usage, the cost to carry this traffic has also increased. In order to stay competitive, business models must be tuned so providers can monetize investments and generate revenue. Differentiating your video service by consistently delivering quality experiences, is a wise first step. To assist operators in meeting subscriber video quality expectations and to protect critical revenue streams, NETSCOUT offers solutions designed to overcome the unique challenges introduced by video.



### How We Decrease Video Service Rollout Time

With high pressure to offset engineering's infrastructure spend, an Asian carrier challenged their internal organizations to find ways to help reduce costs and monetize their investment. The network operations team turned to NETSCOUT for help in finding a solution to this challenge.

By enabling its current Iris solution to monitor high-profile telepresence video services, the carrier was able to offer monitored SLAs to its enterprise customers. Within a few months, the operator realized an increase in revenue and lowered the costs of training by integrating quality monitoring into their existing processes.

With Iris Session Analyzer support, call signaling, voice media and video media are presented together to provide the full context of the call. Video media capture and playback are fully supported (for conversational video), from the same integrated workflow GUI.

### Reduce Mean Time to Repair With More Network Intelligence

With so much focus on the monetization of services, quality is the key to capturing and retaining subscribers. With NETSCOUT assurance tools, providers can manage the complexity of video services and deliver the expected quality for which subscribers will pay.

#### Iris Session Analyzer

To assist troubleshooting teams, Iris Session Analyzer offers an all-in-one video troubleshooting workflow and the ability to analyze signaling and media across multiple access technologies and protocols. Advanced multi-protocol correlation capabilities ensure that all associated messages are collected for analysis in real-time. The collection, correlation and display of signaling and media in the same GUI enables at-a-glance association of related messages to determine where and when degradation occurs.

- Expand summary Mean Delivery Index (MDI) and Mean Opinion Scores (MOS) to reveal Quality of Service (QoS) metrics
- Play back captured media with a single click
- Export capabilities enable sharing of pertinent information with other organizations

#### Iris Alarming and Reporting

With service modeling capabilities and fast-alarming dashboards, operators can define and proactively monitor video services based on customized criteria. This unique capability allows carriers to monitor and segregate traffic quality by type - conversational, streaming, carrier-branded, OTT. Confidently offer SLAs for all video services with threshold-based dashboards that deliver immediate notification when defined service quality limits are breached.

### Traffic Analysis

For video services, every packet counts toward a subscriber's quality of experience. Time-sensitive and sequence-sensitive video packets share network resources with latency-tolerant data applications. As video usage increases, congestion can cause a variety of errors such as stalling, freezing, macro-blocking, blurriness and blockiness, which all negatively impact video service quality. In these situations, traffic analysis can provide real-time visibility into video quality across the network, which supports effective traffic management and faster identification of quality issues.

### NETSCOUT's Solution

Discover why the world's largest carriers turn to NETSCOUT to monitor their media services.

### One Scalable System for all of Your Technologies

- One system to learn, operate and maintain
- Supports TDM, IP and other network technologies including mobile and IMS
- Scales to large network deployments and services (voice, video, fax and instant message)

### Highly-Customizable Video Service Definitions

- Proactively monitor overall media service performance - by node, by type, by region, by HVA and by individual subscribers
- Instantly view and alert on most valuable, user-defined metrics

### Optimized Call and Video Troubleshooting Workflow

- Rapid troubleshooting and isolation of issues
- A single, end-to-end view of signaling and media, regardless of media path complexity
- Sophisticated multi-protocol correlation across multiple technologies
- Integrated diagnosis of packetized IP issues (service access, media bearer setup and content delivery)
- Integrated media QoS/QoE leg-by-leg for fast isolation of degradation
- Integrated media analysis and playback

### Intelligent Automation of QoE Analysis and Troubleshooting

- Dramatic reductions in troubleshooting time
- Test and collect results in real-time without subscriber service interruption

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### Taming Video Complexity

How does a provider cope with the need for a support team skilled enough to properly support and maintain high quality video service introductions?

With our video assurance solution, the problem is resolved with an integrated approach that abstracts the complexity of video into a familiar assurance toolset. Through patent-pending video MOS and MDI algorithms that encompass and quantitatively measure the quality of video, existing personnel can effectively maintain and troubleshoot video with the same well-proven and understood workflows used on a daily basis with other traffic forms.

With NETSCOUT's solution, your existing staff are instantly more productive with video.

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