



Automate Cell Optimization

The Opportunity

For one North American operator, frequent events of overly congested cell towers due to high data usage lowered the quality of experience for all subscribers. Troubleshooting such frequent occurrences of congested network events by the Network Operations Team over weeks and months created redundant chaos, a decrease in trouble ticket resolution, and an increase in OPEX.

Will implementing a Self-Optimizing Network (SON) resolve this problem?

The Details

Initial analysis by the Network Planning Team revealed vital patterns and trends on the performance of their cell towers. With this insight from NETSCOUT®, this CSP used the nGenius® Business Analytics (nBA) solution with Smart Data and SON technology to optimize performance.





NETSCOUT Smart Data feeds were used as a source to configure Policy and Charging Rules Function (PCRF), while enabling real-time alerts to automatically detect congested cell towers. The enhancement with SON proactively managed throughput during times of high demand and alleviated intervention from the Network Operations Team.

The Results

NETSCOUT's nBA Solution with Smart Data:

- Decreased purchasing of additional cell towers
- Reduced customer churn by optimizing desired throughput
- Optimized cell planning by implementing a SON feedback loop
- Provided automation and closed loop assurance

Research shows that the average cost of constructing, implementing, and maintaining a cell tower can go as high as 1 million US dollars.

SAVINGS =    

A SINGLE OPTIMIZED CELL

**THE NETSCOUT SOLUTION
REDUCED OPEX BY 25%
AND CAPEX BY ELIMINATING
THE NEED FOR MORE
CELL TOWERS**



To learn how you can use automation and closed loop assurance to optimize cell tower capacity with nBA and Smart Data.



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