Creating the Experience of One with Service Assurance Mediation

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Overview

- Founded in May 2012

- Privately owned

- Head quarter in Stockholm, Sweden
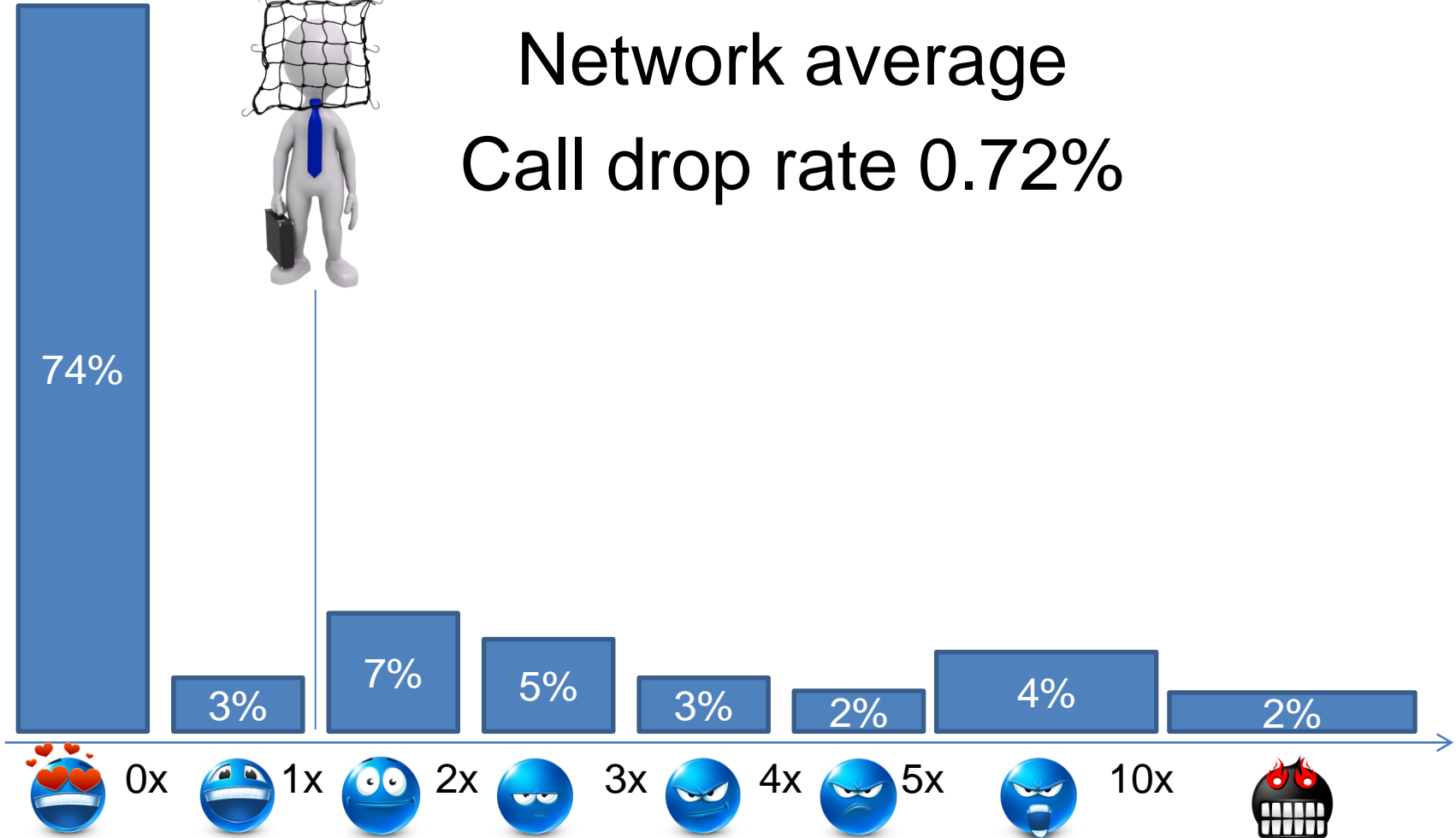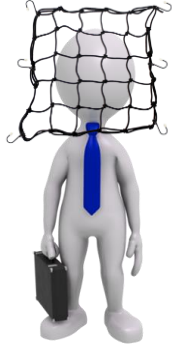
Changing view on OSS data

- The traditional way of looking at performance data is **network centric** with the aim to fulfil operational & capacity requirements.

