

Omnis Visibility as a Service Delivers Actionable Unified Communications and Collaboration Insights

Today's enterprises operate with geographic diversity to support supply chains, customers, vendors, employees and IT/ cloud infrastructures around the globe. Unified Communications and Collaboration (UC&C) tools serve as the nerve center for these companies to facilitate seamless communication across stakeholders and improve productivity. UC&C plays the most critical role in making sure all the human resources and capital, internal and external, are aligned towards a common objective. Even a few minutes of downtime or poor quality of audio/video calls can severely disrupt revenue generating call centers, important customer opportunities, vendor discussions, customer satisfaction, or employee productivity.

Service Assurance for Your UC&C Applications

For any CIO or an IT department, the visibility into their enterprise UC&C performance is of utmost importance. Omnis™ Visibility as a Service (Omnis VaaS) provides the right visibility and recommendations to track, manage and maintain high performance standards of UC&C applications, networks and IT/cloud infrastructure. Omnis VaaS delivers hands-free proactive monitoring using NETSCOUT® market leading virtual network and application assurance platform coupled with a global team of application and network experts leveraging proven business practices. This Omnis VaaS team will provide the troubleshooting expertise, expert analysis, and actionable insights for your UC&C applications and IP Network within your firewall and in cloud environments. Omnis VaaS is the power of NETSCOUT's market leading platform and expertise at an affordable monthly subscription.

UC&C Deployment Adds Complexity

UC&C deployment increases in complexity for virtualized and geographically spread multi-vendor hybrid cloud environments. It involves a diverse array of network elements, protocols, and applications depicted in Figure 1. As a result, failures in sophisticated UC&C deployments are often related to issues within the broader environment that supports the UC&C system. Addressing this complexity requires a holistic view of the UC&C environment along with the right skills and expertise to identify root cause of problems contributing to VoIP, telepresence, or collaboration service degradation.

