Programmable and Active Service Assurance Platform for Network Automation

Enhancing OSS and MANO Ecosystems with Visibility into End to End Service Chain

As Communication Service Providers (CSPs) launch new business services based on SD-WAN, uCPE and On-Demand VPN, they are also migrating to a telco cloud architecture and hybrid NFV network. This transition creates new challenges for their service delivery and operations teams. Traditional OSS platforms were not designed to support these new telco cloud environments. Consequently, they lack agility and visibility into sophisticated end-to-end service chains across network domains and multi-cloud environments.

To gain visibility into customer experience and to increase network agility through closed-loop automation, CSPs must leverage modern active testing instrumentation techniques that will confirm that each service is delivering to customers' expectations.

With Netrounds, CTO offices and OSS organizations can easily respond to the service assurance needs of customer-facing roles such as Service Delivery Managers, Service Account Managers and Service Operating Centers.

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

SERVICE ASSURANCE CHALLENGES

- Service Account Managers are complaining about lack of accurate measurements of their customers' service experiences.

- Many customers are still experiencing performance degradations, which existing traditional monitoring systems are unable detect, as they are only focusing on the infrastructure

- It is costly to implement turn-up testing at scale using hardware solutions and field efforts, which means that service delivery teams lack solutions to validate service levels prior to onboarding a customer

- Service updates and configuration changes often degrade service performance without anyone noticing it internally before customers are affected

- Customer facing teams are still very reactive

- Current solutions have not been designed with cloud architectures in mind and cannot be easily integrated with a modern technology stack

Around 82% of churn is due to frustration with the service and the inability of the service provider to deal with problems effectively

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 their own networks or applications, instead of escalating to the service provider

- Empower engineering and operation teams as they now understand customer experience as well as the service chain supporting each service over complex, multi-layered networks.

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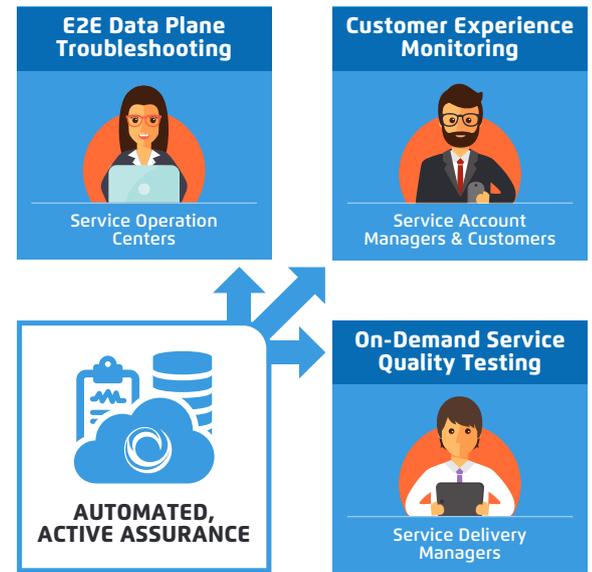
For more details on Netrounds platform, please click here: www.netrounds.com/product-overview

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 test 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 case today, as well as for dynamic, software-driven networks of the future.

Zero-Touch Deployment on Any Compute Platform