- The exact same data can be viewed from a **customer centric** perspective, with focus on visualizing your customers service experience

Customer centric vs. Network centric

Network average

Call drop rate 0.72%

74%

3%

7%

5%

3%

2%

4%

2%

0x   1x   2x   3x   4x   5x   10x

CICS
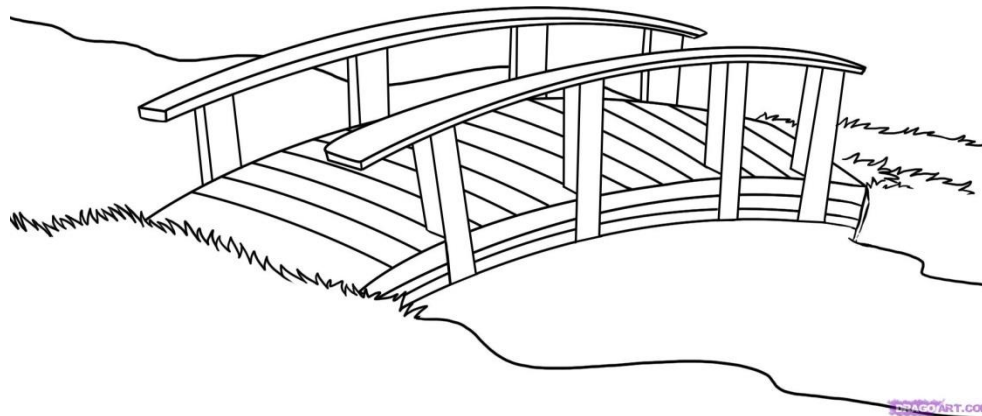Customer Intelligence Consulting & Services

Founding ideas

Bridge the gap between network department and the rest of the organization

– spread the valuable network data, by building applications

✓ With the customer in focus

✓ Snappy, easy to use and accessible

✓ Work closely with our customers in our development
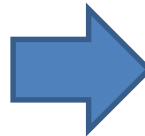
1% 10%

