

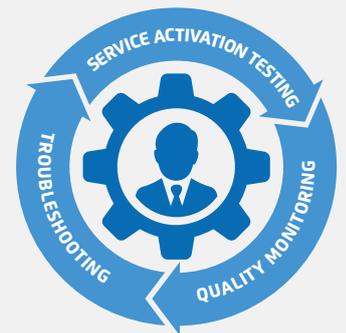
On-Demand Service Quality Testing and Service Level Transparency for Business Service Providers

Delighting SD-WAN, uCPE and Global VPN Customers by Delivering World Class Service Quality

According to a recent survey conducted by Netrounds with 200 enterprises, 50% discover network performance degradation issues instead of their Communication Service Providers (CSPs). In addition, 90% of them only contact their CSP when they are ready to end their contracts due to service disruptions.

The current transition to hybrid virtual/physical networks and service chains introduce new points of failure. Traditional service assurance techniques, which collect counters and telemetry data from devices in the infrastructure, are not designed to determine whether a service is properly working from the end-user's perspective. As a result, customer-facing roles such as Service Delivery Managers, Service Account Managers and Service Operation Centers have difficulties in assessing the true customer experience.

With Netrounds customer-facing teams gain end-to-end service quality insights to proactively enhance customer experience, resulting in lower churn.



BUSINESS SERVICES ORGANIZATION'S GOALS

- Win high-valued customers by offering tailored services
- Deliver the service levels that were contracted with each customer
- Achieve service agility while ensuring Quality of Experience (QoE)
- Retain existing customers and avoid paying penalties for breaching service level agreements (SLAs)
- Accelerate the launch of innovative SD-WAN and uCPE services
- Improve margins by automating each step of the network service lifecycle

CUSTOMER EXPERIENCE CHALLENGES

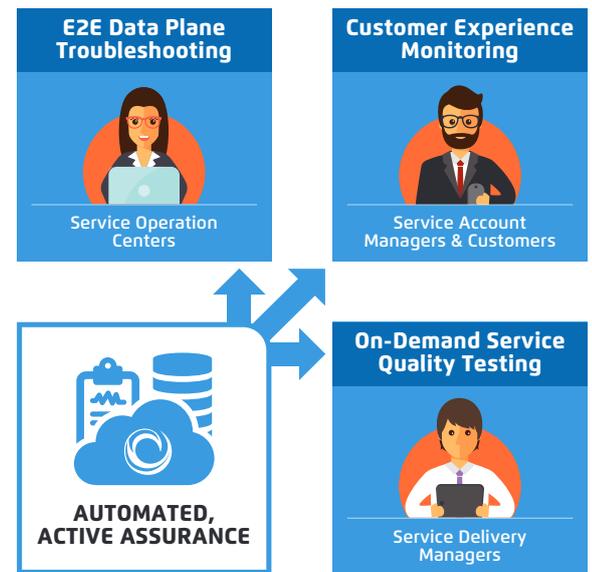
- Customers are complaining about service levels, while existing KPIs appear green on Service Operation Center (SOC) dashboards
- Service Account Managers have limited real-time visibility into SLA compliance
- No one knows if a service was ever properly turned up from the first day
- Customers are blaming their service provider for problems that originate from their own network/applications/datacenter
- There is an incomplete view of Clouds, VPNs and SD-WAN connectivity for each customer
- It is difficult to verify that a configuration is correct end to end
- Service updates and configuration changes often degrade service performance without anyone noticing it internally before customers are affected
- Current service assurance solutions focus on the infrastructure and devices instead of the services, and were not designed for agility, scale and flexible APIs

About 90% of customers will not complain before defecting – they will simply leave once they become unsatisfied.

THE SOLUTION

Leverage a proven, zero-touch, active testing and monitoring platform to equip Service Delivery Managers, Service Account Managers and Service Operating Centers with L1-L7 service quality metrics, in real time and on demand.

- Allow Service Account Managers to access activation test certificates to prove proper turn up and modifications of SD-WAN, uCPE or IP-VPN services
 - Offer better instrumentation so tailored SLAs can be monitored for high-valued customers.
 - Offer customers the ability to troubleshoot their service levels themselves and pinpoint problems in own networks or applications, instead of escalating to the service provider.
- Empower operation teams with real-time measurements of network
- quality and customer experience, including virtual service chains in multi-cloud environments
- Leverage a solution, compatible with current and future OSS
- technology stacks.
- Build the network and service quality data set required to succeed with Machine Learning initiatives.
- Provide end-to-end service quality metrics required for closed-loop automation and self-service portal reporting.
- Pave the way to full service assurance automation, ultimately
- lowering operational expenditures (OPEX).



For more details on Netrounds platform, please click here: www.netrounds.com/product-overview

WHY NETROUNDS?

Trusted by Market Leaders	Netrounds' proven and modern platform is used by over 250 organizations worldwide and supports a variety of use cases for business service providers, broadband providers, IPTV operators, mobile providers, global enterprises and federal governments.
L1-L7 Testing in One Easy-to-Deploy Platform	Netrounds software-based Test Agents actively generate traffic on the data plane and analyze detailed, real-time measurements across multiple applications, services and technology domains. Agents are remotely programmable and offer a wide range of domain-specific tests from Layer 1 to Layer 7.
Active Testing Platform at Scale	Netrounds Control Center offers centralized management of all agents and test templates. Remote teams in various locations can use an intuitive Web-based Portal to build automation scenarios and initiate them automatically or on demand over large multi-domain, multi-layered network infrastructures.
Fully Automated and Orchestrated	All features of Netrounds Control Center are exposed over a cloud-based API, which is used by external systems such as service orchestrators to dynamically initiate activation tests and quality monitoring scenarios as part of the service delivery workflows.
Lightweight and Software-Only	Netrounds software-only approach to flexible and automatable assurance makes the solution suitable for physical, hybrid and virtual environments – either on-premises or in the public clouds. This provides a next-gen assurance solution that is suitable for any network topology and use cases today, as well as for dynamic, software-driven networks of the future.

