

MANAGING TELECOM NETWORK OPERATIONS WITH AI-POWERED ANALYTICS

As a tier one telecom operator with millions of customers, this company provides a range of services including voice, messaging, data and fixed network, supporting mobile communications, Internet and IPTV products and services for consumers and ICT services for business and corporate customers.

TRYING TO TRACK TERABYTES OF DATA AND ENSURE NETWORK PERFORMANCE

With the rollout of 3G and 4G technologies, telecommunication service offerings have grown. Cell phone usage has skyrocketed. Voice, video, and data have converged to offer rich new services that customers rely upon. High-definition video consumption and other services are consuming more network bandwidth, making it more important than ever to accurately manage and maintain network performance.

In this case study, a leading provider of telecommunications services needed to ensure end-customer satisfaction and quickly mitigate any network performance issues, where any incident could easily cost them millions of dollars. They had to be able to monitor service assurance, as well as analyze data at detailed levels to track the underlying quality of network performance and to avoid unexpected outages.



TELECOM OPERATOR CASE STUDY

Problem:

Needed to ensure end-customer satisfaction and quickly mitigate any network performance issues, where any incident could easily cost millions of dollars.

Benefits of Using Anodot:

Anodot is now providing this telecommunications operator with a real-time, dynamic view of their operations.

With Anodot, the company can:

- Collect and visualize real-time data
- Identify the periods of heaviest network usage
- Forecast network capacity
- Plan for potential network outages or short-term surges

Managing multiple communication applications and platforms required advanced network monitoring and orchestration to ensure optimal network performance. The company didn't have clear visibility into how network resources were used. Their available network management tools were static and only addressed specific needs, unable to provide reliable, transparent data for insights in real-time. Static reports would quickly become dated and easily ignored. They were burdened with setting and then constantly adjusting static thresholds in their monitoring tools. "It was impossible for us to track the millions of time-series data in real time," said the director of network engineering, "we were constantly distracted by false positives and when an incident did occur we were overwhelmed with too many alerts, making it hard to investigate."

They needed a solid and reliable solution that could provide accurate insights in a quick and easy-to-understand format and help them quickly identify the root cause of issues.

“ Anodot dramatically streamlined our process, collecting more granular data throughout the incident life cycle helped us identify bottlenecks and drive improvements. We could pinpoint the root cause of issues with certainty, saving frustration and critical staff resources. ”

Director of Network Operations

ANALYZING NETWORK DATA FOR ACTIONABLE INSIGHTS

The telecommunications company implemented Anodot's AI-powered analytics to analyze and generate actionable insights from terabytes of siloed network data by correlating technical network data with network business KPIs.

With automated machine learning algorithms continuously analyzing all time-series business data, Anodot can detect the business incidents that matter, and identify why they're happening. Receiving data from multiple sources, like network service availability & performance metrics, customer retention & churn logs, revenue & profitability data, Anodot analyzes it and found anomalies quickly, providing unified alerting for any risk that comes up. By using Anodot, their network engineering and network monitoring teams now had a single, unified platform for understanding what is happening throughout their network.

Quickly crunching usage data, like data traffic, usage patterns and call duration records, Anodot ensured in real-time a clear status for the company's telecommunications networks, gauging performance levels and identifying any network or maintenance issues, providing immediate insights that enable the company to address issues that could lead to service disruptions or seize on opportunities to lower maintenance costs.

ACCURATELY & QUICKLY FIND THE ROOT CAUSE

By integrating a multitude of complex data sets, Anodot is able drill-down and correlate with other data sources to identify anomalies quickly, revealing the underlying cause and alerting operators.

With Anodot, the telecommunications provider can collect and visualize real-time data in order to identify the periods of heaviest network usage, forecast network capacity, and plan for potential network outages or short-term surges. Anodot is now providing this telecommunications provider with a real-time, dynamic view of their operations.