

A Leading Central European Provider Assures Exceptional Voice Quality

The Voice Operations Team Looked to NETSCOUT for a Scalable Solution That Could Be Used Across Multiple Countries and Provide a Consistent View of Voice Quality Metrics



Using the NETSCOUT® solution, the Voice Operations group saved more than **100 man hours per week** – a value equivalent to hiring **three** additional team members.

“Real time makes the difference between solving a problem within hours, instead of days.”



Business Challenges

“If your customers are telling you there’s a problem, that’s a problem”

Competition & Subscriber Expectations

With regulatory relaxation widening the playing field, a European provider faced a host of new players and challenges including aggressive subscription pricing from competitors. Although fixed line customers are often loyal to their providers, they have a very low tolerance for poor service quality. This level of expectation is exactly why measuring network performance was so important to the Voice Operations team.

Disparate Tools & Consolidation Concerns

With entities across multiple countries, the provider had renewed its commitment to customer satisfaction and cost reduction. To streamline operations and to better serve customers, the company combined country-specific business units and formed functional teams to operate across larger regions. This change resulted in the creation of a single Voice Network Operations team that served customers in multiple countries.

The Voice Operations group identified a number of issues that needed resolution before the new team could truly operate as one – including the use of disparate toolsets. While some utilized NETSCOUT’s service assurance tools, others used a competing solution that lacked full visibility to network performance. The provider believed that troubleshooting would be more difficult and time-consuming when multiple points needed to be checked in order to find an underlying issue. Continuing use of multiple platforms also perpetuated the reporting of different network efficiency metrics, eliminating the possibility of “apples-to-apples” comparisons and an inconsistent and unreliable view of performance. Accurate management of interconnect

partner performance was also a concern driving the normalization of metrics across the region. In addition, use of internally-developed tools increased the vulnerability of critical network functions left to depend upon unsupported and unproven tools with limited functionality and inaccurate reporting.

Pressure to Control Costs

It is difficult to help decision makers understand the need for a unified network monitoring and assurance solution, but it only takes one network outage to prove the necessity of such an investment. Unexpected network failures correlate directly to revenue loss and churn, and with numerous banks and other VIP business customers counting on its voice network quality, this customer required an assurance solution that could proactively detect VoIP issues before they could lead to outages, customer dissatisfaction and churn. The best assurance solution would provide complete visibility across all networks in the region, with features that could be leveraged across multiple departments.

Service Provider Solution

Over five years ago, the customer selected NETSCOUT's VoIP Assurance solution to provides real-time visibility to its network performance. The new regional restructuring served as a compelling event to leverage the scalability of the NETSCOUT solution across multiple countries. As the Voice Operations teams combined, the VoIP Assurance solution became the main monitoring and troubleshooting tools for the region.

Service Triage and Call Trace

NETSCOUT's VoIP Assurance solution provided the Voice Operations team with the most powerful call trace capabilities available. Team members used session analysis to perform before/after testing of firewall cluster changes to verify that provisioning and management systems were communicating properly with soft switches – a key component in maintaining stability

in the network. Voice Operations counted on the NETSCOUT tools to deliver complete visibility and full correlation between multiple protocols, such as ISUP, MGCP and SIP, to troubleshoot even the most complex call paths and locate root cause. Because all relevant signaling messages for each session are collected and presented in a unified view, the team was able to quickly and confidently diagnose troublesome nodes.

Reporting Tools

Voice Operations relied upon the powerful capabilities of the service assurance reporting to analyze critical KPIs, giving them a comprehensive picture of network health. The team used reports to track initial performance of a newly launched soft client that enabled VoIP service subscribers to use their mobile phones when making and accepting local calls via Wi-Fi or cellular networks. The reports tracked specific performance metrics that identified total number of registrations, failures and the exact location of those failures. This information was provided to the group responsible for the soft client launch, allowing them to fine-tune the service before widespread exposure to negative experience.

Business Value

For this customer, careful network management is essential for success. Proactively identifying areas for improvement enabled them to deliver better service than the competition; a positive reflection of its network that intrinsically increased the company's value. The company selected NETSCOUT not only because of its ability to correlate data across multiple interfaces and protocols, but also, because its assurance solutions covered the entire spectrum of telecommunications - detecting signaling and quality issues with voice, data, and video services delivered over fixed and mobile networks.

NETSCOUT provided one set of tools that could deliver a complete view of network health for the region, eliminating the need to consult multiple, disparate tools in order to piece together a full call trace. With

visibility to all the legs in a call path, valuable troubleshooting time was reduced, freeing the Voice Operations team to spend more time setting up new customers, collaborating with other teams and proactively examining network performance to stay ahead of potential issues – activities that help to reduce churn and increase customer satisfaction.

The provider also benefited from powerful reporting capabilities delivering high-level insights to company executives for complete transparency into network health. Consistent reporting can reduce the risks involved in new product and service launches with opportunities to fine-tune performance before widespread roll out. Normalizing metrics across the new organization instills confidence in stakeholders that they are truly seeing an accurate picture of network performance.

NETSCOUT's service assurance platform will scale to meet the needs of the customer's network – today and into the future. This allowed the provider to maximize their investment in the platform because it can easily extend throughout the region to other non-VoIP services. As NETSCOUT supports multiple services and protocols, the customer will increase information sharing, productivity and efficiency by leveraging these powerful tools across other business units to monitor video and mobile telephone services.

This provider committed to growth in all areas of its business by empowering the Voice Operations team enabled to provide the best possible network experience to its customers. NETSCOUT is a trusted partner with comprehensive tools that give them the insights needed to deliver this unparalleled network performance.

LEARN MORE

For more information about NETSCOUT solutions visit:

<https://www.netscout.com>



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