Building the bridge

Key Differentiators

- All applications designed for optimal query speed

- Only fully functional applications provided – no empty frameworks

- No legacy hardware – prefer virtual environment

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Our applications

NocMap

SubSearch

CorpDash

Device

DEMO

System design

and the use of

MediationZone

Challenges

- Processing tens of thousand of events per second in real-time

- Creating KPIs that reflect the user experience

- Make the KPIs available in an easy-to-use and understand environment

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Architecture
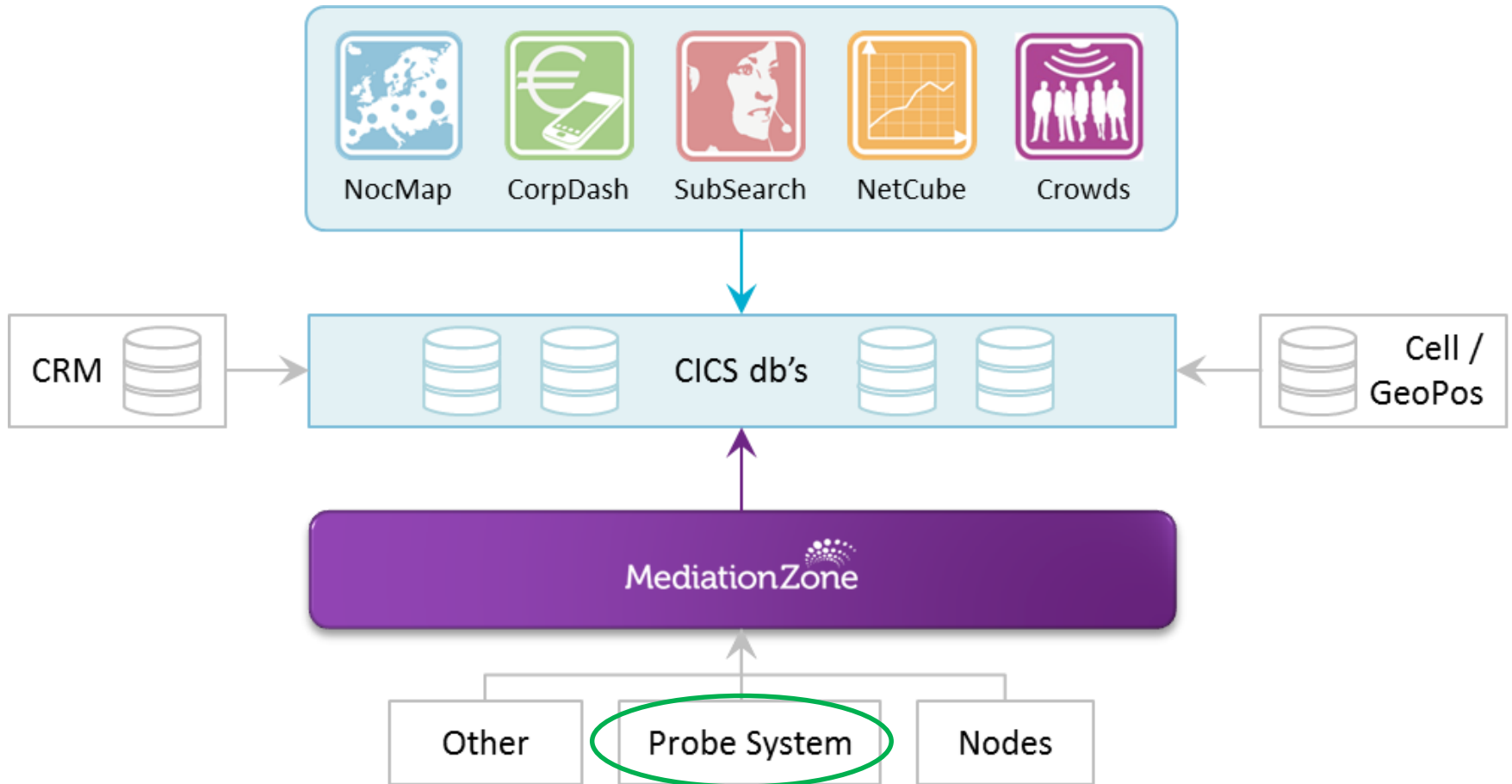
MediationZone setup
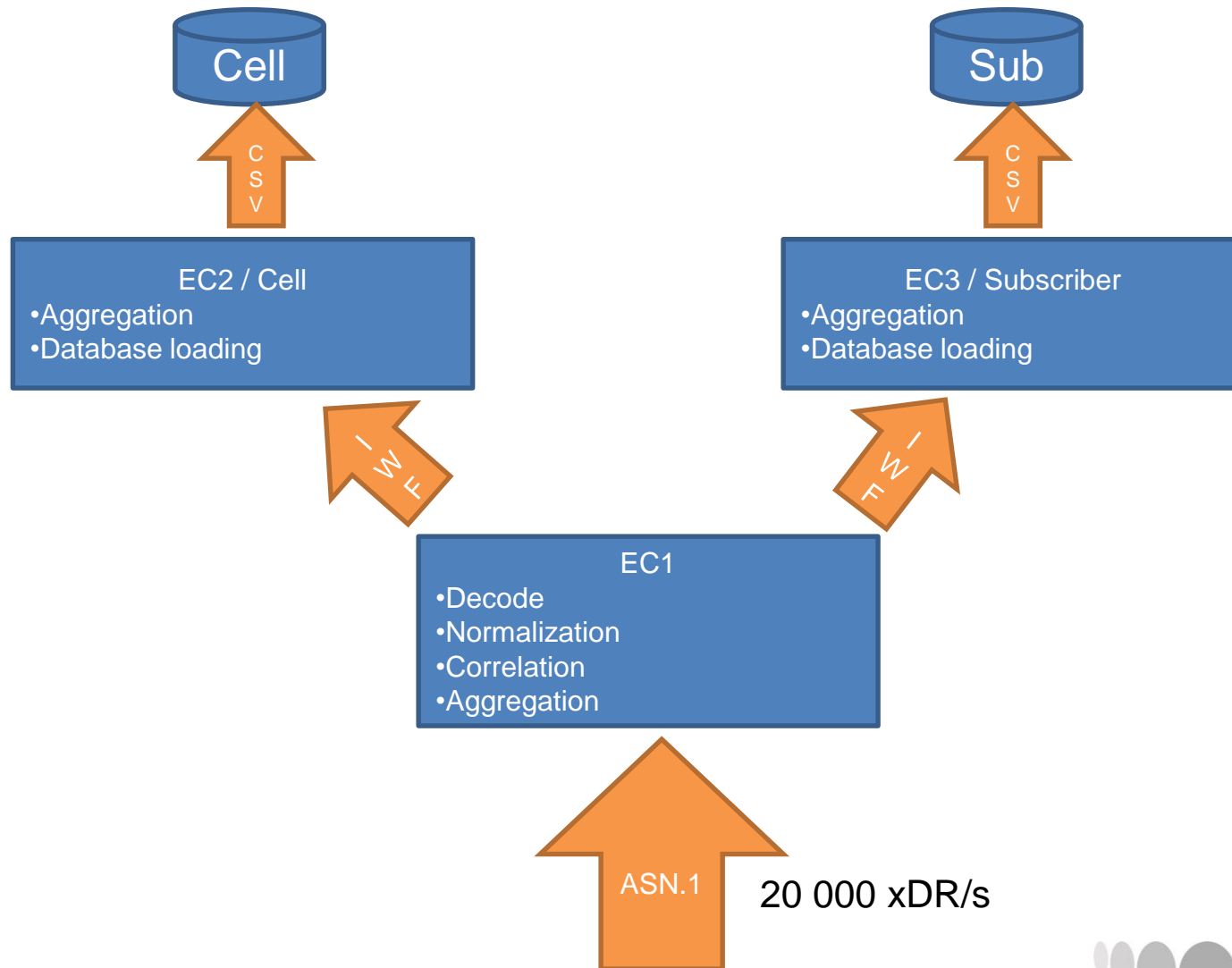
Correlation/Enrichment

- Handover correlation
- CSFB correlation
- Paging correlation
- Cell/Positioning enrichment
- Company id enrichment

- All the above are solved with aggregation agents

Conversion to counters

ASN.1 xDRs containing

- Procedure information

- Timestamps for procedures

- Release causes

Converted into counters/KPIs for

- Calls/SMS/Data, such as attempts, failed, drops, volume, throughput

Aggregation in MZ

- ## Time period
  - From 10 s up to hour

- ## Network topology
  - Cell ID/SAC/Sector smallest denominator

- ## IMSI (identifying single subscribers)
  - Customer performance data

- ## Company

Stream processing

✓ More than 95% of the data is stripped away

✓ The data is structured for optimal database query performance

✓ Once inserted into the database it is ready for use straight away

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Main drivers for using MZ

✓ We can focus on building value
  - DR focused on building the framework
  - Faster time to market – at least over time

✓ Our solution becomes HW efficient
  - Combination of MZ and our design philosophy

✓ Scalability
  - We feel more secure
  - Assurance for our customers with DR as reference

Thank you!