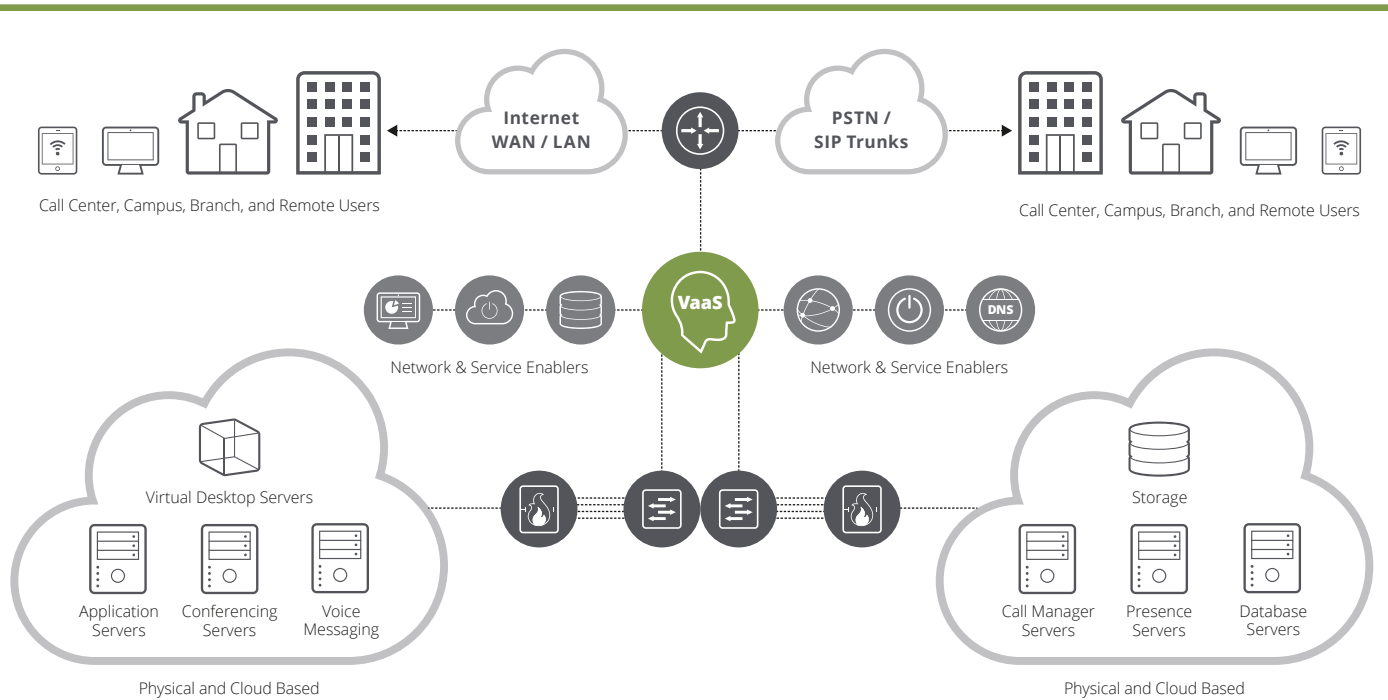


Figure 1: UC&C system deployment - a complex web of network equipment, service enablers, infrastructure, devices, protocols and applications in a hybrid cloud environment.

Omnis VaaS FOR UC&C

- Hands-free UC&C Service Assurance
- VoIP, Application, Cloud and Network Performance Visibility
- Media Quality Analysis
- Service Enabler Monitoring
- Link Analysis
- Alerts and Service Triage
- Best Practices Recommendations

Address UC&C Challenges

Our industry leading experts convert your UC&C health and performance requirements to actionable KPIs and KQIs to quickly predict and manage your UC&C system health in real time. Beyond troubleshooting, NETSCOUT's Expert Analysis team provides monthly reports containing utilization summary, performance benchmarks, trending, and consultative meetings with best practices recommendations.

UC&C KPIs AND KQIs

- MOS Degradation
- QoS Changes
- One-way Calls
- Codec Configuration Errors
- Network Efficiency Ratio
- Packet Loss
- Jitter and Latency
- Response Time
- Call Performance Metrics
- Packet Analysis Metrics

NETSCOUT's approach to UC&C service assurance is built on a foundation of high quality data and real-time analytics derived from control signaling and media stream traffic. Omnis VaaS is powered by Adaptive Service Intelligence® (ASI), NETSCOUT's patented industry leading Deep Packet Inspection engine that delivers real-time performance metrics to clearly summarize UC&C health. Designed to support the world's largest and most demanding enterprise networks, the NETSCOUT platform is suitable for use in both physical, virtual, on- or off-premise and cloud environments. This proven scalability and versatility in turn, enables rapid deployment on demand.

Success Story: Contact Center Quality

Omnis VaaS has helped multiple enterprises resolve their ongoing UC&C issues and proactively prevent further degradation.

A high volume online travel and hospitality enterprise with multiple contact and data centers around the world was facing poor call quality, dropped calls, capacity and other UC&C degradation issues. These long-term issues had been impacting revenue generating contact center's ability to handle the high volume of calls and a noticeable decline in their customer's quality of experience. Being in a highly competitive industry, abandoned and dropped calls results in a loss of revenue.

“NETSCOUT team worked with us to dig into issues and helped us troubleshoot those issues until we found a resolution”

– Online Hospitality/Travel Enterprise

Once the Omnis VaaS team began monitoring the contact centers they quickly identified the root cause and made recommendations to resolve the following issues.

- **Customer Call Drops When Placed on Hold:** Omnis VaaS experts identified the root cause to a misconfigured router which resulted in signaling messages and corresponding media streams routed to different destinations.
- **Poor call quality:** Omnis VaaS identified a third-party application unrelated to UC&C that was consuming 60% of the allocated bandwidth. The reduction in data pipe capacity for UC&C contributed to the poor call quality. The insight pre-empted a blame game between enterprise and Service Provider, paving way for a quick resolution.
- **Video Conference Service Disruption:** Within minutes, the Omnis VaaS team isolated the root cause of video conferencing issues to the service provider's recently re-configured switch.
- **Intermittent Outages:** Omnis VaaS experts were able to parse out the clutter of data and immediately identify the source of the issue. Problems were isolated to a CPU overload of the “Presence Service” within the UC&C system. Upon discovery, the Omnis VaaS team recommended best practices to resolve the issue and restore service integrity.
- **Upgrade Problems After-Hours:** Omnis VaaS 24x7 support assured the successful rollout of upgrades to the enterprise's global call and data centers scheduled for weekends and weeknights. The team identified potential failure points that could have resulted in serious revenue loss the following day.



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