



In addition, use of internally-developed tools increases 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 requires an assurance solution that can proactively detect VoIP issues before they lead to outages, customer dissatisfaction and churn. The best assurance solution must provide complete visibility across all networks in the region, with features that can be leveraged across multiple departments.

**NETSCOUT Service Providers Solution**

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

Over five years ago, the customer selected the NETSCOUT VoIP Assurance solution to provide 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 are combined, NETSCOUT's VoIP Assurance solution including the G and 14U instrumentation, and Iris application will become the main monitoring and troubleshooting tools for the region.

**Iris Session Analyzer (ISA)**

NETSCOUT's VoIP Assurance solution provides the Voice Operations team with the most powerful call trace capabilities available. Team members use ISA to perform before/after testing of firewall cluster changes to

verify that provisioning and management systems are communicating properly with soft switches – a key component in maintaining stability in the network. Voice Operations counts on ISA 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 is able to quickly and confidently diagnose troublesome nodes.

**Iris Reporting Tools**

Voice Operations relies upon the powerful capabilities of Iris reporting to analyze critical KPIs, giving them a comprehensive picture of network health. Recently, the team used Iris reports to track initial performance of a newly launched soft client that enables VoIP service subscribers to use their mobile phones to make and accept local calls via Wi-Fi or cellular networks. The Iris 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 customer negative experience.

**Business Value**

For this customer, careful network management is essential to its success. Proactively identifying areas for improvement will enable them to deliver better service than the competition; a positive reflection of its network that intrinsically increases 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 cover the entire spectrum of telecommunications - detecting signaling and quality issues with voice, data and video services delivered over fixed and mobile networks.

NETSCOUT provides one set of tools that 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 is 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 benefits from the powerful reporting capabilities of the NETSCOUT solution to deliver high-level reports to company executives for complete transparency into network health. Consistent reporting can help 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 assurance platform can scale to meet the needs of the customer's network – today and into the future. This allows the provider to maximize their investment in the platform, because it easily extends throughout the region to other non-VoIP services. Because NETSCOUT supports multiple services and protocols, the customer can increase information sharing, productivity and efficiency by leveraging these powerful tools across other business units to monitor video and mobile telephone services.

This provider is committed to growth in all areas of its business. As far as the Voice Operations team is concerned, the secret to growth is 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.



**Americas East**

310 Littleton Road  
Westford, MA 01886-4105  
Phone: 978-614-4000  
Toll Free: 800-357-7666

**Americas**

3033 W. President  
George Bush HWY  
Plano, Texas  
USA 75075

**EMEA**

One Thames Valley,  
Wokingham Road,  
Bracknell, Berkshire,  
RG42 1NG

**APAC**

238A Thomson Road #23-02/05,  
Novena Square Tower A,  
Singapore,  
307684 SG

NETSCOUT offers sales, support, and services in over 32 countries.

For more information, please visit [www.netscout.com](http://www.netscout.com) or [www.tekcomms.com](http://www.tekcomms.com) or call us at 1-800-833-9200 option 1 or +1-469-330-4000

© 2015 NETSCOUT SYSTEMS, INC. All rights reserved. NETSCOUT, nGenius, InfiniStream, Sniffer, nGeniusONE, ASI, Adaptive Service Intelligence and the NETSCOUT logo are registered or pending trademarks of NETSCOUT SYSTEMS, INC. and/or its affiliates in the United States and/or other countries ("NETSCOUT"). All other brands and product names and registered and unregistered trademarks are the sole property of their respective owners. Use of this product is subject to the NETSCOUT SYSTEMS, INC. ("NETSCOUT") End User License Agreement that accompanies the product at the time of shipment or, if applicable, the legal agreement executed by and between NETSCOUT and the authorized end user of this product ("Agreement"). NETSCOUT reserves the right, at its sole discretion, to make changes at any time in its technical information, specifications, service, and support programs.