

## Cost-Effectively Optimize Cell Performance with Geo-Analytics

### The Opportunity

Although Carrier Service Providers (CSPs) often rely on drive testing to optimize cell sites for proper density and coverage, one large North American CSP was determined to reduce the associated cost and improve OPEX.

How will this carrier maintain cell tower efficiency and reduce reliance on time consuming drive tests?

### The Details

**A New Approach** – With cost-cutting goals ahead, the regional planning team desired an agile approach to cell optimization tasks. This CSP turned to NETSCOUT® state-of-the-art TrueCall with Geo-Analytics solution for comprehensive cell management and near real-time insights into cell performance.

**All Inclusive** -Where as before, the team drove to various locations to analyze cell tower performance, the use of TrueCall at-a-glance heat map with geo-analytics, provided views of network coverage for; traffic hotspots, offending cells, cell location, including adjacent cells. This extensive view empowered the team with immediate insights on routes issues. They applied optimization strategies with confidence and provided recommendations for cell optimization. TrueCall's powerful always-on capabilities helped this CSP team to reduce the cost of drive testing from \$1M to \$400K.

### The Result

NETSCOUT's TrueCall Geo-Analytics Solution Provided:

- 40% reduction in OPEX over time
- Comprehensive visual representation of the network with geo-analytics
- Precise knowledge of offending cells including adjacent cell towers location
- Confidence to justify optimization strategies for cell sites



40%

THIS CSP REALIZED A 40% REDUCTION IN DRIVE TEST OPEX WITH ALWAYS-ON INSIGHTS FOR CELL OPTIMIZATION STRATEGIES.

CONTACT  
AN EXPERT



To learn how TrueCall with Geo-Analytics can help you optimize cell performance while reducing OPEX.



**Corporate Headquarters**

NETSCOUT Systems, Inc.  
Westford, MA 01886-4105  
Phone: +1 978-614-4000  
[www.netscout.com](http://www.netscout.com)

**Sales Information**

Toll Free US: 800-309-4804  
(International numbers below)

**Product Support**

Toll Free US: 888-357-7667  
(International numbers below)

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